

# MUST

FERMENTING  
IDEAS



## WINE SUMMIT CASCAIS'17

7 8 9 JUNE

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### PROGRAMME

#### WEDNESDAY 7 JUNE

##### Morning Session (8.30-13.30)

###### WELCOME TO MUST FERMENTING IDEAS

With a message by His Excellency the President of the Republic of Portugal, Marcelo Rebelo de Sousa.

###### NATURAL WINE

Alice Feiring answers the question, 'What, precisely, is natural wine?'

###### WINEMARKETING/NEUROENOLLOGY

Hedonic Brain's Ana Pecero Frances, demonstrates how the neuro marketing concepts can be applied to the wine business.

###### CLOSURES

Miguel Cabral speaks about the cork industry research guidelines and answers the question "Is there a future for natural cork?"

###### WINE TOURISM

Natalia Velikova speaks on tourism in the wine scene. Does it involve more than just visiting wineries?

##### Afternoon Session (15.00-17.40)

###### NATURAL WINE

Jamie Goode (wineanorak.com) speaks about the various challenges in the cellar & the vineyard fundamental to the production of natural wines.

###### FORTIFIED WINES

Winemaker and 'Decanter Man of the Year' Paul Symington speaks about fortified wines and their status in a modern world of wine.

###### SPARKLING VS CHAMPAGNE

Matthew Jukes opens discussion on if English sparkling wine can win out over Champagne.

#### THURSDAY 8 JUNE

##### Morning Session (8.30-13.15)

###### OLD GRAPE VARIETIES

Grape geneticist José Vouillamoz shares his expertise about old but unknown grape varieties. Are these rising stars, offering new opportunities?

###### REGIONAL IDENTITY

Michelle Bouffard speaks about Canadian wines emphasizing: will Canada ever become known for producing anything besides Ice Wine?

###### CONSUMER TRENDS

The wine critic and MUST promoter Rui Falcão answers the question 'Is Madeira wine out of this world?'

###### WINE TOURISM

Felicity Carter (Wine Business International) speaks about the impact of wine tourism on some of the most famous wine regions.

##### Afternoon Session (14.45-17.30)

###### CONSUMER TRENDS

Paz Levinson speaks about Sommeliers and the hospitality industry, and answers the question 'What does it take to win?'

###### COMMUNICATIONS (R)EVOLUTION

Lulie Halstead (CEO at Wine Intelligence) will talk about how we address Millennials in the different communication channels in the world of wine.

###### WINE EDUCATION

Founder of GuildSomm and Master Sommelier Geoff Kruth is an expert on wine education. He explains the importance of expanding this professional field.

#### FRIDAY 9 JUNE

##### Morning Session (8.30-13.15)

###### ONLINE SALES

Adapt or die! Cathy Huyghe shows some innovative ways to promote & sell wine online.

###### INDIGENOUS GRAPE VARIETIES

Victor de La Serna (El Mundo) speaks about how after the international grape invasion, European wine regions are coming back to local, indigenous, traditional varieties.

###### WINE TOURISM

Tourism expert Mariette du Toit-Helmbold raises the question: does wine tourism turn wine regions into a sort of Disneyland, into theme parks?

###### UNKNOWN GRAPE VARIETIES

New York Times wine critic Eric Asimov speaks about internationally known - but still underestimated - grape varieties.

##### Afternoon Session (14.45-18.00)

###### CHINESE TERROIR

Stephen Li delineates the diversity of Chinese terroir, many worlds within one wine country.

###### DATA MINING

Nicholas Oakes, from Wine Searcher, deep dives into the question "what are people actually searching for" on the Chinese market providing insights not available anywhere else and showing how the market is developing.

###### ASIA'S INFLUENCE

Is the Asian market redefining wine styles? Huiqin Ma, Professor at China Agricultural University in Beijing, addresses this question

###### CLOSING CEREMONY

On Tuesday June 6, the Centro de Congressos do Estoril will be open for registrations from 17.00 to 18.30 for all attendees. Late registrations will be admitted on Wednesday, June 7, opening at 8.00. Please collect your attendee badge.



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CASCAIS  visit Portugal  
The Charm of the Atlantic Coast