

Markets and Marketing

Global Trends and their Effect on Markets and Marketing

Monday, 28 November 2016, 9.00 a. m. – 1.00 p. m.

Venue: ICS International Congresscenter Stuttgart, Messeplazza 1, 70629 Stuttgart, Germany

Moderation: Prof. Dr. Marc Dreßler, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinpfalz

09.00 a. m. – 09.05 a. m. **Introduction**

09.05 a. m. – 09.45 a. m. **Keynote Speech: Global Trends and their Effect on Markets and Marketing**
Dr. Simone Kimpeler, Fraunhofer-Institut für System- und Innovationsforschung

09.45 a. m. – 10.00 a. m. **Discussion**

10.00 a. m. – 10.15 a. m. **How Demographic Change Will Affect Wine Consumption in Germany – a Quantitative Projection until 2060**
Prof. Dr. Simone Loose, Hochschule Geisenheim University

10.15 a. m. – 10.30 a. m. **Rethinking Customer Loyalty**
Michael Berger, CEO, das Team Agentur für Marketing GmbH

10.30 a. m. – 10.45 a. m. **E-commerce Retail of Wine: a Hedonic Price Analysis of Italian Supply**
Prof. Antonio Seccia, University of Foggia, Italy

10.45 a. m. – 11.00 a. m. **Discussion**



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- 11.00 a. m. – 11.30 a. m. **Coffee break**
- 11.30 a. m. – 11.45 a. m. **For the Love of Country: How Origin-related Affect Influences Consumer Wine Evaluation and Preference**
Prof. Dr. Ulrich Orth, Christian-Albrechts-Universität Kiel
- 11.45 a. m. – 12.00 p. m. **"Regional Origin" - Trend or Conviction?**
Oliver Giering, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinessen - Nahe - Hunsrück
- 12.00 p. m. – 12.15 p. m. **A Case Based Exploration of Strategic Positioning via Sustainability**
Melanie Blumentritt, Hochschule Ludwigshafen / Weincampus Neustadt
- 12.15 p. m. – 12.30 p. m. **Discussion**
- 12.30 p. m. – 12.45 p. m. **The Proliferation of Retail Brands – a Threat for German Wine Producer?**
Prof. Dr. habil Jon Hanf, Hochschule Geisenheim University
- 12.45 p. m. – 01.00 p. m. **A Practical Example: The Brand Strategy of Pernod Ricard**
Christian Seel, Marketing Director Pernod Ricard Germany

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Viticulture

Impact of Climate Change on Viticulture

Monday, 28 November 2016, 9.00 a. m. – 1.00 p. m.

Venue: ICS International Congresscenter Stuttgart, Messeplazza 1, 70629 Stuttgart,
Germany

Moderation: Prof. Dr. Hans-Peter Schwarz, Hochschule Geisenheim University
Prof. Dr. Manfred Stoll, Hochschule Geisenheim University

- 09.00 a. m. – 09.10 a. m. **Introduction**
- 09.10 a. m. – 09.45 a. m. **Keynote Speech: Impact of Climate Change on Viticulture**
Prof. Dr. Klaus Töpfer, Founding Director of Institute for
Advanced Sustainability Studies e.V. (IASS)
- 09.45 a. m. – 09.55 a. m. **Resistance Breeding in Grapevine – Promising New
Approaches!**
Dr. Rudolf Eibach, Julius Kühn-Institut (JKI)
- 09.55 a. m. – 10.05 a. m. **New Phylloxera Resistant Rootstocks**
Prof. Dr. Joachim Schmid, Hochschule Geisenheim University
- 10.05 a. m. – 10.20 a. m. **Discussion**
- 10.20 a. m. – 10.30 a. m. **Influence of Grapevine Age on Physiological Parameters
and Wine Quality**
Khalil Bou Nader, Hochschule Geisenheim University
- 10.30 a. m. – 10.40 a. m. **Focus on Climate Change: Impact of Elevated CO₂
Concentrations on *Vitis vinifera* cvs. Riesling and Cabernet
Sauvignon**
Yvette Wohlfahrt, Hochschule Geisenheim University



