



Inform. Inspire. Connect.

# NAVIGATING THE BEVERAGE SUPERHIGHWAY

29 August 2024

## The Programme

8.30am

REGISTRATION

9.00am

### MORNING SESSIONS

#### Navigating Beverage Highways

*Charlotte Read, GM Brand, New Zealand Winegrowers*

#### Navigating the Wine Lane on the Beverage Superhighway

*Felicity Carter, Executive Director Areni Global, Founder Drinks Insider*

#### Expanding lanes: The only thing driving growth in wine is innovation

*Andrew Shedden, Head of Fine Wine for Endeavour Group*

10:30am

COFFEE BREAK

#### A whole new superhighway: AI in Wine Business

*Rachel O'Shea, COO & Co-Founder Yabble*

#### Greening Lanes - Sustainability as a Competitive Edge

*Simon Limmer, CEO Indevin Group*

12:00pm

LUNCH BREAK

1:00pm

### AFTERNOON SESSIONS

#### Exploring On Ramps

*Charlotte Read, GM Brand, New Zealand Winegrowers*

#### Fruitfed Supplies Young Winemaker Speeches

*Young Winemakers*

#### Pairing wine and tourism in destination storytelling

*Rene de Monchy, Chief Executive Tourism New Zealand*

#### Interconnections - Building Consumer Connections: lessons from China

*Mark Tanner, Founder and Managing Director China Skinny*

#### An On Ramp like No Other: The NZ Wine Edge

*Kevin Roberts, Red Rose Consulting*

4:00pm

NETWORKING

Soundings Theatre | Museum of New Zealand Te Papa Tongarewa

Thursday 29 August 2024

*Please note the programme is subject to change*