



THE INSTITUTE OF
MASTERS *of* WINE

Institute Master Class at Vinexpo 2011

9.30 to 11.00 on Tuesday 21 June 2011

Tasting Lab 2, Hall 2, Vinexpo, Bordeaux

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The Institute of Masters of Wine will showcase its study programme to wine professionals at Vinexpo in Bordeaux later this month.

Individuals from the wine industry will have the opportunity to learn more about achieving its most highly regarded title at the one-hour master class on 21 June.

The open day will be hosted by Lynne Sherriff MW, Chairman of the Institute, and Christophe Macra MW. It will provide an introduction to the Institute's study programme, which prepares candidates for the annual Masters of Wine Examination, a blind tasting of wines to illustrate the Master of Wine approach to tasting, and the opportunity to discuss professional development.

There are currently 289 Masters of Wine in the world, based in 23 different countries, and the title, established in the 1950s, remains the hardest to achieve in the world of wine. More than 250 students from 28 different countries are currently enrolled in Institute's study programme. Applications for the 2011/12 programme will open in July this year.

The event will run from 9.30am to 11.00am in Tasting Lab 2 in Hall 2 at Vinexpo. There is no charge for attending but participants must register in advance via the Events section of the Institute's www.mastersofwine.org website.

Lynne Sherriff MW said: "We held our very successful seventh international symposium in Bordeaux last year and this year we aim to build on the interest that event generated by attracting potential MWs of the future from both the French and international wine professionals at Vinexpo. This master class will provide a foretaste of what is involved in becoming an MW."

Ends (06.06.11)

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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 289 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.

For more information on the Institute see its www.mastersofwine.org website.