

REGISTRATION & PROGRAM GUIDE



UNIFIED WINE &
GRAPE SYMPOSIUM

JANUARY 23-25, 2024

EXHIBITS: JANUARY 24-25

SAFE Credit Union Convention
Center, Sacramento, CA
unifiedsymposium.org

30 YEARS OF
@unified

MEETING THE NEEDS OF 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 30 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 – from Myth Busters to Wine Industry Game Changers. 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, 1401 K 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 22, 2024

1:00 pm – 5:00 pm Registration

TUESDAY, JANUARY 23, 2024

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 Karen Ross, Secretary, California Department of Food and Agriculture
Separate Registration Fee Required

BREAKOUT SESSIONS

Business/Operations Breakout Sessions

9:00 am – 9:45 am Labeling Part 1: California Bottle Bill
10:00 am – 11:30 am Labeling Part 2: Labeling Requirements and Regulations
2:00 pm – 3:30 pm Winning the Balancing Act: Holding Home Base while Expanding New Revenue Streams, Business Models and Consumers

Grapegrowing Breakout Session

9:30 am – 11:00 am Viticulture X Games: Extreme Weather Winegrowing
2:30 pm – 4:00 pm Growing Disease Resistant Vines (*includes tasting*)

Marketing/Public Relations Breakout Session

9:00 am – 10:00 am Myth Busters – Wine & Health
10:15 am – 11:15 am Putting the Vino Back in Bottle Service: Bringing Wine into New Customer Experiences
2:30 pm – 4:00 pm AI & The Toolkit

Winemaking Breakout Session

9:00 am – 10:00 am Prepping for Labeling Transparency
10:15 am – 11:15 am No and Low-Alcohol Winemaking
2:00 pm – 3:30 pm Merlot Renaissance: Celebrating Two Decades Beyond Sideways (*includes tasting*)

WEDNESDAY, JANUARY 24, 2024

7:30 am – 5:00 pm Registration

8:00 am – 5:00 pm Press Room
8:00 am – 5:00 pm Speaker Ready Room
9:00 am – 5:00 pm Exhibits Open
4:00 pm – 5:00 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 – 2:15 pm Maximizing Financial Opportunities in the Wine Industry – From Vineyard to Bottom Link: Avoiding Missed Opportunities for Your Business
2:30 pm – 3:45 pm Diversifying the Talent Pool

Grapegrowing Breakout Session

1:00 pm – 2:15 pm Regenerative Agriculture – The Next Step in Sustainability
2:30 pm – 3:45 pm From Data to Decisions – Tools for Digital Viticulture

Marketing/Public Relations Breakout Session

1:00 pm – 2:15 pm TikTok Generation: Why Short Videos are Essential to Your Business
2:30 pm – 3:45 pm Advertising and Engaging Consumers in the Digital World – Best Practices for a DIY Guide

Winemaking Breakout Session

1:00 pm – 2:00 pm New Product Development: From Exploration to Execution
2:15 pm – 3:45 pm Winemaking in Today's Climate Conditions

THURSDAY, JANUARY 25, 2024

7:30 am – 2:30 pm Registration
7:30 am – Noon Speaker Ready Room
8:00 am – 2:30 pm Press Room
9:00 am – 2:30 pm Exhibits Open

TALLER EN ESPAÑOL (PRESENTADA EN ESPAÑOL)

8:00 am – 2:30 pm El vino nunca ha sido mejor; Hay un Vino para Todos (*incluye desayuno y degustación*)

WORKSHOP IN SPANISH (PRESENTED IN SPANISH)

8:00 am – 2:30 pm Wine Has Never Been Better: There is a Wine for Everyone (*includes breakfast & tasting*)

GENERAL SESSION

8:45 am – 11:30 am Wine Industry Game Changers: A Deep Dive Conversation on the Future of Wine and How We Got Here (*includes continental breakfast*)

PROGRAM: TUESDAY, JANUARY 23

Speakers are listed in alphabetical order unless noted otherwise. Visit unifiedsymposium.org for Speaker photos and bios.

