

# UNIFIED 2023

## Registration & Program Guide

January 24-26, 2023 | Exhibits run January 25-26  
SAFE Credit Union Convention Center, Sacramento

[unifiedsymposium.org](https://unifiedsymposium.org)

Unified

WINE & GRAPE

SYMPOSIUM<sup>®</sup>

PRESENTED BY ASEV & CAWG

By the industry | For the industry

**Since the American Society for Enology and Viticulture (ASEV) and the California Association of Winegrape Growers (CAWG) joined forces to create the Unified Wine & Grape Symposium 29 years ago, it has become the largest wine and grape show in the nation.**

And while we are proud of the Unified Symposium's success, it is the show's established reputation for providing outstanding current news and technical information that we find most rewarding. As one of the industry's premier gatherings, the Unified Symposium presents a vital platform to focus on the issues shaping our industry today, while interfacing the topics and trends shaping the future of grapegrowing and winemaking.

### **A Proven Format**

By combining a trade show with a broad spectrum of sessions, the Unified Symposium provides attendees direct access to all the latest information. Unified also provides an excellent forum for active networking with our industry's suppliers. Winemakers and grapegrowers have a chance not only to renew and make new friendships, but also to actively discuss and debate information and ideas that directly influence their work and success.

### **Representing the Entire Industry**

The Unified Wine & Grape Symposium organizers have a long and distinguished history of providing vintners and growers with the information they need to remain competitive.

Jointly presented by ASEV and CAWG, the conference represents the collective experience, knowledge, and background of the entire industry. We collaborate with a diverse committee of industry and academic professionals to bring you a program with timely topics and a diverse slate of speakers.

### **Ideal Location**

The Unified Wine & Grape Symposium is held at the SAFE Credit Union Convention Center, 1400 J Street, Sacramento, California. Located in the heart of downtown Sacramento, the convention center is close to fine restaurants, hotels, museums, the Capitol building, and great shopping centers. The Sacramento International Airport is only 20 minutes away from the convention center and many of our contracted hotels.

# DAILY SCHEDULE

All sessions and other events will be held at SAFE Credit Union Convention Center, the Hyatt Regency and Sheraton Grand unless noted otherwise.

## MONDAY, JANUARY 23, 2023

1:00 pm – 5:00 pm Registration

## TUESDAY, JANUARY 24, 2023

7:30 am – 6:00 pm Registration  
8:00 am – 5:00 pm Speaker Ready Room  
8:00 am – 5:00 pm Press Room  
4:30 pm – 6:00 pm Welcome Reception

### KEYNOTE SPEAKER LUNCHEON

11:30 am – 1:30 pm Robin McBride, McBride Sisters Wine Company, California  
*Separate Registration Fee Required*

### BREAKOUT SESSIONS

#### Business/Operations Breakout Sessions

9:30 am – 11:00 am Growing our Future Leaders  
2:00 pm – 3:30 pm Sustainable Business 360 – Today's Toolkit for Tomorrow's Success

#### Grapegrowing Breakout Session

9:30 am – 11:00 am Vine Characteristics for Resiliency  
2:00 pm – 3:00 pm An Industry Update on Vineyard Automation. Where Are We Now?  
3:15 pm – 4:30 pm Preventing and Mitigating Low Temp Injury (or Cold Damage) in Grapevines

#### Marketing/Public Relations Breakout Session

9:30 am – 11:00 am A New Lexicon for Wine  
2:00 pm – 3:15 pm Back to Basics : A 75-Minute Communications Bootcamp

#### Winemaking Breakout Session

9:30 am – 10:45 am T'aint Just Smoke Taint  
2:00 pm – 3:30 pm Use of Consumer Based Sensory Methodologies in the Wine Industry

## WEDNESDAY, JANUARY 25, 2023

7:30 am – 6:00 pm Registration  
8:00 am – 5:00 pm Press Room  
8:00 am – 5:00 pm Speaker Ready Room  
9:00 am – 6:00 pm Exhibits Open  
4:00 pm – 6:00 pm Regional Wine Tasting

### GENERAL SESSION

8:30 am – 11:00 am State of the Industry

### BREAKOUT SESSIONS

#### Business/Operations Breakout Session

1:00 pm – 2:30 pm Beyond the Bottle: Can Wine Packaging Evolve with the Times  
2:45 pm – 4:15 pm Thriving Organizations – Fostering Your Dream Team

