# VINE TO MIND

## EXPLORING DATA SCIENCE, AI, AND WINE
### JUNE 24-26, 2025

### EHL HOSPITALITY BUSINESS SCHOOL | LAUSANNE, SWITZERLAND

## JUNE 24

**Registration & Morning Coffee (8:00 AM - 9:00 AM)** Main reception and coffee area location
*One registration desk will be open until 1pm at the main reception.*

**Pre-Symposium Tutorial (8:45 AM – 12:00 PM)** Aula Location
*Data Science & AI Literacy for the Wine Industry – An online tutorial designed for wine professionals to understand and leverage data science and AI tools.*
- Hamit Hamutcu, HDSR Industry Column Co-editor, Co-Founder, Elements
- Cathy Huyghe, HDSR Advisory Board, Co-Founder and CEO, Enolytics
- Sam Paddock, CEO, Next Gen Learning
- Miguel Paredes, Industry Column Co-editor, HDSR; Partner, Kearney; Fellow and Adviser, AI Fund

**Lunch (12:00 PM – 1:00 PM)** Food Court Location
*Informal networking & discussions, plus media engagement opportunities.*

**Symposium Opening (1:00 PM – 1:30 PM)** Aula Location
*Welcome Remarks*
- Francesca Dominici, HDSI Faculty Director, Professor of Biostatistics, Harvard University
- Dr. Nicole Hinrichs, Associate Dean for the Degree Programs of the Graduate School, EHL
- Philippe Masset, Associate Professor of Finance, EHL
- Xiao-Li Meng, Founding Editor-in-Chief, HDSR, Professor of Statistics, Harvard University

**Keynote Address (1:30 PM – 2:15 PM)** Aula Location

**Reviewing Alcohol and Health: Perspectives on the current international labelling and dietary guidelines, recent reports and flawed comparisons to tobacco**
- Laura Catena, Managing Director, Bodega Catena Zapata; Founder, Catena Institute of Wine; Owner, Luca Wine

**Data Science for Responsible Wine Production & Consumption (2:15 PM – 3:45 PM)** Aula Location

**How the Algorithm Turned Against Wine**
- Felicity Carter, Editorial Director, Areni Global

**No/Low Wine: Redefining Wine Culture in the 21st Century**
- Coralie de Boüard, President, Château Clos de Boüard

**Embracing Complexity for Responsible Wine Elaboration**
- Marc Brevot, Director, Robert-Jean D Vogüé Moët Hennessy Research Center

**Break (3:45 PM – 4:15 PM)** Coffee Area Location

**Facilitated Breakout Sessions (4:15 PM – 5:15 PM)**

**Responsible Wine Consumption** led by Christian Lüscher, Professor, Dept of Basic Neuroscience & Clinic of Neurology, University of Geneva & Clive Pursehouse, North American Editor, Decanter Magazine (M_405 Location)

**Responsible Wine Production** led by Véronique Sanders, CEO, Château Haut-Bailly (M_406 Location)

**Day 1 Wrap-Up (5:15 PM – 6:00 PM)** Aula Location
*Summary reports, reflections on key takeaways, and a preview of day 2.*
- Xiao-Li Meng, Founding Editor-in-Chief, HDSR Professor of Statistics, Harvard University

**Experiential Wine Tasting Session (6:00 - 7:30 PM)** Tasting Rooms Location (Belle Côte and Pavots)
- Gildas L'Hostis, EHL
- Nikita Novelle, EHL & Domaine Novelle – Le Grand Clos

**Welcome Cocktail - Discover the Swiss Vineyard (7:30 - 9:30 PM)** Alpine Terrace Location
*Understanding Swiss wines and Swiss varietals.*
- José Vouillamoz, Founder, José Vouillamoz Wine and Grapes Consulting

## JUNE 25

**Opening Remarks (9:00 AM – 9:15 AM)** Aula Location
*Introduction to the Theme of Data Science, AI & Wine.*
- Xiao-Li Meng, Founding Editor-in-Chief HDSR, Professor of Statistics, Harvard University
- Ricky Sun, Life Sciences Partner, Bain Capitol

**Keynote Address (9:15 AM – 10:00 AM)** Aula Location

**Viticulture in the Intelligence Age**
- Kia Behnia, Co-Founder and CEO, Scout

**Industry & Academia Roundtable (10:00 AM – 10:45 AM)** Aula Location
*A panel moderated discussion by Xiao-Li Meng on the challenges and opportunities of AI in wine.*
- Jing Cao, Professor of Statistics, Department of Statistics and Data Science, Southern Methodist University
- Ramesh Oertli, Brand Manager, Vinattieri Ticino
- Jamie Ritchie, Former COO, BlockBar; Worldwide Chairman, Sothebys Wine
- Anna Grichting Solder, Research Fellow, University of Vermont; Urbanist and Musician, Switzerland

