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REUNIÓN DE **COMISIÓN DIRECTIVA**

» 18 DE SEPTIEMBRE 2019



> FECHA

**Miércoles 18 de
septiembre 2019.**

> LUGAR

La Enoteca

*(Av. Peltier 611,
Ciudad de Mendoza).*

> HORA

10:00 hs.

> IMPORTANTE

Aquellos Directores que deseen tratar algún tema en particular, rogamos nos lo comuniquen cuanto antes para que sea incluido en el Orden del Día.

ORDEN DEL DÍA

1. Lectura y aprobación del Acta de la reunión anterior.
2. Estados Unidos & Canadá:
 - Resultados de actividades y acciones derivadas.
 - Avances con Monopolios canadienses.
3. Acciones de promoción conjunta WofA-IPCVA.
4. Avances Plan de Comunicación China 2024.
5. Adecuación del BO a la ley GDPR.
6. Informe de Tesorería & Cobranzas.
7. Varios.
 - Programa “Nuevos Masters of Wine de Argentina”



USA & CANADA

» RESULTADOS & AVANCES



The background is a light gray canvas decorated with various geometric shapes. There are several triangles in different sizes and colors: a large gray triangle in the top left, a white triangle with a pink line in the top right, a black triangle in the center right, a pink triangle below it, a large gray triangle in the bottom right, and a black triangle at the bottom center. Thin pink and black lines crisscross the background. Four photographic images are integrated into the design: a desert canyon in the top left, a green wooden building in the top right, a snow-capped mountain in the bottom right, and a vineyard in the bottom right.

USA

» ACCIONES RELEVANTES



MAYO-JUNIO | NY

» Degustación de vinos argentinos.

» Objetivo: Promover y profundizar el conocimiento sobre los vinos argentinos en el mercado de USA, a través del reporte y puntaje de Vinous Media.



103 Bodegas



369 Vinos

- 337 vino tinto
- 27 vino blanco
- 5 vino rosado

➤ Tanzer también degustó directamente con algunos importadores y algunos enólogos en USA. Todos abonaron costo de participación a WOFA.



SIGN IN SUBSCRIBE
STAY UPDATED

HOME ARTICLES MULTIMEDIA TOOLS ▾ MAPS EVENTS YOUR SAY

Once Marginal Terroirs Take Argentina's Wines to New Heights

BY STEPHEN TANZER | SEPTEMBER 05, 2019

Having tasted with a number of top Argentine producers in May and June in New York in the course of sampling about a thousand new releases from Argentina, I can tell you that they were buoyed by the high quality of the 2019 harvest following a coolish though dry growing season and a relaxed harvest. But since then, the shockingly weak performance of Argentina's President Mauricio Macri in a primary election on August 11 has thrown yet another curveball at the constantly beleaguered Argentine wine industry, so 2019 will probably be remembered more for its economic and political jolts than for its favorable weather conditions. The mood in Argentina was grimmer as I finished my annual tastings of new releases in late-August.

Like Tweet



Show all the wines (sorted by score)

Producers in this Article

Achaval Ferrer

“On the contrary: quality is higher than ever in Argentina and the country’s wines – and most-prized vineyards – have little resemblance to those of a generation ago. Recent successful vintages have only added impetus to the rise in quality”.

“Clearly, the future of Argentine wine, certainly on the international stage, is in the premium category”.



JULIO | MADRID

- » Degustación de vinos argentinos.
- » Objetivo: Promover y profundizar el conocimiento sobre los vinos argentinos en el mercado de USA, a través del reporte y puntaje de realizado por Luiz Gutierrez para Robert Parker.



80 Bodegas



307 Vinos

- 282 vinos tintos
- 23 vinos blancos
- 1 vino rosado
- 1 vino espumoso



- Luis Gutierrez estuvo en Mendoza en el mes de julio, visitó algunas bodegas y degustó directamente con algunos importadores y algunos enólogos en USA.

TEXSOM

WOFA WINE EXHIBITION (TASTING SUITE)



AGOSTO | DALLAS

- » Degustación de vinos argentinos.
- » Objetivo: Marcar presencia en Texsom y desarrollar una imagen positiva del vino argentino entre los asistentes.