#### Grapegrowing Breakout Session

2:45 pm – 3:45 pm Doing Even More, with Even Less

#### Marketing/Public Relations Breakout Session

1:00 pm – 2:30 pm Lessons in Listening

#### Winemaking Breakout Session

1:00 pm – 2:30 pm Winemaking and Vineyard Manager Teams *(includes tasting)*  
2:45 pm – 3:45 pm Leveraging Technology to Increase Sustainability

## THURSDAY, JANUARY 26, 2023

8:00 am – 2:30 pm Registration  
8:00 am – 2:30 pm Press Room  
8:00 am – 2:30 pm Speaker Ready Room  
9:00 am – 2:30 pm Exhibits Open

### TALLER EN ESPAÑOL (SEMINARIOS, ALMUERZO MAGISTRAL Y TOUR AUTOGUIADO DE EXHIBICIONES) *(PRESENTADA EN ESPAÑOL)*

9:00 am – 2:30 pm Vitivinicultura para el consumidor actual y futuro, desde la uva hasta la copa

### WORKSHOP IN SPANISH (SEMINARS, KEYNOTE LUNCHEON AND EXHIBITS SELF-GUIDED TOUR) *(PRESENTED IN SPANISH)*

9:00 am – 2:30 pm Winegrowing for the Current and Future Consumer from Grape to Glass

### GENERAL SESSION

9:30 am – 11:30 am A Focus on the Future: Trends and Opportunities from Across the Globe

## PROGRAM: TUESDAY, JANUARY 24

Speakers are listed in alphabetical order unless noted otherwise. Visit [unifiedsymposium.org](http://unifiedsymposium.org) for Speaker photos and bios.

### KEYNOTE SPEAKER LUNCHEON

11:30 am–1:30 pm

**Robin McBride**, *McBride Sisters Wine Company, California*

The 2023 Unified Symposium offers a luncheon featuring Robin McBride.

Robin serves as the Board Chair and President of McBride Sisters Wine Company, a multinational organization headquartered in Oakland, California. It is in the top 1% of volume, largest Black-owned wine company in the United States, as well as one of the most inclusive, accessible, socially aware and sustainable.

Robin also serves as a Board Chair for the McBride Sisters SHE CAN Professional Development Fund which she founded in 2019 with her sister Andréa. Since its inception the fund has awarded over \$3M in scholarships, grants and technical training to 3,000 professional women in wine & spirits, hospitality and finance. In 2021 the fund partnered with Southern University of Louisiana as their flagship HBCU, to create a career pipeline for diverse students into the wine industry.



### BREAKOUT SESSIONS

#### Business/Operations Breakout Session

9:30 am – 11:00 am

##### Growing our Future Leaders

One of the challenges we face as an industry is identifying and supporting future leaders in vineyard, cellar, and business operations. From creating “on ramps” to enter the industry to providing vehicles for career development, this panel aims to share successful strategies for creating an environment -in our local communities and within our organizations – which will allow us to find and grow the next cohort of experts and innovators.

##### Moderator:

**Craig Ledbetter**, *Vino Farms Inc., California*

##### Speakers:

**Ray Johnson**, *Sonoma State University, California*

**Miguel Luna**, *Silverado Farming Company, California*

2:00 pm – 3:30 pm

##### Sustainable Business 360 – Today’s Toolkit for Tomorrow’s Success

This panel will present today’s best practices, from vineyard and winery to management and sales, for achieving ROI in our changing environment. Saving resources, saving money, and positioning our businesses for sustainability today and in the future will take center stage as we act on emergent external conditions and evolving consumer needs.

##### Moderator:

**Erin Kirschenmann**, *Wine Business Monthly, California*

##### Speakers:

**Karissa Kruse**, *Sonoma County Winegrowers, California*

**Nate Weis**, *Silver Oak and Twomey Cellars, California*

#### Grapegrowing Breakout Session

9:30 am – 11:15 am

##### Vine Characteristics for Resiliency

When considering the development of a vineyard and the appropriate choice of cultivar, grapegrowers must consider future climate changes, limited access to water and other natural resources, potential for novel and/or newly resistant diseases and pests, and challenges with labor availability and operational constraints. What grapevine traits may prove useful in mitigating these issues and what research is showing regarding our current popular cultivars and their resilience concerning future issues.

