



SAVE THE DATE:

Eleventh Annual Direct to Consumer Wine Symposium, January 17-18, 2018

Napa, CA, April 12, 2017 – The popular Direct to Consumer Wine Symposium, the industry’s national summit on direct marketing and sales, will take place January 17-18, 2018 at the Hilton Concord Hotel. Program details will be available this summer and fall at www.dtcwinesymposium.com

The January 2017 summit sold out, attracting nearly 500 sponsors, speakers and registrants from 15 states. The program expanded to include 6 Workshop Sessions, 2 Town Hall Sessions and 6 Sponsor Sessions. Ninety-three percent of post-event survey respondents recommend the event, which is consistent with past years.

As previously reported, audio and video presentation files from the January summit are available for purchase. Files can be downloaded or streamed for \$50/file or \$250 for all 18 files at this link: <https://vimeo.com/ondemand/dtcws17/> Files include Workshop Sessions, Sponsor Sessions, and four separate keynote speakers. Keynote topics range from global consumer trends and legislative updates, to 2016 shipment data and the rise of social video. (A separate link was provided in February to registrants of the 2017 event for accessing the files at no charge.)

The DTC Wine Symposium is presented by and is a fundraiser for Free the Grapes! After 10 years, the event has raised more than \$1 million for Free the Grapes’ PR campaign, and the Coalition for Free Trade’s legal work. These two groups have worked closely with industry representatives and regional associations to streamline onerous regulations and to increase the number of legal states from 17 to 44, which represent nearly 94% of the US population. The DTC Wine Symposium is the primary fundraiser for Free the Grapes!

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Media Contact: Jeremy Benson, Benson Marketing Group, (707) 254-1107,
benson@bensonmarketing.com