



We are excited to present information for the
56th American Wine Society National Conference,
to be held November 9-11, 2023.

This year, we travel to the Hyatt Regency
St. Louis at The Arch.

You will enjoy 2 1/2 days of great wines, fantastic
sessions, and, most importantly, the chance to
renew old friendships and make new ones.

Please look over the information in this brochure,
and if you have any questions,
we will be pleased to answer them.





2023 American Wine Society 56th Annual Conference – St. Louis, Missouri

CONFERENCE AGENDA

Wednesday, November 8th

8:30 am – 5:30 pm Pre-Conference Winery Tour*
2:00 pm – 6:00 pm Registration Desk Open

Thursday, November 9th

12:00 pm – 6:00 pm Registration Desk Open
7:00 am – 5:00 pm Wine Judge Certification – Year 1*
7:00 am – 5:00 pm Wine Judge Certification – Year 2*
7:00 am – 5:00 pm Wine Judge Certification – Year 3*
8:00 am – 5:00 pm WineSmarts Level 1
8:00 am – 5:00 pm WineSmarts Level 2
8:30 am – 5:30 pm Pre-Conference Winery Tour*
10:00 am – 1:00 pm RA/VLT/Committee Chair Meeting
4:30 pm – 5:30 pm “First-Timers” Orientation
4:30 pm – 5:30 pm The Grapevine
7:00 pm – 9:30 pm Missouri AVA Themed Welcome Reception
10:00 pm – 12:00 am Hospitality Suite Open

Friday, November 10th

7:00 am – 6:00 pm Registration Desk Open (closed during meals)
7:30 am - 8:45 am Sparkling Wine Breakfast
8:45 am – 6:00 pm Exhibits Open
8:45 am – 6:00 pm AWSEF Silent Auction Open
8:30 am – 12:00 pm Wine Judge Certification Program Exam- Year 3 and Re-certification Only*
9:00 am – 10:15 am Sessions A
11:00 am – 12:15 pm Sessions B
12:30 pm – 2:00 pm Luncheon & Business Meeting
2:15 pm – 3:30 pm Sessions C
4:15 pm – 5:30 pm Session D
5:45 pm – 6:45 pm Amateur Wine Competition Awards
7:00 pm – 9:30 pm Showcase of Wines
10:00 pm – 12:00 am Hospitality Suite Open

Saturday, November 11th

7:00 am – 4:00 pm Registration Desk Open
7:00 am – 8:45 am Chapter Chair Breakfast
7:30 am – 8:45 am Breakfast & AWSEF Annual Meeting



2023 American Wine Society 56th Annual Conference – St. Louis, Missouri

8:45 am – 4:00 pm	Exhibits Open
9:00 am – 10:15 am	Sessions E
11:00 am – 12:15 pm	Sessions F
12:30 pm – 2:30 pm	Awards Luncheon / Best in Class Wine Competition Awards
2:45 pm – 4:00 pm	Sessions G
4:30 pm – 5:30 pm	NOW, YOU BE THE JUDGE!
7:30 pm – 10:00 pm	Grand Banquet
10:00 pm – 12:00 am	Music, Dancing and Hospitality Suite Open

** Additional and separate registration applies, more information to come.*

Session Information

Session selection will be open August 16th at 10:00 am EST until August 21st at 10am EST. Once session selection is over, registration will be put on hold until sessions have been assigned to your registration.

Once re-opened, registration will remain open until the event sells out. You must already be registered for the conference to select your sessions. Selecting sessions online is simple and straightforward, and we encourage you to use this method. Submitting your session selections via phone or mail incurs a \$25 per person concierge fee.

Selecting Sessions Online (Recommended)

Click the link below for details on how to choose your sessions:

[2023 AWS Conference Session Selecting Process.pdf \(americanwinesociety.org\)](#)

Refund Policy

All amounts will be refunded using the original payment method. All refunds issued will carry a \$25 administration fee.

- Cancellations prior to September 9, 2023, will receive a full refund less the administration fee.
- Cancellations between September 9 and October 9, 2023, will receive 75 percent refund less the administration fee.
- Cancellations between October 9 and October 26, 2023, will receive a 50 percent refund less the administration fee.
- Cancellations after October 26, 2023, will receive no refund for any reason.

How to Register for Sessions without a Computer

Online (preferred): [2023 AWS Conference Session Selecting Process.pdf \(americanwinesociety.org\)](#)

Manually: Complete the last page of this document. Add a \$25 per person concierge service fee. Be sure to include your payment via check, money order or credit card. If you select any paid sessions and are assigned to any of those sessions, we will invoice you for those additional payments prior to the conference. Submit using one of the options below:

Mail: American Wine Society, 327 N Washington Ave, Suite 711, Scranton, PA 18501

Scan and Email: memberservice@americanwinesociety.org, then call 888-297-9070 to make a secure credit card payment.