16 Bodegas



42 Vinos



200 Asistentes



SPEC'S FINE WINE & SPIRITS

EDUCATIONAL SEMINAR FOR WINE MANAGERS



AGOSTO | TEXAS

- » Seminarios educativos + degustación de vinos argentinos para wine managers.
- » Objetivo: Generar una relación con la tienda y educar de manera positiva a los asistentes sobre el vino argentino.



6 Bodegas



12 Vinos



70 Asistentes

- Ciudades: Dallas, Austin, San Antonio, Houston – Texas, USA
- Expositora: Verónica Kathuria CSW, WOFA US Trade Manager
 - Diversity of Argentine wines
 - Argentina & its altitude

FULL CIRCLE BEVCON

MASTERCLASS + GRAND TASTING



SEPTIEMBRE | CHICAGO

» Masterclass:

Up, Up and Away: Exploring High Altitude, Terroir-specific Argentinian Wines

» Panel: Evan Goldstein, Laura Catena, Alphana Singh MS



12 Bodegas



12 Vinos



120 Asistentes



10 Bodegas



48 Vinos



500 Asistentes

➤ Walkabout Tastings:

- 3:30 PM Trade & Media;
- 5:30PM Consumers;
- 8PM end

WOFA AT TASTE AT THE TRACK

BINNY'S



SEPTIEMBRE | CHICAGO

- » Tasting anual de Binny's para consumidores.
- » Objetivo: Generar una relación a largo plazo con la tienda y educar de manera positiva a los consumidores sobre el vino argentino.



9 Bodegas



12 Vinos



2000 Asistentes



PENNSYLVANIA LIQUOR BOARD

EDUCATIONAL SEMINAR FOR WINE MANAGERS -



SEPTIEMBRE | PENNSYLVANIA

- » Capacitación a los wine managers de PLCB.

Objetivos:

- » Generar una relación a largo plazo con el Liquor Board.
- » Educar de manera positiva a los asistentes sobre el vino argentino.



10 Bodegas



12 Vinos



120 Asistentes
(40 por ciudad)



- Ciudades: Philadelphia, Pittsburg & Harrisburg.

- Expositora: Verónica Kathuria
CSW, WOFA US Trade Manager

- Diversity of Argentine wines
- Argentina & its altitude

The background is a light gray field decorated with various geometric shapes. There are several triangles in white, black, and magenta. Thin magenta lines and a black line are also present. Four photographic images are integrated into the design: a tan rock cliff in the top left, a green wooden building with a balcony in the top right, a blue mountain range in the bottom right, and a field of autumn-colored trees in the bottom right corner.

CANADÁ

» AVANCES CON MONOPOLIOS



NOVIEMBRE | ARGENTINA

» Visita de

- Stéphane Denis, SAQ Account manager for the Americas.
- Simon Paillé, SAQ analyst.
- 2 SAQ stores directors

Están interesados en:

- organic and biodynamic wineries
 - the coming trends in Argentina
 - White wines
- Quieren ver si las bodegas tienen interés en invertir en el SAQ.

2020

- SAQ Promotion (not only malbec) – toda la categoría
- Windows stores

MID JULY TO MID AUGUST | 2020

HOT SUMMER NIGHTS, ARGENTINA-STYLE!

Summer is fleeting, so let's give wine lovers a reason to get the most out of our hot summer nights!

Be inspired by Argentina, where the grill never sleeps and the dinner bell rings at midnight.

Gather friends and family and raise a glass under the endless summer night sky. It's the way they've been doing it in Argentina for generations. Whether it's Malbec with asado, Torrontés with empanadas or rosé with choripan, *vino Argentino* pairs perfectly with outdoor summer celebrations.

#Vino Argentino. Makers of delicious BBQ wines for more than 400 years.

90,000 CAD

12 SKU's

140 STORES

4 WEEKS

Programa para etiquetas
listadas en LCBO general listing
y Vintages



WOFA + IPCVA

» ACCIONES CONJUNTAS



ARGENTINA BEEF DAY

ACTIVIDADES EN CHINA



EVENTOS

» OBJETIVO

Presentar la mejor carne vacuna argentina a importadores, distribuidores, prensa especializada y representantes del sector HORECA en encuentros en donde se ofrece una degustación de distintos cortes, acompañada de degustación de Vino Argentino.

