



THE INSTITUTE OF  
MASTERS *of* WINE

## **Applications Open for 2010 Reh Kendermann Bursaries**

The Institute of Masters of Wine and Reh Kendermann GmbH are delighted to announce that applications are now being accepted for the prestigious 2010 Reh Kendermann Bursaries.

The two bursaries, open to first and second year students in the Institute's education programme, consist of two trips to Germany where the recipients visit Reh Kendermann GmbH, one of Germany's most important wineries and ambassador for German wine, as well as other producers, either of the successful applicant's own choice or selected by Reh Kendermann if the applicant prefers. Recipients receive £750 each to meet their expenses and for logistical reasons must take the trips together.

Applications are by essay, of no more than 1,000 words in length, which may be written in English or German. The topic to be addressed this year is:

### **How should Germany take advantage of the current trend towards lower alcohol wines?**

Essays should be submitted to the Institute's Education Manager, Peter Csizmadia-Honigh by email, [peter@mastersofwine.org](mailto:peter@mastersofwine.org), by the deadline of 29 October 2010.

On behalf of Reh Kendermann, Alison Flemming MW, Export Sales Director said: "Germany is a truly remarkable wine producing country, yet it is often ignored. Germany's young generation winemakers – working with globally acquired wine-making experience and grape varieties not traditionally associated with German wine, such as Sauvignon Blanc, Pinot Grigio and Pinot Noir – present MW students with vibrant and intriguing wines which are second to none, winning top international awards, the world over. It is unthinkable for any ambitious student to omit the quality and elegance produced by Germany's unique combination of cool climate, expert knowledge and modern winemaking."

Dr. Josef Schuller MW, Chairman of the Institute said: "We are very grateful to Reh Kendermann for providing this wonderful opportunity for students to increase their knowledge of German wines through two visits to the country. The access it affords is extremely valuable to the recipients."

Ends (10.08.10)

## **Media Contacts**

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## **The Institute of Masters of Wine**

Founded in 1955, The Institute of Masters of Wine is a not-for-profit organisation dedicated to promoting educational and professional excellence across the global wine trade.

The Institute has 280 members (Masters of Wine, normally abbreviated to MW after a member's name) based in 23 countries. Masters of Wine are active in all aspects of the wine industry and include winemakers, importers, buyers, retailers, consultants, journalists, educators, sommeliers and senior executives.

The Institute's education programme encourages a cross-disciplinary approach to understanding wine and communicating that knowledge at the highest level. It prepares students for the Masters of Wine examination.

The annual Masters of Wine examination takes place concurrently in London, Napa and Sydney, over a four-day period, usually during the month of June. There are three practical papers, each with 12 wines. Candidates are required to blind taste and identify wines of varying quality levels and origins. In four theory papers, candidates need to demonstrate, through essays, knowledge of a wide range of subjects including winemaking, grape growing, business and social issues. Students must also write a 10,000-word dissertation on a subject of their choice. Only after passing all parts of the examination and completing their dissertation can someone be admitted to the membership of the Institute and use the title Master of Wine.

In addition to its education and examination programmes, the Institute organises annual events which are open to its members, students and the wider wine trade. These events offer outstanding professional development opportunities and include tastings, seminars, debates, visits to wine producing regions and master classes with the world's leading wine producers.

The Institute is privileged to work with a distinguished group of individuals, businesses and organisations which share its values and recognise the importance of promoting the highest

standards of educational achievement and professional conduct within the wine community. In particular, its international community of corporate supporters plays a vital role in assisting the delivery of the Institute's worldwide education, examination and events programmes. Each supporter helps to fund a specific area of activity, which is usually aligned with their own corporate objectives, and their contributions help to ensure that the Institute continues to uphold the tradition of excellence which it has established since its foundation in 1955. The Principal Supporters of the Institute are AXA Millésimes and the Austrian Wine Marketing Board, while its longest standing supporter is the Madame Bollinger Foundation.

More information about the Institute and its activities, including biographies of the Masters of Wine, can be found at the Institute's [www.mastersofwine.org](http://www.mastersofwine.org) website.

### **Reh Kendermann**

Based at Bingen, Reh Kenderman is Germany's most awarded winery. It has been run by the Reh family for three generations and was created in 1997 when the Carl Reh and Hermann Kendermann wineries merged. State-of-the-art technology was employed at an early stage, thus *"laying the foundations for a pioneering increase in quality"*.<sup>\*</sup> So much so, that Carl Reh, owner of Reh Kendermann was awarded the honour of "National Wine Businessman of the Year" at last year's International Meininger Awards. Carl Reh was one of only five personalities to receive the international prize for outstanding contributions to the wine and spirits business.

The Reh Kendermann winery is one of the most modern in Germany and the company is also the largest exporter of German premium branded wines globally.

Sales of Reh Kendermann's brands continue to grow, despite the world economic recession. 12 million bottles of the world's #1 top selling German wine brand Black Tower are being sold in more than 50 countries. Nielsen UK MAT research year ending 10 July 2010 shows that Black Tower is in excellent growth at +9% volume and +12% value versus the overall UK off trade market at +1% and 4% respectively. Indeed, Black Tower Rosé is still the #10 off trade rosé brand and is growing at +35% versus the overall UK rosé market at only +4%.

Reh Kendermann's Weight Watchers® and Kendermanns wines are ranked the UK off trade's third and fourth best selling German wine brands, with Kendermanns, the number one German wine brand in the UK's on trade and the winner of more national and international awards than any other German wine brand.

Looking to the future, Carl Reh is driving the company internationally and developing new markets in UK, US, Brazil, Canada, Scandinavia and the Far East with the goal to win more customers for German wine around the world.

<sup>\*</sup> Comment by Peter Winter from the Georg Mueller Foundation winery when presenting the Meininger Awards trophy to Carl Reh.