



DTC Wine Symposium to Feature Keynotes on Virtual Reality and AI, 2017 Shipping Data, and 2018 Legislative Forecasts

Napa, CA, October 23, 2017 – Keynote speakers at the 11th annual DTC Wine Symposium will address the past, present and future of winery DTC marketing: a look back at 2017 shipping data, and a look forward to the future of VR/AI as well as how legislative changes will affect the DTC marketplace. And for the first time, the national summit will include keynote speeches on both days, January 17-18, 2018 (Hilton Concord Hotel, Concord, CA). www.dtcwinesymposium.com

Philip van Allen: Applications of Mixed Reality, Artificial Intelligence, and the Internet of Things for the Wine Business

Philip van Allen, a professor at the ArtCenter College of Design in Pasadena, California, will shed light on what technology and design research tells us about the current state of disruptive technologies, including artificial intelligence, augmented and virtual reality, and the Internet of Things. He will touch on how these new technologies could deliver new possibilities for wine marketing, staff training, consumer education and hospitality, as well as when and how to deploy these new technologies.

Van Allen is an interaction designer, educator and consultant with more than 30 years of experience in startups, corporations, research, and education. He is interested in technology, networks, and the new ecologies these create. He designs for a range of platforms including mobile, mixed reality interactive spaces and the Internet of Things.

Larry Cormier: Sneak Peek at 2017 DTC Data

Larry Cormier, General Manager, ShipCompliant by Sovos, will share highlights from 2017 shipping data prior to the widely-anticipated release of Sovos and Wines & Vines' 2018 Direct-to-Consumer Wine Shipping Report. Which states are buying the most wine? What varietals, regions and price points saw growth in 2017? What can we expect in 2018?

Steve Gross: A Legislative Update on DTC Legislation

Steve Gross, Vice President, State Relations for Wine Institute will present the “state of the states” legislative update. Steve’s presentation, a perennial favorite, will highlight recent wins, areas of concern, future priorities, and implications for winery compliance in 2018.

Additional keynote speakers, Workshop Sessions and Sponsor Sessions are being added to the event website.

About the Direct to Consumer Wine Symposium

The DTC Wine Symposium is presented by and a fundraiser for Free the Grapes! The event has raised more than \$1 million for Free the Grapes' PR campaign, and the Coalition for Free Trade's legal work (CFT "retired" in 2014 after achieving its goals). 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! and provides funding to continue its role streamlining regulations, opening new states and defending existing statutes which support legal, regulated DTC wine shipments.

To register, visit www.dtcwinesymposium.com. Early bird discounts end December 7.

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