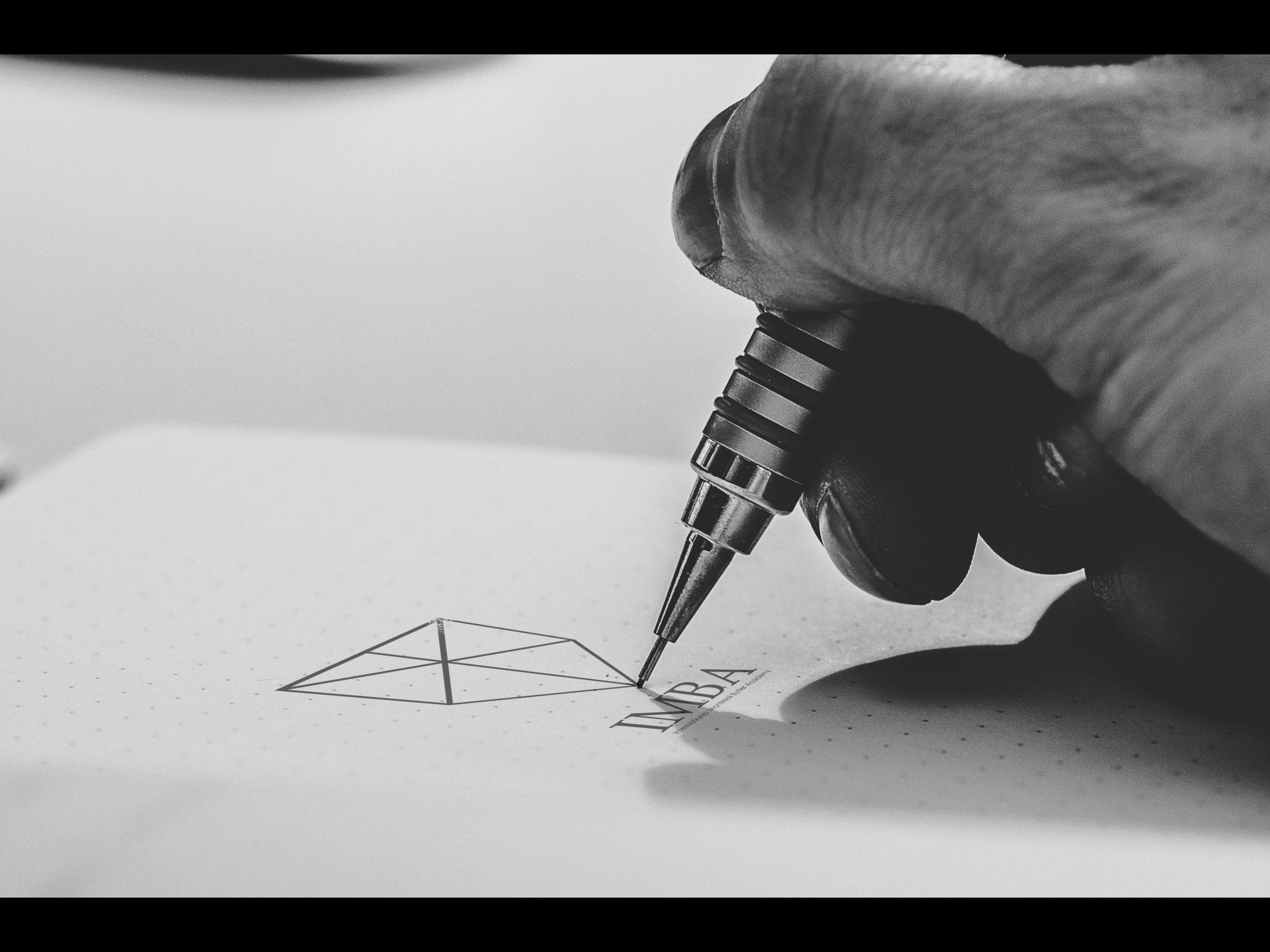


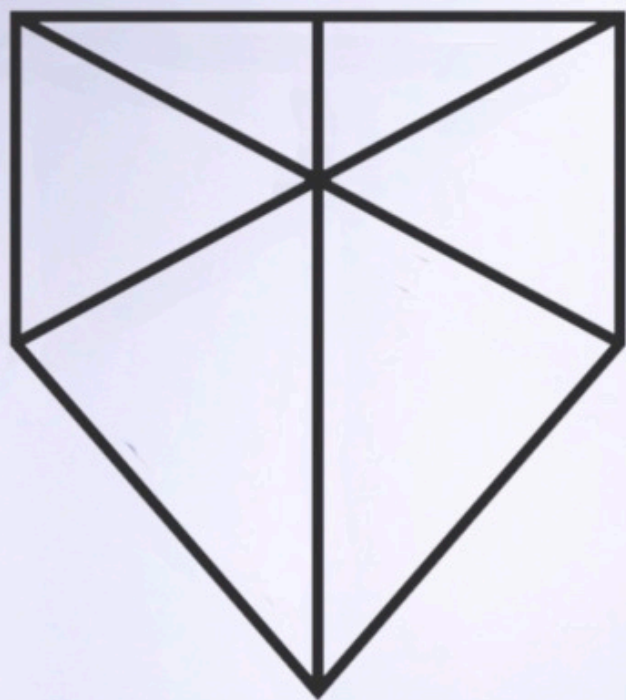
Episode 5:

