Wine across the Generations
Wine Generation a mystery

The future of the wine market:
Where are younger wine consumers heading?

How is the mindset of the new target groups changing?
How important will wine brands be in the future?

On the threshold of a new age –
how to reach consumers in the digital age.

Saturday, 14 March 2020, the day before »ProWein«
Hotel InterContinental Dusseldorf
www.meiningers-conference.com

Book now!
Discount until 31 Jan 2020
10 %
Anyone who wants to sell wine successfully and professionally has to keep an eye on people, society as a whole and their environment. More than ever, it seems that fundamental changes are taking place. Old consumption habits, such as everyday meals, which gave the day a set rhythm, are disappearing, as are traditional family ties in favour of loose patchwork communities.

We are seeing the rise of new consumers who are taking a different approach to learning about, experiencing and consuming wine. The significance of traditional wine buyers who have remained faithful to their “learned” wines is decreasing, while new buyers are emerging who place more value on experience and diversity as opposed to painstakingly becoming wine experts. Furthermore, the digitisation of every aspect of professional and private life is progressing and the consumption and purchasing behaviour of “digital native” generations is changing fundamentally as well. This seriously affects wines and the wine trade.

But what precisely do we know? Who can actually say how future generations of consumers will think and act? A look behind the scenes – almost into consumers’ minds – should be worthwhile and shed light on which values and ideas will shape consumer behaviour in the future. Because nothing is as certain as demographic change.

**How will the young generation consume wine in the future?**

Join us as we examine this question on the basis of our own study, which is being presented for the first time at this year’s Meininger’s International Wine Conference. Jointly and with the support of the German Wine Institute as well as scientific guidance from Geisenheim University and the Institute of Wine and Beverage Business Administration, we commissioned the Rheingold Institute in Cologne to prepare a study on the younger generation’s attitudes, behaviour and opinions with regard to wine.

In addition to the study, competent and successful entrepreneurs, speakers from science and research, as well as media professionals will shed light on today’s entire wine marketing scenario: How is wine presented today? What does the public demand and how big can the show be? And last but not least: What influence do bloggers exert and how do they affect the wine trade?

Participate in Meininger’s International Wine Conference to give yourself an advantage wherever the wine sector goes. Listen to excellent speakers who are looking for clues and who address the central questions regarding the future of wine consumption against the background of social change. Exchanges with wine experts will provide responses to future-related issues. Join us as competent and experienced wine merchants and wine producers share their experiences. Take home valuable inspiration and momentum for your company and your professional activities.

I look forward to seeing you there and sincerely welcome you to Dusseldorf!

Dr Hermann Pilz
Editor-in-chief WEINWIRTSCHAFT
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker/Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am</td>
<td>Welcome to the congress participants</td>
<td>Dr Hermann Pilz, WEINWIRTSCHAFT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Robert Joseph, MEININGER’S WINE BUSINESS INTERNATIONAL</td>
</tr>
<tr>
<td>9:10 am</td>
<td>Data and facts about the German and international wine markets.</td>
<td>Prof Simone Loose, Institute of Wine and Beverage Business, Geisenheim University</td>
</tr>
<tr>
<td></td>
<td>Changing consumer generations: How is wine consumption developing?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>What will the future bring?</td>
<td></td>
</tr>
<tr>
<td>9:45 am</td>
<td>How will the young generation consume wine?</td>
<td>Heinz Grüne, Rheingold Institute</td>
</tr>
<tr>
<td></td>
<td>Results of the current Rheingold study on younger generations’</td>
<td></td>
</tr>
<tr>
<td></td>
<td>attitudes, values and consumer behaviour regarding wine.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Presentation and assessment of the results from a behavioural</td>
<td></td>
</tr>
<tr>
<td></td>
<td>research perspective compared to consumption.</td>
<td></td>
</tr>
<tr>
<td>10:30 am</td>
<td>Conference break, networking</td>
<td></td>
</tr>
<tr>
<td>11:00 am</td>
<td>About bloggers, influencers and their customers. On the</td>
<td>Daniel Bayer, Wein-verstehen.de</td>
</tr>
<tr>
<td>11:20 am</td>
<td>Vipino online marketing: With lean structures and a clear</td>
<td>Michael Liebert, Vipino</td>
</tr>
<tr>
<td></td>
<td>concept for success. How to sell wine to your target groups</td>
<td></td>
</tr>
<tr>
<td></td>
<td>today.</td>
<td></td>
</tr>
<tr>
<td>11:40 am</td>
<td>How to make a show about wine and how to reach wine lovers and</td>
<td>Joe Fattorini, The Wine Show</td>
</tr>
<tr>
<td></td>
<td>a new generation of consumers.</td>
<td></td>
</tr>
<tr>
<td>12:15 pm</td>
<td>Conference break, business lunch</td>
<td></td>
</tr>
<tr>
<td>11:00 am</td>
<td>Trust and contacts: How can I reach my customers?</td>
<td></td>
</tr>
<tr>
<td>11:15 am</td>
<td>Wine on stage: What to do to sell wine – social media posts,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>paid campaigns, videos, shows and illustrated books.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dr Laura Catena, Catena Institute of Wine</td>
<td></td>
</tr>
<tr>
<td>1:45 pm</td>
<td>»Wine / Gen / Z«: How is the mindset of new target groups</td>
<td>Alexandra Rebernig, Rebernig Brand Design</td>
</tr>
<tr>
<td></td>
<td>changing? What is the significance of wine brands for new</td>
<td></td>
</tr>
<tr>
<td></td>
<td>generations? What will a wine brand have to do in order to be</td>
<td></td>
</tr>
<tr>
<td></td>
<td>successful?</td>
<td></td>
</tr>
<tr>
<td>2:15 pm</td>
<td>Exchanges with wine experts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Out of enthusiasm and fascination for wine: Preserving a piece</td>
<td>Günther Jauch, Journalist and Presenter</td>
</tr>
<tr>
<td></td>
<td>of wine and cultural history in the service of the family.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Out of a penchant for communication and making a living: What</td>
<td>Gerd Rindchen, Wine Merchant in Hamburg</td>
</tr>
<tr>
<td></td>
<td>makes a wine merchant successful? How many years does a wine</td>
<td></td>
</tr>
<tr>
<td></td>
<td>merchant need?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Out of love for wine: Ten intense years fighting for customers</td>
<td>Boris Bongers, Consultant</td>
</tr>
<tr>
<td></td>
<td>and good wines.</td>
<td></td>
</tr>
<tr>
<td>3:30 pm</td>
<td>Conference ends</td>
<td></td>
</tr>
<tr>
<td>6:30 pm</td>
<td>Meininger Award</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Excellence in wine &amp; spirit”</td>
<td></td>
</tr>
</tbody>
</table>
SPEAKERS AND HOSTS

