

Michelle Bouffard (International Judge)



After a promising start as a classical trumpet player, Michelle Bouffard unexpectedly ventured into the wine and gastronomy world, while she worked in one of the highest rated restaurants in Vancouver. Enthusiastic and determined to make her mark in the wine industry, she graduated as a sommelier with the highest honours from the International Sommelier Guild (ISG) and then completed the Diploma Program from the renowned Wine & Spirit Education Trust (WSET). She also studied theatre for four years, performed as an actress and has strong journalist background.

Michelle's career has been on a very successful path. Founder and co-owner of House Wine, a company based in Vancouver from 2003 until 2015, Michelle is also business savvy and a very talented communicator. She was president of the Canadian Association of Professional Sommeliers of British Columbia, which she founded and sat on the board for a period of four years.

Now back in Quebec to pursue her career, she teaches the Wine & Spirit Education Trust across Canada. Michelle also educates in wine for numerous wine associations. Her clients include Wine Australia, Wines of New Zealand, Wines from Spain, Rioja, the Spanish Wine Institute and Inter Rhône, among others. She organises numerous master classes and gives conferences nationally and internationally (among which MUST Fermenting Ideas in June 2017), and continues her own training at the prestigious Masters of Wine Institute. Michelle is frequently invited to sit on numerous panels and is a wine judge for many competitions internationally.

Researcher and invited critic at Radio-Canada since 2006, Michelle also writes in various publications and participates actively in Exquis Magazine and in Quench Magazine. She recently became the official sommelier of the popular Véro Magazine and she recently published her first book "Dis-moi qui tu es, je te dirai quoi boire" at Cardinal Editions, which highlights wine suggestions directly linked to the intimate stories collected in interviews that she conducted with more than twenty famous personalities from

Quebec. She recently contributed as a wine specialist to “Le Secret des Vietnamiennes”, a cookbook recipe written by the famous author Kim Thúy. Michelle also provided all the wine pairings for the Curieux Bégin cookbook, published in the fall 2018. She also contributes from time to time to the prestigious Meininger’s Wine Business International magazine.

On television, Michelle participates regularly in shows broadcasted on ICI Radio-Canada Télé, namely Par ici l’été (summer 2015), but also on the networks RDI, CBC, Global TV and CTV. She is now a member of the Curieux Bégin regular team (since September 2016) and she frequently makes wine suggestions at the show Tout le monde en parle.

Very involved in the discussions around the effects of climate change in the wine world, Michelle is the organizer of the international conference Tasting Climate Change, which first edition took place at HEC Montreal in October 2017 and which will be held every two years. On top of all her commitments, she is now working on the development of various other projects linked to the wine world.