KEYNOTE SPEAKER LUNCHEON

11:30 am–1:30 pm

Welcome & Introduction

Michelle Moyer, *President, American Society for Enology and Viticulture*

Keynote Speaker

Karen Ross, *Secretary, California Department of Food and Agriculture*
(*Separate Registration Fee Required*)

The 2024 Unified Symposium offers a luncheon featuring Secretary Ross.

Karen Ross was appointed Secretary of the California Department of Food and Agriculture on January 9, 2019, by Governor Gavin Newsom. In re-appointing Secretary Ross, Governor Newsom cited her unmatched leadership experience in agricultural issues nationally, internationally, and here in California, in areas including environmental stewardship, climate change adaptation, and trade. Secretary Ross was initially appointed by Governor Edmund G. Brown Jr. in 2011.

Before joining CDFA, Secretary Ross was chief of staff for U.S. Agriculture Secretary Tom Vilsack, a position she accepted in 2009. Prior to that appointment, she served as President of the California Association of Winegrape Growers from 1996- 2009, and as Vice-President of the Agricultural Council of California from 1989-1996. Her prior experience before moving to California included staff work for a United States Senator, a presidential candidate, and government relations for rural electric cooperatives and public power districts.



BREAKOUT SESSIONS

Business/Operations Breakout Sessions

9:00 am – 9:45 am

Labeling Part 1: California Bottle Bill

Join us for a two-part comprehensive session on labelling regulations and requirements in the wine industry. The first part of this session will focus on the intricacies of the California Bottle Bill, featuring insights from industry experts and regulators. The second part of this session will explore proposed and anticipated changes to federal labeling regulations and strategies for addressing these changes.

Our panel of distinguished speakers will provide valuable insights, and you will leave with a clear understanding of upcoming changes and compliance deadlines.

Moderator:

John Trinidad, *Dickenson, Peatman & Fogerty, California*

Speaker:

Tim Schmelzer, *Wine Institute, California*

10:00 am – 11:30 am

Labeling Part 2: Labeling Requirements and Regulations

Join us for a two-part comprehensive session on labelling regulations and requirements in the wine industry. The first part of this session will focus on the intricacies of the California Bottle Bill, featuring insights from industry experts and regulators. The second part of this session will explore proposed and anticipated changes to federal labeling regulations and strategies for addressing these changes.

Our panel of distinguished speakers will provide valuable insights, and you will leave with a clear understanding of upcoming changes and compliance deadlines.

Moderator:

John Trinidad, *Dickenson, Peatman & Fogerty, California*

Speakers:

Tracy Genesen, *Wine Institute, California*

Janelle Christian, *Alcohol and Tobacco Tax and Trade Bureau, California*

2:00 pm – 3:30 pm

Winning the Balancing Act: Holding Home Base while Expanding New Revenue Streams, Business Models and Consumers

Looking to our future wine category and individual winery and vineyard success, we all need to reach new consumers and solve problems while not losing our essential core business revenue. Where can you and your winery or vineyard operations play successfully in this fast-changing space?

We will hear from a panel of industry experts' lessons learned and their thoughts on how to move forward from balancing ROI on home base wine portfolios and vineyard operations while adapting to the changing wants and needs of consumers, R&D and intense challenges of market forces, vineyard to table.

Join us for a dynamic conversation about savvy portfolio management and creative new revenue streams. It is a strategic conversation about vision, profitability, and growth in a challenging market. Tactically, we will examine the portfolio roles and ROI insights for vineyards and wineries looking at traditional 750 ml branded bottle, private label products, cans, flavored/ blended wine, no/low-alcohol, collaborations, tech breakthroughs and much more.

Moderator:

Damian Doffo, *Doffo Winery, California*

Speakers:

Susana Balbo, *Susana Balbo Wines, Argentina*

Corey Beck, *Delicato Family Wines, California*

Mark Garaventa, *Rack & Riddle, California*

Matt Hughes, *BevZero, California*

PROGRAM: TUESDAY, JANUARY 23 (CONTINUED)

Grapegrowing Breakout Sessions

9:30 am – 11:00 am

Viticulture X Games: Extreme Weather Winegrowing

The wine industry across the globe is experiencing an increasing number and frequency of devastating extreme weather events, including wildfires, floods, hurricanes, heat domes, earthquakes, frosts, spring freezes, windstorms, and droughts.

