

*Organisation Internationale  
de la Vigne et du Vin*



# **Wine Marketing Short Course**

**July 20-31, 2009**

**at the University of  
California, Davis**

[www.extension.ucdavis.edu/wine](http://www.extension.ucdavis.edu/wine)

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**WINEMAKING**



CONTINUING AND PROFESSIONAL EDUCATION

# Organisation Internationale de la Vigne et du Vin



## Wine Marketing Short Course

July 20-31, 2009

Since 1991 — as part of the M.B.A. curriculum of the *Organisation 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, almost 50 individuals share their knowledge and insights with conference participants.

**CHRISTIAN MILLER**, M.B.A., has worked in 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, as well as vice president and technical director of TFC Wines & Spirits. 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 20-31, 8:30 a.m.-5 p.m.

#### Location

UC Davis: Robert Mondavi Institute for Wine & Food, Sensory Theater, Old Davis Rd.

#### Enrollment fee and deadline

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

**Enroll in section 091VIT200.** 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 20

## 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**  
*Jim Lapsley, adjunct associate professor, Dept. of Viticulture & Enology, UC Davis*
- 10:30 **BREAK**
- 10:45 **Definitions and Concepts of the U.S. Wine Industry**  
*Christian Miller*
- 12:00 p.m. **LUNCH**
- 1:30 **Basic Wine Accounting**  
*Craig Underhill, CPA, CPSM, Brotemarkle, Davis & Co., LLP*
- 3:00 **BREAK**
- 3:15 **The Art of Storytelling**  
*Bruce Rector, owner, Ahh Winery*
- 4:30 **Wine Reception**  
*Christian Miller and David Stevens*

Tuesday, July 21

## The American Market for Wine

- 8:30 a.m. **Greetings and Announcements**  
*Christian Miller and David Stevens*
- 8:45 **Sales 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 22

## Regulation and Production

- 8:30 a.m. **Greetings and Announcements**  
*Christian Miller and David Stevens*
- 8:45 **Philosophies of Regulation**  
*Richard Mendelson, attorney, Dickenson, Peatman & Fogarty, LLC*
- 9:45 **Regulation of Production and Product Integrity**  
*Allen Pederson, investigator, Alcohol and Tobacco Tax and Trade Bureau*
- 10:45 **BREAK**
- 11:00 **Legal Requirements for Wine Labeling**  
*Jim Seff, partner, Pillsbury, Winthrop, Shaw and Pittman*
- 12:00 p.m. **LUNCH**
- 1:30 **Legal Aspects of Controlling Your Brand**  
*Robert Burlingame, council, Pillsbury, Winthrop, Shaw and Pittman*
- 2:30 **The Role of Brokers and Importers**  
*Kate McManus, group marketing director, Imports/NW, VineOne (Constellation)*
- 3:30 **BREAK**
- 3:45 **Getting to Know (and Love) A Big Distributor**  
*Speaker TBA*

Thursday, July 23

## Brand Establishment

- 8:30 a.m. **Greetings and Announcements**  
*Christian Miller and David Stevens*
- 8:45 **Strategic Audit: Lang and Reed**  
*John Skupny, founder and winemaker, Lang & Reed Wine Company*
- 10:15 **BREAK**
- 10:30 **Launching a New Brand**  
*Ron Janowczyk, vice president of sales, Purple Wine Company*
- 12:00 p.m. **LUNCH**
- 1:30 **Package Design**  
*Michael Osborne, president, MOD/ Michael Osborne 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*

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Friday, July 24

## Brand Management

- 8:30 a.m. **Greetings and Announcements**  
*Christian Miller and David Stevens*
- 8:45 **How PR IS Marketing (and Vice Versa)**  
*Paul Wagner, president, Balzac Communications*
- 10:00 **BREAK**
- 10:15 **Managing a Portfolio of Brands**  
*James Nunes, managing director of brand marketing, Trinchero Family Estates*

12:00 p.m. **LUNCH**

- 1:30 **Positioning Ultra Premiums**  
*Russ Joy, president/general manager, Patz & Hall*
- 2:30 **Appellation Marketing**  
*Stacie Jacob, executive director, Paso Robles Wine Country Alliance*
- 3:30 **BREAK**
- 3:45 **Success by the Numbers: Fact-Based Marketing and Selling**  
*Cindy Deutsch, principal, Cindy Deutsch Retail Wine Specialist*
- 4:45 **Work on Student Feedback**  
*David Stevens*

## Week 2

# Distribution and Sales

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Monday, July 27

## Channels of Distribution

- 8:30 a.m. **Greetings and Announcements**  
*David Stevens and Christian Miller*
- 8:45 **Does the World Need Another Brand? And Other Questions**  
*Christian Miller*
- 9:30 **The Chemistry of Sales**  
*Jim Cahill, vice president of North America Sales, Supreme Corp*
- 10:45 **BREAK**
- 11:00 **Wine Sales on the Electronic Frontier**  
*Elaine Marshall, principal, Marshall Wine Consulting*
- 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 **Panel: Direct Sales**  
*Craig Root, principal, Craig Root & Associates*  
*Steve Koetzner, director of channel development, New Vine Logistics*  
*Mitchell Schwartz, vice president of sales, Inertia Beverage*

