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 30 years.

AGENDA

MONDAY, JULY 18: INDUSTRY OVERVIEW

8:00 a.m. Introduction to Course Website & Zoom
Theresa Sanchez, Founder, Di Vine Selection

8:30 a.m. Course Welcome
Christian Miller, Proprietor, Full Glass Research

9:00 a.m. History & Geography of Wine in the U.S.A.
Jim Lapsley (recorded), Christian Miller

10:15 a.m. BREAK

10:30 a.m. Definitions and Concepts of the U.S. Wine Industry
Christian Miller, Proprietor, Full Glass Research

11:45 a.m. LUNCH

Course Details
- July 19—July 23
- $1,400 for the full program or $325 per day
- Online

Instructors

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. Clients range from small wineries and cheese producers to regional organizations and large multi-brand companies. Christian is also the research director for the Wine Market Council.

Theresa Sanchez, MBA has launched million-dollar brands across the globe and designed business and manufacturing operations for top performance. She founded Di Vine Selection, a consulting company that helps wine professionals launch new brands, broker top organic, biodynamic and regenerative winemakers and viticulture consultants, develop top wine speaker education programs and teach others about wine.
1:00 p.m. Regulation & Licensing: Who can sell wine and how?  
John Trinidad, Attorney, Dickenson, Peatman & Fogarty LLC

2:00 p.m. How we know what is happening: Finding the Data  
Christian Miller, Proprietor, Full Glass Research

2:45 p.m. BREAK

3:00 p.m. State of the Industry  
Jon Moramarco, Managing Partner, BW166

4:15 p.m. Recap, questions, introductions, social  
Christian Miller and Theresa Sanchez

TUESDAY, JULY 19: THE U.S. WINE MARKET

8:30 a.m. Greetings and Announcements  
Christian Miller and Theresa Sanchez

8:45 a.m. American Wine Consumers  
Christian Miller, Proprietor, Full Glass Research

10:00 a.m. BREAK

10:15 a.m. The Care and Feeding of the Media  
Tim McDonald, CSW, Managing Director, Wine Spoken Here

11:30 a.m. LUNCH

12:45 p.m. What People Get Wrong About Marketing Wine in America  
Paul Wagner, Founder, Balzac Communications, Christian Miller, Theresa Sanchez

2:00 p.m. Custom Crushing  
Alison Crowe, MBA, Director of Winemaking, Plata Wine Partners

3:00 p.m. BREAK

3:15 p.m. How Importers Work in the U.S.  
Deborah Gray, Proprietor, Bluestone Wine Solutions and Author of How to Import Wine

4:15 p.m. The Green Market: The Value of Organic, Regenerative and Sustainable Certification  
Allison Jordan, VP of Environmental Affairs, Wine Institute; Sarah Reed, CCOF Handler Certification Director; Elizabeth Whitlow, Executive Director, Regenerative Organic Alliance

5:00 p.m. Green Social Q&A  
Paul Dolan, Founder, Truett Hurst

WEDNESDAY, JULY 20: LAUNCHING A BRAND

8:30 a.m. Greetings and Announcements  
Christian Miller and Theresa Sanchez
9:00 a.m.  All about Taste: Sensory Science and Consumers  
Janet Williams and Anna Leachman, DragonflySCI

10:30 a.m.  BREAK

10:45 a.m.  Digital Retail and Website Management  
Brian Kreck, Principal, Budbreak Creative

12:00 p.m.  LUNCH

1:15 p.m.  Package Design  
Ed Rice, Director of Strategy, Affinity Creative

2:15 p.m.  Making Your Label Legal: Content and Registration Laws  
Jeannie Bremer, VP of Compliance and Public Policy, The Wine Group

2:45 p.m.  BREAK

3:00 p.m.  Digital Marketing  
Laura Perret-Fontana, Principal, LPF Digital Marketing

4:00 p.m.  Launching a New Brand  
Lisa Ehrlich, Proprietor, Cultivated

5:00 p.m.  End

THURSDAY, JULY 21: DISTRIBUTION

8:30 a.m.  Greetings and Announcements  
Christian Miller and Theresa Sanchez

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 and 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

3:20 p.m.  BREAK

3:35 p.m.  Success by the Numbers: Data and Sales Management  
John Collins, CEO, GreatVines - Beverage Selling Solutions

4:45 p.m.  OIV Alumni Case Study  
TBA

FRIDAY, JULY 22: THE RETAIL TIER

8:30 a.m.  Announcements, Questions and Answers  
Christian Miller and Theresa Sanchez
9:00 a.m.  Retailing Fine Wine  
*Wilfred Wong, Chief Storyteller, Wine.com and longtime fine wine retailer*

10:00 a.m.  The Tasting Room  
*Craig Root, President, Visitor Management Resources*

11:00 a.m.  BREAK

11:15 a.m.  Basics of E-Commerce  
*Zach Kamphuis, General Manager, Commerce 7*

12:15 p.m.  LUNCH

1:15 p.m.  Retail Sales, Shopping and Outlook  
*TBA*

2:15 p.m.  On-Premise – Wine Buyers, Wine Lists, Education & Reopening  
*TS Traci Dutton, Manager of Wine & Beverage Studies, Culinary Institute of America; Crystl Faye, Director Wine & Spirits, Gordon Ramsay North America*

3:15 p.m.  BREAK

3:30 p.m.  “Pitch Your Passion” – a Marketing and Sales Presentation Workshop  
Share your personal passion project and get feedback from professionals  
*Christian Miller, Theresa Sanchez*

5:00 p.m.  Final Announcements and Last Chance for Questions  
*Christian Miller, Theresa Sanchez*

**LEARN MORE**

For more information or to enroll, visit [cpe.ucdavis.edu/winemarketing](http://cpe.ucdavis.edu/winemarketing)  
Talk to an enrollment coach!

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**Kristy Craig**  
Phone: (530) 757-8876  
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Schedule a consultation: [calendly.com/kncraig](https://calendly.com/kncraig)

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