International Montreal Butler Academy

IMBA DNA

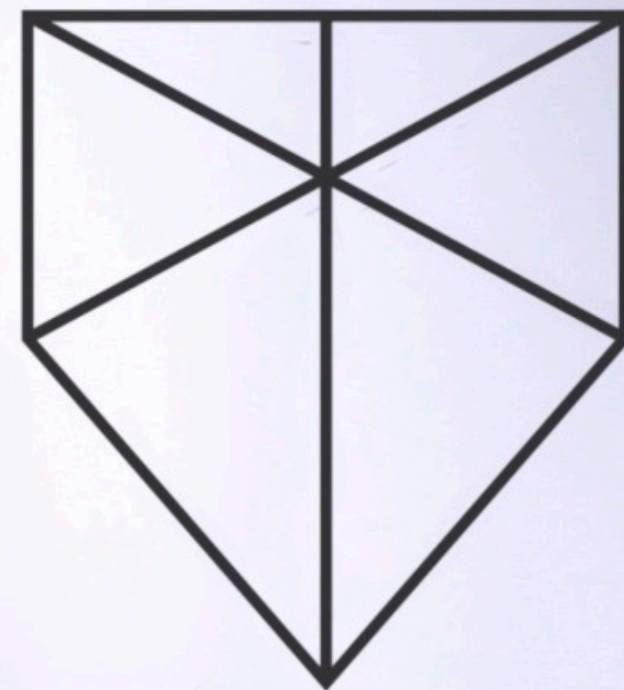


IMBA
International Management & Business Academy



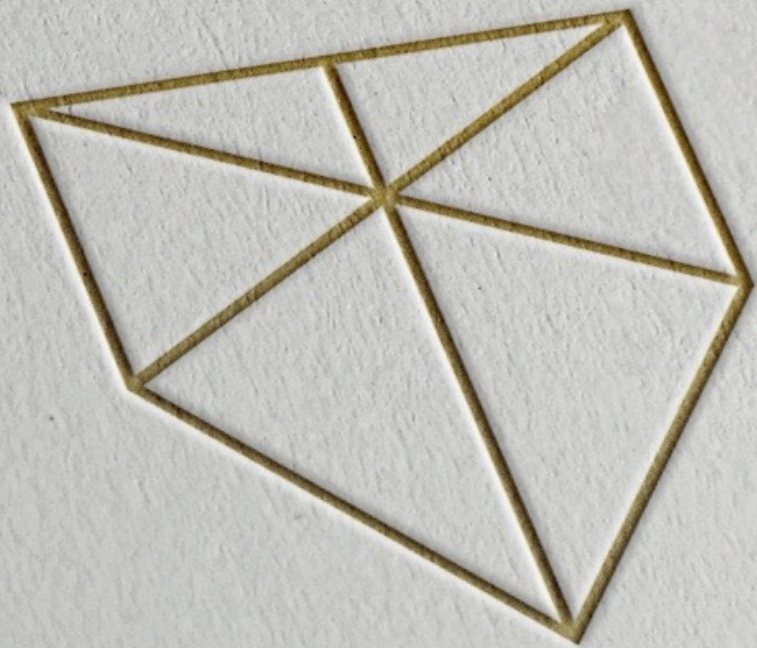
AIMM

Académie Internationale de Majordome de Montréal



IMBA

International Montreal Butler Academy



IMBA

International Montreal Butler Academy





IMBA

© COPYRIGHT RICHARD SAGALA 2017









angelorum homi
XXXVII PREMIO MASI

CIVILTÀ VENETA

Ferdinando Canon

F. Canon

Christian Greco
Christian Greco

Carlo Nordio
Carlo Nordio

CIVILTÀ DEL VINO

Gerard Basset

BASSET

SO D'OR VENEZIANO

Carlo Zenari





Lire (k)





vie vinum

HOFBURG VIENNA
09. BIS 11.06.18

20 Internationales
Weinfestival
JAHRE vievinum.at

SA-MO 13.00 bis 18.00 Uhr
Fachbesucher und Presse:
SA-MO 09.00 bis 13.00 Uhr



Vorverkauf
vievinum.at/tickets







CONTERNO

BAROLO

DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA

FRANCIA
2012

IMBOTTIGLIATO ALL'ORIGINE DA
AZIENDA VITIVINICOLA

GIACOMO CONTERNO di GIOVANNI CONTERNO
MONFORTE D'ALBA - ITALIA

PRODOTTO IN ITALIA





IMBA

© COPYRIGHT RICHARD SAGALA 2018



MILLESIME 2014 - A.O.C. POMEROL

Bernard BURTSCHY

Jeudi 12 juillet 2018

55 crus présentés

1	Château SAINT-PIERRE	29	Château PETIT-VILLAGE
2	Château LA GANNE	30	Château LA CLEMENCE
3	Château FERRAND	31	Château LECUYER
4	Château de SALES	32	Château CROIX DES ROUZES
5	Château FEYTIT-GUILLOT	33	Château FRANC-MAILLET
6	Château PLINCETTE	34	Château de VALOIS
7	Château LE CAILLOU	35	Château LA COMMANDERIE
8	Château LA TRUFFE	36	Château LA ROSE FIGEAC
9	Château GRANGE-NEUVE	37	Château BELLEGRAVE
10	Château HAUT-MAILLET	38	Château LA PATACHE
11	Château BONALGUE	39	Château VRAY CROIX DE GAY
12	Château LE CHEMIN	40	Château MONREGARD LA CROIX
13	Château LE BON PASTEUR	41	Clos VIEUX TAILLEFER
14	Clos DU CLOCHER	42	Château HAUT-FERRAND
15	Château L'ENCLOS	43	Château LA CROIX DE GAY
16	Château MAZEYRES	44	Château FAYAT
17	Château PIERHEM	45	Château LA CABANNE
18	Château LAFLEUR DU ROY	46	Château LA VIOLETTE
19	Château LA CREATION	47	Château GRAND BEAUSEJOUR
20	Château PORTE CHIC	48	Clos du BEAU "PERE
21	Clos BEAUREGARD	49	Château MAILLET
22	Clos de LA VIEILLE EGLISE	50	Château MONTVIEL
23	Clos 56	51	Château LA FLEUR DE GAY
24	Château GAZIN	52	Château TOUR MAILLET
25	Château LE GAY	53	Château LA RENAISSANCE
26	Château VIEUX MAILLET	54	Château BOURGNEUF
27	Château CANTELAUZE	55	Clos RENE
28	Château LA TRIBUNE		

Forbes
com

In 2018, What Does A Butler Have To Do With Wine?

