

MEININGER'S

INTERNATIONAL WINE CONFERENCE



WINE IN MOTION

EFFECTIVE MARKETING,
FROM COMMODITY WINES TO LUXURY GOODS

KEY FACTS ABOUT THE WINE MARKET AND THE FUTURE OF WINE TRADE.

EMOTIONAL BRAND BUILDING AND THE SECRET TO ULTRA-PREMIUM WINES.

CUSTOMER BEHAVIOUR AND THE SELLING OF FINE WINE.



SATURDAY, 17 MARCH 2018

THE DAY BEFORE »PROWEIN«

HOTEL INTERCONTINENTAL DÜSSELDORF

WWW.MEININGERS-CONFERENCE.COM

WINE IN MOTION

EFFECTIVE MARKETING, FROM COMMODITY WINES TO LUXURY GOODS

If you want to find out who has a say, who is a developer and decision-maker, you need some solid information. The latest data and facts on the German and international wine markets open the door to an inspiring conference, which provides crucial impetus for your future business.

- ▶ **What role do the different market segments play?**
- ▶ **What differentiates ordinary from high-end wines? Is the trade facing a revolution?**
- ▶ **Is there a wine trade without traditional supermarkets, retail stores and shopping centres? What scenarios are conceivable for the wine trade of tomorrow?**

Customer data and their behaviour change supply chains and are the key to new business. If you know how to use them, you'll be a step ahead. There are many indications that traditional supply chains are coming to an end. We venture a look at the future of the wine trade and probe the distribution revolution in depth.

But not only is the trade changing as digitalisation proceeds, so too are the potential customer and buyer changing faster and more radically than ever imagined. New values and new behaviour patterns derived from them are motivating future generations.

Questions are being completely redefined in society.

- ▶ **What is luxury?**
- ▶ **What is aspirational consumption and lifestyle?**
- ▶ **What place does wine occupy in this new canon of values?**

Intriguing examples from the wine trade, restaurant business and luxury goods marketing provide specific instructions for action and highlight solutions. Why not acquire this information and inspiration for yourself. Find out about future trends based on realistic scenarios. Only those who look forward and inform themselves will be able to assess the present properly. Taking part in Meininger's International Wine Conference will secure this advantage for you. Make use of the opportunities and programmes this conference has to offer. Experience excellent speakers, who really have something to say.

I look forward to seeing you there and sincerely welcome you to Düsseldorf.



Dr Hermann Pilz
Editor-in-Chief WEINWIRTSCHAFT



www.meiningers-conference.com



SATURDAY, 17 MARCH 2018

WINE MARKET FACTS AND FIGURES AND THE WINE TRADE FUTURE

- 9:00 am Welcome to the conference participants**
Dr Hermann Pilz, WEINWIRTSCHAFT
Robert Joseph, MEININGER'S WINE
BUSINESS INTERNATIONAL
- 9:10 am The wine market in focus: the latest facts and figures for German and international wine markets. Which sectors and categories are growing? Do there have to be high-end wines? What is making the running: quality or quantity?**
Prof Simone Loose, Institute of Business Administration and Market Research, Geisenheim University
- 9:50 am The distribution revolution – selling wine beyond supermarkets, discount and specialist wine stores.**
Robert Joseph, MEININGER'S WINE
BUSINESS INTERNATIONAL
- 10:30 am Conference break, networking**

EMOTIONAL BRAND BUILDING AND THE MYSTERY OF EXPENSIVE WINES

- 11:00 am Emotions create brands – how values influence our purchasing behaviour. Can emotional positioning also contribute to your success in the wine business?**
 - ▶ **How are purchasing decision processes formed?**
 - ▶ **What standards does the customer apply?**Prof Marcel Crisand, Institute for Further Education and Personnel Development, SRH University Heidelberg
Matthias Vollherbst, VollherbstDruck
- 11:45 am The mystery of expensive wines: what makes wine valuable? Do classification systems have an impact on pricing?**
 - ▶ **Which factors play a role in pricing?**
 - ▶ **Man is not just what he eats but what he drinks**Prof Jens Beckert, Max Planck Institute for the Study of Societies