Las acciones conjuntas buscan aunar esfuerzos para posicionar dos de los principales productos insignia de Argentina.

» 17/09 - Shenzhen

The Ritz-Carlton Shenzhen

Bodegas: Escorihuela Gascón, Terrazas de los Andes, Rutini

» 19/09 - Chengdu

St. Regis Chengdu

Bodegas: Norton, Bodega Bianchi, Casarena.



6 Bodegas
participantes



- » Espacio para que las bodegas presenten sus vinos, con presencia de marca y material promocional.
- » Tras las degustaciones se ofrece una cena maridada.

ARGENTINA BEEF DAY

Cronograma Actividades Shenzhen



Sep 17 - Shenzhen, Trade Seminar (14:30 - 19:00)

Time	Duration	Speaker	Topic	
14:30 - 15:00	30 mins	all guests	签到（暖场、背景板处拍照留念）	Registration (warm up conversation, photo taking)
	30 mins	IPCVA	媒体采访	Media Interview
15:00 - 15:10	10 mins	Ulises Forte	阿根廷牛肉协会主席致辞	Welcome speech by the President of IPCVA
15:10 - 15:15	5 mins	Mdm. WANG Yingzhi	深圳餐饮商会执行会长 - 王英知	Welcome speech by the Executive President of Shenzhen Catering Chamber of Commerce
15:15 - 15:20	5 mins	IPCVA	阿根廷牛肉协会宣传视频播放	Argentine Beef Brand Video (SC subtitle)
15:20 - 16:00	40 mins	Sergio Ray	阿根廷牛肉协会海外市场推广主管演讲（配同传）	Presentation (Export figures + Online/Offline campaigns) (simultaneous translation)
16:00 - 16:50	50 mins	Jorge Torelli	阿根廷牛肉协会副主席牛肉切割专业演示	Presentation + Beef cuts demonstration (simultaneous translation)
16:50 - 17:30	40 mins	WOFA	红酒品鉴 / 酒店翻台	Argentine Wine tasting / Dinner set-up
17:30 - 19:00	90 mins	all guests	品鉴晚宴（交传）	Argentine Beef tasting dinner (consecutive translation)



ARGENTINA BEEF DAY

Menú



» 17/09 - Shenzhen
The Ritz-Carlton Shenzhen

» 19/09 - Chengdu
St. Regis Chengdu

Western Set menu

西式套餐

Warm appetizer

温热开胃菜

Grilled beef fillet, asparagus, beet root and Braised shallot port wine sauce

烤牛柳, 芦笋, 红菜头和波特酒烩干葱汁

Soup

汤

Beef consommé, spinach ravioli, spring vegetables, extra virgin olive oil,

牛清汤配菠菜意大利饺, 时令蔬菜, 特级初榨橄榄油

Main course

主菜

Short rib with Risotto with black truffle mushrooms, organic carrot, caramelized pok choy, termite mushroom and black truffle cream sauce

烩牛肋排配黑松露烩饭, 有机胡萝卜, 焦糖菜胆, 鸡枞菌和黑松露奶油汁

Dessert

甜品

Tropical fruit dome, mango sorbet, cassis coulis and ginger parfait with fresh fruit

热带水果圆顶蛋糕, 芒果雪芭, 黑加仑汁, 姜味帕菲, 新鲜水果

The Ritz-Carlton Shenzhen coffee blend, selection of fine teas and petit fours

深圳丽思卡尔顿酒店咖啡或茶

法式杂饼

来自南美的成都风味 To Chengdu Flavours from Argentina

精致美食 Delicate

阿根廷嫩牛肉, 布拉干奶酪、黑橄榄、罗勒、烤甜椒

Argentinean Beef Tenderloin Carpaccio

Burrata Cheese | Black Olives Tapenade | Basil | Roasted Bell Pepper (D)

汤 Soup

阿根廷黑麦肉眼清汤、蘑菇、黑麦包

Argentinean Beef Rib Eye Consommé | Mushroom and Rib-Eye Dumpling (D)

主菜 Main

阿根廷牛肉条纹蛋白, 芝士忌喱和玉米粥, 芦笋泥

Argentinean Beef Striploin | Chimichurri and Polenta | Asparagus Puree (D | N)

