



FINE VINTAGE LTD  
BY JAMES CLUER MW

# Fine Vintage Business of Wine Course

*Course Length: 1 Afternoon*

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- Introductions
- Overview of Trade Structure & Market Trends

## **Viticulture & Winemaking in Canada**

- Vineyard Elements
  - BC Case Study
- Winemaking Elements
  - Custom Crush
- Building a Winery
- Niche Viticultural & Winemaking Businesses

## **Sales & Marketing of Wine**

- Overview of Opportunities
- Agencies: Importing & Distribution
- Retail & On-Premise Sales
- Exporting & Brokerages
- Niche Sales & Marketing Businesses
  
- Taste 6 wines through the course of the afternoon

## **Learning Outcomes**

At the end of this course you will be able to:

- Understand the current state of the wine industry in Canada;
- Understand the costs involved in growing grapes and making wine;
- Understand the employment opportunities on the production side of the Canadian wine industry;
- Understand the opportunities in the distribution side of the Canadian wine industry;

## **Study Guide**

A PDF copy of the Study Guide will be sent to your email upon registration.

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## **Exam:**

There is no exam for the Fine Vintage Business of Wine course.

Students will be sent a certificate of completion after attending this course.