##### Speakers:

**Megan Bartlett**, *University of California, Davis*

**Elisabeth Forrester**, *University of California, Davis*

**Marc Fuchs**, *Cornell University, New York*

**José Ramós Úrbez-Torres**, *Agriculture and Agri-Food Canada*

2:00 pm – 3:00 pm

##### An Industry Update on Vineyard Automation. Where Are We Now?

Automation is now a reality in agriculture. There are robots and tractors that can perform autonomous operations in our vineyards but what does that mean for growers? Our speakers will discuss the legal, financial, and practical implications of vineyard automation.

##### Moderator:

**Michael Miller**, *California Association of Winegrape Growers*

##### Speakers:

**Mike Carr**, *5 Star Farm Management, California*

**Greg Gonzalez**, *Foley Family Farms LLC, California*

**Philip Martin**, *University of California, Davis*

**Gary Thompson**, *GUSS Automation, California*

## PROGRAM: TUESDAY, JANUARY 24 (CONTINUED)

3:15 pm – 4:30 pm

### Preventing and Mitigating Low Temp Injury (or Cold Damage) in Grapevines

Cold injury is a significant limitation for successful grape production in many areas of North America. Injury may occur in the Fall before vines are fully acclimated, during the mid-winter period when low temperatures exceed the vines maximum hardiness level, and in the Spring when vines are de-acclimating in response to warming temperatures. In addition, significant low temperature injury can occur after vine buds are developing and green tissue is present (frost damage).

An increased number of extreme events, including low temperatures, are predicted to occur because of Climate Change. Information will be presented on practices growers can utilize to avoid or prevent cold injury as well as those that can be used for mitigation when injury has occurred. In addition, growers will provide insight into how they have been impacted by and responded to recent freeze events.

#### Moderator:

**Keith Striegler**, *E. & J. Gallo Winery, California*

#### Speakers:

**Markus Keller**, *Washington State University, Prosser*

**Ken Kupperman**, *Jackson Family Wines, California*

**Jason Magnaghi**, *Figgins Family Wine Estates, Washington*

**David Ogilvie**, *Silt Wine Company, California*

## Marketing/Public Relations Breakout Session

9:30 am – 11:00 am

### A New Lexicon for Wine

Not enough younger people drink wine, and why should they? Wine has an old-fashioned, Euro-centric image, and its vocabulary is full of technical terms inaccessible to the casual or newer alcohol consumer. If the industry is serious about attracting younger and more diverse consumers, we must remove these barriers to entry.

Our panel discusses flavor, inclusivity, and broadening the language around wine so that we are inviting rather than gatekeeping.

#### Moderator:

**Meg Maker**, *Consultant, New Hampshire*

#### Speakers:

**Miguel de Leon**, *Consultant, New York*

**Alicia Towns Franken**, *Wine Unify, Massachusetts*

2:00 pm – 3:15 pm

### Back to Basics: A 75-Minute Communications Bootcamp

Do you ever feel as though you are throwing lots of stuff at the wall and just seeing what sticks when it comes to PR and marketing? Do you sometimes hear media buzzwords and wonder how to keep up in a world of constantly changing communications tactics? You are not alone! Even seasoned pros need to get back to the basics from time to time.

In this session, we will break down the major types of communications, from paid, to owned, to earned media, and explore how these mediums can be used to tell the story of you, your wines, your winery, your grapes, or your brand. We will define key pillars of public relations, social media, and influencer marketing and learn from top pros who are effectively leveraging these marketing tools for their businesses.

We will explore topics like:

- How and when to use wine influencers and how to ensure you are getting proper ROI when partnering with them.
- What is PR and what does a smart public relations program look like.
- How to build your social media strategy.
- What are the rules and regulations surrounding the promotion of wine through media.
- How to realistically track ROI on communications programs.

We will leverage case studies from a team of professionals in PR, marketing, social media, and influencer relations, to uncover best practices when it comes to creating powerful and effective PR and marketing programs that not only drive awareness, but sales.

