

PRE-PROGRAMs

1) 21.-22. 11.2024 for 25 Alumni in the overall program: The US Wine Market Program

In English language, only presential mode, no livestream, free of charge, no catering included (Mensa is open, self-payment). Please register with Isabel Kottmann by October 21, 2024 at the latest. First come, first serve: isabel.kottmann@hs-gm.de

21.11.2024

- 10 am: Welcome & opening session (Isabel Kottmann)
- 10:30-13:00: Overview of The US Wine Market (Steve Melchiskey)
- 13-14:30: Lunch break
- 14.30-17:30: Nicolas Langer (Robert Weil estate) on export of German wines to the US
- Workshop with Steve Melchiskey on US consumer preferences and key success factors for producers

22.11.2024

- 10-12.00: Washington State/Ste. Michelle (Philippe Hooij, Ste. Michelle Wine Estates & Steve Melchiskey)
- 12-13:00: Lunch Break
- 13.00-13.45: Keynote Speech (Steve Melchiskey) on the Future of the US wine market
- 14.00-16.30 Uhr: Masterclass California Wines, Konstantin Baum, MW
- 16.45-17.00: Presentation of Certificates (honoring the participants of the full program)

2) 22.11.2014 13:00 Steve Melchiskey and Masterclass California Wines Konstantin Baum, MW

The keynote speech by Steve Melchiskey and the masterclass with Konstantin Baum MW offer more space - but since a tasting is planned as part of the masterclass, for which sufficient samples must be organized in good time, please also register for this with Isabel Kottmann at isabel.kottmann@hs-gm.de by 21 October 2024.

Let's celebrate