We will briefly commiserate over the wildest examples of wine region weather disasters then invite a panel of practitioners to discuss, with audience participation, how we can best prepare for and respond to these chaotic conditions with energy and strength. Nearly all climate talks focus on building resiliency into our vineyards, but we're adding an important missing piece: how to build resiliency in ourselves, our employees, and our wine regions. All are welcome and encouraged to attend.

Moderator:

Stephanie Bolton, *Lodi Winegrape Commission, California*

Speakers:

Mark Krstic, *Australian Wine Research Institute*

Additional speakers to be announced.

2:30 pm – 4:00 pm

Growing Disease Resistant Vines (includes tasting)

With ever increasing resistance to crop protection chemistries and a general reduction in farming labor and economic resources, this session focuses on efforts to commercialize disease resistant vines.

An international panel will discuss the grapegrowing challenges abroad and the adoption of novel varieties to reduce the reliance on spraying and disease control. In addition to a wine tasting of some of these varieties, speakers will address plant availability and future directions in bringing these vines to commercial acceptance by grapegrowers, winemakers and wine consumers.

Moderator:

Diego Barison, *Herrick Grapevines LLC, California*

Speakers:

Laurent Audeguin, *ENTAV-INRA, France*

Paul Brock, *Finger Lakes Community College, New York*

Oliver Trapp, *Julius Kühn-Institut Federal Research Center for Cultivated Plants, Germany*

Marketing/Public Relations Breakout Sessions

9:00 am – 10:00 am

Myth Busters – Wine & Health

It is tough to mention the words “health” and “wine” in the same sentence without getting serious side-eye, but with new labeling laws and studies coming out seemingly daily about the health impacts of alcohol, not to mention the dozens of emerging brands promising low-calorie, “clean-crafted,” better-for-you products, it is time to get to the bottom of what this all means for the beverage alcohol industry.

In this session, we will explore the following:

- What “health” claims – if any – can we make about wine, and what we need to stay away from.
- A deep dive into what ingredients labeling in wine means, and how to effectively communicate some of these complexities to consumers.
- Why companies like Avaline, Fit Vine, and Fresh Vine aren't the bad guys – and what opportunities they seized that the rest of us could learn from.
- What areas of opportunity there are to position wine as part of a modern, wellness-conscious lifestyle in the context of new trends and terms (e.g., “damp drinking,” wineries with wellness activities, etc.).

Moderator:

Devin Parr, *Devin Parr & Associates, California*

Speakers:

Jen Purcell, *Avaline Wine, California*

Emily Saladino, *Wine Enthusiast, New York*

Will Willis, *Zeno, England*

10:15 am – 11:15 am

Putting the Vino Back in Bottle Service: Bringing Wine into New Customer Experiences

Wine has been losing market share in recent years to spirits, especially among younger consumers. To gain back market share, let's look at new occasions for drinking wine, from sports stadiums to music videos and more.

We will hear from wine marketers who have succeeded with experiential marketing, wine directors bringing grand cru bottles to sporting events and wine personalities and content creators bringing wine into the world of music and hip hop.

This session is moderated by wine personality Shaker Jones, who has championed breaking down the barriers often associated with fine wine.

Moderator:

Shaker Jones, *Black Girls Dine Too, New York*

Speakers:

Justin Dragoo, *Bottlerock, California*

Jeff Porter, *Barclays, New York*

Kristen Reitzell, *Jackson Family Wines, California*

Jermaine Stone, *The Original Wine and Hip Hop, New York*

PROGRAM: TUESDAY, JANUARY 23 (CONTINUED)

2:30 pm – 4:00 pm

AI & The Toolkit

Discover the transformative potential of AI in our interactive workshop and panel. Experts from within, and outside, the wine industry will demonstrate how AI can generate engaging and personalized wine descriptions and imagery, recommend wines based on specific consumer profiles, provide white glove customer service, and predict upcoming market trends and more.

