

# INTERNATIONAL WINE BUSINESS MANAGEMENT

GLOBAL MARKETS OVERVIEW, PRINCIPAL TOOLS  
AND KEY TO SUCCESS

**From April 7 to 11, 2025**

*This course is delivered in English*

07 – 11 April 2025

# INTERNATIONAL WINE BUSINESS MANAGEMENT

Introduction to the principles of international wine business management including: global markets overview, principal tools and key to success.

## CONTENTS

### Day 1 - Introduction

- Overview of the global wine business trends
- Domestic vs Exports? A matter of balance.
- Optimizing Business Profits and Minimizing Investments
- Building a realistic Exports plan

### Day 2 - Are you "Exports ready"

- International Wine Logistics & Shipping
- Packing and securing your wines
- Payment options and insurance
- Risk management
- Distributor incentive strategies

### Day 3 - Communicating in a global market

- Latest trends in global digital wine business
- Adapting Digital Strategies to the different winery business models
- Analysis of success and failure experiences in digital marketing
- Digital strategies applied to B2C and B2B practice

### Day 4 - Understanding Global Wine Distribution

- International wine distribution overview
- The Main Distribution systems: The major State Monopolies, the Three Tier System, and the Free distribution models (Mexico, Brazil, India, China, etc...)
- Focus on the most important and competitive market in the world, The United States of America. Understanding its distribution system and secrets, comprehend all legal aspects, establish pricing strategy, followed by cases studies, examples and practical exercises

### Day 5 - Practicing on the Field

- Education field trip to one Château. Interview with the owner/manager to learn about its marketing strategy, problems, etc.
- Suggesting improvements to the wineries

4,5 days, total duration: 30 hours, day 1 from 2pm to 6pm, days 2, 3, 4 and 5 from 9am to 5pm

## SPEAKERS

Daniel MENACHO  
Wine Business Educator, Wine Business MBA Program Director and Consultant with several French and international wineries.  
(and some guest speakers)

## CONTACT

*Daniel MENACHO,  
Wine Business Educator  
direction@dmbconsulting.fr*

## REGISTRATION

*Department for Continuing  
Education  
formco@agro-bordeaux.fr  
+33 (0)5 57 35 86 28*

## WHO IS IT FOR ?

Students, winemakers, vineyard managers, wine technicians, sellers in the wine sector.

## MORE INFORMATION

formco@agro-bordeaux.fr

## ACCOMMODATION

Participants will have to book and pay for their own accommodation. We will provide a list of nearby hotels.

## TRAINING LOCATION

Bordeaux Sciences Agro: Rue de Compostelle in PESSAC

## FEES

2700 €\*, including 4 lunches, bus transport for field trip.

\*Net price : Not subject to VAT for this type of training provision

**A minimum of 8 participants is required to open this course.**

As a public institution under the authority of the French Ministry of Agriculture, Bordeaux Sciences Agro collaborates with various institutions in France and abroad through a network of higher agronomic institutes and has developed close partnerships with the university and scientific campuses in Bordeaux (the University of Bordeaux, IPB, INRA, CNRS, INSERM, IRSTEA, etc.).

For 60 years, Bordeaux Sciences Agro has been able to forge privileged relationships with wine companies. These ties supplement the courses taught by the school by helping increase the professionalism of the curriculum and by fostering the future professional careers of the graduates by ensuring that the courses are suited to the real world.

## MORE INFORMATION

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# INTERNATIONAL WINE BUSINESS MANAGEMENT - **REGISTRATION FORM 2025**

For online registration please visit [this link](#)

YOUR PERSONAL AND CONTACT DETAILS	
First name (s)	
Last name	
Official name (as it appears on your passport/national identity card)	
Title (eg Mr, Ms, Dr, Prof, etc)	Gender:    Male <input type="checkbox"/> Female <input type="checkbox"/>
Position / Job Title	Company name
Nationality	Country of residence
Permanent home address (street address, town/city, county/state, postcode)	
Email	Phone number (include full country and area code)

CURRENT EDUCATION AND TRAINING
<p>please list any courses you have completed or in which you are currently enrolled in the table below</p> <p><i>Course name – Institution - State/Country – Year(s)</i></p>

DO YOU REQUIRE ASSISTANCE BECAUSE OF A DISABILITY, IMPAIRMENT OR LONG TERM CONDITION FROM A TEACHER/CONSULTANT FOR STUDENTS WITH DISABILITIES? IF YES, PLEASE SPECIFY.

COST OF COURSE - <i>Will course costs be covered by your employer? If so, please complete the table below.</i>			
Company name			
Address			
Phone number	website	Email	

TERMS AND CONDITIONS
<ol style="list-style-type: none"><li>1. The number of participants is limited; enrollments will be processed on a first-come/first- served basis.</li><li>2. Registration will be validated after confirmation of your payment.</li><li>3. Information collected via this application form will be kept in a secure manner and used only in the framework of the current registration process.</li></ol>