

Monday, July 21(Online only)

Overview of the U.S. Wine Industry Overview, Legal and Compliance

About: This session offers a guided introduction to wine terminology, history, and the legal landscape of licensing, promotion, and labeling. Ideal for newcomers, it concludes with a panel led by a pioneer in regenerative, organic, and biodynamic viticulture, clarifying key green certifications.

8:00 AM	Introductions and Navigating the Class Tools Theresa Sanchez, Principal Instructor, UC Davis CPE Alison Crowe, Partner & VP of Winemaking, Plata Wine Partners Bruno Walker, Proprietor, Bruno Walker Wine Services
8:45 AM	History & Geography of Wine in the U.S.A Ben Montpetit, PhD, Associate Professor and Department Chair, Viticulture and Enology, UC Davis
9:45 AM	Definitions and Concepts in the U.S. Wine Industry Theresa Sanchez, Principal Instructor UC Davis CPE Alison Crowe, Partner & VP of Winemaking, Plata Wine Partners
10:45 AM	BREAK
11:00 AM	Regulation & Licensing: Who can sell wine and how? John Trinidad, Attorney, Dickenson, Peatman & Fogarty LLC
12:00 PM	LUNCH
1:00 PM	How to Market and Distribute Legally: Trade Restrictions & the 3 tier System Carrie Bonnington, Partner & Ashley Cowgill, Senior Associate at Pillsbury Winthrop Shaw
2:00 PM	Making Your Label Legal: Content and Registration laws (Recording) Jeannie Bremer, VP Compliance & Public Policy, The Wine Group (Live Q&A) Susan Gregory, Manager, Federal Compliance Program, Wine Institute
3:00 PM	BREAK
3:15 PM	How do we know what is happening: Finding the Data Christian Miller, Proprietor, Full Glass Research
4:15 PM	The Green Market: Organic & Sustainable Methods of Production Moderators: Mark Neal & Theresa Sanchez Allison Jordan, VP Environmental Affairs Wine Institute; Sarah Reed, CCOF Handler Certification Director; Elizabeth Whitlow, Executive Director Regenerative Organic Alliance; Mark Neal, Owner Neal Family Vineyards & Jack Neal and Son and Vineyard Management Company
5:30 PM	Online Meet & Greet

Tuesday, July 22(Online only)

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

About: The day begins with a “State of the Industry” overview on how the wine market is evolving. We will then dive deep into how producers and negociants can make and sell wine without owning brick and mortar facilities and explore the increasingly important sector of private label, branded exclusives and custom projects in the wine marketplace. Affinity Creative will show us how to effectively package your wine to differentiate and be memorable. The afternoon talks will focus on optimizing your DTC strategy and implementation, including website design, tasting room management, DTC software and effective sales tactics.

8:30 AM	Greetings and Announcements Christian Miller & Theresa Sanchez
8:45 AM	State of the Industry Jon Moramarco, Managing Partner BW166
9:45 AM	Custom Crushing & Private Labels Alison Crowe MBA, VP of Winemaking, Plata Wine Partners
10:45 AM	BREAK
11:00 AM	Package Design – CMM Intro Ed Rice, Managing Director, Affinity Creative
12:00 PM	LUNCH
1:00 PM	Optimize your Business with Effective Website Management Brian Kreck, Principal, Budbreak Creative
2:00 PM	Managing the Tasting Room Craig Root, President, Visitor Management Resources Marcus Marquez, Co-Creator + Winery Estate General Manager, Brasswood
3:00 PM	BREAK
3:15 PM	Optimizing DTC Strategies Jennifer Warrington, “The Glue”, WISE Academy
5:00 PM	Online Social: DTC & Community Driven Marketing Melissa Lynch, Chief Inspiration Officer, Vinfluential w/ Brand Ambassador Brian Dean, Wine Ambassador/Sommelier, Dean Creative

Wednesday, July 23(Online & In-person)

The U.S. Wine Market: Marketing

About: Today is all about getting your marketing strategy straight. Who are you marketing to? What important consumer market research will most effectively help build your brand? How do you execute a strategy from Brand Launch to effective promotion? It's time to stop talking past the consumer and start building strong, memorable and transparent stories that translate to long lasting impressions and organic marketing. Find out how to build sound business plans and evaluate if you should enter the market.