104 views | Aug 14, 2018, 12:14pm

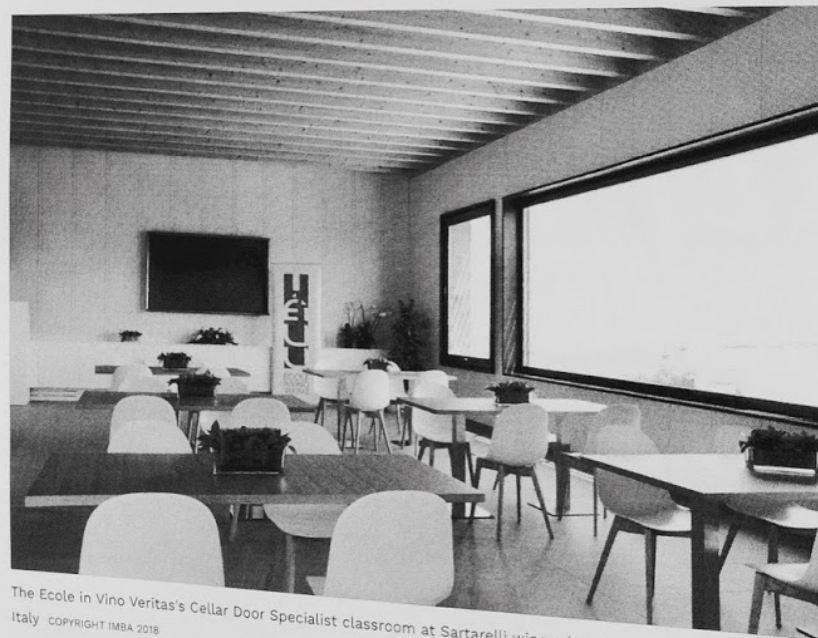
In 2018, What Does A Butler Have To Do With Wine?



Susan H. Gordon Contributor

Food & Drink

The what, where, when of wine, with special attention paid to Italy.



The Ecole in Vino Veritas's Cellar Door Specialist classroom at Sartarelli winery in Ancona, Le Marche, Italy. COPYRIGHT IMBA 2018

What does someone with a master's degree in wine from the Bordeaux Management School, a slew of wine certifications and a butler certification under his belt do next? If you're Richard Sagala, MBA, you open a wine-centered butler school in your hometown of Montreal, Quebec.

The year is 2018, and there are butlers. Who are they and what do they do? And what does it have to do with wine?

forbes.com/sites/susangordon/2018/08/14/in-2018-what-does-a-butler-have-to-do-with-wine/#c4aa3562a7a9



Académie Internationale de Majordome de Montréal
International Montreal Butler Academy
DIPLÔME/DIPLOMA
CE CERTIFICAT A ÉTÉ DÉCERNÉ À
THIS CERTIFICATE HAS BEEN AWARDED TO

