

**ROGER C BOHRICH**  
**Master of Wine**

Roger has enjoyed a long and fulfilling career in wine and is currently an independent consultant, writer and educator. He joined the trade after obtaining an MA in International Studies from Johns Hopkins University, where a chance encounter with a fine wine convinced him that the wine trade was the obvious career choice.

In 2011, Roger divested of his interest in Millesima USA LLC, the U.S. affiliate of Millesima, S.A., Europe's leader in direct sales of fine wines to consumers via mail order and the Internet. In early 2006, he set up the company, situated on Manhattan's Upper East Side, as its Managing Partner. Roger has worked for two national importers, last as Senior Vice President-Marketing for Frederick Wildman & Sons, New York, where he directed a team in brand management, advertising, and public relations. He acted as buyer and liaison with wineries in a dozen countries, also developing training and education for the firm's staff and wholesale clients.

In 1993, Roger became one of the first Americans to pass the Master of Wine ("MW") examination administered by the Institute of Masters of Wine in London. For ten years he dedicated himself to the MW cause, first as Education Coordinator of the North American educational program. He served as Chairman of the No. American Advisory Board, leading the formation of the non-profit Institute of Masters of Wine (No. America), where he served three terms as its first President.

Roger has been very active as a speaker at U.S. wine festivals and conferences and has led seminars and tastings at hospitality schools, private clubs, and charity functions. His articles and writing have appeared in the *Journal of Wine Research*, *Wine Business Monthly*, *Santé Magazine*, and *The Beverage Media Group*. For several years, Roger has written the "Wine Q&A" on LocalWineEvents.com, the largest website of its kind. Roger managed an innovative international wine competition, and he was one of 12 Masters of Wine who judged the 2010 Argentina Wine Awards. In 2013, he judged Turkish wines with 6 other Masters of Wine in Istanbul. He has been both a presenter and moderator of "The Great Wine Seminar" in Florida, for many years one of the foremost events in the U.S. for wine collectors. His current clients include the French Wine Society, a distance-learning specialist, for whom he has created and presented a series of webinars such as their Rhône Master-Level Program.

Roger has been a frequent visitor to the classic wine growing areas of France and Italy. He has led groups of professionals and interested amateurs on tours of French wine regions. His wine travels have taken him to Germany, Spain, Portugal, Australia, Argentina, Chile, Greece, South Africa, and elsewhere.