



WINE  
SUMMIT  
CASCAIS'17

# MUST

FERMENTING  
IDEAS

## INTRODUCTION

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# WINE AS KICK STARTER FOR THE WORLD ECONOMY

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Cascais, Lisbon is welcoming MUST - Fermenting Ideas, the first Wine Summit.

Top world speakers and trend setters will be in Portugal, in June 7, 8 and 9, at the lovely venue of Centro de Congressos do Estoril, converting it into a meeting point for debating the sector and its ideas, trends and problems, opportunities and challenges. A space of excellence and learning totally dedicated to wine.

It is a global summit aiming at covering international wine related topics and all sessions will be in English.

Registrations are exclusively made online at [www.mustfermentingideas.com](http://www.mustfermentingideas.com)

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# THIS EVENT WILL ATTRACT THE MOST RELEVANT INTERNATIONAL AUTHORITIES AND TREND SETTERS

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For three consecutive days, speakers will be presenting and debating new trends and views or divergent perspectives for topics that we see as essential to the future of wine.

We rarely have the opportunity and often forget the importance of being in a live face-to-face setting with others from the international wine scene. We know that debating ideas always result in better knowledge and more skilful decisions and MUST - Fermenting Ideas will offer this opportunity to share new ideas and discuss new wine trends with fellow professionals.

The extensive programme cautiously set up will promote debate in plenary sessions as well as in presentations and workshops with some of the world's most respected experts bringing together all participants of the industry, coming from USA, Canada, Austria, South Africa, China and UK.

MUST - Fermenting Ideas is a professional Summit but it is open to all participants that wish to register.

## PROGRAMME

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### FROM EARTH TO YOU

- Can English sparkling wine win out over Champagne?
  - High altitude vineyards – here to stay or just a fad?
  - Old but unknown grapes – new opportunities and rising stars
  - We all know these grape varieties, but when will they gain widespread international recognition?
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### WINE TOURISM

- Wine tourism, salvation or doom for some of the most famous wine regions?
  - Is wine tourism turning wine regions into a Disneyland sort of attraction?
  - Wine Tourism – It's not just about visiting wineries.
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### WINE MARKETING & COMMUNICATION (R)EVOLUTION

- Is there any space left for the traditional and specialized wine press as we know it today?
  - Communication strategies – how should we talk about wine both with millennial and with long time consumers?
  - What sort of media support should we use to market wine? How can we communicate about wine?
  - Can European wine regions survive the international grape invasion?
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### NEW CONSUMER TRENDS

- What on Earth is Natural wine?
  - Are we talking about Natural in the cellar or at the vineyard?
  - France seems to be losing ground to other wine nations.
  - Is that because French lingo is too confusing?
  - Wine education. Why bother?
  - Is Asia redefining wine styles?
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### WINE BUSINESS

- Do fortified wines still have a place in the modern world?
  - The overwhelming diversity of Chinese terroir – many worlds within one wine country
  - Eastern Europe – a new world to come?
  - Will Canada ever become known for producing anything other than Ice Wine?
  - Brazil – a sleeping giant or a sparkling wine paradise?
  - Wine trade shows in the near future – what to expect and how to adapt?
  - Going mutual in the wine world. Does the future of winemaking, retail and event organizing lie in the hands of associations?
  - Adapt or die – innovative ways to promote and sell wine
  - online
  - Wine contests and long-term commitment – how can they change the way we make or sell wine?
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## SPEAKERS

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### **ALICE FEIRING**

Alice Feiring is an internationally known author, journalist, wine consultant and authority and a leader in the international debate on wine made naturally. Feiring groundbreaking book on authentic wine, *The Battle for Wine and Love* (2008) and *Naked Wine* (2011) is available in several languages. Alice Feiring is frequently cited as one of the world's best wine blogs by such magazines as *Food & Wine* and *Forbes*. In 2013 she was cited as *Imbibe Magazine's* wine person of the year. In 2011, she was named on-line writer of the year for that blog by the Louis Roederer International Wine Writer Awards. She is a recipient of the James Beard Award for her wine journalism.



### **FELICITY CARTER**

Felicity Carter is editor-in-chief of *Meininger's Wine Business International*, the world's only global, English language wine business magazine. Published in Germany, it has subscribers in more than 40 countries. A wine judge, Felicity has judged in Portugal, Germany, Bordeaux, Brussels and Georgia, and in 2015 formed part of the 'empowerment of women in wine' panel for Wines of Argentina. Felicity is a regular speaker at international wine events. Before taking her current position, she wrote for major Australian publications, including *The Sydney Morning Herald*. Prior to her journalism career, she was a senior copywriter in blue chip advertising agencies.



### **JAMIE GOODE**

Jamie Goode is a London-based winewriter who is currently wine columnist with UK national newspaper *The Sunday Express*. As well as writing he also lectures and judges wine. He won the 2007 Glenfiddich Wine Writer of the year award, and contributes regularly to a range of publications including *The World of Fine Wine*, *Noble Rot*, *Wine and Spirits* (USA). Jamie has also made numerous presentations and lectures, conducted many tastings and is an established wine judge. He was one of the organizers for the International Sparkling Wine Symposium (March 2009, November 2011, November 2013). Jamie came to wine writing by a rather convoluted route, via a PhD in plant biology and several years of working as a book editor, before he began publishing *wineanorak.com*, which is now one of the leading wine websites.