Daniel Bayer
Wine Blogger and Influencer,
Wein-verstehen.de

With his blog, www.weinverstehen.de, Daniel Bayer helps wine lovers understand wine better. He can be found on Instagram at @wein_verstehen where he has networked with numerous like-minded people and offers interesting insight into exciting interviews and tastings. Bayer is also keen to give the vintners their own stage. His “Winzer talk” podcast is all about the producers and their philosophy. To this end, he travels to various wine-growing regions to interview local vintners while tasting their wines. As a digital communication expert, he advises numerous wineries and provides them with support to successfully market their wines on the Internet.

Boris Bongers
Consultant

He is the quintessential sales professional. His core competencies are sales, personnel motivation, development and modification of sales structures, sales training, customer acquisition, lectures and texts. Bongers has proven his thorough understanding of his profession in the cosmetics industry, in system catering and, for more than ten years, as managing partner of the wine retailer Nagel & Hoffbaur. He earned a graduate degree in business administration from RWTH Aachen University.

Dr Laura Catena
Managing Director and Founder,
Catena Institute of Wine

Dr Laura Catena has led an extraordinary life. She is a trained and practising physician and studied medicine at Harvard and Stanford. At the same time, wine is her passion. She manages Bodega Catena Zapata, which was founded in 1902. Catena is an award-winning vintner many times over and her work has been featured in the NYT, The Wall Street Journal, Food and Wine Magazine, La Nación, Decanter and The Economist 1843 Magazine. Robert Parker's The Wine Advocate recently awarded Bodega the coveted vineyard prize. She is the author of the Argentine wine guide "Vino Argentino" and founded the Catena Institute of Wine, a research institute that cooperates with numerous renowned research institutes, from UC Davis to the University of Dijon.

Joe Fattorini
Wine Expert, The Wine Show

Joe Fattorini works as a radio announcer and is also simultaneously a writer and wine merchant. As the host of The Wine Show, which is now broadcast in 110 countries, he reaches a global audience of more than 70 million people. Fattorini is also a wine writer for Saga Magazine and Radio Times, the UK’s top monthly and weekly magazines. In addition to his monthly column on behavioural economics for Harpers, Fattorini is a profile writer for Club Oenologique and a wine merchant at Fields, Morris and Verdin, a Berry Bros. & Rudd company.

Heinz Grüne
Managing Partner Rheingold Institute

Heinz Grüne started working on numerous research projects in the field of qualitative market research while studying psychology at the University of Cologne. He has been a managing partner at Rheingold since 1988. His scientific focus is on researching digital media and its impact on everyday life, examining senior culture and the psychology of food consumption, especially with regard to beer. In 2011, Grüne investigated the suitability of electric mobility for everyday use using a unique road research method: He rode an e-bike from Sylt to the Zugspitze and reported on it live via various social media channels.

Günther Jauch
Journalist and Presenter

He is without question one of the most well-known and popular personalities in Germany, not least since the quiz show “Wer wird Millionär?” was first broadcast on TV in 1999. Jauch describes himself as a journalist, presenter and vineyard owner. He learned everything there is to know about the profession at Deutsche Journalistenschule in Munich and started his career as a radio presenter before switching to television. Jauch has received numerous awards for his broadcasts. In 2010, he acquired the VDP vineyard von Othegraven from a relative in order to maintain a more than 200-year-old family tradition. The vineyard he runs with his wife has been in his family since 1805.