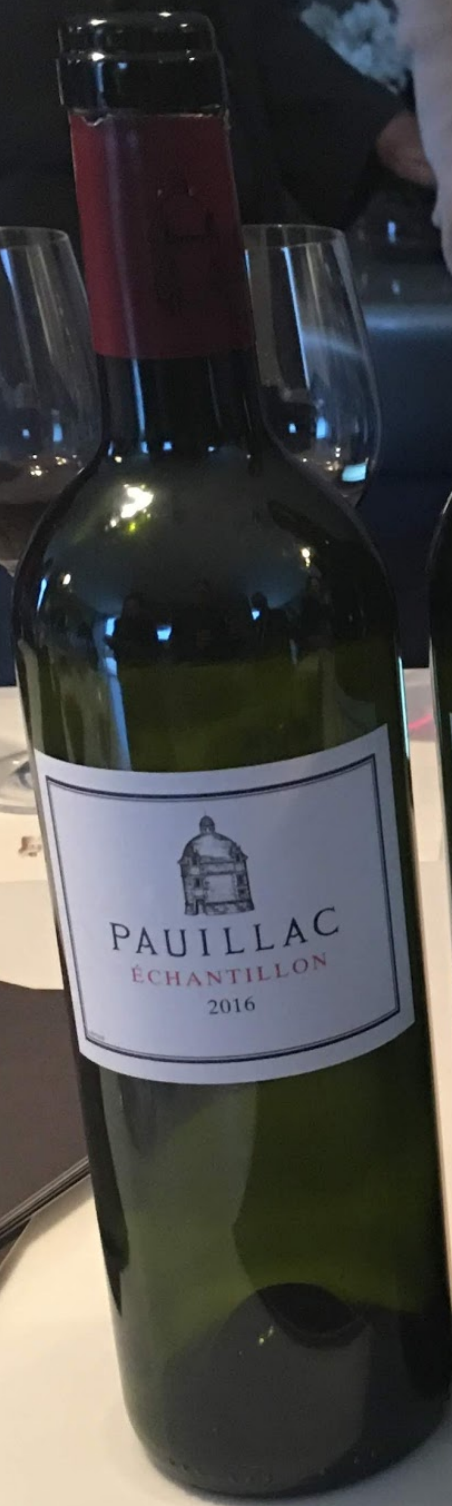


IMBA
© COPYRIGHT RICHARD SAGALA 2018

Mention









MIS EN BOUTEILLE AU CHATEAU
CHATEAU LAFITE
ROTHSCHILD
PAULLAC

DO
LAFITE
BARONS DE RO
TSCHILD

DO
LAFITE
BARONS

DO
LAFITE
BARONS



52

RAUZAN-SÉGLA

GRAND CRU CLASSÉ 1855



MARGAUX

2015

MIS EN



MILLÉSIME 2015



MILLÉSIME 2016



IMBA

© COPYRIGHT RICHARD SAGALA 2019





Second Vin 2016

1

Second Vin 2016

7

Second Vin 2016

2

Second Vin 2016

8

Second Vin 2016

3

Second Vin 2016

9

Second Vin 2016

4

Second Vin 2016

Second Vin 2016

5

Second Vin 2016

12





Château d'Yquem

Déjeuner du 9 Janvier 2019

Araignée de mer et Crabe royal
à l'eau fraîche de Pamplemousse
Croquignole d'une bouchée au...

Pintade chaponnée d'Aquitaine et
Tatin de Fenouil caramélisé

Régalis du Mont Royal de Dordogne

Croustade de Mangouste

Château

C



In Vino Veritas!
R. Sagala
Wine is poetry
Bernard Butler

15/10/2012



M Gmail

Richard Sagala <ecoleinvinoveritas@gmail.com>

Merci beaucoup

3 messages

Gerard Basset <gerard@gerardbasset.com>
À : Richard Sagala <ecoleinvinoveritas@gmail.com>

1 octobre 2018 à 16:16

Dear Richard

Ce fut un grand plaisir de te revoir et de passer quelques moments ensemble.

Merci beaucoup d'avoir pris le temps de venir à Vérone pour mon Prix. Je suis très touché. Un grand merci pour le Pin Magnifique, je suis très fier.

Je te souhaite une très bonne semaine et après un super break avec ton épouse.

Best wishes

Gerard




Richard Sagala <ecoleinvinoveritas@gmail.com>
À : Gerard Basset <gerard@gerardbasset.com>

1 octobre 2018

Merci Gérard,
tout le plaisir fut pour moi.
Ce fut très agréable de pouvoir se promener ensemble dans Vérone et faire la connaissance de ta famille.
Tu portes fièrement le pin. ;-)
Je vais t'envoyer la photo de Nina et toi.
Abrazo,
Richard
[Texte des messages précédents masqué]