**Break (10:45 AM - 11:15 AM)** Coffee Area Location

**AI Technologies for the Wine Industry (11:15 AM – 12:45 PM)** Aula Location

**AI from Vine to Mind: Exploring AI opportunities throughout the wine value chain**
- Miguel Paredes, Industry Column Co-editor, HDSR; Partner, Kearney; Fellow and Adviser, AI Fund

**Data intelligence and AI in research, industry and teaching applications related to the grape and wine industries: a South-African perspective**
- Albert Strever, Senior lecturer of Viticulture and Oenology, Stellenbosch University

**Fine Wine Meets the Algorithm**
- Pauline Vicard, Co-Founder and Executive Director, Areni Global

**Lunch (12:45 PM – 1:45 PM)** Food Court Location
*Informal networking & discussions, plus media engagement opportunities.*

**Special EHL Session - Wine Economics (1:45 PM – 3:15 PM)** Aula Location
*Organized in collaboration with AAWE (American Association of Wine Economists) and EuAWE (European Association of Wine Economists). Presentation by Philippe Masset (Associate Professor of Finance, EHL) on wine pricing, and a presentation on tariffs and their impact by Benoit Molinie (Founder and Owner, Petit Vin), followed by an industry roundtable moderated by Steffen Raub (Professor of Organizational Behavior, EHL).*
- Arnaud de La Ville, Administrative and Financial Director, Haut Médoc Sélection
- James Miles, Chairman and CEO, Liv-Ex
- Jan Schwarzenbach MW, Head, Fine Wines, Coop
- Alexander Van Beek, General Director, Château Giscours

**Data Science, AI & Wine Industry (3:15 PM – 4:15 PM)** Aula Location

**Revealing terroir from chemistry**
- Alexandre Pouget, Professor, University of Geneva

**Telling the stories behind the Chateau Lafite labels** *(virtual presentation)*
- Saskia de Rothschild, CEO and Director General, Château Lafite Rothschild

**Closing Keynote Address (4:15 - 4:45 PM)** Aula Location

**History & Reflections on Twenty-Two Years of Crowdsourced Data**
- Eric LeVine, Founder/CEO, CellarTracker LLC

**Break (4:45 PM – 5:15 PM)** Coffee Area Location

**Facilitated Breakout Sessions (5:15 PM – 6:00 PM)**

**Data Science and AI for Wine** led by Caroline Meesemaecker, Owner & CEO, Wine Services (M_405 Location)
**Academia and Industry Partnerships** led by Ulrich Sautter, Wine Editor-in-Chief, Falstaff (M_406 Location)
**Wine Economics** led by Günter Schamel, Professor of Agricultural and Food Economics, Free University of Bozen-Bolzano (M_408 Location)

**Closing Session (6:00 PM – 6:30 PM)** Aula Location
*Reports from facilitators, reflections on the symposium's key takeaways, and a preview of Vine to Mind 2026*
- Xiao-Li Meng, Founding Editor-in-Chief, HDSR, Professor of Statistics, Harvard University

**Wine Tasting Tutorial and Blind Tasting Application (6:30 PM – 8:00 PM)** Aula Location
*A hands-on session on wine appreciation techniques, featuring Histoire d'Enfer winery followed by a special blind tasting of contributed wines, where participants will be asked to guess various features of the wine served, and the results will be analyzed by AI, and compared to expert guesses.*
- Michele Caimotto, Founder, Wine Rose Sàrl
- Julien-François Nebel, Histoire d'Enfer

**Gala Dinner (8:00 PM – 11:00 PM)** Agora Location (near the Main Reception)
*A special EHL dinner featuring exceptional wines gifted by our sponsors, and with the results from the different experiments summarized. An evening to remember!*
- Charles Spence, Professor of Experimental Psychology, University of Oxford

### WWW.VINETOMIND.ORG

HDSI | Harvard Data Science Initiative    HDSR HARVARD DATA SCIENCE REVIEW    Hes·so    EHL

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## JUNE 26

🍇 **9:00 - 10:15 AM**    **Depart from EHL Hospitality Business School**
South entrance facing the main reception.

🍇 **10:30 AM - 12:00 PM**    **Visit 1 - Jean-René**
Groups A and B together

🍇 **12:30 - 2:30 PM**    **Lunch at Câteau de Villa in Sierre**

🍇 **3:00 - 4:30 PM**    **Visit 2**
Group A: Historie d'Enfer
Group B: Denis Mercier

🍇 **5:00 - 6:30 PM**    **Visit 3**
Group A: Denis Mercier
Group B: Historie d'Enfer

🍇 **6:30 - 8:00 PM**    **Return to Lausanne**

## SYMPOSIUM SPONSORS