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- 10.40 a. m. – 10.50 a. m. **Low Growth Temperatures Uncouple Sugar Accumulation from Malic Acid Degradation in Ripening Microvine Berries**
Prof. Dr. Markus Rienth, École d'ingénieurs de Changins, Nyon, Switzerland
- 10.50 a. m. – 11.00 a. m. **Aerial Mapping for the Purpose of Optimizing Logistical Challenges during Grape Harvest**
Martin Häfele, ZHAW Zürcher Hochschule für Angewandte Wissenschaften, Wädenswil, Switzerland
- 11.00 a. m. – 11.15 a. m. **Discussion**
- 11.15 a. m. – 11.45 a. m. **Coffee break**
- 11.45 a. m. – 11.55 a. m. **The “Eyes” of the VineRobot: Non-destructive and Autonomous Vineyard Monitoring On-the-go**
Dr. Maria-Paz Diago, Universidad de La Rioja, Logroño, Spain
- 11.55 a. m. – 12.05 p. m. **Autonomous Hybrid gps/reactive Navigation of an Unmanned Ground Vehicle for Precision Viticulture - VINBOT**
Roberto Guzman, Robotnik Automation S.L.L., Valencia, Spain
- 12.05 p. m. – 12.15 p. m. **PHENObot– Application of a Field Phenotyping Robot in Grapevine Breeding**
Dr. Anna Kicherer, Julius Kühn-Institut (JKI)
- 12.15 p. m. – 12.25 p. m. **PHENBOT – Construction and Operation**
Dr. Philipp Rürger, Hochschule Geisenheim University
- 12.25 p. m. – 12.35 p. m. **eWobot - an autonomous sprayer for viticulture and horticulture**
Prof. Dr. Hans-Peter Schwarz, Hochschule Geisenheim University
- 12.35 p. m. – 12.50 p. m. **Discussion**
- 12.50 p. m. – 01.00 p. m. **Résumé**

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Oenology

Oenology – Future Challenges

Tuesday, 29 November 2016, 9.00 a. m. – 1.00 p. m.

Venue: ICS International Congresscenter Stuttgart, Messeplazza 1, 70629 Stuttgart, Germany

Moderation: Prof. Dr. Dominik Durner, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinpfalz

09.00 a. m. – 09.10 a. m. **Introduction**

09.10 a. m. – 09.45 a. m. **Keynote Speech: Challenges for the Future of Oenology**
Prof. Dr. Luigi Moio, Università degli Studi di Napoli – Federico II, Neapel, Italy

09.45 a. m. – 09.55 a. m. **A National Initiative Aimed at Developing a Multi-faceted Approach to Managing Alcohol and Flavour**
Prof. Vladimir Jiranek, University of Adelaide, Australia

09.55 a. m. – 10.00 a. m. **Discussion**

10.00 a. m. – 10.10 a. m. **UV-C Light-induced Changes in Must and Consequences for the Chemical and Sensory Properties of Wines**
Patricia Golombek, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinpfalz

10.10 a. m. – 10.20 a. m. **Effects of Pressure Change Technology on Enzyme Inactivation of Fresh Grape Most and Physical-chemical Changes during Storage**
Dr. Salima Varona Iglesias, Fraunhofer-Institut für Grenzflächen- und Bioverfahrenstechnik IGB

