



THE INSTITUTE OF
MASTERS *of* WINE

Institute Master Class at ProWein 2011

Members of the wine trade will have the opportunity to learn more about the industry's most highly regarded qualification at the ProWein trade fair next month, including participating in a blind tasting with Masters of Wine.

The Institute of Masters of Wine is holding a master class to showcase its education programme to potential students on 28 March 2011 at ProWein in Düsseldorf. More than 250 students from 28 different countries are currently enrolled in the programme, which prepares candidates for the annual Masters of Wine Examination.

The event is being hosted by the wine countries and regions of Argentina, California, Chile, New Zealand and South Africa, which are jointly presenting as Down to Earth at ProWein for the second year running.

The Institute master class is aimed at wine trade professionals who may be interested in entering the Institute's international education programme. It will be led by Lynne Sherriff MW, Chairman of the Institute, and includes an introduction to the Institute, a tutored blind tasting of wines, and the opportunity to discuss professional development. It will take place from 1630 to 1800 at the Down to Earth stand, Hall 6 G90, in the Düsseldorf Exhibition Centre.

The event is free but participants must register in advance. Further information, including booking details, can be found in the Seminar Registration section of the www.down2earth-prowein.com website.

Lynne Sherriff MW said: "Institute master classes offer the chance to discover just what is involved in becoming a Master of Wine. We are delighted to have the opportunity to hold a master class during ProWein and look forward to attracting new students of the highest calibre from all wine-related disciplines as the Institute continues to broaden and internationalise its membership."

Ends (17.02.11)

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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 288 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 and prepares students for the Master of Wine examination. More than 250 students from 28 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 can someone be admitted to the membership of the Institute 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 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.

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.