



11th January, 2010

## FINE WINE 2010

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### Top names sign up for unique wine conference

#### Ribera del Duero's 3<sup>rd</sup> International Congress Aranda de Duero, Spain: April 28<sup>th</sup> -30<sup>th</sup>, 2010

The challenges facing the global fine wine market will come under intense scrutiny in Ribera del Duero, Spain's prestigious wine region, in April 2010.

The three-day event, Fine Wine 2010, will attract a stellar cast of speakers both from within, and outside of the wine industry. They will be outlining their vision for the future of fine wine across the globe, as the major economies haul themselves out of recession.

Speakers already confirmed include British wine critic Tim Atkin MW; Gerard Basset MW MS; Californian winemaker Michael Mondavi; Pablo Álvarez of legendary Ribera del Duero producer Vega Sicilia and Ferran Centelles of El Bulli.

Fine Wine 2010 is now delighted to announce the confirmation of a further 17 industry experts (see their profile below).

Gerard Basset welcomed the opportunity to speak at an event solely dedicated to the aspirational, upmarket end of the wine industry. "The market for fine wine is always changing," he said. "There are now, thankfully, fine wines from many countries, not just first growth Bordeaux, Burgundies and some German wines.

"There is a lot to discuss. One challenge is what happens after Parker? What will happen when many more people in the world – people from China, India, Brazil – can afford fine wine? Or will the best wines only be affordable among the mega-rich and people who are investing? With so much money to be made, there is also the risk of more counterfeits. These are just some of the challenges that the conference will address" continued Basset.

We are pleased to confirm the following 17 speakers:



## CONFIRMED SPEAKERS AT FINE WINE 2010



**Jeannie Cho Lee MW:** The first Asian MW; also an international wine judge, writer, speaker, consultant and co-founder of the Fine Wine School in Hong Kong. In 2009, she received the Vintality International Award for her contributions to the wine industry.



**Serge Hochar:** Winemaker and owner of the Chateau Musar winery in Lebanon, and Decanter magazine's first ever "Wine Man of the Year".



**Ernst Loosen:** Owner of Weingut Dr Loosen, in Germany's Mosel region, Loosen has won a string of international awards and is renowned for his Riesling.



**John Szabo MS:** Canada's first Master Sommelier. He designs wine programs for restaurants across Canada, counting a long list of successful operations such as the National Arts Centre and the Terroni Group of Restaurants. President of the Wine Writer's Circle of Canada and author of the WineAlign.com Vintages Preview Report, he is also a member of the Wine Access National Tasting Panel, and wine editor for Toronto's CityBites Magazine.



**Josh Reynolds:** Assistant wine editor for the independent and critically acclaimed bimonthly publication International Wine Cellar in New York since 2005.



**Eleonora Scholes:** One of Russia's most authoritative wine journalists, based in Italy she writes regularly for Russian wine publications as well as the international press.



**Mark Beringer:** Specialist in ultra-premium Californian wine making, Mark is the Vice President of production at the Artesa Winery in Napa Valley. He has over 25 years of experience in the wine industry and in 2005 the San Francisco Chronicle named Mark, "Winemaker of the Year" for his work at Duckhorn Vineyards.



**Xavier Rousset:** Award-winning Master Sommelier who won the UK Sommelier of the year award in 2002 and opened his own restaurant, Texture, in 2007. Xavier also works on a regular basis with the Food and Wine Academy service.



**Felicity Carter:** Editor-in-chief of Meininger's Wine Business International, the global wine trade magazine, whose work has appeared in The Sydney Morning Herald and The Age newspapers. She has judged wine competitions in Australia, Portugal, Bordeaux and Germany.



**José Carlos Capel:** Acclaimed as Spain's top food-writer, Capel is the gastronomy critic for El País and the founder of MadridFusion which annually hosts the Madrid Fusion Food Fair.



**David Francke:** With more than 25 years in the wine industry, David has been the Managing Director of Folio Fine Wine Partners in California since 2006.



**Mick Yurch:** President of New York's widely renowned Sherry-Lehmann wine store, established in 1934. Michael won the "Comitato Grandi Cru d'Italia Award" for lifetime service to the Italian Wine Industry.



**Bruce Tyrrell:** Chief executive of Tyrrells's Wines, recognised in 2006 with an Order of Australia Medal for his contribution to the Australian wine industry. He has particularly worked on the Semillon variety and single vineyard wines from the Hunter Valley's oldest blocks.



**Joshua Greene:** Editor and publisher of Wine & Spirits magazine since 1986. Greene has travelled extensively through the wine regions of Bordeaux, Burgundy, Portugal, Italy, Spain, Australia, and Chile, as well as all the major regions in the U.S.



**Michael Sondag:** Creative Director for Hackett London and former Executive Vice President and Creative Director for Men's Sportswear at Tommy Hilfiger. Previously he was the Creative Director for Victorinox Swiss Army and prior to that the Design Director at Timberland. He is currently based in London and Florence.

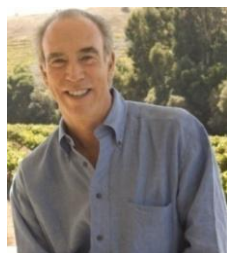


**Elin McCoy:** Wine and spirits columnist for Bloomberg News. Her most recent book, "The Emperor of Wine: The Rise of Robert M. Parker, Jr. and the Reign of American Taste," won the 2005 World Gourmand Cookbook Award and was a finalist for the James Beard award and IACP wine book of the year. Elin was a contributing editor on wine at Food & Wine for 25 years and has been a columnist for House Beautiful, Las Vegas Life, Shattered, and Drink.



**Lulie Halstead :** Experienced wine industry practitioner and a leading wine marketing academic. She is co-founder and Chief Executive of Wine Intelligence. She frequently speaks at industry and academic conferences around the world, presenting papers on issues such as wine branding, consumer behaviour and new product development.

Previously confirmed speakers:



**Michael Mondavi:** has more than 40 years of wine industry experience. After co-founding the Robert Mondavi Winery with his father in 1966, he founded Folio Fine Wine Partners in 2004 with his wife and children. Michael Mondavi is a leading wine industry executive, innovator and entrepreneur.



**Gerard Basset:** The only person in the world to hold the titles of Master of Wine, Master Sommelier and to also have a Wine MBA. In 1996 he was awarded "Best sommelier of Europe."



**Pablo Álvarez:** General Director of the legendary winery Vega Sicilia in the Ribera del Duero. Vega Sicilia has an international reputation for producing the ultimate classic Spanish wines.



**Ferran Centelles:** Sommelier of elBulli since 1999 (named “The World’s Best Restaurant” by Restaurant magazine for four consecutive years). Ferran was awarded “Best sommelier of Spain” by Ruinart in 2006 and contributes to a variety of specialist wine magazines in Spain as well as lecturing on wine at the official sommelier school in Catalonia.



**Tim Atkin MW:** Internationally recognised wine expert and multi-award winning journalist. Wine correspondent for The Observer, Tim also writes for Decanter, Woman and Home, The World of Fine Wine, The Economist's Intelligent Life, Observer Food Monthly and OLN as well as regularly presenting on the BBC One's Saturday Kitchen. Tim also lectures and runs his own wine school, specializing in the wines of Spain, France and the New World.

Fine Wine 2010 is being hosted by the Consejo Regulador for Ribera del Duero, with the speaker programme managed by Wine Intelligence.

**For more information about Fine Wine 2010,  
visit [www.finewine2010.com](http://www.finewine2010.com)**

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