



8TH ANNUAL

WOMEN'S BEVERAGE
ALCOHOL SYMPOSIUM

breaking the glass ceiling

SEPTEMBER 13TH, 2022

MARTIGNETTI COMPANIES
500 JOHN HANCOCK ROAD | TAUNTON, MA 02780

A stylized map of the state of Massachusetts is positioned in the upper left corner of the poster. The map is rendered in a light teal color with a dark purple outline. It is partially enclosed by a thick, dark purple curved line that sweeps from the top left towards the center of the page.

we are back














FOR A
HYBRID EVENT

THE EVENT WILL BE IN PERSON
THIS YEAR AT OUR CORPORATE
OFFICES IN TAUNTON, MASS

PORTIONS OF THE EVENT
WILL BE LIVE STREAMED

TO RECEIVE UPDATES EMAIL WBAS@MARTIGNETTI.COM
FOLLOW US ON INSTAGRAM TO STAY CONNECTED @WBAS_BOSTON

THE 2022 WOMEN'S BEVERAGE ALCOHOL SYMPOSIUM *Agenda*

-  8:00 AM – 8:45 AM
Registration & Morning Refreshments
-  8:45 AM – 8:55 AM
Welcome Introduction
-  8:55 AM – 9:05 AM
**Opening Remarks by company Presidents,
Carmine & Carl Martignetti**
-  9:05 AM – 9:10 AM
Video, Ann Mukherjee, Pernod Ricard
-  9:10 AM – 9:20 AM
Agenda of the Day & Keynote Introduction
-  9:20 AM – 10:35 AM
**Keynote Speech by Robin McBride,
Cofounder & President, McBride Sisters Wine Company**
-  10:35 AM – 10:45 AM
Break
-  10:45 AM – 12:00 PM
Professional Breakout Session 1
-  12:00 PM – 1:00 PM
Lunch & Philanthropic Update
-  1:00 PM – 2:20 PM
Panel in the Main Session Room
-  2:20 PM – 2:30 PM
Break
-  2:30 PM – 3:40 PM
Professional Breakout Session 2 & Closing Remarks
-  4:00 PM – 5:00 PM
Networking Opportunity in the Wine Education Center



Keynote SPEAKER



ROBIN MCBRIDE

Cofounder & President
McBride Sisters Wine Company

Main Session Room | Live Stream Available

Robin serves as the Board Chair and President of McBride Sisters Wine Company, a multinational organization headquartered in Oakland, California. It is in the top 1% of volume, largest Black-owned and the second largest women-owned wine company in the United States, as well as one of the most inclusive, accessible, socially aware and sustainable.

Robin and her sister began importing wines from New Zealand in 2005 and started making their own wine together in 2009.

By spring 2017, the pair were producing wine from their hometowns in Monterey, California and Aotearoa, New Zealand under one label, McBride Sisters Collection. In 2018, they launched Black Girl Magic Wines, a celebratory wine brand paying homage to women in their family and community, and in 2019 the sisters debuted She Can Wines, a premium canned wine in 2019 on International Women's Day.

Robin serves as a Board Chair for the McBride Sisters SHE CAN Professional Development Fund which she founded in 2019 with her sister Andréa. Since its inception the fund has awarded over \$3M in scholarships, grants and technical training to 3,000 professional women in wine & spirits, hospitality and finance. In 2021 the fund partnered with Southern University of Louisiana as their flagship HBCU, to create a career pipeline for diverse students into the wine industry. Robin and Andréa were the first Black women winery owners on the cover of Wine Enthusiast magazine and were nominated for the Wine Star Award for the US Winery of the Year in 2021.

Robin resides in the San Francisco Bay Area and has three children Daneia, Domenic and Angelo who all have pursuits in the wine & food industries.

Professional BREAKOUT SESSIONS



CHANGING THE FACE OF THE SPIRITS INDUSTRY WITH CARIN LUNA-OSTASESKI

Spirits Education Center

Join Carin Luna-Ostaseski Founder of SIA Scotch Whisky & Troy Clark Director of Mixology and Spirits Education, in a conversation on the changing face of the spirits industry. Learn how Carin is challenging conventions as a Woman in the spirits industry as well as one of the only Hispanic persons to create a Scotch Whisky. She will share her journey as well as her passion for supporting minority entrepreneurs through the SIA Grants Program. They will also share how you easily you can diversify your shelves and back bar.



CONFIDENCE | OVERCOMING THE GENDER GAP TO THRIVE WITH TRISH FOSTER

Carolina Room | Live Stream Available

This program is most frequently offered for women and sometimes includes male allies. The workshop goal is to inform and empower attendees to leverage confidence by learning about the powerful role self-confidence plays in career success. Attendees explore unseen barriers, including micro-inequities that often erode confidence. The program emphasizes strength and positivity throughout. I utilize data, stories, and personal exploration, along with group exercises to equip attendees with strategies for success. Peer-to-peer interaction is a valuable part of this dynamic, personally enriching program.



THE MAGIC OF KINDNESS WITH CARRIE GRACE

Main Session Room | Live Stream Available

After a challenging two years this breakout session is a reminder that kindness goes a long way. Carrie will be sharing funny and entertaining stories, making sure to remind all of us to extend empathy any chance we get, and providing practical tools to fill our wells up so that we are able to help others too.

Q & A PANEL *Women Leaders* IN THE INDUSTRY

Main Session Room | Live Stream Available

MODERATOR

Nicole Olivier

Vice President, Excel Division,
Martignetti Companies

Thank You

TO OUR 2022 SPONSORS



E. & J. Gallo Winery

DIAGEO

Tito's



Handmade

VODKA

AUSTIN ★ TEXAS



Red Bull®

luxco

RÉMY MARTIN



WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887



EDRINGTON



DUCKHORN

WINE COMPANY



Accolade
Wines



DEUTSCH FAMILY
WINE & SPIRITS



PROXIMO



Pernod Ricard



SAZERAC

NEW ORLEANS

EVATON



Constellation
Brands

Thank You

The Advisory Board is thrilled to host the event at our corporate headquarters this year. We are particularly grateful for the internal employees volunteering their time and expertise.

The board would like to recognize the special contribution of Mary Lou Segreve, our Senior Vice President of Administrative Operations. Mary Lou and her team worked tirelessly to make today a success. Under her leadership, the marketing department customized and produced all the branded WBAS materials for the event, allowing us to showcase our state-of-the-art graphics department.

We are excited that you have chosen to participate in the event today!

Thank You,
Women's Beverage Alcohol Symposium Board