



A Think Tank
amongst Wine Tanks

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@FM4FW #FM4FW

Think - Share - Build - Shape

**Lead the future of
Fine Wines**

Event details

**Friday 16th and
Saturday 17th June 2017**

At La Verrière, Crestet
(Near Avignon – France)



Fine
Minds
4
Fine
Wines

Our Mission Statement

Whither the world—and with it the world of fine wine?

In this time of rapid change, **Fine Minds 4 Fine Wines** brings together global experts, influencers, and deep thinkers inside and outside the wine world to a dedicated forum to **think** about the next decade, **share** understandings of the challenges and opportunities to come, **build** new definitions of luxury, and **shape** the future of Fine Wine.

Programme

On Saturday 17th June, just ahead of Vinexpo, participants will work together to map out a future for Fine Wine through the **maze of evolving lifestyles, new definitions of luxury, generational disconnects, tech breakthroughs, changing climate, new economic paradigms and shifting geopolitics** — a unique opportunity to step out of our busy lives and come together around bigger questions in the company of some of the greatest thinkers in their fields.



Our Fine Minds



MICHEL BETTANE - Wine Critic - France

After several successful careers in other fields, such as music and literature, Michel turned his mind to wine, quietly rising to his current position of pre-eminence alongside his business partner Thierry Desseauve, curating the renowned Bettane+Desseauve guide. As he mentioned in a recent interview:

"Wine is a relationship to the vintage, the soil, to the person who created it, it is an intense year-long effort...Being a judge is learning justice and fairness. It helped me not to be too superficial and give wine its essential place in society".



TRISHA DE BORCHGRAVE – Independent Writer - UK

Trisha is a talented artist and independent writer based in London. She collaborates with international and highly regarded publications, such as the Huffington Post, Arab News, Al Arabiya and The Big Smoke.

A keen observer of today's society, Trisha is an active and engaged commentator on Politics and social issues.



MINTER DIAL - Myndset - Founder - USA

Minter grew up between the UK (graduating from Eton College), the USA (Yale University) and France (INSEAD). He spent 16 years working in L'Oréal (worldwide Excom for the Professional Division) before creating his company, The Myndset, specialised in branding and digital marketing. In September 2017, Minter will be releasing his second book 'Ready for Disruption,' (Pearson) focusing on how business leaders should leverage major disruptive forces.

Minter has published numerous white papers on luxury. He is producer and author of the award-winning documentary, The Last Ring Home.



ELIZABETH LINDER - The Conversational Century -Founder -UK

Elizabeth began her meteoric career at Google and YouTube in 2007, and was approached by Facebook in 2008. She worked with Mark Zuckerberg on his first tour of Europe, opened Facebook's first office in India, and in 2011 moved to London to found and build a new division that would train every head of state, elected official, ambassador, minister, and civil society leader she could reach across the Europe, Middle East & Africa region Elizabeth is often referred to as "The Facebook Lady."

She is the Founder and CEO of The Conversational Century, a global advisory movement which inspires leaders to better understand the role that conversation plays in the 21st-century digital space.



NICHOLAS LANDER– Restaurant correspondent– UK

Nicholas established himself as one of Britain's foremost restaurateurs in the 1980s revitalizing L' Escargot restaurant in Soho, one of London's oldest and most celebrated French restaurants. Since 1989, he has been the restaurant correspondent for the Financial Times, where his weekly column The Restaurant Insider looks at themes and trends in the restaurant industry.

He has written a number of books, including 'The Art of the Restaurateur'(Economist Book of the Year) and most recently 'On the Menu'. Nicholas also consults for a selection of British arts organizations and companies and in the 1990s was the originator of Lunch for a Fiver.



ZELMA LONG - Winemaker - Consultant -South Africa

Zelma is widely regarded as a pioneer in the field. She was the first woman to graduate from the UC Davis winemaking programme; was chief winemaker for Robert Mondavi in its early days, and then CEO of several cult wineries, including Simi.

Now, Zelma makes her own wine, Villafonte, in South Africa, and advises several upcoming wineries around the world.



DR PIPPA MALGREM - DRPM Group - Founder - USA

Philippa (Pippa) helps companies, investors, policymakers and the public better understand the interplay between politics, policy, geopolitics and economics. She is a regular commentator and guest anchor on CNBC, BBC, Bloomberg and Sky News.

She founded DRPM Group, an economic advisory firm whose clients include investment banks, fund managers and hedge funds. She has an especially strong view on the importance of manufacturing in modern economies, and cofounded H-Robotics which manufactures commercial drones.



