

GLOBAL WINE MARKETING & MEDIA FORUM 2025

UNCORKING GEORGIA'S LEGACY:

a global wine marketing & media journey

with

MADAM SOMMELIER

June 4-7, 2025

Tbilisi & Kakheti, Georgia



WELCOME TO A JOURNEY OF WINE, STORYTELLING & CONNECTIONS

Step into a world where tradition meets innovation – where 8000 years of ancient winemaking heritage blend with modern marketing. In the heart of Georgia, a land steeped in viticultural history we invite you to embark on a unique journey that celebrates the past, explores the future and connect us all through the art of wine.

Global Wine Marketing & Media Forum 2025

This inaugural event in Georgia brings together visionary wine marketers, influential storytellers, and cultural connoisseurs to shape the future of global wine marketing.

Over the **4 unforgettable days**, we will blend education, exploration, and exquisite tastings into a rich tapestry of inspiration.



Join us in the heart of Tbilisi and Kakheti, where every glass poured tells a story, and every moment shapes the future of wine marketing. This is more than a conference—it's the genesis of a movement.

MADAM SOMMELIER

GEORGIA – THE CRADLE OF WINE

A Legacy Carved in Vine & Clay

For over 8,000 years, Georgia has proudly held the title of world's oldest winemaking country, preserving its soul in the ancient Qvevri method- now a UNESCO-recognized treasure. With 525 indigenous grape varieties, this land is an uncharted paradise for wine lovers.

Here, wine is not merely a drink –it is poetry in a glass, intricately woven into the very fabric of Georgian hospitality, history, and tradition. To taste Georgian wine is to sip the essence of its people, its land, and its indomitable spirit.



Discover
Georgia...

Discover Kakheti – The Heart of Georgian Winemaking

The cradle of Georgia's ancient winemaking traditions, where every vineyard tells a story. Home to sun-drenched valleys and the iconic Qvevri method, passed down through generations of winemakers.

MADAM SOMMELIER

THE BRAND

Who is Madam Sommelier?

Madam Sommelier is more than a name – Madam Sommelier is a brand and platform dedicated to promoting Georgian wine, gastronomy, and culture worldwide.

OUR MISSION:

To unveil Georgia, The Cradle of Wine, through:

- A media platform sharing Georgia's story with the world
- Engaging storytelling and content creation
- Immersive travel experiences
- Showcasing ancient traditions in a modern light

To champion small & medium eno-gastronomic brands by:

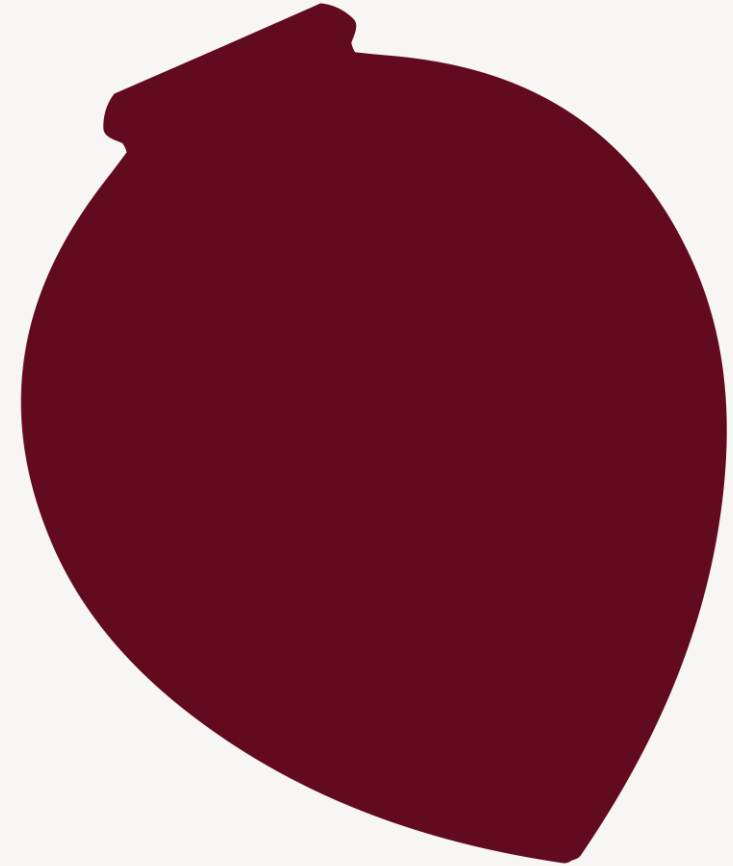
- Amplifying their voices on the global stage
- Crafting strategic roadmaps for international exposure
- Harnessing the power of digital storytelling & event-driven marketing

