Breaking barriers: Wine Future 2023 to tackle crucial topics from wine tourism to AI

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Wine Future, the globally acclaimed wine conference, is back with its fourth edition, and this time, **it promises to break barriers and address critical issues facing the wine industry.** Scheduled from November 7 to 9 at the historic Convento de São Francisco in Coimbra, Portugal, this event is set to explore a wide range of topics, from responsible alcohol consumption among the younger generation to the impact of artificial intelligence (AI) on the wine industry. **Co-organized by ViniPortugal and Chrand Events, Wine Future 2023 aims to foster enlightening discussions**, innovative ideas, and provide a platform for wine experts to shape the future of the industry.

The diverse range of topics and the calibre of speakers for this edition of Wine Future have already generated much excitement within the wine industry. The event's theme, "Breaking Barriers," reflects its mission to address significant challenges and opportunities in the world of wine, making it more accessible and relevant to consumers worldwide.

Wine and the younger generation

One of the key issues on the agenda is the responsible consumption of alcohol by the younger generation. As young consumers become increasingly health-conscious and sustainability-focused, the wine industry needs to adapt to their preferences and values. This session will explore ways to engage younger demographics and promote wine as part of a balanced and healthy lifestyle.

Evolution of wine tourism

Wine tourism has seen substantial growth in recent years, with wine enthusiasts seeking unique and immersive experiences at vineyards and wineries. The conference will examine the evolution of wine tourism, discussing new strategies for wineries to attract visitors, create memorable experiences, and maximize their sales in an increasingly uncertain world.

New technologies in wine

The wine industry is not immune to the sweeping technological advancements of the 21st century. With the adoption of AI, automation, and data-driven insights, winemakers and vineyard owners are finding innovative solutions to age-old problems. Attendees can expect to learn about the latest technological advancements that are driving the industry forward.

Portugal’s iconic wines

Portugal boasts a rich winemaking tradition and is celebrated for its unique and iconic wines. Wine Future 2023 will showcase the diversity and excellence of Portuguese wines, shedding light on what makes this nation’s viticultural heritage truly exceptional.

Anticipations for Wine Future 2023

For anyone passionate about wine, the 4th edition of Wine Future is a must-attend event. It promises a unique opportunity to learn, network, and shape the future of the wine industry. Tickets are already available for purchase, and as a media partner of this year’s event, Wine Meridian readers can enjoy an exclusive 15% discount using the promo code MP15WF during checkout.

Final Program

1. Keynote 1: “Educating the new generations on consuming alcohol with moderation and responsibly” – By Max Trejo and moderated by Siobhan Turner MW.
2. Panel 1: “TikTok, Discord, and Paid Influencers – Reaching New Customers” – with Mariano Braga, Emma Bertrand, Georgia Panagopoulou, Simone Roveda, Luke Flunder and moderated by Cristina Mercuri.
3. Panel 2: “Growing Sales in Uncertain Times – New Strategies and Trends” – with Ulf Sjodin MW, Rafael del Rey, Don St. Pierre, João Gomes Da Silva, and Moderated by Dr. Liz Thach MW.
4. Keynote 2: “How should the wine industry work with celebrities and events?” with Paul Schaafsma, and doderated by Richard Siddle.
5. Keynote 3: “From rockstar to businessman” with Bruce Dickinson, and moderated by Joe Roberts & Mike

Wangbikler.

6. Panel 3: “Wine Tourism Evolution – From Cellar Door to Virtual Tours” – with Adrian Bridge, Catherine Leparmentier, Marisah Nieuwoudt, and Moderated by Dr. Michael Cheng.
7. Tasting 1: “Icon & Premium wines of Portugal” – By Dirceu Vianna Jr. MW, and moderated by Frederico Falcao.
8. Panel 4: “Getting to Your Core Story – How to Better Communicate About Your Brand” – with Alder Yarrow, Sonal Holland MW, Megan Greco, Natalie Wang, Ferrán Centelles, and moderated by: Mike Wangbickler.
9. Panel 5: “The Competition is Winning – Learning from and Embracing Ideas from alternative drinks” – with Cristina Miranda, Lulie Halstead, Iram Eren, a Coffe Producer TBC, and moderated by Robert Joseph.
10. Keynote 4: “How and why wine could be the healthiest alcoholic beverage” – By Dr. Laura Catena, and moderated by: Cyril Penn.
11. Tasting 2: “The Magnificent 12” – By Mark Squires and moderated by: Maureen Downey.
12. Panel 6: “Evolve or Die – Embracing Advanced Technologies to Thrive” – with Maureen Downey, Justin Noland, Ian Ford, Antonio Amorim, and moderated by: David Allen MW.
13. Panel 7: “More Inclusive, Less Exclusive – Adopting Diversity, Equity, and Inclusion as an Opportunity” – with Mags Janjo, Queena Wong, Ntsiki Biyela, Bento Amaral, and moderated by: Stephen Wong MW.
14. Tasting 3: “Historic & Legendary Madeira and Porto” – By Richard Mayson.
15. Keynote 5: “The current status of the wine industry” – By Rob Mc Millan and moderated by Paul Mabray.
16. Keynote 7: “The wine industry, world economy and work in the age of artificial intelligence” By Professor Christopher Pissarides.