

INSTITUTE OF MASTERS OF WINE ® EXAMINATION BOARD  
THEORY EXAMINATION 2009  
**PAPER 1 – THE PRODUCTION OF WINE PART 1 – TUESDAY 2ND JUNE (3 HOURS)**

*THREE* questions to be answered, *ONE* from Section A and *TWO* from Section B.

**Section A**

1. What role does water play in viticulture?
2. Using relevant examples, outline the problems and advantages of marginal climate vineyard sites for quality wine producers.

**Section B**

3. What impact do the trellising systems chosen for a vineyard have on the yield and health of vines?
4. Why might a winemaker want to adjust sugar, acidity and tannin levels in a wine, and how can this be done?
5. What are the advantages and disadvantages of increasing mechanisation in vineyards?
6. What are the challenges involved in the vinification of botrytis affected grapes?

**PAPER 2 – THE PRODUCTION OF WINE PART 2 – WEDNESDAY 3RD JUNE (3 HOURS)**

*THREE* questions to be answered, *ONE* from Section A and *TWO* from Section B.

**Section A**

1. Drawing on examples of rosé production in different parts of the world, illustrate how production methods influence the style of the wine.
2. Drawing on examples of sweet wine production in different parts of the world, illustrate how production methods influence the style of the wine.

**Section B**

3. Critically examine the pros and cons of the techniques available in a winery for the management of alcohol levels in wine.
4. Outline the options available to the winemaker when considering the use of oak in the production of
  - a) inexpensive blended red wine
  - b) premium quality white Burgundy
  - c) château bottled Bordeaux
5. As the Quality Assurance manager of a contract bottling operation, what actions will you take when microbial contamination is found in routine samples taken off the bottling line?
6. How do oxygen transmission rates through different types of wine packaging affect the quality and style of the wine?

**PAPER 3 – THE BUSINESS OF WINE - THURSDAY 4TH JUNE (3 HOURS)**

*THREE questions to be answered, ONE from Section A and TWO from Section B.*

**Section A**

1. How important is vertical integration for the success of wine brands?
2. Do European wine companies have advantages over their New World competitors in wine marketing?

**Section B**

3. As the export manager of a newly-established winery, outline the steps that you would take to plan your export campaign?
4. Examine the role of currency exchange rates in shaping global wine markets, focusing particularly on the period 2006-2009.
5. Critically assess the concept of 'regionalism' in wine marketing.
6. Examine the challenges of today's global market for family owned wineries.

**PAPER 4 – CONTEMPORARY ISSUES - FRIDAY 5TH JUNE (3 HOURS)**

*TWO questions to be answered.*

1. What impact is the current financial turmoil likely to have on the global wine market?
2. How fair is Fairtrade wine?
3. Examine the statement that 'A wine brand is only as good as the content of the bottle.'
4. To what extent is legislation necessary to regulate wine promotion?
5. Will the international market for fortified wines recover?

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PRACTICAL EXAMINATION 2009

**General instructions for all Practical papers:** *All questions must be answered. You must use the relevant pre-printed answer sheet for each wine. You must write your CANDIDATE NUMBER on EACH answer sheet. You are advised to read each question carefully before answering. Give reasons for your answers wherever possible. You are reminded that any faults that a wine may show will be known to the Examiners. Comment on the wines as they appear to you on the day.*

***PAPER 1 – TUESDAY 2ND JUNE (2¼ HOURS ALLOWED)***

**1) Wines 1 to 8 are all from the same single grape variety, from four different countries.**

**For all 8 wines:**

a) Identify the grape variety, drawing evidence from all the wines. (32 marks)

**For each wine:**

b) Identify the origin as closely as possible. (8 x 8 marks)

c) Comment on quality, with specific reference to residual sugar, alcohol and maturity. (8 x 8 marks)

d) Consider the commercial potential. (8 x 5 marks)

**2) Wines 9 to 12 are Chardonnays, from four different countries.**

**For each wine:**

a) Identify the origin as closely as possible. (4 x 10 marks)

b) Comment on the winemaking with specific reference to oak. (4 x 5 marks)

**For all four wines:**

c) Compare the quality of the four wines. Consider the different styles with reference to the current position of the Chardonnay grape in the global marketplace. (40 marks)

***PAPER 2 - WEDNESDAY 3RD JUNE (2¼ HOURS ALLOWED)***

**1) Wines 1 to 4 are all from one country and region.**

**For all four wines**

a) Identify the country and region of production as closely as possible (20 marks)

**For each wine**

- b) Comment on the style of wine and the winemaking techniques involved. (4 x 10 marks)
- c) Identify the wine's age. (4 x 5 marks)
- d) Comment on quality. Identify the official designated quality level. (4 x 5 marks)

**2) Wines 5 to 8 are from four different countries. They are all blends, but share the same predominant variety.**

**For all four wines**

- a) Identify the predominant variety. (24 marks)

**For each wine**

- b) Identify the origin as closely as possible and comment on the quality within the context of the region of origin, with particular reference to maturity and capacity to develop. (4 x 16 marks)

**For wines 7 and 8**

- c) Compare specifically the different styles of 7 and 8. Comment on their commercial potential. (12 marks)

