

Canadian Wine Growers Symposium & Awards 2022

"Growing Back Stronger"

Monday, July 11, 2022, 1 - 5 pm EDT
Virtual Event, Complimentary Admission

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Featuring presentations by leading research professionals on the emerging political and market trends and the impacts of the pandemic on:

- Public policy issues impacting Canada's wine sector
- Market growth through diversity and innovation
- Direct-to-consumer delivery and digital sales channels
- Economic Impact of Canada's Wine and Grape Industry

The symposium will be followed by the Canadian/British Columbia/Ontario Wine Industry Awards. Canadian awards sponsored by



Symposium (1 - 4 p.m. EDT):

Asad Amin & Ken Field, Ipsos: "Cost, Confidence and Consumption in Canada"

Andrea Smalling, WineDirect & Cathy Huyghe, Enolytics: "Digital Transformation - 2021 Canadian Direct to Consumer performance report with latest US and Canadian statistics, trends, and perspectives"

Elizabeth Campbell Boyd, Women of the Vine & Spirits; Daria Dolnycky & Ryan Robinson, Deloitte Canada: "Women Raising the Bar - Key findings from the 2022 Study of Diversity, Equity, and Inclusion in the Beverage Alcohol Industry"

Robert Eyler, Economic Forensics and Analytics: "Growth and Innovation Through Global Challenges: The Economic Impact of the Wine and Grape Industry in Canada (2019-2020)"



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PROGRAM

Monday July 11, 2022, 1PM - 5PM EDT

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1:00pm - 1:45pm - Industry Welcome & "Cost, Confidence and Consumption in Canada"

Asad Amin, SVP, Marketing Strategy & Understanding, Ipsos & **Ken Field**, Director, Ipsos

After two years into the pandemic, it's fair to say that we unanimously have had enough. There is an eagerness to get back to some semblance of 'normalcy', however elusive and evolving that definition may be. Unfortunately we have an added layer of uncertainty, primarily attributed to inflationary pressures. The Ipsos presentation will cover the true impact of rising costs on Canadians, their confidence and their consumption levels, particularly as it pertains to wine consumption.

1:50pm - 2:30pm - "Digital Transformation - 2021 Canadian Direct to Consumer performance report with latest US and Canadian statistics, trends, and perspectives"

Andrea Smalling, Chief Marketing Officer, WineDirect & **Cathy Huyghe**, Co-Founder, Enolytics

The ground-breaking report pairs Wine Direct's robust consumer behavior and purchase-pattern raw data with Enolytics' technology and expertise in processing and analyzing complex Direct to Consumer (DTC) data. Moving data from "raw numbers" to meaningful information, so the teams worked together to turn the insights found in the report into actions that wineries can implement now to build their DTC business utilizing sales channels, demographic audiences and targeted engagement strategies.

2:35pm - 3:15pm - "Women Raising the Bar - Key findings from the 2022 Study of Diversity, Equity, and Inclusion in the Beverage Alcohol Industry"

Elizabeth Campbell Boyd, VP, Corporate Membership & Engagement, Women of the Vine & Spirits; **Daria Dolnycky**, Canadian Consumer Industry Diversity, Equity, and Inclusion (DEI), Deloitte Canada; **Ryan Robinson**, Director, Consumer Research, Deloitte Canada.

Promoting gender diversity, equity, and inclusion (DEI) in the workplace is a business imperative. However, companies in the beverage alcohol sector have had to rely on very limited data since most studies conducted to date have viewed this space through the lens of a broader, aggregated food and beverage industry.

3:20pm - 4:00pm - "Growth and Innovation Through Global Challenges: The Economic Impact of the Wine and Grape Industry in Canada (2019-2020)"

Dr. Robert Eyler, President, Economic Forensics and Analytics

Presentation of the results of the third iteration in WGC's economic research study series conducted on the Canadian wine and grape industry identifying the challenges and opportunities facing the industry and its performance over the past decade.

4:00pm - 5:00pm - Wine Growers Canada Wine Industry Awards & Wine Growers British Columbia Industry Recognition Awards & inaugural Ontario Wine Industry Champion Award.

SPEAKERS

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Asad Amin is Senior Vice President with [Ipsos](#) and the resident Canadian consumption expert. He leads the syndicated Food and Beverage group which includes the Alcohol Consumption Tracker (ACT) Foodservice Monitor (FSM) and the FIVE tracking studies. Assad is a market research consultant with 20+ years of supplier side experience. His skillset ranges from setup, launch and management of large syndicated studies, brand health trackers and advertising copy tests. He completed his education in the UK, earning his Masters of Science degree in Operational Research from the London School of Economics and Political Science. He also has his Bachelor of Science in Economics from the University of Essex.



