



# ROUNDTABLE 1: A WINEMAKER'S REVIEW- THE FUTURE OF OENOLOGY & VITICULTURE

**LOCATION: Lower Floor of Winery**

## DESCRIPTION

This group will address the collective experience of its participants, their philosophy and wishes for the next decade of vineyard work and winemaking. Participants will analyse the complex relationship between terroir traditions and technology, the use of Big Data and other scientific tools to help in every area of their work, as well as asking which elements they would like to keep constant and why.

## 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 vineyard and the winery going forward. Articulate guiding principles that you think should lead wineries through the changing environment. Distil collective thinking in to actionable ideas.

## PREPARATION AHEAD OF ARRIVAL

*Please review the questions below which are suggested as prompts to get you started. Please feel free to add topics that you think are related and relevant, and address them.*

- 1) THE PAST: *What was different 10 years ago as compared with today?*
  - Trendy vineyard and winemaking practices in 2007 that did improve wine or are now out of fashion
  - Star winemakers of the noughties
  
- 2) WHERE ARE WE NOW? *Progress and new challenges*
  - What are your sacred cows that we should fight to protect and preserve?
  - Which are the big areas that still pose real problems and frustrations?
  - Cutting edge practices vs resolute defence of the terroir: Frenemies?
  
- 3) LOOKING AHEAD (*3 years, 10 years and beyond*)
  - Are we heading toward more standardisation of Precision Viticulture or more natural vine cultivation?
  - From wine production to new marketing techniques, what will the biggest challenges be for tomorrow's Fine Wine maker?
  - What new techniques, tech and resources will be available in the vineyard and the winery?
  - What are the issues that a Fine Wine maker will have to face in order to live up to the wine's quality standards and ethos?
  - Who are the new winemakers and vintners? What do they need to know to be prepared?
  - How will the world of Fine Wine be affected by a new generation of winemakers?
  - Crowd funding, crowd sourcing, peer-rating apps; how does wine tech affect the winery's business model?
  - If you had a magic wand, how would you want your world to be 10 years from now?

## 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)*