

ROGER C. BOHRICH MW

BIO

Roger has enjoyed a fulfilling career in the wine trade and is currently an independent consultant, educator, writer and competition judge. He has worked for two national importers. Roger is one of the first U.S. Masters of Wine and led the formation of the Institute of Masters of Wine (No. America), where he served as its first President. He has appeared often as a speaker at wine festivals and conferences, and his articles and writing have been published in the Journal of Wine Research, Wine Business Monthly, Santé, Wines & Vines, and on WineAuctionPrices.com. Roger has traveled extensively around the world of wine, and in recent years he has judged numerous competitions in Argentina, Turkey, Portugal, China and the U.S. Beyond his independent activities, he provides business consulting services, with his associate Martin Sinkoff, to wineries seeking to market their wines in the U.S.

Further details can be found on Roger's website (www.vintrinsic.com) and that of Martin Sinkoff Associates (www.sinkoff.com).

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