



## Argentina Wine Awards 2010 - International Judges

### Roger Bohmrich MW

Nationality: **American**

Resident: **USA**

Year MW: **1993**



Roger has enjoyed a long and fulfilling career in wine. He joined the trade in 1973 after obtaining an MA in International Studies from Johns Hopkins University, where a chance encounter with a magical 1966 Bordeaux convinced him that wine was the obvious career choice.

In early 2005, after more than 25 years with the same company, Roger decided to leave a comfortable corporate position to seek out new challenges. After working briefly in a consulting firm, he set up the U.S. affiliate of Millesima, Europe's leading fine wine mail order merchant. He currently serves as Managing Partner of Millesima USA, based in New York. 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, and also developed 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 also 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 recently in *Wine Business Monthly*, *Santé Magazine* for restaurant professionals, and *The Business of Wine – An Encyclopaedia*. Roger provides the "Wine Q&A" replies to questions posted on LocalWineEvents.com, the world's largest website of its kind.

Roger has been a frequent visitor to the classic wine growing areas of France and Italy, and has travelled those of Germany, Spain, Portugal, Australia, Argentina, Chile, Greece and South Africa. He has also led groups of professionals and interested amateurs on tours of wine regions.

**October 2009**