8:30 AM	Greetings and Announcements/In-person Orientation Theresa Sanchez, Bruno Walker & Alison Crowe
9:00 AM	American Wine Consumers Christian Miller, Proprietor, Full Glass Research
10:00 AM	BREAK
10:15 AM	Developing An Effective Marketing and Communication Plan Xavier Barlier, SVP Marketing and Communication, Maisons Marques & Domaines Cyprien Roy, Sr. Manager, Communications, Maisons Marques & Domaines Michelle Erland, Vice President, Junior Partner, Colangelo & Partners
11:45 AM	LUNCH
12:45 PM	Launching a New Brand Lisa Ehrlich, Proprietor, Drink Cultivated
1:45 PM	Digital Marketing Efrain C. Barragan, Director of Digital Marketing, Clif Family Winery and Farm
2:45 PM	BREAK
3:00 PM	Evaluate Your Launch via an Effectively Built Business Plan Scott Diaz, SVP Global Brand Strategy and Marketing, Demeine Estates
4:00 PM	What People Get Wrong About Marketing Wine in America Paul Wagner, Founder, Balzac Communications & Author

Thursday, July 24(Online & In-person)

The U.S. Wine Market: Distribution, Marketing Execution Excellence and Importer

About: Find out about the history of distribution, its evolution to the present day and how successful selling is the responsibility of the winery. What is needed to have a successful relationship with your distributor? Our distinguished panelists will share their various perspectives on distribution. Take part in a live sensory experience and find out how to leverage insights for your marketing. A media panel Q&A will help you with approach and planning tactics to get your wine noticed and written about. Wanting to import wine? Find out if becoming an importer is your calling. Our speaker will share the responsibilities of an importer and best practices.

8:30 AM	Announcements, Questions and Answers Theresa Sanchez, Bruno Walker & Alison Crowe
8:45 AM	How Distribution has changed and what drives this change Bruno Walker, Proprietor, Bruno Walker Wine Services
9:15 AM	Panel: Big, Medium & Small/Alternative Distribution Models Moderators: <ul style="list-style-type: none"> Bruno Walker, Proprietor, Bruno Walker Wine Services Panelists: <ul style="list-style-type: none"> Cheryl Murphy Durzy, Chief Executive Officer at LibDib, LLC Michael Traverso; Wilson Daniels, VP of Business Development Scott Stewart; Skurnik Wines & Spirits, GM California
10:15 AM	BREAK
10:30 AM	All About Taste: Sensory Science & Consumers Anna Leachman, Owner, Applied Sensory LLC
12:00 PM	LUNCH
1:00 PM	Wine Media Relations – Best Practices <i>Tim McDonald CSW, Managing Director, Wine Spoken Here</i> Stacy Briscoe, Wine Industry Journalist, Editor, Educator & Speaker Master of Wine Stage 2 Student
2:00 PM	BREAK
2:15 PM	Success by the Numbers: Data & Sales Management John Collins, COO, Andavi Solutions
3:15 PM	How Importers Work in the U.S. Deborah Gray, Proprietor, Bluestone Wine Solutions & author of How to Import Wine
4:30 PM	On Campus Social: Tour of UCD Winery, Reception & Tasting Online Social: Virtual Meet & Greet

Friday, July 25(Online & In-person)

The U.S. Wine Market: The Retail Tier and Capstone Review

About: Today's session covers wine pricing, sales data management, and how wine is sold in the retail channel. We will end our course with a "Pitch Your Passion" session where students volunteer to share their "Wine Passion" elevator speech and receive live feedback from three of our distinguished speakers.

8:30 AM	Announcements, Questions and Answers Theresa Sanchez, Bruno Walker & Alison Crowe
8:45 AM	The Future of Brand Building: A Luxury Playbook Don Gatterdam, VP, M. Shanken Communications, Shanken Creative Group
9:45 AM	Retailing Fine Wine Gary Fisch, Founder and CEO, Gary's Wine and Marketplace
10:45 AM	BREAK
11:00 AM	Pricing your Wine Phil Hurst, CEO Truett Hurst / Chief Innovation Officer Precept Wines
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 & Reopening Traci Dutton, Manager of Wine & Beverage Studies, Culinary Institute of America
3:00 PM	BREAK
3:15 PM	"Pitch Your Passion"
5:00 PM	Final Announcements & Last Chance for Questions Bruno Walker & Alison Crowe

**Schedule is subject to change.*



[Learn More](#)

Contact an Enrollment Coach

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