



B.E.V. NY
BUSINESS | ENOLOGY | VITICULTURE

**MAKING, MEASURING, AND
MARKETING NEW YORK WINE**

**20
23**



MARCH 28-30, 2023 • MARRIOTT SYRACUSE

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NYWGF

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B.E.V. NY 2023:
Making, Measuring, and Marketing New York Wine
March 28 - 30, 2023 | Syracuse, NY

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B.E.V. NY is New York's annual conference for the grape and wine industry, combining the resources of Cornell's Extension Enology Lab, the Finger Lakes Grape Program, and the New York Wine & Grape Foundation. This year's conference is focused on the story the data can tell us about changing influences, from shifts in consumer spending to climate change, and how we can make the most of opportunities for New York wine growing and winemaking for the future.

Cornell Cooperative Extension
Finger Lakes Grape Program

Boldly,
NY.
www.newyorkwines.org

Cornell CALS
College of Agriculture and Life Sciences

Conference Schedule



DAY ONE | March 28, 2023

Start Time	End Time	Session Descriptions		
8:00 AM	9:00 AM	Registration, Tradeshow / Breakfast <i>Hotel Lobby / Otisco Room</i>		
9:00 AM	9:15 AM	Welcome & Opening Remarks <i>Finger Lakes Ballroom</i>		
9:15 AM	10:15 AM	Business Keynote: The Future of Wine is Cool (Climate) <i>Finger Lakes Ballroom</i>		
10:15 AM	10:45 AM	Tradeshow / Coffee Break <i>Otisco Room</i>		
10:45 AM	12:00 PM	Business – Session A <i>Finger Lakes Ballroom</i> Attracting & Engaging a New Generation of Wine Enthusiasts to Your Brand	Enology – Session A <i>Canandaigua Room</i> Barrel Sanitation: How to kill the stuff that needs killin' in the winery without breaking the bank or the environment	Viticulture – Session A <i>Hemlock Room</i> Soil Health
12:00 PM	12:30 PM	Lunch Buffet <i>Persian Terrace</i>		
12:30 PM	1:30 PM	Unity Awards Presentation <i>Persian Terrace</i>		
1:30 PM	1:45 PM	Tradeshow / Dessert <i>Otisco Room</i>		
1:45 PM	3:00 PM	Business – Session B <i>Finger Lakes Ballroom</i> Wine Tourism Innovations Across the USA and Beyond	Enology – Session B <i>Canandaigua Room</i> Into the Woods of New York, with Tasting	Viticulture – Session B <i>Hemlock Room</i> Soil Health II
3:00 PM	3:15 PM	Tradeshow / Coffee Break <i>Otisco Room</i>		
3:15 PM	4:30 PM	Business – Session C <i>Finger Lakes Ballroom</i> Legislative & Regulatory Update: Impacts on the NY Wine & Grape Industry	Enology – Session C <i>Hemlock Room</i> Identifying Aroma Differences Between Cultivars Using Commercial Wines	Viticulture – Session C <i>Canandaigua Room</i> The Path to New Grape Varieties in New York
4:30 PM	5:45 PM	Reception Sponsored by: Bond, Schoeneck & King PLLC <i>Lobby Lounge</i>		



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E.&J. Gallo Winery



Since 1945, Canandaigua Winery has helped build, support and grow the New York wine industry, working with premier New York grape growers to produce the highest quality wines possible.

We're proud to continue that tradition and heritage under E. & J. Gallo Winery. Here's to the next 75 years.





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DAY TWO | March 29, 2023

Start Time	End Time	Session Descriptions		
8:00 AM	9:00 AM	Tradeshow / Breakfast Roundtable: Tasting Room Sales <i>Otisco Room</i>		
9:00 AM	9:15 AM	Day 2 Welcome <i>Finger Lakes Ballroom</i>		
9:15 AM	10:15 AM	Enology Keynote: Measuring What Matters: What Does Tannin Mean to Wine Quality? <i>Finger Lakes Ballroom</i>		
10:15 AM	10:45 AM	Tradeshow / Coffee Break <i>Otisco Room</i>		
10:45 AM	12:00 PM	Business – Session D <i>Canandaigua Room</i> Opportunities and Considerations for Sustainable Wine Tourism	Enology – Session D <i>Finger Lakes Ballroom</i> Measuring What Matters: Advancing Sustainability in NY Winery Operations AND Measuring What Matters: Veraison to Harvest	Viticulture – Session D <i>Hemlock Room</i> Pest Management Updates *Pesticide Credits Available.
12:00 PM	1:15 PM	Lunch Buffet <i>Persian Terrace</i>		
1:15 PM	1:45 PM	Tradeshow / Dessert <i>Otisco Room</i>		
1:45 PM	3:00 PM	Business – Session E <i>Finger Lakes Ballroom</i> Big Wine Data, Big Wine Disruptors	Enology – Session E <i>Canandaigua Room</i> Measuring What Matters: Variations in Human Sensory Perception	Viticulture – Session E <i>Hemlock Room</i> Pest Management Technology *Pesticide Credits Available.
3:00 PM	3:15 PM	Tradeshow / Coffee Break <i>Otisco Room</i>		
3:15 PM	4:30 PM	Business – Session F <i>Finger Lakes Ballroom</i> Made in NY: The Keys to Selling Non-Traditional Wines	Enology – Session F <i>Canandaigua Room</i> Measuring What Matters: Laboratory Data	Viticulture – Session F <i>Hemlock Room</i> Measuring and Managing Cold Hardiness in Grapevines
4:30 PM	5:45 PM	Reception Sponsored by: Waterloo Container <i>Persian Terrace</i>		