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**MORE SPEAKERS TO BE ANNOUNCED SOON**

## SPEAKERS

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### MARIETTE DU TOIT-HELMBOLD

Before founding Destinate, Mariëtte was CEO of Cape Town Tourism for close to 10 years, and has more than eighteen years' practical tourism and marketing experience. Under her leadership, Cape Town Tourism won critical acclaim as a Destination Marketing Organisation (DMO), trail-blazing at the helm of one of the world's fastest-growing industries. Under her guidance, Cape Town Tourism was recognised formally by the United Nations World Tourism Organisation (UNWTO) for its "world best-practice tourism organisational model and innovative initiatives in destination marketing".



### MICHELLE BOUFFARD

Michelle is a certified sommelier, she also holds the WSET diploma and is a certified WSET educator, teaching the program across Canada in both French and English. From 2003 till 2015 she was the co-owner of house wine, a Vancouver based company specializing in cellar management, trade events as well as public and corporate tastings. Educating sommeliers has always been a passion for Michelle and in 2014 she founded the BC Chapter of the Canadian Association of Professional Sommeliers and is the President of the board. Michelle writes for multiple publications including EAT, Exquis, My Vitamin Daily and My Wine Canada. She is a regular on CBC radio and television. Last summer she was part of the Par Ici l'été TV show on Radio-Canada. Her expertise leads her to speak at conferences for the public and the trade as well as judging at multiple international wine competitions.



### PAUL SYMINGTON

Paul Symington serves as Chairman of Symington Family Estates, a fourth generation Port producer that holds some of the most prestigious brands in the trade such as Graham's, Dow's, Warre's, Quinta do Vesúvio and Cockburn's. The Symington family keeps a small share at Madeira Wine Company. Paul Symington was elected Man of the year by the prestigious Decanter magazine.

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### RICHARD HALSTEAD

Richard is co-founder and COO at Wine Intelligence. He leads the company's strategy practice and works closely with multinational clients on product development, branding and routes to market projects. Richard's early working life was spent in business journalism, including spells as a staff writer on the Independent on Sunday and the Mail on Sunday. After taking his MBA, Richard entered the world of wine when he was appointed the first Business Development Manager of Virgin Wines shortly after its launch. Today Richard is in demand as a speaker, writer and lecturer. He is a regular on the international conference circuit, and writes for Australia's Wine Business Monthly magazine, the Bordeaux Wine MBA programme, the OIV Masters programme, and the Masters in Wine Business.



### STEPHEN LI

Stephen Li lived and worked in Manchester and London for several years. After finishing his WSET Diploma courses he went into wine education knowing that it's both time and energy consuming. He started his own company in China. As a neutral educational institution our aim is to teach Chinese consumers the ways that wine is a multi-dimensional and cultural beverage. Stephen Li, China's leading wine educator and a Master of Wine candidate.



### VICTOR DE LA SERNA

Victor de la Serna Jr. is the present Head of International Relations and Deputy Editor of the El Mundo newspaper, for which he also works as a food critic. During his extensive career as a food writer, Víctor de la Serna has witnessed, first-hand, the greatest moments of French and Central European cuisine and the development of Spanish cooking from the flourishing of Basque New Cuisine to the Ferran Adrià-led avant-garde revolution. These days, as well as writer and critic, De la Serna is a cellarman. He owns a wine cellar and several acres of vineyard in the Cuenca province (Castile-La Mancha) where he produces Finca Sandoval wines. Víctor de la Serna is also invited to write opinion columns and reports for international media, for example, the British magazine Decanter.

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## COMMERCIAL PARTNERS

MUST - Fermenting Ideas is an event that aims to gather the world of wine all in the same venue.

We have created environments for small innovative companies and tech projects.

We will have Wine Bars where producers of various countries can have their wines present.

The organization conceived different levels of sponsorship to make this Wine Summit to be a hallmark for anyone participating.

For more information, please contact the commercial team.

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## INSTITUTIONAL SPONSORS



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## PROMOTERS



Paulo Salvador is a journalist, presenter and Executive Editor of Portuguese television channel TVI. He has a long and prestigious career in television, radio and print media. He is a well-known personality and food enthusiast who has won many awards in this field.  
[paulosalvador@mustfermentingideas.com](mailto:paulosalvador@mustfermentingideas.com)



Rui Falcão is one of the most respected wine critics in Portugal. He is a consultant, and a columnist for both the Público newspaper and Wine magazine. He is a writer and speaker and is well-known for his expertise in international wine markets.  
[ruifalcao@mustfermentingideas.com](mailto:ruifalcao@mustfermentingideas.com)

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## CONTACTS

Commercial Contact:

[commercial@mustfermentingideas.com](mailto:commercial@mustfermentingideas.com)

General Contact:

[info@mustfermentingideas.com](mailto:info@mustfermentingideas.com)

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