You will get a chance to interact directly with state-of-the-art AI tools, witnessing their capabilities and imagining their applications in your own marketing strategies. Do not miss this unique opportunity to learn, adapt, and lead in the exciting convergence of AI and wine marketing.

Moderator:

Ed Feuchuk, *Tank Garage Winery, California*

Speakers:

Justin Noland, *Treasury Wine Estates, California*

Ross Patrick, *Academy of Art University, California*

Dan Petroski, *Massican Wines, California*

Winemaking Breakout Session

9:00 am – 10:00 am

Prepping for Labeling Transparency

The EU is changing their laws to require labels on all wines sold there to have nutritional and ingredient information. The US is exploring this option and potentially will follow suit in several years. What does this mean for you in terms of how you make wines and how you will need to label them?

This session will explore actual EU requirements and some recommended practices to best describe and comply with these regulations. We will also discuss managing your ingredient list and nutritional levels and how to message this information to your customers. Some people have already been doing this for decades and we will discuss their reasons for why they were early adapters and why and how they have managed this through winemaking and messaging over time.

Moderator:

Sean McKenzie, *Constellation Brands, California*

Speakers:

Linda Bisson, *University of California, Davis*

Paul Huckaba, *Bronco Wine Company, California*

Nicole Walsh, *Bonny Doon, California*

10:15 am – 11:15 am

No and Low-Alcohol Winemaking

More and more consumers are becoming interested in lower or zero-alcohol wines as they explore new taste profiles or pursue health and wellness goals. Whether you're aiming to naturally make wines significantly under 14.00% alcohol or achieve a compelling "No-Low" product at a 7% or even <0.5% alcohol level, this workshop is for you.

Our panelists, representing both small and large-scale wineries, will cover all aspects of crafting delicious lower-alcohol wines, discussing grape sourcing, fermentation, alcohol-reduction technology, aging and bottling as well as marketplace intelligence for this emerging category.

Moderator:

Alison Crowe, *Plata Wine Partners, California*

Speakers:

Matt Hughes, *BevZero, California*

Steven Kukesh, *Delicato Family Wines, California*

Rachel Martin, *Oceano Wines, California*

Will Willis, *Zeno, England*

2:00 pm – 3:30 pm

Merlot Renaissance: Celebrating Two Decades Beyond Sideways (includes tasting)

In 2004, a small independent film received unprecedented attention due to the inclusion of a now-legendary expletive comment about Merlot. The result on Merlot's popularity was immediate and intense, but with Sideways now twenty years into the rearview mirror, what position does Merlot hold now?

This session's panelists contend that Merlot is poised for a rebirth. Interest in the variety is growing, grapes are increasingly difficult to source, and through all its ups and downs, Merlot has never ceased to be a component of some of the world's best wines.

Moderator:

Jonathan Cristaldi, *Cristaldi & Co., California*

Speakers:

William Camarda, *Andrew Will Winery, Washington*

Kimberlee Nicholls, *Markham Vineyards, California*

Omri Ram, *Château Lafleur, France*

PROGRAM: WEDNESDAY, JANUARY 24

Speakers are listed in alphabetical order unless noted otherwise. Visit unifiedsymposium.org for Speaker photos and bios.

GENERAL SESSION

8:30 am – 11:00 am

Welcome & Introductions

Natalie Collins, *President, California Association of Winegrape Growers*

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.

Sponsored By:

WINE BUSINESS MONTHLY

Moderator:

Mike Veseth, *The Wine Economist, Washington*

Speakers:

Jeff Bitter, *Allied Grape Growers, California*

Danny Brager, *Brager Beverage Alcohol Consulting, California*

Steve Fredricks, *Turrentine Brokerage, California*

Susana García Dolla, *Interprofessional Wine Organization of Spain*

BREAKOUT SESSIONS

Business/Operations Breakout Sessions

1:00 pm – 2:15 pm

Maximizing Financial Opportunities in the Wine Industry – From Vineyard to Bottom Link: Avoiding Missed Opportunities for Your Business

Join us for an enlightening session where experts will unravel the myriad of financial opportunities available to the wine industry. During this session, the panelists will guide you through essential strategies and resources that will equip you with the knowledge and tools needed to maximize your financial opportunities, from vineyards to bottom-line.

