



*Organisation Internationale
de la Vigne et du Vin*

Wine Marketing Short Course

July 14-25, 2008

**at the University of
California, Davis**

**UC DAVIS
EXTENSION**

CONTINUING AND PROFESSIONAL EDUCATION

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Organisation Internationale de la Vigne et du Vin



Wine Marketing Short Course

July 14-25, 2008

Since 1991 — as part of the M.B.A. curriculum of the *Organization Internationale de la Vigne et du Vin (OIV)* — UC Davis Extension and the Department of Viticulture and Enology, UC Davis have coordinated a program on the economics of producing and marketing grapes and wine in the United States. The program is open to members of the American wine and grape industry. It represents a unique opportunity to study the structure of the California wine and grape industry, how wine is marketed and brands are established, and the profitability of grape growing and winemaking.

The program can be taken as a whole, by the week or by the day. Since the course follows a logical development, it is strongly recommended that participants make every effort to attend the entire program. Organizations may register for the entire program or per week, thus enjoying a reduced price by sending different employees to different days, although some continuity will be lost.

The program faculty reads like a “Who’s Who” of the American wine industry, including winemakers, vineyardists, attorneys, accountants, wine marketers, distributors, retailers, leaders of trade associations, regulators and educators from the University of California. Representing more than 1,000 years of combined experience, 35 individuals share their knowledge and insights with conference participants.

CHRISTIAN MILLER, M.B.A., has worked many aspects of the wine industry since 1983, including restaurant and retail wine sales, marketing and brand management and market and economic research. He is currently proprietor of Full Glass Research and a founder of WineOpinions.com, where he is responsible for research design and development.

DAVID STEVENS, M.S., is a senior consultant at Davon International. Prior to this, he was an associate winemaker at Domanine Chandon and a winemaker at Bouchaine Vineyards. He has also authored several publications.

General Information

Dates and times

Mondays-Fridays, July 14-25, 8:30 a.m.-5 p.m.

Location

Wellman Hall, UC Davis.

Enrollment fee and deadline

\$2,000 for the full two-week course (includes course materials. Meals are not included).

Enroll in section 081VIT200. You may enroll by the week for \$1,200 per week. One-day enrollments are available for \$300 per day.

For more information about program content

Contact UC Davis Extension at (530) 757-8899.

Refunds and cancellations

Refunds, less a \$50 processing fee, will be granted if requested at least two weeks prior to the course. UC Davis Extension reserves the right to discontinue, postpone or combine classes and to change instructors. If a course is canceled or rescheduled, you may request an official transfer to another course or a refund. Every reasonable effort will be made to notify enrollees of any changes or cancellations.

Tax deductibility of education expenses

Expenses of education—including registration fees, travel, meals and lodging—may be deductible if they maintain or improve professional skills or meet the express requirements of an individual’s employer.

Market Overview and Brand Establishment

Monday, July 14

Industry Overview

- 8:30 a.m. **Welcome and Introduction**
Christian Miller, owner, Full Glass Research
David Stevens, senior consultant, Davon International
- 9:30 **The History of Wine in California**
David Stevens
- 10:30 **BREAK**
- 11:00 **Definitions and Concepts of the U.S. Wine Industry**
Christian Miller
- 12:00 p.m. **LUNCH**
- 1:30 **Consumer Research**
Rebecca Bleibaum, vice-president, sales and marketing, Tragon
- 3:00 **BREAK**
- 3:15 **Basic Wine Accounting**
Matt Franklin, principal, Demeter Group
- 4:15 **Wine Reception**
Christian Miller and David Stevens

Tuesday, July 15

The American Market for Wine

- 8:30 a.m. **Greetings and Announcements**
Christian Miller and David Stevens
- 8:45 **Sale Trends and the Data that Lies Below Them**
Christian Miller
- 10:30 **BREAK**
- 10:45 **American Wine Consumers**
Richard Boone, principal, The Solomon Wine Company
- 12:00 p.m. **LUNCH**
- 1:30 **Wine Geography of California**
David Stevens
- 3:00 **BREAK**
- 3:15 **State of the Industry**
Vic Motto, CEO, Global Wine Partners (U.S.) LLC

