



INTERNATIONAL EXECUTIVE EDUCATION IN  
WINE AND SPIRITS BUSINESS

# WBA BUDAPEST

"WHERE WINE MEETS BUSINESS"

# INTRODUCING WBA BUDAPEST

– A NEW CHAPTER IN WINE BUSINESS EDUCATION  
BY DR. ATTILA FIÁTH

Dear colleagues, wine professionals, and future leaders,

It is a true privilege to announce the launch of WBA Budapest – Wine Business Academy, a new international educational platform based in the heart of Europe. Over the past decades, the wine and spirits industry has undergone a profound transformation. Today, true success demands not only a passion for wine but also a deep mastery of business strategy and global market dynamics.

At WBA Budapest, we are proud to offer a one-year executive program designed to empower the next generation of industry leaders. Our curriculum combines academic excellence, real-world case studies, and access to a vibrant global network of experts.

As a Professor at Corvinus University and a wine economist, I am honored to contribute to a community where knowledge, tradition, and innovation come together to define the future of the wine business.

Applications are now open. Learn more at [www.wbabudapest.com](http://www.wbabudapest.com).

I look forward to welcoming our first cohort and advancing the future of wine business — together.

Warm regards,

Dr. Attila Fiáth

Wine Economist | Educator | Founding Faculty Member, WBA Budapest





# WHY CHOOSE WBA BUDAPEST?



## OUTSTANDING FACULTY FROM WORLD-LEADING WINE BUSINESS SCHOOLS

- Budapest as a strategic hub between East and West
- Hybrid learning model: in-person and online
- Strong industry network: wineries, hospitality and distribution partners
- Market-relevant competencies for the wine business



# WINE & SPIRITS MANAGEMENT PROGRAM

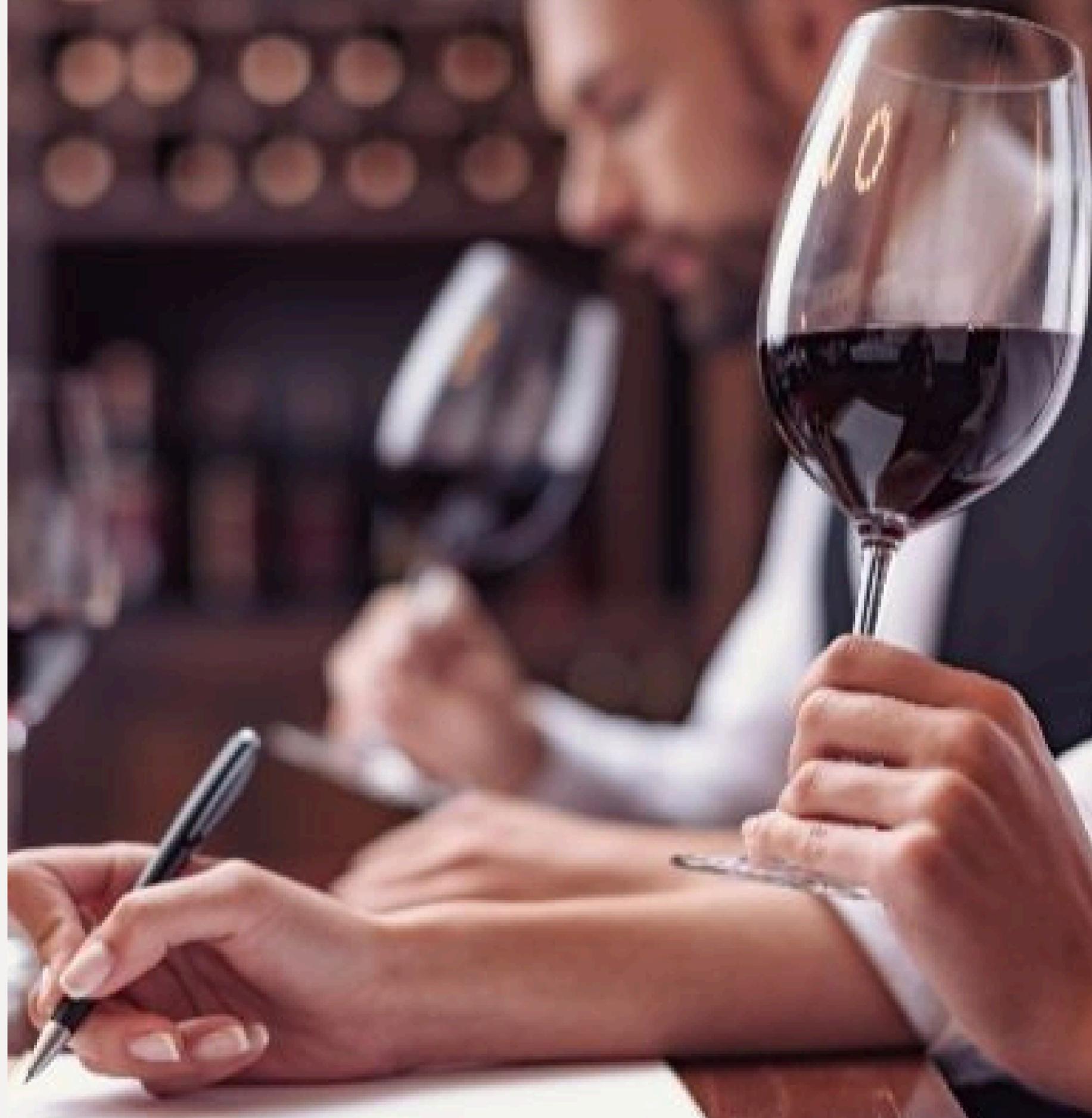
Experience world-class leadership training in the heart of Europe.

