



TEAMtalks CAPSTONE

EMEA

JULY 20, 2023

PRESENTING TO:

**EXPORT PROGRAM ANNUAL
MEETING**

CONTACT:

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Capstone - Europe

Education builds Curiosity

Curiosity builds Knowledge

Knowledge builds Loyalty & Sales



Launch March 2021

- Simultaneous VIRTUAL launch in 10 countries for 1200 guests during 2021 Covid
- Shipped 7000 mini bottles to all registered guests



Activation Europe

- Annual educator contracts include promotion fee and seminar contribution
- Set up CAPSTONE registration links on all school websites
- Monthly review educators by in-country reps
- Promotion CAPSTONE by each school in social media and newsletters on monthly basis

The collage features several key elements:

- Winewise Website:** The top right shows the 'winewise.be' website with navigation menus for 'TRAININGS', 'ABOUT WINEWISE', 'FAQ'S', 'LIFELONG LEARNING', 'BLOG', and 'MY WINEWISE'. It also lists 'WSET® Certification', 'Choice of classroom and/or online', 'Personalised approach', 'LifeLong Learning', and 'Also in your company'.
- Certificate Screenshot:** A smartphone screenshot displays a 'Capstone California Level 2' certificate. The text on the certificate includes 'California Wine presented by the', 'required', 'on of 2,5 h', and 'on in Antwerp, Gent or Brussels'.
- Another Certificate Screenshot:** Another smartphone screenshot shows a 'Capstone California L1' certificate.
- Social Media Post:** A smartphone screenshot shows a Facebook post from 'VINOPHILIUM WINE ACADEMY' with the text '4 levels, from beginner to expert.' and 'Developed by a team of internationally...'. It also includes a 'SPOT.' location tag.
- Man with Wine:** A photograph of a man in a white shirt smiling and holding two wine bottles.
- Wine Bottles:** A photograph of several wine bottles lined up on a table, including brands like 'HARDY', 'HAIN', 'VINCE TWIN', and 'Sant'.

At the bottom of the collage, there is a website footer for 'VINOPHILIUM Wine Academy' with the following contact information:

- Kontakt**
- Adresse:** Im Hopfengarten 5, D-70327 Stuttgart
- Telefon:** +49.711.32779848
- Email:** info@vinophilium-wineacademy.de
- Website:** vinophilium-wineacademy.de

Below the contact information, there is a search bar and a section titled 'CAPSTONE California – Ein umfassendes Lernprogramm über kalifornischen Wein | Präsentiert vom California Wine Institute'. The text below this section reads: 'Das Programm bietet vier Zertifikatsstufen, für Einsteiger bis hin zum Expertenlevel. Jede Stufe baut'.

Educators

Existing schools 2021:

- Norway – Kulinarisk Akademi
- Sweden – Wine Hub
- Finland – Sommelier Association
- Denmark – Vinakademiet
- Germany – Vinophilium
- Switzerland Vinophilium
- Netherlands, EdWines school
- Belgium – WineWise
- Poland – Adam Pawlowski Wine Academy

CAPSTONE SCHOOLS

2021



Educators

Appointing new schools for Capstone in:

