



TREASURY WINE ESTATES

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Treasury Wine Estates Introduces Master Sommelier Course and Exam Program to Latin America
Wine company demonstrates commitment to region by entering into wine education partnership with Court of Master Sommeliers, Americas

Treasury Wine Estates (TWE), the world's largest publicly listed wine company is partnering with the Court of Master Sommeliers, Americas (CMS) to offer the first series of Master Sommelier courses and exams to the trade-at-large in Latin America. The program underscores the increasing importance of the Latin American marketplace to TWE, and the region's embrace of iconic, new world brands such as Beringer and Penfolds. Latin America is an important emerging market for TWE due to its increasing consumption trends. TWE saw its sales volume in the region increase 16% in the first half of the 2013 fiscal year.

"As a company we're incredibly excited about the growing sophistication of the Latin American consumer and their burgeoning interest in fine wine. And our partnership with CMS, the most prestigious and respected wine service accreditation organization in the world is evidence of just this," said Sandra LeDrew, TWE Managing Director, Americas. "We are thrilled and honored to make this program available to professionals in Latin America who are seeking to advance their wine education; it is these graduates after all who will wield an important influence on the Latin American consumer."

The program was launched when 48 participants took the Level I Introductory Sommelier Course and Exam in March 2013 at the InterContinental Presidente Hotel in Mexico City, Mexico. All participants were sponsored by TWE and 46 of them passed the exam, which according to CMS is an outstanding result.

"It's very exciting to be able to take the CMS program to Latin America where the interest and level of sophistication around fine wine service has grown dramatically," said Shayn Bjornholm, MS, Examination Director, Court of Master Sommeliers, Americas. "With its global portfolio of prestigious wines and understanding of this region, Treasury Wine Estates has been an ideal partner for us in this endeavor."

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Additional Information

About the TWE – CMS, Americas Partnership

To bring the CMS program to Mexico City, Treasury Wine Estates spent ten months coordinating the program with its Mexico-based importers, Vinoteca and Vinos Viñedos y Bodegas, CMS, Americas, and with the InterContinental Presidente Hotel, which has the most extensive wine list in Mexico City.

The Level I course was taught by Juan Gomez, MS, of The Breakers Resort in Palm Beach, FL, the first Mexican to earn the Master Sommelier title, and Juan Serafin, MS, Educator for Southern Wine & Spirits, IL. Of the 48 students participating in the initial course, twenty-five were from the Mexico City Chapter of Sommeliers and twenty-three were from on-premise accounts in the region.

About Treasury Wine Estates

Treasury Wine Estates (TWE) is a unique global wine company with a leading international portfolio of new world wines.

From the establishment of Australia's [Penfolds](#) in the mid-1840s to the 1876 founding of [Beringer Vineyards](#), a winemaking legacy has been created. TWE is now the world's largest publicly-listed (ASX: TWE.AX) wine-only company with over 80 brands, including [Beringer Vineyards](#), [Be.](#), [Castello di Gabbiano](#), [Chateau St. Jean](#), [Cellar No. 8](#), [Colores del Sol](#), [Etude](#), [Lindeman's](#), [Matua Valley](#), [Meridian Vineyards](#), [Penfolds](#), [Rosemount Estate](#), [Souverain](#), [Stags' Leap Winery](#), [St. Clement](#), [The Skinny Vine](#), [Wolf Blass](#) and more.

With over 28,000 acres of sustainable vineyards, sales totaling nearly 32 million cases of wine annually, and revenues of about AU\$1.64 billion, TWE employs over 3,600 winemakers, viticulturists, sales, distribution and support staff across 12 countries. For more information, visit www.tweglobal.com.

About the Court of Master Sommeliers

The Court of Master Sommeliers was established to encourage improved standards of beverage knowledge and service in hotels and restaurants. The first successful Master Sommelier examination was held in the United Kingdom in 1969, and by April 1977, the Court of Master Sommeliers was established as the premier international examining body. Consisting of four examination levels, the Master Sommelier Diploma is considered to be the ultimate professional credential in the wine and spirits service industry.

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