

**Now Online!**

# OIV Wine Marketing Program

Learn from industry experts how to successfully create a brand, market and sell wine in the United States. Study with the industry's best, including winemakers, sommeliers, attorneys, accountants, wine marketers, distributors, retailers and educators from the University of California. As part of the *M.Sc. in wine management of the Organisation Internationale de la Vigne et du Vin (OIV)*, UC Davis' Division of Continuing and Professional Education and the department of viticulture and enology have been coordinating this program for more than 25 years.



## Course Details

- July 19—July 23
- \$1,400 for the full program or \$325 per day
- Remote Learning

## AGENDA

### MONDAY, JULY 19: INDUSTRY OVERVIEW

8:00 a.m.	Introduction to Course Website & Zoom <i>Theresa Sanchez, OIV Marketing Course TA</i>
8:30 a.m.	Course Welcome <i>Christian Miller, proprietor, Full Glass Research</i>
9:00 a.m.	History & Geography of Wine in the U.S.A. <i>Jim Lapsley, OIV course founder, Professor Emeritus</i>
10:00 a.m.	BREAK
10:15 a.m.	Definitions and Concepts of the U.S. Wine Industry <i>Christian Miller, proprietor, Full Glass Research</i>
11:30 a.m.	LUNCH
1:00 p.m.	Regulation & Licensing: Who can sell wine and how? <i>Bahaneh Hobel, attorney, Dickenson, Peatman &amp; Fogarty LLC</i>

## Instructor

**Christian Miller, MBA**, has worked in market research, brand and category management for more than two decades. He is the proprietor of Full Glass Research, which provides economic and market analysis and research for food and beverage producers and marketers.

- 2:00 p.m. How we know what is happening: Finding the Data  
*Christian Miller, proprietor, Full Glass Research*
- 2:30 p.m. BREAK
- 2:45 p.m. State of the Industry  
*Jon Moramarco, managing partner, BW166*
- 4:00 p.m. End of the day recap by Theresa and Christian, questions, introductions, social

## **TUESDAY, JULY 20: THE U.S. WINE MARKET**

- 8:30 a.m. Greetings and Announcements  
*Christian Miller*
- 8:45 a.m. American Wine Consumers  
*Christian Miller*
- 10:00 a.m. BREAK
- 10:30 a.m. An Overview of Retail Trends  
*Peggy Gsell, Client Business Partner, The Nielsen Company*
- 11:45 a.m. LUNCH
- 12:45 p.m. The Green Market: Organic, Sustainable & Other Methods of Production  
*Panel with Allison Jordan, VP Environmental Affairs Wine Institute; Sarah Reed, CCOF Handler Certification Director; Elizabeth Whitlow, Executive Director Regenerative Organic Alliance. Q&A with Sustainability Pioneer Paul Dolan, CEO of Truett-Hurst*
- 2:15 p.m. The Care and Feeding of the Media  
*Tim McDonald, CSW, managing director, Wine Spoken Here*
- 3:00 p.m. BREAK
- 3:15 p.m. How Importers Work in the U.S.  
*Deborah Gray, Proprietor, Bluestone Wine Solutions & author of How to Import Wine*
- 4:15 p.m. What People Get Wrong About Marketing Wine in America  
*Paul Wagner, Founder, Balzac Communications*
- 4:45 p.m. Thoughts on the Post-Pandemic Market  
*Christian Miller*
- 5:00 p.m. End

## **WEDNESDAY, JULY 21: LAUNCHING A BRAND**

- 8:30 a.m. Greetings and Announcements  
*Christian Miller*
- 9:15 a.m. All about Taste: Sensory Science and Consumers  
*Janet Williams and Becky Bleibaum, Founders, Dragonfly SCI*
- 10:30 a.m. BREAK
- 10:45 a.m. Custom Crushing  
*Melissa Bates, Consulting Winemaker*
- 11:15 a.m. Private Labels