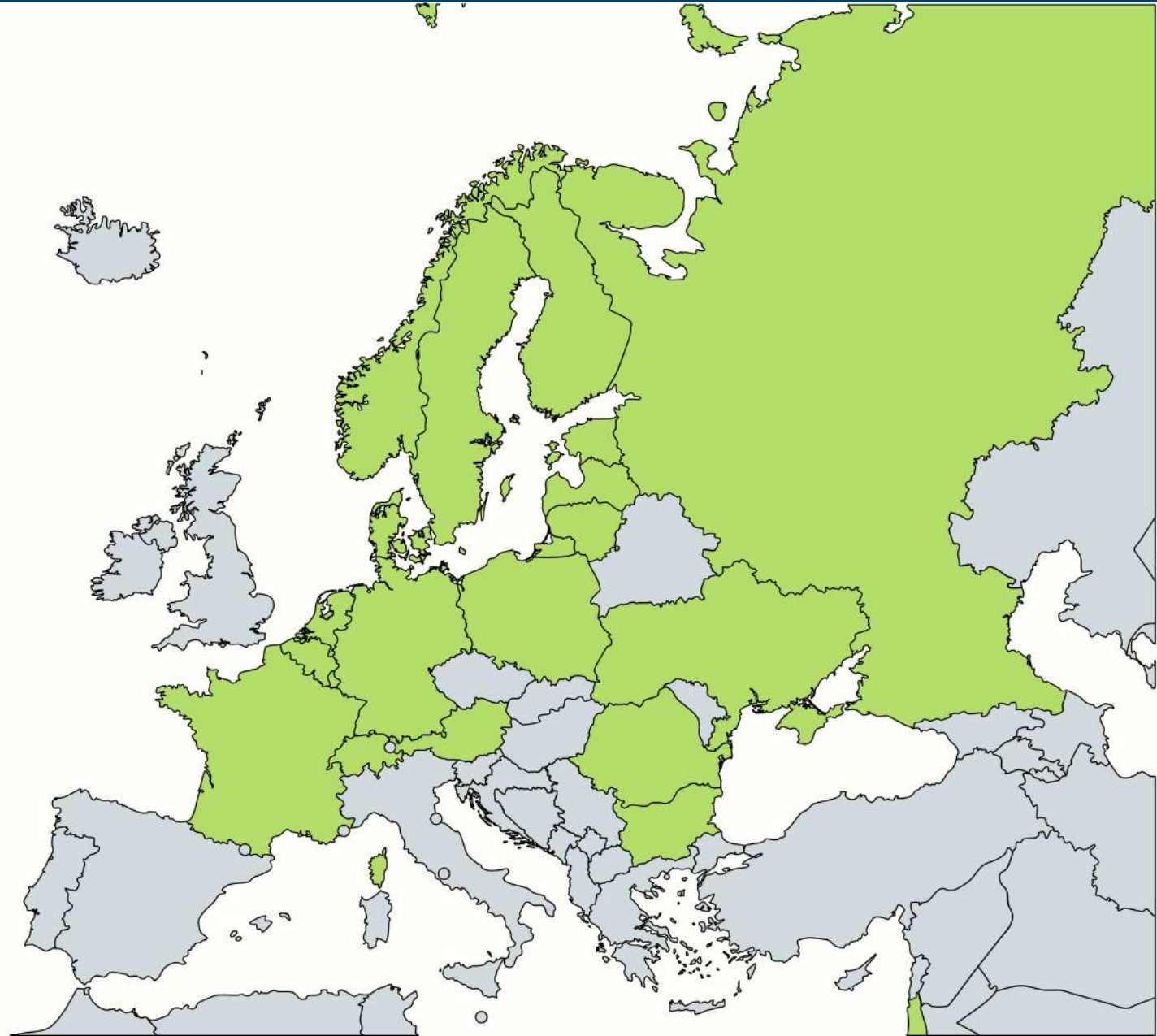
- France
- Baltics
- Israel

and evaluating

- Czech Republic
- Bulgaria
- Romania
- Ukraine

CAPSTONE SCHOOLS

2023



Numbers

| | 2022/2023 | 2023/2024 |
|-----------------|-----------|-----------|
| Countries | 9 | 12 |
| Schools | 8 | 10 |
| Students | 600 | 700 |
| Brands featured | 80 | 100 |

1500+ students to date (level 1-3), a further 700 students planned

Feature 100+ brands

Offer 50+ classes combined over 12 countries

Spin off... Extra curricular exposure Capstone educators

- Tailor made Monopoly education
- Dedicated training for YOUR importers
- Special seminars for Sommelier Associations
- Possibly Trade Show seminars



These are the brands we have featured in our classes so far

1924, Au Bon Climat, Barefoot, Black Stallion, Boneshaker, Brazin, Bread & Butter, Buena Vista, Cannonball, Cattleya, Chanin, Charles Wetmore, Clayhouse Estate, Cline, Clos du Val, DAOU, Dark Horse, Decoy, District 7, Don Sebastiani, Duckhorn, Edna Valley, Francis Ford Coppola, Freeman, Frei Brothers, Frog's Leap, Gallo, Ghost Pines, Ghostwriter, Girard Napa Valley, Gnarly Head, Grgich Hills, Gunsight Rock, Hahn, Hess Collection, Honig, J Vineyards, Jackson Family Vineyards, JLohr, Kistler, Kunde Family Winery, Kutch, Lander-Jenkins, Lange Twins Estate, Lava Cap, Long Valley Ranch, Louis M. Martini, Lucienne, MacMurray Estate Vineyards, Marimar, Meiomi, Napa Cellars, Panamera, Panthera, Paul Hobbs, Peju, Pine Ridge, Quady, Ramey, Rancho Zabaco, Ravenswood, Raymond, Ridge, Robert Mondavi, Rodney Strong, Sanford & Benedict, Scheid Family Vineyards, Schramsberg, Schug, Seghesio, Seven Oaks, Shannon Family of Wines, Share A Splash, Signorello, Silver Oak, Smith & Hook, Smoking Loon, St. Francis, St. Supéry, Talbott, The Federalist, Three Finger Jack, Trefethen, Trinchero, Tyler, Vina Robles, Wente.

Are you on the list yet?

How can you benefit?

- Make sure your wines are included in our classes
- Educate your importers on California Wines
- Guest introductions of visiting winemakers





CALIFORNIA
WINES

THANK YOU

Marco Tiggelman



CALIFORNIA
WINES