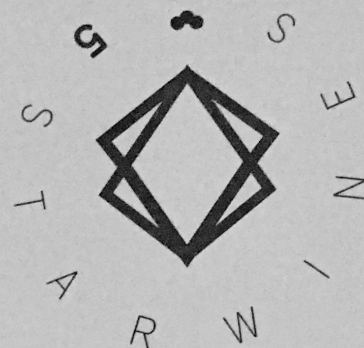
GERARD BASSET



TASTING VICTORY

THE LIFE AND WINES
OF THE WORLD'S
FAVOURITE SOMMELIER





5StarWines - the Book

3rd - 5th April 2019

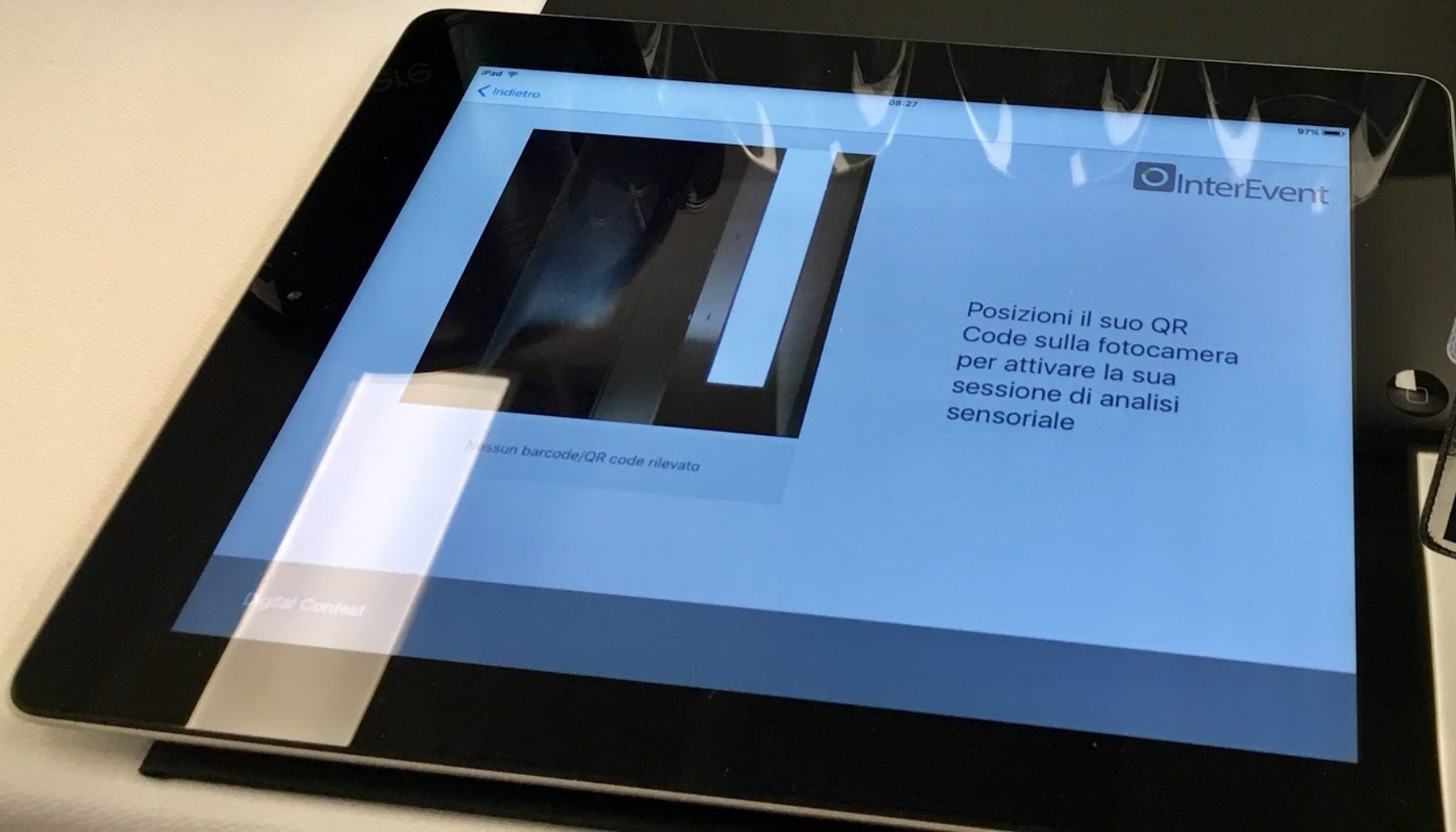
Verona, Italy

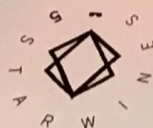
www.vinitaly.com

ww



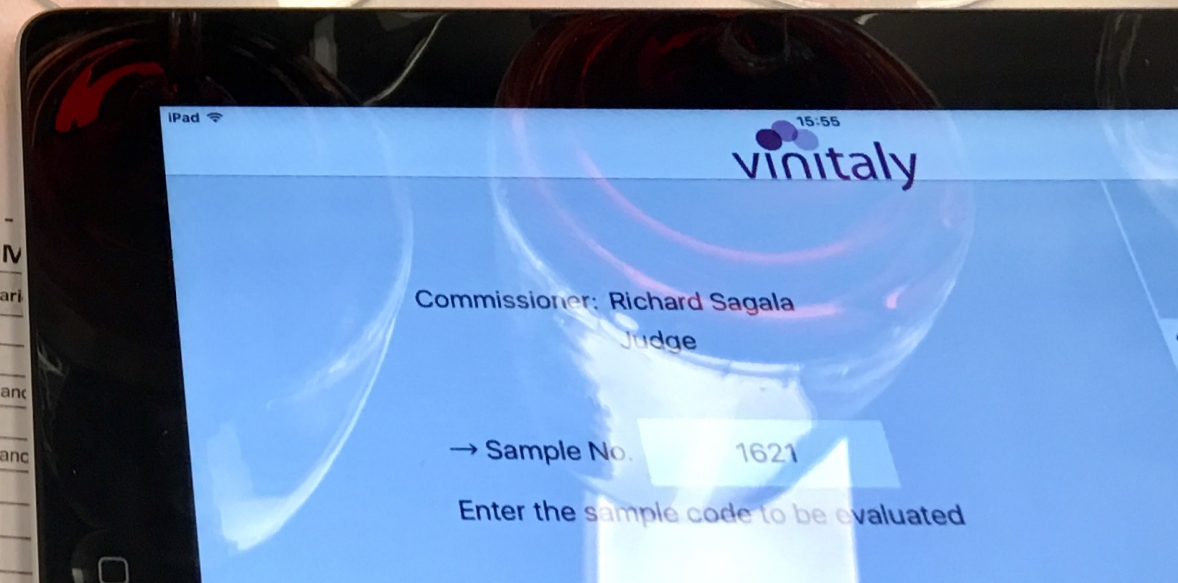






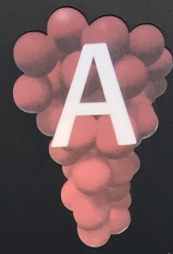
5 STAR WINES THE BOOK 2019 -
COMM

	N.	Cat.	Gr.	Year	Country	Region	Vari
1)	1271	VS	2	2011	Italia	Lombardia	Chardonnay 100%
2)	480	VS	2	2013	Italia	Lombardia	Chardonnay 90%, Pinot Nero 10%
3)	481	VS	2	2008	Italia	Lombardia	Chardonnay 85%, Pinot Nero 10%, Pinot Blanc
4)	1856	VS	2	2012	Italia	Lombardia	Pinot Nero 70%, Chardonnay 30%
5)	367	VS	2		Italia	Lombardia	Chardonnay 78%, Pinot Nero 18%, Pinot Blanc
6)	366	VS	2	2014	Italia	Lombardia	Pinot Nero 80%, Chardonnay 20%
7)	365	VS	2	2015	Italia	Lombardia	Chardonnay 100%
8)	696	VS	2	2008	Francia	Francia	Chardonnay 90%, Pinot blanc 10%
9)	1621	VT	3	2017	Italia	Sicilia	Nerello Mascalese 50%, Perricone 50%
10)	1424	VT	3	2016	Italia		





LAVINIA



LES CHAMPAGNES

BLIS

DU 2 AU 17 AVRIL

LAVINIA

NIA

LAVINIA
www.lavinia.com



The ‘real thing’: Branding authenticity in the luxury wine trade

Michael Beverland*

Marketing Group, University of Melbourne, Alan Gilbert Building, 161 Barry St, Parkville, Victoria 3010, Australia

Received 31 May 2004; accepted 19 April 2005

Abstract

Authenticity is a cornerstone of contemporary marketing practice yet confusion surrounds the nature and use of authenticity in the brand arena. We identify six attributions of authenticity based on an examination of the strategies of 20 ultra-premium wineries and interviews with 30 wine consumers. These six attributes are: heritage and pedigree, stylistic consistency, quality commitments, relationship to place, method of production, and downplaying commercial motives. These attributes of authenticity resonated with consumers. The attributes of authenticity were both real and stylized versions of the truth.