12:30 pm Conference break, business lunch

CONSUMER BEHAVIOUR AND PREMIUM SELLING WINES

- 1:30 pm No longer a habit: Generation Z and Millennials and their attitude to luxury**
 - ▶ **The expectations of Millennials and Generation Z are revolutionizing business models in retail.**
 - ▶ **How do they change the structure of brands and products?**Petra-Anna Herhoffer,
Inlux, LBD Luxury Business Day
- 2:00 pm Inside Alpina: wine trade at a superior level. Strategy and concept of how wine becomes a cultural and luxury asset**
Markus Geigle, Alpina Burkard Bovensiepen
 - ▶ **Wine in dialogue: Markus Geigle in discussion with Dr. Hermann Pilz and Sascha Speicher**
- 2:30 pm Symphony of superlatives. What premium vendors can learn from award-winning restaurants.**
 - ▶ **What are the parallels between award-winning catering and premium wine sales?**
 - ▶ **Example: top restaurateur Harald Wohlfarth looks for the right answers. Selling is part of his successful business.**Uwe Günter-von Pritzbufer,
Author, trainer, sales consultant
- 3:00 pm Audience questions to the panel Society and wine are undergoing change**
 - ▶ **What are the attributes of premium and luxury wines?**
 - ▶ **What mysteries do they conceal?**
 - ▶ **Wine between status and luxury goods or rewarding yourself with luxury?**Christian Röss, Weingut Balthasar Röss
Nedjelko Mrčela, WeinArt
Markus Geigle, Alpina Burkard Bovensiepen
Uwe Günter-von Pritzbufer

Hosted by Clemens Gerke,
Dr Hermann Pilz
- 3:30 pm Conference ends**
- 6:30 pm Meininger Award**
»Excellence in wine & spirit«

SPEAKERS AND HOSTS



Prof Jens Beckert
**Director of the Max Planck Institute
for the Study of Societies**

In his research work, Prof Beckert deals from the perspective of economic sociology with the issue of the emergence of value in markets, including the wine market. In 2016, he received the Zelizer Prize of the American Sociological Association for the best book on economic sociology - Imagined Futures. Fictional Expectations and Capitalist Dynamics.



Prof Marcel Crisand
**Director of the Institute for
Further Education and Personnel
Development (IWP),
SRH University Heidelberg**

After studying and obtaining a PhD in marketing at the University of Mannheim, he worked in industry and for management consultancies. Prof Crisand is the founder and CEO of the international training and consultancy firm Accensa. Since 2009, he has been teaching at the SRH University Heidelberg; since 2016, he has directed the Institute for Further Education and Personnel Development. From 2009 to 2012, he was also the CEO of the Institute of SME Research at the University of Mannheim.



Markus Geigle
**Executive director Wine,
Alpina Burkard Bovensiepen**

Markus Geigle joined Alpina after completing his dissertation Wine as Capital Investment under Professor Bert Rürup at the TH Darmstadt in 1994. As an industrial engineer specialising in automotive technology and investment analysis, he was able to turn two hobbies into a career at Alpina and started working in vehicle development in 1995. Since 1997, he has been the full-time director of the Alpina Wine division, where he takes care especially of relationships with longstanding suppliers, purchasing and sales decisions, events and the media.