*Alison Crowe MBA, Director of Winemaking, Plata Wine Partners LLC*

- 12:00 p.m. LUNCH
- 1:15 p.m. Digital Marketing  
*Jake Ferguson, Accounts Supervisor, Fleishmann Hillard Sacramento*
- 2:15 p.m. Package Design  
*Ed Rice, Director of Strategy, Affinity Creative*
- 3:15 p.m. BREAK
- 3:30 p.m. Making Your Label Legal: Content and Registration Laws  
*Jeannie Bremer, VP--Compliance & Public Policy, The Wine Group*
- 4:00 p.m. Launching a New Brand  
*Lisa Ehrlich, Proprietor, Lisa Ehrlich Consulting*
- 5:00 p.m. Online Social, Q&A – "Ask the Winery Consultant"  
*with Frederick Ammons, Vigneron/Winemaker, Vin Cru*

#### **THURSDAY, JULY 22: DISTRIBUTION**

- 8:30 a.m. Greetings and Announcements  
*Christian Miller*
- 8:45 a.m. How to Execute Wine Pricing  
*Christian Miller*
- 10:30 a.m. BREAK
- 10:45 a.m. How to Market and Distribute Legally: Trade Restrictions and the 3 Tier System  
*Carrie Bonnington, Partner & Ashley Cowgill, Associate at Pillsbury Winthrop Shaw Pittman LLP*
- 12:00 p.m. LUNCH
- 1:00 p.m. Small Distributors and the Distribution of Fine Wines  
*Bruno Walker, Director of Business Development, Grape Expectations*
- 2:00 p.m. Working with the Big Distributor  
*Matt Hagel, Channel VP Northern California Chains, Republic National Distributing*
- 3:00 p.m. BREAK
- 3:30 p.m. Success by the Numbers: Fact-Based Marketing and Sales Management  
*John Collins, CEO, GreatVines - Beverage Selling Solutions and Christian Miller, Proprietor, Full Glass Research*
- 5:00 p.m. OIV Alumni Case Study  
*Cheryl Durzy, CEO/Founder, LibDib*

#### **FRIDAY, JULY 23: THE RETAIL TIER**

- 8:30 a.m. Announcements, Questions and Answers  
*Christian Miller*
- 9:00 a.m. The Fine Wine Shop  
*Jason Lefler, Buyer/Retail Consultant & Vintner*
- 10:00 a.m. The Tasting Room  
*Craig Root, President, Visitor Management Resources*

11:00 a.m.	BREAK
11:15 a.m.	Digital Retail and Website Management <i>Brian Kreck, Principal, Budbreak Creative</i>
12:00 p.m.	E-Commerce <i>Zach Kamphuis, General Manager, Commerce 7</i>
1:00 p.m.	LUNCH
2:15 p.m.	Off-Premise Sales & Category Management <i>Darlene O'Neil, Director CA Category Services, Republic National Distributing Company</i>
3:00 p.m.	BREAK
3:15 p.m.	On-Premise – Selling and Distributing to Restaurants and Specialty Channels <i>Sean Diggins, Western Regional Manager, Banville Wine Merchants</i>
3:45 p.m.	On-Premise – Wine Buyers, Wine Lists, Education & Reopening <i>Traci Dutton, Manager of Public Wine &amp; Beverage Studies, Culinary Institute of America</i> <i>Crystl Faye Horton, Director of Wine and Spirits, Gordon Ramsay North America</i>
4:30 p.m.	Marketing/Sales Presentation Workshop “Pitch Us” <i>Group Activity</i>
5:15 p.m.	Final Announcements and Last Chance for Questions <i>Christian Miller</i>

## For more information or to enroll

(530) 757-8777

[winemaking@ucdavis.edu](mailto:winemaking@ucdavis.edu)

[cpe.ucdavis.edu/winemarketing](http://cpe.ucdavis.edu/winemarketing)