



Südtirol/Alto Adige Wines Becomes an Institute Supporter

The Institute of Masters of Wine is delighted to announce that Südtirol/Alto Adige Wines has entered into a formal support agreement with it for the next three years.

Südtirol/Alto Adige Wines will contribute to the Institute's international education programme and will provide an outstanding continuous professional development opportunity for the Institute's members through an annual visit to the region for up to 10 Masters of Wine who are active student mentors.

The Institute is a not-for-profit organisation dedicated to promoting the highest educational and professional standards in the global wine trade. It was founded in London in 1955 and today it is a truly international organisation with a membership of 279 individual Masters of Wine based in 22 different countries. More than 240 students from 24 countries are currently studying in its education programme which leads to the Masters of Wine Examination.

The addition of Südtirol/Alto Adige Wines brings the number of current Institute supporters around the world to 22, each of whom helps to fund a specific area of activity which is usually aligned with their own corporate objectives. The Institute's principal supporters are AXA Millésimes and the Austrian Wine Marketing Board.

Südtirol/Alto Adige is Italy's northernmost province, located in the heart of the Southern Alps. It is well known for its mineral and crisp white wines and fruity and elegant reds. They are shaped by the climatic interaction between hot days and particularly fresh nights and reflect the limpidity and freshness of the unique landscape.

The Südtirol/Alto Adige Wine Marketing Board was formed in 1975 by a group of winemaking companies to promote and strengthen the image of the wines from the area. Today more than 100 wineries are members, representing over 90% of the local production. The Export Organisation Südtirol/Alto Adige (EOS) carries out the generic promotional activities on behalf of the Consortium of Südtirol/Alto Adige wines.

Armin Dissertori, President of the Consortium Südtirol/Alto Adige Wines said: "We are thrilled to be working with the Institute and supporting an organisation that has done so much for the wine sector. The specialists trained by the Institute deserve every support as

they fulfil its mission of promoting educational and professional excellence in the international wine community.”

Dr. Josef Schuller MW, Chairman of the Institute of Masters of Wine, said: “I am delighted to welcome Südtirol/Alto Adige Wines to our supporter community. Their region is one of stunning beauty which is matched by the outstanding quality of its wines. This support agreement will provide an exceptional professional development opportunity for MWs who are mentors in the Institute’s education programme and will assist them greatly in their work with our students, who aspire to achieving the title Master of Wine.”

Ends (20 April 2010)

Notes to Editors:

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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 professional and educational excellence in the global wine trade.

The Institute has 279 members (Masters of Wine, normally abbreviated to MW after a member’s name) based in 22 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 and prepares students for the Master of Wine examination. More than 240 students from 24 countries are currently engaged in the Institute’s education programme.

The annual Master 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 dissertation can someone be admitted to the membership of the Institute, agree to abide by its Code of Conduct and use the title Master of Wine, or its abbreviated form MW.

In addition to its education and examination programmes, the Institute organises annual events which are open to its members, students, the wider wine trade and, usually, private individuals with a serious interest in wine. 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.

More information about the Institute and its activities, including biographies of Masters of Wine, can be found at the Institute's www.mastersofwine.org website.

Südtirol/Alto Adige Wines

For further information on Südtirol/Alto Adige Wines, visit the www.altoadigewines.com website.