Uwe Günter-von Pritzbuier
Author, sales expert, trainer

Uwe Günter-von Pritzbuier has specialised in sales and management for more than 25 years. His focus is on emotional selling, which all those involved like the flavour of. The most important ingredients here are personality and training, seasoned with the right dose of joy, commitment and meaning. This means selling à la carte will become a superb dish - appealing, practical, integrated. He has discovered that what you do in award-winning

restaurants is certainly comparable with what premium wine sellers do. This respected sales expert and trainer has compiled his expertise and his best sales recipes in this new book, »Nur vom Feinsten!«



Petra-Anna Herhoffer
CEO Inlux

Petra-Anna Herhoffer is the founder and organiser of the established LBD Luxury Business Day symposium as well as publisher and editor-in-chief of the LBR Luxury Business Report. Luxury is for her an individually conceived desire and business strategy at the same time. In 2009, she founded Inlux as a consultancy firm and a network platform. Since then, Inlux has provided vital impetus for the luxury goods industry. In cooperation with Keylens Management Consultants she advises companies on upgrading strategies, for example. To give her subject academic legitimacy, she was the first in Germany to implement a luxury management programme in the Master of International Business of an international university in 2009.



Robert Joseph
**Editor-at-large MEININGER'S WINE
BUSINESS INTERNATIONAL**

Robert Joseph has been awarded prizes as the author of over 25 books on wine. He holds lectures on wine marketing at various universities and faculties such as the Burgundy Business School in Dijon and the University of Sonoma in California. With his thought-provoking and broad-based knowledge, he is a highly respected speaker in the international wine industry. A French brand of wine, which he launched in 2005, today sells more than two million bottles in 40 countries. He is the editorial adviser to MEININGER'S WINE BUSINESS INTERNATIONAL and a board member of Mundus Vini. His latest book on the future of the wine industry will be published in 2018.



Prof Simone Loose
**Director of the Institute of Business
Administration and Market Research,
Geisenheim University**

After studying economics in Germany and Sweden, Prof Loose obtained a PhD for her Country of Origin Effect for Sparkling Wines. During her various stays doing research in Australia, France, Denmark, Italy and the United States, she deepened her experience and knowledge in the field of food marketing and qualified as a professor on issues of agricultural and nutritional marketing. Her research focuses on market analyses and innovative methods of market research. With her well-founded analyses of the future of the wine market, she has quickly made a name for herself.



Dr Hermann Pilz,
Editor-in-chief WEINWIRTSCHAFT

Dr Hermann Pilz studied agricultural sciences specialising in viticulture and business administration and received a PhD in the 1980s at the University of Stuttgart-Hohenheim on opportunities for sparkling wine from Germany and German wines. He launched his career initially in the wine and food retail trade as a buyer of wines and spirits and by setting up a Sekt producer as the subsidiary of a winery cooperative, he was one of the pioneers of the German sparkling wine industry, before joining the writing profession as a journalist. With a variety of articles, essays, commentaries and lectures, he reports on the German and international wine industry and together with his editorial team at WEINWIRTSCHAFT he provides an indispensable medium for every professional wine producer and wine merchant.



Matthias Vollherbst
Managing director VollherbstDruck

As the managing director, he runs his family business of Vollherbst Etiketten in his hometown of Endingen am Kaiserstuhl. Together with his brother Stefan, he represents the fourth generation of entrepreneurs in this traditional business, which has specialised in creating and producing premium labels for the wine and spirits industry. His focus here is on business management in serving major international clients as well as in developing new business models and marketing concepts. During his business administration studies at the University of Mannheim he specialised in marketing and market-oriented corporate management.

ON THE DISCUSSION PANEL



Clemens Gerke
WEINWIRTSCHAFT



Nedjelko Mrcela
WeinArt



Christian Röss
Weingut Balthasar Röss



Sascha Speicher
WEINWIRTSCHAFT

Excellence in wine & spirit MEININGER AWARD

After a day packed with information about the wine market, the most important aspects of marketing today and vibrant discussions, the evening is all about the spotlight on you!

Which personalities in the national and international wine world will get to take the coveted Meininger Award for 2018?



The Meininger Award gala evening forms the close, as well as the highlight, of the day. All participants from MEININGER'S INTERNATIONAL WINE CONFERENCE are warmly invited to take part in this get-together, which will be attended by the international wine industry's top figures.

Enjoy an evening with 600 international guests and use the opportunity for networking, on the evening before the ProWein.

Bonus for all attendees
Invitation to the Meininger Award also on 17 March 2018.



