

ROGER C BOHRICH

Master of Wine

Roger has enjoyed a long and fulfilling career in wine and is currently an independent consultant, writer, educator and competition judge. 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 and stepped down as Managing Partner of Millesima USA LLC, the U.S. affiliate of Europe's leader in direct sales of fine wines to consumers via mail order and the Internet. Roger previously 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 wholesalers.

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 appeared often 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*, *The Beverage Media Group*, and *Wines & Vines*. For several years, Roger has authored the "Wine Q&A" on LocalWineEvents.com and released, in 2015, the 2nd edition of an eBook entitled "Answers to Wine Questions from Real People." Roger managed an innovative wine competition, and in recent years he has judged competitions in Argentina, Turkey and China. 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. In the past few years, Roger has presented online master classes for the French Wine Society, a distance-learning specialist, and compiled their first newsletter and comprehensive vintage chart for France.

Roger has been a frequent visitor to the classic wine growing areas of France and speaks French fluently. He has led groups of professionals and interested amateurs on tours of Burgundy. His wine travels have taken him often to Italy as well as Germany, Spain, Portugal, Australia, Argentina, Chile, Greece, South Africa, China, California, and Oregon.