A Sessions: Friday, Nov. 10: 9:00 – 10:15

A-1: Room: Grand Ballroom A & B – Class Maximum 120

Title: Tiny California Wineries You Need to Know

Presenters: Joel Peterson, Owner & Winemaker, Once & Future Wine
Morgan Twain-Peterson MW, Owner & Winemaker, Bedrock Wines

Abstract: Are you tired of supermarket wine? The same old, same old? Would you like to taste some wines from exciting, innovative producers who walk the walk and talk the talk? Wineries that you may never have heard of. Names like Holus Bolus, Joy Fantastic, Idlewild, Tidings, Scar of the Sea, Desire Lines and more. They have tiny productions, are very dedicated to their craft and may be the future of the fine wine business . . . and the wines are delicious!



A-2: Room: Grand Ballroom C – Class Maximum 85

Title: The 75-Minute Wine Expert

Presenters: Dr. Joseph Fiola, Specialist in Viticulture, University of Maryland
Dr. Gary Pavlis, Agricultural Agent, Rutgers University

Abstract: This is the class everyone should take to start and better appreciate the conference! Drs. Pavlis and Fiola, long-time AWS presenters, will hone attendees' skills to objectively evaluate and appreciate wines, including how to discern the levels of various wine components. You will also be a "wine judge for the day," learning how to best utilize the AWS 20-point judging scale to evaluate wines of various quality to calibrate your tasting ability. This class is a must to truly understand and enjoy wine.

Session Fee: \$15



**A-4: Room: Grand Ballroom G & H - Class
Maximum 120**

Title: Unveiling South African Wines: Learn What's "Lekker"!

Presenter: Charl Coetzee, Cellar Master, Babylonstoren Farm & Vineyard

Abstract: Buckle up for a thrilling workshop designed to ignite your curiosity about South African wines! Traveling all the way from the Western Cape, winemaker & cellar master, Charl Coetzee of the Babylonstoren Farm and Vineyard will have you embark on an exhilarating journey into the captivating "Middle World" of wine. Immerse yourself in the country's history and uncover mind-blowing winemaking techniques that create incredible flavors and "lekker" wines. Experience the joy of sipping an exquisite selection of white, rosé, and red wines, discover the secrets behind sustainable farming practices and feel the passion Charl pours into each bottle. He promises an unforgettable adventure that will leave you with a newfound love for South African wines.

A-5: Room: Parkview - Class Maximum 120

Title: Chateau Musar with Bartholomew Broadbent

Presenter: Bartholomew Broadbent, CEO, Broadbent Selections Inc.

Abstract: There was a time when Chateau Musar had to be explained. Few of us knew about it. Today it is one of the most iconic wine brands in the world. If you have not experienced it, this is the wine to know. Michael Broadbent made the wine famous in 1979 after declaring its winemaker, Serge Hochar, Decanter's very first ever "Person of the Year" for making stunningly great wine in the middle of a civil war. "It is the best wine I've ever tasted," said Bartholomew Broadbent in 1979. Bearing in mind that the house wines at his home then were 1961 Bordeaux, it is quite the statement! He still

says that Chateau Musar is his favorite wine in the world. This tasting will include red and white wines from Chateau Musar. It will convince you why many fanatics believe Chateau Musar to be the greatest wine in the world.



A-6: Room: Gateway West – Class Maximum 100

Title: More Than Malbec: Meet Uco Valley's Cabs – Franc and Sauvignon!

Presenter: Labid al Ameri, Co-owner, Domaine Bousquet

Abstract: High in Mendoza's Uco Valley, the Gualtallary zone of Tupungato is responsible for a growing range of distinctive wines, starting with some fabulous examples of Cabs Franc and Sauvignon. Anne Bousquet, the French-born owner of Domaine Bousquet, Argentina's leading pioneer of certified organic wines, looks forward to introducing you to her adopted home in Gualtallary via a tasting featuring a selection of her favorite Franco-Argentine Cabs. Along the way, you'll discover Gualtallary, a high desert region in the Andes foothills on Argentina's border with Chile — and one of the highest-altitude wine regions on the planet.

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B Sessions: Friday, Nov. 10: 11:00 – 12:15

B-1: Room: Grand Ballroom A & B – Class Maximum 120

Title: Kékfrankos - Blaufränkisch - Lemberger: A Grape's Immigration Story From Central Europe To The US West Coast

Presenter: Annette Schiller, Owner of ombiasy PR & Wine Tours

Abstract: Looking for a grape that produces a bold, red wine with delicious wild berries or cherry flavors? One with powerful acidity, with prominent tannins, with good ageing potential that is absolutely delicious and versatile, and that grows easily in colder climates? This is an old autochthonous variety dating back to the 18th century in what was then the Habsburg Empire in central Europe. This grape is called different names depending on where it settled and grows. We will explore Kékfrankos from Hungary, Blaufränkisch from Austria, Lemberger from Germany and the Finger Lakes, and Blaufränkisch from Walla Walla....yes, Walla Walla.

