

WINES OF ITALY

INTB 470/670
Industry Analysis:
The Wine Sector in
Tuscany & Lake Garda

August 18 - 27, 2023
\$3,300 - \$3,600

DRAFT ITINERARY (in progress)

INFO



Wines of Italy: Industry Analysis Tuscany & Lake Garda

→ Course Description

Our first industry-focused travel experience takes us to Italy to learn about the wine sector. The sun-drenched rolling hills of Tuscany and the dramatic hillside towns of the Lakes Region will be our classroom as we explore all aspects of the Italian wine sector. In addition to studying the rich traditions of wine-making in Italy and being led by vintners on private tours of family-owned wine estates, we will learn from sector business leaders about export practices, marketing strategies, and innovations in production and operations.



INTB 470/670: **Wines of Italy** → Itinerary

Let's look at our 10-day itinerary of business visits, sector expert presentations, and cultural excursions. And yes, there will be plenty of time for you to explore on your own!

At this early stage, business visit specifics are still in development. Current details of the itinerary will change as planning continues, but this draft will give you a good sense of what you'll experience.



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→ **Day 1: Friday, August 18**

FLORENCE

Arrive in Florence and check into the Albergo Firenze for a three-night stay. The hotel is located in the heart of Florence, walking distance to the Duomo, the Arno River, and all the major cultural landmarks of the city. A welcome dinner is scheduled for the evening at Osteria del Cinghiale Bianco.

Meals Included: Dinner

[Click here to see the Albergo Firenze](#)



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→ Day 2: Saturday, August 19
FLORENCE

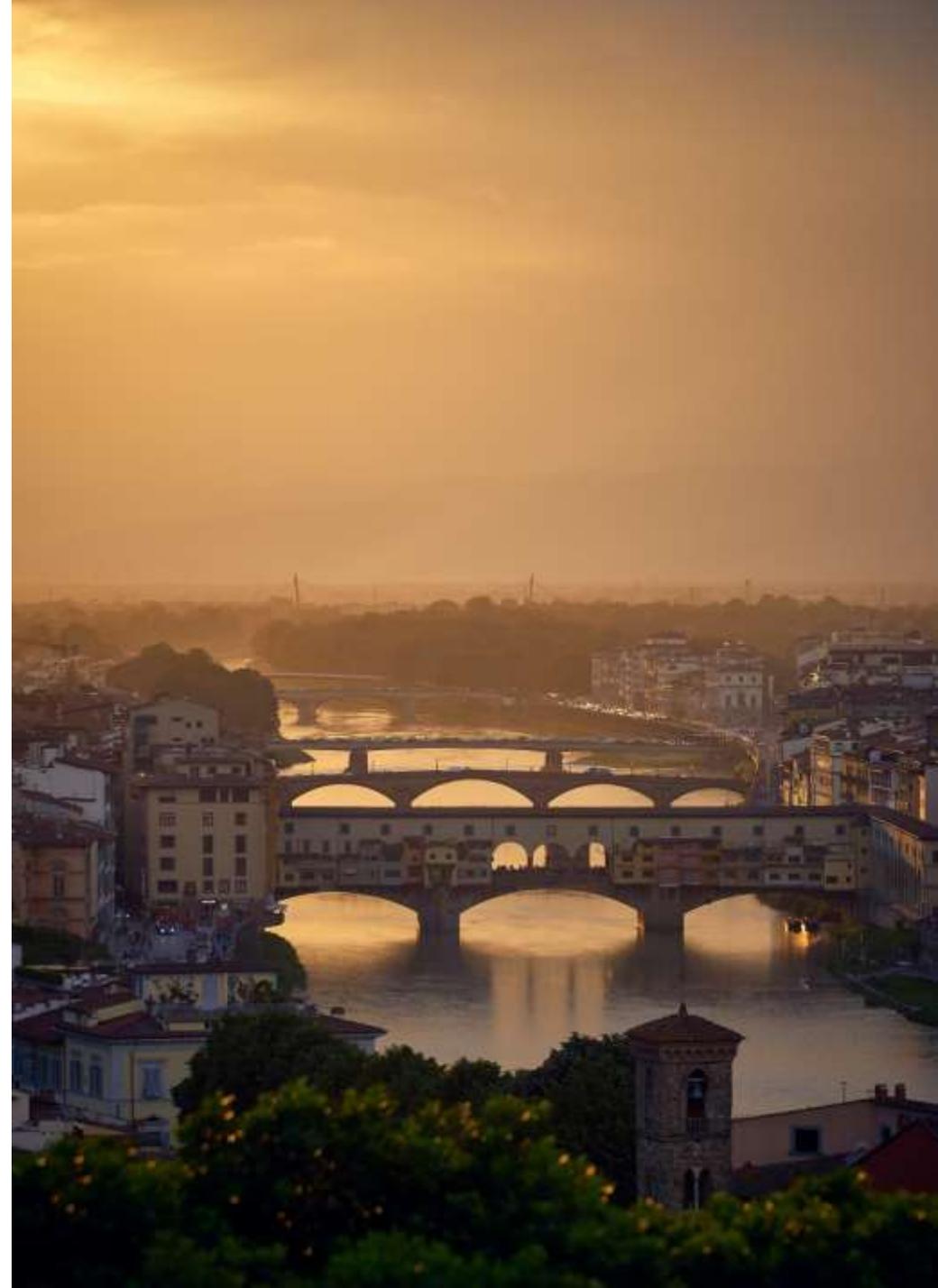
In the morning, we will have a guided city tour of Florence, including a visit to the world-renowned Uffizi Gallery.

