

# Distillery modern Age



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## WSWA 75<sup>th</sup> Annual Convention & Exposition: The Big Deal

The Wine & Spirits Wholesalers of America (WSWA) 75<sup>th</sup> Annual Convention & Exposition took place last week at Caesars Palace Las Vegas uniting suppliers and distributors, bringing together more than 2,700 suppliers, distributors, "influencers" and a record number of industry media attendees for three days of networking and deal making.



WSWA President and CEO Craig Wolf addressing the General Session

### Day One

The first day began with the Opening General Session, which featured a retrospective video telling the stories of the many families who have shaped the wholesale tier as well as WSWA as an association over the last 75 years. The video is viewable at [www.youtube.com/watch?v=35mpUC\\_Nzjs](http://www.youtube.com/watch?v=35mpUC_Nzjs).

Incoming 2018-2019 WSWA Chairman Barkley Stuart of Southern Glazer's Wine & Spirits delivered remarks noting his platform as Chairman, which will be to support the rise of women leaders and diversity throughout the industry. His remarks are viewable at [www.youtube.com/watch?v=r2eTVxpiKcw](http://www.youtube.com/watch?v=r2eTVxpiKcw).

Mast-Jägermeister, U.S., CEO Jeff Popkin introduced and presented to Constellation Brands CEO Rob Sands the Sidney Frank Innovation Award, given annually to a person who has made exceptional industry and philanthropic contributions. The award is named for Sidney Frank, an industry innovator and philanthropist. Sands' acceptance speech and Popkin's introduction are viewable at [www.youtube.com/watch?v=xBoIVx0JJDY](http://www.youtube.com/watch?v=xBoIVx0JJDY).

The morning was capped by an enthusiastically received keynote address delivered by Madeleine K. Albright, former Secretary of State (1997-2001). Attendees spent the remainder of the day networking in the two exhibit halls, Lower Level Suite and Traditional Hospitality Suites. The evening was capped with the Opening Night Reception sponsored by The Presidents Forum with several wholesaler mixologists as well as *Chilled Magazine*-sponsored bartenders serving cocktails.

### Day Two

The second day's General Session began with remarks by outgoing WSWA President and CEO Craig Wolf, and the presentation of the Lifetime Leadership

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## The School of Wine & Spirits Business in France Opens The Wine & Spirits Business Lab

The School of Wine & Spirits Business (SWSB), founded in 2013 in Dijon, France, centralizes all wine and spirits management training and research activities carried out by the Burgundy School of Business (BSB). Last month, SWSB opened a new building in the heart of the BSB campus, which will be dedicated entirely to the teaching of and research into wine and spirits management in conjunction with The Wine & Spirits Business Lab, a research laboratory concentrating on behavioral studies within the wine and spirits sector.



Each year, the SWSB provides training to over 180 students of about 20 nationalities from five continents via its range of programs: the Specialized Master in International Wine & Spirits Business (taught in French), the MBA in Wine & Spirits Business (which began this year along the lines of the MSc in Wine Business), the MSc in Wine Management and the Wine Tourism specialist option as part of the Bachelor in Marketing & Business (all three taught in English).

The building includes The Wine & Spirits Business Lab, the behavioral research laboratory; The Tasting Room, a 32-seat, fully-equipped classroom for tasting courses and research activity; The Cellar, a 12-degree Centigrade storage cellar that's home to the school's entire bottle collection; The Spirits World, an area entirely dedicated to spirits; The Business Lounge, a stylish and sophisticated reception area; and The Wine & Spirits Business Lab, where behavioral sciences serve the wine and spirits sector.

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