



## THE MESSAGE

### Educate Your Audience

Alex Guarachi, Founder and President of TGIC Importers, Inc. showed what it is to truly teach your audience recently when he guest lectured recently at UCLA Extension in Los Angeles, one of the nation's oldest and largest continuing higher education providers.

Guarachi acknowledges his responsibility as a teacher and educator: "We, the industry, talk all the time about educating the consumer," he says. "But really, what does that mean? Marketing, yes. Distribution, yes. What it truly means is to teach those willing and wanting to learn about wine. Educate them in the classroom, in the store or restaurant, through tastings. In turn, you will help develop discerning palates," he explains.

Guarachi created TGIC Importers, Inc. in 1985, when he began importing Chilean wine into the United States. What began as a one-man show operating out of his garage has since grown into a globally recognized company boasting a portfolio of some of the finest wines from not only Chile and Argentina, but also Australia, New Zealand, Italy, Spain and California.



Shelby Ledgerwood, CWE, who heads up Savant Wines and runs the Introduction to Wine syllabus at UCLA Extension, invited TGIC Importers founder Alex Guarachi to guest lecture, with particular focus on the Chilean and Argentine wine business.