© 2005 Elsevier Inc. All rights reserved.

Keywords: Authenticity; Consumer behavior; Branding; Qualitative research

1. Introduction

The use of authenticity as a positioning device is resonating with consumers of goods and services (Grayson and Martinec, 2004; Peñaloza, 2000). Some go as far as to state “the search for authenticity is one of the cornerstones of contemporary marketing” (Brown et al., 2003, p. 21). However, confusion surrounds the management of authenticity from a brand perspective. Firstly, does authenticity have to be real, or can it be created from a stylized version of events, or fictional? Researchers have identified that authenticity is often more contrived than real (Brown et al., 2003). Managing consumers perceptions of authenticity will be critical because research reveals what is perceived as authentic must conform to consumers’ mental frames of how things ‘ought to be’ (Grayson and Martinec, 2004). Also, how far can one go in exploiting attributes of authenticity? Holt (2002) identified how creative activities or authentic brands risked devaluing themselves by being perceived as too commercial. Instead they must appear distant from commercial considerations. Yet the brand management literature is silent on how marketers can appear above commercial considerations.

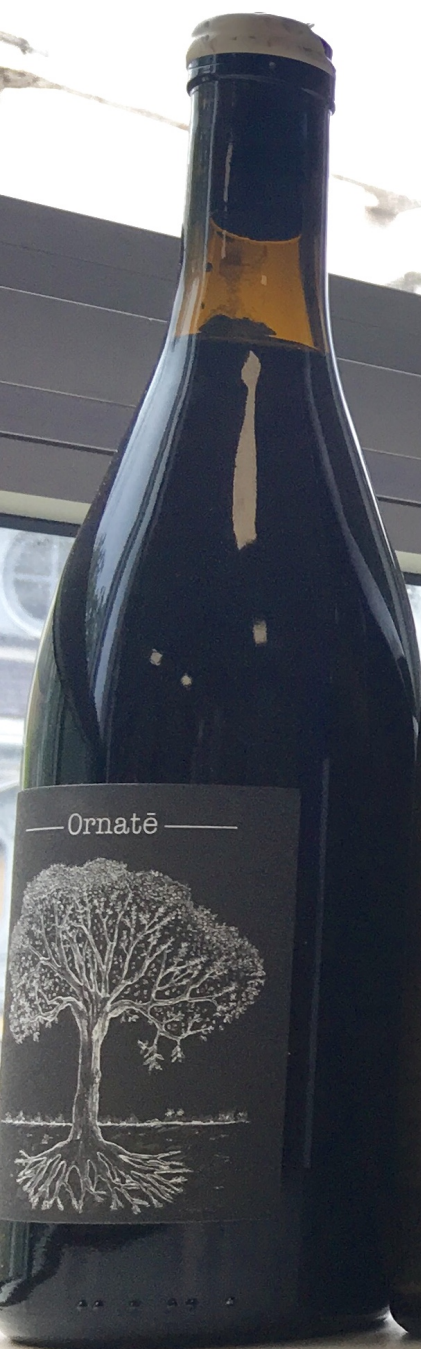
The purpose of this article is twofold. Firstly, what are some attributes of authenticity in the commercial context? Secondly, how do firms seek to manage images of authenticity in the light of commercial pressures? These two questions are addressed with reference to case studies of 20 ultra-premium wineries and 30 wine consumers. For our purposes ultra-premium wines are priced at over US\$100 per bottle (Geene et al., 1999). Wine represents a fertile context for discussions of authenticity given the recent mainstreaming of wine consumption by New World wine-makers in the past two decades that have seen traditional producers, connoisseurs and critics complain about ‘Coca Cola’ wines and the lack of authenticity of mass produced wines.

2. Method

Case studies of 20 established, ultra-premium wine producers were developed. Thirty-nine interviews were conducted across these firms. Details on each case are provided in Table 1. Interviews were conducted with participants (in English) at their place of business, and on average lasted for 3 h. Questions evolved around the firm’s history, guiding philosophy, important events in the life of the brand, marketing practices, positioning, production

* Tel.: +61 3 8344 1933; fax: +61 3 9348 1921.

E-mail address: mbb@unimelb.edu.au.



L'Italie Vitivinicole

20 RÉGIONS

74 DOCG

Année Leonard de Vinci
1519-2019

Conférences 6-8 août 2019
Orford Musique



par Richard Sagala Wine MBA, IWA (Ambassadeur
pour les vins Italiens de Vinitaly)

