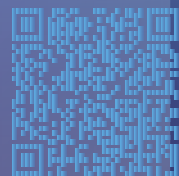


MEININGER'S WINE CONFERENCE

09 MARCH
2024
HOTEL KÖ59
DÜSSELDORF

REGISTER NOW!



10 % DISCOUNT
UNTIL 07.02.2024

WINE GOES TECH
FROM ROBOTS TO AI, FROM VINEYARD TO SHELF

HOW SURE ARE YOU THAT THIS TEXT WASN'T WRITTEN BY AN AI?

Not at all — because when it comes to technology, we sometimes live in uncertain times. But also in very exciting times! The technological opportunities for renewal, optimization, even individualization and specialization have never been greater. This also applies to the wine industry in particular.

Of course, when we think of wine and technology, we all immediately think of self-propelled tractors, computer-controlled spraying and much more. But wine and technology is so much more and opens up so many new possibilities along the entire value chain. From intelligent cellar management and AI-controlled merchandise management to individualized wine recommendations at the click of a button: The new technologies are capable of significantly simplifying the wine industry from A to Z — if you know how.

It is precisely this “how” that we are tackling, and at this year’s Meininger’s Wine Conference we will be looking at this tech topic from a wide variety of angles. We invite you to join us on a tour through real and virtual worlds, to be inspired by new concepts and to absorb new knowledge about the latest applications of tech, AI and company.

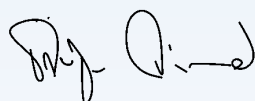
Join us now on this exciting journey and register for Meininger’s Wine Conference 2024!



Alexandra Wrann
Editor-in-chief WEINWIRTSCHAFT



Clemens Gerke
Editor-in-chief WEINWIRTSCHAFT



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



Robert Joseph
Editor-at-large MEININGER'S INTERNATIONAL

Meininger's International Wine Conference – Information about registration

Registration

The places are limited. Registration deadline is 01.03.2024.

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.

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 2024 „Excellence in wine & spirit“ on Saturday, 09 March 2024, also at the Hotel Kö59 Düsseldorf.

SCAN HERE TO

REGISTER FOR
THE CONGRESS



www.meiningers-conference.com

PROGRAMME

9:00 Welcoming the Congress Participants
a.m. WEINWIRTSCHAFT &
MEININGER'S INTERNATIONAL

Part I: The Wine World in Tech Times

9:15 How Tech is Changing the Industry
a.m. Robert Joseph, MEININGER'S INTERNATIONAL

9:30 What Can AI Do – And What Can't It?
a.m. Hans-Christian Boos, arago

10:00 Technology in Wine Business:
a.m. The Status Quo
Prof. Simone Loose, Hochschule Geisenheim University

10:15 Coffee Break
a.m.

Part II: AI in the Vineyard, Robots in the Cellar – Wine Production Goes Tech

10:30 With Space Technology to More Sustainability
a.m.

11:00 AI Cuts The Vines: How Technology Helps
a.m. to Replace Manual Labour in the Vineyard
Dr. Matthias Porten, DLR Mosel

11:20 Best Tech Practice: How Companies
a.m. Benefit From Intelligent Technology

- The Robot Cellar Felix Solís Ramos, Félix Solís Aventis
- Big Cooperative, Big Data Fabrizio Marinconz, Cavit

12:00 Conference Break. Business Lunch
p.m.

Part III: Digital Sommeliers and Virtual Reality Retail – The Wine Market Goes Tech

1:00 ChatGTP's First Wine:
p.m. How to Cuvee With Technology (incl. Tasting)
Aubert & Mathieu

AI & ...

1:30 ... the Supply Chain:
p.m. AI – the path to smoothening the bullwhip effect?
Eric Weisz, CIRCly GmbH

... the Customer Journey:
How to Sell More Wine With Tech

... E-Commerce in Practice:
How to Use AI for New Sales Projects
Justin Noland, Treasury Wine Estates

2:15 Trends in New Technology
p.m. Thomas Knüwer live from South by Southwest

Wine & ...