Moderators:

Kendall Hoxsey-Onysko, *Yount Mill Vineyards, California*

Craig Ledbetter, *Vino Farms LLC., California*

Speakers:

Keith Brama, *Propel Consulting Group, California*

Navdeep Dhillon, *Farm Service Agency California State Office*

Reed Showalter, *alliantgroup, California*

Jeff Yasui, *USDA Risk Management Agency, California*

2:30 pm – 3:45 pm

Diversifying the Talent Pool

Wine writer Kathleen Wilcox perhaps said it best in a recent article: “At this point, the fact that the wine industry needs a fresh perspective is old news. The only growth segment in the industry is the 60+ segment and, for the second year in a row, overall consumption declined... The 59 and under set is simply no longer connecting with the world of wine.”

Central to this issue is the makeup of the workforce in wine. We have seen the topic covered at just about every event in every industry, yet many businesses are still reporting a struggle to find and attract a diverse talent pool — one that represents the diversity of the marketplace that we are trying to connect with.

This session will get even more granular on the topic, offering real-world case studies from those within and beyond the wine industry who are creating meaningful change in their businesses on this front.

Topics addressed will include:

- What skills outside of wine may translate well to your business so that you can expand your talent search?
- How do you make your company a place people want to work?
- Sustainability beyond the vineyard – what programs are you offering your employees to promote sustainability in your human resources?
- Marks that matter – what certifications can you pursue for your business that benefit the industry as a whole?
- And more!

Moderator:

Lorez Bailey, *North Bay Business Journal, California*

Speakers:

Ikimi Dubose-Woodson, *The Roots Fund, New York*

Dwight Phyll, *Total Wine & More, Maryland*

Grapegrowing Breakout Sessions

1:00 pm – 2:15 pm

Regenerative Agriculture – The Next Step in Sustainability

Join us for a dynamic and informative session delving into the forefront of sustainable farming practices in the world of viticulture. In an era where environmental consciousness is paramount, the wine industry stands at the crossroads of innovation and responsibility.

This session, led by experts in the field, delves into the ground-breaking realm of regenerative agriculture, focusing on its application in vineyards and its profound implications for animal integration, soil health, pest management, and cultivation practices.

Moderator:

Clint Nelson, *Bonterra Organic Estates, California*

Speakers:

Luca Brillante, *California State University, Fresno*

Amélie Gaudin, *University of California, Davis*

Devin Rippner, *USDA Agricultural Research Service, Washington*

PROGRAM: WEDNESDAY, JANUARY 24 (CONTINUED)

2:30 pm – 3:45 pm

From Data to Decisions – Tools for Digital Viticulture

Digital viticulture comprises the collection, analysis, and interpretation of data on vine growth and canopy health, vineyard productivity, fruit development and maturity, and other parameters in real-time, enabling growers to make more informed management decisions. Recent advancements in digital tools can help growers optimize key vineyard inputs including soil amendments, fertilizers, and irrigation requirements, as well as track crop development and improve the accuracy of yield estimates.

Grape growers considering the adoption of these tools, as well as those currently utilizing digital technologies, will gain valuable insights from our expert panel as they discuss the latest advancements in the development, deployment, and application of digital tools for precision vineyard management.

Moderator:

Nick Dokoozlian, *E. & J. Gallo Winery, California*

Speakers:

Terry Bates, *Cornell Cooperative Extension, New York*

Luca Brillante, *California State University, Fresno*

Mason Earles, *University of California, Davis*

Marketing/Public Relations Breakout Sessions

1:00 pm – 2:15 pm

TikTok Generation: Why Short Videos are Essential to Your Business

According to social media experts, short videos offer the highest engagement rate for platforms like Instagram, Twitter, and TikTok. They are a powerful tool for building brand audiences and delivering your message fast.

This session will offer clear take-aways on how to create engaging, effective short videos; when to use YouTube versus Instagram or TikTok; and how to use these platforms to track trends in the industry.