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 a member of the editorial team at MEININGER’S WINE BUSINESS INTERNATIONAL and a board member of Mundus Vini. His latest book on the future of the wine industry has been published in 2018.

Michael Liebert
Sommelier and Purchaser, Vipino

Michael Liebert has been in the wine business for more than 25 years. Even as a young student, he ran a wine shop. Later, he selected wines for an Italian importer and provided the descriptions. Again and again, he has also taken the opportunity to bring wine to the public: on TV channels such as n-tv, in the Handelsblatt, in his own wine blog, or by collaborating with prominent TV chefs. Today, when he is not travelling, he lives in Chiemgau, tries, writes and practises his own 100-point programme, which is more based on the price/pleasure ratio than on Parker’s points system.
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!

Which personalities in the national and international wine world will get to take the coveted Meininger Award for 2020?

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 ProWein.

Prof Simone Loose  
Director of the Institute of Wine and Beverage Business, 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. 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  
For around 25 years, Dr Pilz has been editor-in-chief of the WEINWIRTSCHAFT editors. He reports on the German and international wine industry and, together with his editorial team, he provides an indispensable medium for every professional wine producer and wine merchant. After studying agricultural sciences and earning a PhD at the University of Stuttgart-Hohenheim, he launched his career initially in the wine and food retail trade as a buyer of wines and spirits. By establishing a Sekt producer as the subsidiary of a winery cooperative, he became one of the pioneers of the German sparkling wine industry before joining the writing profession as a journalist.

Alexandra Reberning  
Owner Reberning Brand Design  
Alexandra Reberning, founder and managing director of one of the leading design agencies for wine and spirits brands in Germany, is a brand consultant and expert in brand development, design and marketing. She has been advising well-known brands and top players in the German wine and spirits market for 20 years and develops internationally award-winning brand and design concepts. As a member of the Future Circle, she knows what mega and consumer trends wine brands will change in the future and is the driving force behind new paths in the wine market.

Gerd Rindchen  
Wine Merchant in Hamburg  
His stories about wine are legendary. As an 18-year-old, Rindchen drove off in an old VW bus to stock up on wine in the Palatinate region, which he wanted to sell to his parents’ acquaintances and relatives in Bremerhaven. That was his first foray into the wine business. In 1983, after an apprenticeship as an insurance clerk, he opened his first wine shop in Hamburg’s City Nord. A wine merchant always on the hunt for the best price/pleasure ratio, he visited a myriad of vineyards and wine cellars, attended wine fairs and tastings, and continuously developed his company. Rindchen is considered an institution in today’s wine trading sector.
YES, I/we will attend the MEININGER’S INTERNATIONAL WINE CONFERENCE.

Yes, I/we also wish to take part in the Meininger Award „Excellence in wine & spirit” on Saturday, 14 March 2020, at 6:30 pm, also at the Hotel InterContinental Dusseldorf.

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:

☐ 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  
Purpose: MEININGER’S CONFERENCE  
Please put MEININGER’S CONFERENCE and your company name on the transfer.

☐ We will 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

INVOICE / REGISTRATION

Mrs. Wiktoria Wloka  
MEININGER VERLAG GmbH  
Tel. +49 (0)6321 8908-193  
Fax +49 (0)6321 8908-73  
conference@meininger.de  
www.meiningers-conference.com

Date and venue

Saturday, 14 March 2020 (the day before ProWein)  
Hotel InterContinental, Königsallee 59, 40215 Dusseldorf, Germany

MEININGER’S INTERNATIONAL WINE CONFERENCE:  
9:00 am to 3:30 pm

MEININGER AWARD at 6:30 pm

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.

On registering two people at the same time*  
On registering three or more people at the same time*  

*Only applies to people from the same company.

All prices per person plus 19% German VAT.

All the participants are invited to the Meininger Award "Excellence in wine & spirit" on Saturday, 14 March 2020, at 6:30 pm, also at the Hotel InterContinental Dusseldorf. Please register in order to get entry to the Meininger Award 2020 (see registration options on the left).

Early booking discount

Bookings received by 31 January 2020 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 to book by 1 March 2020 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 31 January 2020 we will charge EUR 50 plus German VAT of 19%. We will charge the whole amount in the event of cancellation after 31 January 2020 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 Dusseldorf a limited number of rooms is available for the night of 13 / 14 March 2020 and can be booked by mentioning „MEININGER’S CONFERENCE“ up until 13 February 2020 (superior single room EUR 234, superior double room EUR 254, prices per room/night per person including breakfast and German VAT).

INFORMATION / REGISTRATION

Mrs. Wiktoria Wloka  
MEININGER VERLAG GmbH  
Tel. +49 (0)6321 8908-193  
Fax +49 (0)6321 8908-73  
conference@meininger.de  
www.meiningers-conference.com

Last updated 12/2019, subject to modification

Photo credits: MIWC19/Sascha Kreklau