



ROUNDTABLE 3: WINE ADVOCACY- RECOMMENDING & SELLING WINE TOMORROW

LOCATION: Top Floor of Winery

DESCRIPTION

This group will address the collective experience of its participants, their philosophy and wishes for the next decade on the art & science of convincing people to buy wine: communicating about wine, the role of appellations, the future of the wine trade, wine criticism...

OBJECTIVE OF ROUNDTABLE

Draw from the collective wisdom of the participants and create a shared vision of what the best practices could or should be in the whole Lifestyle space. Articulate guiding principles that you think should lead wineries through the changing societal norms. Distil collective thinking in to actionable ideas.

PREPARATION AHEAD OF ARRIVAL

Please review the question below which are suggested as prompts to get you started: please add topics that you think are related and relevant and address them.

- 1) THE PAST: *Where was lifestyle 10 years ago as compared with today: progress and new challenges*
 - How were winemakers/critics/merchants pushing their wares in 2007 vs now?
 - Mistakes, regrets, opportunities for improvement
- 2) WHERE ARE WE NOW?
 - What are your sacred cows that we should fight to protect and preserve?
 - What isn't working and needs to change?
- 3) LOOKING AHEAD (*3 years, 10 years and beyond*)
 - Will Fine Wine and its rituals become less sacred in the future and change the way a new generation of buyers drinkers are connected?
 - How will Fine Wine adapt to a new generation of tastemakers? How can it speak to them and engage with new palates?
 - What tools, devices and languages are the wine merchants of tomorrow likely to use to continue selling wines?
 - Which forms of wine criticism or commentary are gaining traction and setting trends?
 - What are some best practices from other areas/industries that can help us in the future?
 - If we had a magic wand, how would we improve the efficiency and effectiveness of the process?

MATERIALS

Please gather any materials, studies, statistics, data, infographics, cartoons, visual supports that you think could add to the topic and would be interesting to share. (We are setting up a place on the cloud to compile these for reference)