

## WHAT IS MASTER THE WORLD?

Master the World is a wine education platform that combines **conveniently-shipped blind tasting kits with an online evaluation experience** to help subscribers improve their palates and grow wine knowledge.

- Each shipment contains a curated selection of **six 187ml bottles** of benchmarked premium wines, picked by an **esteemed panel of Master Sommeliers**.
- Our online evaluation tool helps subscribers **learn at their own pace** and can be used individually or in a group setting.

## WHO CAN BENEFIT FROM MASTER THE WORLD? Wine Industry Professionals & Enthusiasts

- Wine companies, distributors, retailers and on-premise outlets who want their **sales and hospitality staff** to have the requisite wine knowledge to engage with influential wine buyers and sophisticated wine consumers.
- **Wine buyers and sommeliers** want to grow their spheres of influence and supercharge their careers with success at wine certification exams.
- **Engaged wine consumers** who want to up their wine game and drink at least 3X/week.

### Example of the One-Piece Label



### LEARN MORE ABOUT THE KIT WITH A VIDEO AND Q&A: <https://tinyurl.com/MTWigvideo>

- Our Indiegogo Campaign in October 2018 was successfully >140% funded!
  - Kits sell between \$70-90 per kit depending on subscription.
- Example of The Kit**

## GLOWING TESTIMONIALS FROM OUR TRIAL PARTICIPANTS

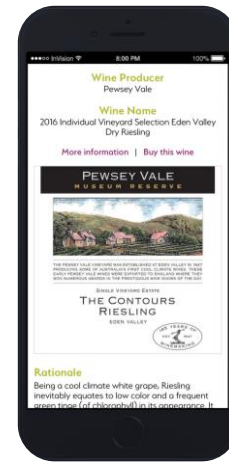
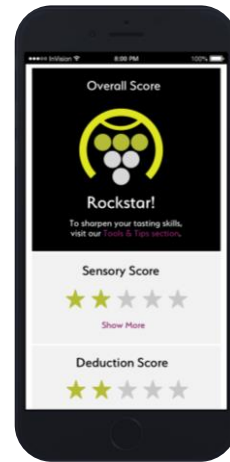
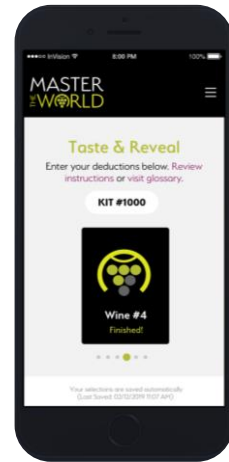
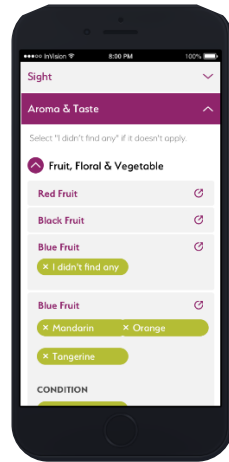
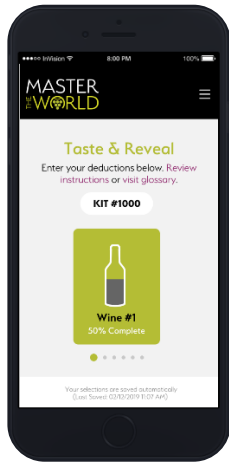
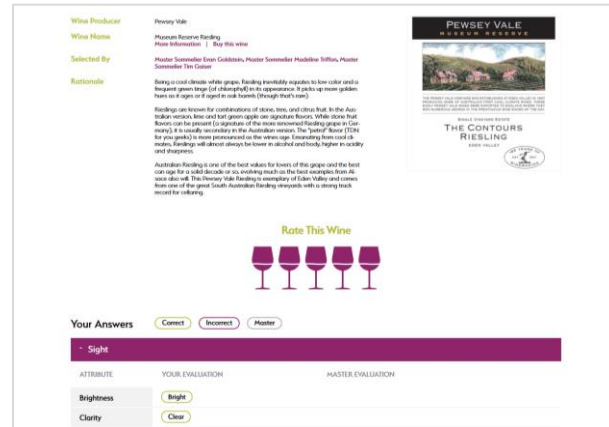
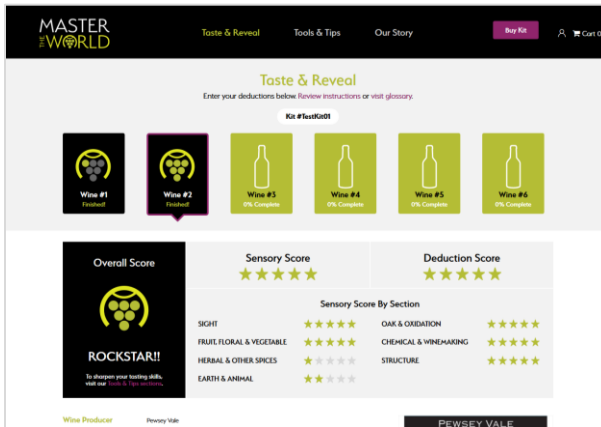
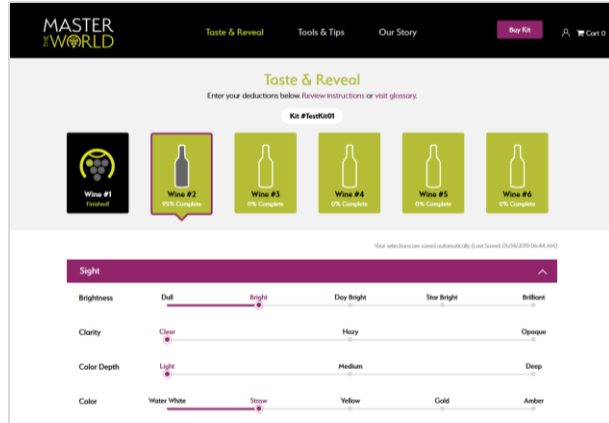
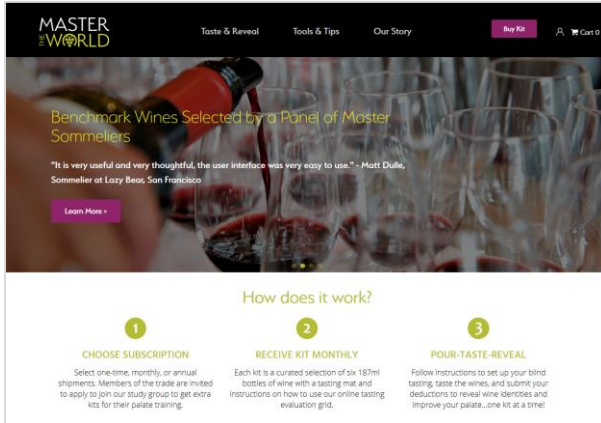
"You have a winning idea here. There needs to be an easier, more affordable, and more specific way to learn to taste wines. You hit the nail on the head."

*Tristan Dyer-Kindy, CO, National Buyer for Vino Volo, Master of Wine Candidate*

"The descriptions and rationale are concise, which is helpful... Educators can try and fit too much information and overwhelm the consumer, the length of this tasting portion is well thought out and not too intense."