&

阿根廷牛肋排眼, 焦糖花椰菜, 开心果香蒜沙司

Argentinean Beef Rib Eye | Caramelized Cauliflowers | Pistachio Pesto (D | N)

冰沙 Sorbet

草莓, 巧克力屑

Strawberries | Sorbet Chocolate Crumble (G)

甜品 Sweet

阿根廷巧克力, 来自厄瓜多尔 64% 的可可

奥利奥饼干酥, 蜜饯橙

Argentinean Chocotorta with 64% Cacao

Oreo Cookies Crumble | Confit Orange (G | D)

SEPT | 2019

LOS ANGELES

- 3/9
- BOA Steakhouse
- Cocktail: 3 cortes principales, lomo, bife angosto y bife ancho, acompañados de chimichurri y puré de papas.
- Bodegas: Budeguer, Familia Bianchi y Norton con una variada selección de vinos de alta gama.
- 90 invitados

CHICAGO

- 5/9
- DRAKE HOTEL
- Cocktail: 3 cortes (lomo, ojo de bife y bife de chorizo).
- Bodegas: Salentein, Trivento y Diamandes
- 80 invitados

MIAMI

- 9/9
- GRAZIANO'S DE CORAL GABLES
- Cocktail (empanadas) + sitting dinner (lomo, ojo de bife y bife de chorizo).
- Bodegas: Rutini Wines, Nieto Senetiner, Trivento, Las Perdices, Marcelo Pelleriti, Kauzo y Abremundos
- 150 invitados

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CHINA 2024

» AVANCES PLAN COMUNICACIÓN



WINES OF ARGENTINA CHINESE BRAND STORY CREATION

KEY MESSAGES ALIGNMENT AND STORYLINE EXPLORATION.

PROJECT WORKING FLOW – VERBAL IDENTITY CREATION FOR WOA

COMPLETED



热烈人生

[re lie ren sheng]

热烈 enthusiastic,
passionate, hot / 人生: life

TODAY'S SHARING



To confirm the key messages, storyline and writing format.

NEXT DELIVERY



To craft the brand story.

热烈人生

热烈 enthusiastic, passionate, hot / 人生: life

Being very energetic and lively, this tagline describes an atmosphere fulfilled with passion, excitement and eager: Let us celebrate your moment and spice up your life.

热烈, as a national signature of Argentina, is well perceived in China and being very attractive. Additionally, it reminds of hot / spicy (热辣), to evoke satisfaction and as a good pair of food. 人生 is a simple yet profound concept to add premiumness. It can easily resonate with consumers because wine drinking is usually linked with life sharing and enjoyment.

THE GOAL OF THE CHINESE BRAND STORY

GOAL

1. As a brand introduction of WOA to get more Chinese consumers to know the brand and the wine products of Argentina.
2. Reveal the unique charm of WOA to differentiate from other competitor brands and stand out from the market.
3. Provide a reason for consumer to try Argentine wine when they want to purchase wines.

APPROACH

1. To extract the most important, valuable and unique messages of the brand
2. Structurize these key messages and prioritize them from the most important to less important
3. Set the writing tonality to echo with the brand personality and the brand tagline
4. To find an attractive way to tell the brand story covering the key messages, reflect the brand personality and resonate with more Chinese consumers.

BRAND KEY MESSAGES, AND THE SUGGESTED CHINESE EXPRESSION TO REPLACE ROBUST

PRIORITIZED MESSAGES

- Argentine Malbec – a story of success; a unique and irreplaceable signature of WOA
- The ideal beef partner – to pair with beef and Chinese cuisines

SUPPORTIVE MESSAGES

- Naturally natural – to resonate with Chinese consumers who cares about healthy lifestyle and pollution, pursuing the authentic natural food
- Passion – to echo with the brand tagline

PERSONALITY AND TONALITY - Passionate, disruptive, also to be in line with the brand tagline 热烈人生

- Use more verbs to feel passionate and inviting
- Use more adjectives to engage with consumers
- Direct to the point, talk with passion and confidence
- Use more concrete descriptions that abstract ones to make it easy to embrace for everyone

CHALLENGE

– To find a way to replace “robust” to make sure it is attractive and presents a certain level of elegance and premiumness for Chinese consumers.

