



ISVV
INSTITUT DES SCIENCES
DE LA VIGNE ET DU VIN
BORDEAUX AQUITAINE



**BORDEAUX
SCIENCES
AGRO**

KEDGE
EXECUTIVE EDUCATION

Wine & Business Essentials

From the vineyard to the market

Course goals

- ◇ **Understand wine essentials from the vineyard to the market**
- ◇ Understand how viticultural and winemaking conditions and practices impact wine style
- ◇ Discuss wine quality markers
- ◇ Learn how to taste accurately and to pair food and wines
- ◇ Develop a global view of the market place, the major wine markets and their specificities
- ◇ Understand how to best enter the major export markets and to develop a successful export strategy
- ◇ Examine and discuss major wine marketing tools & wine marketing strategies

Speakers



Marc Greven

Bordeaux Sciences Agro

Ph.D

Research Scientist

Associate Professor



Mark Pygott

KEDGE Business School

Master of Wine

Director of Sniff Wine Ltd

Wine consultant



Georgia Lytra

Bordeaux Sciences Agro

Ph.D

Research Scientist

Associate Professor Enology



Jean-Christophe Barbe

Bordeaux Sciences Agro

Ph.D

Research Scientist

Professor Enology



Cornelis Van Leeuwen

Bordeaux Sciences Agro

Ph.D

Research Scientist

Professor Viticulture

Editor in Chief of

The Open Access Journal



Dr. Marie-Laure Badet

Bordeaux Sciences Agro

Ph.D

Enologist

Consultant Professor,

Associated manager



Jérémy Cukierman

KEDGE Business School

Master of Wine

Director of Kedge Wine & Spirits Academy

Wine Advisor All Nippon Airways

Wine journalist

PROGRAM SNAPSHOT



Bordeaux



5 days



English



Certification



2000€



Eligible CPF

Dates first session: 18-22 Nov 2019

Who should take this course?

Wine company managers/directors, Wine producers, Wine buyers, Export managers, Sales managers, Students, etc.



▶ Viticulture and Winemaking

With Bordeaux Sciences Agro

- Soil and climate as terroir factors
- Viticultural management
- Wine making
- Fermentation process
- Aromatic quality markers
- Wine and wood



▶ Wine Business and Wine Marketing

With KEDGE Business School

- Wine and food pairing
- Overview of the major wine markets:
 - France and Germany
 - UK and USA
 - Scandinavia
- Export strategy
- Wine marketing essentials



✓ **Assessment: MCQ + Open questions + Tasting**

✓ **Each unit will include tastings**



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How to apply?

Contact:

Stéphanie SASSIER-PETIT

wineandspiritsacademy@kedgebs.com

(+33) 556 84 22 00

Bordeaux Sciences Agro

Engineering degree in Viticulture and Enology

Master of Science in

Vineyard and Winery Management (en)

Bachelor in Viticulture and Enology (en)

Short courses in viticulture and enology (en)

1 Cours du Général de Gaulle

33170 Gradignan, France

<https://www.agro-bordeaux.fr/>

KEDGE Business School

Wine and Spirits Academy

Executive Education

13 degree courses

71 certificates

35 short courses

3 campuses

680 Cours de la Libération

33405 Talence, France

<https://executive.kedge.edu/>



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