



# Wine Marketing Program

This week-long course led by top industry experts covers how to effectively brand, market and sell wine in the U.S. Study with the industry's best, including winemakers, sommeliers, attorneys, wine marketers, distributors, retailers, public relations, digital experts, certification leaders and educators from the University of California.

## WHAT OUR STUDENTS ARE SAYING

“One of the most important things I gained was the strength of my cohort. I walked away from this program with a network that rivals my MBA program.”

Perry Reyes, Korbel Winery

“This program was nothing short of phenomenal. I highly recommend it.”

Kim Hartleroad, Blue Cape Cellars

For more information or to enroll  
[cpe.ucdavis.edu/winemarketing](https://cpe.ucdavis.edu/winemarketing)

For over 30 years this program has been a joint venture of the Organisation Internationale de la Vigne et du Vin (OIV), UC Davis Continuing and Professional Education and the Department of Viticulture & Enology, and forms part of the OIV master's degree program.

### Schedule and Topics

- Monday, July 22: Industry Overview
- Tuesday, July 23: The U.S. Wine Market
- Wednesday, July 24: Launching a Brand
- Thursday, July 25: Distribution
- Friday, July 26: The Retail Tier

### Course Details

- July 22-26
- \$1,500 for the full program (online or in person) or \$350 per day (online only)
- Live access to instructors is available for online and in-person enrollments

### Instructors

Christian Miller, MBA, has worked in market research, brand and category management for over 20 years. He is the proprietor of Full Glass Research, providing market research for food and beverage producers and marketers. He is also research director for the Wine Market Council.

Theresa Sanchez, MBA, has over 20 years of experience launching million-dollar brands across the globe as well as successfully designing and optimizing business processes. She founded Di Vine Selection to help wine professionals launch new brands, connect with top organic or better winemaking and viticulture consultants and develop fine wine and health education programs.

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2023 agenda below as a sample for 2024.

## Monday, July 17

Overview of the U.S. Wine Industry & Market

Online Only

8:00 AM	<b>Introduction to Course Website &amp; Zoom</b> Theresa Sanchez, CEO DiVine Selection
8:30 AM	<b>Course Welcome</b> Christian Miller, Proprietor, Full Glass Research
8:45 AM	<b>History &amp; Geography of Wine in the U.S.A. (Pre-recording)</b> Pre-recorded by Jim Lapsley, Ph.D., Course Founder Discussion with Christian Miller/Theresa Sanchez
9:15 AM	<b>Definitions and Concepts in the U.S. Wine Industry</b> Christian Miller, Proprietor, Full Glass Research
10:30 AM	<b>BREAK</b>
10:45 AM	<b>Regulation &amp; Licensing: Who can sell wine and how?</b> John Trinidad, Attorney, Dickenson, Peatman & Fogarty LLC
11:45 AM	<b>LUNCH</b>
1:00 PM	<b>How do we know what is happening: Finding the Data</b> Christian Miller, Proprietor, Full Glass Research
2:00 PM	<b>BREAK</b>
2:15 PM	<b>State of the Industry</b> Jon Moramarco, Managing Partner, BW166
3:15 PM	<b>The Green Market: Organic &amp; Sustainable Methods of Production</b> Allison Jordan, VP Environmental Affairs Wine Institute; Sarah Reed, CCOF Handler Certification Director; Elizabeth Whitlow, Exec. Director, Regenerative Organic Alliance
4:30 PM	<b>Green Wine Online Social</b> Kirk Grace, Director of Vineyard Operations & Guillermo Perez, Senior Vineyard Manager at Stag's Leap Wine Cellars

## Tuesday, July 18

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

Online Only

8:30 AM	<b>Greetings and Announcements</b> Christian Miller & Theresa Sanchez
8:45 AM	<b>Custom Crushing &amp; Private Labels</b> Alison Crowe, MBA, Director of Winemaking, Plata Wine Partners
9:45 AM	<b>Making Your Label Legal: Content and Registration Laws</b> Jeannie Bremer, VP Compliance & Public Policy, The Wine Group
10:30 AM	<b>BREAK</b>
10:45 AM	<b>Managing the Tasting Room</b> Craig Root, President, Visitor Management Resources
12:00 PM	<b>LUNCH</b>
1:00 PM	<b>Ecommerce for Growing DtC Sales</b> Zach Kamphuis, General Manager, Commerce 7
2:00 PM	<b>Digital Retail &amp; Website Management</b> Brian Kreck, Principal, Budbreak Creative
3:00 PM	<b>BREAK</b>
3:15 PM	<b>Beyond Media Relations: Effective Events, Publicity &amp; Communications</b> Juliana Colangelo, VP, and Maria Calvert, Media Consultant, Colangelo & Partners
4:00 PM	<b>Package Design</b> Ed Rice, Managing Director, Affinity Creative

