

2021 TEXAS WINE & GRAPE VIRTUAL CONFERENCE

Tasting Room Sessions Tuesday, March 2, 2021

9 - 10:30 am

US Wine Consumption Trends: Pre, During and Post COVID

The presentation will provide the results of the US-based survey designed to assess consumer wine behavior trends during lockdown and afterwards. The Texas wine industry leaders will provide real examples of changes in consumer behavior seen at wineries. Equally important, the presenters will suggest their predictions about consumer changes in 2021 and beyond.

Presenter: Natalia Velikova, Ph.D., Texas Wine Marketing Research Institute

11:00 am - 12:30 pm

Future of Wine Marketing: Capturing the attention of Millennials and Generation Z

We will explore how these two generations are different and how to capture them both with strategic marketing. We will answer which social media platform each generation prefers and how they prefer to be communicated to and shop. Includes wine industry examples along with key takeaways such as marketing tips, tactics, and tools you can actually use.

Presenter: Becca Ritz, Bauerhaus Design

2021 TEXAS WINE & GRAPE VIRTUAL CONFERENCE

Tasting Room Management Sessions Tuesday March 2, 2021

1 – 2:30 pm

Best Practices for Virtual Tastings and Wine Clubs - vis-a-vis COVID

A panel discussion with Texas wineries who pivoted quickly and expertly when their Tasting Rooms were shut down only to be able to reopen with limited capacity under new food and beverage rules. Hear how these Tasting Room owners and managers engaged in a 'new normal' to keep their brands front and center, their customers engaged, and their bottom line healthy.

Panelists:

Rebecca Nelson, Becker Vineyards / Ron Yates, Spicewood Vineyards / Eduar Lamprea, Lost Oak Winery / Susan Johnson, Texas Heritage Vineyards / Bob Landon, Landon Winery

Moderator

Carl W Hudson, Ph.D., C.S.W., 4.0 Cellars

2021 TEXAS WINE & GRAPE VIRTUAL CONFERENCE

Tasting Room Management Sessions Tuesday March 2, 2021

3– 4:30 pm

Tasting Room Staff to Tell Your Story and Sell Your Wines

Training, evaluating, and managing tasting room staff are important to a successful winery tasting room. This presentation will address a number training components that will enhance tasting room staff performance and develop the art of storytelling, a key part of a winery's marketing and customer experience package.

Presenters:

Carl W Hudson, Ph.D., C.S.W., 4.0 Cellars

Amie Nemec , Sommelier, Educator & Founder of Perspective Cellars