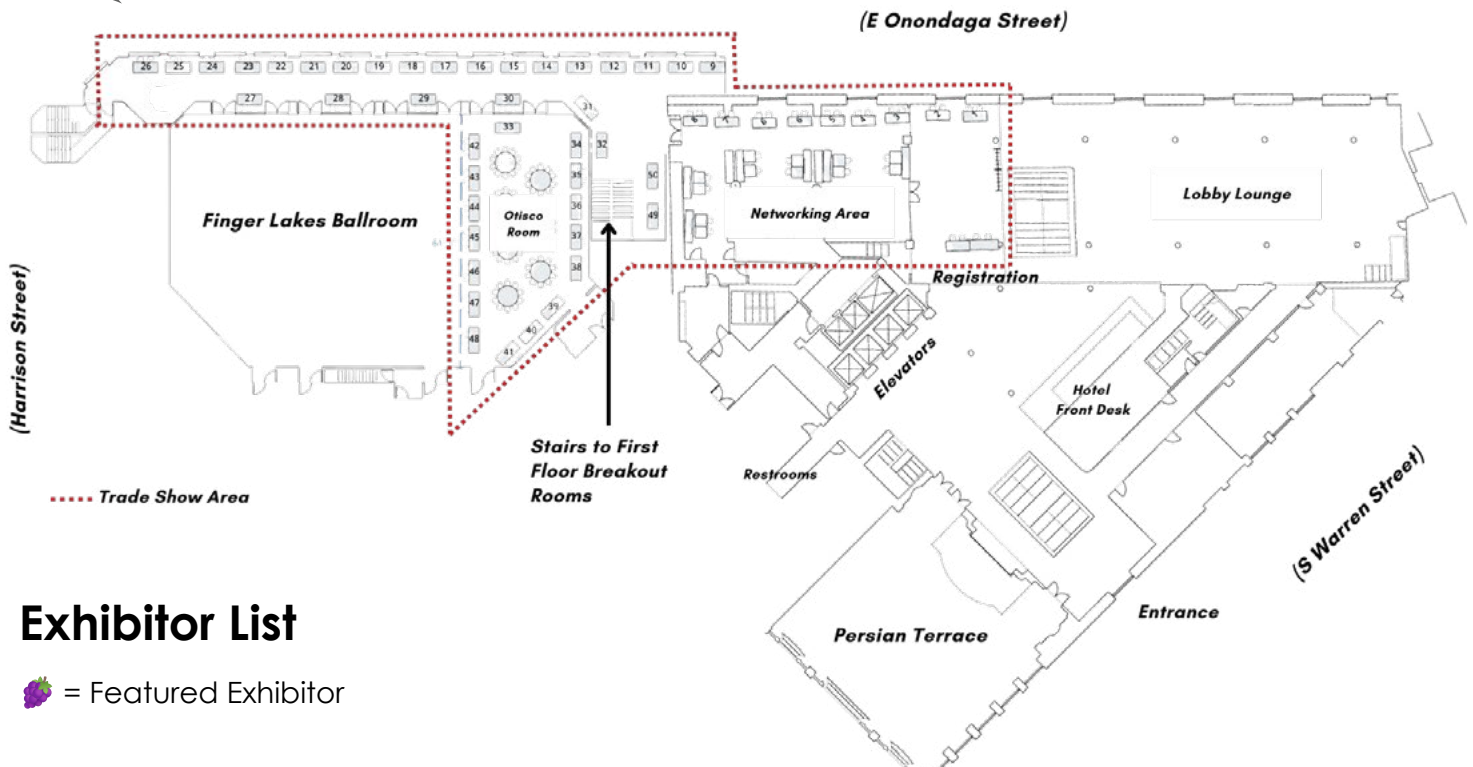


Conference Schedule












DAY THREE | March 30, 2023

Start Time	End Time	Session Descriptions		
8:00 AM	9:00 AM	Tradeshow / Breakfast Roundtable: New York Sustainable Winegrowing Program <i>Otisco Room</i>		
9:00 AM	9:15 AM	Day 3 Welcome <i>Finger Lakes Ballroom</i>		
9:15 AM	10:15 AM	Viticulture Keynote: Better Vineyard Measurements, Better Vineyard Management <i>Finger Lakes Ballroom</i>		
10:15 AM	10:45 AM	Tradeshow / Coffee Break <i>Otisco Room</i>		
10:45 AM	12:00 PM	Business – Session G <i>Finger Lakes Ballroom</i> Tracking the State of the Wine Industry and our Economic Impact	Enology – Session G <i>Canandaigua Room</i> Wine-Seq: What One Nucleotide Can Tell Us About Wine	Viticulture – Session G <i>Hemlock Room</i> Vineyard Data: Lo-Tech & "Mid-Tech" Approaches
12:00 PM	1:15 PM	Lunch Buffet <i>Persian Terrace</i>		
1:15 PM	1:45 PM	Tradeshow / Dessert <i>Otisco Room</i>		
1:45 PM	3:00 PM	Business – Session H <i>Hemlock Room</i> Roundtable on Diversity, Equity, & Inclusion in Winegrowing and Winemaking	Enology – Session H <i>Canandaigua Room</i> A Volatile Subject: Wine Odorants	Viticulture – Session H <i>Finger Lakes Ballroom</i> Intro to MyEV Workshop
3:00 PM	3:15 PM	Coffee Break <i>Otisco Room</i>		
3:15 PM	4:30 PM	Business – Session I <i>Canandaigua Room</i> Made in NY: The Bright Future of Sparkling Wine	Enology – Session I <i>Hemlock Room</i> Idea Café	Viticulture – Session I <i>Finger Lakes Ballroom</i> Intro to MyEV Workshop (continued)



Exhibitor List

 = Featured Exhibitor

Company Name	Booth #	Company Name	Booth #
Alleghany Farm Services, LLC	32	Lakeview Vineyard Equipment Inc.	45
Amberg Grapevines, LLC	7	LandPro Equipment	19
American National Insurance	42	 MOBILE REPAIR SERVICE "INFACO-USA"	40
 Arthur Carroll Insurance Agency	47	MoFil	21
 BDi Machinery Sales Inc.	39	 New York State Agricultural Mediation	9
BioSafe Systems	50	New York State Wine Grape Growers	25
Canandaigua Winery – E&J Gallo Winery	33	Niagara Label	36
Century Enrollment & Benefit Services	49	Nutrien Ag Solutions	23
Certis Biologicals	12	NY Farm Viability Institute	27
Crop Growers LLP	44	NY FarmNet	14
 Double A Vineyards Inc	29	NYS Agriculture and Markets	4
Economy Products & Solutions	20	New York Wine & Grape Foundation	31
Ekos	34	 Orchard & Vineyard Supply	46
Empire Drip Supply LLC	26	PA Trellising Systems	22
 Euro-Machines Inc	38	Peter J Schiller Corp	28
Farm & Country Insurance	18	 ProFarm Group	10
Farm Credit East	43	 Scott Laboratories	48
Finger Lakes Community College	5	The Lyons National Bank	11
FLX International LLC	30	TLF Graphics	17
Gowan USA	13	Vance Metal Fabricators	41
Green Hoe LLC	8	vintrace	3
Helena Agri	37	Wagner Precision Tile	6
Hermann J. Wiemer Nursery	15	Waterloo Container	35
InnoVint	24	WISE Academy	16

THANK YOU FOR YOUR SUPPORT!

We are honored to have the support of our esteemed sponsors who have generously contributed to make this event possible. B.E.V. NY aims to bring together experts in the wine industry to share their knowledge, insights, and innovations. Our sponsors play a vital role in helping us achieve our goals by providing financial and other resources that enable us to organize and deliver a successful conference. With the generous support of our sponsors, we are able to create an environment for networking, learning, and growth for all attendees. We extend our heartfelt thanks to our sponsors for their invaluable contribution and unwavering commitment to the success of wine and grape industry in New York State.

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E. & J. GALLO - CANANDAIGUA WINERY

From its inception, our company has sought to turn challenges into opportunities and change into growth. Today, that vision defines the Winery's culture along with our company values. These values serve as a compass for how we conduct business and our belief in the importance of living these values every day.

At Gallo, we are committed to building strong relationships with our distributors, customers, and employees, as well as contributing to the long-term success of the global wine industry. Learn more and view our values at gallo.com.



FARM CREDIT EAST

For generations, Farm Credit East has worked with thousands of agricultural business owners across the Northeast. Our goal is to provide you not only financing and working capital, but the professional services you will need to find and service your markets, manage your business and grow your profits. Unlike banks and accounting firms, Farm Credit East is devoted specifically to serving the agricultural industry within the Northeast.

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Alleghany is an agricultural drainage management company that improves land through the design and installation of drainage tile. Our drainage systems are created using precise, software-designed digital grid layouts. GPS-guided installation and topographic mapping ensure proper installation before we even get to the field.



EKOS

Ekos is a comprehensive business management solution that helps wineries track data across production, inventory, sales, and accounting. With Ekos, you'll save time, improve visibility, and understand your costs with a cloud-based platform you can access anywhere. Ekos is the only end-to-end solution on the market for wineries — its inventory, production, sales, and accounting functions are boosted by integrations with POS, ecommerce and accounting solutions like QuickBooks, Square, and Shopify.



