



**wica**  
by epawi

**FOR SUPPLIERS OF THE WINE INDUSTRY**

# **INNOVATION IN THE US WINE INDUSTRY**

**THE MAIN CHALLENGES, THE ONGOING  
RESEARCH, THE SUPPORTING  
STRUCTURES**

## **ONLINE WORKSHOP**

**Thursday June 6th, 2024  
17h00 – 18h30 CET**

***Please find the program and registration link on the next page***

# Program

**Moderator:** Gianni Trioli, VINIDEA (Italy)

**Introduction:** EPAWI project and WICA objectives: Gracie Boland, INNO'VIN (Bordeaux, France)

**Panelists:**

**Federico Casassa**, Wine and Viticulture Faculty @ CalPoly, San Luis Obispo ***Research topics and Experimental capability in CalPoly***

**Erick Schultz**, Director of Winemaking at Constellation Brands - Woodbridge ***The main challenges of large volume winemaking in USA***

**José Alberto Santos**, Vice-president Enology and Viticulture DAOU Family Estates, part of Treasury Wine Estates ***The main challenges of wine production in a Paso Robles Estate***

**Bryan Avila**, Vintners Institute, ***Collective Applied Research in California***

**Domingo Rodriguez**, Secretary ESO (Enology Suppliers' Organisation) ***The marketing and distribution systems of wine industry technology in USA***



**[CLICK HERE TO REGISTER](#)**

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## A FEW FACTS & FIGURES CALIFORNIA WINE MARKET

- California produces an average of 81% of total U.S. wine production, with Central Valley accounting for 70% of the production, while Napa and Sonoma produce 4% and 5% respectively.
- 615,000 acres (around 250,000 hectares) with 4,613 wineries in California, followed by Washington State (2nd second largest wine producer in US)
- Current trends: adapting production to climate change, natural and organic winemaking, AI and data analytics for decision making in the vineyard and cellar.

## ABOUT THE PROJECT **EPAWI**

### European Partnership for Auxiliary Wine industry Innovation

The EPAWI project brings together 4 clusters - Inno'vin, AgriFood & Bioeconomy agency FVG, INNOVI and ADVID, with technical support by Vinidea, representing a major part of the wine ecosystems in France, Italy, Spain and Portugal. The aim is to promote innovation on an international level, and to launch and establish the **Wine Innovation Cluster Alliance - WICA**.

Bringing together all initiatives that provide solutions and improvements in the wine value chain, WICA aims to face the challenges presented by grape and wine producers through cross-sectoral innovation, auxiliary companies' involvement, international development and Business Support Organisation collaboration.



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