



# UC DAVIS WINE MARKETING PROGRAM

## SAMPLE AGENDA

### UNCORK THE KNOWLEDGE FOR WINE MARKETING SUCCESS

This week-long course covers how to effectively brand, market and sell wine in the U.S. Gain practical insight and confidence to launch a new brand or revive an existing one.

- Learn from industry experts with a record of success
- Expand your network
- Gain tools and tips for small and large wineries, direct-to-consumer or three-tier distribution

Enroll at [cpe.ucdavis.edu/winemarketing](https://cpe.ucdavis.edu/winemarketing)

**UCDAVIS**

Continuing and Professional Education

**JULY 21-25, 2025**

**ONLINE AND ON  
CAMPUS**

\$1,650 for the full  
program or \$375 per  
day

### Instructors

Theresa Sanchez, MBA, has over 20 years of experience launching million-dollar brands across the globe as well as successfully designing and optimizing business processes.

Alison Crow, MBA, is the vice president of winemaking at Plata Wine Partners, LLC

# SAMPLE AGENDA

(This is a sample agenda based on the 2024 program. This document will be updated once the 2025 agenda has been finalized.)

## Monday, July 21

Online Only

### Overview of the U.S. Wine Industry & Market

8:00 AM	<b>Introductions and Navigating Class Tools</b> Christian Miller, Proprietor, Full Glass Research, Theresa Sanchez, CEO DiVine Selection, Alison Crowe, Partner and VP of Winemaking, Plata Wine Partners
8:45 AM	<b>Definitions and Concepts in the U.S. Wine Industry, Part 1</b> Alison Crowe
9:15 AM	<b>Regulation &amp; Licensing: Who can sell wine and how?</b> John Trinidad, Attorney, Dickenson, Peatman & Fogarty LLC
10:30 AM	<b>BREAK</b>
10:45 AM	<b>How to Market and Distribute Legally: Trade Restrictions &amp; The 3 Tier System</b> Carrie Bonnington, Partner & Ashley Cowgill, Senior Associate at Pillsbury Winthrop Shaw
12:00 PM	<b>LUNCH</b>
1:15 PM	<b>History and Geography of Wine in the U.S. (Pre-Recording)</b> Jim Lapsley, PhD, Course Founder
2:00 PM	<b>Definitions and Concepts in the U.S. Wine Industry Part 2</b> Theresa Sanchez
2:00 PM	<b>BREAK</b>
2:15 PM	<b>State of the Industry</b> Jon Moramarco, Managing Partner, BW166
3:15 PM	<b>The Green Market: Organic &amp; Sustainable Methods of Production</b> Allison Jordan, VP Environmental Affairs Wine Institute; Sarah Reed, CCOF Handler Certification Director; Elizabeth Whitlow, Exec. Director, Regenerative Organic Alliance
4:30 PM	<b>Green Wine Online Social</b> Marta Mendonça, Porto Protocol

## Tuesday, July 22

Online Only

### The U.S. Wine Market: Winery and DTC Strategy

8:30 AM	<b>Greetings and Announcements</b> Theresa Sanchez & Alison Crowe
8:45 AM	<b>Custom Crushing &amp; Private Labels</b> Alison Crowe
9:45 AM	<b>Making Your Label Legal: Content and Registration Laws</b> Jeannie Bremer, VP Compliance & Public Policy, The Wine Group
10:30 AM	<b>BREAK</b>
10:45 AM	<b>Managing the Tasting Room</b> Craig Root, President, Visitor Management Resources Julie Elkeshen, Vice President Client Relations
12:00 PM	<b>LUNCH</b>
1:00 PM	<b>Ecommerce for Growing DTC Sales</b> Alicia Rubino, Customer Specialist, Commerce7
2:00 PM	<b>Digital Retail &amp; Website Management</b> Brian Kreck, Principal, Budbreak Creative

<b>3:00 PM</b>	<b>BREAK</b>
<b>3:15 PM</b>	<b>American Wine Consumers</b> Christian Miller
<b>4:00 PM</b>	<b>Package Design</b> Ed Rice, Managing Director, Affinity Creative
<b>5:00 PM</b>	<b>Online Social - The Power of Community Driven Marketing</b> Melissa Lynch, Chief Inspiration Officer, Vinfluent w/ Brand Ambassador: Brian Dean, Wine Ambassador/Sommelier, Dean Creative