B-2: Room: Grand Ballroom C – Class Maximum 85

Title: A Deep Dive Into The Wines Of Southern Spain

Presenter: Lee Schlesinger, Vice President, Portfolio Management & Education, Winesellers Ltd.

Abstract: The region extending from the central plains of La Mancha to the seaside towns of Valencia and Alicante is home to some of the most under-the-radar wine gems in all of Spain. A combination of unique terroir and indigenous grapes creates an array of styles beyond the big reds that the region is known for.

B-3: Room: Grand Ballroom F - Class Maximum 85

Title: Under The Hood Of FLX Cabernet Franc

Presenter: Bob Madill, Owner, EDU Wine Tours

Abstract: The Finger Lakes is known worldwide for exceptional and distinct cool-climate Riesling. The passion among vineyard managers and winemakers that drove Riesling has become evident in electric, cool-climate Cabernet Franc wines — from snappy, crunchy, unoaked and gulpable whole-cluster styles to savory, stylish, sophisticated, and eminently cellarable, long-lived, barrel-aged wines. Join Bob Madill, winegrower and sommelier, and we'll taste and take a look under the hood of FLX Cab Franc.

B-4: Room: Grand Ballroom G & H - Class Maximum 120

Title: The Cool Classics: Chardonnay And Pinot Noir In Australia

Presenter: Mark Davidson, Head of Education, Americas, for Wine Australia

Abstract: Intellectual discussion on these two varieties historically started and ended in Burgundy — and for good reason. The quality of the best wines cannot be ignored. However, for today's lover of Chardonnay and Pinot Noir, the discussion is so much broader. Brilliant wines are being made in many areas of the world, and Australia has seen a dramatic evolution in style, character, and quality. Wine Australia's Head of Education, Mark Davidson, has assembled a dazzling array of the best regional examples available in the US and claims that there has never been a better time to explore these two classics than right now.

B-5: Room: Parkview - Class Maximum 120

Title: DOCa Rioja, Relationship Between Tradition And Innovation

Presenter: Robin Kelley O'Connor, Certified Rioja Wine Educator

Abstract: Rioja is the standard bearer for Spanish wines, producing easy-to-drink red, white, and rosé to age-worthy and some of the world's long-lived reds. It was the first region in Spain awarded D.O status, in 1925, and the first to be elevated to Denominación de Origen Calificada (DOCa), in 1991. Only 2 regions have DOCa status out of Spain's 70 DO's. We'll explore the relationship between innovation and tradition and the evolving relationship between the traditionally established bodegas and new wine producers, with an emphasis on the diversity between the two. An accompanying wine tasting will demonstrate wines of tradition and innovation by examining the exciting new world of Rioja dry whites and rosés. We will also go through the scales of quality levels of Rioja red, including Crianza, Reserva, Gran Reserva and single vineyard.

B-6: Room: Gateway West – Class Maximum 100

Title: Mountain Vines, Elevated Wines

Presenter: Deborah Parker Wong, The Tasting Panel & The SOMM Journal

Abstract: The Santa Cruz Mountains wine region has played a pivotal role in the history of California winemaking ever since the 1870s when Paul Masson and Charles Le Franc planted the first vineyards from cuttings transplanted from Burgundy. Recognized as an AVA in 1981, this was the first California appellation to be defined by its mountain topography. The region's 300 small growers and wineries are united by a spirit of independence and shared passion to make elegant, distinctive wines that reflect the region's unique terroir.

**C Sessions: Friday, Nov.
2:15 – 3:30**

C-1: Room: Grand Ballroom A & B – Class Maximum 120

Title: Uncover The Other Piedmont And Its Often Overlooked Gems

Presenter: Sharron McCarthy, Banfi VP Education - Retired

Abstract: The Mariani family created Banfi Piemonte in 1979 with the mission to preserve and exalt the unique character of grapes grown in the southern part of Italy's second largest region. Barolo and Barbaresco may quickly come to mind but account for a very small percentage of the region's production. Join us on a romp through the vineyards of the "other" Piedmont and uncover her often overlooked gems. Sparklers from traditional Champagne varietals, a grape heralded as "the courteous one," and "Albarossa," a unique crossing of Barbera and...? Finally, we will tempt your taste buds with two hauntingly perfumed grapes, Moscato and Brachetto, in luscious sparkling versions. Join Sharron and discover these gems for yourself!

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C Sessions: Friday, Nov. 10: 2:15 – 3:30

C-2: Room: Grand Ballroom C – Class Maximum 85

Title: The Vines And Wines Of Missouri
Presenters: Dr. Stephan Sommer, Assistant Extension Professor and Enology Extension Leader, University of Missouri Grape and Wine Institute

Dr. Dean S. Volenberg, Assistant Extension Professor and Viticulture Extension Leader, University of Missouri Grape and Wine Institute

Abstract: The Norton grape cultivar humbly stands as the Missouri state grape, but our winemakers are making great wines from a variety of grapes. Grapevines that once found their home among the backyards of Hermann, Missouri, now flourish in several areas around the state. Learn how these early beginnings set the stage for the development of five AVA's and the number of red and white grape cultivars that grow among them. Come learn about the vines and taste the wines of Missouri!