DR ROBIN NIBLETT - Chatham House - Director - UK

Robin is the youngest ever Director of Chatham House (the Royal Institute of International Affairs, one of the world's leading foreign affairs think tanks) in its 90 year history.

As one of Europe's leading authorities on globalisation, the transatlantic relationship and the European Union, Robin's analysis has appeared in the *Financial Times*, *Washington Post*, *Daily Telegraph*, *Guardian* and Reuters, as well as numerous papers such as 'Britain, the EU and the Sovereignty Myth'.



JANCIS ROBINSON MW OBE - Wine Writer - UK

Jancis rose to fame after becoming the first Master of Wine from outside the wine trade, and has shaped the wine industry ever since. Responsible for several of the leading wine reference books, she is now one of the most influential wine commentators in the world, and writes a weekly column for the *Financial Times*, as well as running her own website JancisRobinson.com.

In 2003, she was made an Officer of the British Empire (OBE) by Her Majesty Queen Elizabeth, and is an advisor of the royal wine cellar as well as working closely with the literacy programme Room to Read.



XAVIER ROLET KBE - London Stock Exchange - CEO - UK

A respected commentator on global economics, with three decades of experience at the peak of international finance, Xavier is known for his insights and focus on the "bigger picture" of international affairs. Xavier has simultaneously found the time to fulfill his passion for nature and sustainable viticulture, manifest in the purchase of an abandoned medieval property called La Verrière, a diamond in the rough which gave birth to Chêne Bleu wines.

Xavier Rolet is an Honorary Knight Commander of the Most Excellent Order of the British Empire (KBE) and Knight of the Légion d'Honneur of the French Republic, Officer of the Royal Sharifian Order of Al-Alawi of Morocco.



STEVEN SPURRIER - Wine Journalist - UK

Always finger-on-the-pulse and ahead of the curve, renowned journalist Steven Spurrier changed the face of the wine world in 1976 when he organised a tasting now known as the 'Judgement of Paris', a blind tasting at which New World wines beat French wines to the podium for the first time. Steven is the founder of the Académie du Vin, WSET Honorary President, and is the author and co-author of several wine books and wine articles. He now makes his own Sparkling wine, Bride Valley, in England.

Steven has just been named Decanter's Man of the Year 2017.

Prospective Attendees

Confirmed or having expressed intention to participate/awaiting bios

Andy AMBRAMSON - Comunicano Inc - USA	CONFIRMED
Clive BARLOW MW - Consultant - UK	
Andrew CAILLARD MW - Pinnacle drinks - Australia	CONFIRMED
Philippe CAMBIE - Oenologist - France	CONFIRMED
Maureen DOWNEY - Wine Fraud - USA	
David ELSWOOD - Christie's - UK	
Sarah Jane EVANS MW- Decanter - UK	CONFIRMED
Isabel GUILISASTI - Concha y Toro - Chile	
Lulie HALSTEAD - Wine Intelligence - UK	CONFIRMED
Christian HOLTHAUSEN - Champagne AR Lenoble	CONFIRMED
His Excellency ALEXANDER IAKOVENKO - Ambassador Russia- UK	
Anne-Victoire JOCTEUR DE MONTROZIER - Miss Vicky Wines	
Robert JOSEPH - Meineinger - UK	CONFIRMED
Mariko KODAKI - Nikkei- Hong Kong	CONFIRMED
Jules LAMON - Winemak-in - France	CONFIRMED
Jolana LEINSON - Advisory Board Chatham House- UK	CONFIRMED
Ella LISTER - Wine Lister - UK	CONFIRMED
Elizabeth MARSTON - Marsden Family Vineyard - Napa Valley	
Kelly MCAULIFFE - Sommelier - France	CONFIRMED
Elin MCCOY - Bloomberg - USA	CONFIRMED
Samantha O'KEEFE - Lismore Estate - South Africa	
Thibault PONTALLIER - Château Margaux	CONFIRMED
Stephen ROBERTS - Vinalia - France	
Christian SEELY - Axa Millésime - France	
Amelia SINGER - The Wine Show - UK	
Orsi SZENTKIRALY - Sommelier- UK	CONFIRMED
Dr Cain TODD - Philosophy Professor - UK	CONFIRMED
Felipe TOSSO - Vina Ventisquero - Chile	
Petri VAINO - Essex Woodlands BioTech - UK	CONFIRMED
Michel VEYRIER - Vinea Investissement - France	CONFIRMED
Anne MC ELVOY – The Economist - UK	



