

# **VINEXPO** AMERICA

**JUNE 24 - 25 2024**

*Press Release*

## **Vinexpo America 2024 Showcases Vinexpo Academy Program Featuring Renowned Industry Leaders**

New York, NY — Thursday, June 20 — [Vinexpo America 2024](#) is pleased to unveil the Vinexpo Academy program, a cornerstone of the tradeshow that promises to deliver an unparalleled educational experience. Featuring a lineup of esteemed industry leaders and experts, the program will offer conferences and masterclasses designed to provide attendees with valuable insights and knowledge from top wine and spirits professionals worldwide. With ten sessions, the program aims to enrich the understanding and expertise of all participants.

Attendees of the Vinexpo Academy will have the unique opportunity to:

- Gain deep insights into current trends and innovations in the wine and spirits industry.
- Learn directly from top-tier professionals and industry leaders.
- Participate in interactive sessions and masterclasses that enhance practical knowledge.
- Network with fellow industry enthusiasts and experts, fostering valuable connections.



## Featured Sessions and Speakers

### 1. A Sommelier Working with Low Intervention Wines

- Masterclass by Vinexposium and ASI.
- Speaker: Pascaline LEPELTIER, Beverage Director, Chambers.
- With the evolution of viticulture towards more sustainability (organic, biodynamic, regenerative, etc.) and the market towards more "transparent" wines, we have seen a rise in the production of "low intervention" cuvées. But what does this mean, and what are the implications of working with this type of wine?

### 2. Hidden Gems of The European Union

- Masterclass by The European Union.
- Speaker: Nicole MUSCARI, Private Client Wine Advisor, Grape Chic.
- From the hills of Franciacorta to the slopes of Tokaji, dive into the authenticity, quality, safety, and sustainability expected from any bottles of European origin.

### 3. The Cru Bourgeois du Médoc Classification

- Masterclass by the Crus Bourgeois du Médoc.
- Speaker: Mary Gorman Mc Adams – Master of Wine.
- Crus Bourgeois offers wines suitable for various tasting occasions, with three distinct classification levels: Crus Bourgeois, Crus Bourgeois Supérieur, and Crus Bourgeois Exceptionnel. Dive into the nuances of the Cru Bourgeois du Médoc Classification with insights from a Master of Wine.

### 4. Trends & Diversity in Japan

- Masterclass by the Japan Pavilion.
- Speaker: Sarah GUTERBOCK – Japanese Beverage Specialist/Educator & Key Account Manager – Sake School of America/New York Mutual Trading Company.
- The culture of Japanese beverage production has always been based on Kaizen, the dedication to constant improvement. Explore the diverse trends in Japanese beverages led by a top specialist in the field.

### 5. Château Angelus Unveils in Preview the Bottle of its 2022 Vintage

- Masterclass by Château Angelus.
- Speakers: Yves de LAUNAY, Executive Vice President, Americas and Stéphanie de BOÜARD-RIVOAL, Angelus, CEO, and Owner.
- Stemming from an exceptional vintage named "Le Majestueux," Château Angelus 2022 also symbolically marks the beginning of a new chapter in the estate's history as the milestone of the de Boüard family's 250 years on the lands of Saint-Emilion looms on the horizon.

## **6. Vinsobres, a Hidden Gem in the Southern Rhône**

- Masterclass by Business France.
- Speaker: Anna-Christina CABRALES – Tasting Director & Rhône Valley Reviewer at Wine Enthusiast.
- Perched on terraces at altitudes ranging from 200 to 450 meters, Vinsobres is one of the highest appellations in the Côtes du Rhône region. Discover the unique qualities of Vinsobres, an underrated jewel of the Southern Rhône.

## **7. Vacqueyras: A Land of White Wine**

- Masterclass by Inter Rhône.
- Speaker: Christophe TASSAN – Sommelier.
- Learn about the distinctive white wines of Vacqueyras from an experienced sommelier.

## **8. Rhône Valley Rocks: Exploring the Geology of Condrieu, Côte-Rôtie, and Saint Joseph**

- Masterclass by Inter Rhône.
- Speaker: Christophe TASSAN – Sommelier.
- (Re)discover three crus of the Rhône Valley Vineyards - Condrieu, Côte-Rôtie & Saint Joseph. Understand the geological and human factors that influence the wines of these appellations.

## **9. Connecting with Millennial and Gen Z Audiences**

- Conference.
- Speaker: Erica DUECY, Founder and podcast host, Business of Drinks.
- We'll dive into the data — looking at recent Business of Drinks survey results from 1,300 Millennial and Gen Zs and Nielsen, IWSR, and other sources. Then we'll examine what's resonating with younger audiences and how to reach these consumers at scale.

## **10. Reframing Growth for the New Economic Reality**

- Conference by IWSR.
- Speaker: Marten LODEWIJKS, President, IWSR Americas.
- An overview of the global beverage alcohol industry's performance in 2023 and the outlook for the next 5 years, looking at key markets and industry-changing trends like moderation and premiumization.

**The Vinexpo Academy at Vinexpo America 2024 promises to be an enriching experience for all attendees, offering a comprehensive blend of education, innovation, and networking opportunities. Don't miss the chance to learn from the best and elevate your wine and spirits industry expertise.**

**Join us at Vinexpo America 2024 and be part of this transformative educational journey!**

For more information, please visit <https://vinexpo-america.com/> and register online [here](#).

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## **About Vinexposium**

[Vinexposium](#) offers a cohesive focal point for every strand of the wine and spirits industry by designing a variety of relevant event formats all year round and across the globe. By bringing together exhibitors and visitors at eight events a year and its community every day of the year at [vinexposium365.com](http://vinexposium365.com), Vinexposium is the industry's ally, geared to developing its sales reach.

## **About the Specialty Food Association**

The Specialty Food Association (SFA) was founded in 1952 and is the not-for-profit trade association of the \$207-billion specialty food industry. Representing more than 3,800 businesses worldwide, SFA champions industry participation and success for a diverse community of makers, buyers, importers, distributors, and service providers by developing resources, information, [education](#), and events celebrating innovation and inclusivity. SFA owns and operates the [Fancy Food Shows](#) and the [sofi™ Awards](#), which have honored excellence in specialty food and beverage annually since 1972.

## **About Balzac Communications & Marketing**

[Balzac Communications & Marketing](#) is the leading marketing firm dedicated to crafting compelling narratives and innovative strategies within the wine and spirits industry. With over three decades of expertise, Balzac offers a comprehensive suite of bespoke services, including public relations, branding, event management, and digital marketing, tailored to elevate brands and captivate audiences.

## **About L'eau à la Bouche**

[L'eau à la bouche](#) is a French marketing & communication agency specializing in Food, Wines, Spirits & Lifestyle. They offer tailored services such as strategic positioning, brand strategy, graphic design, digital solutions, and press relations for a broad range of clients. They are based in France, and their American branch located in New York City supports European clients entering the US market and vice versa, ensuring cultural understanding and market expertise.

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