

# International Wine Business Management

Global markets overviews, principal tools and keys to success



## About the School

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, INRAe, CNRS, INSERM, 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.

## Goals of the training

Introduction to the principles of international Wine Business Management including:

- global markets overview
- principal tools and key to success

## Who is it for?

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

## Speakers

- > **Daniel Menacho**  
Wine Business Educator, Wine Business MBA Program Director and Consultant with several French and international wineries.
- > Some guest speakers



# Content of the training

## ● 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

## ● 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...)
- 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

# Contact and Registration

**Daniel Menacho**

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**Department for Continuing Education**

[formco@agro-bordeaux.fr](mailto:formco@agro-bordeaux.fr)

# Practical informations

## Duration

**4,5 days (30 hours)**

Day 1 from 2pm to 6pm,

Days 2, 3, 4 and 5 from 9am to 5pm

## 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, Gradignan

## Terms and conditions

- > The number of participants is limited; enrollments will be processed on a first-come/first- served basis.
- > Registration will be validated after confirmation of your payment.
- > Information collected via this application form will be kept in a secure manner and used only in the framework of the current registration process.

## Fees

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

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

## Min-max participants

A minimum of 8 participants is required to open this course



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