



The Next Generation of Wine

A Future of Possibilities

During Our Time

- Current and future trends to watch for
- Appealing to diverse demographics
- Making the wine industry more accessible
- Attracting and retaining talent & creating a pipeline of leaders



2023 Wine Market Council Study

“We were surprised at some of the findings in the study, because they show that a new group of consumers is interested in purchasing fine wines, especially those of consistent quality, good complexity, and made in a sustainable manner,” - *Dr. Liz Thach, President of the Wine Market Council*

 *(via Wine Industry Advisor Network)*

Local Predictions

- More POC entering the wine industry at all entry points
- An increase in participation in the wine industry amongst Millennials
- A decline in participation in the wine industry amongst 65+

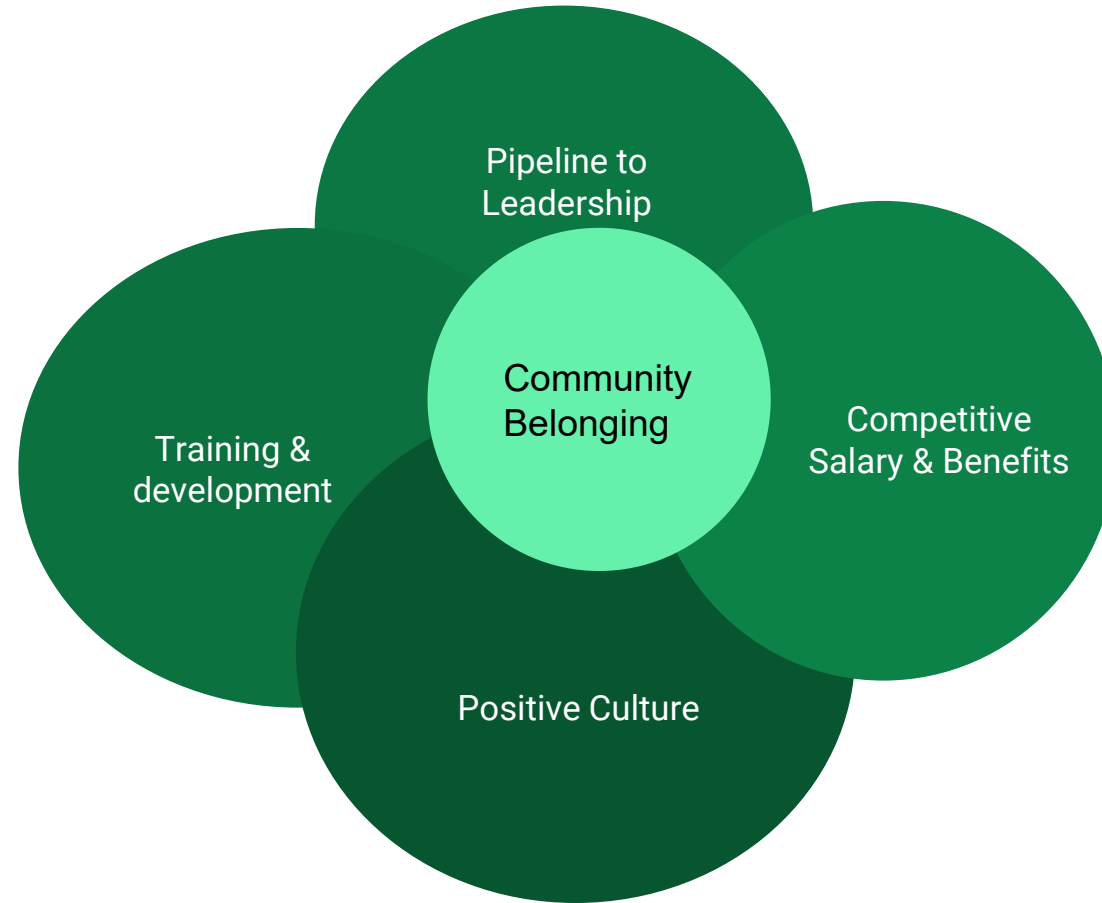


Meet Our Panelists

Ashley Trout Vital Winery and Brook & Bull Winery	Rosanna Lugo North Slope Management	Victor Palencia Palencia Winery and Monarcha Winery
Devyani Gupta Valdemar Estates	Sadie Drury North Slope Management	Todd Newhouse Upland Vineyard



Appealing to Diverse Demographics



Making the Wine Industry More Accessible

Ensuring Access for Everyone



Attracting & Retaining Diverse Talent



Creating a Pipeline of Leaders in Wine



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Thank you

Q & A



