Introducing Master-the-World™

Learn to Taste Like a Pro

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Description automatically generated**San Mateo, CA (Aug. 8, 2020):** Master The World™ (MTW) @ [www.MTWwines.com](http://www.MTWwines.com) is a new and innovative wine education platform for industry professionals and consumers seeking to hone their palate. Subscribers can look to improve their tasting skills and expand their wine knowledge via carefully curated blind-tasting kits, conveniently delivered monthly to their door. Three subscription plans are available: an *à la carte,* “check-us-out” single kit, a monthly “pay-as-you-go” option, or a 12-kit annual subscription. Costs, including shipping, range from $70 to $90 a kit.

Now launching in 45 states nationwide (excluding AL, DE, MS, SD and UT), MTW is the brainchild of industry veterans Limeng Stroh (Co-founder/CEO) and Master Sommelier Evan Goldstein (Co-founder/Chief Wine Officer). Stroh and Goldstein are also long-time partners in Full Circle Wine Solutions, a top California-based wine & spirits marketing and education firm.

Each MTW kit contains six wines packaged in 187 ml glass bottles, with every wine selected by a panel of Master Sommeliers as textbook examples of a specific grape variety, region, and/or style. *“Regardless of provenance. every wine comes from a top-notch winery, many of which are celebrated household names. We taste dozens of wines before zeroing in on our finalists,”* notes Goldstein.

A companion online interactive tasting tool enables users to form their own conclusion as to the identity of each wine, using a deductive sensory analytical process familiar to industry pros. Tasters can learn at their own pace, tasting individually or in a group setting. MTW subscribers also have an opportunity to engage with an online community of like-minded tasters through monthly webinars hosted by a trio of Master Sommeliers.

In addition, MTW offers multiple applications for the trade at large. Whether it’s distributors and importers looking to introduce sales teams to new additions to their portfolios, or regional and educational bodies seeking a simple, cost-effective approach to remote learning, MTW is able to create and ship custom kits. Kicking off that business is a partnership with the Napa Wine Academy on multiple kits to be used in conjunction with the Wine & Spirit Education Trust (WSET) program.

To preserve quality during the transfer of wines from supplier-provided 750 ml bottles into 187s, MTW uses a proprietary anaerobic process, rebottling each 750 ml in seconds.

Up next from MTW: Kits exploring specific terroirs, grape varieties, and other wine-geeky topics, as well as enhancing the tasting tool for consumer-friendly wine tasting parties. Whatever the subject, MTW is a fun and effective way to learn!

Five years in the making, inspiration for MTW came to Goldstein while leading a group of U.S. sommeliers through Brazil’s Serra Gaúcha wine country. One of the sommeliers was studying for the tasting portion of a major wine exam. Each morning she would open a set of crudely-packed mini-bottles to blind taste, before emailing the friend who had prepared the set to verify the wines’ identities. *“There has to be a better way than this,”* Goldstein thought.

*“This is no ordinary wine club: It is a wine club that will empower you to explore new wines, learn how to evaluate them, and decide for yourself what you like: No artificial intelligence telling you what to drink, no gimmicks.”* – Co-founder/CEO, Limeng Stroh

For more information, click on: [www.MTWwines.com](http://www.MTWwines.com)

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