*Chris Dooley, NY, Sommelier at Eleven Madison Park, Master Sommelier Candidate*

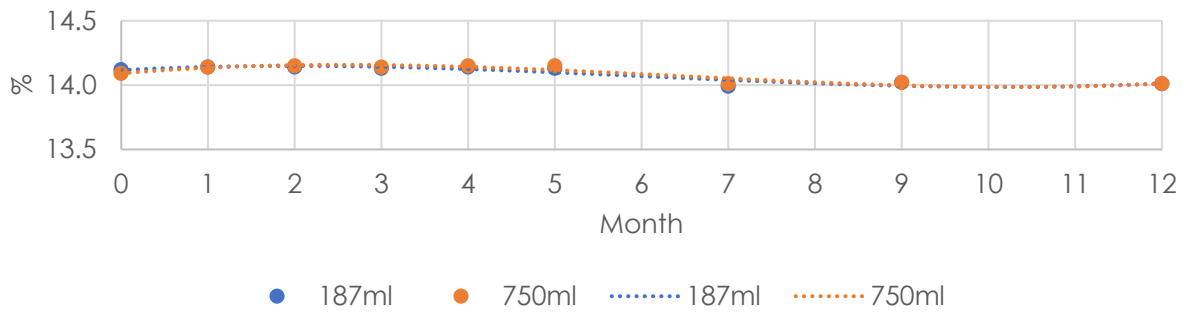
OUR WEBSITE AND INTERACTIVE TASTING EXPERIENCE: [www.MTWwines.com](http://www.MTWwines.com)  
 A glimpse of the desktop and mobile versions



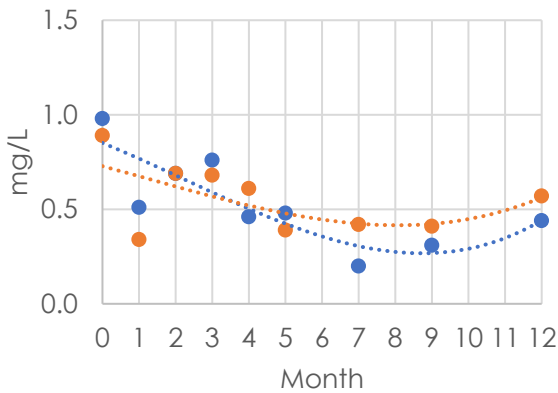
**PRODUCTION QUALITY BACKED BY LAB ANALYSIS**

Our proprietary anaerobic production method ensures that bottles stay fresh when rebottled into 187ml from supplier-provided 750ml bottles. We encourage kit usage within 6 months of receipt, even though data shows that our 187ml perform well against 750ml benchmarks of the same wine for 12 months.