Wednesday, July 16

Regulation and Production

- 8:30 a.m. **Philosophies of Regulation**
Richard Mendelson, attorney, Dickenson, Peatman & Fogarty
- 9:30 **Regulation of Production and Product Integrity**
Allen Pederson, investigator, Alcohol and Tobacco Tax and Trade Bureau
- 10:30 **BREAK**
- 10:45 **Legal Requirements for Wine Labeling**
Jim Seff, vice-president, Pillsbury, Winthrop, Shaw and Pittman
- 12:00 p.m. **LUNCH**
- 1:30 **The Bulk Wine Market**
Bill Turrentine, president, Turrentine Brokerage
- 2:30 **Negotiants**
Michael DuBois, principal, MDB Selections
- 3:30 **BREAK**
- 3:45 **Producing Wine for Specific Price Points**
Ed Moody, director of winemaking, Bronco Wine Company

Thursday, July 17

Brand Establishment

- 8:30 a.m. **Why Does the World Need Another Brand?**
Christian Miller
- 9:30 **Strategic Audit: Lang and Reed**
John Skupny, founder and winemaker, Lang & Reed Wine Company
- 10:30 **BREAK**
- 10:45 **Launching a New Brand**
Ron Janowczyk, vice-president of sales, Purple Wine Company
- 12:00 p.m. **LUNCH**
- 1:30 **Package Design**
Ken Horiszny, principal, HKA Design
- 2:30 **The Care and Feeding of the Press**
Tim McDonald, principal, Wine Spoken Here
- 3:30 **BREAK**
- 3:45 **Wine and the Fourth Estate**
Dan Berger, principal, Dan Berger's Vintage Experiences

Friday, July 18

Brand Management

- 8:30 a.m. **Greetings and Announcements**
Christian Miller and David Stevens
- 8:45 **Chemistry of Sales**
Jim Cahill, vice-president of North American sales, Supreme Corq Inc.
- 10:00 **BREAK**
- 10:15 **Integrating Brand Management Tools**
Speaker TBA

- 12:00 p.m. **LUNCH**
- 1:30 **Positioning Ultra Premiums**
Clay Gregory, president, Jackson Family Wines
- 2:30 **Appellation Marketing**
Stacy Jacob, executive director, Paso Robles Vintners and Growers Association
- 3:30 **BREAK**
- 3:45 **The Art of Storytelling**
Bruce Rector, owner, Ahh Winery

Week 2

Distribution and Industry Economics

Monday, July 21

Channels of Distribution

- 8:30 a.m. **Greetings and Announcements**
Christian Miller and David Stevens
- 8:45 **Getting Wine to the Consumer: Legal Options, License Types and Distributors**
Christian Miller
- 9:30 **The Role of Brokers and Importers**
Speaker TBA
- 10:30 **BREAK**
- 10:45 **Getting Your Wine into a Big Distribution**
Gary Lipp, partner, Coho Wines
- 12:00 p.m. **LUNCH**
- 1:30 **Distributing Ultra Premiums**
Bruno Walker, director of sales and marketing, Northern California, Chambers & Chambers Wine Merchants
- 3:00 **BREAK**
- 3:15 **Getting Wine into Restaurants: A Strategic Partnership**
Tracy Dutton, beverage manager and sommelier, Culinary Institute of America
Ed Puccio, general manager, Ubuntu Restaurant and Yoga Studio

- 11:00 **Wine Specialty Stores**
Peter Granoff, owner, Oxbow Wine Merchant & Wine Bar
- 12:00 p.m. **LUNCH**
- 1:30 **Retail Account Management**
Rob Celsi, vice-president corporate services, Trincherro Family Estates
- 3:00 **BREAK**
- 3:15 **Direct Sales**
Kathleen Hoertkorn, president and CEO, New Vine Logistics
Craig Root, principal, Craig Root and Associates

