



# FINE MINDS 4 FINE WINES

FROM HOME \ JULY 8-10TH 2020

*Because we need those conversations more than ever  
Because we need to combine experiences and promote solutions  
Because incredible things happen when we get together  
Because it's time to lead the way*

# FM4FW FROM HOME

For the last three years, FM4FW has been exploring the major shifts around us. “Disruption” has become a common word, describing the rapid changes in the world and in the Fine Wine Ecosystem, due to pressures from regulations, technology, climate change, or generational shifts.

And then came Covid-19, and the very nature of disruption changed.

Now more than ever, global challenges need to be addressed collectively and we need to harness the power of fine minds coming together.

Incredible things happen when we come together – whether it’s online or off.

That’s why we’re launching FM4FW from Home.

**“The most influential group  
within the fine wine world”**

*Will Harlan, Promontory*

**“Forget Davos, because  
wine now has a high-level  
gathering of its own.”**

*Felicity Carter,  
Wine Business International*

# FM4FW FROM HOME

*By Invitation only -*

*15+ countries represented*

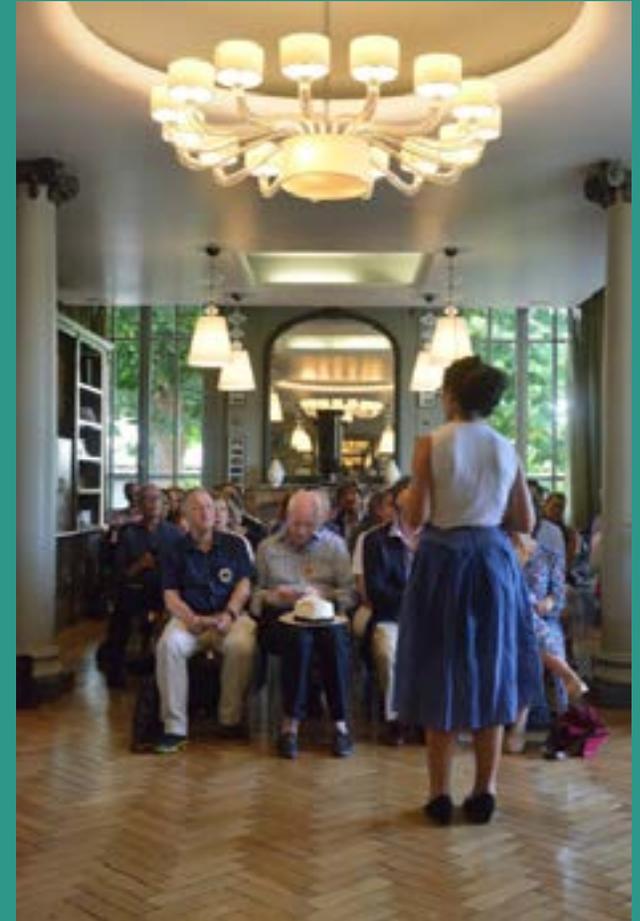
*5 tracks*

*14 International roundtables*

*7 keynote talks*

*1 global Open Session*

*3 days of Insights – From  
Thoughts to Action*



**“FM4FW delved into just about every  
important wine issue”**

*Elin McCoy, Bloomberg*

**“We come back every year with new  
ideas and new ways to look at our  
winery, FM4FW is an incredible  
source of inspiration”**