Ken Field is a Director with [Ipsos](#), leading syndicated alcohol and cannabis consumption tracking across North America. With 10+ years of experience in both research buyer and supplier roles, his skillset includes embedding research and analytics to support brand planning, innovation, and trade marketing practices for large and small brands alike. He holds a Master of Science in Marketing and Consumer Studies from the University of Guelph's Gord S. Lang School of Business and is currently a Master of Management Analytics candidate with the Queen's University Smith School of Business.



Andrea Smalling joined [WineDirect](#) in January 2021 with over 25 years' extensive experience in the wine and hospitality businesses. She has a deep love for DTC and especially enjoys helping wine companies find creative ways to maximize their results.

Beginning her career in Toronto with Procter & Gamble, Andrea moved to California to join Gallo Winery, where she worked for 10 years in positions focusing on a variety of areas including new product development, on-premise marketing and international business development and marketing. Her career has also included roles as Vice President of Marketing with Constellation, Global Marketing at Treasury Wine Estates, and seven years as CMO with Foley Family Wines, where she launched the disruptive Foley Food and Wine Society loyalty program. She then headed to the Okanagan Valley in Canada where she headed up Marketing and Direct to Consumer for Mark Anthony Group and led significant growth across Canada's most prominent luxury wineries. Most recently, Andrea gained start up experience leading marketing for the fast-growing McBride Sisters Collections.

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Cathy Huyghe is an entrepreneur, writer and mindfulness proponent. She is the co-founder of [Enolytics](#), a technology-centric disruptor and provider of business solutions for the wine industry. She writes about the business and politics of the wine industry in her column for Forbes online, and she also co-creates the content for A Balanced Glass, a community dedicated to wellness in the wine and spirits world. All three of those ventures have been recognized for their innovative contributions, and in 2021 Huyghe was named one of the industry's Most Inspiring People by the Wine Industry Network.



Elizabeth Campbell Boyd, VP, Corporate Membership & Engagement, [Women of the Vine & Spirits](#) creates innovative content and programming aimed at driving change toward a more diverse, equitable and inclusive beverage alcohol industry.

With a background in hospitality, Boyd understands that to stay innovative, relevant, and on trend, you need to know and understand your customer. Following 10 years in catering and sales at The Claremont Resort & Spa, Elizabeth managed the year-round Travel & Convention Department for Discovery Toys, with a scope of logistics for both domestic and internal contracting, incentives, and large production conventions. From there Elizabeth moved to a full-service event planning company and then onto her most recent consulting role, focusing on global corporate and incentive bookings from site selection through to onsite logistics and budgeting/billing. It was in this role, where she was first introduced to Deborah and Women of the Vine & Spirits (WOTVS).



Daria Dolnycky is [Deloitte's](#) Canadian Consumer Industry Diversity, Equity, and Inclusion (DEI) Leader. Having spent 20 years in the industry before joining Deloitte, Daria brings deep U.S. and Canadian retail and consumer experience. Daria has worked with some of the largest North American retailers, and has been a trusted advisor to major players in transportation, retail, consumer goods, automotive, hospitality, lotteries, and gaming. Daria concentrates her time in helping her clients navigate large scale transformational changes as they relate to organizational structure, team culture, leadership development and executive coaching. She works closely with C-suite executives and their Boards in shaping their people and culture strategy, with a concentrated lens to DEI, to ensure a strong people foundation for their organization. In addition to her DEI role, Daria is the National Human Capital Leader for the Consumer and Retail sector with Deloitte Canada.

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Ryan Robinson, is a senior research leader supporting [Deloitte's](#) global consumer practice. His primary focus is creating engaging and actionable insight to further critical industry dialogue on a wide range of issues including diversity, equity and inclusion.

Prior to joining Deloitte, Ryan was the Senior Director of Industry Analytics at J.D. Power where he was responsible for leading a group of highly-trained subject matter experts covering a variety of industries including automotive, financial services, insurance, energy and telecom. Ryan also managed the global automotive forecasting practice at PricewaterhouseCoopers in Detroit where he advised clients on issues such as risk management, acquisition due diligence, and market entry strategy. Throughout his 24-year career, he has supported companies across the consumer value chain from manufacturers and retailers to private equity firms and financial institutions.



Dr. Robert Eyer is President of [Economic Forensics and Analytics](#), specialising in public policy analysis for firms and governments. He is also Professor of Economics at Sonoma State University. He earned a Ph.D. from the University of California, Davis and a B.A. in Economics at CSU, Chico. He is often called up by the media for his expertise, provides economic impact analyses for both private firms and public entities to help guide public policy, and acts as an expert witness and forensic economist mainly for wine-industry clients. Robert has been a visiting scholar at both the University of Bologna and Stanford University. Robert is a native of Sonoma County, California and his family have been sheep and cattle ranchers in Marin and Sonoma counties in California since 1910.

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