



UC DAVIS WINE MARKETING PROGRAM

SAMPLE AGENDA

UNCORK THE KNOWLEDGE FOR WINE MARKETING SUCCESS

This week-long course covers how to effectively brand, market and sell wine in the U.S. Gain practical insight and confidence to launch a new brand or revive an existing one.

- Learn from industry experts with a record of success
- Expand your network
- Gain tools and tips for small and large wineries, direct-to-consumer or three-tier distribution

Enroll at cpe.ucdavis.edu/winemarketing

UCDAVIS

Continuing and Professional Education

JULY 21-25, 2025

**ONLINE AND ON
CAMPUS**

\$1,650 for the full
program or \$375 per
day

Instructors

Theresa Sanchez, MBA, has over 20 years of experience launching million-dollar brands across the globe as well as successfully designing and optimizing business processes.

Alison Crow, MBA, is the vice president of winemaking at Plata Wine Partners, LLC

SAMPLE AGENDA

(This is a sample agenda based on the 2024 program. This document will be updated once the 2025 agenda has been finalized.)

Monday, July 21

Online Only

Overview of the U.S. Wine Industry & Market

- 8:00 AM** **Introductions and Navigating Class Tools**
Christian Miller, Proprietor, Full Glass Research, Theresa Sanchez, CEO DiVine Selection,
Alison Crowe, Partner and VP of Winemaking, Plata Wine Partners
- 8:45 AM** **Definitions and Concepts in the U.S. Wine Industry, Part 1**
Alison Crowe
- 9:15 AM** **Regulation & Licensing: Who can sell wine and how?**
John Trinidad, Attorney, Dickenson, Peatman & Fogarty LLC
- 10:30 AM** **BREAK**
- 10:45 AM** **How to Market and Distribute Legally: Trade Restrictions &
The 3 Tier System**
Carrie Bonnington, Partner & Ashley Cowgill, Senior Associate at Pillsbury Winthrop Shaw
- 12:00 PM** **LUNCH**
- 1:15 PM** **History and Geography of Wine in the U.S. (Pre-Recording)**
Jim Lapsley, PhD, Course Founder
- 2:00 PM** **Definitions and Concepts in the U.S. Wine Industry Part 2**
Theresa Sanchez
- 2:00 PM** **BREAK**
- 2:15 PM** **State of the Industry**
Jon Moramarco, Managing Partner, BW166
- 3:15 PM** **The Green Market: Organic & Sustainable Methods of Production**
Allison Jordan, VP Environmental Affairs Wine Institute; Sarah Reed, CCOF Handler
Certification Director; Elizabeth Whitlow, Exec. Director, Regenerative Organic Alliance
- 4:30 PM** **Green Wine Online Social**
Marta Mendonça, Porto Protocol

Tuesday, July 22

Online Only

The U.S. Wine Market: Winery and DTC Strategy

- 8:30 AM** **Greetings and Announcements**
Theresa Sanchez & Alison Crowe
- 8:45 AM** **Custom Crushing & Private Labels**
Alison Crowe
- 9:45 AM** **Making Your Label Legal: Content and Registration Laws**
Jeannie Bremer, VP Compliance & Public Policy, The Wine Group
- 10:30 AM** **BREAK**
- 10:45 AM** **Managing the Tasting Room**
Craig Root, President, Visitor Management Resources
Julie Elkeshen, Vice President Client Relations
- 12:00 PM** **LUNCH**
- 1:00 PM** **Ecommerce for Growing DTC Sales**
Alicia Rubino, Customer Specialist, Commerce7
- 2:00 PM** **Digital Retail & Website Management**
Brian Kreck, Principal, Budbreak Creative

- 3:00 PM** **BREAK**
- 3:15 PM** **American Wine Consumers**
Christian Miller
- 4:00 PM** **Package Design**
Ed Rice, Managing Director, Affinity Creative
- 5:00 PM** **Online Social - The Power of Community Driven Marketing**
Melissa Lynch, Chief Inspiration Officer, Vinfluent w/
Brand Ambassador: Brian Dean, Wine Ambassador/Sommelier, Dean Creative

