



THE INSTITUTE OF  
**MASTERS**  
*of* WINE



THE INSTITUTE OF MASTERS OF WINE 8th SYMPOSIUM  
**IDENTITY, INNOVATION,  
IMAGINATION**  
FLORENCE, 15–18 MAY, 2014  
SPONSORED BY ISTITUTO GRANDI MARCHI

### **Four unforgettable days in Florence**

From 15 to 18 May 2014, delegates from all over the world will be gathering in Florence for the **Institute of Masters of Wine's** 8th Symposium, which will bring together the leading decision makers and opinion formers in the global wine community.

- Panel discussions, debates, and tastings with some of the best-known and most respected figures from the world of wine, moderated and curated by Masters of Wine
- Extensive opportunities to meet and mix with speakers and fellow delegates
- Gala lunches and dinners in historic venues in the city of Florence
- Sessions on effective communication; the cutting edge of wine science; strategies for success and business growth; new viticultural frontiers; and much more.
- Legendary winemakers talk about their personal journeys to success and show their wines
- Visits to wineries in the Tuscan countryside
- 20 Master of Wine winemakers pour their own wines in an exclusive tasting

## Confirmed speakers include:

**Daniel Alegre** (President, Worldwide Partnerships and Business Solutions, Google); **Annette Alvarez-Peters** (Global Wine Buying Director, Costco); **Marchese Piero Antinori** (owner, Marchesi Antinori; President, Istituto Grandi Marchi); **Frank Cornelissen** (winemaker, Etna, Sicily); **Gaia Gaja** (Gaja); **Peter Godden** (Group Manager, Industry Applications, Australian Wine Research Institute); **Bill Harlan** (owner and founder, Harlan Estate); **Stephen Henschke** (owner and winemaker, Henschke); **Dr. Rowald Hepp** (Managing Director, Schloss Vollrads); **Dr Hildegarde Heymann** (Professor Enologist, University of California Davis); **Dr Cesare Intrieri** (Director of the Interdepartmental Centre for Viticulture and Oenology Research, University of Bologna); **Professor Greg Jones** (viticulture research climatologist, Southern Oregon University); **Willi Klinger** (Managing Director, Austrian Wine Marketing Board); **Lisa Perrotti-Brown MW** (Editor-in-chief, The Wine Advocate); **Paul Pontallier** (Managing Director, Château Margaux); **Jancis Robinson MW** (wine journalist and author); **Christophe Salin** (Managing Director, Domaines de Baron de Rothschild); **Rajeev Samant** (President and CEO, Sula Vineyards, India); **Dr Hans-Reiner Schultz** (President, Geisenheim University); **Christian Seely** (Managing Director, AXA Millésimes); **Peter Sisseck** (owner and winemaker, Pingus); **Alberto Tasca d'Almerita** (CEO, Tasca d'Almerita); **José Vouillamoz** (geneticist and author); **Maurizio Zanella** (owner, Ca' del Bosco)

Sessions will be moderated by the following Masters of Wine:

**Jean-Michel Valette MW** (Chairman of the Institute of Masters of Wine), **Bob Betz MW**, **Sarah Jane Evans MW**, **David Gleave MW**, **Michael Hill-Smith MW**, **Debra Meiburg MW**, **Fiona Morrison MW**, **Lynne Sherriff MW**, and **Pierpaolo Petrassi MW**.

## Programme

Day 1 - Thursday 15 May 2014

### Registration

Delegates register at the Palazzo dei Congressi, five minutes' walk from the centre of Florence. The Palazzo is the venue for all daytime sessions, including sponsored lunches with a selection of wines.

### Wine Communication: reaching tomorrow's audiences

Print or electronic media? Fact or Opinion? Blogs or Twitter? How has the way we communicate about wine changed? How can we be believable, informative and helpful in our communication in the future? What will the wine media landscape look like tomorrow?

### Masters of Winemaking: an extraordinary showcase of MW achievements around the world

A world première. Never before have Masters of Wine from around the globe been assembled to pour their wines and talk about the philosophy and principles behind them. A great networking opportunity to meet Masters of Wine from around the world and taste a rich variety of wines.

### Dinner at the Palazzo Corsini

A chance to meet speakers and fellow delegates over dinner in a former Papal palace overlooking the River Arno. Wines will be sponsored by the Consorzi Chianti Classico & Brunello di Montalcino.

## Day 2 - Friday 16 May 2014

### **A New World of Wine: how the viticultural map is changing**

The geography of wine is changing all the time. What are the challenges involved with planting vineyards in new countries? How is the Old World coping with climate change? Which grape varieties are going to survive and which should we be looking at in the future? Is Global Warming a reality? Our panel will share their knowledge of how climate change, emerging viticultural regions and new research are changing the wine map.

### **Playing by Different Rules: the battle between buying and selling**

This session brings together those who sell wine and those who buy wines. What is each side looking for? What are the keys to a successful mutually beneficial relationship? How can the wine consumer be best served? Key professionals offer insight and advice.

### **To Boldly Go: at the frontiers of wine research**

Where does the science take us? Leading researchers from some of the wine world's most respected academic institutions share their new research discoveries and priorities in a lively and informative session.

### **Beyond Success: creating a strategy for sustained growth**

Today you don't just have to make good wine; you have to market it too. Four seasoned wine producers talk about the challenges and opportunities faced when marketing their wines globally and their strategy for the future.

### **Dinner at Tuscan wineries**

Delegates will be taken by bus to a local winery in the countryside outside Florence for a tasting and dinner.

## Day 3 - Saturday 17 May

### **Great Italian Wines**

A panel of Masters of Wine with a special expertise in Italian wines has chosen their top picks. This walk-round tasting is a great opportunity to catch up with some of the most exciting wines of the moment.

### **In conversation with Gerard Basset OBE MS MW MBA**

It is hard to find a more inspirational Master of Wine than Gerard Basset; all the more so when you learn that wine was a long way away from his childhood origins. A conversation with lots of humour, modesty, wisdom and enthusiasm.

### **The Italian Achievement: the renewal of a classical wine culture**

How has Italy evolved to become one of the most exciting wine producers today? Leading producers talk about the renaissance of classic appellations, the emergence of new regions and how Italian grape varieties are being taken up around the world.

### **Science Versus Belief**

Trends in wine production often appear to pull in different directions: painstaking biodynamic and organic methods on the one hand with new materials and the latest technology on the other. Many winemakers, however, marry traditional techniques with the latest science quite comfortably. To what extent is winemaking moving toward a technological future?

### **Gala Dinner at the Antinori Bargino Winery**

Dinner will be preceded by a tasting of Istituto Grandi Marchi wines, and a Q & A session with Albiera Antinori & Marco Cassemonti about the new Antinori winery.

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Day 4 – Sunday 18 May 2014

### **Identity, Innovation, Imagination – Inspirational Journeys**

Winemaking legends Bill Harlan, Stephen Henschke and Peter Sisseck provide personal insight into their lives through wine. This is a unique opportunity to meet three top producers and learn about their inspirational journeys to success.



## **Registration details**

Tickets for the Symposium are priced during 2013 at €995 (plus IVA), with discounts for Masters of Wine and Institute students.

To book, please contact Alexandra Runciman at [arunciman@mastersofwine.org](mailto:arunciman@mastersofwine.org) or call +44 (0)207 383 9130.

For further details and Symposium updates, plus details of hotels in Florence, please visit our dedicated website at [www.mwsymposium2014.com](http://www.mwsymposium2014.com)



Istituto del vino  
italiano di qualità  
grandi marchi



IDENTITY



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