In the afternoon, Andie Garwood of DIVI srl will present to us on the subject of global export practices of Italian wine. Later, we will embark on an activity through Florence's cobblestoned streets in which students interview people in the hospitality industry about the role of wine in their work. Evening is free for you to explore the city sights!

Meals Included: Breakfast

[Click here to learn about the Uffizi Gallery](#)

[Click here to learn about DIVI srl](#)



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→ Day 3: Sunday, August 20
FLORENCE

This morning, you'll visit the Accademia Museum where Michelangelo's David towers above all else. In the afternoon, we will be led on a guided tasting tour of Tuscany's famous Wine Windows. We will learn the history of wine windows and the role they have played in the Italian wine sector. In the evening, we will board an "Arnoboat" for a relaxing tour of Florence along the Arno river.

Meals Included: Breakfast

[Click here to learn about the Accademia](#)

[Click here to learn about the Wine Windows](#)



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→ **Day 4: Monday, August 21**
FLORENCE to SIENA

Today, we board our private motorcoach for a full day of business visits at Tuscan wineries. Stops include presentation, tasting, tour, and lunch led by either Chianti vintner at Corbinelli winery or Brunello di Montalcino vintner at La Crociana.; after lunch, we arrive at Tenuta Cappellina for a private tour of the estate and presentation by the operations manager.

At the end of the day, we will check in to the Hotel Minerva for a two-night stay. Evening is free for you to explore moody, medieval Siena.

Meals Included: Breakfast & Lunch

[Click here to see Tenuta Cappellina](#)

[Click here to see the Hotel Minerva in Siena](#)



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→ **Day 5: Tuesday, August 22**
SIENA

Morning business visit (to be determined).
Rest of the day of your own choosing.
Explore medieval Siena at a leisurely pace;
day trip to Pisa, Montalcino, or San
Gimignano; book an e-bike or Vespa
excursion in the Tuscan countryside. Enjoy
all that you've dreamed of!

Meals Included: Breakfast



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→ Day 6: Wednesday, August 23
SIENA to LAKE GARDA

In the morning, we board our private motorcoach and head to Modena, where we will visit a traditional balsamic vinegar “acetaia” for a presentation about the industry and lunch. If time allows, we will have a business visit to the Ferrari factory.

In the late afternoon, we will arrive in Lake Garda for check-in at Borgo San Donino at Selva Capuzza wine estate (three-night stay). A group dinner awaits us at Selva Capuzza.

