

SHAPING THE DIGITAL FUTURE OF WORLD WINE RETAIL – BORDEAUX, MAY 13, 2019

Submitted by: Vinexpo
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London, April 30, 2019 – Online retailing is booming and is the future for world wine sales – and Vinexpo Bordeaux has a dedicated conference as a highlight of its Academy programme for industry professionals to learn about the digital retail revolution, its importance to the wine and spirits industry and what it takes to succeed in the rapidly evolving digital retail market-place.

Five leading CEO's of top wine e-commerce companies around the world: Chris Tsakalakis, CEO of Vivino; Marco Magno Cavallo, CEO of Tannico; Mark Meek, CEO of The IWSR, Mike Hu of China-based Alibaba Group~Tmall FMCG Business Unit, and Martin Ohannesium, CEO of «Le Petit Ballon» will impart their knowledge, experience and expertise in the online retail market-place with their different approaches and retail strategies in meeting the rapidly evolving requirements and changing market demands of consumers.

Most importantly, in What it Takes to Sell Wine Online the panel of participating industry leaders will highlight the changes they anticipate over the next 10 years, helping industry professionals understand what it takes to succeed as a digital retailer. Key issues will be addressed, such as:

- The subscription model is a win/win for customers and businesses; for businesses, it scales better, is easier to run and guarantees recurring revenue – is a monthly subscription plan the solution?
- Big data: should companies become data-driven to better serve their changing client tastes and, as a consequence, their changing purchasing requirements?
- Direct-to-consumer business for wineries: more and more wineries are now selling direct to consumers, especially in the USA – how will this trend affect e-commerce?
- What's next? What future Mergers & Acquisitions will revamp larger players and significantly affect market share?

Vinexpo/What it Takes to Sell Wine/2

Opening a month earlier this year and running for four days from May 13 to May 16, Vinexpo Bordeaux 2019 is themed on the phrase Shape the Future to position itself as the international wine and spirits exhibition that understands the key concerns of all professionals in the wine and spirits industries. What it Takes to Sell Wine Online is just one of over fifty events—from talks to tasting sessions to master classes—comprising this year's Vinexpo Academy, spanning the four days of the show. It will take place in Salle 5, HALL 1 from 1600–17.30 on Monday, May 13.

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Registration for free media access to the exhibition

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About Vinexpo

Since its establishment in Bordeaux in 1981, on the initiative of Bordeaux Gironde's Chamber of Commerce and Industry, Vinexpo has been a leading organizer of events for the wine and spirits industry. In 38 years, Vinexpo has developed a unique understanding of the market and an extensive network of key distributors around the world. The brand currently runs exhibitions in five set locations (Bordeaux, Hong Kong, New York, and soon Shanghai and Paris), and the touring event Vinexpo Explorer. Every year, the Group also publishes the Vinexpo/IWSR Report, which is the most comprehensive survey on the global consumption of wine and spirits.

For more information visit [VinexpoBordeaux.com](https://www.vinexpobordeaux.com)