



THE INSTITUTE OF
MASTERS *of* WINE

2011 New York & San Francisco Champagne Tastings

The 2011 dates for two of the leading Champagne tastings in the USA have now been confirmed by the Institute of Masters of Wine.

The Institute's annual New York event will be held on 29 August, followed by the San Francisco tasting on 26 September.

Both tastings will feature a broad survey of vintage and non vintage Champagne currently on the USA market from every category, from the most well-known and established houses through to exciting small growers, and will include many rare and difficult to find bottlings.

Further details of the events, including the option to register interest in attending, can be found in the Events section of the Institute's www.mastersofwine.org website.

Joel Butler MW, President of the Institute in North America said: "These annual tastings are firmly established in the trade calendars on both coasts and provide an exceptional opportunity to taste through the full range of Champagnes in the market today."

Ends (28.03.11)

Media Contact

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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. It has 288 members (Masters of Wine, normally abbreviated to MW after a member's name) based in 23 countries. They 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 annual Master of Wine Examination. More than 250 students from 28 countries are currently engaged in the Institute's education programme.

The 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.