Meals Included: Breakfast, Lunch, and Dinner

[Click here to see Podere Selva Capuzza](#)



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→ Day 7: Thursday, August 24
LAKE GARDA

Today, we will have a private tour and tasting of specialty wines from the region at Selva Capuzza. The supervising manager and marketing director will lead a discussion. The rest of the day is free to enjoy activities of your own choosing. Book a tour around Lake Garda, explore the historic town of Sirmione, sign up for a cooking class at our agriturismo, or simply relax by the pool or wander in the vineyards at Borgo San Donino. Each participant will receive 50 euros in “field trip funds” to plan their activities.

Meals Included: Breakfast

[Click here to learn more about historic Sirmione](#)



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→ **Day 8: FRIDAY, August 25**
LAKE GARDA

Morning presentation by wine sector representative on sales and marketing. In the afternoon, a shuttle will take us to Lake Garda where we will enjoy a leisurely boat tour of the lake, with snacks provided. Transportation back to Selva Capuzza included. Sunshine guaranteed...

Meals Included: Breakfast & Snacks



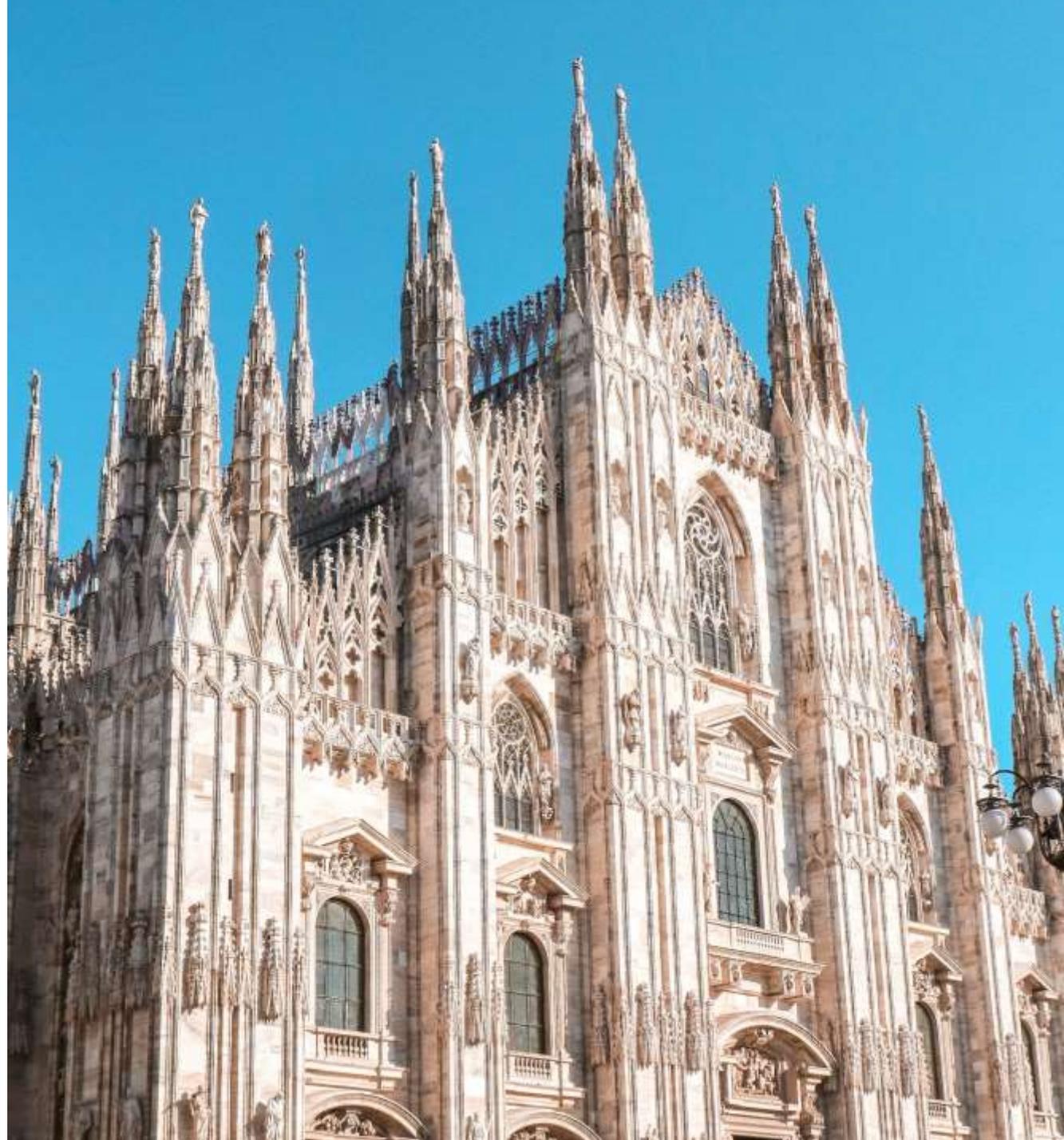
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→ **Day 9: Saturday, August 26**
LAKE GARDA to MILAN