NIAGARA LABEL

Niagara Label is a mid-sized, family owned and operated label manufacturer near Buffalo N.Y. We are strongly positioned and conveniently located to the northeast, Midwest and mid-Atlantic regions, specializing in the food & beverage markets.

With over 35 years experience, we understand the importance of high quality and a competitive price, however it is our attention to customer satisfaction and unparalleled service that sets us apart from our competitors. We pride ourselves on the long, mutually beneficial relationships we have built with our vendors, customers and employees, and it is THEIR success that truly defines WHY Niagara Label does what we do!

BRONZE SPONSORS



BORN COLLECTIVE

We're a creative branding agency with an affinity for storytelling and a fervor for audience experience. At born collective, we excel at developing effective initiatives that reflect the essence of your brand—always with a belief that in a mass-produced, disposable world, we need to stop creating stuff and start delivering substance.



CERTIS BIOLOGICALS

With a proven, broad portfolio of crop protection solutions for organic and conventional production, Certis Biologicals has the answers growers need in today's dynamic agricultural environment. A leader in commercializing new product innovations in bio-control to solve tomorrow's agricultural issues.

BRONZE SPONSORS



CROP GROWERS LLP

Crop Growers is an independent agency that sells and services only one product....crop insurance. Our agents are local salaried employees who make recommendations that are best for your business and not their commissions. We cover 9 states and stay current on the latest changes to over 28 different crops. You can contact us @ 1-800-234-7012 to speak with a local agent or visit our website at www.cropgrowers.com.



FLX INTERNATIONAL

FLX International is an export marketing agency and in-market sales management organization that specializes in bridging the gap between the quality wines of New York and the demanding and image-conscious modern Asia consumer, utilizing decades of small business experience and a decade of living and working in Asia to deliver unparalleled socio-culturally, economically, and politically informed service. Follow our journey on Instagram @fxinternational



GOWAN USA

Gowan USA is an American, family-owned crop protection company helping growers solve their critical pest and plant health issues for over 60 years.



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NY FARMNET

Always free, always confidential. NY FarmNet services are available to all farms in New York state, large and small, with a diversity of commodities including dairy, crops, livestock, maple, fruit, vegetables, honey, nursery, and more. For assistance, call 1-800-547-3276.



VANCE METAL FABRICATORS

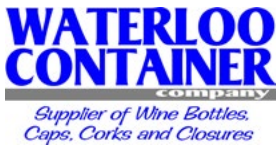
We're an ISO 9001:2015-certified, large-capacity metal fabricator and weld shop serving diverse industries, from heavy manufacturing to technology to agriculture. At Vance, we stand for hard work. We celebrate our craft as a family of peers—from welders to engineers to management. It's in our culture as an employee-owned company. And it shows in the relationships we've forged with customers who have been with us year after year.

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BOND, SCHOENECK & KING

Bond, Schoeneck & King PLLC has one of the most experienced full-service agribusiness, food and beverage practices in New York State. We counsel all participants in the "food chain," including producers, suppliers, cooperatives, food processors, wholesale distributors, retailers and restaurants. We have a rich history of serving clients in these industries, with longstanding relationships going back as far as a century.



WATERLOO CONTAINER

Waterloo Container is a family-owned wine packaging supplier with over 30 years of experience in the wine packaging industry. Through partnership with the best suppliers* in the industry, great customer service and value-added decoration and customization services we are a one-stop-shop, able to supply all your packaging needs including bottles, caps, corks and closures. Our unrivaled inventory means we will have what you need when you need it!

BREAK SPONSORS



People...Products...Knowledge..

HELENA AGRI

Helena is one of the foremost agronomic solution providers in the United States. We stand by our tagline, People...Products...Knowledge... With our knowledgeable people, we are committed to providing our customers with innovative products and technologies to exceed their production goals.



SYNGENTA CROP PROTECTION, LLC

We believe in delivering better food for a better world through outstanding crop solutions. We are devoted to helping growers do more with less. Our goal is to be the leading global provider of innovative products for every step of the agronomic process and to understand their interplay and optimize the results for growers and the food chain.

WE ENCOURAGE YOU TO VISIT THESE COMPANIES AND MORE AT OUR CONFERENCE TRADE SHOW!



Presented by The New York Wine & Grape Foundation.

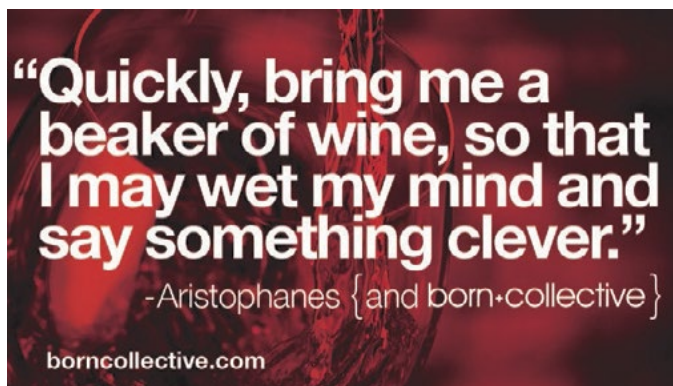
New York Wine & Grape Foundation Unity Awards Announced, Winners to be Honored at B.E.V. NY Conference in Syracuse, NY

Awards Support Promotion, Enology, and Viticulture Programs in New York State

PENN YAN NY, March 1, 2023 – The New York Wine & Grape Foundation (NYWGF) is pleased to announce the winners of the prestigious 2023 Unity Awards. The Unity Awards were created in 1990 as a way for the community to recognize, encourage, and celebrate cooperation among grape growers, wineries, researchers, retailers, and others to advance the entire industry. Honoring the longstanding and bold spirit of our community members and their numerous achievements, NYWGF is proud to continue the 30-year tradition of celebrating industry leaders and champions.

"I look forward to the Unity Awards Luncheon each year as it is a celebration of our grape and wine community in New York and it highlights the leadership and accomplishments of our community members." Said **Sam Filler**, Executive Director of NYWGF. "This year's winners exemplify the spirit of the Unity Awards as imagined by our founder Jim Trezise. To pay that forward, we are pleased to offer each Unity Award winner the opportunity to designate an industry related program to receive a donation in their name."

The Unity Award Winners, along with the organizations receiving a donation from NYWGF on their behalf, will be recognized during the B.E.V. NY Conference held from March 28-30, 2023. Attendees will hear from the top honorees during the event and learn more about their commitment to the community and how the spirit of unity has impacted their work.



Proudly serving the Finger Lakes region's wineries and grape growers.

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SVP, Commercial/Ag Loan Officer

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2023 UNITY AWARD WINNERS

Phyllis Feder, Owner, Clinton Vineyards | The Jim Trezise Lifetime Achievement Award

This award recognizes individuals who have demonstrated a lifelong commitment to the New York wine and grape industry and made impactful contributions that advanced the industry.

Kelby James Russell, Winemaker, Red Newt Cellars | Phyllis Feder Unity Award

This award recognizes individuals who have volunteered their time, shown exceptional leadership, and achieved recognized results in building industry cooperation and unity.

Jan Nyrop, Director, retired, Cornell AgriTech | Jim Finkle Industry Award

This award is intentionally broad in scope in order to recognize outstanding achievements in aspects of the industry not directly covered by Unity and other awards.

Hermann J. Wiemer Vineyard, Dundee, NY | Winery Award

This award recognizes a winery that has made major contributions to advancing the image and reputation of the New York wine industry.

