



Sustainable wine

Presents

The Future of Wine

Is the wine industry ready for sustainability?

**A focused one-day business conference for all involved in wine's production, distribution and...
propaganda.**

Our objective is prioritising debates and discussions, clarifying some of the confusion around what sustainability means and how you put it into practice in the wine industry.

4th November 2019, The Conduit Club, Mayfair, London

Agenda

([Click here](#) for online version and to register)

9.00-9.30

Opening Q&A: Viticultural responses to climate change

Climate change is having an increasingly significant effect on the vineyard and its environment. We'll discuss how viticulturalists can produce grapes more sustainably, and overcome future challenges resulting from our changing climate.

Speakers: Chris Foss, Founder of the Plumpton College Wine Division, ADVICLIM Research Group Partner and Chair of the Wine GB Environmental Sustainability Workgroup

Moderator: Tobias Webb

9.30-10.30

Winemaker Q&As

In this interactive session, leading winemakers will discuss the opportunities and challenges they face in sustainability, what it means, and why it matters. Some of the talking points for discussion will include:

- How do winemakers think climate change is affecting their work today, and what are they doing about it?
- Certification, standards and verification: Where winemakers look for value and insight on sustainability in their vineyards
- The financial impact of sustainability. How do you start to calculate it, fund the work, measure impact and ROI?
- Pesticides: There is much talk about the 'end' of chemicals in the vineyard soon. We'll have a frank discussion about whether this is practical, and even desirable

Speakers:

Basile Tesson, CEO and Winemaker, Château Lafon-Rochet

Tony Milanowski, Winery Manager, Rathfinny Wine Estate

Belén Iácono, Chief Agronomist, Adrianna Vineyard, Catena Zapata

Damien Barton Sartorius, CEO, Château Léoville Barton and Château Langoa Barton

Moderator: Tobias Webb

11.00-12.00

How will consumer and regulatory demand for transparency change the wine sector?

Producers and wine brands in places such as Bordeaux are concerned about future demand. What do younger consumers, Gen X'ers and Millennials (just coming into spending power) want from wine brands? Will sustainability be as significant as terroir, history and even the year, in future? Our group of experts will debate:

- Ingredient labelling for wine. How will it work, and when is it coming?
- At least one leading MW argues that 'radical transparency' may not be that helpful. This session will debate exactly what's set to happen on ingredient and method disclosure in wine.
- Young consumers and the role of sustainability: What will it take to stay relevant and desirable?

Speakers:

Douglas Blyde, Editor, Wine List Confidential, Drinks Columnist, Evening Standard

Tamlyn Currin, Wine Writer, JancisRobinson.com

Anna Chilton, Head of Sustainability, Linton Park Wines (Camellia plc)

David Harvey, Head of London office, Raeburn Fine Wines

Moderator: Richard Bampfield, Master of Wine, retail wine expert

12.00-1.00

The role of retail in driving sustainable change

Supermarkets are already influencing different parts of the wine industry, including production, in a positive way. We will discuss the views of some leading buyers and dive into their programmes.

Some of the talking points for discussion will include:

- Is sustainability a threat or an opportunity for the wine industry? With tight margins outside super premium brands, we'll debate whether risks can truly become opportunities
- How can inexpensive/mass produced wines be made in a sustainable way?
- The role of retail: How can big wine buyers support sustainability programmes up the chain?

Speakers:

Sue Daniels, Winemaker and Senior Technologist, Marks & Spencer

Anne Jones, Partner & Category Manager, Wines, Beers and Spirits Buying, Waitrose & Partners

Tim Field, Head of Sustainability & Trustee of Agricology, Daylesford Organic

Lauren Holman, Head of UK Sales, Château Léoube

Moderator: Tobias Webb

1.00-2.00 Lunch

2.00-2.20

Fair trade Q&A: The Co-operative Group and improving workers lives in South Africa

Speaker: Edward Robinson, Wine Buyer, The Co-operative Group

Moderator: Tobias Webb

2.20-3.35: In the vineyard: Soil / Vine Health / Water

- **Soil health and nutrition: How to make your soil sustainable, all the way down to where it matters**
In this session we'll speak with Ross Barclay-Beuthin, Director, CLOUD AGRO about why sustainable vineyards are about tackling soil by replenishing what's been depleted, further down than many

usually do. We'll look at how this is being done, how to improve soil health overall, and measure progress and impacts.

- **Vine health, sustainability and pruning.** We'll ask Marco Simonit, Co-Founder, Simonit & Sirch, to talk about his views and experience on Vine health and sustainability: How can vineyard managers make changes to how they work with vines to deliver healthier, more robust and resilient vines, that make great wines.
- **Lessons learned in Argentina:** Here we'll speak with Belén Iácono, Chief Agronomist, Adrianna Vineyard, Catena Zapata about what she has learned about managing sustainability in her vineyard
- **Lessons learned in Fronsac:** Sally Evans has created a new boutique vineyard in Saillans on the right bank of Bordeaux. We'll discuss what she's found out about making sustainability work in her vineyard.
- **Lessons learned in Somerset:** Jane Awty, owner of Oatley Vineyard in Somerset, will talk about promoting soil health from perspective of small producer

Speakers:

Ross Barclay-Beuthin, Director, CLOUD AGRO (soil health specialist)

Marco Simonit, Co-Founder, Simonit & Sirch

Belén Iácono, Chief Agronomist, Adrianna Vineyard, Catena Zapata

Sally Evans, owner, Chateau George 7, Fronsac

Jane Awty, owner, Oatley Vineyard, Somerset

Moderator: Tobias Webb

3.35 – 3.50 Break

3.50 - 4.45

Packaging and marketing wine: How to manage changing expectations?

- **Bottle weight:** Is it possible to get a standardised approach that cuts costs and CO2?
- **Standardisation of bottle weight** might be a pipe dream at this stage, but cutting excess weight saves money and has a positive CO2 impact. We will look at the initiatives and business drivers and how it can be done without compromising customer perception and product integrity

Speakers:

Santiago Navarro, CEO & Co-Founder, Garçon Wines

Anne Jones, Partner & Category Manager, Wines, Beers and Spirits Buying, Waitrose & Partners

Alan Neil, Sales Manager, Yealands Wine UK

Oliver Lea, Co-Founder and Managing Director, The BIB Wine Company

Moderator: Richard Bampfield, MW

4.45-5.00

Closing Remarks: The profit potential for the Circular Economy in wine

Speaker: **Peter Lacy, Senior MD, Accenture Strategy, author of "Waste to Wealth"**

Moderator: Tobias Webb