

# MEININGER'S

INTERNATIONAL WINE CONFERENCE

## FROM PRODUCTION

## TO SELLING: *Sustainability redefined*



**SATURDAY, 18 MARCH 2023**

the day before ProWein

Hotel KÖ59 Dusseldorf  
(formerly Hotel InterContinental Dusseldorf)  
[www.meiningers-conference.com](http://www.meiningers-conference.com)

**REGISTER  
NOW!**

**10 % discount  
until 10.02.2023**

**WEINWIRTSCHAFT**

MEININGER'S  
**WINE BUSINESS**  
INTERNATIONAL

**MEININGER**  
VERLAG



## Dear fellow wine professionals,

The term 'sustainability' has been on everyone's lips for quite long time, but the need for action has become striking clearer than in recent years in the wake of growing numbers of heat waves, floods, forest fires and dried-up rivers ...

Without sustainable action there is no future. But which routes to sustainability are going to work for the wine industry?

The main focus has often been on viticulture. Of course, a move to certified sustainable or organic vineyards is an essential first step. But it is just as essential to broaden the view and to focus even more on every link in the value chain and to take full account of the social and economic challenges and implications.

Under the slogan 'From production to selling: Sustainability redefined', we will take a deep dive into a wide range of solutions for the industry. We look forward to seeing you there.

Alexandra Wrann  
Editor-in-chief WEINWIRTSCHAFT

Clemens Gerke  
Editor-in-chief WEINWIRTSCHAFT

Dr. Anja Zimmer  
Editor-in-chief MEININGER'S WINE BUSINESS INTERNATIONAL

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

### Meininger's International Wine Conference – Information about registration

#### Registration

The places are limited. Registration deadline is 06.03.2023.

#### Conference fee

The participation fee for the event including lunch, conference and break drinks is 798,- Euro. Price per person plus 19 % VAT. After successful registration, the invoice will be sent to you separately by e-mail. Please note that in case of a subsequent change of the billing address, a processing fee of 75,- Euro will be charged.

#### Terms of payment/Cancellation

Admission can only be granted if the invoice amount has been paid on time in accordance with the terms of payment. In case of cancellation or no-show of the participant, the entire congress fee will be due. We will gladly accept a substitute participant at no additional cost. All participants are invited to the Meininger Award 2023 „Excellence in wine & spirit“ on Saturday, 18 March 2023, also at the Hotel Kö59 Dusseldorf.

Scan here to  
register for the  
congress



[www.meiningers-conference.com](http://www.meiningers-conference.com)



## PROGRAMME

**9:00** Welcoming the congress participants  
*a.m.* WEINWIRTSCHAFT &  
MEININGER'S WINE BUSINESS INTERNATIONAL

### From the company to the consumer: sustainable insights

**9:10** Green, social - and profitable:  
*a.m.* How the wine industry can be part of the solution  
Robert Joseph, MEININGER'S WINE BUSINESS INTERNATIONAL

**9:30** Who is the sustainable customer?  
*a.m.* How consumers rate sustainability today  
Julia Frings, IFH Cologne

**10:00** Sustainable economics:  
*a.m.* How much does sustainability cost?  
Prof Dr Marc Dreßler, Hochschule Ludwigshafen/  
Weincampus Neustadt

**10:30** Conference Break, Networking  
*a.m.*

### From glass to paper: focus on packaging and corporate strategies

**11:00** The carbon footprint of wine -  
*a.m.* and the role of packaging  
Dr Helena Ponstein, KlimaneutralerWein.de

**11:30** Alternative packaging in practice:  
*a.m.* brand new study findings  
Prof Dr Simone Loose, Hochschule Geisenheim University

**11:45** The new packaging wave –  
*a.m.* Best Practices:  
■ Frugal's paper bottle  
■ Packamama & the plastic flask  
■ Returnable system from a German cooperative

**12:30** Global sustainability strategies from  
*p.m.* an entrepreneurial perspective  
Saskia de Rothschild, Domaines Barons de Rothschild

**12:45** Conference Break, Business Lunch  
*p.m.*

### From the authentic message to the Climate - neutral wine trade: marketing, certificates and targets

**1:45** Sustainable marketing or Greenwashing?  
*p.m.* How to credible communicate  
their sustainable mission  
Prof Dr Michael Bernecker, German Institute for Marketing, Cologne

**2:15** Sustainable retail & distribution –  
*p.m.* Best Practices:  
■ The Swedish alcohol monopol Systembolaget  
aims to be climate neutral in 2045  
Sara Norell, Systembolaget, Sweden  
■ The sustainable certificate Fair'n Green is the only  
system in the world that certifies retails shops  
Dr Keith Ulrich, Fair and Green e. V.

