FINE MINDS 4 FINE WINES

ROUNDTABLE 6: BEYOND BLING—EMERGING TRENDS IN LIFESTYLE, WINE CONSUMPION

LOCATION: Top Floor of Winery

DESCRIPTION

This group will address the collective experience of its participants, their philosophy and wishes for the next decade: how will we be living and what will we be drinking; lifestyle; consumption including Fine Wine; new behaviours; new wine consumers (millennials, older people; wine education...).

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. 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:
   - Where was lifestyle 10 years ago vs today: progress and new challenges
   - Mistakes, regrets, opportunities for improvement

2) WHERE ARE WE NOW?
   - What are your sacred cows that we should fight to protect and preserve?

3) LOOKING AHEAD (3 years, 10 years and beyond)
   - Fine Wine as smart luxury and eco-luxury?
   - Authenticity, Meaning, values and story-telling: the new luxury?
   - Trends in design, fashion, cosmetics, automobiles and other consumer productions: how do/will they react to the shift in luxury trends?
   - Should we all learn from champagne and craft beer?
   - Smart homes, smart cars, smart fridges, smart phones...smart wine?
   - Who are the next consumers of fine wine? How do millennials truly think about fine wine? Seniors?
   - What will the new generation of Fine Wine drinkers expect from the wine industry?
   - How can we initiate more people into appreciating Fine Wine?

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)