*Bruno Le Breton, BLB Vignobles*

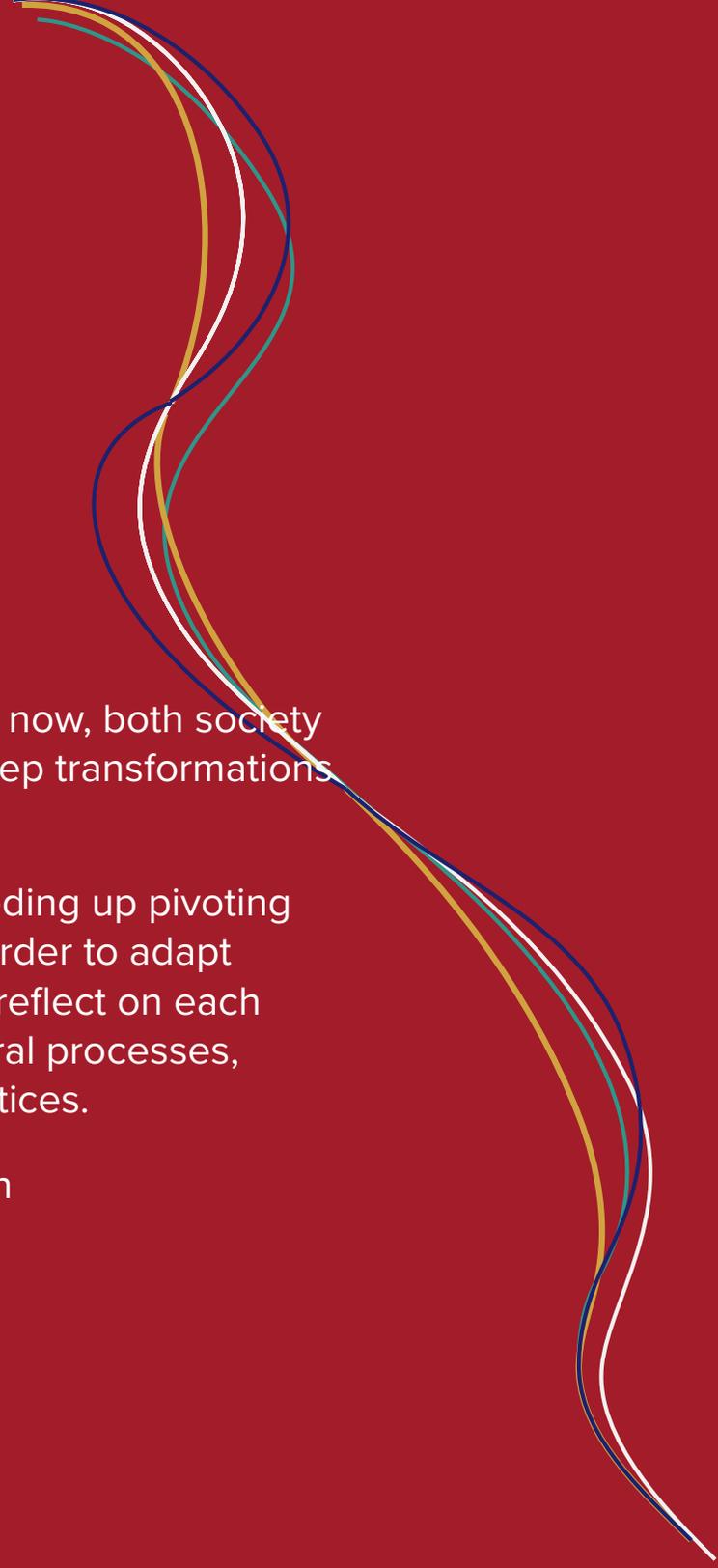
# FM4FW FROM HOME

Uncertainty and change didn't start with Covid-19. For several years now, both society as a whole and the Fine Wine ecosystem have been engaged in deep transformations – including to the rules of international trade.

But the current situation is increasing the pace of that change, speeding up pivoting strategies, reinforcing burgeoning trends, straining imbalances. In order to adapt and thrive today and tomorrow, the Fine Wine ecosystem needs to reflect on each of its building blocks, from production to distribution, from agricultural processes, philosophical and cultural abstracts to business and marketing practices.

5 tracks – 14 roundtables – 5 Keynote talks – 1 Global Open Session

*Join the conversation*





# Track 1: Changing Societies

*A deeper look into the new paradigms appearing through Western societies, shaping a new social framework for Fine Wine*

**Roundtable: The future of education and skills – Teaching Fine Wine in an online, global, diverse world.**

What does the current crisis mean for Fine Wine education? A conversation on the changing mindset, goals and tools needed to lead Fine Wine education.

**In Conversation: Building a future-proof healthcare system for a world post Covid With Professor David Heymann, London School of Hygiene & Tropical Medicine**

Health and risk management will certainly dictate the next few months of our life, and surely longer, with an impact on global business and the Fine Wine trade. How is the world of health planning ahead?

**In Conversation: Transmission – Thriving through generational shifts – With Bill & Will Harlan, proprietors, Harlan Estate & Promontory**

Bill & Will Harlan open their photo albums to discuss their evolving relationship through Harlan Estate's and Promontory's milestones. As Will prepares to take over from his dad, they will share with us the next steps of their 200-year plan.