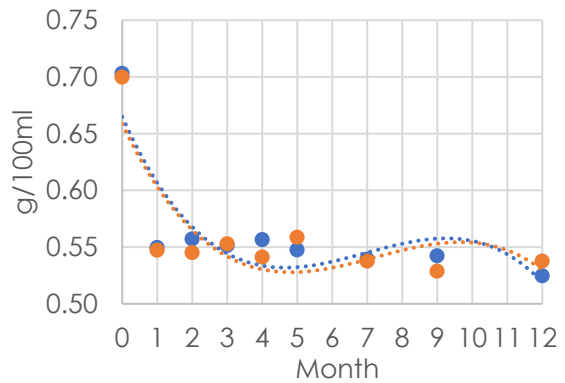
**ABV**



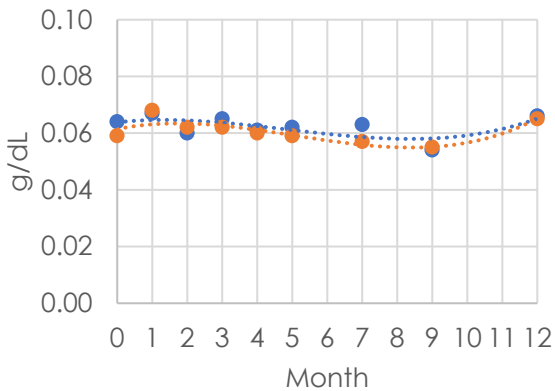
**DISSOLVED OXYGEN**



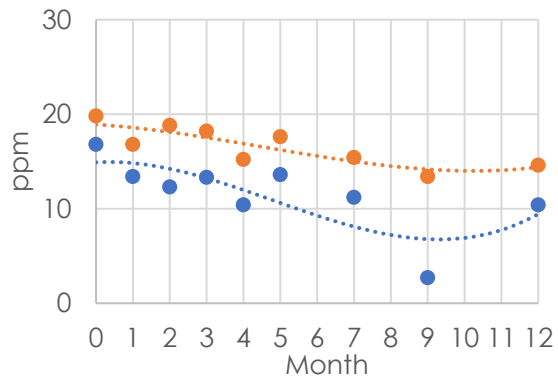
**TITRATABLE ACIDITY**



**VOLATILE ACIDITY**



**FREE SO2**



## **PARTICIPATING WINERIES TO DATE**

**Argentina:** Mendel, Zuccardi, Pulenta, Altocedro, LaMadrid, Zaha, Anko, Puramun, Verum, Domaine Bousquet

**Australia:** Hewitson, Hope Estate, Yalumba, Jim Barry, Brokenwood

**Austria:** Laurenz V, Domäne Wachau

**California:** Dashe Cellars, Oberon, Gary Farrell, Foppiano, Long Meadow Ranch, Cain Vineyard, Seghesio, Pine Ridge, Chamisal, Whitehall Lane, Textbook, Andrew Murray, Brick and Mortar, Miner Family, RouteStock Cellars, Babcock, Alexander Valley Vineyards, Trig Point, Joseph Phelps, Foxen, Hartford Family, Obsidian Ridge, Ridge, Patz & Hall, Sean Minor, Caymus, The Ojai Vineyard, Patz & Hall, Quivira, The Calling, Merryvale, Niner, Tilth, Cline Cellars, Buehler Vineyards, MacRostie, DAOU

**Chile:** Tabalí, Santa Ema, Emiliana, Ventisquero, Concha y Toro, Leyda, Los Vascos, Garces Silva, Gillmore, Casa Silva, Maquis, Santa Rita, Morandé, Oveja Negra (Via Wines), Calcu, Meli

**France:** Vincent Careme, Domaine Vrignaud, Château Sigalas Rabaud, Trimbach, Maison L'Envoyé, Hugel, Henry Fessy, Simonnet-Febvre, Château Suduiraut, Château Tournefeuille, Château de Cosse (Rieussec), Jean Michel Gerin, E. Guigal, Château Recogne, Louis Latour, Château Lafleur du Roy, La Croix Bonis Château du Taillan, Château Romfort, Château d'Agassac, Château Chapelle aux Moines, Chapoutier, Ogier, Château Laribotte, La Ferme du Mont, Château Pesquié, Cellier des Dauphins, Château de Manissy, Château Pegau, Ferraton, Château de Montfaucon, Château La Nerthe, Domaine Piaugier, Brotte, Domaine de l'Amandine, Louis Bernard, Château Beaubois, Château d'Aqueria, Maison Peyre, SAS Famille Gassier, Sauvion, Domaine Frantz Chagnoleau, Bachelet-Monnot, Chateau Beaulieu (Aix-en-Provence), Leon Beyer

**Germany:** Dr. Fischer, Georg Albrecht Schneider, Paul Anheuser, Dr. Heyden, Bürklin-Wolf, Dr. H. Thanisch

**Hungary:** Disznókő

**Italy:** Inama, Zonin, Brolio, La Fiera, Rizzi, Damilano, Marc Felluga, Alois Lageder, Rocca delle Macie, Paitin, Castello di Ama, San Salvatore, Tolaini

**New Zealand:** Yealands, Mount Beautiful, Seresin, Sisters Ridge, Innocent Bystander

**Oregon:** Archery Summit, Elk Cove, Leah Jorgenson, Stoller, Erath, Haden Fig, Cooper Mountain, Ridgecrest, Willamette Valley Vineyards

**Portugal:** Mouchão, Herdade de Rocim, Esporão, Paulo Laureano, Herdade dos Grous, Jose Maria da Fonseca, João Portugal Ramos, Duorum, Anselmo Mendes, Poeira, Campolargo, Pedra Cancela, CARMIM, Malhadinha Nova, Luis Duarte

**South Africa:** Raats, Terre Brulée

**Spain:** Bodegas Faustino, Bodega Valderiz, Carlos Serres, Burgans, Clos de Nit, Fillaboa, LAN, Beronia

**Uruguay:** Bodega Garzón, Marichal

**Washington:** Double Canyon, Seven Hills, Gramercy Cellars, Walla Walla Vintners, W.T. Vintners