10.20 a. m. – 10.25 a. m. **Discussion**



- 10.25 a. m. – 10.35 a. m. **Impact of Glutathione on Thiols in Wine and Must**
Johannes Burkert, Bayerische Landesanstalt für Wein- und
Gartenbau
- 10.35 a. m. – 10.45 a. m. **Use of Glutathione under Different Grape Processing and
Winemaking Conditions and its Impact on the Formation of
Sulfide Off-flavors, Colour, and Sensory Characteristics of
Riesling, Sauvignon blanc and Chardonnay**
Dr. Pascal Wegmann-Herr, Dienstleistungszentrum Ländlicher
Raum (DLR) Rheinpfalz
- 10.45 a. m. – 10.50 a. m. **Discussion**
- 10.50 a. m. – 11.00 a. m. **Impact of Sulfur Addition and Vinification Method on the
Formation of Reductive Notes in Vernatsch (Trollinger)**
Konrad Pixner, Land- und Forstwirtschaftliches
Versuchszentrum Laimburg, Italy
- 11.00 a. m. – 11.10 a. m. **Influence of Post-malolactic Storage Temperature on
Colour and Polymerisation of Red Wines using the
Example of Variety Pinot Noir**
Jörg Weiland, Dienstleistungszentrum Ländlicher Raum (DLR)
Rheinhessen-Nahe-Hunsrück
- 11.10 a. m. – 11.15 a. m. **Discussion**
- 11.15 a. m. – 11.45 a. m. **Coffee break**
- Moderation:** Prof. Dr. Rainer Jung, Hochschule Geisenheim University
- 11.45 a. m. – 11.55 a. m. **Impact of Drought Stress on Concentration and
Composition of Wine Proteins in Riesling**
Prof. Dr. Frank Will, Hochschule Geisenheim University
- 11.55 a. m. – 12.00 p. m. **Discussion**
- 12.00 p. m. – 12.10 p. m. **Aroma Migration of Various Sealing Materials in the Wine
Sector**
Maximilian Freund, Hochschule Geisenheim University

- 12.10 p. m. – 12.20 p. m. **Migration of Added Aroma Compounds during Bottling of Wines and Sparkling Wines**
Prof. Dr. Ulrich Fischer, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinpfalz
- 12.20 p. m. – 12.25 p. m. **Discussion**
- 12.25 p. m. – 12.35 p. m. **Impact of Ethanol and Carbonation Levels on the Sensory Threshold of 1,1,6-trimethyl-1,2-dihydronaphthalene (petrol off-flavor) and Rejection Thresholds among Consumers**
Michael Ziegler, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinpfalz
- 12.35 p. m. – 12.45 p. m. **Effect of Different Types of Closures on the Development of TDN in Bottled White Riesling Wine during Long-term Storage**
Horst Rudy, Dienstleistungszentrum Ländlicher Raum (DLR) Mosel
- 12.45 p. m. – 12.55 p. m. **Migration of TCA and PCA through Different Wine Closures from the Contaminated Atmosphere**
Dr. Andrii Tarasov, Hochschule Geisenheim University
- 12.55 p. m. – 01:00 p. m. **Discussion**

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Wine, Tourism and Architecture

Wineries Turning into Service Providers and Profit Centers

Tuesday, 29 November 2016, 9.00 a. m. – 1.00 p. m.

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Germany

Moderation: Dr. Hermann Kolesch, Bayerische Landesanstalt für Weinbau und Gartenbau
(LWG)

Friedrich Lörcher, Staatliche Lehr- und Versuchsanstalt für Wein- und Obstbau
Weinsberg (LVWO)

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| 09.00 a. m. – 09.05 a. m. | Introduction |
| 09.00 a. m. – 09.45 a. m. | Keynote Speech: “We came to stay.” New Impetus for the Culture of Indulgence of Tomorrow
Antje Schünemann, trend researcher |
| 09.45 a. m. – 10.10 a. m. | La Cité des Civilisations du Vin – The new Wine Culture Center of Bordeaux
Oliver Kollek, Cité des Civilisations du Vin, Bordeaux, France |
| 10.10 a. m. – 11.00 a. m. | Be a Guest at the Winery: Weingut/Weinhotel Meinzinger; Weingut Longen-Schlöder
Michaela Meinzinger / Reinhold May, buero reinhard may;
Sabine Longen |
| 11.00 a. m. – 11.30 a. m. | Coffee break |
| 11.30 a. m. – 11.45 a. m. | Dining at the winery. Creative examples from Austria
Markus Spitzbart, Spitzbart Architekten, Laakirchen, Austria |



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11.45 a. m. – 12.00 p. m.