After breakfast, we board our private motorcoach for our final leg of the trip to Milan. We will check into the Hotel Cavour for our final night. The afternoon is free time to explore Milan: visit the duomo, shop for designer deals, or enjoy wandering in the canal neighborhood. In the evening, we will gather for our farewell dinner and a final toast to Italy's treasures.

Meals Included: Breakfast & Dinner

[Click here to see the Hotel Cavour](#)



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→ Day 10: Sunday, August 27

MILAN

After breakfast, our program ends...unless you choose to continue your adventure on your own!

Meals Included: Breakfast



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→ Business Visit Summary (*in progress*)

- **DIVI srl** – Italian wine export
- **Corbinelli** – Chianti on ice production (innovation practices)
- **Wine Windows** introduction – history of Italian wine distribution
- **Tenuta Cappellina** – Chianti production & operations
- **Acetaia in Modena** – production of balsamic vinegar (production and distribution)
- **Ferrari** – factory tour (luxury Italian goods)
- **Selva Capuzza** – Garda and Lugana DOC production and marketing practices
- **Student Assignment** – interview hospitality reps in Florence and Siena
- 2-3 more business visits to be determined as program develops





PRICES & CONDITIONS

SHARED ROOM ... \$3,300 - \$3,600

Final price is determined by number of participants, but will be within this range.

WHAT'S NOT INCLUDED

- INTERNATIONAL AIRFARE
- MEALS NOT LISTED IN THE PROGRAM
- INCIDENTALS (Shopping, excursions on your own, etc.)



Scan the
QR code to
go to
registration
forms

WHAT'S INCLUDED

- 3 NIGHTS AT THE ALBERGO FIRENZE IN FLORENCE, BREAKFAST & WIFI INCLUDED
- 2 NIGHTS AT THE HOTEL MINERVA IN SIENA, BREAKFAST & WIFI INCLUDED
- 3 NIGHTS AT BORGO SAN DONINO AT PODERE SELVA CAPUZZA AT LAKE GARDA, BREAKFAST & WIFI INCLUDED
- 1 NIGHT AT THE HOTEL CAVOUR IN MILAN, BREAKFAST & WIFI INCLUDED
- TRANSFERS BY PRIVATE MOTORCOACH BETWEEN LOCATIONS
- WINERY VISITS & TASTINGS
- PRIVATE PRESENTATIONS BY WINE SECTOR EXPERTS & VINTNERS
- GUIDED WALKING TOURS IN FLORENCE
- WELCOME AND FAREWELL DINNERS, LUNCHEAS AS LISTED ON ITINERARY
- ADMISSIONS TO MUSEUMS & VENUES LISTED ON ITINERARY
- FIELD DAY FUNDS FOR ACTIVITIES AT LAKE GARDA
- BASIC TRIP INSURANCE THROUGH TRAWICK



FREQUENTLY ASKED QUESTIONS

WHAT COURSE CAN INTB 470/670 INTERNATIONAL AREA STUDIES REPLACE?

MBA

- INTB 655 Global Environment for Business or equivalent concentration course
- BUAD 696 Strategy Capstone

MSOL

- MGMT 636 Leadership Communication

BSB / BSM

- BUSB 342 International Business
- BUSB 485 Capstone: Analysis & Integration
- Any elective course

MSBA

- Elective course within the program (INTB 670 can sub for INTB 655)



WHAT ARE THE COURSE REQUIREMENTS?

