

# COMPETENCE CENTER

## PROGRAMM

### SONNTAG, 18. MÄRZ 2018

9.30 UHR

Weinsensorik –  
Weinfehler/Weinbewertung

Referent: Kim Kirchhoff, DLG TestService

10.30 UHR

Verkosterschulung Mineralwasser –  
Wein-Harmonisierung

Referentin: Vanessa Boor, S. Pellegrino

11.30 UHR

Spaniens neue Spitzenweine:  
Toro & Co

Referenten: Pedro Ballesteros MW,  
Javier Rodriguez, Winemaker

12.30 UHR

German Label Report [englisch]

Referenten: Wilhelm Lerner, Wine Intelligence,  
Martin Reiss, Quantum-X

13.30 UHR

Crafted Premium-Agaven-Spirituosen:  
Tequila & Mezcal [3-Badge-Mixology]

Referentin: Annick Seiz, Genussbotschafterin

14.30 UHR

Digitale Wein-Services der DLG

Referent: Kim Kirchhoff, DLG TestService

15.30 UHR

Old Vines and New Blends from the  
Highlands of Ribera del Duero [englisch]

Referenten: Dirk Hofmann, Desiderio Sastre

16.30 UHR

Craft-Beer – starkes Zusatzsortiment?

Referent: Lars H. Girard, AMKA

### MONTAG, 19. MÄRZ 2018

9.30 UHR

Weinsensorik –  
Weinfehler/Weinbewertung

Referent: Kim Kirchhoff, DLG TestService

10.30 UHR

Verkosterschulung Mineralwasser –  
Wein-Harmonisierung

Referentin: Vanessa Boor, S. Pellegrino

11.30 UHR

Crafted Premium-Agaven-Spirituosen:  
Tequila & Mezcal [3-Badge-Mixology]

Referentin: Annick Seiz, Genussbotschafterin

12.30 UHR

Wine Intelligence, London  
Brand Power, Innovation & Trends  
[englisch]

Referent: Richard Halstead

13.30 UHR

Verdejo wurzelecht: die Schätze  
der DO Rueda

Referent: Peter Dreykluft

14.30 UHR

PIWI-Rebsorten – Perspektiven  
für die Zukunft

Referentin: Anja Antes, Traubenshow.de

15.30 UHR

The other Side of Piedmont [englisch]

Referent: Luca Maroni

16.30 UHR

Craft Beer from Iceland – Drink. Conquer.  
Repeat. – A story of success! [englisch]

Referent: Guðjón Guðmundsson,  
MD Einstök Ölgerð

17.30 UHR

DLG-Bundesweinprämierung 2017  
Verleihung Sonderpreis  
„Beste Kollektion“

### DIENSTAG, 20. MÄRZ 2018

9.30 Uhr

Weinsensorik –  
Weinfehler/Weinbewertung

Referent: Kim Kirchhoff, DLG TestService

10.30 UHR

Verkosterschulung Mineralwasser –  
Wein-Harmonisierung

Referentin: Vanessa Boor, S. Pellegrino

11.30 UHR

Schnaps-Ideen & Genuss-Impulse  
aus der Südtiroler Privatbrennerei  
Unterthurner

Referentin: Annick Seiz, Genussbotschafterin

12.30 UHR

Global Wine Brand Power and Consumer  
Trends 2018 [englisch]

Referentin: Lulie Halstead

13.30 UHR

Crafted Premium-Agaven-Spirituosen:  
Tequila & Mezcal [3-Badge-Mixology]

Referentin: Annick Seiz, Genussbotschafterin

14.30 UHR

Marketing ist Beziehungsmanagement

Referent: Martin Reiss, Quantum-X

15.30 UHR

German Label Report

Referenten: Wilhelm Lerner, Wine Intelligence,  
Martin Reiss, Quantum-X

**Teilnahme kostenfrei!**  
**SEMINARDAUER: JEWEILS 45 MINUTEN**  
**ANMELDUNG: PROWEIN HALLE 13 STAND D50**



# COMPETENCE CENTER

## PROGRAMME

### SUNDAY, 18 MARCH 2018

09:30 AM

Wine Sensory – Detecting wine faults/  
Evaluation of wines [German & English]

Speaker: Kim Kirchhoff, DLG TestService

10:30 AM

Taster training mineral water –  
wine harmonisation

Speaker: Vanessa Boor, S. Pellegrino

11:30 AM

New premium wines of Spain:  
Toro & Co.

Speaker: Pedro Ballesteros MW  
and Javier Rodriguez, Winemaker

12:30 AM

German Label Report [English]

Speaker: Wilhelm Lerner, Wine Intelligence,  
Martin Reiss, Quantum-X

01:30 PM

Crafted premium agave spirits:  
Tequila & Mezcal [3-Badge-Mixology]

Speaker: Annick Seiz

02:30 PM

Digital wine services of the DLG  
[German & English]

Speaker: Kim Kirchhoff, DLG TestService

03:30 PM

Old Vines and new Blends from the  
Highlands of Ribera del Duero [English]

Speaker: Dirk Hofmann, Desiderio Sastre

04:30 PM

Craft-beer – strong additional range?

Speaker: Lars H. Girard, AMKA

### MONDAY, 19 MARCH 2018

09:30 AM

Wine Sensory – Detecting wine faults/  
Evaluation of wines [German & English]

Speaker: Kim Kirchhoff, DLG TestService

10:30 AM

Taster training mineral water –  
wine harmonisation

Speaker: Vanessa Boor, S. Pellegrino

11:30 AM

Crafted premium agave spirits:  
Tequila & Mezcal [3-Badge-Mixology]

Speaker: Annick Seiz

12:30 AM

Brand Power, Innovation & Trends [English]

Speaker: Richard Halstead,  
Wine Intelligence London

01:30 PM

Verdejo ungrafted: The treasures  
of the DO Rueda

Speaker: Peter Dreykluft

02:30 PM

PIWI varieties [fungus-resistant grape  
varieties] – Perspectives for the future

Speaker: Anja Antes, Traubenshow.de

03:30 PM

The other side of Piedmont [English]

Speaker: Luca Maroni

04:30 PM

Craft beer from Iceland – Drink. Conquer.  
Repeat. – A story of success! [English]

Speaker: Guðjón Guðmundsson,  
MD Einstök Ölgerð

05:30 PM

DLG National German Wine Award 2017 –  
special award “Best Collection” [German]

Speaker: Anika Schramm

### TUESDAY, 20 MARCH 2018

09:30 AM

Wine Sensory – Detecting wine faults/  
Evaluation of wines [German & English]

Speaker: Kim Kirchhoff, DLG TestService

10:30 AM

Taster training mineral water –  
wine harmonisation

Speaker: Vanessa Boor, S. Pellegrino

11:30 AM

Concepts for liqueurs & taste impulses  
of private distillery Unterthurner,  
South-Tyrol

Speaker: Annick Seiz

12:30 AM

Global wine brand power and  
consumer trends 2018 [English]

Speaker: Lulie Halstead

01:30 PM

Crafted premium agave spirits:  
Tequila & Mezcal [3-Badge-Mixology]

Speaker: Annick Seiz

02:30 PM

Marketing is relationship management

Speaker: Martin Reiss, Quantum-X

03:30 PM

German Label Report [German]

Speakers: Wilhelm Lerner, Wine Intelligence,  
Martin Reiss, Quantum-X

**Participation free of charge!**  
**SEMINAR DURATION: 45 MINUTES EACH**  
**APPLICATION: PROWEIN HALL 13 STAND D50**