

GLOBAL WINE MARKETING & MEDIA FORUM 2026

UNCORKING GEORGIA'S LEGACY:

a global wine marketing & media journey

with

MADAM SOMMELIER

13-21 of May, 2026
Tbilisi, Kartli & 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 2026

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



*Join us in the heart of Tbilisi, Kakheti and Kartli, 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 HOMELAND 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 Kakheti & Kartli – 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 Homeland 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:

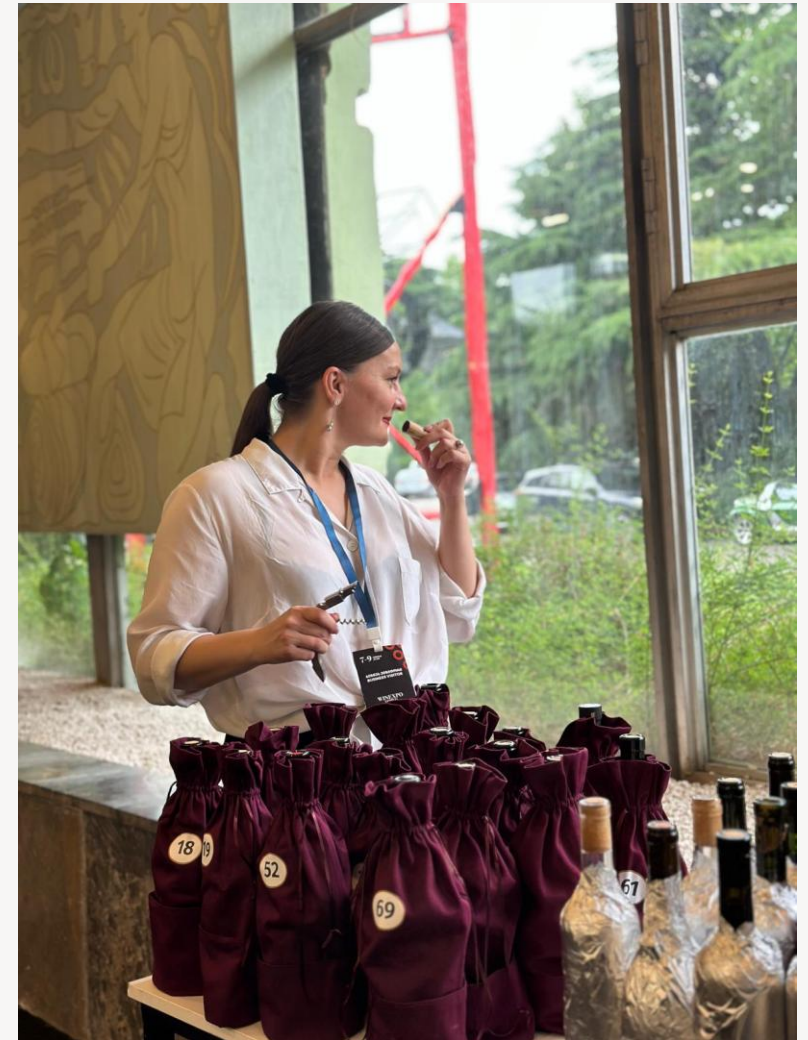
- Amplifying their voices on the global stage
- Crafting strategic roadmaps for international exposure
- Harnessing the power of digital storytelling & event-driven marketing

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
- ✓ WSET Level 2 Certified | WSET Level 3 Candidate
- ✓ International Sommelier School Alumni



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



AGENDA

May 13-21, 2026

May 13-14  *TBILISI*

Arrival & Day at Leisure

Welcome to Tbilisi!
Settle in, explore, and toast to the adventure ahead
Enjoy Old Tbilisi City Exploration

May 15-16  *Saguramo & TBILISI*

2 days Conference & Networking

Engage in masterclasses, panels, and workshops
Meet and connect with like-minded individuals
Taste rare Geo

May 17-18  *Kakheti Wine Region*

Departure to Kakheti & Winery Visits

Step into the vineyards, meet winemakers, and participate in Qvevri making process

May 19-20  *Kartli Wine Region*

More Wine, More Stories, More Inspiration

Venture deeper into the Kartli region, creating content, building connections, and indulging in rare vintages.
Be Stumari & experience Supra - Georgia's legendary feast, led by the traditional Tamada

May 21  *TBILISI*

Departure

We say Good Bye and See You in Georgia in 2027

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

Wine Tourism:

Building Regional Brands through Wine Tourism

Wine Export & Import:

Connecting with Importers and trade professionals & discussing your business opportunities

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 reps & wine tour operators
- Wine writers, bloggers & influencers
- Photographers & video content creators
- Digital marketing & PR professionals
- Wine trade professionals from Georgia and beyond
- 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 Homeland 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

5 Stars Hotel

5* 3 850 Euro per person in a Single Room

5* 3 400 Euro per person in Twin Room


4 Stars Hotel

4* 3 100 Euro per person in a Single Room

4* 2 800 Euro per person in Twin Room

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