



THE INSTITUTE OF
MASTERS *of* WINE

Palais Coburg Becomes an Institute Supporter

The Institute of Masters of Wine is delighted to announce that Palais Coburg has become a member of its international supporter community.

Palais Coburg is located in the heart of Vienna and is a former residence of the House of Saxe-Coburg and Gotha. Today it is a five-star hotel and is home to an extraordinary fine wine archive, comprising some 60,000 bottles from the Old and New Worlds which include some of the world's rarest wines.

Palais Coburg's support will assist the Institute's education programme which prepares candidates for the annual Masters of Wine Examination. This will include subsidising exam script translation costs for students whose first language is not English. More than 250 wine professionals from 28 different countries are currently enrolled in the programme.

Lynne Sherriff MW, Chairman of the Institute said: "Our supporters from across the world of wine share a common commitment to excellence and recognize the value of wine education. We are delighted to welcome Palais Coburg to this community and are grateful for its contribution towards our international education programme."

Frank Smulders MW, recently employed by Palais Coburg to supervise the wine department, says: "Palais Coburg is committed to encouraging wine education at the highest level, particularly in relation to fine and rare wines. We look forward to contributing to the Institute's global education programme as a member of its supporter community."

The principal supporters of the Institute are AXA Millésimes and the Austrian Wine Marketing Board and its major supporters include the Madame Bollinger Foundation, Constellation Europe, Vins et Vignobles Dourthe, The Esterházy Foundation, Ets. J-P Moueix, Istituto Grandi Marchi, Maison Louis Jadot, Napa Valley Vintners, San Pellegrino, Taransaud Tonnellerie, Villa Maria Group, Viña Errázuriz, The Vintners' Company, Waitrose and Wines of Hungary. Supporters of the Institute include Berry Bros. & Rudd, Conseil des Grands Crus Classés en 1855, Gonzalez Byass, Lallemand, Opus One, Schloss Vollrads, Südtirol/Alto Adige Wines and the Symington Family Estates.

Ends (05.04.11)

Media Contacts

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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.