

INTRODUCING MAGDALENA

Magdalena Rosillo has a Diploma in Agricultural Technical Engineering, Master in Viticulture and Oenology and Sommelier. Teacher and disseminator of wine as cultural heritage, she was a student of the Business Ideas Validation Workshop organized by the Granada Provincial Council and taught by TAKTICE Innovation and Digital Transformation, through which she tested the business activity presented below.

EXPOSITION

Wine is a cultural sign that says a lot about the history and tradition of a country.

In all the civilizations in which it has been present, wine has been introduced into common values.

In Spain, the wine sector is an essential part of our economy, since Spain is the third largest wine producer, the first in viticultural surface and the first exporter in volume worldwide. In Spain the sector maintains more than 400.000 jobs and its economic contribution amounts to 24.000 million euros.

Wine, is also, an essential part of our society, as it has been agreed as a social object par excellence, it is the element of communication. It makes a difference in any social event. If that was not enough its beneficial properties for health, through a responsible and moderate consumption, makes it exceptional.

All of the above, denotes the importance of maintaining and improving the good work of this sector, which is important both on a national and international level.

Good afternoon. I am Magdalena Rosillo and I represent a company whose primary objective is to spread the culture of wine through the organization of events of various kinds, such as:

- ✓ Face to face and virtual tasting of wines and spirits.
- ✓ Design and delivery of specific training programs in viticulture and oenology.
- ✓ Organization of wine tourism routes that promote quality tourism and that will in turn help fight against rural depopulation and to improve sustainability, since Spain is the leader in organic vineyards, with more than 150 varieties of indigenous grape.
- ✓ Team building, promoting teamwork, fostering camaraderie, competitiveness and improving internal communication between employees.
- ✓ Networking sessions with the aim of enhancing a brand image.
- ✓ The history of wine has passed parallel to the history of humanity, as it is a product that has been part of human nutrition, always linked to food. It has been one of the most exquisite and appreciated delicacies.

- ✓ Aware of the revolution in gastronomy and pairing worldwide, we advise restaurants in the elaboration of personalized and made to measure wine lists.

Finally, I'd like to say goodbye to all of you, thanking you for the opportunity that has been given to me and that has allowed me to give visibility to a small company that is beginning its journey in very difficult times, like the one currently being experienced in the leisure and hospitality sector caused by COVID-19, hoping that we can soon toast with wine for a promising future.

Thanks a lot!