2:30 ... the Metaverse:
p.m. A Virtual Stroll through Vinophila.com
Lorenzo Biscontin, Vinophila.com

... NFT: Big Bluff or Real Money Maker?
Ed Prinz, DLR Austria & loob.io

3:00 A New Sense of Technology
p.m.

- The Customized Wine via AI
Katerina Axelsson, Tastry
- Wine Recommendation 3.0: AI or Human?
Konstantin Baum MW & Johannes Nielsen, sommelier.bot

3:30 Conference ends
p.m.

6:30 Meininger Award "Excellence in Wine & Spirit"
p.m.

The conference will be held in English and will be simultaneously translated into German.
The programme and speaker list will be continuously updated on www.meiningers-conference.com.

EXCELLENCE IN WINE & SPIRIT MEININGER AWARD 2024

After a full day of relevant information about the market, the most important aspects of modern marketing and exciting discussion rounds, the motto of the evening is:
The spotlight is on!

Which personalities from the national and international wine world will receive the coveted Meininger Award in 2024?

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.

Extra for all
participants:
Invitation to
the Meininger Award
also on
09 March 2024
Included

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

Robert Joseph is the award-winning author of over 25 wine books and lectures on wine marketing at institutes around the world. He is a member of the editorial board of MEININGER'S INTERNATIONAL and a board member of MUNDUS VINI.

**Thomas Knüwer***kpunktnull*

Thomas Knüwer worked as a business and digital journalist for many years and now runs his own consultancy for digital strategies, kpunktnull. He is a passionate marketing and media blogger and is also a wine and food podcaster with his show Völlerei & Leberschmerz.

**Ed Prinz***DTL Austria & loob.io*

Ed Prinz heads the non-profit organisation DLT Austria (Austrian Association for Distributed Ledger Technologies), which supports and networks players in the blockchain sector. Prinz is also the co-founder of the NFT platform loob.io, on which digital assets are traded.

**Prof. Simone Loose***Institute for Wine and Beverage
Management, Hochschule Geisenheim
University*

Since taking over as Head of the Institute in 2015, Simone Loose has established it as a major research address, both nationally and internationally. Mapping current market developments is one of her main areas of research, along with economic sustainability.

**Hans-Christian Boos***arago*

Hans-Christian Boos is one of the leading European authorities on the topics of digitalization and artificial intelligence. He was a member of the German government's Digital Council under Angela Merkel, and is founder of arago GmbH – a pioneer of AI for industrial applications – and consultant, author and podcaster on strategic digital topics.

**Félix Solís Ramos***Félix Solís Avantis*

Félix Solís Ramos is the International Commercial Director of Spain's second largest wine company, FélixSolís Avantis, which recently made major investments in cellar technology. He has experience in large-scale distribution for international companies and holds a degree in Economics and Business Administration from the Autonomous University of Madrid and an MBA from IESE in Barcelona.

**Katerina Axelsson***Tastry*

Katerina Axelsson is the founder and CEO of Tastry, a sensory science company that aims to revolutionize wine production and to redefine the wine buying journey by merging advanced AI, machine learning and chemistry with rich consumer data. Founded in 2016, Tastry has provided solutions for over 200 wineries, distributors and retailers across the United States.

**Johannes Nielsen***Sommelier.bot*

Johannes started his career with a food sales apprenticeship at KaDeWe in Berlin before emigrating to California to become a vineyard worker and cellar rat. He then moved to New York City to work in America's oldest wine store. After earning an MBA from Yale University he returned to Europe to launch several companies, plus an AI sommelier.

**Anthony Aubert and
Jean-Charles Mathieu***Aubert & Mathieu*

Aubert & Mathieu is the story of two friends, Anthony Aubert and Jean-Charles Mathieu, who met at school. They started their wine business journey with their first wine from Languedoc in March 2019. Their company is completely carbon neutral and B-Corp Certified – and technology friendly. They see themselves as part of the new French generation of winemakers.

**Konstantin Baum MW**

Konstantin is Germany's youngest Master of Wine, an entrepreneur, and an educator. He runs the innovative online retail company baumselection.com, importing artisanal wines and distributing them throughout Europe. His YouTube channel is one of the biggest wine channels in the world with more than 145,000 subscribers and he communicates regularly with his 40,000 followers on Instagram.

