



**MW Master Class**  
**– An Introduction to the Institute of Masters of Wine –**  
 7 – 9 March 2014  
 Veneto

**INTRODUCTORY LEVEL – PROGRAMME**

<b>Friday, 7<sup>th</sup> March</b>	12 – 13.00	<i>Arrival and lunch</i>
	13.30	<i>Registration</i>
	14.00 – 14.15	<i>Welcome and introduction to the Master Class</i>
	14.15 – 14.45	<i>Introduction to the Institute - presentation</i>
	14.45 – 15.15	<i>The MW Exam Syllabus</i> <i>Understanding what topics the Masters of Wine Examination covers and what are the skills needed for success.</i>
	15.15 – 15.30	<i>Break</i>
	15.30 – 17.15	<i>Tasting like a Master of Wine</i> <i>Through practical examples, an induction to tasting in the Master of Wine format, building on your previous techniques and learning new skills.</i>
	17.15 – 18.45	<i>Vineyard and cellar visit</i>
	19.30 -	<i>Dinner</i>



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<b>Saturday 16</b>	9.00 – 10.45	<b>Grape Varieties &amp; Origin</b> <i>This tasting session looks at international and indigenous grape varieties in the context of the Masters of Wine Examination, including the characteristics of the different varieties, where and in what style they are produced.</i>
	10.45 – 11.15	<i>Break</i>
	11.15 – 13.00	<b>Winemaking, Style &amp; Market</b> <i>This tasting session looks at how winemaking will influence the end product, stylistic and quality variations within the context of the markets and regions of production.</i>
	13.00 – 14.00	<i>Lunch</i>
	14.00 – 14.45	<b>Essay Writing Techniques</b> <i>This session will introduce you to writing in English successfully, persuasively and with authority. A hands-on workshop.</i>
	14.45 – 15.00	<i>Break</i>
	15.00 – 17.30	<b>Critical Thinking &amp; Essay Plans</b> <i>Good writing requires planning and critical thinking. This workshop will help you to develop the skills essential for writing a well structured essay with both breadth and depth.</i>
	19.30-	<i>Dinner</i>



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<b>Sunday 17</b>	8.45 – 11.45	<b>Fortified Wines</b> <i>This tasting workshop will include fortified wines from around the world to highlight production methods, styles and the various marketing issues.</i>
	11.45 – 12.00	<i>Break</i>
	12.00 – 13.00	<b>Roundtable Discussion</b> <i>A discussion exploring a few hot topics from the global wine trade to highlight the importance of keeping up-to-date with trends and events.</i>
	13.00 – 13.15	<i>Closing Remarks</i>
	13.15 – 14.45	<i>Lunch</i>
	14.45 – 16.30	<b>Departures</b> <i>Brief entry exam for those who wish to be considered for the MW Study Programme in 2014/15.</i>