C-3: Room: Grand Ballroom F - Class Maximum 85

Title: Sparkling Sake – The New Trend
Presenter: Toshio Ueno, Director of Sake Specialist Department, Mutual Trading Company

Abstract: Introducing the new trend in Japanese Sake — Sparkling Sake! The naturally effervescent Sake created by secondary fermentation is called "AWA SAKE," and it has become prominent since the AWA Sake Association was formed in 2016. Aspiring Japanese brewers have worked hard to create a new type of transparent sake that uses only carefully selected rice, rice koji, and water, and has natural foaming due to secondary fermentation. The association recognizes only those that have cleared strict quality Sake brewing standards as "Japanese AWA SAKE". This sparkling Sake innovation attracts people all over the world, inheriting the spirit and tradition of Sake brewing yet being suitable for those who live vividly in the present. Join Toshio and learn about these glittering bubbles from rice — Japanese AWA SAKE!

C-4: Room: Grand Ballroom G & H - Class Maximum 120

Title: Exploring Les Crus Bourgeois Of Bordeaux
Presenter: Robert Cavanaugh, CEO of Adventure Wine

Abstract: The Bordeaux Region of France has long been regarded as one of the best wine-producing areas in the world. From affordable to collectible, there's a wide range of wines available from this esteemed area. Bordeaux Wine Ambassador Robert Cavanaugh leads a tasting review of the famous Left Bank classification of Cru Bourgeois. Discover what it is, the recent changes to the classification, why it's limited to just a fraction of Médoc wineries and what it takes to stay on that list.

C-5: Room: Parkview - Class Maximum 120

Title: Madeira With Bartholomew Broadbent
Presenter: Bartholomew Broadbent, CEO, Broadbent Selections Inc.

Abstract: Madeira is the most historic beverage in America... the Constitution and Declaration of Independence were both toasted with it. It was invented through shipping to America and was the biggest-selling wine in America... until Prohibition. Bartholomew Broadbent reintroduced Madeira to America in 1988. Learn everything there is to know about this legendary and delicious wine with a tasting that will include a dry table wine and several superb examples of fortified wine.

C-6: Room: Gateway West – Class Maximum 100

Title: Slow Wines For Fast Times

Presenter: Deborah Parker Wong, National Editor of the Slow Wine Guide

Abstract: The 2023 Slow Wine Guide is a treasure trove of wines from California, Oregon, Washington and New York made by winegrowers who farm with land stewardship as the foundation of their sustainable practices. Discover the wines of iconic producers and rarer gems listed side-by-side in this one-of-a-kind annual guide to Slow Wine. Deborah Parker Wong was appointed national editor of the guide in 2020, and she'll be pouring some of her favorites.



D Sessions: Friday, Nov. 10: 4:15 – 5:30

D-1: Room: Grand Ballroom A & B – Class Maximum 120

Title: Breathing Exercises

Presenters: Paul Wagner, Founder, Balzac Communications & Marketing
Miguel Pedroza, Fresno State University

Abstract: Think you know everything about decanting a nice bottle of wine? Paul Wagner of Napa Valley College joins Miguel Pedroza of Fresno State University to explore the relationship of wine and air. This presentation will feature an explanation of wine's interaction with air and will help you navigate this complicated topic. Come prepared to think, to taste and to learn. And maybe see some of your preconceived notions disappear into thin air.

D-2: Room: Grand Ballroom C – Class Maximum 85

Title: Port, It's Not Your Grandfather's Drink Anymore!

Presenter: Lee Schlesinger, Vice-President, Portfolio Management & Education for Winesellers Inc.

Abstract: Join Lee and examine the rich history of the wines of the Douro Valley and the development of the varied styles of Port. You'll taste aged tawny Ports (including a special 30-year-old) as well as a white Port, a ruby Port, an LBV (Late Bottled Vintage) and, of course, Vintage Ports. Learn how wonderful older Vintage Ports are with a special, older vintage tasted against a younger one.

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D-3: Room: Grand Ballroom F - Class Maximum 85

Title: What Makes Lodi A Great Wine-Pairing Destination for BBQ?

Presenters: Tony Lawrence, The Global Winechef, A Winechef for You, LLC
Stuart Spencer, Executive Director, Lodi Winegrape Commission

Abstract: Lodi wine country in California has become a great melting pot for global styles of BBQ. Restaurants are coming in droves. Wine & Music Festivals, as well as wineries, are pairing with BBQ food trucks serving up a diversity of global flavors — Mexican, Asian, Texas, St. Louis, Kansas, Hawaii, Carolina and the Caribbean. BBQ styles are endless variations of smoky, sweet, tangy, fruity, and spicy. Woods like oak, hickory and mesquite are big influences on BBQ, imparting very distinct flavors. In this session you'll taste and compare Tony's creations of eight BBQ sauce styles & rubs, using chicken, pork and beef, paired to eight Lodi wines, from Rosé to Old Vine Zinfandel, Syrah, Petite Sirah, red blends and even a white or two!

