



VDP. Die Prädikatsweingüter



**THE INSTITUTE OF MASTERS OF WINE
ANNOUNCES A NEW STUDY TRIP TO GERMANY
IN ASSOCIATION WITH
VDP – DWI – REH KENDERMANN**

Mainz (Germany) – London (UK), 27th April 2008:

The Institute of Masters of Wine is delighted to announce that a group of MW students and MWs will be touring a number of German vineyards and wineries along with paying a visit to Reh Kendermann prior to the Mainzer Weinbörse in the spring of 2009. This generously supported study trip has been set up through the unique co-operation of three organisations: the VDP, the German Wine Institute (DWI) and Reh Kendermann. This trip will provide an excellent opportunity for the participants to enhance their knowledge and understanding of the rich heritage and exciting cutting-edge developments of the German wine industry.

Siobhan Turner, Executive Director of the Institute, said: “We are delighted that the VDP, the DWI and Reh Kendermann generously support the Institute in pursuing our goal of excellence in global wine education. The co-operation of the three organisations shows the full commitment of the German wine industry to education, which we greatly welcome.”

Eva Raps, Managing Director of the VDP, said: “It’s long overdue that MWs and MW students regularly visit Germany and experience the great changes that have been ongoing for over a decade in Germany. Especially under the roof of the VDP’s strict quality system and the initiative for a classification, many of our members have significantly contributed to this development. Come and experience it.”

Monika Reule, Managing Director of the DWI, said: “The German Wine Institute is always very pleased to welcome the Masters of Wine in our wine regions. This trip is yet another indication of the enormous international interest in Germany’s wide selection of cool climate grape-varieties, triggered by the renaissance of riesling in recent years.”

Alison Flemming MW, Export Sales Director of Reh Kendermann, said: “As the leading exporter of branded German wines worldwide we wanted to support this new initiative so that students and MWs can broaden their horizons.”

About the Institute of Masters of Wine

The Institute of Masters of Wine was established in London, England, in 1953, since when over 2000 candidates have sat its rigorous examination in the art and science of wine. In 1991, the examination was held on the same days in the UK, Australia and the USA, a pattern that continues today.

There are currently 264 members of the Institute, from 22 different countries. Although membership was opened up to non-UK members for the first time only in 1987, 85 members now come from outside the UK. The vast majority of the students are now non-British, and the Education programme is run annually in Napa Valley, California; Melbourne, Australia; Rust, Austria; and Bordeaux, France.

The Master of Wine qualification is achieved by passing three parts of the examination:

- **Theory**, comprising four three-hour question papers on viticulture, winemaking, the business of wine and contemporary issues
- **Practical**, comprising three 12-wine blind tastings of a range of international wines which are assessed for variety, origin, quality and style
- a 10,000 word **Dissertation** on a subject selected by the candidate, relevant to the international wine industry

Candidates come from all areas of the wine industry. The majority are active in a commercial capacity, as wholesalers, importers or retailers, from major multi-nationals to independent merchants. A growing number are involved directly with winemaking, while other occupations include journalism, public relations, the hospitality industry and wine education.

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About the VDP

The VDP Prädikatsweingüter (Association of German Prädikat Wine Estates) has been synonymous with Germany's finest wines for well over a century. Working hand in hand with nature, they cultivate traditional grape varieties, particularly Riesling and the Pinot varieties, in top sites throughout Germany's 13 wine-growing regions. Each of the 200 VDP estates is devoted to achieving the highest quality possible, yet each retains an individual style and thus, reflects the fascinating diversity of viticulture.

Those who appreciate fine wine know the VDP logo – a stylized eagle bearing a cluster of grapes: the symbol of ultimate pleasure.

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About the German Wine Institute (DWI)

The Deutsches Weininstitut is the national marketing board for German wines and represents all German wine producers. Based in Mainz, Germany, the Institute has offices in 15 countries, including the UK, US, Scandinavia, the Netherlands, Russia and Japan.

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