For the word Robust, we suggest to replace it with a Chinese expression of ‘vigorous’, to reflect the multiple layer of ‘rich flavor + energy + site character’, also to maintain a certain level of premium.

Following that, we suggest to use a Chinese idiom 刚柔并济 to reflect.

– 刚柔并济 is a Chinese idiom to describe the perfect mix of vigor and elegance. It gives a feeling of sophistication and premiumness and harmony.

– For a wine brand, it could be easily understood as the perfect drinking experience that includes both authentic taste and elegant pondering.

– For WOA, it is nicely in line with the Argentine culture that is fulfilled with passion and disruptiveness.

TO ECHO BACK WITH THE BRAND TAGLINE 热烈人生, WE EXPLORED TWO DIFFERENT WAYS TO DEVELOP THE BRAND STORY.

Considering the brand tagline 热烈人生 (enthusiastic / life), we suggest to add some human or personal touch to the brand story to make it attractive and emotional. This is also to differentiate from competitors' brand stories which are mostly formal, cold and serious.

Creative Approach 1: Wine and life

1. Introduce who WOA is and the brand belief.
2. Introduce how Argentine wines will spice up your life enjoyment at different occasions, by the unique taste of Malbec, beef pairing, fresh new tasting experience brought by the vineyards from different altitude (3D wine making), naturally natural.
3. Address again the brand manifesto and to encourage everyone to come to enjoy wine with us.

Creative Approach 2: Talk from an individual perspective

1. Introduce the writer: a sommelier from WOA and who WOA is.
2. I, as the sommelier to guide the audience to experience the charm of Argentine wines by drinking the Malbec wine, pairing with beef, discover diversified taste by vineyards from different altitude, naturally natural, etc.
3. I, as an individual wine drinker, like to have Argentine wines for different life occasions to spice up my life moments.

NEXT STEP

COMPLETED



热烈人生

[re lie ren sheng]

热烈 enthusiastic,
passionate, hot / 人生: life

TODAY'S SHARING



To confirm the key
messages, storyline and
writing format.

NEXT DELIVERY



To craft the brand story.

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Ley GDPR

» ADECUACIÓN DEL BACK OFFICE



REGLAMENTO PROTECCIÓN DE DATOS

ADECUACIÓN A LA NORMATIVA



OBJETIVO

Permitir a los ciudadanos un **mejor control sobre sus datos personales** y generar así mayor confianza a los consumidores europeos que realicen compras online en diferentes estados de la unión.

Cumplir con el reglamento supone cambiar la manera de interactuar con las personas e integrar en todos nuestros procesos los principios de debida diligencia en el tratamiento y de responsabilidad sobre los datos que gestionamos.

ALCANCES DEL TRABAJO

- Relevamiento de la operatoria general del cliente.
- Relevamiento de las Bases de Datos Personales a las que da tratamiento el cliente.
- Relevamiento del nivel de maduración del cliente con respecto a la Protección de los Datos Personales.
- Análisis de Situación: el estudio se compromete a elaborar un análisis de la situación actual del cliente con respecto al cumplimiento de la normativa local y europea (el estándar más alto).
- Plan de Acción Propuesto: de acuerdo con el análisis efectuado, se propondrá un Plan de Acción para demostrar cumplimiento de la normativa europea a terceros.



TESORERÍA & COBRANZAS

» INFORMES



INFORME DE TESORERÍA

VINOS DE ARGENTINA A. C.

INFORME DE TESORERIA AL 16-09-2019 (Expresado en \$ y U\$S)

T.C.

54.50

	\$	U\$S
1) SALDOS INICIALES AL 15-08-2019		
Efectivo en pesos	6,330	116
Efectivo en ME	555,916	10,200
Valores a Depositar	5,840,236	107,160
Banco Comafi	13,192	242
ICBC Wofa	7,084,656	129,994
ICBC Coviari	-3,651,055	-66,992
ICBC cuenta inversion	10,671,072	195,799
ICBC Jersey	11,454,691	210,178
Total Saldos Iniciales	31,975,039	586,698
2) INGRESOS		
Efectivo	88,128	1,617
Efectivo en ME	66,022	1,211
Valores a Depositar	3,254,684	59,719
Banco Comafi	30,000	550
ICBC Wofa	11,074,514	203,202
ICBC Coviari	2,631,328	48,281
ICBC cuenta inversion	-	-
ICBC Jersey	-	-
Total Ingresos	17,144,677	314,581

