

# AGENDA

TIMESLOT	15. MARCH 2026 // SUNDAY	16. MARCH 2026 // MONDAY	17. MARCH 2026 // TUESDAY
	<b>#NEW MARKETS</b> <b>CATEGORIES DEFYING THE DOWNTURN</b>	<b>#NEWMARKETS</b> <b>EMERGING MARKETS: FAST MOVING, FAST GROWING</b>	<b>#NEWMARKETS</b> <b>HOW TO SELL MORE WINE IN MATURE MARKETS</b>
10:30	Ready to Dominate? RTDs, Simmering Volatility and Effervescent Trajectories Spiros Malandrakis, Euromonitor International	Embracing Market Transformation in Asia, Ian Anderson Ford, Nimbility	The Challenges and Opportunities in Global Alcohol Markets Laurence Whyatt, Barclays Bank
10:50	Redefining Celebration, Redefining Sparkling Martina Obregón, Henkell Freixenet	The Brazilian Wine Paradox: Growth in a Difficult Global Market Christian Burgos, Inner Group	U.S. Wine Market 2026: Navigating Disruption and Identifying Opportunity Erin Kirschenmann: Wine Business Monthly, DipWSET
11:10	No and Low Alcohol Wine: From Trend to a Category in Transformation Irem Eren DipWSET, No & Low Alcohol Drink Expert	The Wine Market in Poland: A Golden Opportunity Wojciech Bonkowski MW, Winicjatywa	Conquering Germany: How to Gain a Foothold in a Saturated Market Felix Bodmann, Webweinschule Bodmann
	Moderation: Dr Anja Zimmer	Moderation: Dr Anja Zimmer	Moderation: Alexandra Wrann DipWSET
11:30	BREAK		
	<b>#FUTURIST</b>	<b>#FUTURIST</b>	<b>#FUTURIST</b>
12:00	From Pressure to Performance: Get Results in Challenging Market Kevin Gaskell, The Business Fixer	Know Your Competition: What Wine Can Learn from Soft Drink Success Stories Alex Beckett, Mintel	Next Economy: How Can We Drive Growth at the POS of the Future? Theresa Schleicher, Retail Trend Researcher & Strategic Advisor
	Interviewed by Dr Anja Zimmer	Interviewed by Dr Anja Zimmer	Interviewed by Alexandra Wrann DipWSET
12:30	BREAK		
	<b>#NEWCONSUMERS</b> <b>DECODING CONSUMER BEHAVIOUR</b>	<b>#NEWCONSUMERS</b> <b>POISON OR CULTURE: WHO DRIVES THE ALCOHOL AND HEALTH DEBATE?</b>	<b>#NEWCONSUMERS</b> <b>FROM EXPERIENCE TO VALUE: THE FUTURE OF WINE TOURISM</b>
12:45	Insights Shaping Wine & Spirits Innovation Alisa Selezneva, Innova Market Insights	Between Risk and Evidence: Alcohol, Policy and What Works Julian Braithwaite, IARD	Wine Tourism at a Turning Point: Insights into the Future of Winery Experiences Prof Dr Gergely Szolnoki, Geisenheim University
13:05	Time to Notice Gen X the Generation That Drinks Kaleigh Theriault, NielsenIQ	Panel discussion with Julian Braithwaite (IARD), Dr Tom Croghan (Physician Cellular Immunologist & Winemaker), Felicity Carter (Drinks Insider)	Maximizing Wine Tourism Value: Pricing and Marketing Essentials Dr Magalie Dubois, Burgundy School of Business
13:25	Gen Z: Values First, Consumption Second? Hartwin Maas Institute for Generational Research	Moderation: Dr Anja Zimmer	Developing a Destination Through Wine Tourism: Best Practices From South Africa, Elmarie Rabe, Stellenbosch Wine Routes
	Moderation: Dr Anja Zimmer		Moderation: Dr Anja Zimmer
13:45	BREAK		
	<b>#NEWTECHNOLOGY</b> <b>ALGORITHMS MEETS WINE CRITIC MEETS TRADE EXPERT</b>	<b>#NEWTECHNOLOGY</b> <b>SALES 4.0: HOW AI, PLATFORMS &amp; SOCIAL MEDIA DRIVE GROWTH</b>	<b>#WINEVISIONS</b> <b>SHAPING THE WINE INDUSTRY SPEAKERS CORNER</b>
14:00	From Expert Opinion to Crowdsourced Authority: How Vivino Uses AI to Help Consumers Choose Wine with Confidence Morten Heuing, Vivino	How E-commerce Creates New Opportunities for Wine and Spirits Brands Giorgio Benaglia, Amazon	<ul style="list-style-type: none"> <li>Melanie Broyé-Engelkes (German Wine Institute)</li> <li>Wine Under Pressure: Smart Messages &amp; New Visions for the Future</li> <li>Alexander Marschall (Vinocentral) – Vertical Price Maintenance 2.0: Escaping the Online Price Trap</li> <li>Lenz Moser (Global Wine Expert &amp; Chateau Changyu Moser XV) – Why the Wine Industry Must Change</li> <li>Anne-Sophie Hottiaux (Hopscotch) – Towards the End of the Human Touch in the Wine Industry?</li> <li>Prof Dr Simone Loose (Geisenheim University) – Navigating the Crisis: Best-Practice Strategies That Work</li> <li>Frank Schindler (ProWein)</li> </ul>
14:20	Panel discussion with Morten Heuning (Vivino), Christian Fricke (Viva eCom Group), Qian Janice Wang MW (University of Copenhagen)	Influencing the Influencers: New Zealand's KOL and Little Red Book Strategy Charlotte Read, New Zealand Winegrowers	Moderation: Dr Anja Zimmer & Alexandra Wrann DipWSET
14:40		AI to Unleash Growth: the Algorithm & the Alchemist of the Wine Industry Timothee Bardet, Z Digital Agency & sommeller.bot	
	Moderation: Dr Anja Zimmer	Moderation: Dr Anja Zimmer	
15:00	BREAK		
	<b>#NEW PRODUCTS</b> <b>RETHINKING FINE WINE: NEW ORIGINS, NEW STORIES, NEW PRICES</b>	<b>#NEW PRODUCTS</b> <b>LIFESTYLE SELLS: HOW INNOVATORS ARE WINNING THE MARKET</b>	END OF PROGRAM
15:30	The New Fine Wine Order: Bordeaux, Burgundy and the Future of the Market by Tom Burchfield, Liv-Ex	Why Spritz and Flavoured Wine Are Your Next Opportunity Malwine Steinbock, Food Republik	
15:50	Panel discussion with Tom Burchfield (Liv-Ex), Krister Bengtsson (Star Wine List) Robert Joseph (Wine Journalist, Producer & Consultant)	The Real Non-Alcoholic Alternative? What Consumers Think About Proxies Theis Søndergaard, Dry Boots	
	Moderation: Felicity Carter		
16:10		Why Are Spirits Performing Better Than Wine? Ed Mundy, Jeffries Bank Moderation: Dr Anja Zimmer	
	<b>#WINEVISIONS</b>	<b>#WINEVISIONS</b>	
16:30	Marketing with Attitude: How to Reach New Consumers André Hueston Mack, Sommelier-at-Large & Owner, Maison Noir Wines	Rethinking the Vineyard: Technology, Labour, and the Economics of Survival Dr Jamie Goode, Book Author & Wine Columnist	
	Moderation: Alexandra Wrann DipWSET	Moderation: Dr Anja Zimmer & Alexandra Wrann DipWSET	
17:00	END OF PROGRAM		

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