Now entering its third cohort with over 30 alumni worldwide, the WBA Budapest Executive Program blends intensive in-person sessions in Budapest with innovative online learning — preparing you to lead and excel in the global wine and spirits industry.

# CORE MODULES

INTENSIVE IN-PERSON MODULES  
COMPLEMENTED BY DIGITAL  
INTERACTION

- Strategy and Entrepreneurship
- Finance in the Wine and Spirits Industry
- Global Wine & Spirits Market Environment
- Sales, Marketing and Distribution
- Wine Tourism and Experiential Consumption
- Luxury Wine and Brand Management



# PROGRAM STRUCTURE

## A STRATEGIC APPROACH

- Two Semesters – One Vision
- Semester I: Strategy, Finance, Global Context
- Semester II: Marketing, Tourism, Luxury Branding



# PROGRAM STRUCTURE

## SEMESTER I: STRATEGIC FOUNDATION

- Strategy & Entrepreneurship
  - Market focus, business modelling, international case studies
- Finance in the Industry
  - Sector comparison: luxury, FMCG, e-commerce
- Global Wine Environment
  - Cultural and economic wine landscapes

## SEMESTER II: POSITIONING FOR PREMIUM MARKETS

- Sales & Distribution
  - Channels, supply chain, regional insights
- Wine Tourism
  - Storytelling, market design, sustainability
- Luxury Marketing
  - Global narratives, elite positioning



# MODULAR LEARNING FRAMEWORK

6 MODULES – PRACTICAL. STRATEGIC. GLOBAL.

- Strategy
- Finance
- Market Environment
- Sales & Distribution
- Wine Tourism
- Luxury Marketing



# WINE AROUND THE WORLD

The global wine industry generated 3370 billion in revenue in 2019 and is tipped for strong growth in the coming years. Currently, the United States tops the leaderboard when it comes to consumption. With Americans drinking an average of 5-7 liters each, but China overtakes Italy for third position, it is clear that the global landscape is shifting.





# CASE-BASED LEARNING HIGHLIGHTS

- Wines of Chile, Dolce & Gabbana, Grey Goose
- LVMH vs Nestlé, Alibaba vs Amazon
- From Hong Kong to Scandinavia: Distribution in context
- Boisset Americas: Luxury storytelling

CHAMPAGNE

CHAMPAGNE



# CONTENT AND METHODOLOGY

EDUCATION THAT BRIDGES INTERNATIONAL  
EXPERIENCE WITH INDUSTRY RELEVANCE

Case studies focus on current global business  
scenarios:

- Brand strategy and positioning: LVMH, Diageo, Grey Goose
- Financial analysis: FMCG, e-commerce, premium brands
- Distribution systems: USA, EU, Asia
- Wine tourism and storytelling as experience design

The curriculum emphasizes data-driven analysis,  
cultural awareness, and sustainable business models.





# FACULTY

OUR INTERNATIONALLY RENOWNED FACULTY INCLUDES:



DR. STEVE CHARTERS, MW  
– BURGUNDY SCHOOL OF  
BUSINESS

Professor of Wine Marketing at the Burgundy School of Business and a globally recognized Master of Wine. He is renowned for his expertise in consumer behavior, wine branding, and the cultural dimensions of wine consumption.



DR. ATTILA FIÁTH –  
CORVINUS UNIVERSITY OF  
BUDAPEST

Professor at Corvinus University of Budapest and an international wine economist. His academic focus lies in financial strategy, market regulation, and valuation within the wine and spirits sector.



DR. LARA AGNOLI –  
BURGUNDY SCHOOL OF  
BUSINESS

Associate Professor of Wine Economics at the Burgundy School of Business. She holds a Ph.D. in Wine Economics and Rural Development from the University of Florence, and actively contributes to European academic networks in the field.



DR. LIZ THACH, MW –  
SONOMA STATE  
UNIVERSITY

Distinguished Professor of Wine and Management at Sonoma State University and the first female Master of Wine in California. She is the author of over 200 publications and 9 books on global wine marketing, tourism, and luxury branding.



# FACULTY

OUR INTERNATIONALLY RENOWNED FACULTY INCLUDES:



JACQUES THEBAULT –  
INTERNATIONAL  
MARKETING ADVISOR

An experienced international educator and strategic advisor in marketing. With over two decades of experience, he has led premium food, beverage, and lifestyle brands across Europe, Asia, and North America.



CHRIS MCINDOE – EXPORT  
MANAGEMENT EXPERT

A seasoned export manager with a career spanning over 30 years in the wine industry, including positions in the UK, Burgundy, and Champagne. He specializes in sales strategy, distribution networks, and market development.



SONIA FERCHAUD – WINE  
TOURISM AND BRANDING  
SPECIALIST

A wine tourism expert from Provence, blending operational experience with deep knowledge of experiential branding. She is actively involved in sustainable wine tourism and regional brand development.



# LOCATION: BUDAPEST

The in-person sessions are hosted at the Bortársaság Wine Store on Kossuth Square — an elegant, inspiring space in the heart of Budapest.

Amidst the city's vibrant gastronomic and cultural scene, this exceptional venue offers the perfect setting for immersive learning, professional dialogue, and authentic wine experiences.

"Where wine, knowledge, and culture come together in the heart of Budapest".



# WHO SHOULD APPLY?

- Young professionals entering the wine business
- Career changers seeking international credentials
- Successors of family-owned wineries
- Hospitality and trade professionals
- Anyone driven by a passion for wine and business



# APPLY AND CONNECT

Apply now: [www.wbabudapest.com](http://www.wbabudapest.com)

Contact: [info@wbabudapest.com](mailto:info@wbabudapest.com)

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