Previous Events

Nicole Rolet is a winegrower in the Rhône Valley in the south of France. She founded FM4FW with the following ethos:

“In light of the 10th birthday of our estate, Chêne Bleu, I got thinking about how much had happened to us in the last decade, how far we had come, and where we want to go from here. Then I realized I had to think about where the Fine Wine world is headed. The obvious segue is where the world itself is headed this decade: scenarios for shifting geopolitics, mixed-message economics, trends in tech, millennial perspectives, perceptions of luxury and evolutions in lifestyle. **There's an opportunity and an obligation not just to speculate about the future but also to lean in and work together to effect change and shape some positive outcomes.**”

Passionate and fully committed to the cause of Fine Wines and her local grape hero Grenache, Nicole co-founded The Grenache Symposium in 2010, dedicated to the grape variety. The event gathered 270 participants from 33 different countries. Actions taken during the symposium have shaped the future of the grape variety ever since, and led to the creation of the International Grenache Association, G-Day, G-Night, G-Tech, and many other initiatives. These have been credited with elevating the profile of grenache, which recently catapulted from 12th to 5th position as the most desired grape variety among wine consumers.

Our Venue

Hidden away in the heart of Provence, the Domaine de la Verrière is a private estate comprised of a medieval priory and winery surrounded by its own working vineyard and lush private woodlands in a nature reserve. Over the past decade, Xavier and Nicole Rolet have meticulously renovated and developed the Domaine de La Verrière to enhance its natural beauty.

They have opened their doors for select programs, guided by the motto *Non Mihi, Non Tibi, Sed Nobis*—“**Not Mine, Not Yours, But Ours**”—the Roman means of expressing the greater value and meaning of things that are shared. La Verrière was hence conceived as a contemporary salon, a forum for meaningful and constructive dialogue to explore cultural and professional issues.

Multilingual and multicultural, Xavier and Nicole draw on their combined experience in international finance, business and think tanks, as well as on their deep appreciation of wine nature, culture, and gastronomy.



Programme

Friday 16th June – Apéritif and dinner

Art, Philosophy and Time, exploring the essence of Fine Wine

FM4FW will open with a late afternoon series of events on Friday 16th, building bridges between Fine Wines and different forms of art, from modern sculpture to poetry, food and music, including Bertha, Buddha Bunny, a disruptive art installation by renowned Australian artist Amanda Parer.

Saturday 17th June

9AM -4PM ROUNDTABLE DISCUSSIONS & LUNCH

Think –Share –Build – Shape

Roundtables

9am Each roundtable will be led by one of our Fine Minds, following a format that enhances creativity and breakthroughs in ideas. Sponsors will have the opportunity to co-lead on the subject of their choice, and, where possible, to shape their roundtable discussion topic.

Lunch: Define Fine Wine While You Dine

Every attendee is invited to bring a bottle of Fine Wine that inspires them, tell the group why it is worthy of the 'Fine' designation and share it. We will collect all the guests' stories and collate our own definition(s) of Fine Wine.

5PM DEBRIEF & CONCERT

(possible to only attend this part of the programme for free with the evening ticket)

Following efficient debrief formats, the Saturday late afternoon will be the perfect opportunity to benefit from the recap of everybody's work and be sure not to miss any Fine Ideas.

7PM CONCERT (Optional) & APERO BLEU



Presenting
Sponsor

*10 000€
sponsorship*

The exclusive Presenting Sponsor will receive the highest level of recognition and bespoke brand exposure to our guests on-site, as well as through pre-event and post-event media and social media campaigns.

- Category exclusivity
- Logo placement on ALL marketing & media materials
- Prominent recognition on event website, e-blasts and social networking campaigns
- Link to your company website from the Fine Minds 4 Fine Wines website
- Logo placement in event program
- Prominent signage at the event and verbal recognition during the opening dinner and closing ceremony
- Opportunity to showcase your business
- Opportunity to create bespoke goody bags for all the attendees
- **Opportunity to sponsor the roundtable of your choice** (see Roundtable Sponsors) **and shape the discussion and insights around your needs.**
- 6 tickets for the entire event



Roundtable Sponsors

5 000€
sponsorship

Roundtable Sponsors will receive strong recognition and bespoke brand exposure to our guests on-site as well as through media campaigns, including social networking.

Benefits also include logo placement in event program, e-blasts, and links to your company website from the Fine Minds 4 Fine Wines website.