#### Moderator:

**Devin Parr**, *Devin Parr & Associates, California*

#### Speakers:

**Noël Burgess**, *Wine Writer, California*

**Juliana Colangelo**, *Colangelo & Partners, California*

**Ed Feuchuk**, *Tank Garage Winery, California*

**Rebecca Hopkins**, *A Balanced Glass, California*

## Winemaking Breakout Session

9:30 am – 10:45 am

### T'aint Just Smoke Taint

Environmental factors that can influence the way a grape or wine can taste are all around the vineyard. These range from climate-change based factors like smoke and frost to agricultural factors like neighboring cannabis or hopyard influences. Top researchers on the topics are on this panel to update us on the chemical reactions that happen and potential mitigation tools. Covered taint topics include Frost, Smoke, Cannabis, Eucalyptus, and Cork.

#### Speakers:

**Tom Collins**, *Washington State University, Tri-Cities*

*Additional speakers to be announced*

2:00 pm – 3:30 pm

### Use of Consumer Based Sensory Methodologies in the Wine Industry

This session aims to explain the basis of different consumer sensory methodologies and how these methods can be used to match wine sensory attributes of both existing wines and product development categories to different consumer segments. New consumer segments including millennials and the newly named generation Z (zoom) will be discussed due to their importance as emerging consumers.

#### Speakers:

**Katerina Axelsson**, *Tastry, California*

**Cristina de la Presa Owens**, *Constellation Brands, California*

**Julien Delarue**, *University of California, Davis*

## PROGRAM: WEDNESDAY, JANUARY 25

Speakers are listed in alphabetical order unless noted otherwise. Visit [unifiedsymposium.org](http://unifiedsymposium.org) for Speaker photos and bios.

### GENERAL SESSION

8:30 am – 11:00 am

#### Welcome & Introductions

**Keith Striegler**, *President, American Society for Enology and Viticulture*

#### State of the Industry

The State of the Industry session provides a comprehensive look at every aspect of the wine industry, from what's being planted to what's selling. This 2½-hour session features highly regarded speakers and delivers incredible value for attendees who need to understand the market dynamics of the past year and are seeking insight into the market trends that will define the year ahead.

#### Moderator:

**Mike Veseth**, *The Wine Economist, Washington*

#### Speakers:

**Jeff Bitter**, *Allied Grape Growers, California*

**Danny Brager**, *Brager Beverage Alcohol Consulting, California*

**Glenn Proctor**, *Ciatti Brokerage Company, California*

**Liz Thach**, *Sonoma State University, California*

### BREAKOUT SESSIONS

#### Business/Operations Breakout Session

1:00 pm – 2:30 pm

#### Beyond the Bottle: Can Wine Packaging Evolve with the Times

The traditional 750 ml glass bottle is an iconic part of wine's image. However, it is also costly, increasingly scarce, problematic from a greenhouse gas perspective, and not well-suited to all occasions. Wineries are growing sales, reaching new consumers, lowering costs, and reducing emissions by looking beyond the traditional full-size, one-way glass bottle - come find out how!

#### Moderator:

**Susan Owen**, *G3 Enterprises, California*

#### Speakers:

**Martha Stoumen**, *Martha Stoumen Wines, California*

*Additional speakers to be announced*

2:45 pm – 4:15 pm

#### Thriving Organizations – Fostering Your Dream Team

Retaining a loyal, passionate, and effective workforce is more important now than ever. Companies are being hit with both macro-economic and sector-specific profit pressures, highlighting the critical need to have the right people in the right positions. At the same time, in all parts of the grape and wine industry, the talent pool, our physical workspace and employer/employee expectations are changing and evolving.

This panel will explore how companies large and small can cultivate and retain a top-performing, thriving workforce.

#### Moderator:

**Julie Lulgair**, *Consultant, California*

#### Speakers:

**Joel A. Miller**, *ChateauHR LLC, California*

*Additional speakers to be announced*

#### Grapegrowing Breakout Session

2:45 pm – 3:45 pm

#### Doing Even More, with Even Less

These past years have shown the ability of winegrowers to adapt and persevere. Evidenced by an age where competition and availability for water is at an all-time high, vintners and viticulturists must find creative solutions to an increasingly difficult situation. This program focuses on doing more with even less of this precious resource. The program will investigate the impacts and mitigation of irrigating with water of challenging quality, utilization of desalinated water in the agricultural sector, as well as the impacts and feasibility of recycling winery wastewater back into the vineyard.

