A very succesful Wine Future welcomed hundreds of delegates

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For three days, the city of Coimbra was the world capital of wine with the 4th edition of Wine Future, which took place between 7th and 9th November at the Convento de São Francisco. One of the world's largest wine conferences welcomed hundreds of visitors from 40 nationalities, including speakers, participants, and wine producers. This edition, themed "Breaking Barriers" was co-organized by ViniPortugal, through the Wines of Portugal brand, and Chrand Events.

For Frederico Falcão, President of ViniPortugal," this was a world-class event, where some of the most influential names in the international and national wine sector debated topics such as the challenge of educating younger generations to consume wine in moderation, digital marketing, sustainability, among many other points that made us think over the course of the three days. It was very gratifying to see that those who

visited us left with new lessons that they can apply to their businesses and activities.”

One of the key learning points from the event was the urgency of finding new ways to communicate with existing and potential consumers, moving away from the more formal and prescribed language often used around wine to a more inclusive and welcoming lexicon. Keynote speaker Bruce Dickinson, lead singer of Iron Maiden, gave a particularly inspiring speech highlighting the importance of turning customers into fans.

It was also emphasized that equity and inclusion must be an integral part of the industry and its marketing mix. Communicators, educators, marketers, and wine influencers must learn to establish and develop connections with potential consumers of diverse backgrounds and circumstances to elevate the sector and its economy.

Laura Catena, from the Catena Zapata winery, said: “I was very impressed by the quality of the people who attended the event, the topics of discussion and the amount of business I was able to do”.

Over the course of three days, three wine tastings were held with 485 participants, tasting 36 of the best wines in the world, including a tasting of the best of Portugal, a look at innovators and classics from around the world, and a truly magical tasting of Madeira and Port. In total, 6,200 glasses were used for the tastings.This edition the most inclusive and diverse of all the Wine Future conferences, with participants from Asia, Australasia, Africa, South America, North America, and Europe.

There were speakers and delegates from over 40 countries. “We are extremely pleased with the outcome of this edition, with the excellent presentations and the magnificent tastings in a beautiful venue. I’m convinced that we’ve once again made an impact on the Portuguese and international wine community,”

says Pancho Campo from Chrand Events.

Participants had the opportunity to visit the stands of 36 organizations: Wines of Portugal; Amorim; Câmara Municipal do Porto; Diário de Coimbra; Proenol; Sogrape; Anselmo Mendes; Quinta do Casal; Mouchão; Casa da Passarella; Caves São João; Barbeito; Ramos Pinto; Sogevinus Kopke; Quevedo; Casas Altas / Villa Oeira; New Zealand Fine Wines; Gonzalez Byass; Hill Smith; Balzac; Crédito Agrícola; WOW; Vila Galé (Santa Vitória / Val Moreira); Turismo Porto e Norte; INEGI; Verallia; Wine Future; Bairrada; Turismo Centro Portugal; CVR Beira Interior; CVR Dão; CVR Tejo; CVR Lisboa; Ponto Verde; Robert Joseph.

Green Wine Future 2024

Green Wine Future will be in Miami from the 7 to 9 November 2024 call organized with Florida international University – Chaplin School of Hospitality and Tourism Management. The venue will be the Kovens Conference Center of this prestigious university.

This will be the 10th edition of the Winefuture series, and the event will be dedicated entirely to sustainability, climate change, environmental issues, water resources, regenerative viticulture, carbon footprint, renewable energy, transportation, marketing, and communications in the wine industry.