Matt Spaccarelli, Winegrower, Fjord Vineyards | John H. Brahm III Grower Award

This award recognizes an individual for dedication and contributions to the New York grape industry.

Jason Londo, Associate Professor, Cornell University | Research Award

This award recognizes major contributions in the area of grape growing processing, and wine research.

Silver Thread Vineyard, Lodi, NY | Sustainability Award

This award recognizes an organization or winery that has exemplified sustainable practices.

Darrell Carey, Empire Merchants | Ron Reals Distributor Award

This award recognizes achievement in distributing and promoting New York wines.

Noah's, Greenport, NY | Restaurant Award

This award recognizes excellence in promoting New York wines in a fine dining experience.

67 Wine & Spirits, New York, NY | Retailer Award

This award is presented to wine stores which do an exceptional job in educating consumers about the quality and variety of New York wines.

"This is the culmination of a very, very important time in my life," said **Phyllis Feder**, on receiving the Jim Trezise Lifetime Achievement Award. "I'm very touched and moved by it."

"To me, the Unity Award speaks to what has always made New York State such a remarkable place to make wine: the feeling that we are all pulling together towards the same goal." Said **Kelby James Russell**, Winemaker, Red Newt Cellars. "In a world that is so commercial and marketing driven, and where wineries view each other as competitors rather than neighbors, the farming ethos that underlays NY Wine has always spoken to me. We're lucky to be here for so many reasons, and I'm honored that my work with so many others has helped keep us pushing forward, together."

"I am honored to be recognized for my work that has benefited the New York wine and grape industry." Said **Jan Nyrop**, Director, retired, Cornell AgriTech. "I am grateful for the colleagues I have worked with and for being provided an opportunity to contribute towards the industry's success."

"It's a true honor to be on the shortlist of some of the great viticulturists across the Empire State." Said **Matthew Spaccarelli**, Winegrower, Fjord Vineyards. "The grape growing community in NY thrives because of our dependency on each other, as any true community does. I can proudly say that 'I'm a product of my environment.'"

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Oskar Bynke of Hermann J. Wiemer Vineyard said, "We want to express our gratitude to the NYWGF and specifically our peers for awarding us with the 2023 Unity Winery Award. Our team at the winery, and the vibrant community of steadfast wine professionals and grape growers that live, breath, and champion New York wines everyday are the core reason for the strides we have made. These are the people working hard to build the Finger Lakes into an exciting wine region to live and grow and we are grateful for them, and to be amongst them. We will continue to do our best to carry the NY wine flag high, and show the wine world what we can do here in New York!"

We invite you to celebrate this year's Unity Award recipients at a special luncheon during the B.E.V. NY Conference on March 28, 2023 in Syracuse, NY. The Jim Trezise Lifetime Achievement, The Phyllis Feder Unity Award, and the Jim Finkle Industry Award will be accepted live, with remaining award winners recognized immediately following.

For all B.E.V. NY 2023 conference attendees, admission to the luncheon is included. NYWGF will be featuring the stories of the honorees and the programs they support throughout the year at newyorkwines.org.

About The New York Wine & Grape Foundation

The mission of the New York Wine & Grape Foundation is to promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy.



- Specialty Inks & Coatings
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TRENDS

Mystery Shoppers Reveal Wine Tasting Room Trends in New York State

November 30, 2022 | newyorkwines.org

The New York Wine & Grape Foundation is dedicated to supporting our members' business development in a rapidly changing world. Along with the myriad of services and seminars we provide throughout the year, NYWGF is often able to take advantage of new opportunities that arise to benefit our members and the industry.

In the Spring and Summer of 2022, NYWGF's longstanding relationship with the WISE Academy resulted in the opportunity to provide ten Tier 3 Winery members with a FREE Mystery Shopper analysis. From these results, we hoped to provide valuable intel to each of the wineries and understand more about our overall industry strengths and areas of opportunities for sales growth.

A total of 41 mystery shops were completed (20 in Finger Lakes and 21 in Long Island) for the ten individual wineries (5 in Long Island and 5 in the Finger Lakes).

The WISE Academy Mystery Shopper process provided members with two important scores. First, an Overall Customer Satisfaction Score, which measured how a shopper would recommend the guest experience to a friend and second, the WISE Triple Score which focused on business objectives such as asking for an order, effectively presenting a Wine Club offering, and capturing contact data for customers.

The goal was to have both a high Customer Satisfaction and WISE Triple Score on every visit.



Our Strengths

- **New York wineries hire knowledgeable and passionate people.** Overall, our members provided good hospitality, were prepared for guests, and Tasting Room staff showed etiquette, passion, and knowledge.
- **Guests tend to be satisfied with their New York Winery Tasting Room experiences, especially when they receive individualized attention.** One way to increase overall guest satisfaction is by adjusting staff-to-guest ratio.

Our Opportunities

- **Providing an experience that brings a winery's unique brand story to life can increase sales.** Having a high level of service and hospitality leads to more sales and overall guest satisfaction –visitors will not only come back, but they'll also join clubs and mailing lists too.
- **Sales collateral can help do some of the 'heavy lifting' of sales.** Ensuring our marketing and sales materials are available at the time of tasting will do a lot of the work for the staff by planting sales seeds and make asking for a sale more natural.
- **Building in time for engagement and rapport ensures trust.** Emotionally engaging experiences will have visitors coming back for more. Guests pick up on "scripted" presentations, but engaging dialogue builds relationships, gets club members, and sells more wine.

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Benchmarking New York

The WISE Academy has conducted over 5,000 mystery shops across the country and gathered an industry average of many Mystery Shopping metrics, specifically on the WISE Triple Score – those metrics that keep and build the DTC channels. Check out how the 10 New York wineries performed against those metrics:

- Asked for the sale = 59% (Industry Average: 73%)
- Finger Lakes = 65%, Long Island = 52%
- Effectively presented the wine club = 0% (Industry Average: 38%)
- Finger Lakes = 0%, Long Island = 0%
- Attempted to capture contact data = 11% (Industry Average: 18%)
- Finger Lakes = 23%, Long Island = 0%

A Deeper Dive into the Regions and Data

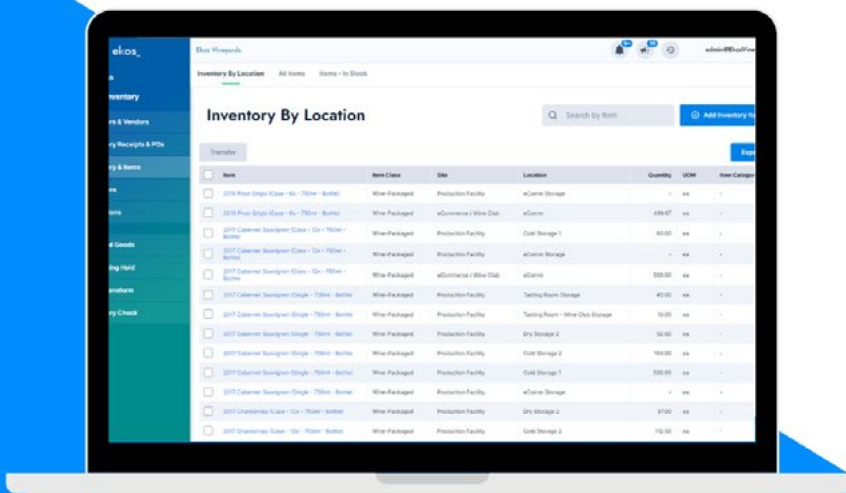
By separating the shopping experiences into the two regions, we can see what each excels at, or if there are areas of opportunity across the state. This separation tells an interesting story that we invite you to learn more about by clicking here.