#### Moderators:

**Clint Nelson**, *Bonterra Organic Estates, California*

#### Speakers:

**Mark Battany**, *University of California Cooperative Extension, San Luis Obispo County*

**Anita Oberholster**, *University of California, Davis*

**Francisco Pedrero Salcedo**, *CEBAS-CSIC, Spain*

#### Marketing/Public Relations Breakout Sessions

1:00 pm – 2:30 pm

#### Lessons in Listening

In leadership circles, the art of listening well is often cited as the key to true success. Perhaps a better way to market wines to a broader audience is to actively listen to what they want. Making wine more appealing, or simply moving it higher on the list of alcohol choices, should begin with finding out what consumers relate and connect to in terms of offerings.

In this session, we will hear from marketers and brands both within and outside the industry who have had success in this consumer-focused approach. We will dive into this topic of finding new or loyal audiences, making the product work for them, and asking exactly what an average wine consumer is looking for in wine.

#### Moderators:

**Joel Peterson**, *Paso Robles Wine Country Alliance, California*

#### Speakers:

**Jamie Evans**, *The Herb Somm, California*

**Kendra Kawala**, *Maker Wine, California*

**Jean-Michel Valette**, *Sleep Number Corporation, California*

### Winemaking Breakout Session

1:00 pm – 2:30 pm

#### **Winemaking and Vineyard Manager Teams** *(includes tasting)*

In our rapidly changing world, communication and a shared sense of purpose are more important than ever. This 1 ½-hour session gives the floor to successful winemaker-vineyard manager teams for a frank discussion on getting things right, making things work and reacting to the inevitable things that go wrong. Topics include working together to react to the unexpected, mentorship, community outreach, changing climate conditions and labor issues.

#### **Moderator:**

**Elizabeth Vianna**, *Chimney Rock, California*

#### **Speakers:**

**Tony Bugica**, *Atlas Vineyard Management, California*

**Remi Cohen**, *Domaine Carneros Winery, California*

**Andy Erickson**, *Favia Erickson Winegrowers, California*

**Chris Louton**, *St. Francis Winery & Vineyards, California*

**Katie Madigan**, *St. Francis Winery & Vineyards, California*

**Jake Terrell**, *St. Francis Winery & Vineyards, California*

**Kirk Venge**, *Venge Vineyards, California*

**Blake Wood**, *Constellation Brands, Inc., California*

2:45 pm – 3:45 pm

#### **Leveraging Technology to Increase Sustainability**

As water becomes scarcer and energy becomes more expensive, we need to look to new technologies for sustainability shifts in our winemaking practices.

This one-hour session will cover some of the new technologies that already exist and how some wineries are using them to their advantage as they become more sustainable.

#### **Moderator:**

**Nate Weis**, *Silver Oak and Twomey Cellars, California*

#### **Speakers:**

**Bob Coleman**, *Treasury Wine Estates, California*

**Ron Runnebaum**, *University of California, Davis*

**Wolfgang Weiss**, *ergSol, California*

## PROGRAM: THURSDAY, JANUARY 26

Speakers are listed in alphabetical order unless noted otherwise. Visit [unifiedsymposium.org](http://unifiedsymposium.org) for Speaker photos and bios.

### Taller En Español (Seminarios, Almuerzo Magistral Y Tour Autoguiado De Exhibiciones) *(Presentada En Español)*

9:00 am – 2:30 pm

#### Vitivinicultura para el consumidor actual y futuro, desde la uva hasta la copa

Descripción general

Esta sesión transportará a la audiencia de los viñedos a la copa de vino: comenzando con las técnicas y tendencias de cultivo de la uva, incluidos los cultivos orgánicos, biodinámicos, las variedades emergentes, las preferencias del consumidor por técnicas de cultivo con menor impacto ambiental y que a la vez busca productos más novedosos y saludables; y que estén alejados de los productos convencionales. La industria reconoce esta presión y necesita encontrar la manera de responder mostrando que puede proporcionar al consumidor nuevos productos, al tiempo que adopta prácticas vitivinícolas que aborden las preocupaciones de los consumidores. En esta sesión intentaremos abordar este tema presentando los principales retos agrícolas de los diferentes caminos hacia la sostenibilidad y productos novedosos.

En cuanto a enología, en la última década, la vinificación natural, los vinos bajos en alcohol y la mínima intervención se han convertido en la "nueva tendencia" debido a la necesidad de hacer vinos que expresen un sentido de lugar para atraer a los consumidores que demandan vinos "limpios" y "más saludables", pero también como respuesta al cambio climático, generando menos residuos y ahorrando energía en la bodega. Pero ¿qué significa realmente? En esta sesión vamos a tratar de definir los Vinos Naturales, Bajos en Alcohol y de Mínima Intervención.