NousTV

RFORD
USIQUE







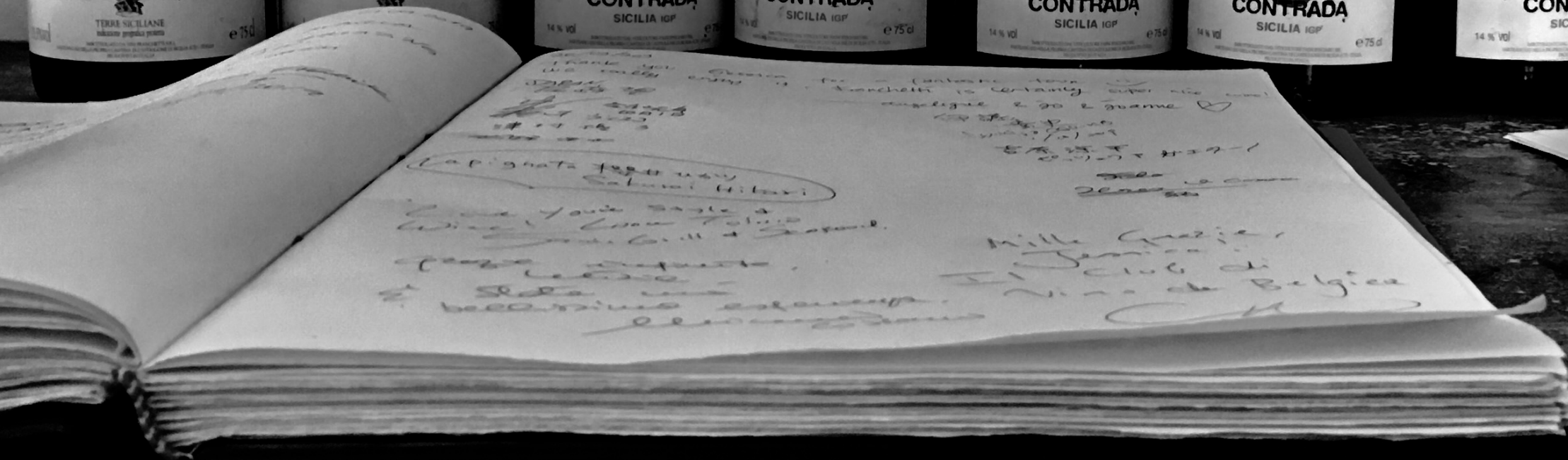


OGGI SERVIZIO
LENTO

TODAY SLOW
SERVICE







Richard Sagala
2019-12-13

From under the radar to Grand Cru status hopeful in 20 years,

The formidable ascension of a mountain grape, Carricante

... a cultivar set like a white diamond in its plural « cru » designations
on the slopes of Mount Etna, Sicily, Italy.

While recently discovering Etna wines in situ thanks to a Sicily wine trip organized by the Vinitaly International Academy (VIA), I decided to pay attention to a special Sicilian white grape: Carricante.

Of course I could have chosen the well recognized Nerello Mascalese since I love this cultivar too but found Carricante somehow more intriguing.

What happened to Carricante during the last twenty years (1999-2019) is remarkable.

I knew nothing about Carricante until I joined the first cohort of VIA Italian wine ambassadors in 2015.

Back then, while preparing for the exam, I discovered in the Ian D'Agata Native wine grapes of Italy book a grape with a description that I found most alluring: high acid, moderate alcohol, no élevage, and developing petrol notes with age; this sounded like music to my ears (riesling!) and I wished to taste it at the first occasion. The occasion came soon after the 2105 VIA course in Verona at the Opera Wines event preceding Vinitaly.

But first things first. While researching my books to fill in this report, I decided to take it from the ground up and tried to answer why I have missed Carricante from 1994 to 2015