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Tuesday, July 28

## Retail Sales

- 8:30 a.m. **Greetings and Announcements**  
*David Stevens and Christian Miller*
- 8:45 **Retail Sales: The Supermarket**  
*Speaker TBA*
- 9:45 **Retail Sales: The Wine Superstores**  
*Wilfred Wong, cellarmaster, BevMo!*
- 10:45 **BREAK**
- 11:00 **Retail Sales: Wine Specialty Stores**  
*Peter Granoff, owner, Oxbow Wine Merchant & Wine Bar*
- 12:00 p.m. **LUNCH**
- 1:30 **Retail Account Management**  
*Ron Rawlinson, national sales manager, GrapeCraft Wines*
- 3:00 **BREAK**
- 3:15 **Panel: Getting Wine into Restaurants**  
*Tracy Dutton, beverage manager/sommelier, Culinary Institute of America*  
*Kathleen Meek, western regional manager, Banville & Jones Wine Merchants*

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Wednesday, July 29

## Grape Supply and Economics of Production

- 8:30 a.m. **Greetings and Announcements**  
*David Stevens and Christian Miller*
- 8:45 **A Very Quick Note on Custom Crush Processing and Finishing of Grapes and Wines in the U.S.**  
*David Stevens*
- 9:15 **The Bulk Wine Market**  
*Michael Robichaud, partner/broker, Turrentine Brokerage*
- 10:30 **BREAK**
- 10:45 **Negociants**  
*Michael DuBois, principal, MDB Selections*
- 12:00 p.m. **LUNCH**
- 1:30 **Selling Winegrapes: Pricing and Contracts**  
*Glenn Proctor, grape manager, Ciatti Company*
- 2:30 **Financing Premium Wineries: A Banker's View**  
*Dan Aguilar, senior relationship manager, Silicon Valley Bank*
- 3:45 **BREAK**
- 4:00 **Producing Wine for Specific Price Points**  
*Ed Moody, director of winemaking, Bronco Wine Company*
- 5:00 **Tasting in Enology Building**  
*Ed Moody, David Stevens, Christian Miller*

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Thursday, July 30

## Winery Profiles

- 8:30 a.m. **Greetings and Announcements**  
*David Stevens and Christian Miller*
- 8:45 **Winery Story One**  
*David Vergari, owner/inemaker, Vergari Wines*
- 9:45 **Winery Story Two**  
*Vicky Farrow, proprietor, Amista Vineyard*
- 10:45 **BREAK**
- 11:00 **Winery Story Three**  
*Julie Johnson, owner/winemaker, Tres Sabores*
- 12:00 p.m. **LUNCH**
- 1:30 **Winery Story Four**  
*Brad Alderson, consultant and former vice president and manager, Robert Mondavi, Woodbridge*
- 3:00 **BREAK**
- 3:15 **How Much Does it Cost to Start a Small Winery?**  
*Cary Gott, principal, Vineyard and Winery Estates*

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Friday, July 31

## Final Thoughts

- 8:30 a.m. **Greetings and Announcements**  
*David Stevens and Christian Miller*
- 8:45 **Consumer Research**  
*Rebecca Bleibaum, vice president of sales and marketing, Tragon*
- 10:00 **BREAK**
- 10:15 **How Can We Expand Wine Consumption?**  
*Tim Hanni, CEO, Napa Seasoning Company, LLC*
- 12:15 **Work on Student Feedback**  
*David Stevens*
- 12:30 **Thank You and Goodbye**  
*Christian Miller and David Stevens*

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 website.

[www.extension.ucdavis.edu/wine](http://www.extension.ucdavis.edu/wine)

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**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** at (530) 757-8558. If you are enrolling with a company purchase order, please fax a completed enrollment form along with a copy of the purchase order. For security purposes we can no longer accept credit card payments via fax.  
**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](http://www.extension.ucdavis.edu/wine)

- 1.  Yes!** Please enroll me in **OIV Wine Marketing Short Course** / July 20-31 / \$2,000 / 091VIT200 Enrollment by week / **\$1,200 per week**
- Week One / Market Overview and Brand Establishment** / July 20-24 / 091VIT201.
  - Week Two / Distribution and Sales** / July 27-31 / 091VIT202
- Enrollment by the day / **\$300 per day**
- July 20 / **Industry Overview** / 091VIT203
  - July 21 / **The American Market for Wine** / 091VIT204
  - July 22 / **Regulation and Production** / 091VIT205
  - July 23 / **Brand Establishment** / 091VIT206
  - July 24 / **Brand Management** / 091VIT207
  - July 27 / **Channels of Distribution** / 091VIT208
  - July 28 / **Retail Sales** / 091VIT209
  - July 29 / **Grape Supply and Economics of Production** / 091VIT210
  - July 30 / **Winery Profiles** / 091VIT211

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