Por último, exploraremos una variedad de tendencias de los consumidores quienes no son de mercadotecnia, con ejemplos reales. Discutiremos varias tendencias en el consumo de vino entre consumidores de diferentes edades, etnias, demografía social, etc. Las tendencias actuales en las actitudes de los consumidores hacia el vino, agricultura orgánica/biodinámica, vinos naturales, vegano, salud, nuevas variedades/mezclas, bajo contenido alcohólico, y envases alternativos (latas, tetras).

### Viticultura

9:00 am – 10:00 am

#### Moderador:

**Enrique Herrero**, *Inglenook, California*

#### Ponentes:

**Alfredo Koch**, *Allan Hancock College, California*

**Rolando Sanchez**, *Walsh Vineyards Management, California*

### Vinificación

10:00 am – 11:00 am

#### Moderador:

**Luciana Turkovich**, *Turkovich Family Wines, California*

#### Ponentes:

**Alaina Velasquez**, *Opus One, California*

**Gustavo Sotelo-Miller**, *Scribe Winery, California*

### Tendencias de consumo

11:00 am – 12:00 pm

#### Moderador:

**Eva Bertran**, *Eva Bertran Business Consulting LLC, California*

#### Ponentes:

**Cristina Pino**, *Bodegas Santo Tomas, Mexico*

**Gloria Collell**, *Grupo Freixenet, Spain*

### Almuerzo con un orador especial

12:00 pm – 1:00 pm

#### Bienvenida e Introducción:

**Leticia Chacón-Rodríguez**, *University of California, Davis*

#### Orador principal:

**Arnulfo Solorio**, *Silverado Farming Company, California*

### Exhibiciones (Tour autoguiado)

1:00 pm – 2:30 pm

Todos los años, la feria comercial Unified Wine & Grape Symposium alberga a más de 650 proveedores de la industria del vino y la uva. La sala de exposiciones abarca una amplia gama de productos relacionados con la industria e incluye representantes internacionales tanto en sesiones como en exposiciones. Con miles de profesionales de la industria y 750 puestos, el Simposio es la conferencia y feria comercial más grande de la industria vitivinícola de su tipo en América del Norte. Lo alentamos a que visite la feria comercial después del almuerzo del orador principal.

## PROGRAM: THURSDAY, JANUARY 26 (CONTINUED)

### Workshop In Spanish (Seminars, Keynote Luncheon And Exhibits Self-Guided Tour)

(Presented In Spanish)

9:00 am – 2:30 pm

#### Viticulture for Current and Future Consumers, from the Grape to the Glass

##### General Description

This session will transport the audience from the vineyards to the glass of wine: Starting with grape growing techniques and trends, including organic, biodynamic, crossings, emerging varieties, understanding the consumer's demand of less impacting farming techniques, and also looking for novelty products that are healthier and away from the mainstream. The industry acknowledges this pressure and needs to find the way to respond to it by showing that it can provide the consumer with new products, while adopting viticultural practices that address consumer's concerns. In this session we will try to tackle this subject by presenting the main farming challenges of the different path to sustainability and novelty products.

In the past decade, Natural winemaking, low alcohol wines and minimal intervention have become the "new Trend" due to the need to make wines that express a sense of place, to appeal to consumers that demand "clean" and "healthier" wines but also as a response to climate change, by creating less waste and save energy in the cellar. But what it really means? In this session, we are going to try to define Natural, Low alcohol and Minimal intervention Wines.

And finally, we will explore a variety of consumer trends for non-marketing with real example trends from wine consumption among different consumer ages, ethnicity, social demographics, etc. The current trends in consumer attitudes towards wine, organic/biodynamic farming, natural wines, vegan, health, new varieties/ blends, low alcohol, and alternative packaging (cans, tetras).

