

Notes

American Culture Taste Force Meeting

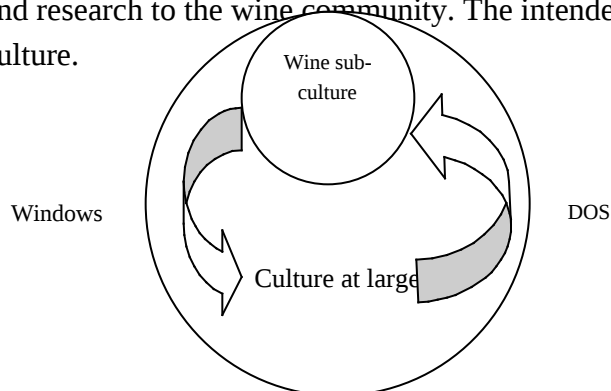
May 8, 2001, 9:30 a.m. – 12:00 noon

Beringer's Tasting Room, Napa, CA

Present: Task Force Chair Mark Chandler, Lodi-Woodbridge Winegrape Commission; Tim Hanni, WineQuest, LLC; Peter Marks Copia: American Center for Wine Food and the Arts; David Hosley Ph.D., President & General Manager, KVIE Channel 6; Peter Byck, WineryExchange.com; Waunice Orchid, WineVision Administration; Cynthia Carson, facilitator, Nuffer, Smith, Tucker, Inc.

Discussion took place regarding the role of the American Culture task force and the difficulty of moving forward because of the complexity and magnitude of the challenge at hand. Tim Hanni drew the following chart to illustrate the dichotomy there is between the wine sub-culture customer and the culture at large. There is debate within the industry as to whether we bring the culture at large into the sub-culture to grow the market or do we address the culture at large differently. And if you do that does that negate the positioning we have going with the sub-culture?

With this discussion as background, it was determined that the American Culture task force could play an important role by creating forums to bring this discussion along with information and research to the wine community. The intended result being to increase the knowledge, skills culture.



The following plan was developed to move the American Culture priority forward.

Vision:

- Σ To make wine part of the American culture

Measurements:

- Σ Long term: Create benchmarks for consumers' acceptance of wine (consider demographics).
Test periodically.
- Σ Short term: Measure each activity against the declared outcomes

Objective:

- Σ Expand responsible wine use throughout the American culture

Strategy:

- Σ Create forums/delivery mechanisms to raise the level of knowledge/understanding, skills and best practices of the wine community and wine related entities to further the achievement of the objective. Each forum to address a question/issue that relates to the achievement of the objective (e.g. Do we need to educate – or to what level – our consumers? Do they want to be educated? How's this related to different segments?)

Target Audiences:

- Σ American task force itself
- Σ Regional associations
- Σ Other related wine organizations
- Σ Other organizations interested in wine
- Σ Opposing organizations

Forums/delivery mechanisms:

- Σ Virtual forums
- Σ Annual WineVision meeting
- Σ Other industry meetings
- Σ Ad hoc forums
- Σ WineVision communications task force
- Σ Industry communication mechanisms

Action Steps:

1. Create the questions
2. Develop outcomes and enroll experts to set the project up to appropriately (e.g. the question correctly worded, the right forum...)
3. Engage appropriate groups to participate and possibly engage their target audience
4. Collect and interpret results
5. Decide on delivery mechanism and promote availability of the results

Annual Meeting:

This is an opportunity to begin the process

July 11th American Culture task force meeting

Outcomes:

1. Refine and get buy-in of the American Culture plan (created by this “sub-committee”)
2. Develop the 1st question
3. Develop plan of action and timeline
4. Engage participants as desired with specific assignments

July 12th Annual meeting - American Culture session (2hours)

Outcomes:

The meeting participants will:

1. Understand the objectives and strategies of the American Culture task force
2. Gain outside experts perspectives on the question – Do we have the prospect of making wine part of the American culture?
3. Engage in the dialog about the question

Format:

1. Chair of the task force, Mark Chandler - The role of the American task force and why the topic for the session
2. Key address on the topic, do we have the prospect of making wine part of the American culture?
3. Panel of experts from varying fields to respond and provide their perspective

Possibilities –

- Someone who knows how to get messages in the mainstream
- Media person – not wine related
- Consumer understanding (Benout Rousseau from Davis)
- Parallel industry – possibly water or coffee

Assignments:

All – provide possible panel members to Mark

Mark – organize the 2 events and call on others to take on various responsibilities