PRE-TRAVEL PHASE →

Pre-departure class sessions and assignments to prepare participants for the experiential learning component of the course

TRAVEL PHASE (on location) →

Business visits, academic lectures and seminars, and cultural activities

POST-TRAVEL PHASE

Integration of learning after travel.

Travel journal and research paper, etc.



WHAT IF I'M TAKING ANOTHER COURSE WHEN THE TRIP OCCURS?

- **Most students take another course during the study abroad. It's OK!** You DO NOT need to choose a trip that coincides with when your course substitution occurs.
- If you will be enrolled in another course during your study abroad trip, **you will need to work with your student success advisor to contact the instructor of the course.**
- Because you may miss a class session, **you and your instructor will complete the “Concurrent Enrollment Agreement”** to determine make-up assignment requirements.
- The completed Concurrent Enrollment Agreement **must be submitted to the Dean's Office before departure.**



WHAT BUSINESSES DO WE VISIT?



- Broad mix of small, medium, and large enterprises
- Universities & not-for-profits
- Startups, accelerators, innovation centers
- Embassy economic briefings & chambers of commerce



WHAT SITES DO WE VISIT?

- Major cultural landmarks in cities
- Guided city walking tours & world-renowned museums
- Guided excursions to sites outside cities (national parks, archeological sites, UNESCO world heritage sites, etc.)



WHAT'S INCLUDED IN THE PRICE?

- Ground & air transportation in foreign countries
- Accommodation (double-occupancy) in business-class style hotels
- Foreign tuition and costs associated with business visits
- Admission and accompanying costs for events and cultural excursions included in the program.

↓
Participants arrange their own transportation to the lodging location where the program begins and back home from the lodging location where the program ends.

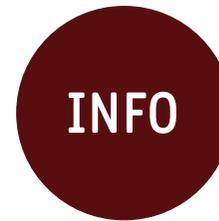
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The School provides a recommended travel agent to assist with bookings, and faculty flight itineraries will be communicated if you would like to travel with faculty members.



ARE THERE SCHOLARSHIP OPPORTUNITIES?

Scholarship and other funding awards are available. Below is a list of recent awards. Check for the latest funding opportunities at www.redlands.edu/businessabroad

- Student Leadership Position Grant – \$1,000
- Ahmanson Award for Military & Veteran Students
- Robert Scott Lindsay Memorial Scholarships – \$1,000
- Spatial Initiative Award (Best StoryMap) – \$500
- Roseanne O'Brien Study Abroad Endowment – \$1,000
- Banta Ethics Research Paper Award - \$500