### Grapegrowing

9:00 am – 10:00 am

#### Moderator:

**Enrique Herrero**, *Inglenook, California*

#### Speakers:

**Alfredo Koch**, *Allan Hancock College, California*

**Rolando Sanchez**, *Walsh Vineyards Management, California*

### Winemaking

10:00 am – 11:00 am

#### Moderator:

**Luciana Turkovich**, *Turkovich Family Wines, California*

#### Speakers:

**Alaina Velasquez**, *Opus One, California*

**Gustavo Sotelo-Miller**, *Scribe Winery, California*

### Consumer Trends

11:00 am – Noon

#### Moderator:

**Eva Bertran**, *Eva Bertran Business Consulting LLC, California*

#### Speakers:

**Cristina Pino**, *Bodegas Santo Tomas, Mexico*

**Gloria Collell**, *Grupo Freixenet, Spain*

### Lunch with Keynote Speaker

Noon – 1:00 pm

#### Welcome & Introduction:

**Leticia Chacón-Rodríguez**, *University of California, Davis*

#### Keynote Speaker:

**Arnulfo Solorio**, *Silverado Farming Company, California*

### Exhibits (Self-Guided Tour)

1:00 pm – 2:30 pm

Every January, the Unified Wine & Grape Symposium trade show is home to over 650 suppliers to the wine and grape industry. The exhibit hall encompasses a wide range of products related to the wine and grape industry and includes international representation in both sessions and exhibits. With thousands of industry professionals attending and over 750 booths, the Symposium is the largest wine & grape industry conference and trade show of its kind in North America. We encourage you to visit the tradeshow after the Keynote Speaker Luncheon.

## PROGRAM: THURSDAY, JANUARY 26 (CONTINUED)

### GENERAL SESSION

9:30 am – 11:30 am

#### A Focus on the Future: Trends and Opportunities from Across the Globe

##### Welcome & Introductions

**Leticia Chacón-Rodríguez** and **Alise Jacobson**, Co-chairs, UW&GS  
Program Development Committee

We've all seen the reports and editorials about the wine industry being in peril. Whether it's aging baby boomers, younger generations who prefer hard seltzer, liquor and beer, climate change, tariffs, you name it, it seems like there's alarming news at every turn. While it doesn't need to be all doom and gloom, the time is now to take a hard look at what's in store for our industry, so we can change the narrative and outcomes in 2023 and beyond.

For this session, we have assembled a dream team of industry experts to tackle the future of wine. This presentation will illustrate the opportunities that lie ahead, but also the collaboration that will be required to capitalize on the potential.

A focus will be put on:

- HOW we adapt to not only reach new consumers, but better engage our existing consumers. The landscape is ever changing, and the old way, may not be the best way anymore.
- WHAT marketing strategies and new products can we develop that work for operations of ALL sizes, big and small.

Key topics that our panel will unpack and provide real, actionable takeaways include sustainability and the movement towards eco-friendly wines, new and emerging taste trends, innovative packaging and bottling, and smart go-to-market sales and marketing strategies segmented for current and new consumers.

Attendees will walk away not only armed with new tactics to put to work in their businesses, but also a brighter, more optimistic outlook for the future of wine.

##### Speakers:

**Lulie Halstead**, *The IWSR Group, England*

**Dale Stratton**, *Wine Market Council, California*

## REGISTRATION / EXHIBITS / PARKING

### 2 Ways to Pre-Register

Visit our Housing & Hotels page for hotel reservation information. You will need to register for the conference separately when registration opens.

**1. Online** – [unifiedsymposium.org](http://unifiedsymposium.org)

**2. Phone** – (888) 529-9272 or (415) 604-3525

The call center is open from 6:00 am to 6:00 pm (PT), Monday through Friday.

#### PRE-REGISTRATION DEADLINE

January 17, 2023

Fees will be up to \$200 higher after this date, including on-site.

Visit our Housing & Hotels page for hotel reservation information.

### Exhibitor Information

Visit [www.unifiedsymposium.org](http://www.unifiedsymposium.org) to view the floor plan or search for exhibitors by company name or product.

### Parking

Free Parking and Shuttle Service at Cal Expo

Lot A at Cal Expo 1600, Exposition Blvd, Sacramento, CA 95815

#### Shuttle Schedule

Wednesday, January 25 – 7:00 am–7:00 pm

Thursday, January 26 – 7:00 am–7:00 pm

Shuttles will run from Cal Expo and the SAFE Credit Union Convention Center approximately every 20 minutes.

