



WINEFRAUD.com

WineFraud & Counterfeiting Presentation & Authentication Training Levels I & II 21-22 October, Grand Hyatt, Hong Kong

Do you work with fine and rare wine?

Are you a consumer or collector of fine and rare wine?



If you answered yes to either of these questions – our Wine Fraud and Authentication seminar is for you.

For less than the cost of a counterfeit bottle, you can learn to spot fakes, and ask the questions that help avoid bad purchases.

The intensive Authentication Training focuses on classic tells and new counterfeit techniques using real world examples. We demonstrate what to look for in assuring both authenticity and the health of bottles.

The seminar is broken into three parts over 2 days:

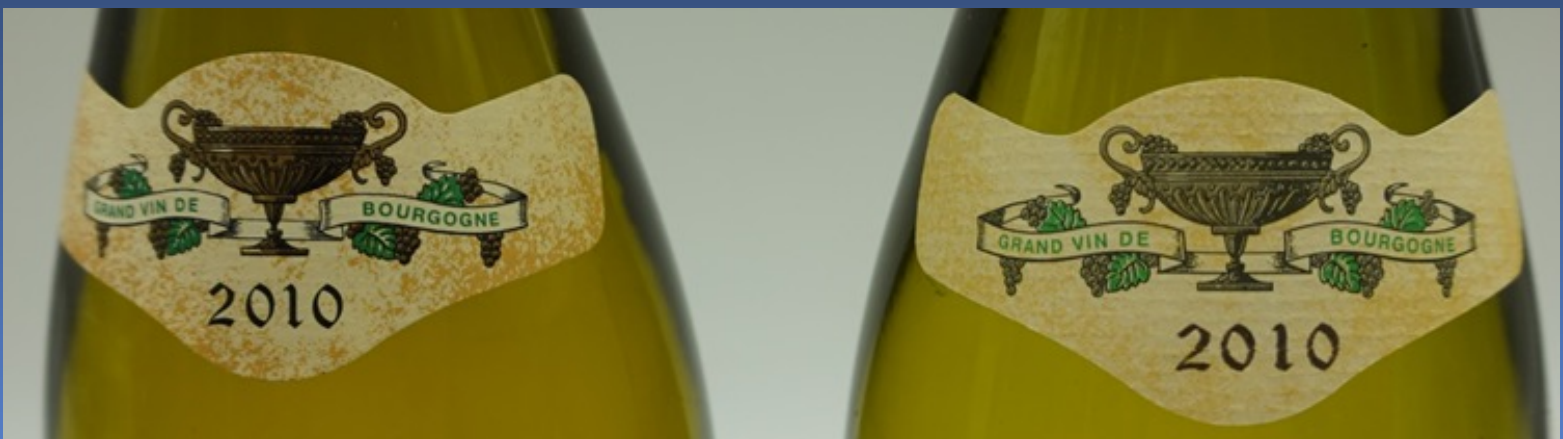
21st 9:30-12:30: Wine Fraud and Counterfeiting Presentation

21st 1:30-4:45: Authentication Training Level 1

22nd 9:30-4:45: Authentication Training Level II



[Register Here](#)





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According to the World Health Organization, over 26% of all alcohol in the world is illicit. The issue of counterfeit wines and spirits is getting worse, not better.



In these, our first Seminars since 2019 we will share hundreds of examples of new counterfeits we have found and the techniques we are employing to combat them.

We introduce attendees to methods to spot counterfeit glass, paper, ink and print, and capsules and corks, as well as training their eyes and learning about the information that can be the difference between an investment and a potentially business-ending problem.



Learn false ageing techniques & the importance of label information.

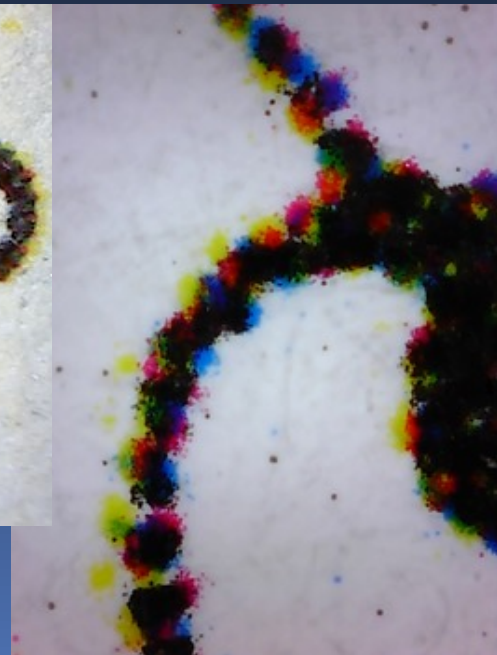


Session 1

Wine Fraud & Counterfeiting Presentation

A fast-paced introduction to the multifaceted world of Wine Fraud including theft, black markets, adulteration, investment fraud schemes and the many kinds of bottle counterfeiting. Topics include:

