

THE WINELAB PROJECT TASTE & CREATE WORKSHOPS

20 March 2019 (Koczor Winery, Balatonfüred) (18 attendants, HEI students and professionals/teachers in wine sector)

The workshop involved a presentation of the winery, a wine tasting contest including how a wine-tasting jury functions and how wines are tested (e.g. what kind of scent a wine has, how the colours should look, and also the consistency can be different and also learned about, what kind of food and drinks we have to eat/drink while wine tasting, to feel the next wines taste clearly).

From the content point of view, the Taste & Create workshop focused on wine jurying in Hungary. This included the process of wine jury, the added value of having a juried wine, harmonizing regional-national initiatives.

10 March 2019 (Fermo town, Marche Region, Italy in the frame of Tipicità festival 2019)
(13 attendants)

The workshop was organized by the University of Macerata (project coordinator) within the festival Tipicità, which is the food&wine festival of the Marche Region. The overall objectives of the workshop were:

- To use sensory analysis as marketing tool
- To put in contact students with stakeholders in the field of wine and tourism
- To provide participants with insights on how to use wine tasting for marketing purposes (understanding the customers views)

21 June 2018 (Nico Lazaridi winery, Agora-Drama, Greece) (23 attendants)

The second Greek Taste & Create workshop of The Wine Lab project, took place in Château Nico Lazaridi winery (project partner), in the Local Municipal District of Agora, Drama, Greece, on Thursday June 21st. This workshop was held simultaneously with the 1st Wine Week of TWL project between June 17th – 24th, 2018. During the week, 10 visitors from Hungary along with other 10 participants from Greece were participating into different activities, among which the visit to our winery in Drama. The aim of this visit

was to get in touch and better understand how small wineries in disadvantage areas can compete in a global market.

We chose to organize the Taste & Create workshop during this week, as we thought important to have different people from different countries, that taste the same wines and give various ideas, proposals and solutions. Such way, we thought the workshop would provide useful information to producers who will understand how people – not just Greeks – see wines. This kind of information have been demonstrated to have a primary role in the perception of company's relative positioning on the market. The interactive process that characterizes these workshops, favours the development of an attitude towards critical thinking, seen as a core competence for the development of an entrepreneurial attitude among students, and for achieving an effectiveness in the process of entrepreneurial education.

During this workshop, the participants had the opportunity to participate in presentations of 3 wine regions, tastings, blind tastings and rating. Moreover, 3 participants from Hungary presented the wineries in which they work and provided educational material and tasting of typical Hungarian wines.

19 June 2018 (Oenology Laboratory, Department of Oenology and Beverage Technology, TEI EMT Campus, Drama, Greece). 20 attendants (University students in the wine tourism and oenology sectors from Hungary and Greece, Researchers and Professors, wine professionals)

In order to increase the project's awareness and extend the impacts, the first Taste & Create Workshop in Greece has been organized during the wine week event, with the participation of Hungarian students and professors (University of Pannonia, project partner), as well as the participation of Greek students, and professionals of wine sector. This enabled the organizers and the participants to share knowledge and ideas about local and international varieties, as well as introduce participants without prior knowledge to wine tasting techniques. The programme included presentations, discussion and wine tasting. Participants were initiated in the wine tasting techniques by Ms. Katerina Karampatea.

3 May 2018 (Krems an der Donau, Lower Austria, Austria) (110 HEI students, 6 winemakers, 5 researchers)

In total 20 rather small or in Austria less known wine regions from all over the world were researched/investigated by students and the wines offered for tasting. The regions presented included rather classical ones as the Elsass, the Provence and Georgia as well as more upcoming regions and countries as Israel, Brazil and Tenerife.

The students had to organize their wines, the presentation at their booth, have some know-how about the presented region as well as the right information about the presented wines. Some representatives from the local wine industry were invited to judge the booths and wines from the students. The winners were then awarded with specialties that the vintners sponsored for this occasion.

The event gave a great opportunity to learn more about different wine regions form all over the world, learn about their wines and also their characteristics. It also gave students the chance to interact with students from higher semesters as well as to meet professionals from the region.

17 April 2018 (Municipality of Cingoli, Marche region, Italy) (28 attendants: University students and professors, researchers, wine makers and professionals in tourism, upper secondary education students)

The workshop was organised with the students of the Master degree in International Tourism and Destination Management (ITourDeM) at the University of Macerata (project coordinator) in cooperation with the Hospitality School in Cingoli (Macerata Province) and one wine producer. The process to the workshop was based on the preparation of typical recipes of the countries/regions of the students (the ITourDeM is an international master degree), the description of it through a short video, the tasting of these dishes, which were served by the students of hospitality, and their combination with local wines, after the presentation of them made by the producer. The process of tasting and combination was carried out on the basis of a precise protocol, and scores were analysed to find the best combination food+wine.

9 November 2017 (University of Pannonia, Veszprém, Hungary) in the frame of the annual conference of the Balaton Tourism Research Centre (more than 60 participants from Universities, wineries and various tourism sector stakeholders)

In order to increase the project's awareness and extend the impacts, the first Taste & Create Workshop in Hungary has been organized by the university of Pannonia and Koczor winery (project partners). This enabled the organizers and the participants to share special knowledge and ideas referring to the involved region, namely to the Lake Balaton and its surroundings.

The format of the event – combining presentations, round table discussion, guided wine tasting and informal talk – has been very successful and positively evaluated by the participants. Event summary and presentations are available at: <http://www.gtk.uni-pannon.hu/batuki-hirek-esemenyek/> (Hungarian)

19-20 October 2017 (IMC University of Applied Sciences, Krems, Austria) in the frame of the Culinary and Wine Tourism Conference 2017 (100 participants from Universities [professionals and students] and wineries)

During the conference, students, researchers from different countries and The Wine Lab project partners from Italy, Greece and Hungary gathered and discussed a number of timely topics in the field of culinary and wine tourism in different conference sessions. During the ongoing Taste & Create Session, they all had the opportunity to participate in different group activities, including blind tastings, tastings and time for elaborating on different wines and culinary products from the region. Austria's main wine regions were presented in guided tastings throughout both days of the event.