Wednesday, July 23

Grape Supply and Economics of Production

- 8:30 a.m. **Vineyard Economics**
Mike Fisher, COO, Global Wine Partners (U.S.) LLC
- 10:15 **BREAK**
- 10:30 **Regional Opportunities: An Investor Looks at California Vineyards**
Gordon Axton, principal, Axton Wine Group
- 11:45 p.m. **LUNCH**
- 1:00 p.m. **Selling Winegrapes: Pricing and Contracts**
Glenn Procter, grape manager, Ciatti Company
- 1:45 **Size, Distribution and Market Niche: How Do They Affect Profitability?**
Robert Morris, senior manager, MKF Frank, Rimerman & Co.
- 2:30 **BREAK**
- 2:45 **Financing Premium Wineries: A Banker's View**
Dan Aguilar, senior relationship manager, Silicon Valley Bank
- 3:30 **How Much Does it Cost to Start a Small Winery?**
Gary Gott, principal, The Gott Group

Tuesday, July 22

Retail Sales

- 8:30 a.m. **Greetings and Announcements**
David Stevens
- 8:45 **The Supermarket**
Hank Beal, director of adult beverages, Nugget Markets
- 9:45 **The Wine Superstore**
Wilfred Wong, cellarmaster, BevMo!
- 10:45 **BREAK**

Thursday, July 24

Winery Profiles

- 8:30 a.m. **Greetings and Announcements**
Christian Miller
- 8:45 **Winery Story One**
*Russ Joy, president and general manager,
Patz & Hall*
- 10:15 **BREAK**
- 10:30 **Winery Story Two**
*Vicky Farrow, proprietor, Amista
Vineyards*
- 12:00 p.m. **LUNCH**
- 1:30 **Winery Story Three**
*Stuart Spencer, winemaker and general
manager, St. Amant Winery*
- 3:00 **BREAK**
- 3:15 **Wine Story Four**
*Brad Alderson, consultant and
former vice-president and manager,
Robert Mondavi Woodbridge*
- 4:45 **Summation**
David Stevens

Friday, July 25

Final Thoughts

- 8:30 a.m. **Bringing a Wine to Market:
A Checklist and Review**
Christian Miller
- 9:30 **BREAK**
- 9:45 **How Can We Expand Wine
Consumption?**
*Tim Hanni, CEO, Napa Seasoning
Company LLC*
- 11:45 **Thank You and Goodbye**
Christian Miller and David Stevens
- 12:00 p.m. **CONCLUSION**

ENROLL

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ONLINE

UC Davis Extension offers wine courses in a variety of topics including accounting, compliance, marketing and production.

For more information or to request a brochure, please call (800) 752-0881 or visit our Web site.

www.extension.ucdavis.edu/wine

ENROLLING IS EASY!

BY MAIL complete this form and send it to the Registration Office, UC Davis Extension, University of California, 1333 Research Park Drive, Davis, CA 95618-4852.

BY PHONE call toll free (800) 752-0881. From Davis or Woodland call 757-8777. Please have your Visa, MasterCard, American Express or Discover account number handy.

BY FAX to (530) 757-8558. Be sure to include a complete enrollment form along with credit card information or a company purchase order.
IN PERSON at our Registration Office, 8:30 a.m.-4:30 p.m., 1333 Research Park Drive, Davis.
ONLINE at www.extension.ucdavis.edu/wine

1. Yes! Please enroll me in **OIV Wine Marketing Short Course** / July 14-25 / \$2,000 / 081VIT200 Enrollment by week / **\$1,200 per week**

Week One / Market Overview and Brand Establishment / July 14-18 / 081VIT201.

Week Two / Distribution and Industry Economics / July 21-25 / 081VIT202

Enrollment by the day / **\$300 per day**

July 14 / **Industry Overview** / 081VIT203

July 15 / **The American Market for Wine** / 081VIT204

July 16 / **Regulation and Production** / 081VIT205

July 17 / **Brand Establishment** / 081VIT206

July 18 / **Brand Management** / 081VIT207

July 21 / **Channels of Distribution** / 081VIT208

July 22 / **Retail Sales** / 081VIT209

July 23 / **Grape Supply and Economics of Production** / 081VIT210

July 24 / **Winery Profiles** / 081VIT211

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4. Important! Key code: _____

For efficient processing of your enrollment, please fill in this code as it appears on your mailing label, whether or not it is addressed to you. If you enroll by phone, please be prepared to provide this code to your customer service representative. Also include it on all purchase orders.

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