

2021 TEXAS WINE & GRAPE VIRTUAL CONFERENCE

[Register Here](#)

Business/Marketing Management Sessions Wednesday, March 3, 2021

9 - 10:30 am

Increase Cash Flow with Tax Credits and Incentives

Vineyards and wineries can leverage a variety of tax credits and incentives to create cash flow. Many of these credits and incentives can save significant amounts of money, allowing business owners to take that money and reinvest it back into the business. In many cases, if you discover that you qualify for certain credits and incentives after the fact, you can go back over a period of years and amend tax returns to take advantage of them retroactively.

Presenters:

Alex Cotter, Tax Manager, Moss Adams
Kirk Faris, Tax Senior Manager, Moss Adams
Daniel Kemp, Tax Manager, Moss Adams

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11:00 am - 12:30 pm

Growing Revenue and Generating Profits in a Pandemic

Many wineries leave money on the table by misunderstanding the value of their wines, services and locations. By entering your premise or buying your wines, customers want an enjoyable (shared) experience and are willing to pay for it. Why not add some perks to enhance the experience and add to the spend? This session assists in identifying and understanding the value of all their offerings to generate profits, even in a pandemic!

Presenter:

Steve Patterson, Owner, Clarity Finance & Advisory Services

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Business/Marketing Management Sessions Wednesday, March 3, 2021

1:00 - 2:30 pm

Nobody Ever Said, "Let's Try the Boring One!"

Wine branding strategy has reached a point where marketing and merchandising play as an important a role as the product itself. Wine labels are your brand and your billboard, influencing a consumer's purchasing behavior. It is the first contact you have with your customer, and the more unique and appealing the label design, the higher the chance of it being purchased.

Presenter: Sara Nelson, Sara Nelson Design

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Business/Marketing Management Sessions **Wednesday, March 3, 2021**

3 - 4:30 pm

Traceability for the Future of Wine: How Technology Will be Used to Build Trust with Consumers in a New COVID climate.

The wine industry has been slowly being challenged by digitalization for the past few years- COVID 19 has brought that challenge to the forefront. The pandemic has disrupted wine distribution channels globally due to the extensive closure and restrictions on taprooms, hotels, restaurants and hospitality businesses across the world. Meanwhile there has been an abrupt change in the purchasing behavior of consumers, who have become dependent on buying wine at food retailers as well as online – two trends that are set to continue. These new trends and challenges point to price increases, new monetization strategies, and a shift to more digital interactions for customers. All of which demand a response from wineries and grape growers. In this session we will discuss the impacts of COVID-19 on wineries and tasting rooms, discuss how blockchain technology is being used to share stories of vineyards and brands with consumers, and what steps you can take to build trust in and motivate your customer base.

Presenter:

Brett Gray, Digital Transformation Manager, DNV GL