The Spice Route, Stellenbosch – South Africa
Petra Mayer, PM Kommunikation

12.00 p. m. – 12.15 p. m.

Guided Wine Experience Tours – Potential for Wineries and Cooperatives
Martha Gehring, Weinerlebnis Franken e.V.
Regine Sommerfeld, Weinerlebnisleiter Württemberg e.V.

12.15 p. m. – 12.40 p. m.

Tasting, Wine-presentation and what else? Success Factors for Cellar Door Sales
Prof. Dr. Axel Dreyer, Hochschule Harz

12.40 p. m. – 01.00 p. m.

Wine-tourist Development Potential for Wineries – Analyzing the Chances and Risks Using the Example of Rheingau
Dr. Gergely Szolnoki, Hochschule Geisenheim University

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Microbiology and Analytics

Microbiology and Analytics in Times of Changing Requirements

Wednesday, 30 November 2016, 9.00 a. m. – 1.00 p. m.

Venue: ICS International Congresscenter Stuttgart, Messeplazza 1, 70629 Stuttgart, Germany

Moderation: Prof. Dr. Helmut Dietrich, Hochschule Geisenheim University
Prof. Dr. Ulrich Fischer, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinpfalz

- 09.00 a. m. – 09.05 a. m. **Introduction**
- 09.05 a. m. – 09.45 a. m. **Keynote Speech: Deciphering the Chemical Smell and Taste Signatures of Red Wine**
Prof. Dr. Thomas Hofmann, Technische Universität München
- 09.45 a. m. – 10.00 a. m. **Chiral aroma compounds as marker substances for the detection of aroma adulteration in wine**
PD Dr. habil. Hans-Georg Schmarr, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinpfalz
- 10.00 a. m. – 10.15 a. m. **Wine - Profiling by NMR: Topical Product Release Status & Report from Practical Daily Use**
Fred Langenwaller, Zentrallabor Witowski GmbH & Co.KG
- 10.15 a. m. – 10.30 a. m. **Multivariate Characterization of Yeast Derived Preparations Using FTIR and UV-VIS/NIR Spectroscopy and Calibration of Spectroscopic Methods**
Marcus Laier, Hochschule Geisenheim University
- 10.30 a. m. – 10.45 a. m. **Can the New Concept of Minerality in Wine Be Shared by Consumers and Wine Professionals? A Semantic and Sensory Approach**
Prof. Pascale Deneulin, Ecole d'Ingénieurs de Changins, Nyon, Switzerland
- 10.45 a. m. – 11.15 a. m. **Coffee break**

Moderation: Prof. Dr. Doris Rauhut, Hochschule Geisenheim University, Forschungsring des Deutschen Weinbaus (FDW)
Prof. Dr. Manfred Großmann, Hochschule Geisenheim University

11.15 a. m. – 11.30 a. m.

Pure yeast cultures 2.0 – „Mixed yeast culture fermentation“ What are the possibilities offered by a vinification with non-Saccharomyces? Oenological aspects/strategies and their analytical and sensory effect on wine

Achim Rosch, Dienstleistungszentrum Ländlicher Raum (DLR) Mosel

11.30 a. m. – 11.45 a. m.

New Tendencies in Non-Saccharomyces Use in Winemaking

Ass. Prof. Santiago Benito, Polytechnic University of Madrid, Spain

11.45 a. m. – 12.00 p. m.

Characterization of the Aroma-releasing Potential of Saccharomyces and Non-Saccharomyces Yeast Strains in Winemaking

Doreen Schober, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinpfalz

12.00 p. m. – 12.15 p. m.

Advantages of Co-inoculation with *Lactobacillus plantarum* in High pH Wines

Dr. Sibylle Krieger-Weber, Lallemand SAS

12.15 p. m. – 12.30 p. m.