Wednesday, July 23

The U.S. Wine Market: Marketing

**Hybrid
(Online and In person)**

UC Davis Robert
Mondavi Institute for
Wine and Food Science

- 8:30 AM** **Greetings and Announcements/In-person Orientation**
Christian Miller, Theresa Sanchez, & Alison Crowe
- 9:00 AM** **How do we know what is happening: Finding the Data**
Christian Miller
- 10:00 AM** **BREAK**
- 10:15 AM** **All About Taste: Sensory Science & Consumers**
Rebecca Bleibaum and Janet Williams, Partners, Dragonfly SCI
- 11:45 AM** **LUNCH**
- 1:00 PM** **Wine Media Roundtable**
Tim McDonald, CSW, Managing Director, Wine Spoken Here
Panelists: Wilfred Wong, Chief Storyteller, Wine.com
Stacy Briscoe, Managing Editor, Wine Enthusiast &
Anthony Mueller, Wine Reviewer, Robert Parker
- 2:15 PM** **Digital Marketing**
Efrain Barragan, Director of Marketing, Clif Family Winery & Farm
- 3:00 PM** **BREAK**
- 3:15 PM** **How Wine Pricing Works**
Christian Miller
- 4:15 PM** **What People Get Wrong About Marketing Wine in America**
Paul Wagner, Founder, Balzac Communications & Author
- 5:00 PM** **Tour of UCD Winery, Reception & Tasting**
Online Social: Virtual Breakout for Online Students

Thursday, July 24

The U.S. Wine Market: Distribution

**Hybrid
(Online and In person)**

- 8:30 AM** **Greetings and Announcements**
Theresa Sanchez & Alison Crowe
- 8:45 AM** **Launching a New Brand**
Lisa Ehrlich, Proprietor, Cultivated
- 10:00 AM** **BREAK**
- 10:15 AM** **Beyond Media Relations: Effective Events, Publicity, & Communications**
Michelle Erland, Account Director, Colangelo & Partners
Maria Calvert, Media Consultant, Colangelo & Partners & Hispanics in Wine
- 11:15 AM** **Working with the Big Distributor**
Matt Hagel, Proprietor Barrel Shoppe, Veteran Wholesale VP/manager

12:15 PM	LUNCH
1:15 PM	How a Small Producer Can Effectively Navigate the 3-Tier System Bruno Walker, Proprietor, Bruno Walker Wine Services
2:30 PM	BREAK
2:45 PM	How Importers Work in the U.S. Deborah Gray, Proprietor, Bluestone Wine Solutions & author, "How to Import Wine"
4:00 PM	What Exporters Need to Know About Marketing Wine in the U.S. Xavier Barlier, SVP Marketing and Communication, Maisons Marques & Domains

Friday, July 25

Hybrid
(Online and In person)

The Retail Tier

8:30 AM	Announcements, Questions and Answers Christian Miller, Theresa Sanchez, Alison Crowe
9:00 AM	Retail Sales and Working with Imported Wine Scott Diaz, SVP Global Brand Strategy and Marketing, Demeine Estates
9:45 AM	Success by the Numbers: Data & Sales Management John Collins, COO, Andavi Solutions
10:45 AM	BREAK
11:00 AM	Retailing Fine Wine Gary Fisch, Founder and CEO, Gary's Wine and Marketplace
12:00 PM	LUNCH
1:00 PM	Big Box Retail Sales, Buyers & Trends Darlene O'Neil, Strategic Category Advisor
2:00 PM	On-Premise – Wine Buyers, Wine Lists, Education & New Initiatives Traci Dutton, Manager of Wine & Beverage Studies, Culinary Institute of America
3:15 PM	BREAK
3:30 PM	"Pitch Your Passion" – A Marketing and Sales Presentation Workshop Get feedback from instructors and speakers on your wine projects
5:00 PM	Final Announcements & Last Chance for Questions Christian Miller, Theresa Sanchez

**Schedule is subject to change.*



[Learn More](#)

Contact an Enrollment Coach

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Schedule a consultation: calendly.com/kncraig