



Schedule of Events

9:00 am | Doors Open for Registration

10:00 am | Welcome Remarks & Wine Challenge Launch | Theater
Mariano J Doble

10:20 am | Emerging Wine Regions: Where to Find Value | Theater
Max Kast (MS), David Keck (MS), Larry O'Brien (MS)

11:20 am | Morning Tasting & Networking Session | Lobby 1s & 2nd Floor

12:20 pm | Old World Icons: Wines of Spain & Italy | Theater
Jesús Martínez Bujanda, David Keck (MS), Charlie Lassor

12:20 pm | The Art & Science of Blind Tasting* | Board Room
Max Kast (MS)

Sign Up Link: bit.ly/wsblindtasting

12:20 pm | Sensory Exploration of Wine & Glassware* | Room 115
Larry O'Brien (MS)

This session has an additional fee of \$ 100 + tax per person and includes the Riedel Veloce 4 Glass Set if purchased before the event. (Reg Price \$198 | Price at Event: \$125)

Sign Up Link: bit.ly/wsglassware

12:20 pm | Beyond the Rack: Crafting Your Perfect Wine Sanctuary | Room 232
Jeff Epstein

Sign Up Link: bit.ly/wscellar

1:20 pm | Lunch, Tasting & Networking Session | Lobby 1st & 2nd Floor

2:30 pm | American Icons: The West's Great Grapes [Napa, Willamette & Walla Walla] | Theater
Malek Amrani, Chris Burrough, David Keck (MS), Pinto Naravane,

2:30 pm | Two Poles, One Passion [Santa Barbara & South African Wines] | Board Room
Jeff Beckmen, Mathilda Joubert

Sign Up Link: bit.ly/wstwopoles

2:30 pm | Bountiful Sonoma, An Exploration of Sonoma & Cheese Pairing | Room 115
Larry O'Brien (MS)

Sign Up Link: bit.ly/wsboundifulsonoma

2:30 pm | Natural, Organic & Biodynamic Winemaking | Room 232

Max Kast (MS)

Sign Up Link: bit.ly/nobw

3:30 pm | [Afternoon Tasting & Networking Session](#) | Lobby 1st & 2nd Floor

4:00 pm | Wine Challenge Answers Due at Vine Society Table!

4:30 pm | The Wine Industry's Evolution: What's Next for Producers and Consumers | Theater

Max Kast (MS), David Keck (MS) & Larry O'Brien (MS)

5:15 pm | Closing Remarks | Theater

Mariano J Doble

5:30 pm | [Final Tasting & Networking Session](#) | Lobby 1st & 2nd^o Floor

6:00 pm | Closing Reception & Summit Tasting Champion Recognition | Lobby 1st & 2nd Floor

Mariano J Doble, Max Kast (MS), David Keck (MS), Larry O'Brien (MS)

IMPORTANT NOTES:

- All theater sessions are open. Breakout sessions require registration due to limited room capacity.
- Breakout room capacity: Board Room (20) | Room 115 (34) | Room 232 (16).
- Sign-up links for each breakout session are provided in this document.
- Walk-ins are welcome at breakout sessions if non-reserved seats are still available.
- The Sensory Exploration of Wine and Glassware session has an additional \$100 cost p/p + taxes and includes a Riedel Veloce Wine Tasting Set with four glasses (Reg \$198).
- Please remember to turn in your orders at the Vine Society table before leaving the premises. Prices offered are based on receiving your order during the event.
- To participate in the Blind Tasting Wine Challenge, your answers must be submitted by 4:00 pm at the Vine Society table.