**3) Wines 9 to 12 are from four different countries. Each is made from a different, single (minimum 90%) grape variety.**

**For each wine**

- a) Identify the grape variety and origin as closely as possible. (4 x 12 marks)
- b) Comment on the method of production, noting how it has affected the wine's style. (4 x 5 marks)
- c) Comment on quality and capacity to age and develop. (4 x 8 marks)

***PAPER 3 – THURSDAY 4TH JUNE (2¼ HOURS ALLOWED)***

**1) Wines 1 to 5 are from four different countries. Three are from Europe and two from outside Europe.**

**For each wine:**

- a) Assess the style and quality. Consider the commercial potential. (5 x 16 marks)
- b) Identify the origin and grape variety or varieties as closely as possible. (5 x 9 marks)

**2) Wines 6 to 9 are in two pairs: 6 and 7; 8 and 9. The first pair is made from a single grape variety and is from two different countries. The second pair is made from another single grape variety and is from one country.**

**For each pair of wines:**

- a) Identify the grape variety. (2 x 16 marks)
- b) Identify the origins as closely as possible. (2 x 12 marks)
- c) Compare the quality within each pair. (2 x 12 marks)

**For all the wines:**

- d) Compare the different styles of the two varieties. (20 marks)

**3) Wines 10 to 12 are from the same country and region.**

**For all three wines:**

- a) Identify the origin as closely as possible. (15 marks)
- b) Compare the styles and the methods of production, specifying the alcohol levels. (45 marks)
- c) Consider the best way to promote these wines. (15 marks)

WINE LIST 2009 Paper 1		Alc.	Region		Country
1	Jacob's Creek Riesling	2007	13.0	S.E.Australia	Australia
2	Riesling Reserve, Cave Vinicole a Hunawihir	2005	12.0	Alsace	France
3	Riesling, Qba, Donnhoff	2006	10.0	Nahe	Germany
4	Rudesheimer Kabinett, Leitz	2006	9.5	Rheingau	Germany
5	Zeltinger Schlossberg	2004	8.0	Mosel	Germany

	Riesling Auslese, Selbach Oster				
6	Riesling, Springvale, Grosset	2007	13.5	Watervale, Clare Valley	Australia
7	Riesling, Achleiten, Smaragd, Prager	2006	13.5	Wachau	Austria
8	Riesling, Clos St Urbain Rangen, Zind Humbrecht	2004	14.0	Alsace	France
9	Macon Verze, Nicolas Maillet	2007	13.0	Burgundy	France
10	Unoaked Chardonnay, Rockbare	2007	13.5	McLaren Vale	Australia
11	Chardonnay, Kumeu River	2006	13.5	Kumeu	New Zealand
12	Chardonnay, Hudson Vineyard, David Ramey	2006	14.5	Carneros	California
<b>Paper 2</b>		<b>Alc.</b>	<b>Region</b>	<b>Country</b>	
1	La Vendimia, Palacios Remondo	2007	13.5	Rioja	Spain
2	Crianza, Monte Real	2005	13.5	Rioja	Spain
3	Reserva, Remelluri	2003	13.5	Rioja	Spain
4	Gran Reserva, Prado Enea, Muga	1998	13.5	Rioja	Spain
5	Domaine de Chevalier	2004	13.0	Pessac, Bordeaux	France
6	Ca'Marcanda, Gaja	2004	14.5	Bolgheri, Tuscany	Italy
7	Cabernet Merlot, Vasse Felix	2005	14.5	Margaret River	Australia
8	Peter Barlow, Rustenberg	2005	14.5	Stellenbosch	South Africa
9	Pinot Noir, Ata Rangi	2006	14.0	Martinborough	New Zealand
10	Malbec, Catena	2006	13.5	Mendoza	Argentina
11	Shiraz-	2006	14.5	McLaren Vale	Australia

	Viognier, Willunga 100				
12	Zinfandel, Seghesio	2006	16	Sonoma County	California
<b>Paper 3</b> (Please note that wines 6 & 7 were served in reverse order in Sydney)		<b>Alc.</b>	<b>Region</b>	<b>Country</b>	
1	Pinot Grigio Rose, Italia	2008	12.0	Pavia	Italy
2	Château Romassan, Domaines Ott	2007	14.0	Bandol	France
3	Sancerre Rose, Serge Laloue	2007	13.0	Loire	France
4	White Zinfandel, Blossom Hill	2007	10.0	-	California
5	Rose of Virginia, Charles Melton	2008	13.0	Barossa Valley	Australia
6	Pinot Gris, Cuvee Ste Catherine, Weinbach	2007	15.0	Alsace	France
7	Pinot Grigio, Canaletto	2008	12.0	Veneto	Italy
8	Friendly Gruner Veltliner, Laurenz V	2007	12.0	Niederosterreich	Austria
9	Gruner Veltliner, Lamm, Schloss Gobelsburg	2006	14.5	Kamptal	Austria
10	Oloroso, Pata de Gallina, Juan Garcia Jarana, Lustau	NV	20.0	Sherry	Spain
11	Manzanilla Pasada, Almacenista Manuel Cuevas Jurado, Lustau	NV	17.0	Sherry	Spain
12	Amontillado, Miguel Fontadez Florido, Lustau	NV	18.5	Sherry	Spain