REGISTRATION FORM

Fax to 0049 (0)6321 8908-73

MEININGER'S

INTERNATIONAL WINE CONFERENCE

YES, I/we will attend the MEININGER'S INTERNATIONAL WINE CONFERENCE

Yes, I/we wish to take part in the Excellence in Wine & Spirit Meiningner Award 2018 on Saturday, 17 March 2018, at 6:30 p.m., also at the Hotel InterContinental Düsseldorf.

ATTENDEE:

Mr Mrs Ms

Title/first name/surname

Job function

Company name

Street/P.O. Box

Region/postcode/town

Telephone/fax

Email

ADDITIONAL ATTENDEES:

Mr Mrs Ms

(from the same company)

Title/first name/surname

Job function

Email

INVOICE ATTENDEES:

Mr Mrs Ms

(If different from purchaser's address)

Title/first name/surname

Company name

Street/P.O. Box

Region/postcode/town

PLEASE MARK THE PREFERRED METHOD OF PAYMENT:

Early booking price until 1 February 2018 per person incl. German VAT of 19%: EUR 737,92

Regular price after 1 February 2018 per person incl. German VAT of 19%: EUR 819,92

We have transferred the sum of EUR _____ today.

Recipient: MEININGER VERLAG GmbH

Bank: Sparkasse Rhein-Haardt

IBAN: DE 22 5465 1240 0001 9261 46

Account No.: 1 926 146

SWIFT-BIC: MALA DE 51DKH

Purpose: MEININGER'S CONFERENCE

Please put MEININGER'S CONFERENCE and your company name on the transfer.

Please charge the sum of EUR _____ to my/our credit card:

VISA

MasterCard/EuroCard

Card owner _____

Card No. _____ Card security No. _____

(On reverse of card, last 3 digits)

Valid until ____/____/____

Date

Signature

Location/date

Company stamp

Signature

Date and venue

Saturday, 17 March 2018 (the day before ProWein)
Hotel InterContinental, Königsallee 59, 40215 Düsseldorf, Germany
MEININGER'S INTERNATIONAL WINE CONFERENCE:
9:00 a.m. to 3:30 p.m.
MEININGER AWARD at 6:30 p.m.

Target group

- International producers
- International trading companies
- Decision makers from Germany's trade and production side

Conference languages

German and English (simultaneous translation)

Conference fee per person

The fee for the event includes lunch, drinks during the conference and breaks.

Conference fee p.p.	EUR 689
On registering two people at the same time*	EUR 629
On registering three or more people at the same time*	EUR 609

*Solely applies to people from the same company.
All prices per person plus 19% German VAT.

All the participants are invited to the Meiningner Award 2018 – Excellence in Wine and Spirit on Saturday, 17 March 2018 at 6:30 p.m., also at the Hotel InterContinental Düsseldorf. Please register for this separately.

Early booking discount

Bookings received by 1 February 2018 will receive an early booking discount of 10% per participant. The early booking discount also applies to the group price.

Booking

Due to the limited number of available seats we recommend you book by 2 March 2018 at the latest. Your booking will be confirmed and an invoice will be issued automatically.

Conference ticket

You will get your personal ticket for the MEININGER'S INTERNATIONAL WINE CONFERENCE at the registration desk on site.

Terms of payment/cancellation

You will get entry to the event only by transferring the invoice amount in time and before the conference starts. In case of written cancellation by 1 February 2018 we will charge EUR 50 plus German VAT of 19%. We will charge the whole amount in the event of cancellation after 1 February 2018 or in case of non-attendance. We will accept a substitute without any additional expenses.

Subject to change of programme or speakers.

Recommended overnight accommodation

At the Hotel InterContinental Düsseldorf a limited number of rooms is available for the night of 16/17 March 2018 and can be booked by mentioning Meiningner's Conference up until 16 February 2018 (price per room/night including breakfast and German VAT: superior single room EUR 224, superior double room EUR 254).

INFORMATION / REGISTRATION

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