Moderator:

Brianne Cohen, *Brianne Cohen Wine & Events, California*

Speaker:

Jasmine Yook, *Hashflow, New York*

2:30 pm – 3:45 pm

Advertising and Engaging Consumers in the Digital World – Best Practices for a DIY Guide

Join us for a game-changing seminar that demystifies digital advertising. Our session focuses on practical tips and techniques to execute successful paid ad campaigns, master online tastings, engage and hire content creators, analyze valuable analytics, and make data-driven decisions that can propel your wine business to new heights and ensure a strong digital footprint.

There are so many ways to advertise digitally, from paid execution to engaging champions and content creators. Discover streamlined strategies for crafting compelling ads and finding creators to resonate with wine lovers and optimize your reach and brand awareness. Our panel brings together experts in this dynamic space, industry leaders who see the ROI and do the work in-house, and agencies who excel in supporting brand awareness campaigns across all digital platforms.

Lastly, gain a solid understanding of key metrics, conversion tracking, and ROI measurement. Learn how to analyze and interpret the data generated by your campaigns, empowering you to make informed decisions for future advertising efforts.

Moderator:

Justin Erb, *O'Neill Vintners & Distillers, California*

Speakers:

Jim Caruso, *Elevate, New York*

Erik Graber, *Cohley, New York*

Andrew Groom, *The Wine Group, California*

James Nord, *Fohr, New York*

Winemaking Breakout Sessions

1:00 pm – 2:00 pm

New Product Development: From Exploration to Execution

As the beverage industry continues to evolve to adapt to new consumers and preferences, the development of novel wine products plays an increasingly important role in the ongoing relevance of the wine sector.

This session brings together a diverse panel of experts from both within and beyond the wine industry. Discussion will center on identifying emerging trends, steps to the successful execution of new products, consumer-based sensory analysis, and benchmarks for success.

Moderator:

Linda Trotta, *WX Brands, California*

Speakers:

Jane Dunkley, *Cakebread Cellars, California*

Matías Kúsulas, *Gård Vintners, Washington*

Matt Lucci, *Constellation Brands, California*

Julie Schreiber, *Consulting Winemaker, California*

2:15 pm – 3:45 pm

Winemaking in Today's Climate Conditions

From frost and drought to heat and wildfire events, Winemakers the world over are operating under increasingly challenging climate conditions.

This panel will share the latest science around heat stress, frost, and smoke exposure from top researchers as well as practical technology and techniques wineries are utilizing in the vineyard and cellar to successfully mitigate and manage climate challenges.

Moderator:

Alisa Jacobson, *Turning Tide Wines, California*

Speakers:

PJ Alviso, *Duckhorn Wine Company, California*

Ben-Min Chang, *Agriculture & Agri-Food Canada*

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

Elisabeth Forrestel, *University of California, Davis*

PROGRAM: THURSDAY, JANUARY 25

Speakers are listed in alphabetical order unless noted otherwise. Visit unifiedsymposium.org for Speaker photos and bios.

Taller En Español (Presentada En Español)

8:00 am – 2:30 pm

El vino nunca ha sido mejor; Hay un Vino para Todos (incluye desayuno y degustación)

Esta sesión abordará dos desafíos importantes y de actualidad que afectan a todos los aspectos de la industria del vino, desde la viticultura, a la vinificación y al marketing.

Primero, exploraremos ejemplos de cómo la inteligencia artificial (AI) puede ayudar a viticultores y a bodegas a lograr objetivos de sostenibilidad, así como a identificar atributos únicos del vino en combinación con técnicas analíticas avanzadas como la resonancia magnética nuclear (sonidos)

El segundo tema será estrategias de adaptación para viñedos y bodegas ya sea por el cambio climático o por tendencias de consumo. Se compartirán ejemplos de cómo encontrar el nicho de mercado con variedades “menos conocidos” y vinos naturales, estrategias para mitigar el cambio climático en la vinificación, variedades resistentes y prácticas vitivinícolas sin pesticidas para producir vinos de alta calidad.

Para concluir, tras la sesión de preguntas y respuestas, habrá una cata guiada de vinos “menos conocidos” de estilos emergentes con uvas híbridas, *Vitis Vinifera* no comercial y coupage de sidra y vino.

