



Volcanic Wine International Presents

**The First Annual International
Volcanic Wine Conference**



BACKGROUND

- **Wines from volcanic soils have captured the attention of US wine media and industry professionals in recent years.** The award winning book, *Volcanic Wines: Salt, Grit and Power*, by Master Sommelier John Szabo, has spurred interest in these unique terroirs, and has been a catalyst in creating a volcanic wine category in its own right. Volcanic wines have featured recently in countless influential publications, including the New York Times, The Guardian, Decanter, Wine & Spirits Magazine, The Drinks Business, Gault Millau, and JancisRobinson.com, among others... further evidence of this emerging category, while sommeliers have embraced their distinctive characters, and in some cases have created a separate section for them on cutting-edge wine lists. The time to further explore, share information and celebrate volcanic wines has arrived.



BACKGROUND

- **The International Volcanic Wine Conference (IVWC), is a first-of-its-kind, full-day educational program** for wine industry professionals and media. The conference will feature participating regions from around the world with soils derived entirely, or partially, from volcanic parent material, and the exceptional wines produced by wineries within them. This 1st annual conference will take place in New York, the largest and most influential wine market in the US, and will consist of a series of innovative presentations, workshop discussions, and tastings for trade and media.



MISSION

- The IVWC aims to establish a ***Volcanic Wine Movement***, and to provide educational and promotional opportunities for volcanic wine producers internationally.
- The IVWC will act as the catalyst and facilitator to eventually bring together all of the world's volcanic regions and create a “**Volcanic Wine Brand**,” defined as a unique category of wines produced under some of the most extreme viticultural conditions on the planet.
- The IVWC will also help establish the volcanic wine brand as a premium category of high quality wines with a true sense of place, thereby increasing their perceived value and enabling higher price points.



OBJECTIVES

- Establish an industry-leading, must-attend conference promoting volcanic wines, with the following aims:
 - ✓ Take a leading role in defining the volcanic wine category
 - ✓ Develop innovative ways to present the wines to trade and consumers
 - ✓ Create a market niche for volcanic wines with an image of uniqueness and high quality
 - ✓ Create consumer and trade demand for volcanic wines
 - ✓ Help increase the value of volcanic wines
 - ✓ Facilitate the availability of volcanic wines and increase distribution by helping wineries open new markets through the IVWC organizers' vast network of US and Canada-based importers/distributors



ORGANIZER & LEAD PRESENTER



John Szabo, Master Sommelier

John Szabo MS is an internationally renowned wine writer and critic, author of the award-winning book *Volcanic Wines: Salt, Grit and Power*, published in October 2016, and the first Canadian to add the Master Sommelier credentials to his name. In addition to being a partner and principle critic for WineAlign.com, he writes regularly for publications such as Wine & Spirits Magazine, freelances widely, and consults on restaurant beverage programs from small neighborhood operations to national chains. During the last 15 years, John has developed and presented hundreds of educational seminars and master classes for a dozens of trade organizations, including Wines from Santorini, Napa Valley Vintners, Sonoma County Vintners, Wines of Chile, Wine Australia, Austrian Wine Marketing Board, Wines of Hungary, and Islas Canarias, among many others.



ADDITIONAL POTENTIAL PRESENTERS

- Dr. Yiannis Paraskevopoulos, Professor & Winemaker, Santorini
- Dr. Attilio Scienza, Professor and Researcher, Università degli Studi di Milano
- Olivier Humbrecht, Master of Wine



WHO CAN PARTICIPATE

To qualify for participation in the IVWC, a region or individual producer must have 1/3 acreage under vine to produce wine from grapes grown in soils derived from parent volcanic material, or containing a high proportion of volcanic ash and other tephra/pyroclastic material. Neither the entire region, nor an entire producer's portfolio need be volcanic, though only volcanic wines with 1/3 acreage of Volcanic above will be permitted at the IVWC. Please contact us regarding any questions of eligibility.



POTENTIAL & PARTICIPATING REGIONS

Campania

Canary Islands

Chile

Etna

Hungary

Lessini Durello

Napa

Pico

Santorini

Soave

Sonoma

Washington
State



CONFERENCE FORMAT

- Opening remarks and keynote speech
- Main presentation featuring panelists from each of the participating regions (80-100 attendees)
- Comprehensive Grand Tasting (walk-around format) with all participating wineries (300 attendees)
- 3-4 Break-out Educational and Tasting Workshops to take place during Grand Tasting (20-30 attendees per workshop)
- Food will be served during the Grand Tasting, directly following the main presentation



CONFERENCE SCHEDULE

- **Date:** March 26, 27, or 28, 2018
- **Venue:** TBD
- **Schedule:**

10:30 AM-10:45 AM	Keynote Speech by John Szabo, MS
10:45 AM-12:00 PM	Opening Presentation with Expert Panelists
12:00 PM-4:00 PM	Grand Tasting (with food service)
12:30 PM-1:15 PM	Breakout Session 1*
1:30 PM-2:15 PM	Breakout Session 2*
2:30 PM-3:15 PM	Breakout Session 3*

*Please note that Breakout Sessions are available for regional sponsorship opportunities for an additional fee of \$10,000 per session.



THE PLAN

- First Year Expectations

- 4-5 participating regions of volcanic terroir with an expected total of 40-50 wineries and 200-300 different wines
- International Volcanic Wine Conference: 300+ wine professionals, including the main presentation, break-out sessions and Grand Tasting.

- Post Conference

- 1 additional focused Volcanic Wine workshop in SF with John Szabo, MS that will include wines from each participating region
- Ongoing social media marketing to help establish Volcanic Wine category



WHY PARTICIPATE

Industry Participants

Connect directly with the conference audience, which will include the most renowned and respected professionals in the wine world, including Sommeliers, Beverage Directors, Importers, Distributors, and Retailers.

Social Media Campaign

Benefit from, and capitalize on pre- and post-conference media outreach. IVWC has engaged Colangelo & Partners, an integrated communications agency specializing in wine, spirits & food with offices in New York & San Francisco, to execute a media relations program before, during, and after the conference, to ensure that participating producers are brought to the attention of US press, trade, and consumers.



FEES & ADDED VALUE

<p>FEE</p> <p>\$2,600 per winery* (40% payment due at confirmation, balance due 6 weeks prior to conference)</p>	<p><u>Fee includes:</u></p> <ul style="list-style-type: none">✓ Participation in the 1st International Volcanic Wine Conference to be held in 2018✓ Grand Tasting Table at the IVWC, including 3-4 wines per winery✓ 4 Exhibitor badges for Grand Tasting and Breakout Sessions✓ Name inclusion on IVWC promotional materials✓ 1 additional, focused Volcanic Wine workshop, to be held in SF in 2018✓ Ongoing media relations campaign
<p>ADDED VALUE</p>	<ul style="list-style-type: none">✓ Establishment of volcanic wines as a recognized category/brand✓ Introductions to influential wine industry professionals✓ Assistance in facilitating the availability and distribution of volcanic wines

*10% discount applied for wineries who confirm participation by November 1, 2017



PARTICIPATING WINERY NEEDS

Needs from Participating Wineries:

- 1 Wine samples provided to our US warehouse for events and media
- 2 A winery or regional representative contact for planning purposes



A scenic view of a vineyard on a rocky hillside overlooking a city and a distant island. The foreground shows dark, jagged volcanic rocks and several grapevines with green leaves. In the background, a city is visible in a valley, and a large, flat-topped island is seen in the distance under a clear blue sky.

For more information about the IVWC and beyond, please contact:
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