UC Davis Wine Executive Program: From Grape to Table
The World’s Premier Wine Industry Executive Education Program
March 24-28, 2019
UC Davis Campus Davis, California
wineexecutiveprogram.com

Presented by UC Davis Executive Education at the Graduate School of Management and the Department of Viticulture & Enology, the UC Davis Wine Executive Program is uniquely designed to teach the fundamentals of winemaking and management skills necessary to be profitable in today’s challenging and dynamic wine industry. Sessions are tailored to help industry leaders grow their businesses by expanding on such topics as building one’s financial acumen and expanding a company’s current marketing and branding strategies. In addition, participants will be exposed to the latest state-of-the-art technologies and processes for making and selling wine as demonstrated in the world’s first LEED platinum winery at the UC Davis Department of Viticulture and Enology.

Participants will develop relationships with other key wine industry leaders that will continue long after the program ends. Nearly 1,000 wine industry executives have attended this unique and informative program over the past two decades. Join them by registering today!
Day 1
Optional Boot Camp Sessions
• FINANCIAL STATEMENTS & ANALYSIS: THE BOTTOM LINE
• GRAPE GROWING & WINEMAKING 101: THE FUNDAMENTALS

STAY OUT OF THE RED: FINANCIAL MANAGEMENT OF WINERIES & VINEYARDS

VINEYARD & ROBERT MONDAVI INSTITUTE FOR WINE AND FOOD SCIENCES TOURS

WINE TASTING & GROUP DINNER

Day 2
VINERY CHALLENGES: WINE GROWING FROM THE GROUND UP

THE NEW REALITY: MAKING THE BEST QUALITY WINES POSSIBLE IN A CHALLENGING ECONOMY

INNOVATION

STRATEGIC COST MANAGEMENT: USING COSTS AS A COMPETITIVE TOOL

GROUP DINNER

Day 3
LEGAL ASPECTS OF THE WINE INDUSTRY

WHAT’S YOUR STORY? CREATING A WINE BRAND THAT STANDS OUT

LEADING WELL: UNDERSTANDING LEADERSHIP IN CONTEXT

NAVIGATING THE CONSOLIDATING DISTRIBUTION LANDSCAPE

DINE AROUND TOWN

Day 4
VINERY OF THE FUTURE

WINERY OF THE FUTURE

PRIMER ON STRATEGIC MARKETING MANAGEMENT: ELEMENTS OF YOUR MARKETING PLAN

PROGRAM SUMMARY