- The size and scope of the issue
- The history of wine fraud
- Different types of wine fraud
- Infamous Counterfeiters – OGs & The Next Gen
- The various types of bottle counterfeiting
- A brief overview of authentication inspection including an introduction to our 16-point inspection protocol
- The intricacies and counterfeit tells of paper, printing, ink, and typography
- Current issues we are seeing in the field



Learn to recognize counterfeit ink vs authentic ink.

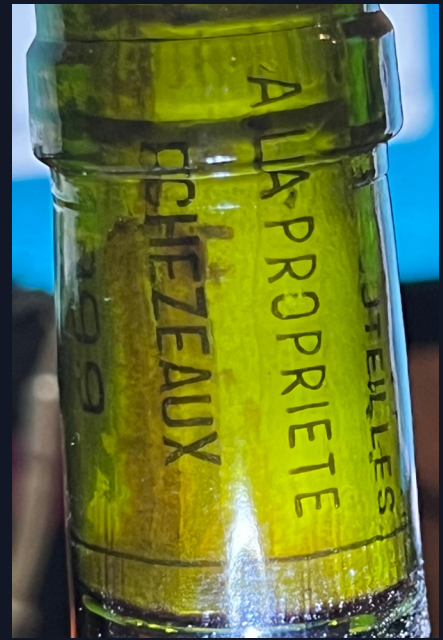


Session 2

TCM® Authentication Training Level I

Attendees are encouraged to bring a bottle for the hands-on workshopping using their authentication starter kits. Topics include:

- Tools of the trade: A discussion and demonstration of authentication tools
- Deeper dive into our 16-point authentication protocol: what we look for as we inspect a bottle including the glass, capsules, corks, main labels and other labels and the importance of the information on them all...
- Different print methods and how to spot counterfeit print
- A comparison of authentic and counterfeit bottles from major producers
- Vetting bottles for provenance: How to inspect to glean information about past storage and current bottle health
- Workshopping: Attendees work in small groups with our authenticators and use their tools to inspect counterfeit examples as well as the bottles they brought
- A discussion of current antifraud solutions



Learn to differentiate inked vs branded cork markings, and when and where each are appropriate.





Session 3

TCM® Authentication Training Level II

Targeted to members of the fine and rare wine trade, collectors who are looking to protect themselves from bad investments, and anyone thinking of becoming an authenticator, Authentication Training Level II is a full day of in-depth instruction, invaluable information and extensive hands-on practical inspection. Attendees are encouraged to bring 2-3 bottles to use in workshopping.

- Deep dive into the elements of the 16-points of authentication and Red Flags to look for at each step
- TCM® Systematic Approach to Authentication & Inspection Protocols
- The details of what we look for during inspection of aged and recent release top fine wines using both authentic and counterfeit examples
- Antifraud employed by top producers
- Extensive Workshopping sessions include comparing counterfeit bottles with legitimate bottles, and those attendees bring

Participants gain detailed knowledge of the authentication process and by the conclusion of the seminar should begin to have a firm grasp on the steps of our authentication process and ins-and-outs of fine and rare bottle inspection.



Learn the antifraud major producers are using - and the counterfeit versions of that antifraud - and how to distinguish between them



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Maureen Downey, world-renowned expert in counterfeit wine identification, and her team including Domonal Young of Hong Kong and Hugo d'Houwt from France, return to Hong Kong 21 - 22 October to present the world's only wine authentication training seminar. The two-day, three-part course covers all aspects of wine fraud, common practices of past and current wine counterfeiters and the foundations of our wine authentication process.



[Register Here](#)



Join us to learn the tells and methods we use to save our clients millions of dollars in would-be bad purchases, to protect investments, and to avoid the dangerous liability of selling counterfeit bottles.

Wine Fraud & Counterfeiting Presentation (US\$650)

Presentation + Authentication Training Level 1 (US\$2,250)

Presentation + Authentication Training Level 1 & Level II (US\$5400)

Lunch & Authentication starter kit included for Level I & II attendees

Each seminar is a prerequisite for the next

Attendee work history and two professional references are required for admission into the course.

