

11th Global Summit on

Food & Beverages

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**Mark Norman***International Wine Professional Network, USA*

Time for a new approach to wine sales

Viticultural has been transformed by technology. Satellites are being used for canopy management, remote water sensors are allowing for better irrigation practices, and science is developing more disease resistant clones for use in the vineyards. In the wine cellar, winemakers are utilizing smart devices to control temperatures during fermentation. More precise measurements are allowing a more consistent wine production with fewer and fewer mistakes. Yet the approach to wine selling and CRM has changed little over the last decade. Today's wine drinkers are a part of the digitally transformed American consumers who are using smart phone wine apps to make wine choices with confidence. A business discussion on how and why American wineries need to change in order to engage and approach a very changed wine audience

Biography

Mark Norman is the Co-founder of International Wine Professional network, whose goal is to help wine business to become more competitive in today's adult beverage market! His other business is World Wine Marketing, a company devoted to helping wine lovers discover new wines from small production wineries by directly promoting both the wineries & wines to consumers. He taught various courses on technology & Internet marketing professionally and at the college level. Utilizing state of the art marketing techniques, coupled with expert electronic networking skills, his ability to reach and influence both business professional and consumers is unsurpassed.

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