Session Fee: \$40

D-4: Room: Grand Ballroom G & H - Class Maximum 120

Title: Extremes In Winemaking – Icewine And Beyond

Presenter: Jacob Gigliotti, Export Sales, Pillitteri Estates Winery

Abstract: Canada's Niagara Region is one of the most unique and extreme winemaking regions in the world. Its diverse soil types allow for a wide range of styles to be produced. The cool climate and shorter-than-average growing season bring both challenges and opportunities for winemakers in their quest to craft world-class wines. By tasting through a selection of Riesling and Cabernet Franc wines made by the same family-owned winery in Niagara-on-the-Lake, you will experience the full range of what this amazing region has to offer.

D-5: Room: Parkview - Class Maximum 120

Title: Dive Deep Into Burgundy With Louis Jadot

Presenters: Thibaut Marquis, North America Export Manager, Louis Jadot
Annette Schiller, Owner, ombiasy PR&WineTours

Abstract: From the tip of Chablis to the toe of Beaujolais, from regional, villages, 1er Cru and Grand Cru appellations, Louis Jadot produces wines that celebrate Burgundy's diversity, reflecting the natural differences of soil, aspect and climate. The familiar Bacchus-head label has become the reliable stamp of quality and consistency from what can often be a confusing region. We will take you on a journey that defines Louis Jadot's 165 years of know-how and expertise in the Burgundy region.



D-6: Room: Gateway West – Class Maximum 100

Title: Putting Away The Plow: Farming Soil, Regenerating Land And Making Delicious, Place-based, Wines

Presenter: Morgan Twain-Peterson MW, Owner & Winemaker, Bedrock Wines

Abstract: Join Morgan for a look at producers embracing new methods of regenerative farming while crafting remarkable wines. The session will include a quick primer on the different types of grape-growing most commonly heard in the marketplace as conventional, sustainable, organic and biodynamic, and what they may or may not mean, followed by a more in-depth look at aspects of regenerative and integrative farming. Then taste the results from producers like Bedrock Wine Co., Hanzell Vineyards, Tablas Creek, Phelan Farms and others.





E Sessions: Saturday, Nov. 11: 9:00 – 10:15

E-1: Room: Grand Ballroom A & B – Class

Maximum 120

Title: Lodi Rules – Vineyard Practices For 21st-Century Vineyards

Presenter: Stuart Spencer, Executive Director, Lodi Winegrape Commission

Abstract: This past January, Lodi winegrowers released the 4th Edition of the LODI RULES for Sustainable Winegrowing, California's first and most comprehensive sustainable vineyard certification program. This session will utilize eight Lodi wines to tell the story of sustainable farming, highlighting innovative vineyard practices addressing climate change adaptation, water conservation, soil health, disease management, and social responsibility. With over 150 different farming practices addressed, the LODI RULES is a business plan for 21st-century winegrowers.

E-2: Room: Grand Ballroom C – Class Maximum 85

Title: Sparkling Wines Of North America

Presenters: Lorraine Hems, Wine Educator Steve DiMora, International Sales Director-Vieni Estates Wine and Spirits, Canadian Wine Ambassador LLC-Owner, Importing/Wholesaler/Marketing/Education

Abstract: Join Lorraine Hems and Steve DiMora as they lead you through a tasting from “c” to shining “C”! They will focus on the unique sparkling wines of North America. Did the wineries use a Crémant, Champagne or Charmat method to obtain those bubbles? Or could it be a Cider? You are sure to be entertained while sipping on and hearing about these effervescent sparklers. If you have attended any of Lorraine's previous sessions, you know she likes to have fun. Steve is very passionate about the award-winning Canadian sparkling wines he represents. What a way to start your day!

E-3: Room: Grand Ballroom F - Class Maximum 60

Title: A Deep Dive Into Wine Evaluation

Presenters: JoAnn DeGaglia, Sharyn Kervyn, and Kevin Ostrowski, AWS Certified Wine Judges

Abstract: Calibrate your palate along with AWS Wine Judges and other attendees while we analyze the 'Curse of 89 Points! Are the wine critics accurate, and does price really matter? This is designed as a continuing education session for current and future AWS Wine Judges but is open to all conference attendees, giving you the opportunity to compare and improve your wine-judging skills. You'll have the opportunity to objectively judge wines and assess their quality, with respect to style, balance, finish, intensity, and complexity. How do these relate to overall quality, scoring and influence on price point? Certified judges will receive two units in the merit program for attending. All attendees will learn how to improve their wine-judging skills.