#### Downtown Sacramento Parking\*

Capitol Garage (10th & L streets)

\$25 per car/day (online)

\$25 max or \$1.50 per ½ hour (at the door)

City Hall Garage (10th & I streets)

\$25 per car/day (online day)

\$25 max or \$1.50 per ½ hour (at the door)

Lot D (12th & I streets)

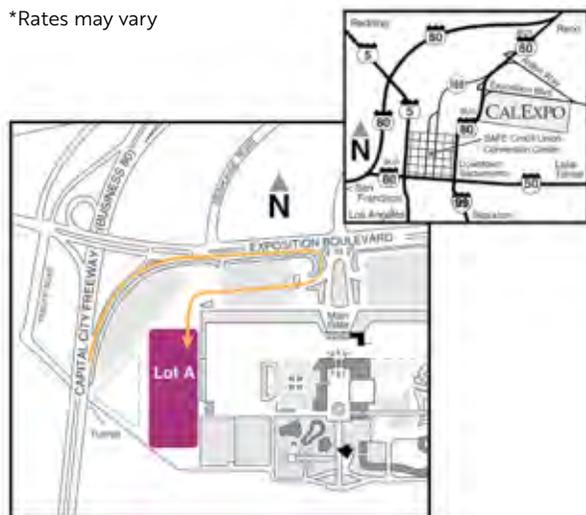
\$10 per car/day - Note: Online reservations not available.

Memorial Garage (14th & H streets)

\$18 per car/day (on-line)

\$18 max or \$1.50 per ½ hour (at the door)

\*Rates may vary



### Registration Dates

PRE-REGISTRATION ENDS JAN 17, 2023	THROUGH JAN 17	AFTER JAN 17
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#### Keynote Speaker Luncheon (Tuesday)

(Includes plated lunch and wine)

ASEV Member/CAWG Member/Exhibitor	\$75	\$75
ASEV Industrial Affiliate	\$75	\$75
ASEV Student Member	\$50	\$50
Non-member	\$125	\$325

#### 3-Day General Registration

Includes Tuesday Breakout Sessions and Welcome Reception, Wednesday and Thursday General and Breakout Sessions and exhibits, and Thursday Spanish Workshop.

Note: Separate registration is required to attend the Tuesday Keynote Speaker Luncheon. It is not included in 3-Day General Registration.

ASEV Member/CAWG Member/Exhibitor	\$345	\$545
ASEV Industrial Affiliate	\$345	\$545
ASEV Student Member	\$50	\$250
Non-member	\$565	\$765

#### 1-Day General Registration

Tuesday: breakout sessions, the Welcome Reception, and exhibits on Wednesday & Thursday

Wednesday: General Session, breakout sessions, Regional Wine Tasting, and exhibits on Wednesday & Thursday

Thursday: General Session, Spanish Workshop and breakout session, Hosted Buffet Luncheon, and exhibits on Wednesday & Thursday.

Note: Separate registration is required to attend the Tuesday Keynote Speaker Luncheon. It is not included with the Tuesday 1-Day General Registration.

ASEV Member/CAWG Member/Exhibitor	\$230	\$430
ASEV Industrial Affiliate	\$230	\$430
Non-member	\$290	\$490

#### Exhibits Only (Wednesday and Thursday)

Note: Session registration (3-Day or 1-Day) is not required.

Member/Non-member	\$35	\$70
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#### Workshop in Spanish (Thursday)

Workshop includes Seminars, Keynote Luncheon and exhibits on Thursday.

Note: Session registration (3-Day or 1-Day) is not required or included.

All Attendees	\$55	\$55
TERMINACIÓN PREVIA AL REGISTRO 17 DE ENERO DE 2023	HASTA EL 17 DE ENERO	DESPUÉS DEL 17 DE ENERO

#### Taller en español (jueves)

El taller incluye seminarios, almuerzo principal y exhibiciones el jueves.

Nota: El registro de sesiones (3 días o 1 día) no es obligatorio ni está incluido.

Todos los participantes de la conferencia	\$55	\$55
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# THANK YOU SPONSORS!

Tuesday Keynote Speaker Luncheon (Presenting Sponsor)



VIP Suite



Networking Lounge



Wine Glasses



Wednesday General Session

**WINE BUSINESS MONTHLY**

Wednesday General Session Coffee Break



Website & Electronic Communications



Welcome Reception Sparkling Wine



Regional Wine Tasting



Benefactor



Unified Wine & Grape Symposium, llc  
SOLE LLC MEMBERS ARE:



AMERICAN SOCIETY FOR ENOLOGY AND VITICULTURE  
*Since 1950*



CALIFORNIA ASSOCIATION of WINEGRAPE GROWERS