



Wine and Spirits Management Program

Executive Wine Academy

Budapest

OBJECTIVES

The Wine World has changed more in the last 30 years than in the previous 1000.

There is no success without the essential business skills.

We provide the highest level of wine & spirits business education to help you to be a winner in this challenging environment.



MORE DETAILS

- Our offer is a tailor-made hybrid program of face-to-face contact hours, online education and group assignments.
- The program is 1 year – starting in October ending in May.
- It consists 4 intensive sessions (Thursday to Saturday) and online contact hours.
- Professors from the Burgundy School Business, Sonoma Business School, professionals with decades of experiences are guarantees for the highest quality.



THE PROGRAM

A person's hands are shown writing on a document with a pencil. The background is slightly blurred, showing several wine glasses filled with red wine on a table. The overall scene suggests a professional or academic setting related to wine.

SEMESTER 1

- I. Strategy and Entrepreneurship
- II. Finance in the Wine & Spirits Industry
- III. World Wine & Spirits Business Environment

SEMESTER 2

- I. Sales Marketing and Distribution
- II. Wine Tourism
- III. Luxury Wine & Spirits Marketing

MODULES

A scenic landscape of rolling hills at sunrise or sunset. The foreground shows a vineyard with rows of grapevines supported by wooden posts. The middle ground features rolling green hills, with a prominent dark tree on a hillside. The background shows a valley filled with mist or low clouds, with the sun low on the horizon, casting a warm, golden glow over the entire scene.

MODULE I.: Strategy and
Entrepreneurship

MODULE II. : Finance in the
Wine and Spirits Industries

MODULE III.: World Wine
Business Environment

MODULE IV.: Sales Marketing
and Distribution

MODULE V.: Wine Tourism

MODULE VI.: Luxury Wine
Marketing

Strategy and Entrepreneurship



Applied Industry Analysis

Strategic Planning & Market
Choices. Main Case study: Wines of
Chile.

Applied Market Research. Main
Case study: Avocado from Mexico.

Doing Business in China. Main
Case study: Dolce & Gabana.

Market Prospection: product
suitability, realistic market potential

Finance in the Wine and Spirits Industries

Framework of Business Analysis

Financial Analysis: Luxury Goods. Main
Case Study: LVMH & Kering

Financial Analysis: FMCG. Main Case
Study: Unilever & Nestlé

Financial Analysis: E-commerce. Main
Case Study: AliBaba & Amazon

Financial Analysis: Beer Industry. Main
Case Study: AB InBev & Molson Coors

Financial Analysis: Wine&Spirits. Main
Case Study: Vranken Pommery & Diageo



Sales Marketing and Distribution

Trade channels to target : Retail / On-Premise

The role of distribution in the supply chain

External or internal distribution, B2B and B2C, degrees of competition

Guidelines for key areas of export management

UK mass retail / traditional importer-wholesale / on-premise distribution

Basics of the US market

Hong Kong and Singapore Asian wine hubs / Japanese market

German market

Scandinavian monopoly markets / Canadian monopolies



Wine Tourism

Wine tourism: market analysis

Wine Tourists around the world

Markets/Targeting/Focusing

Wine tourism: construction of the offer / study cases

Wine tourism: storytelling

Wine tourism: trends & sustainability





Luxury Wine Marketing

Creative development process needed to produce strong marketing material.

Case study: Boisset Americas.

Global perspectives on Luxury Wine Marketing

International Luxury Brand Positioning with case study on Grey Goose.

A pair of black-rimmed glasses is positioned on top of a stack of papers. The scene is dimly lit, with a dark blue overlay. The word "EDUCATORS" is written in a white, serif font across the center of the image.

EDUCATORS

Dr Steve Charters

MW HDR

- Steve is now Professor of Wine Marketing and a researcher at Burgundy School of Business in Dijon.
- He is a member of the Institute of Masters of Wine having passed its examination in 1997.
- He has also worked for a vintage on a winery in France. Steve has written columns for the Australian Gourmet Traveller Wine Magazine.



Dr Attila Fiáth

- Dr Attila Fiáth is a professor at Corvinus University and an international wine academic.
- He studied wine at the Austrian Wine Academy and the Institute of Masters of Wine.
- He is a Visiting Professor of Wine Business at the Burgundy School of Business.



Dr Lara AGNOLI

- Dr Lara Agnoli is Associate Professor in Wine Marketing and Economics at the School of Wine & Spirits Business of the Burgundy School of Business in France since 2016.
- She obtained her Ph.D. in Wine Economics and Rural Development from the University of Florence in 2010.
- She is member of the board of two of the main associations of academics on wine business and economics: the European Association of Wine Economists (EuAWE) and the Academy of Wine Business Research (AWBR).



Dr. Liz Thach, MW

- Dr. Liz Thach, MW is a wine writer, consultant, and the Distinguished Professor of Wine and a Professor of Management at Sonoma State University where she teaches in both the undergraduate and Wine MBA programs.
- She is an award-winning author who has published over 200 articles and 9 wine books, including Call of the Vine, Best Practices in Global Wine Tourism and Luxury Wine Marketing.
- A fifth generation Californian, Liz finished her Ph.D. at Texas A&M and now lives on Sonoma Mountain where she tends a small hobby vineyard and makes pinot noir wine.
- She also teaches wine classes part-time for Stanford Continuing Education, works as a wine judge in various competitions, and has served on many non-profit wine boards. Liz obtained the distinction of Master of Wine (MW) in May of 2011, becoming the first female MW in California.



Jacques Thebault

- Visionary, results-oriented educator and leader with a passion for the Food & Beverage industry.
- More than 20 years of consistent success expanding profitability of marketing agencies promoting premium Food, Beverage and Lifestyle brands in Asia, Europe and the USA.
- Strong strategic planner with superior skills and experience in general management and multicultural marketing for both start up and mature businesses.
- Joined 5 years ago Burgundy School of Business as Programme Director for their flagship MBA Wine & Spirits Business Programme.
- International Marketing, International Business Teacher in Wine & Spirits Management. Student Coach. Trilingual English/French/Spanish. Dual citizenship (US; France).



Chris McIndoe

- Chris has spent almost four decades working in the wine industry in the UK, Champagne and in Burgundy.
- It was also whilst working in the UK in the late eighties that Chris enrolled on the WSET courses, achieving the Diploma in Wine & Spirits qualification.
- Since, he has held positions as export manager for brands including Domaine Laroche and Champagne Nicolas Feuillatte covering a broad range of markets across Europe, the Middle East and throughout the Asia-Pacific regions.
- In recent years Chris has been working closely with the School of Wine and Spirits Business within the BSB in Dijon as a visiting professor specializing in courses on the Masters Programme in Sales & Distribution and Export Prospection and Management.



Sonia FERCHAUD

- Sonai life is Wine tourism, she has two passion: wine and wine tourism. So she went courses in Paris, WSET 2, creation of a wine estate in the Luberon, Domaine Orgâmic in 2012 that still runs, with her brother and some friends, and soon a new start for a professional carriere in wine tourism in 2017 by joining the BSB in Dijon and passing WSET3.
- Member of the Provence brand, of the APST, of a national Entrepreneurial Network, of the Club Pro du Var, registered with Atout France, Transportation Guide





THE VENUE

- The Verno House is one of the most professional hosts in downtown Budapest.
- Located in the very heart of Budapest at Szabadság square.
- Easy access to multiple ways of transportation, cafes and restaurants.