Session Fee: \$15

E-4: Room: Grand Ballroom G & H - Class Maximum 120

Title: A Journey Through The Loire Valley

Presenter: Annette Schiller, Owner, ombiasy PR & Wine Tours

Abstract: The Loire Valley is the heart of France and its fourth largest wine region. Starting at the Atlantic Ocean, the Loire Valley wine region straddles the Loire River from west to east for 174 miles. With such an expansive area, geography, soil, and climate differ greatly from one place to the other. The Loire Valley contains several distinct wine regions, each with its own characteristic grapes, appellations and wine styles. Most of the wines are produced with a single grape variety. Follow us when we take you on an exciting journey through the different appellations.



E-5: Room: Parkview - Class Maximum 120

Title: Artistry Of Italy's Family-owned Wineries
Presenter: Deborah Parker Wong, Global Wine Editor, The Tasting Panel & The SOMM Journal

Abstract: The art of Italian winemaking is celebrated in this show-stopping tasting sponsored by Folio Fine Wine Partners and presented by SOMM Journal's Deborah Parker Wong. Explore the artistry of six family-owned wineries – Bibi Graetz, Bruno Giacosa, Donnafugata, Isole e Olena, Ricasoli, and Villa Sandi – in a tasting that spans four regions: the Veneto and Piemonte in the north, Italy's heartland vineyards of Tuscany and Chianti, and the windswept vineyards of Pantelleria, a remote island off the west coast of Sicily.

E-6: Room: Gateway West – Class Maximum 100

Title: Norton At Stone Hill Winery – A Study In Modern Viticulture & Vinification
Presenter: Nathan Held, Director of Strategy at Stone Hill Winery

Abstract: Join Nathan to learn and taste the unique story of America's best native wine grape, the Norton. Hear why it reigned throughout the 19th and 20th centuries, why it became Missouri's state grape, how it impacted European winemaking during the phylloxera epidemic, and why it continues to make great wine today. Learn how Stone Hill Winery makes its award-winning Norton wines, including a tasting comparing two different vineyards from the 2023 vintage and three stylistically different Nortons. A Missouri-made Norton wine was named the best red wine in the world at an international competition...taste for yourself and see why!

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F Sessions: Saturday, Nov. 11: 11:00 – 12:15

F-1: Room: Grand Ballroom A & B – Class **Maximum 120**

Title: Willamette Valley Sparkling Wine - Amazing Bubbles!

Presenter: Paul Smith, Field Execution Manager – West Coast, Willamette Valley Vineyards

Abstract: Domaine Willamette is the first sparkling wine facility in Oregon with its own on-site, underground aging cellar. This recent expansion by Willamette Valley Vineyards is producing world-class sparklers in a state more known for great Pinot Noir. Join Paul and learn the history of sparkling wine in the Willamette Valley, how the area's changing climate, soil and winemakers are influencing the wines. Then, taste the results in a side-by-side comparison of Californian sparkling wine and Domaine Willamette varietals.

Save the Dates

AWS 2024 Annual Conference
Winston-Salem, North Carolina

At Benton Marriott and the
Embassy Suites
October 30th - November 3^d



F-3: Room: Grand Ballroom F - Class Maximum 85

Title: Discovering GEORGIA: The Birthplace Of Wine

Presenters: Robert Cavanaugh, CEO, Adventure Wine
Melissa Conway, Senior Wine Educator, Adventure Wine

Abstract: At the crossroads of Europe and Asia, six thousand years before the Biblical Jesus Christ first turned water into wine, Stone Age residents of what is now called "Georgia" crushed grapes and quickly discovered the joy of wine! Accredited Georgian Wine Educators Melissa Conway and Robert Cavanaugh lead a tasting and historical discussion as it relates to The Birthplace of Wine, sampling varietals such as red Saperavi and the white grape Rkatsiteli. They bring a touch of wit to the discussion of how this small but resilient country became the main provider of wine to the entire Soviet Union. You'll enjoy wines such as the ancient Kisi grape, sample Tsolikouri from the Teliani Valley and Chinuri, a varietal that means "exquisite" when translated. Discover why these wines may not be unfamiliar to the American palate for very long as we view rapidly expanding sales trends of Georgian wines in U.S. retail stores.

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F-4: Room: Grand Ballroom G & H - Class Maximum 120

Title: Australian Aristocracy – Cabernet Sauvignon And Blends

Presenter: Mark Davidson, Head of Education, Americas, Wine Australia

Abstract: Cabernet Sauvignon was one of the varieties planted in the early days of viticulture in Australia. In fact, there are several old vine sites from the 1880s still producing wine today. It is a variety that took time to find a comfortable home, the warm, dry areas not allowing its best qualities to shine. Ocean-influenced climate unlocked the puzzle and world-class wines are now being produced in many regions. Wine Australia's Head of Education, Mark Davidson, will guide you through a selection of classic wines from the best regions and will leave you thinking that there is a strong argument for Australia being THE source for sensibly priced premium Cabernet Sauvignon.