NINO KINKLADZE – THE FOUNDER

About

A passionate entrepreneur, a storyteller of flavors, and a bridge between heritage and innovation

- ✓ BA in International Economic Relations
- ✓ Global MBA in Design, Fashion & Luxury Goods
- ✓ Sommelier
- ✓ WSET Level 3 on the way



Her journey from **hobbyist to wine expert** fuels the mission of Madam Sommelier and the forum

AGENDA

June 3–8, 2025

June 3

Arrival & Evening at Leisure

Welcome to Tbilisi! Settle in, explore, and toast to the adventure ahead.

June 4 TBILISI

Conference & Networking

Engage in masterclasses, panels, and workshops

June 5 Kakheti Wine Region

Departure to Kakheti & Winery Visits

Step into the vineyards, meet winemakers, and experience Supra, Georgia's legendary feast, led by the traditional Tamada.

June 6 Kakheti Wine Region

More Wine, More Stories, More Inspiration

Venture deeper into the Kakheti region, creating content, building connections, and indulging in rare vintages before returning to Tbilisi.

June 7 TBILISI

Wine Expo & City Discovery

Immerse yourself in Wine Expo Georgia, meet hundreds of winemakers and taste different wines
Enjoy Old Tbilisi City Exploration in the evening

Key Topic Directions at the Forum

Georgia's Wine Legacy:

Exploring ancient traditions and their modern revival

Global Wine Branding:

Strategies for digital marketing, social media, and influencer partnerships

The Power of Storytelling & PR:

Crafting compelling narratives and building strong industry relationships

Innovation & Growth:

The role of technology and global distribution in shaping the future of wine marketing

WHY THIS EXPERIENCE IS UNMISSABLE

Elevate Your Expertise

Learn from global leaders in wine marketing, media, and branding

Unparalleled Access

Exclusive tastings, behind-the-scenes winery tours, and intimate industry networking

A Story to Tell

Be part of a movement shaping the future of Georgian wine on the world stage

A Content Goldmine

Capture breathtaking moments, craft compelling narratives, and share them with the world



WHO WILL ATTEND?

- Wine marketers & brand managers
- Wineries & wine tour operators
- Wine writers, bloggers & influencers
- Photographers & video content creators
- Digital marketing & PR professionals
- Wine professionals from around the world
- Special guests (including government representatives, business elites, and key opinion leaders)

*This is more than an invitation—it's your key to **unveiling the secrets of the Cradle of Wine**. Deepen your knowledge, expand your network, and sip your way through the stories that make Georgian wine legendary.*



SECURE YOUR PLACE

Limited Spots Available –
Reserve yours today!

What's Included:

- Full access to masterclasses, panels & networking
- Exclusive winery tours & tastings
- Premier social events & cultural experiences
- Curated gourmet dining & celebrations

Early Bird Registration:

1770 Euro per person in a Double Room

2320 Euro in a Single Room

**offer is valid until 30th of March 2025*

Discover. Georgia...

Discover Georgia, a trusted tourism leader with 15 years of experience, offers domestic, inbound, and outbound travel, air ticketing, and MICE tourism. As the official representative of Europe Voyage and Miray Cruises, it serves 10,000+ travelers annually. Committed to innovation and quality, Discover Georgia provides tailor-made tours while promoting Georgia as a top destination.

For Inquiries
And
Reservations



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www.madamsommelier.com

See you in Georgia!

Join the movement

Shape the future

Be a part of history