The Work Continues

We are all about staying focused on the positives here at NYWGF. The WISE Academy Mystery Shopper report shows us many areas in which these ten winery members across two of our major wine regions excel...and areas where tremendous growth opportunities exist. NYWGF will continue to look for tools and resources to help our members better take advantage of those areas!

"Effective silent selling covers the many ways your brand is reflected, which your guests can be subconsciously sold on. It's everything within the tasting room including design, merchandising, printed collateral materials, signage, and other items that encourage guests to purchase products. It's more than pretty displays; it's subconscious emotional triggers to buy."

Set it and forget it.



Consolidate your inventory + eliminate manual processes with one centralized solution

BUSINESS KEYNOTE**The Future of Wine is Cool (Climate)**

MAR 28 | 9:00 AM - 10:15 AM | FINGER LAKES BALLROOM

From consumer taste preferences to climate change, to being the darlings of wine trade and media – one cannot deny that there is shifting interest in “cool climate” wine regions. But what does the data really say about that ‘buzz’ and its impact on sales. Will this trend be here to stay, or will it simply fade away? This Keynote panel of international experts will kick off the conference and share their perspective about the data they see, the story it tells, and the potential impact on the future of New York winemaking.

- Christina Pickard, Writer, *Wine Enthusiast* (Moderator)
- David Gluzman - CEO, Wine Folly
- Jamie Goode - Journalist, wineanorak.com
- Elaine Chukan Brown - Global Wine Educator, Wine Writer
- Kelby James Russell - Winemaker, Red Newt Cellars

BUSINESS - SESSION A**Attracting & Engaging a New Generation of Wine Enthusiasts to Your Brand**

MAR 28 | 10:45 AM - 12:00 PM | FINGER LAKES BALLROOM

There are many complex reasons underlying the waning interest in and consumption of wine by Millennials, Gen Zs, and underrepresented people of color. Now is the time to dig deeper and discuss ways in which our industry can change that trend. Join these leaders to discuss how the wine community can better reach out, connect, and foster authentic engagement with young, diverse audiences.

- Jennifer Warrington, WISE Academy (Moderator)
- Ben Salisbury – Founder and President, Salisbury Creative Group
- Dr. Chris Bitter - Wine Economist, Vintage Economics
- Maiah Johnson Dunn - Wine Writer, Beverage Education Manager, New York Kitchen

ENOLOGY - SESSION A**Barrel Sanitation: How to kill the stuff that needs killin’ in the winery without breaking the bank or the environment**

MAR 28 | 10:45 AM - 12:00 PM | CANANDAIGUA ROOM

After years of frustration with populations of spoilage organisms in wineries, Nova Cadamatre MW embarked on a journey to definitively determine the best way to clean a barrel as her Master of Wine capstone project. Relevant to all wineries who use barrels, both large and small, this discussion will outline the best treatment methods and which offer the best value while being environmentally friendly.

- Nova Cadamatre MW - Owner and Consulting Winemaker, Trestle Thirty-One

VITICULTURE - SESSION A**Soil Health**

MAR 28 | 10:45 AM - 12:00 PM | HEMLOCK ROOM

Healthy soils are able to provide critical functions for crops and the environment while lowering input needs. This session will discuss how regenerative practices like improving microbial diversity and livestock re-integration can impact soil ecosystems, their ability to store carbon, and the sustainability and resilience outcomes in vineyards.

- Justine Vanden Heuvel, Professor, Cornell
- Amelie Gaudin, Professor, UC - Davis

BUSINESS - SESSION B

Wine Tourism Innovations Across the USA and Beyond

MAR 28 | 1:45 PM - 3:00 PM | FINGER LAKES BALLROOM

At the heart of winemaking is "feeling." It is also at the heart of wine tourism. Wine enthusiasts who build their travel plans around exploring a region and seek a holistic experience that immerses them in everything the area has to offer. From beverage to food to innovative tours and tasting experiences, to user friendly technology, this panel has seen what is working and, most importantly, what innovations just might be driving the wine tourism trends of the future.

- Wanda Mann, East Coast Editor, The SOMM Journal (Moderator)
- Brittany Gibson - Executive Director, Seneca Lake Winery Association
- Diana Isac - CEO & Founder, Winerist LTD
- Maryam Ahmed - Owner, Maryam + Company
- Daniel Yaffe - Co-Founder and COO, AnyRoad

ENOLOGY - SESSION B

Into the Woods of New York, with Tasting

MAR 28 | 1:45 PM - 3:00 PM | CANANDAIGUA ROOM | TASTING SESSION

Aging New York wines with locally sourced wood species provides an opportunity to marry wine and wood flavors in new and interesting ways. Learn more about the underlying biological, chemical and physical factors that impart oak-aged characteristics to wine, then explore recent research on alternate New York hardwood species as novel aging adjuncts. This session will draw connections between sources of variation in wood, aging mechanics, flavor chemistry and final wine flavor, and will include a tasting of wines aged in New York sourced hardwoods.

- Jennifer Neubauer, Graduate Researcher, Cornell University

VITICULTURE - SESSION B

Soil Health

MAR 28 | 1:45 PM - 3:00 PM | HEMLOCK ROOM

Many of us have a good idea of what soil health is, but can it actually be measured, and in turn, managed? When it comes to soil health, Cornell has an important tool to measure various physical, chemical and biological factors that are associated with healthy soils. And one of the most effective ways to manage soil health in agricultural systems is with cover crops. This session will bring some experienced voices together to discuss this.

- Bob Schindelbeck, Director – Cornell Soil Health Lab, Cornell University
- Thijs Verschuuren, Director of Vineyard Biology / Biodynamic farming, H.J. Wiemer
- Jennifer Phillips Russo, Viticulture Extension Specialist, Cornell's Lake Erie Regional Grape Program
- Bob Betts, Owner/Partner, Betts Vineyards



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BUSINESS - SESSION C

Legislative & Regulatory Update: Impacts on the NY Wine & Grape Industry

MAR 28 | 3:15 PM - 4:30 PM | FINGER LAKES BALLROOM

Join this panel of state and national leaders to hear what legislative initiatives are in the works on each level, and their potential impact on New York wineries.

- Kim Wagner, Stoutridge Winery (Moderator)
- Steven Bate, Executive Director, NY Wine Policy Institute
- Jennifer Tsyn, Member, Bond, Schoeneck & King PLL
- Karen Thornton, AVA Program Manager, Alcohol and Tobacco Tax and Trade Bureau
- Christopher Thiemann, Distilled Spirits Program Manager, Regulations and Rulings Division, Alcohol and Tobacco Tax and Trade Bureau

ENOLOGY - SESSION C

Identifying Aroma Differences Between Cultivars Using Commercial Wines

MAR 28 | 3:15 PM - 4:30 PM | HEMLOCK ROOM

Some monovarietal wines (think Gewurztraminer, Concord, or Riesling) have aromas dominated by one, or a few, volatile compounds, making it fairly easy to link perceived aroma to chemical analysis. Most wines, however, share the same collection of volatile compounds, but smell very different due to slight variations in compound ratios. This session will cover a new approach to characterizing varietally-important aroma compounds using untargeted analysis of commercial wines, using Norton and Cabernet Sauvignon research as a case study. The implications of this method for future breeding efforts will also be discussed.