## Track 2: Natural and Human Resources

*A global case study sharing best practices for accelerating the implementation of environmental and social objectives.*

**Roundtable: Sustainability 2.0 – Implementing the next phases of environmental and social practices.**

Sustainability version 1.0 has been instrumental in helping the Fine Wine world take stock of their environmental and social impact. As the world adapts to a New Normal, our window to act meaningfully on climate change is closing quickly. Discussions on the next steps.

**In Conversation: Acting now, Thinking long term – Managing sustainability through the crisis, with Philippe Schaus, CEO, Moët Hennessy**

Moët Hennessy has been one of the big players spearheading immediate actions through the Covid 19, adapting some of its production facilities to respond to the crisis. Philippe Schaus discusses how these measures were undertaken and how they fit into the company's larger sustainability plan.





## Track 3: Access to Market

*A review of key factors dramatically changing the global trade environment, and their impact on Fine Wine's capacity to access established and developing markets.*

### **Roundtable: Gate Keepers & Middlemen – Creating Value throughout the Supply Chain**

The constriction of distribution channels has meant a large shift towards DTC. Though wineries are likely to maintain a larger share of DTC compared to a pre-Covid world, it is unlikely that most wineries will be able to rely only on this channel. More than ever, it is vital to re-think the value of every link of the supply chain.

### **Roundtable: Cutting through the Online Noise – How to Promote Quality**

In a matter of weeks, Fine Wine lost valuable routes to market and was forced to moved online. The increase in digital wine content is tremendous. How to cut through the noise in this new paradigm? Are provenance, appellation or certification still relevant to promoting quality in this new framework?

### **In Conversation: The Silent Hand of the Market: Regulation, Trade and Tariffs, Dr Robin Niblett and Ambassador Anthony Gardner**

Addressing the major changes in international trade, geopolitics and local regulations.



## Track 5: The Fine Wine Consumer

*A long-term research studying Fine Wine consumers and addressing the latest changes in behaviour*

### Roundtable: Experience & Fine Wine – Creating the Unforgettable

Looking at the future of entertainment, leisure, experience and oenotourism in a post-Covid world

### In Conversation: The Future of Hospitality – With Marc Almert, ASI Best Sommelier of the World 2019, Head Sommelier, Baur au Lac, Switzerland

Marc Almert opens the doors of the 5-star Swiss Hotel Baur au Lac. He shares his vision of the role of the Sommelier and how he wishes to contribute to a whole new world of hospitality.

### Roundtable: The Future of Fine Wine Packaging

A what-if exercise to explore what packaging could look like for Fine Wine in the near future

### In Conversation: Writing for the New York Times – With Eric Asimov, Wine Critic, The New York Times.

Eric Asimov takes us into his personal journey at the New York Times. Going down memory lane, he shares some key recollections and explore how this iconic newspaper and its global culture has influenced the way he writes and perceives wine.

# Track 4: Digital Economy and Transformative Technology

*Exploring the complex relationship between Fine wine and technology and its place within the digital economy.*

**Roundtable: Comparative Study: leading Luxury Brands through the Digital Economy.**

What it means to go digital for leading brands in Fine Wine, fashion, jewelry, and hospitality.



# THEY TELL OUR STORY

Jancis Robinson  
JancisRobinson.com

THE WORLD OF  
**FINE**  
**WINE**

**Decanter**

**LE FIGARO**

**Forbes**

**Bloomberg**

MEININGER'S  
**WINE BUSINESS**  
**INTERNATIONAL**

# WITH GRATITUDE FOR THE PARTNERS WHO SUPPORT US THROUGH THESE DISRUPTED TIMES



Moët Hennessy



Ste Michelle  
WINE ESTATES

5 FORESTS  
*we help wineries grow*



CHÊNE BLEU



MESTREZAT  
GRANDS CRUS  
- 1815 -



SONOMA  
COUNTY  
WINEGROWERS



NONNI  
STRATEGIC  
MARKETING



# FINE MINDS 4 FINE WINES

FROM HOME \ JULY 8-10TH 2020

*For more information, contact:*

*Pauline Vicard*

*[pauline@fm4fw.org](mailto:pauline@fm4fw.org)*