Después del taller, todos están invitados al almuerzo buffet que se ofrece en la sala de exposiciones y a explorar todas las exhibiciones hasta que la feria finaliza a las 2:30 p. m.

Patrocinado por:



Moderador:

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

Ponentes:

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

Luis Diaz-García, *University of California, Davis*

Encarna Gómez Plaza, *University of Murcia, Spain*

José Enrique Herbert-Pucheta, *National Polytechnic Institute, Mexico*

Hernan Ojeda, *INRAE, France*

Gustavo Sotelo-Miller, *SCRIBE Winery, California*

Mireia Taribó, *Camins 2 Dreams, California*

Workshop in Spanish (Presented in Spanish)

8:00 am - 2:30 pm

Wine Has Never Been Better; There is a Wine for Everyone (includes breakfast & tasting)

This session will provide a comprehensive overview of two current and important challenges that impact every aspect of the wine industry, from viticulture to winemaking and marketing.

First, we will explore examples of how Artificial Intelligence (AI) can support grape growers and wineries to accomplish sustainability goals and help identify unique wine attributes in combination with advanced analytical techniques such as nuclear magnetic resonance (sounds).

The second topic will address strategies for vineyards and wineries to adapt to changes driven by climate change and consumption trends. The presentations will provide examples of finding the market niche with “less known” varieties and natural wines, strategies to mitigate climate change in winemaking, and resistant varieties and viticultural practices without pesticides for producing high-quality wines.

The session will wrap up with Q&A and a guided wine tasting of emerging products and styles featuring hybrids, non-commercial *Vitis vinifera*, and cider/wine blends.

After the workshop, everyone is invited to the hosted buffet luncheon offered in the exhibition hall and explore all the exhibits until the trade show ends at 2:30pm.

Sponsored by:



Moderator:

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

Ponentes:

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

Luis Diaz-García, *University of California, Davis*

Encarna Gómez Plaza, *University of Murcia, Spain*

José Enrique Herbert-Pucheta, *National Polytechnic Institute, Mexico*

Hernan Ojeda, *INRAE, France*

Gustavo Sotelo-Miller, *SCRIBE Winery, California*

Mireia Taribó, *Camins 2 Dreams, California*

PROGRAM: THURSDAY, JANUARY 25 (CONTINUED)

GENERAL SESSION

8:45 am – 11:30 am

Wine Industry Game Changers: A Deep Dive Conversation on the Future of Wine and How We Got Here (includes continental breakfast)

JOIN US FOR A CONTINENTAL BREAKFAST AND NETWORKING WITH THE SPEAKERS PRIOR TO THE SESSION.

Welcome & Introductions

Alisa Jacobson and Devin Parr, *Co-chairs, UW&GS Program Development Committee*

The wine business has, at times, struggled with momentum, which is often why industry reports leave us wondering if the world of wine is going to survive and how. At last year's UWGS, we generated some exciting forward motion by having hard conversations and addressing trends and issues with actionable takeaways.

This session will build on that momentum. Join us as we hear from some of the best and brightest; three women who have been through their own set of sea changes, trends, and challenges, and not only adapted and thrived, but mentored others through it all, giving hope and fuel to future generations in wine.

We will sit down with Cathy Corison, Theodora Lee, and Carole Meredith to first take a look back at key moments in their lengthy careers, and then apply these learnings to what's next in the world of wine. We will create a playbook of real, practical solutions and inspiration to guide your business and the industry as a whole on how to be successful for the long haul, through trends, industry shifts, regulatory changes, and more.

Be prepared to leave with the following:

- An understanding of where we are going as an industry based on in-the-trenches stories of where we have been from some of wine's top tastemakers, game-changers, and problem-solvers.
- Key learnings on what it takes to be an enduring brand and leader in an ever-changing industry.
- Actions you can take TODAY to ensure your business is here to stay, through innovation, sustainability, mentorship, inclusivity, and adaptability.