- Misha Kwasniewski, Assistant Research Professor, Penn State

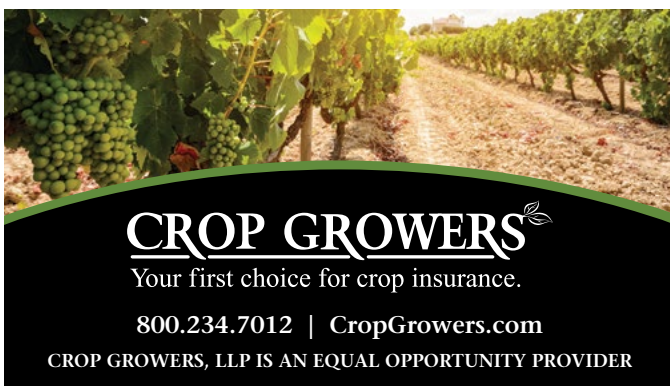
VITICULTURE - SESSION C

The Path to New Grape Varieties in New York

MAR 28 | 3:15 PM - 4:30 PM | CANANDAIGUA ROOM | TASTING SESSION

The approaching retirement of Dr. Bruce Reisch, who has led Cornell's grape breeding program for over 40 years, gives us a chance to take a look at the progress that has been made in developing new grape varieties that are better adapted to an ever-changing environment. The session will include a tasting of a few selections from the Cornell program, including NY81.0315.17, which will have its new name announced during B.E.V. NY!

- Bruce Reisch, Professor of Grapevine Breeding, Cornell University
- Anna Katharine Mansfield, Associate Professor of Enology, Cornell Craft Beverage Institute



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SHARING A TASTE OF THE FINGER LAKES WITH THE ASIA-PACIFIC AND BEYOND

BREAKFAST ROUNDTABLE

Tasting Room Sales: Lessons Learned From the NY Mystery Shopper Project

MAR 29 | 8:00 AM - 9:00 AM | OTISCO ROOM

In 2022, NYWGF's longstanding relationship with the WISE Academy resulted in the opportunity to provide ten winery members with a FREE Mystery Shopper analysis. From these results, WISE provided valuable intel to help us understand more about our overall industry strengths and areas of opportunities for sales growth. Join us for this information breakfast roundtable gathering to discuss the results of this project and chat about lessons learned for the Finger Lakes, Long Island and beyond. This will be an informal discussion group with a brief presentation overview of the Mystery Shopper project first. *Please grab your breakfast and join us by 8:15am.*

- Jennifer Warrington, The Glue, WISE Academy

ENOLOGY KEYNOTE

Measuring What Matters: What Does Tannin Mean to Wine Quality?

MAR 29 | 9:00 AM - 10:15 AM | FINGER LAKES BALLROOM

In this presentation, we will go through the large family of phenolic compounds found in red wines with a special focus on tannins. They are well known to bind to proteins and polysaccharides, which is associated with mouthfeel astringency, and react with anthocyanins and other phenolics to help stabilize red wine color. Tannins also react with oxygen to protect against oxidation and overall maintain high quality in red wines. The first point that will be discussed is related to the quantification of tannins throughout winemaking, which will lead to the second point on how to extract and retain tannins to maintain quality over time.

- Aude Watrelot, Assistant Professor & Extension Enology Specialist, Iowa State University

Cornell Craft Beverage Institute

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About CCBI

CCBI specializes in the analyzing industry samples, processing samples for research and educating and training craft beverage professionals to excel at every level of their business.

Wine Sensory Analysis

In-person, G34 Food Research lab, Geneva, NY

May 9 - 10, 2023, \$450

Attendees of EnoCert 201: Wine Sensory Analysis and Description will be guided through an in-depth exploration of their own sensory capabilities, and the ways in which their unique sensory perception influences their interactions with wine. Based on current sensory science, this course can serve as a starting point for new wine industry members or to complement more traditional wine evaluation programs.

Winery Sanitation & Safety Analysis

(pre-recorded on-line lectures)

Opens May 15, 2023

Runs until June 15, 2023, \$225

EnoCert 203 now includes modules relating to the Food Safety Modernization Act (FSMA) and provides winery-specific training regarding the eight key sanitary practices and conditions as outlined in current Good Manufacturing Practices (cGMPs). Winery Safety and Sanitation is intended for all cellar personnel. Safety and sanitation are often overlooked in winemaking courses, but are essential to the production of high quality-and more importantly, LEGAL wines. In this digital learning course, participants will learn to identify and address safety hazards, the role of OSHA and other regulatory bodies, the difference between cleaning and sanitizing, and common areas of contamination in a winery setting.

BUSINESS - SESSION D**Opportunities and Considerations for Sustainable Wine Tourism**

MAR 29 | 10:45 AM - 12:00 PM | CANANDAIGUA ROOM

Wine regions worldwide are grappling with climate change, all while trying to distinguish themselves for being excellent stewards of the land and producing quality wine. A challenge to be sure. Those who excel in both areas, however, have an opportunity to showcase their work to a powerful wine enthusiast traveler who prioritizes that positive impact over price per bottle. Join this panel of national experts as they discuss the future opportunities when building a sustainability narrative into your wine tourism marketing strategy.

- Shannon Brock, Co-owner and Estate Manager, Silver Thread Vineyard (Moderator)
- Pamela Lanier, Founder, Sonoma Sustainable Tourism Observatory
- Lisa Francioni, Program Director, California Sustainable Winegrowing Alliance

ENOLOGY - SESSION D**Measuring What Matters: Advancing Sustainability in NY Winery Operations**

MAR 29 | 10:45 AM - 12:00 PM | FINGER LAKES BALLROOM

This presentation will focus on best management practices (BMPs) that wineries can implement to reduce environmental impacts associated with utilization of water, energy, and chemicals. The status of the Environmental Results Program (ERP) Sustainability Initiative for the NYS Winery Sector will be discussed, followed by a discussion of the workbook for winery operations.

- Ken Schlafer, New York State Pollution Prevention Institute
- Gene Park, New York State Pollution Prevention Institute

ENOLOGY - SESSION D**Measuring What Matters: Veraison to Harvest**

MAR 29 | 10:45 AM - 12:00 PM | FINGER LAKES BALLROOM

Since 2007, the Veraison to Harvest newsletter has been collecting grape sample data from across New York State. While grape cultivars and vineyard sites have varied over the years, some sites have yielded 10 or more years of data to compare. Using new data analysis methods and the NEWA weather system, we hope to find meaningful patterns in this trove of grape information.

- Chris Gerling, Senior Extension Associate, Cornell Craft Beverage Institute

VITICULTURE - SESSION D**Pest Management Updates**

MAR 29 | 10:45 AM - 12:00 PM | HEMLOCK ROOM | *PESTICIDE CREDITS AVAILABLE

Growers in New York need to stay on top what's happening in the world of pest management. New techniques, new products, and even new pests are hard to keep up with, but fortunately this session features important updates on all of these from some trusted and well-known people to New York growers (NY pesticide recertification credits will be available to both in-person and virtual attendees).

If you are planning to attend this session virtually, and wish to receive NY pesticide recertification credits, you must [upload a copy of your applicator license](#) prior to the session. (Those attending in-person should show license in-person on the day of the event.)