Degradation of Volatile Aldehydes Causing Herbaceous Aromas by Malolactic Wine Lactic Acid Bacteria

Prof. Dr. Ramon Mira de Orduna Heidinger, Ecole d'Ingénieurs de Changins, Nyon, Switzerland

12.30 p. m. – 12.45 p. m.

Efficiency of Alternative Chemical and Physical Treatments in Reducing *Brettanomyces bruxellensis* in Oak Wood

Engela Kritzinger, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinpfalz

12.45 p. m. – 01.00 p. m.

Silver chloride - the resurrection of a fining agent

Dr. Jürgen Fröhlich, Erbslöh Geisenheim AG
Dr. Jürgen Fröhlich, Erbslöh Geisenheim AG

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Organic Viticulture

Aspects of the Future Organic Viticulture

Wednesday, 30 November 2016, 09.00 a. m. – 01.00 p. m.

Venue: ICS International Congresscenter Stuttgart, Messeplazza 1, 70629 Stuttgart,
Germany

Moderation: Prof. Dr. Randolph Kauer, Hochschule Geisenheim University

Ralph Dejas, ECOVIN Bundesverband Ökologischer Weinbau e.V.

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|---------------------------|---|
| 09.00 a. m. – 09.05 a. m. | Introduction |
| 09.05 a. m. – 09.45 a. m. | Keynote: Globalization and Agriculture
Dr. Felix Prinz zu Löwenstein, Chairman of the Bund
ökologische Lebensmittelwirtschaft (BÖLW) |
| 09.45 a. m. – 10.00 a. m. | Who prefers and who rejects organic wine in Germany?
Dr. Gergely Szolnoki, Hochschule Geisenheim University |
| 10.00 a. m. – 10.15 a. m. | Producer perceptions on why consumers choose organic
wine
Atuosa Ghezelbash, University of Malta, Malta |
| 10.15 a. m. – 10.30 a. m. | Strategic decision-making process model for conversion
into organic wine farming
Dr. Sophie Ghvanidze, Hochschule Geisenheim University |
| 10.30 a. m. – 10.45 a. m. | Evaluation of the oenological suitability of grapes grown
using biodynamic agriculture. The case of a bad vintage.
PhD Raffaele Guzzon, Fondazione Edmund Mach, Italy |
| 10.45 a. m. – 11.00 a. m. | Long term comparison of organic, biodynamic and
integrated vineyard management systems (INBIODYN trial
Geisenheim)
Johanna Döring, Hochschule Geisenheim University |



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- 11.15 a. m. – 11.30 a. m. **Coffee break**
- 11.30 a. m. – 11.45 a. m. **Experiences with tolerant grape varieties in organic viticulture: Donauriesling, Muscaris, Sauvignier gris, Cabernet blanc and Pinotin.**
Josef Engelhart, Bayerischen Landesanstalt für Weinbau und Gartenbau (LWG)
- 11.45 a. m. – 12.00 p. m. **Undervine Floor Management and climate change**
Daniel Regnery, Dienstleistungszentrum Ländlicher Raum (DLR) Mosel
- 12.00 p. m. – 12.15 p. m. **Effectiveness of plant protection agents against *Botrytis cinerea* used in organic viticulture**
Jürgen Wagenitz, Dienstleistungszentrum Ländlicher Raum (DLR) Rheinhessen-Nahe-Hunsrück
- 12.15 p. m. – 12.30 p. m. **Analysis of microbial community structure in vineyard soils under different management regimes**
Maximilian Hendgen, Hochschule Geisenheim University
- 12.30 p. m. – 12.45 p. m. **novisys: PIWIs in novel viticulture systems for sustainable production and products**
Dr. Katja Herzog, Julius Kühn-Institut (JKI)
Matthias Friedel, Hochschule Geisenheim University
- 12.45 p. m. – 01.00 p. m. **Résumé**

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