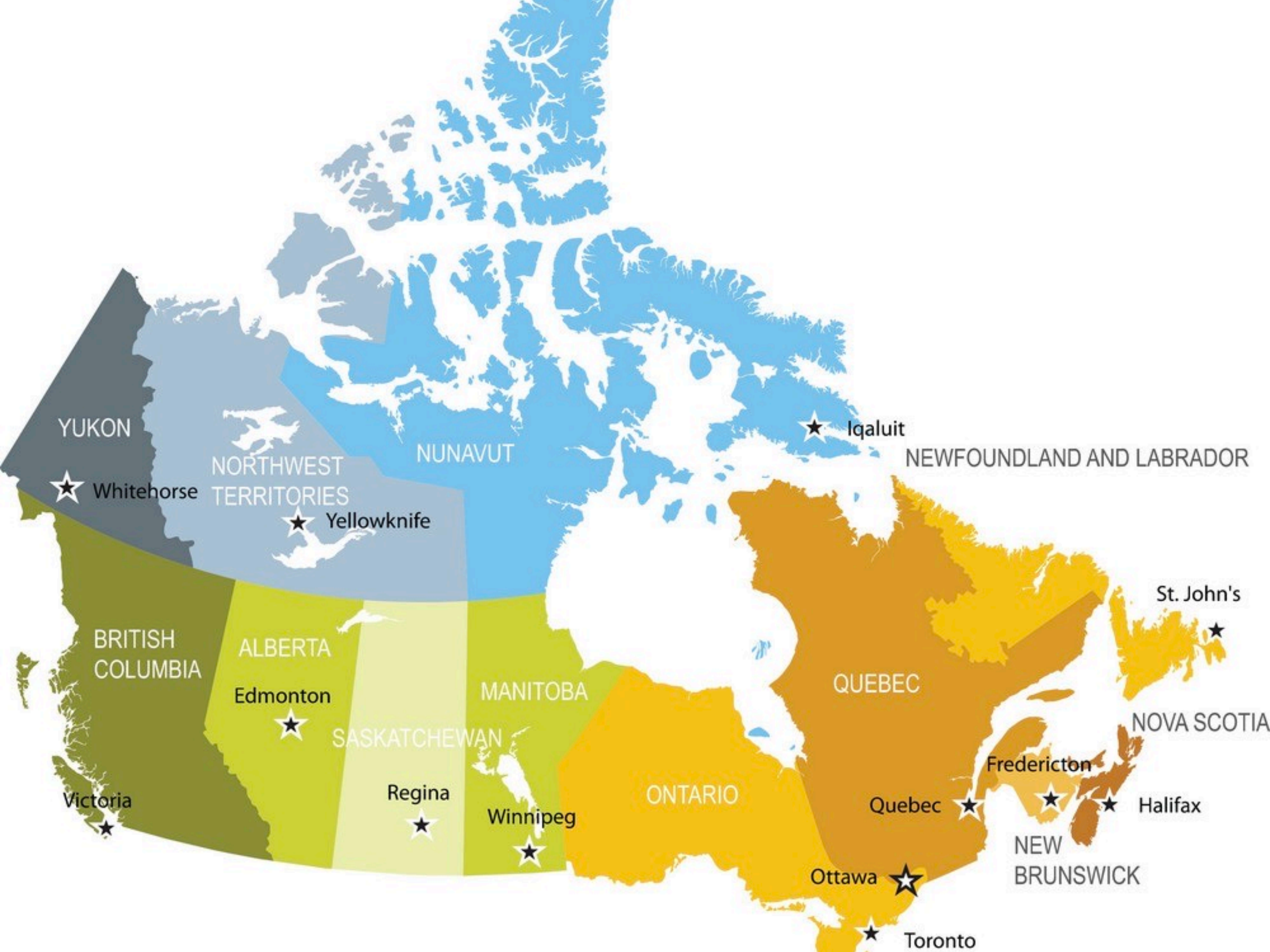
ÉCOLE
INVINO
VERITAS



IMBA

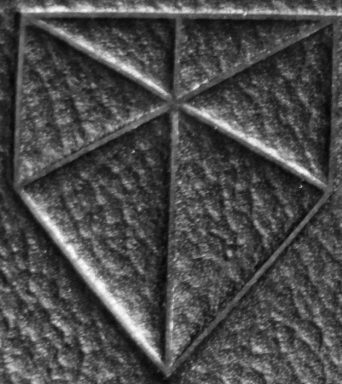
© COPYRIGHT RICHARD SAGALA 2018







IMEA/ATMM



ÉCOLE
INVINO
VERITAS

‘The real thing’ i.e. the value of Authenticity



Richard Sagala Wine MBA

École In Vino Veritas, Montréal, Canada

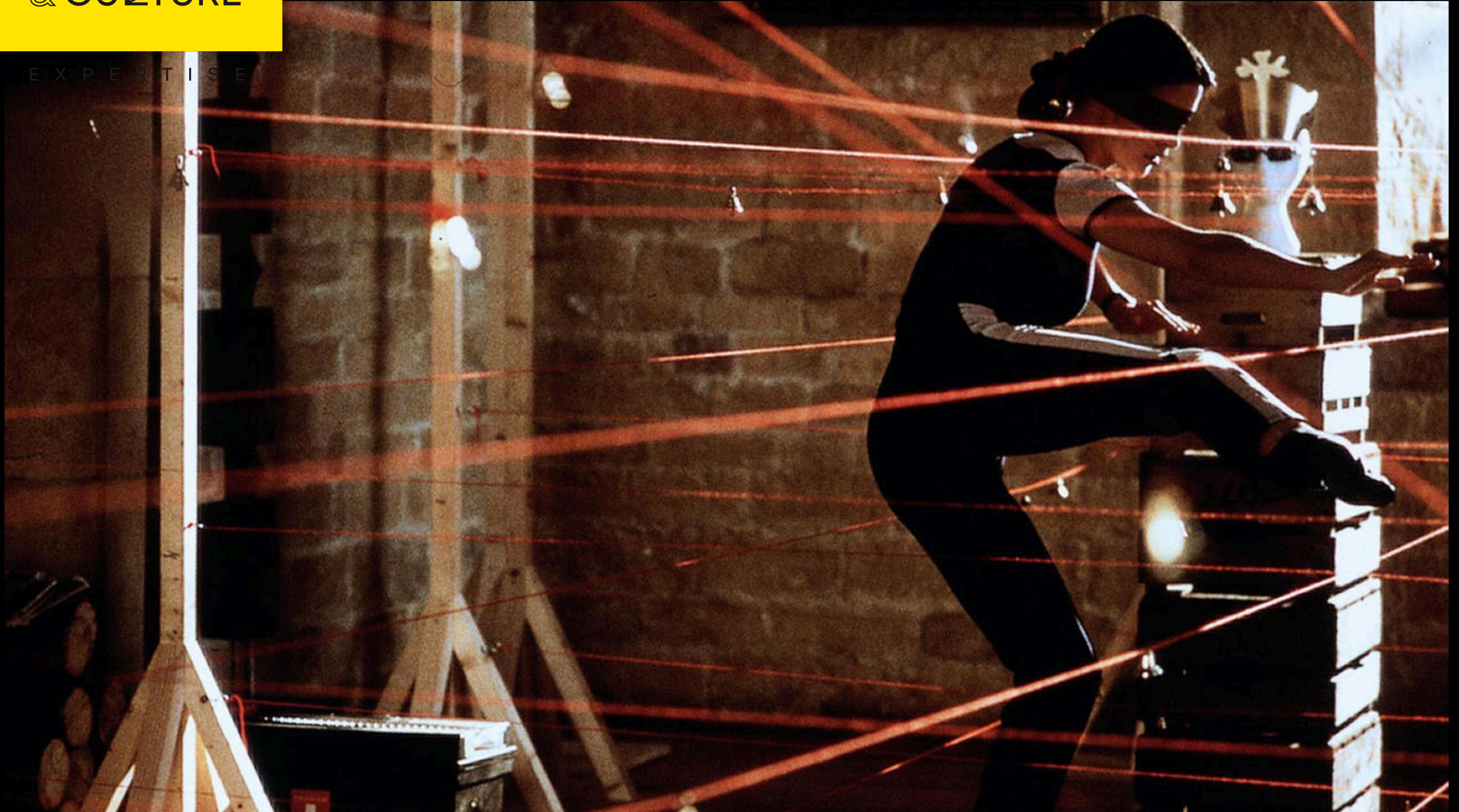
KEDGE
CREATIVE
INDUSTRIES
& CULTURE

EXPERTISE

Kedge Business School Paris, April 20th 2020 Conference

The Case for Soft Skills

EXPERTISE



KEDGE, Paris 16/10/2020



Création, Innovation et LUXE



KEDGE
CREATIVE
INDUSTRIES
& CULTURE

EXPERTISE

KEDGE, Bordeaux 25/11/2020

ÉVU
École in Vino Veritas



