

[View online](#)



MUST – Fermenting Ideas Press Release

This coming June, the world of wine will convene on the coast in Cascais!

—

Must – Fermenting Ideas is an event that will be held for the first time on 7–9 June 2017 in Cascais, Portugal. The hosts and founders of this convocation are two prominent journalists, and thanks to their profession they know exactly which topics are nearest and dearest to wine producers. They are up to speed on which questions are currently occupying the wine merchants' attention, what problems are cooking in the restaurant world, and what consumer wishes are moving various strata of the marketplace.

—



f.l.t.r. Paulo Salvador, Carlos Carreiras, Rui Falcão

By experts for experts...

All of these areas combined add up to a wine summit. Anybody who works professionally with wine will find new knowledge awaiting in Cascais, along with fresh inspiration and ideas for the future.

Renowned wine journalist **Rui Falcão** and television moderator **Paulo Salvador** will be posing the burning questions that confront the wine world of today.

To supply the answers, they have invited experts from all over the world.

Alice Feiring (USA) and **Jamie Goode** (UK) will be addressing the constellation of themes connected with Natural Wines.

Michelle Bouffard (Canada) will speak about her country's unique marquee-players in the international wine pageant: Canada's ice wines.

Paul Symington will be reporting on the opportunities and risks for venerable and traditional products in a market that 's moving ever quicker.

Other speakers include **Felicity Carter** (Winebusiness International), **Richard Halstead** (Wine Intelligence), **Stephen Li** (Stephen Wine, Shanghai), **Victor de la Serna** (El Mundo) – and many others.

The conference centre is located only some 25 km from the Lisbon airport, where the coastal city Cascais will provide the summit with an idyllic and picturesque setting. The fee for participants is 920 Euros plus VAT. For early bookers (before 15 March), the cost will be only 620 Euro plus VAT. [Tickets](#) and additional information are available here: mustfermentingideas.com



Paulo Salvador



Rui Falcão

REQUEST PHOTOS

CONTACTS

GENERAL INFORMATION

info@mustfermentingideas.com

COMMERCIAL INFORMATION

commercial@mustfermentingideas.com

PRESS INFORMATION

press@mustfermentingideas.com

MUST

WINE
SUMMIT
CASCAIS'17

FERMENTING
IDEAS



Copyright © 2017 Wine&Partners, All rights reserved

[Unsubscribe](#) [Settings](#)