YES, YOU CAN BRING A GUEST

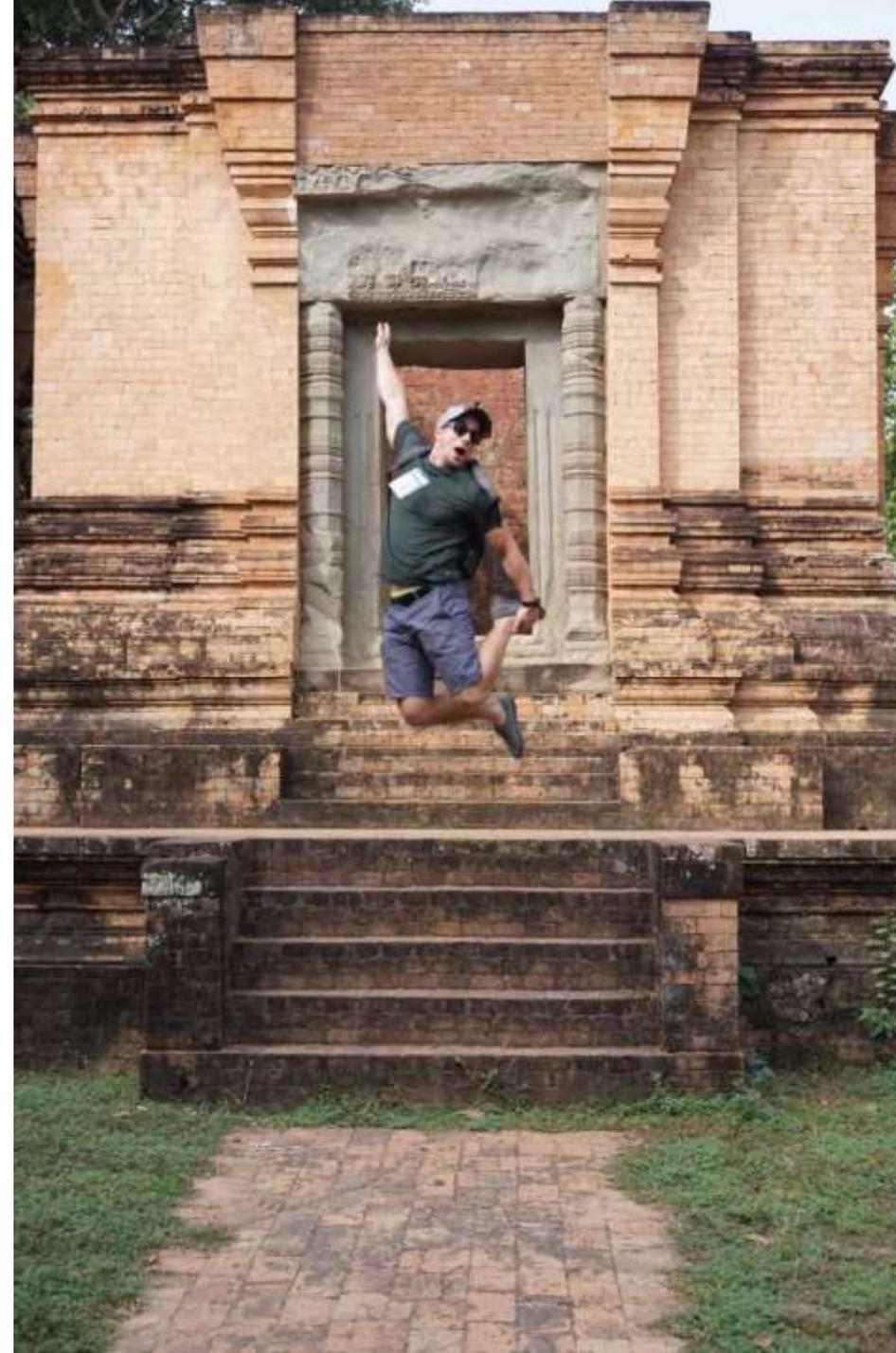
Guests (16+) are welcome to accompany you on travel courses; however, since these programs substitute for your 4-unit course, you are expected to fully participate in all scheduled academic activities (lectures, presentations, and corporate visits).

- Guests are welcome, but not required, to participate in all activities, including business visits and academic lectures.
- Guests under 16 may be permitted under certain circumstances and on a case-by-case basis.
- The trip cost for guests is the same as the trip cost for students. Guests do not, of course, pay tuition.



YES, YOU CAN BE A GUEST TOO

- School of Business & Society students and alumni can participate as guests in our travel courses.
- We encourage alumni to consider an international study abroad program either for professional development or simply to enjoy overseas travel with fellow bulldogs!



WHAT ABOUT SAFETY?

- Safety is at the forefront of International Programs, and the School of Business & Society follows all University regulations, protocols, and guidelines.
- All participants are expected to follow guidelines set out by the University and regulations/laws in countries visited.
- Given the continuing effects of and risks associated with the pandemic, participants must be fully vaccinated against COVID-19 and must sign the University's COVID information waiver.



WHAT CAN I EXPECT?

See our videos from recent trips!



Adriatic Adventure
Italy, Croatia, & Slovenia



South Africa



Trip Clips
2016 - 2022



Global Consultancy
2020 in Trieste, Italy



FOR MORE INFO

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TAKE THE NEXT STEPS!

Learn More →

redlands.edu/BusinessAbroad

Sign Up →

1. Contact Your Student Success Advisor

Review your program and substitution options

2. Register

Complete the appropriate registration form

3. Make Your Deposit

Contact Chris Mee at
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909.748.8748 for directions

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