F-5: Room: Parkview - Class Maximum 120

Title: The Godfather of Zin Shares Zinfandel

Presenter: Joel Peterson, Owner & Winemaker, Once & Future Wine

Abstract: There are multiple Zinfandel growing regions in California — Sonoma, Napa, Lodi, Amador, Paso Robles, Mendocino. Each has regional character and produces terrific Zinfandel. Explore those regions with the Godfather as he shares some of the best Zinfandels made in California. After living with California's heritage grape for fifty years, Joel Peterson knows a thing or two about Zinfandel.



F-6: Room: Gateway West – Class Maximum 100

Title: Exclusive Brunello Study And Tasting

Presenters: Dr. Joseph A. Fiola, Specialist in Viticulture, University of Maryland
Dr. Gary C. Pavlis, Agricultural Agent, Rutgers University

Abstract: As requested, Joe and Gary are bringing you back to Italy! Capanna Winery is one of the premier Brunello di Montalcino producers in Tuscany. These amazing Brunellos are not available in the USA, so they had them shipped here for you to enjoy! They have a two-year vertical, including the very exclusive single-vineyard 2017 and 2018 Cru "Nicco," To make it even more enticing, they hand carried their rosé and exclusive dessert wine that are not available in the US! Brunello is the King of Tuscany, and you have the rare opportunity to sample one of the best! This is a tasting that cannot be missed.

Session Fee: \$35



G Sessions: Saturday, Nov. 11: 2:45 – 4:00

G-1: Room: Grand Ballroom A & B – Class Maximum 120

Title: A Rising Tide – The Family Farms Of Lodi

Presenter: Stuart Spencer, Executive Director, Lodi Winegrape Commission

Abstract: A rising tide tells the story of four Lodi families' generational commitment to farming, the land, and their community. In this session we will feature two wines from each family vineyard as we tell the story of Lodi. Through video, discussion, and tasting eight wines, we will learn about the unique histories of each family and how, through their efforts, they are lifting Lodi wines to new heights. You can have the best vineyard site, but it's the people farming the ground who make all the difference.



G-2: Room: Grand Ballroom C – Class Maximum 85

Title: Balkan Native Varieties II – Serbia And Bosnia-Herzegovina

Presenter: Indira Bayer, Founder of Wines of Illyria

Abstract: For the first time, we will taste wine from Serbia. Jagoda (YA-go-da) is a forgotten, but recently resurrected, grape variety of the Zupa Valley region in the continental part of the Balkan Peninsula. We will, revisit several styles of the nutty, minerally and refreshing white wine, Zilavka (ZHE-luv-kah), from the sun-baked hills and valleys of Hercegovina. This wine was once produced exclusively for royal courts of kings, queens, Caesars and Kaisers in Europe but is now available to all of us. In addition, we will further explore the most rare and difficult-to-cultivate, red variety, Blatina (BLAH-tee-nah). It grows only in the Neretva river valley in Bosnia-Herzegovina, and nowhere else, and bears fruit only every few years!



G-3: Room: Grand Ballroom F - Class Maximum 85

Title: Cassoulet & Châteauneuf-du-Pape: A Wine-Pairing Throwdown With Rhônes & Rhône Styles

Presenter: Tony Lawrence, The Global Winechef, Owner, A Winechef for You LLC

Abstract: What global Rhône-style wines perfectly match cassoulet? In this wine-and-food-pairing session you will learn the history of cassoulet and experience the authentic taste, and you will taste six wines from global wine regions that produce incredible red Rhône styles. Taste wines from the Rhône Valley in France, Australia's Barossa Valley, Priorat in Spain and three from California — Paso Robles, Lodi, and Amador. You'll learn about GSM, SGM and the big one, Châteauneuf-du-Pape (CDP) (and why it's King of the Rhône). Can it be dethroned?

Session Fee: \$50



G-4: Room: Grand Ballroom G & H - Class Maximum 120

Title: Winemaking In Missouri: A Well-Cultivated History

Presenter: Catherine Neville, Producer, tasteMAKERS

Abstract: Join Cat Neville and an expert panel for an overview of Missouri wine country's historic roots, highlighting the experts featured in the tasteMAKERS documentary, "Winemaking in Missouri: A well-cultivated history." Participants will learn about the development of Missouri's wine industry and the unique characteristics of the local terroir. The tasting will feature a variety of award-winning wines produced in the region, including some from the 2023 Missouri Governor's Cup, and participants will have the opportunity to hear from the experts about their winemaking process and experiences. Overall, the session aims to provide a comprehensive understanding of the history and culture of Missouri wine country.



G-5: Room: Parkview - Class Maximum 120

Title: The River Of Gold

Presenter: Paul Wagner, Founder, Balzac Communications & Marketing

Abstract: Few rivers in the world of wine cross borders and provide wines of every style, from sparkling to fortified. What begins in Spain as the Duero, where it makes wines of great character out of tempranillo, flows to the sea through Portugal as the Douro, where it produces some of the greatest wines of that country. Join Paul Wagner on a virtual cruise of this remarkable river, and taste the wines that have made it legendary.