**2:45** Panel Discussion: What is the right sustainable path?  
*p.m.* Environmental, economical and social sustainability  
in the spotlight

**3:30** Conference ends  
*p.m.*

**6:30** **Meininger Award "Excellence in wine & spirit"**  
*p.m.*

Extra for all  
participants:  
Invitation to  
the Meininger Award  
also on  
18 March 2023

# EXCELLENCE IN WINE & SPIRIT MEININGER AWARD 2023

After a day full of compact information about the market, the most important aspects of modern marketing and exciting discussion rounds, the motto in the evening is:  
**Spotlight on!**

Which personalities from the national and international wine world will receive the coveted Meininger Award in 2023?

The Meininger Award will be the conclusion and highlight of the day. All participants of Meininger's International Wine Conference are invited to attend this top meeting of the international wine industry as guests.

Enjoy the evening with international guests over a good glass of wine and culinary delights. Take advantage of the opportunity to network and exchange opinions on the eve of ProWein.

# SPEAKER

## Robert Joseph

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

Robert Joseph is an award-winning author of over 25 wine books. He lectures on wine marketing at various universities and faculties around the (wine) world. He is an editorial member of MEININGER'S WINE BUSINESS INTERNATIONAL and a board member of Mundus Vini.



## Julia Frings

*Projectmanager  
IFH Cologne*

Julia Frings manages research projects around the retail theme. Her main focus is on the topic of trading platforms, where she has developed in-depth expertise. And she led a large study on sustainable consumption in times of crisis.



## Saskia de Rothschild

*Director  
Domaines Barons de Rothschild*

Since 2021, Saskia de Rothschild has been the sole director of the legendary Domaines Barons de Rothschild. Previously, she worked as a journalist. In addition to her master's degree in journalism at Columbia University, she also studied economics at the HEC in Paris and the Indian Institute of Management Bangalore.



## Prof Dr Marc Dreßler

*Professorship, University Ludwigshafen / Weincampus Neustadt*

Prof Dr Marc Dreßler holds a professorship in Business Administration and Entrepreneurship at the Ludwigshafen University of Applied Sciences. He heads the master's programme Wine, Sustainability & Sales at Weincampus Neustadt. His expertise stems from business studies, banking apprenticeship and management consulting.



## Dr Helena Ponstein

*Founder  
KlimaneutralerWein.de*

She is the author of the much-cited study that puts the share of the glass bottle in the CO2 footprint of a bottle of wine at about half. Dr Helena Ponstein has been working as an independent expert and consultant in the field of sustainability and climate protection for wineries since 2009.



## Prof Dr Simone Loose

*Head of the Institute for Wine and Beverage Management, Hochschule Geisenheim University*

After studying economics in Germany and Sweden, Prof Dr Simone Loose wrote her doctoral thesis on the „Country of origin effect for sparkling wines“. She has gained research experience in five countries. Her focus is on market research and analysis.



## Prof Dr Michael Bernecker

*CEO  
German Institute for Marketing,  
Cologne*

Prof Dr Michael Bernecker offers competent impulse lectures on the topic of marketing & sales. He is known from numerous book publications, radio contributions and television appearances. As a professor of marketing, he has taught at various colleges and universities for more than 20 years.



## Sara Norell

*Director of Assortment, Purchasing and Supply Chain, Systembolaget*

She works for the Swedish alcohol monopoly Systembolaget, which has ambitious sustainability goals. She is also a board member of amfori, a global organisation that supports its 2,400 members in sustainable supply chains. Sara Norell started her career in the hotel and restaurant industry as a sommelier, restaurant manager and F&B manager.



## Dr Keith Ulrich

*Chairman of the Board,  
Fair and Green e.V.*

Fair and Green e. V. certifies sustainability in the wine industry. The chairman of the association's board, Dr Keith Ulrich, has extensive experience in the field of sustainability, energy efficiency and logistics. Among other things, he developed „GoGreen,“ a solution for climate-neutral transport, at Deutsche Post/DHL.

