



---

# CAPSTONE 2.0 CREATING “CALI” CHAMPIONS

---

Danielle Giroux | Madoka Ogiya  
& Justine McGovern

July 23, 2024

---

PRESENTING TO:

2024 Export Program Annual  
Meeting

# CAPSTONE: GLOBAL IMPACT



CALIFORNIA WINES

# CAPSTONE: ON THE WORLD STAGE

Launched in 2021

4 levels online with tasting components

Complimentary resource centre



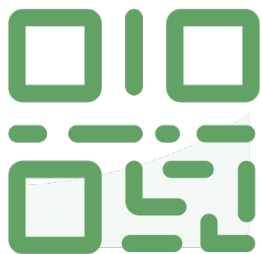
Capstone Vintners Tour  
Hong Kong



Capstone Grads  
Belgium

Capstone Caps  
Alberta Chapter





Join at [slido.com](https://www.slido.com)  
#1906111

 Start presenting to display the joining instructions on this slide.

---



# How many enrollments in CAPSTONE are there globally?

How many enrollments in CAPSTONE are there globally?

---



How many countries  
do you think  
CAPSTONE is in?

 Start presenting to display the joining instructions on this slide.

---

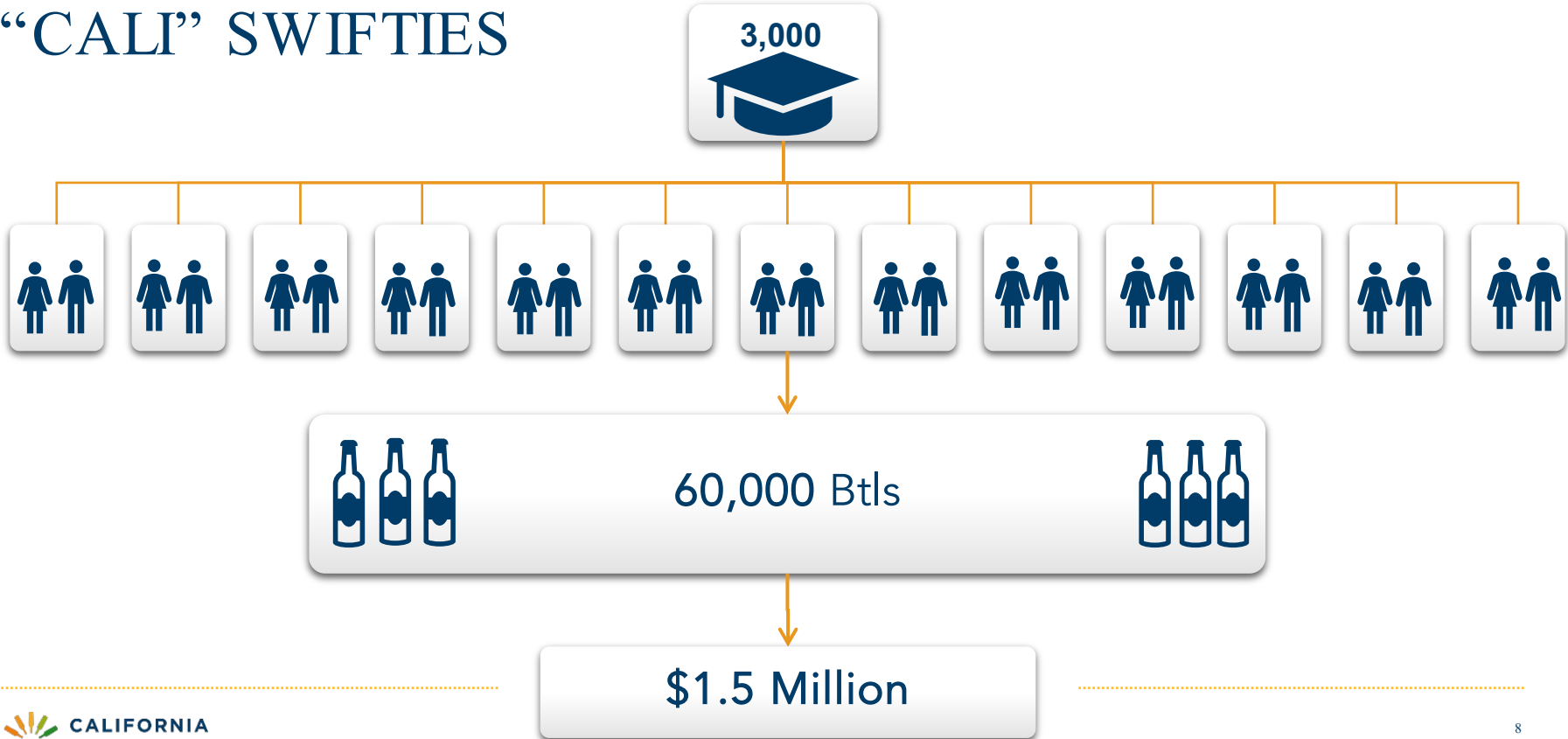


How many graduates  
of CAPSTONE are  
there across all  
levels?

① Start presenting to display the joining instructions on this slide.

---

# GLOBAL IMPACT OF “CALI” SWIFTIES







# THE FUTURE STATE

LEVEL  
4



EDUCATOR  
TOUR



CAMP  
CAPSTONE

# EXPERT LEVEL 4

Rolling out the beta in Fall  
2024, starting with key educators  
Launching June 2025



CALIFORNIA WINES

# EDUCATOR TOUR

1 week immersion program  
in January 2025

Built the Capstone Community  
The Power of Education  
January 2025



CALIFORNIA WINES

# THE WHATSAPP GROUP



# THE WHATSAPP GROUP:

Who ever heard of a WSET Cake?

Adam Pawlowki celebrated his third year as a Capstone Educator in Poland with a Capstone Cake.



# CAMP CAPSTONE

1-week intensive camp for Level 4 graduates from online in January 2026

- Trade, Educators, Consumers
- Tasting & Exams
- Being an Evangelist





**WHAT ABOUT YOU?**



CAPSTONE  
IS NOW AN  
ENTITY  
IN ITS OWN  
RIGHT



CALIFORNIA WINES

# CAPSTONE:

## WHERE DO YOU FIT IN?

Annual Sponsorship of Level 1

Pilot Program

Almost Global!



# CAPSTONE:

## THE SAMPLE PROGRAM

Sample Requirement

Measurable – YOY Data

Annual Turnover of Samples

2025 - Opportunity for Smaller Wineries



CALIFORNIA WINES

# CAPSTONE:

FINALLY...

Education is the Bedrock

Global Strategy

Formula for Growth





# THANK YOU FROM THE GIRLS!

Danielle Giroux | Madoka Ogiya | Justine McGovern