G-6: Room: Gateway West – Class Maximum 100

Title: Winegrowing Terroirs Of New York

Presenter: Bob Madill, Owner, EDU Wine Tours

Abstract: New York is home to hundreds of vineyard managers and winemakers who span the state in seven major American Viticulture Areas — from the peninsula maritime environment of Long Island; along the length of the Hudson Valley River; to the cool climate of the Finger Lakes. The winegrowing geography encompasses over 10,000 square miles with over 30,000 acres of vines. Join winegrower and sommelier Bob Madill for an adventurous tasting journey of New York's winegrowing landscapes of Long Island, the Hudson Valley, and the Finger Lakes. Our tasting will showcase recognized winegrowing AVA strengths as well as exciting new directions.



2023 American Wine Society 56th Annual Conference – St. Louis, Missouri

Special Sessions

First-Timers Orientation – Thursday, November 9, 4:30PM – 5:30 PM

First conference? Learn more about the AWS and the conference at the First-Timers Session, which offers a game show, prizes, and a sparkling wine toast. Free to all first-time attendees.

Presidential Reception – Thursday, November 9, 6:00PM – 7:00 PM

Enjoy some of the very best of what Bordeaux has to offer at this year's Presidential Reception. Starting just prior to the Welcome Reception, this Presidential Reception will not only be hosted by the AWS President Bill Stefan, but he'll also be conducting the tasting. In addition to sampling some superb wines from Bordeaux, you'll enjoy some light refreshments in this VIP welcome to the conference. Also, by participating, you'll be supporting the AWS mission. All money raised during the Presidential Reception will be invested in the Cru 100 effort to develop relevant educational resources for use by AWS Chapters. *Note: Not included with registration, there is an additional fee to attend*

Amateur Wine Competition Awards – Friday, November 10, 5:45PM – 6:45 PM

All wines entered in the Amateur Competition are evaluated, blind and by consensus, by the same top-rated professional judges overseeing the Commercial Wine Competition. These judges are chosen from a broad range of industry experts and include those trained and certified by the American Wine Society, many who are current or former home wine makers. Come and celebrate the 2023 winners with us! Free to all conference attendees.

Now, You be the Judge - Saturday, November 11, 4:30PM – 5:30 PM

Learn about the process of wine judging and try some award-winning wines from AWS home winemakers in this fun exercise where you join an AWS Certified Wine Judge and taste through a flight of wines, comparing your results to the competition's actual results. Free to all conference attendees.

See You in Missouri!





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See You in Missouri!



Session Form

Full Conference is \$595 pp. This includes Thursday: Welcome Reception; Friday: Breakfast, Lunch, Sessions, AWC Awards and Showcase; Saturday: Breakfast, Lunch, Sessions, Now, You Be The Judge and Grand Banquet. And Wine! This is the first step in the registration process, even if you are planning to register online.

Section 1: Please check all events and meals that you will be attending, even if you are a Full Registration Attendee.

Thursday, Nov 9th

4:30 pm – 5:30 pm

First-Timers Orientation

Attendee 1

Attendee 2

☐
☐

6:00 pm – 7:00 pm

Presidential Reception - \$100 Additional pp

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7:00 pm – 9:30 pm

Welcome Reception

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Friday, Nov 10th

7:30 am – 8:45 am

Sparkling Wine Breakfast

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5:45 pm – 6:45 pm

Amateur Wine Competition Awards

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☐

7:00 pm – 9:30 pm

Showcase of Wines

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☐

Saturday, Nov 11th

7:00 am – 8:45 am

Chapter Chair Breakfast

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☐

4:30 pm – 5:30 pm

Now, You Be the Judge!

☐
☐

7:30 pm – 10:00 pm

Grand Banquet Entrée Choice

Beef ☐ Fish ☐ Veg ☐

Beef ☐ Fish ☐ Veg ☐

Section 2: Using the numbers from the Session Descriptions, write in the boxes below your first, second and third choice events for that particular day and time.

Attendee 1 Name:

Session Letter	A	B	C	D	E	F	G
Day & Time	Friday 9:00 AM	Friday 11:00 AM	Friday 2:15 PM	Friday 4:15 PM	Saturday 9:00 AM	Saturday 11:00 AM	Saturday 2:45 PM
Choice #1							
Choice #2							
Choice #3							

Attendee 2 Name:

Session Letter	A	B	C	D	E	F	G
Day & Time	Friday 9:00 AM	Friday 11:00 AM	Friday 2:15 PM	Saturday 4:15 PM	Saturday 9:00 AM	Saturday 11:00 AM	Saturday 2:45 PM
Choice #1							
Choice #2							
Choice #3							

☐ Mastercard ☐ Visa ☐ Discover ☐ American Express ☐ Check or Money Order payable to AWS

Name _____ Credit card # _____ Security Code: _____

Address _____ EXP: _____ Cardholder's Signature: _____