Moderator:

Elaine Chukan Brown, *Hawk Wakawaka Wine Reviews, California*

Speakers:

Cathy Corison, *Corison Winery, California*

Carole Meredith, *Emerita, University of California, Davis*

Theodora Lee, *Theopolis Vineyards, California*

REGISTRATION / EXHIBITS / PARKING

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

- 3-Day General Registration
- 1-Day General Registration
- Exhibits Only

PRE-REGISTRATION DEADLINE

January 16, 2024

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

Exhibitor Information

Visit 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 24 — 7:00 am–7:00 pm

Thursday, January 25 — 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 (1500 K streets)

\$24/daily rate

Height Clearance: 7'0"

City Hall Garage (10th & I streets)

\$25/daily rate

Height Clearance: 6'10"

Lot D (12th & I streets)

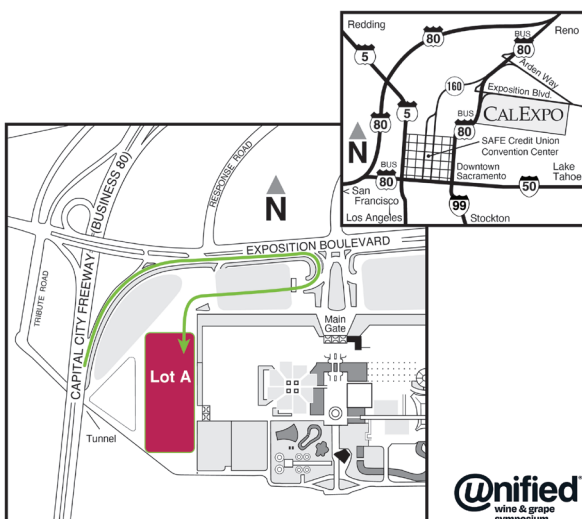
\$10 per car/day

Memorial Garage (805 14th Street)

\$18/daily rate

Height Clearance: 7'0"

*Rates may vary



Registration Dates

PRE-REGISTRATION
ENDS JAN 16, 2024

THROUGH
JAN 16

AFTER
JAN 16

Keynote Speaker Luncheon (Tuesday)

(Includes plated lunch and wine)

ASEV Member/CAWG Member/Exhibitor	\$85	\$85
ASEV Industrial Affiliate	\$85	\$85
ASEV Student Member	\$50	\$50
Non-member	\$140	\$140

3-Day General Registration

Includes: Tuesday Breakout Sessions and Welcome Reception, Wednesday General Session and Thursday General Session with light breakfast, Wednesday and Thursday Breakout Sessions and exhibits, and Thursday Spanish Workshop with breakfast.

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

ASEV Member/CAWG Member/Exhibitor	\$365	\$565
ASEV Industrial Affiliate	\$365	\$565
ASEV Student Member	\$50	\$250
Non-member	\$600	\$800

1-Day General Registration

Tuesday Welcome Reception and Wednesday and Thursday exhibits.

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	\$245	\$445
ASEV Industrial Affiliate	\$245	\$445
Non-member	\$310	\$510

Exhibits Only (Wednesday and Thursday)

Note: Session registration (3-Day or 1-Day) is not required for this registration type

Member/Non-member	\$40	\$80
-------------------	------	------

Workshop in Spanish (Thursday)

Workshop includes Seminars, breakfast 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 16 DE ENERO DE 2024	HASTA EL 16 DE ENERO	DESPUÉS DEL 16 DE ENERO

Taller en español (jueves)

El taller incluye seminarios, desayuno 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
---	------	------

THANK YOU SPONSORS!

VIP Suite



Program & Exhibit Directory



Welcome Reception Presenting



Lanyard



Wine Glasses



Tote Bag



Website & Electronic Communications



Wednesday General Session



Wednesday General Session Coffee Break



Workshop in Spanish Presenting



Silver



Welcome Reception Sparkling Wine



Bronze



Regional Wine Tasting



Benefactor



PROTEA FINANCIAL WINE ACCOUNTANTS

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



AMERICAN SOCIETY FOR ENOLOGY AND VITICULTURE
Since 1950



CALIFORNIA ASSOCIATION of WINEGRAPE GROWERS

Sponsors as of 11/13/2023