- Kaitlin Gold, Assistant Professor and Extension Specialist of Grape Pathology, Cornell University
- Greg Loeb, Professor, Cornell University
- Brian Eshenaur, Sr. Extension Associate for Ornamental Crops, Cornell University

BUSINESS - SESSION E

Big Wine Data, Big Wine Disruptors

MAR 29 | 1:45 PM - 3:00 PM | FINGER LAKES BALLROOM

One of the prevailing notions about the wine industry is that it is traditional and slow to change. With so many tectonic shifts in recent years, however, change is a must. COVID has upended the industry's lackadaisical approach to ecommerce, for example, and geopolitical conflicts are mandating adjustments to our traditional supply chains. Change is happening, whether we like it or not and whether the industry is ready for it or not.

Join us for a discussion about some of the wine industry's most salient challenges of today, and how disruptors are working to adapt to new realities. How can small and medium-size wineries benefit from sophisticated technologies that seem out of reach? How are platforms like Drizly, Vivino and Wine-Searcher evolving to suit new and different audiences? What changes and updates has VinoShipper incorporated recently to adjust to supply chain and delivery issues? How do Enolytics' partnerships and technology provide visibility into wineries' DTC and wholesale sales, all at the same time?

Please come with your questions about the current state of disruption, and what data says about the future

- Cathy Huyghe, Co-Founder and CEO, Enolytics LLC
- Steven Harrison, President/CEO, Vinoshipper

ENOLOGY - SESSION E

Measuring What Matters: Variations in Human Sensory Perception

MAR 29 | 1:45 PM - 3:00 PM | CANANDAIGUA ROOM | TASTING SESSION

The best instrument to measure overall wine quality is a real, live human- but humans are notoriously unreliable measuring instruments. To get the best information from your humans, you have to know how sensory perception works, how it varies from person to person, and when it's likely to return bad data. In this session, we'll learn the most common sources of human sensory variability, try some simple tasting exercises, and explore the newest discoveries on the frontier of human-wine interface...and maybe bust some wine-tasting myths along the way.

- Anna Katharine Mansfield, Associate Professor, Enology, Cornell Craft Beverage Institute

VITICULTURE - SESSION E

Pest Management Technology

MAR 29 | 1:45 PM - 3:00 PM | HEMLOCK ROOM | *PESTICIDE CREDITS AVAILABLE

While it's important to keep up on the best materials and practices to control pests, the equipment that one uses can be just as important for an effective pest management program. Our speakers will walk growers through the important information they need to know to keep their sprayers running at peak performance, as well as introducing some newer technologies that could be appearing in vineyards in the near future (NY pesticide recertification credits will be available to both in-person and virtual attendees).

If you are planning to attend this session virtually, and wish to receive NY pesticide recertification credits, you must [upload a copy of your applicator license](#) prior to the session. (Those attending in-person should show license in-person on the day of the event.)

- Lynn Sosnoskie, Assistant Professor of Weed Science, Cornell AgriTech - Cornell University
- Jason Deveau, Application Technology Specialist, OMAFRA

BUSINESS - SESSION F

Made in NY: The Keys to Selling Non-Traditional Wines

MAR 29 | 3:15 PM - 4:30 PM | FINGER LAKES BALLROOM

If diversity is our strength, then unity in telling the New York wine story must be our power. NY produces wine with regional and varietal specificity, immense drinkability, and in many cases, suspenseful longevity. We produce over 60 varieties and export to over 30 countries, showcasing multiple styles to delight both local and international palates. How does a wine region establish a brand for consistent quality, all the while helping consumers understand that 'expecting the unexpected' is part of the wine journey? Our panel of wine writers, and wine makers will speak from a breadth of international experience and provide lessons learned from other regions.

- Dan Belmont, AWE, Director/Wine Buyer, Good Wine Good People (Moderator)
- Christina Pickard, Writer at Large, *Wine Enthusiast*
- Jamie Goode, Journalist, wineanorak.com
- Russell Moss, General Manager, Milea Family Wines

ENOLOGY - SESSION F

Measuring What Matters: Laboratory Data

MAR 29 | 3:15 PM - 4:30 PM | CANANDAIGUA ROOM

Winery Laboratories analyze and measure several important wine components, and generally use methods and equipment that have been adapted for their in-house use from common textbooks and suppliers. Few, if any, methods are rigorously standardized across the industry. This presentation will address how a laboratory can determine and understand the analytical method performance parameters (such as accuracy and precision), and, just as importantly, we will discuss why it would matter to track and measure these parameters.

- Patricia Howe, Instructor, UC Davis Continuing and Professional Education

VITICULTURE - SESSION F

Measuring and Managing Cold Hardiness in Grapevines

MAR 29 | 3:15 PM - 4:30 PM | HEMLOCK ROOM

There are many challenges to growing grapes in the northeastern U.S., but one of the biggest might be adapting our vineyards and practices to improve vines' ability to survive winter conditions, which are undergoing significant change and becoming increasing unpredictable. This session will talk about new information and tools available to growers to do just that.

- Jim Willwerth, Assistant Professor, Brock University
- Hongrui Wang, PhD Student, Cornell University
- Jason Londo, Associate Professor of Fruit Physiology, Cornell University



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BREAKFAST ROUNDTABLE

New York Sustainable Winegrowing Program

MAR 30 | 8:00 AM - 9:00 AM | OTISCO ROOM

In April 2022, NYWGF will be announcing its first official group of "certified" Sustainable Winegrowers. You are invited to join Justin Jackson for a brief update on what is next for the Sustainability Program, including the rollout of a new Trustmark logo, Marketing Toolkit, updated website, and plans for continuous improvement to the VineBalance workbook. This will be an informal discussion group with a brief presentation overview of the Sustainable Winegrowing program first. Please grab your breakfast and join us by 8:15am.

- Justin Jackson, Sustainability Program Manager, New York Wine & Grape Foundation

VITICULTURE KEYNOTE

Better Vineyard Measurements, Better Vineyard Management

MAR 30 | 9:00 AM - 10:15 AM | FINGER LAKES BALLROOM

In vineyards, it seems there's an almost limitless list of data that you could collect – yield, cluster and berry weight, phenology dates, pruning weight, plant and soil nutrients, and on and on. Not to mention all the sensors and the internet of things as well. Are there some of these data, though, that can give growers a bit more "bang for the buck" when it comes to some of the management decisions that need to be made? Our speaker, Mark Greenspan, has collected all sorts of data in his clients' vineyards over the years, and will talk about how he thinks about the data he collects and how he and his clients use it to improve their decision-making.

- Mark Greenspan, Ph.D., CPAg, CCA, President and Viticulturist, Advanced Viticulture, Inc.

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BUSINESS - SESSION G

Tracking the State of the Wine Industry and our Economic Impact

MAR 30 | 10:45 AM - 12:00 PM | FINGER LAKES BALLROOM

Each year the Silicon Valley Bank conducts an aspirational State of the Wine Industry report, presenting headwinds and opportunities for our sector. Though heavily weighted towards the west coast, lessons learned and recommendations for future opportunities can benefit the New York industry. Wineries are an important economic engine, as the panel will discuss, and should continually assess our progress and demonstrate our impact to the community. Join us to discuss the state of the industry nationwide, New York wineries' impact on the state's economy, and how we can better track our own data in the future.

