

Green Wine Summit Goes Global on November 30, 2011

Keynote panels to share secrets of the Fortune 500
and celebrate winery progress around the world.

October 28, 2011, Napa, CA – The Green Wine Summit (GWS), the premier event showcasing green business and sustainability for the wine industry, will have a global perspective on green at its fourth annual conference being held November 30, 2011 at the Marriott Napa Valley.

The first General Session panel will examine sustainability from the perspective of global businesses. These businesses view sustainability as a critical business driver in a world with diminishing resources and growing population. Panelists will share their insights gleaned from Fortune 500 companies that have successfully leveraged sustainable business practices to reduce costs, drive innovation and manage risks.

“The Business and Sustainability Panel will set the global context and motivation for sustainable business practices in a changing world. Drawing from the insights of four experienced players across the value chain, the panel will explore this topic and how it is changing the way we do business now and in the future. Topics to be covered will include; what is the business case?; where and how to start?; supply chain transparency; measurement and reporting; customer expectations; and what can we expect in the future?” says panel moderator, Tony Hansen.

Panelists include: Bob Bunting, Chair of *International Services Group*; President of *International Federation of Accountants*; Adam Lowry, Co-Founder, Chief Greenskeeper, *Method Products, Inc.*; Christy Consler, VP Sustainability, *Safeway*; Elizabeth Sturcken, Managing Director, *Environmental Defense Fund*. Moderator will be Tony Hansen, Partner, *Seven Streams Group*.

The final panel of the General Session benchmarks California winery sustainability efforts against other New World countries. The panel, which includes two U.S. sustainability groups and some New World producers, will have an informal dialogue about the various programs and where they are headed as a result of shared drivers in the global marketplace and regulatory areas. International panelists will join in via videoconferencing.

“I look forward to having a dialogue with peers from other wine regions about drivers and trends, opportunities and challenges. The California wine industry has widely embraced sustainability and wants to maintain its leadership position. This panel is a great chance to hear about what’s happening on the sustainability front in other wine regions and, importantly, in the global marketplace,” says Allison Jordan, Executive Director for the California Sustainable Winegrowing Alliance.

Susan Orenstein will moderate the panel consisting of Alison Jordan, Executive Director, *California Sustainable Winegrowing Alliance*, Susan Sokol Blosser, Founder, *Sokol Blosser Winery* in Oregon, and video participants will include Su Birch, CEO, *Wines of South Africa*, Daniel Schietekat, IPW Manager for *Wines of South Africa*, Philip J Manson, Science- Innovations Manager, *New Zealand Winegrowers* and Jonathan Green, Manager of Natural Resources, *Winemakers Federation of Australia*.

For more information on speakers and topics, visit www.GreenWineSummit.com. Registrations are now being accepted online.

About GWS

The Green Wine Summit is the groundbreaking forum for ALL wine industry players who care about sustainability. Our highly respected Advisory Board has worked diligently to ensure that this Summit is valuable for all participants.

Green Wine Summit forums feature leaders in sustainability, organics and Biodynamics®. While those in winemaking and vineyard management certainly have an interest in all things “green”, the Green Wine Summit is specifically designed for individuals in a variety of roles including: winery general management, finance, technology, sales and marketing, as well media, regulators, vendors and service providers.
www.greenwinesummit.com

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