## Wednesday, July 23

### The U.S. Wine Market: Marketing

**Hybrid**  
**(Online and In person)**

UC Davis Robert  
Mondavi Institute for  
Wine and Food Science

<b>8:30 AM</b>	<b>Greetings and Announcements/In-person Orientation</b> Christian Miller, Theresa Sanchez, & Alison Crowe
<b>9:00 AM</b>	<b>How do we know what is happening: Finding the Data</b> Christian Miller
<b>10:00 AM</b>	<b>BREAK</b>
<b>10:15 AM</b>	<b>All About Taste: Sensory Science &amp; Consumers</b> Rebecca Bleibaum and Janet Williams, Partners, Dragonfly SCI
<b>11:45 AM</b>	<b>LUNCH</b>
<b>1:00 PM</b>	<b>Wine Media Roundtable</b> Tim McDonald, CSW, Managing Director, Wine Spoken Here Panelists: Wilfred Wong, Chief Storyteller, Wine.com Stacy Briscoe, Managing Editor, Wine Enthusiast & Anthony Mueller, Wine Reviewer, Robert Parker
<b>2:15 PM</b>	<b>Digital Marketing</b> Efrain Barragan, Director of Marketing, Clif Family Winery & Farm
<b>3:00 PM</b>	<b>BREAK</b>
<b>3:15 PM</b>	<b>How Wine Pricing Works</b> Christian Miller
<b>4:15 PM</b>	<b>What People Get Wrong About Marketing Wine in America</b> Paul Wagner, Founder, Balzac Communications & Author
<b>5:00 PM</b>	<b>Tour of UCD Winery, Reception &amp; Tasting</b> <b>Online Social: Virtual Breakout for Online Students</b>

## Thursday, July 24

### The U.S. Wine Market: Distribution

**Hybrid**  
**(Online and In person)**

<b>8:30 AM</b>	<b>Greetings and Announcements</b> Theresa Sanchez & Alison Crowe
<b>8:45 AM</b>	<b>Launching a New Brand</b> Lisa Ehrlich, Proprietor, Cultivated
<b>10:00 AM</b>	<b>BREAK</b>
<b>10:15 AM</b>	<b>Beyond Media Relations: Effective Events, Publicity, &amp; Communications</b> Michelle Erland, Account Director, Colangelo & Partners Maria Calvert, Media Consultant, Colangelo & Partners & Hispanics in Wine
<b>11:15 AM</b>	<b>Working with the Big Distributor</b> Matt Hagel, Proprietor Barrel Shoppe, Veteran Wholesale VP/manager



12:15 PM	<b>LUNCH</b>
1:15 PM	<b>How a Small Producer Can Effectively Navigate the 3-Tier System</b> Bruno Walker, Proprietor, Bruno Walker Wine Services
2:30 PM	<b>BREAK</b>
2:45 PM	<b>How Importers Work in the U.S.</b> Deborah Gray, Proprietor, Bluestone Wine Solutions & author, "How to Import Wine"
4:00 PM	<b>What Exporters Need to Know About Marketing Wine in the U.S.</b> Xavier Barlier, SVP Marketing and Communication, Maisons Marques & Domaines

## Friday, July 25

### The Retail Tier

Hybrid  
(Online and In person)

8:30 AM	<b>Announcements, Questions and Answers</b> Christian Miller, Theresa Sanchez, Alison Crowe
9:00 AM	<b>Retail Sales and Working with Imported Wine</b> Scott Diaz, SVP Global Brand Strategy and Marketing, Demeine Estates
9:45 AM	<b>Success by the Numbers: Data &amp; Sales Management</b> John Collins, COO, Andavi Solutions
10:45 AM	<b>BREAK</b>
11:00 AM	<b>Retailing Fine Wine</b> Gary Fisch, Founder and CEO, Gary's Wine and Marketplace
12:00 PM	<b>LUNCH</b>
1:00 PM	<b>Big Box Retail Sales, Buyers &amp; Trends</b> Darlene O'Neil, Strategic Category Advisor
2:00 PM	<b>On-Premise – Wine Buyers, Wine Lists, Education &amp; New Initiatives</b> Traci Dutton, Manager of Wine & Beverage Studies, Culinary Institute of America
3:15 PM	<b>BREAK</b>
3:30 PM	<b>"Pitch Your Passion" – A Marketing and Sales Presentation Workshop</b> Get feedback from instructors and speakers on your wine projects
5:00 PM	<b>Final Announcements &amp; Last Chance for Questions</b> Christian Miller, Theresa Sanchez

*\*Schedule is subject to change.*



[Learn More](#)

**Contact an Enrollment Coach**

Kristy Craig  
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Schedule a consultation: [calendly.com/kncraig](https://calendly.com/kncraig)