



Wine & Spirits Management Program – Detailed Information

The **Wine & Spirits Management Program** is an international executive course designed for professionals and future leaders in the wine and spirits industry. It is tailored for those who want not only to understand the market but also to shape it.

The program takes place in Budapest, combining four intensive, three-day in-person modules with flexible online learning. Participants gain practical knowledge, strategic thinking skills, and a global professional network—everything essential to thrive in today’s global wine business.

What the Program Offers

- Strategic thinking and entrepreneurship in the wine and spirits industry
- Financial literacy and sector analysis (luxury, FMCG, e-commerce)
- Understanding the global wine market and cultural contexts
- Sales, marketing, and distribution strategies
- Wine tourism, storytelling, and experiential marketing
- Brand building and premium positioning in an international context

Key Topics and Methodology

- Case studies: Wines of Chile, LVMH, Alibaba, Grey Goose
- Brand strategy: LVMH, Diageo
- Financial analysis: premium segment, e-commerce
- Distribution models: USA, EU, Asia
- Experience design in wine tourism

The program emphasizes data-driven decision-making, cultural sensitivity, and sustainable business models.

Program Structure

- Duration: 1 year (October–May)
- Four intensive, three-day in-person modules in Budapest
- Online learning, team projects, and international collaboration



WINE AND SPIRITS MANAGEMENT PROGRAM

Who is the Program For?

- Young professionals entering the wine industry
- Career changers seeking international visibility
- The next generation of family winery leaders
- Hospitality and retail managers
- Anyone interested in the intersection of wine and business

Location

Budapest – at the Bortársaság Wine Store, where wine, knowledge, and community truly meet.

Join Us

The third edition of the program is about to begin. The WBA Budapest community already includes over 30 alumni shaping the future of the global wine industry.

Learn more and apply: www.wbabudapest.com

Shape the future of wine with us!