- Jim Trezise, President, WineAmerica
- Dale Stratton, President, Wine Market Council

ENOLOGY - SESSION G

Wine-Seq: What One Nucleotide Can Tell Us About Wine

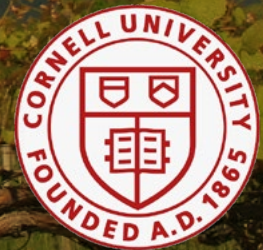
MAR 30 | 10:45 AM - 12:00 PM | CANANDAIGUA ROOM

Whether you're choosing commercial yeasts or tracking a spontaneous fermentation, nucleotide sequencing is happening somewhere in the background. This session will illustrate the role of nucleotides - the building blocks of DNA and RNA - in wine production and related technologies. From the biology of yeast and bacterial cells to the development of PCR, Sanger, and Illumina-based sequencing, nucleotide technologies are key to understanding the microbiology of wine production.

- Patrick Gibney, Assistant Professor of Wine Microbiology, Cornell University



Cornell Cooperative Extension Finger Lakes Grape Program



The Finger Lakes region is one of the most diverse grape growing regions in the world, with over 100 different grape varieties planted throughout the region's 10,000 acres of vineyards. There are families who have farmed grapes here for four or five generations, and others who are just beginning their journeys as grape growers. No matter what kinds of grapes they grow or how long they have been doing it, the Finger Lakes Grape Program is here to give growers the best information possible to solve problems and improve the health and productivity of their vineyards.

The Finger Lakes Grape Program is a regional agricultural extension program of Cornell Cooperative Extension. We provide the region's growers with research-based information about vineyard and pest management practices, new vineyard establishment, sustainability, soil and nutrient management and more as a means of supporting the industry's growth and long-term sustainability. We provide this information to growers by a variety of means, including printed and electronic communications, farm visits, field meetings and workshops, and an annual winter conference.

The Finger Lakes Grape Program is supported in part by Cornell Cooperative Extension Associations in Ontario, Seneca, Schuyler, Steuben, Wayne, and Yates Counties.

VITICULTURE - SESSION G

Vineyard Data: Lo-Tech & “Mid-Tech” Approaches

MAR 30 | 10:45 AM - 12:00 PM | HEMLOCK ROOM

There has been a lot of progress in developing new, hi-tech methods of data collection in vineyards, like remote sensing from satellites and drones, using complex GIS mapping software to visualize vineyard conditions, or sensors that can measure brix or volatile compounds out in the field. All of that can feel overwhelming and too far above our heads to use on the farm. But there are still plenty of lo-tech and “mid-tech” approaches to gathering and understanding important information from the vineyard that growers can easily implement in their vineyards right now.

- Hans Walter-Peterson, Senior Extension Associate, FLGP
- Terry Bates, Senior Research Associate, Cornell Lake Erie Research and Extension Laboratory
- Brent Sams, Research Scientist, E&J Gallo

BUSINESS - SESSION H

Roundtable on Diversity, Equity, & Inclusion in Winegrowing and Winemaking

MAR 30 | 1:45 PM - 3:00 PM | HEMLOCK ROOM

It has been nearly three years since the murder of George Floyd and Breonna Taylor, killings that sparked a national outcry for conversation, action, and support for the African American Community. Many businesses and organizations across the country were forced to address and acknowledge long standing issues surrounding diversity, inequities, and social justice—in many cases, for the first time. And while many pledged unwavering support and radical change, the question remains, where are they now? Today’s panel seeks to not only acknowledge the long-standing inequities that continue to impact access and success of marginalized communities but how we can move beyond words and into meaningful action.

- Cindy Rodriguez, Founding Partner, Adirondack Diversity Solutions LLC (Moderator)
- Elaine Chukan Brown, Global Wine Educator, Wine Writer
- Kwaw Amos, Owner, Gotham Winery, and NYWGF Board Member
- Maiah Johnson Dunn, NY Kitchen, Beverage Education Manager



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ENOLOGY - SESSION H**A Volatile Subject: Wine Odorants**

MAR 30 | 1:45 PM - 3:00 PM | CANANDAIGUA ROOM

The aroma of wine and other foods and beverages is due to the combined sensory impact of dozens of volatile odorants. The talk will discuss the main odorant classes found in wine, and how close (and far) enologists are from recreating the odor of wine; common applications of targeted and untargeted volatile analyses for wine quality control; and, why volatile analyses are more expensive than other chemical analyses, along with recent work by the Sacks lab to decrease the cost of targeted analyses.

- Gavin Sacks, Professor, Food Science, Cornell University

VITICULTURE - SESSION H-I**Intro to MyEV Workshop**

MAR 30 | 1:45 PM - 4:30 PM | FINGER LAKES BALLROOM

The Efficient Vineyard project is an ongoing national effort to advance the use of precision viticulture in wine, juice, and table grape production. One of the most important tools that has emerged from that project is the My Efficient Vineyard mapping platform (MyEV), which lets growers easily and quickly apply any kind of spatial data to a map using a simple interface. This afternoon's session will provide growers with an introduction to the MyEV system and help them get started with this powerful yet easy-to-use tool. The workshop will be appropriate for growers who are new to MyEV as well as those who have had some experience using the system already. This will be a hands-on workshop, so growers should bring their own laptops or tablets to work on.

- Hans Walter-Peterson, Senior Extension Associate, FLGP
- Terry Bates, Senior Research Associate, Cornell Lake Erie Research and Extension Laboratory
- Nick Gunner, Owner, Orbitist

BUSINESS - SESSION I**Made in NY: The Bright Future of Sparkling Wine**

MAR 30 | 1:45 PM - 3:00 PM | CANANDAIGUA ROOM | TASTING SESSION

In 1860 when Great Western Winery became the first bonded winery in the United States, they quickly established an international reputation for sparkling wines made in the Finger Lakes from native and hybrid grapes. The first traditional method sparkling wine from European grape varieties (*v. vinifera*) was made in 1985 by the Dr. Konstantin Frank Winery. Both approaches to sparkling wine continue to this day, as does production of méthode ancestrale wines. With resurgence of significant consumer interest in sparkling wine, along with significant recognition from the likes of Wine Enthusiast and Decanter, going back to our roots with sparkling wine may just give us the best opportunity to grow in the future.

- Meaghan Frank, Vice President, Dr. Konstantin Frank Winery
- Clive Pursehouse, US Editor, Decanter Magazine
- Mary Gorman-McAdams, MW, Wine Educator, Speaker, Business Strategist and Independent Consultant

ENOLOGY - SESSION I**Idea Café**

MAR 30 | 1:45 PM - 3:00 PM | HEMLOCK ROOM

We're pulling speakers off the podium and into small group discussions! Our most popular enology speakers always run out of time to answer questions, so we're providing a whole session for you to ask about their presentations or other questions in their field.

Confirmed speakers include Dr. Gavin Sacks, Dr. Pat Gibney, and Dr. Aude Watrelot; PhD candidate Jen Neubauer will also be available to talk about her New York hardwoods project.



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NYWGF membership programs and services are dedicated to supporting New York's wineries and grape growers, and to improving their ability to succeed in a changing environment. NYWGF Membership provides two categories of benefits for wineries and growers 1) basic business support services and 2) capacity building and educational services. Wineries looking to expand their sales and marketing efforts have a third tier of benefits to help them grow their businesses even further. The membership term runs from April 1, 2023- March 31, 2024.

NYFB Members Save \$50 on Grower Membership!

We have formed a strategic partnership with the New York Farm Bureau to offer any New York grape grower (without a winery operation) a \$50 discount on their membership with NYWGF. Login on nyfb.org to view your members-only discount code.

Contact Us:

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