



THE INSTITUTE OF  
MASTERS *of* WINE

## **Institute to Host London Open Day in May**

10am to 3pm on Monday 16 May 2011

Grange White Hall Hotel, 2-5 Montague Street, London, WC1B 5BU

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The Institute of Masters of Wine will showcase its study programme to prospective students in London in May, just before the start of the London International Wine Fair.

Members of the wine trade will have the opportunity to learn more about studying for the industry's most highly regarded qualification at the event.

The open day on Monday 16 May will provide an in depth introduction to the Institute's study programme, which prepares candidates for the annual Master of Wine Examination. More than 250 students from 28 different countries are currently enrolled in the programme. Applications for the 2011/12 programme will open in July this year.

The open day, taking place in central London, will be introduced by Lynne Sherriff MW, Chairman of the Institute, other Masters of Wine and members of the Institute's executive office. It includes an introduction to the Institute and the study programme, a six wine blind tasting to illustrate the Master of Wine approach to tasting, a discussion of topical issues, debate and the opportunity to discuss professional development.

Registration costs £105 and includes all materials for the day and a light lunch. See the Events section of the Institute's [www.mastersofwine.org](http://www.mastersofwine.org) website for further details and booking. Only 45 spaces are available so early booking is recommended.

Lynne Sherriff MW said: "With members of the UK and international trade in town, the timing is perfect to showcase our study programme to the MWs of the future. The open day is the best opportunity to find out what is really involved in studying to be an MW and should be of interest to serious wine professionals. Each year, interest in the qualification grows and we expect to see both UK and international attendees on the day."

Ends (11.04.11)

### **Media Contact**

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**Notes to Editors:**

Master of Wine is internationally recognised as the foremost title in the world of wine. The qualification, established in 1953, is today held by professionals across the international wine community who have demonstrated both theoretical knowledge and practical ability in the art, science and business of wine and who are committed to professional excellence.

It is membership of the Institute of Masters of Wine and abiding by its Code of Conduct, not only passing the Masters of Wine Examination, which confers the right to use the title Master of Wine.

A Master of Wine is someone who has demonstrated, by way of rigorous examination, a thorough knowledge of all aspects of wine and an ability to communicate that knowledge clearly. They actively encourage others in the pursuit of knowledge as well as seeking to bring wine communities together.

The Institute's vision is one of knowledge and integrity. Through its members – the international community of 288 Masters of Wine – and its activities, it promotes excellence, interaction and learning, across all sectors of the global wine community.

In keeping with its original aims, the Institute promotes a cross-disciplinary approach to understanding wine at the highest level. It also organises and contributes to wine trade events around the world. Annual visits are made to wine producing regions whilst the Institute's annual tasting and master class programme provides an independent and authoritative perspective on wine. Every four years, its international symposium brings together leading figures from the wine community to address topical issues in an independent forum.

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