- Opportunity to tailor the discussion of the chosen roundtable to your business needs and interests
- Opportunity to associate your brand image with the round table of your choice
- Logo placement on chosen round table signage
- Logo placement on event program and event website
- Opportunity to create bespoke goody bags for round table attendees
- 4 tickets for the entire event
- Opportunity to sponsor the listed roundtables. For further details on the issues, please see the appendix.

Roundtable 1: A bird's-eye view

Roundtable 2: A winemaker's review

Roundtable 3: Fine Wine at the table

Roundtable 4: The wine merchant of tomorrow

Roundtable 5: The bigger picture

Roundtable 6: Humanity, community and Fine Wine

Roundtable 7: Working along the revolution in tech

Roundtable 8: Beyond Bling

Join us to think, share, build and shape the future of Fine Wine with some of the finest minds from around the world.



Art,
Philosophy,
Nature and
Time
Sponsors

2 500€
sponsorship

These two Art, Philosophy, Nature and Time sponsors will receive strong recognition and brand exposure to our guests on-site as described below.

Benefits also include logo placement in event programmes and social media campaigns.

- Verbal recognition during welcoming speech
- Prominent signage during the Friday late afternoon series of events
- Logo placement on Friday dinner tables
- Link to your company website from the Fine Minds 4 Fine Wines website
- Opportunity to create bespoke goodie bags for the Friday evening guests
- 4 tickets for the Friday event



Define Fine-Wine Sponsor

*1 500€
sponsorship*

The Define Fine-Wine Lunch sponsor will receive recognition and brand exposure to our guests on-site as described below.

Benefits also include logo placement in event programme.

- Prominent signage during the Lunch
- Logo placement on Saturday lunch tables
- Link to your company website from the Fine Minds & Fine Wines website
- 2 tickets to the Saturday event



Sole supporters will receive recognition and brand exposure to our guest on-site as described below.

Benefits also include logo placement in event programme.

- Prominent signage during the Saturday event
- Link to your company website from the Fine Minds 4 Fine Wines website



Appendix

The roundtables in question

Roundtable sponsors are welcome to submit their list of topics to be discussed.

Roundtable 1: A bird's-eye view

- What is our current definition of Fine Wine?
- How has the world of Fine Wines evolved in the last ten years?
- What would or should that world of Fine Wine look like a decade from now?
- In that world, who would drink Fine Wines and how?

Roundtable 2: A winemaker's review

- From wine production to new marketing techniques, what will the biggest challenges be for tomorrow's Fine-Wine maker?
- What are the issues that a Fine-Wine maker has to face in order to live up to its quality standard and ethos?
- How will the world of Fine Wine benefit from a new generation of winemakers?
- Crowd funding, crowd sourcing, pair-rating apps; how do they affect the winery's business model?

Roundtable 3: Fine Wine at the table

- How will the trend toward the de-formalisation of fine dining affect the future of Fine Wine?
- What will future sommeliers look like? What will they be looking for when building their list?
- By 2020, 50% of British meals will be eaten outside of the home. What will this mean for Fine Wine?

Roundtable 4: The wine merchant of tomorrow

- 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 keep on selling wines?

Roundtable 5: The bigger picture

- How are the recent changes in the US likely to impact the geopolitical balance of power? What are Russia's interests in response to these changes? What are some of the most likely scenarios for the many elections about to affect Europe?
- What are the next seismic economic shifts likely to be?
- Which large wine regions are likely to be most affected, and how?

Roundtable 6: Humanity, community and Fine Wine

- What can wine bring to future generations? How are they likely to define Fine Wine?
- Is Fine Wine likely to preserve its place as a bastion of high culture?
- Can Fine Wine help to connect generations and cultures that are growing apart?

Roundtable 7: Working along the revolution in tech

- Nano-drones, electric cars, and robots on our streets, as well as on and soon in our bodies — what's next for tech?
- How will tradition and terroir work in the world of IoE (the Internet of Everything) and connected bodies?

Roundtable 8: Beyond Bling

- How can Fine Wine grasp all the opportunities behind the trends toward smart luxury and eco-luxury?
- Meaning, values and stories: the new luxury?
- Design, fashion, cosmetics, automobiles: how do/will they react to the shift in luxury trends?

Roundtable 9: Fine Wine, Investment and asset management

- From wineries to Fine Wine bottles, who will be the investors of tomorrow? How will their role impact the Fine Wine production cycle?
- Which world region will be attracting the main investment?
- Will the new generation consider Fine Wine as an investment and a worthy inheritance?
- How will they integrate Fine Wine in their asset portfolio?