INFORME DE TESORERÍA



3) EGRESOS

Efectivo	70,518	1,294
Efectivo en ME	32,173	590
Valores a Depositar	4,508,768	82,730
Banco Comafi	13,847	254
ICBC Wofa	8,227,431	150,962
ICBC Coviari	2,986,321	54,795
ICBC cuenta inversion	1,331,982	24,440
ICBC Jersey	-	-
Total Egresos	17,171,041	315,065

4) SALDOS AL CIERRE

Efectivo en pesos	23,940	439
Efectivo en ME	589,765	10,821
Valores a Depositar	4,586,153	84,150
Banco Comafi	29,345	538
ICBC Wofa	9,931,739	182,234
ICBC Coviari	-4,006,049	-73,505
ICBC cuenta inversion	9,339,090	171,359
ICBC Jersey	11,454,691	210,178
TOTAL FONDOS AL 16-09-2019	31,948,675	586,214

INFORME DE COBRANZAS

INFORME COBRANZAS AL 18 DE SEPTIEMBRE DE 2019

CUOTAS 1 ,2 , 3 Y 4 DEVENGADAS - VENCIMIENTOS 31/01/2019 - 31/03/2019 - 31/05/2019 - 31/07/2019

					T.C. 57
	CUOTAS EXIGIBLES	IMPORTE COBRADO	IMPORTE CUOTA BIMESTRAL	% COBRADO DE CUOTA	
CRÉDITO DEVENGADO EN PESOS	36775368.00	32016951.00	9193842.00	87%	
CRÉDITO DEVENGADO EN DOLARES	645181.89	561700.89	161295.47	87%	
SALDO A COBRAR POR EVENTOS EN PESOS 18/09/2019	\$ 7,943,322.58				
TOTAL A COBRAR EN PESOS AL 21/08/19	\$ 12,701,740				



NUEVOS MW ARG

» PROGRAMA



PROGRAMA MW

CANDIDATOS ARGENTINOS



OBJETIVO

- » Elevar la discusión sobre Argentina a través de influenciadores propios.
- » Aumentar el número de KOL ARGENTINOS a través de sus credenciales académicas.
- » Generar nuevos VOCEROS autorizados para Argentina frente a diferentes audiencias internacionales.



3 CANDIDATOS

- Flavia Rizzuto
- Victoria Mingo
- Martin Bruno



600 MUESTRAS Y1 + Y2

- Apoyo Institucional INV
- Sponsorship FEDEX



COACH MARINA GAYAN

USD 24.490 COSTO
FINAL P/C

DETALLES

Uno de los más específicos y rigurosos del sector, que permite un conocimiento del producto y del sector muy elevado. Además, permite que el candidato se relacione con los gatekeepers más importantes del mundo.

Costo: 20.000 euros que incluyen fee de exámenes y compra de material de estudio. A eso se suman gastos de pasajes y estadía para tomar los seminarios en Austria y Francia.

Requisitos de admisión:

- Tener excelente manejo de Inglés

- Demostrar que se tiene una educación de muy alto nivel en enología, ingeniero agrónomo o tener la titulación de nivel 4 de la WSET (Wine & Spirit Education Trust).

- Conseguir que dos Masters of Wine o personas de reconocido prestigio del sector apoyen la solicitud de ingreso.

- Rendir un examen de admisión, tanto práctico como teórico.

Cronograma: Dos seminarios obligatorios. El primer año en Rust, Austria y el segundo año en Burdeos. Luego, cada año hay que ir a Londres dos de veces para exámenes o seminarios de un día.

Titulación obtenida: Máster of Wine (MW)

Duración: El proceso total tiene una media de cuatro años teniendo en cuenta que se aprueben correctamente todos los exámenes y se presente la Tesis final inmediatamente después de finalizado el último examen.

Quién lo dicta: Instituto de Máster of Wine. Sedes en Austria, California, Australia, Londres y Burdeos.



**MUCHAS
GRACIAS**