Optional Online Social at 5:00 PM

## Wednesday, July 19

### The U.S. Wine Market: Marketing

<b>8:30 AM</b>	<b>Greetings and Announcements/In-person Orientation</b> Christian Miller & Theresa Sanchez
<b>9:00 AM</b>	<b>American Wine Consumers</b> Christian Miller, Proprietor, Full Glass Research
<b>10:00 AM</b>	<b>BREAK</b>
<b>10:15 AM</b>	<b>All About Taste: Sensory Science &amp; Consumers</b> Anna Leachman, Director of Research Essentials, Dragonfly SCI
<b>11:45 AM</b>	<b>LUNCH</b>
<b>1:00 PM</b>	<b>The Care and Feeding of the Media</b> Tim McDonald, CSW, Managing Director, Wine Spoken Here
<b>2:15 PM</b>	<b>Digital Marketing</b> Laura Perret-Fontana, Principal, LPF Digital Marketing
<b>3:00 PM</b>	<b>BREAK</b>
<b>3:15 PM</b>	<b>Introduction to Wine Pricing</b> Christian Miller
<b>4:00 PM</b>	<b>What People Get Wrong About Marketing Wine in America</b> Paul Wagner, Founder, Balzac Communications & Author

**Tour of UC Davis Winery, Reception and Tasting at 5:00 PM**  
Anita Oberholster, Ph.D., Extension Researcher & 2022 Wine Enthusiast Star Recipient

**Hybrid  
(Online and In person)**

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## Thursday, July 20

### The U.S. Wine Market: Distribution

<b>8:30 AM</b>	<b>Greetings and Announcements</b> Christian Miller & Theresa Sanchez
<b>8:45 AM</b>	<b>Wine Pricing Exercise &amp; Discussion</b> Christian Miller
<b>9:30 AM</b>	<b>Launching a New Brand</b> Lisa Ehrlich, Proprietor, Cultivated
<b>10:30 AM</b>	<b>BREAK</b>
<b>10:45 AM</b>	<b>How to Market and Distribute Legally: Trade Restrictions &amp; The 3 Tier System</b> Carrie Bonnington, Partner & Ashley Cowgill, Associate at Pillsbury Winthrop Shaw Pittman LLP
<b>12:00 PM</b>	<b>LUNCH</b>
<b>1:00 PM</b>	<b>Small Distributors and the Distribution of Fine Wines</b> Bruno Walker, Director of Business Development, Grape Expectations
<b>2:00 PM</b>	<b>Working with the Big Distributor</b> Matt Hagel National Director, E-commerce, Republic National Distributing
<b>2:45 PM</b>	<b>BREAK</b>
<b>3:00 PM</b>	<b>How Importers Work in the U.S.</b> Deborah Gray, Proprietor, Bluestone Wine Solutions & author of How to Import Wine
<b>4:00 PM</b>	<b>What Exporters Need to Know about Marketing Wine in the U.S.</b> Xavier Barlier, SVP Marketing and Communication, Maisons Marques & Domaines

**Hybrid  
(Online and In person)**

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Friday, July 21

The Retail Tier

Hybrid  
(Online and In person)

- 8:30 AM**                    **Announcements, Questions and Answers**  
Christian Miller & Theresa Sanchez
- 9:00 AM**                    **Retail Sales and Working with Imported Wine**  
Jim LeDane, Managing Director National Accounts Luxury, Ste. Michelle Wine Estates & Antinori
- 9:45 AM**                    **Success by the Numbers: Data & Sales Management**  
John Collins, CEO, GreatVines - Beverage Selling Solutions
- 10:45 AM**                    **BREAK**
- 11:00 AM**                    **Retailing Fine Wine**  
Wilfred Wong, Chief Storyteller at Wine.com; Gary Fisch, Founder-CEO of Gary's Wine & Marketplace
- 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  
Other speaker(s) to be announced
- 3:15 PM**                    **BREAK**
- 3:30 PM**                    **“Pitch Your Passion” – A Marketing/Sales Presentation Workshop**
- 5:00 PM**                    **Final Announcements & Last Chance for Questions**  
Christian Miller & Theresa Sanchez

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*\*Schedule is subject to change.*



[Learn More](#)

**Contact an Enrollment Coach**

Kristy Craig  
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Schedule a consultation: [calendly.com/kncraig](https://calendly.com/kncraig)