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MEDIA RELEASE

Wolf Blass wines announces Wolfgang Blass Scholarship for 2014

Multiple \$795 scholarships to be awarded to Canadian candidates at Court of Master Sommeliers Advanced exams.

Wolf Blass wines is proud to announce the establishment of the Wolfgang Blass Scholarship through The Guild of Sommeliers. The Wolfgang Blass Scholarship supports sommelier education and professional development; these \$795 scholarships are awarded to Court of Master Sommeliers Advanced exam candidates who live and work in Canada and demonstrate financial need and professional merit. In 2014, the Guild estimates that 10 candidates from Canada will receive the Wolf Blass Scholarship, which defrays the costs of travel and exam fees for the CMS Advanced courses and exams.

The scholarships also help Canadian candidates connect with the wider community to support them and help them succeed in their wine careers.

Speaking from his home in South Australia, Wolf Blass said he was honoured to partner with the Guild of Sommeliers: "I am thrilled to support individuals who demonstrate passion and dedication within the wine industry. Canada in particular holds great memories for me, and I'm very proud to give back to a country that has warmly embraced our wines for over thirty years."

The Guild said it is grateful for the generous support of Wolf Blass wines in promoting sommelier education through the Wolfgang Blass Scholarship.

The Advanced sommelier course is a three-day long program taught by Master Sommeliers that explores the CMS standards in beverage sales and service in-depth, designed to help prepare candidates for sitting the Advanced exam. The exam consists of a three-day assessment given in three segments: a blind tasting of six wines, a written theory examination and a practical service examination. The Advanced exam sets a high standard of wine knowledge and service; it also provides students with strong credentials and proof of a high level of service aptitude as evaluated by the world's leading authority on wine service: the Court of Master Sommeliers.

About Wolf Blass

Wolf Blass was established in the Barossa Valley in 1966 and has grown to become one of the world's most awarded wine brands. A recipient of more than 3,000 medals and trophies at national and international wine shows, the spirit of Wolf Blass wines is exemplified through the passion of its custodians as they strive to produce wines of quality, character and consistency.

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