

Press Release
For Immediate Release

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Close your eyes and drink: Dr. Hoby Wedler's unique blind tasting session tops the inclusivity track at wine2wine Business Forum

Coming back as a 100% in-person event, the 9th edition of wine2wine Business Forum will be held in Verona on November 7th-8th. Among the many tracks that cover topics from market trends to communication, and the three aspects of sustainability – economic, environmental and social – the inclusivity track finds a fascinating expression in the session to be held by Dr. Hoby Wedler: "The Blind Guy's Guide to Blind Tasting."



Dr. Hoby Wedler was selected as a associate judge for 5StarWines & Wine Without Walls 2022

After two years of remote and agile editions, wine2wine Business Forum comes back to Verona with a fully on-site edition. Back in its traditional format, the Forum will cover different thematic tracks, all centered around the topic of Wine Communication. Inclusivity, a cornerstone of wine2wine Business Forum, will be back as well, with a focus on inclusive communication and how it can help and support the industry in creating a safe and balanced environment for all wine professionals, as well as welcome those who are new to wine without being intimidating.

The session to be held by Dr. Hoby Wedler is especially worthy of note. In this educational, engaging and entertaining presentation, Dr. Wedler, Wine Educator and Ph.D. chemist, will walk participants through how wine is a near perfect example of the intersection of art and science. Completely blind since birth, Wedler uses his highly-trained palate and acute sensory insight in his work as a sensory expert and product development consultant. He developed Tasting in the Dark, a program that has rolled out globally, helping corporations educate their staff. Over the years, Wedler has become a motivational speaker, a mentor, and an educator committed to making the world more inclusive and accessible for all.

Instead of the traditional session format, the presentation by Dr. Wedler will take the form of a blind tasting, where guests will be blindfolded and asked to prime their aromatic vocabularies with a series of aroma samples prepared by Wedler and his team. These aroma samples define olfactory vocabulary words, much like a dictionary provides definitions of words in written and spoken language. The experience will conclude with a wine tasting where the guests will smell, taste, and analyze the wines in detail as a group.

Wedler says, “A large part of how we perceive and understand communication is based on sight. We use all five senses to take in 100% of the information we experience in life. Eyesight comprises 85-90% of this information. Therefore, we have four additional perfectly good senses that we only use to obtain 10-15% of information.” At the same time, our sensory literacy is created and shaped only through the ability to take in data from all five senses, parse that data, and make logical conclusions. This session will aim to explore sensory literacy with a focus on wine, encouraging participants to understand what happens when we remove sight, often identified as the first step in any wine tasting experience.

“Blind” tastings have grown increasingly in the last few years, especially in the food and wine sector, which often describes the activity as a “mindful” eating – or drinking – exercise. By temporarily removing such a dominant sense, and focusing all their attention on the product, participants experience the world for a short time without the distraction of eyesight. The main outcome is an attention to detail that people do not typically experience. Additionally, participants gain a tremendous understanding of product aroma or flavor and are able to recognize textures and flavors in each wine they may not have noticed before. This new depth of product engagement can help immensely in making key decisions and developing a better comprehension on the product.

The session will be part of other interactive workshops and laboratories that will be back at wine2wine Business Forum 2022. The workshops are designed to provide attendees with practical tools and interesting experiences related to the latest strategies of wine marketing, communication and management. While the preliminary program will be presented in July, the speakers and topics that will be presented during the two day event will be revealed gradually over the next few weeks, both on the website and on the social media pages of wine2wine Business Forum 2022. <https://wine2wine.net/?lang=en>

About: About: wine2wine Business Forum is a dynamic international wine industry forum organized by Veronafiere and held annually in Verona, Italy, since 2014. wine2wine Business Forum 2022 will take place on November 7th and 8th at the Palaexpo in Veronafiere, Verona. The event is a key reference point for wine producers and wine professionals eager to develop and grow their wine business worldwide. wine2wine Business Forum provides unique opportunities to share ideas on the most important issues facing the rapidly evolving wine industry and to connect with wine professionals and experts. The forum takes place over two days and features keynote sessions, seminars, and interactive workshops which aim to equip participants with practical tools to improve their business. Speakers are renowned experts in their field and among the brightest minds in the wine world from Italy and abroad. Additional information is available at <http://www.wine2wine.net> or by emailing wine2wine@justdothework.it.