



THE INSTITUTE OF  
MASTERS *of* WINE

### **Two New Masters of Wine Announced**

Liz Thach, a senior academic in the USA, and Anthony Moss, of the Wine & Spirit Education Trust (WSET) in London, are the first new Masters of Wine of 2011.

The announcement by the Institute of Masters of Wine comes after both successfully completed their MW dissertations, the third and final element of the Masters of Wine Examination. This brings the total number of Masters of Wine in the world to 290 with members of the Institute based in 23 different countries.

Lynne Sherriff MW, Chairman of the Institute, said: “We are delighted to welcome Liz and Anthony to the international community of Masters of Wine. Both have demonstrated the knowledge and practical abilities required to gain our industry’s most highly regarded title. In their respective roles, they will undoubtedly do much to further learning and interaction in the world of wine. We also look forward to them contributing to the development of new MWs in the years ahead via their participation in our study and mentoring programmes.”

Liz is Professor of Management & Wine Business at Sonoma State University. She is a frequent speaker at wine conferences and wrote the book “Wine - a Global Business”, published in 2005. Liz’s dissertation identified and analysed differences in wine drinking occasions for male and female wine consumers in California.

Anthony began in the wine trade in 1999. In 2001 he moved to London to join Sainsbury's and then moved to the WSET in 2004, where he is now Research & Development Director. Anthony’s dissertation compared the labour markets for skilled restaurant wine service staff in the UK and Sweden.

Liz and Anthony will be formally inducted to the membership of the Institute at its annual awards ceremony and reception at Vintners’ Hall in London on 9 November.

Ends (11.05.11)

## **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 290 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](http://www.mastersofwine.org) website.