



From Blue Ocean to Brass Tacks: Direct to Consumer Wine Symposium Keynotes Seek to Inspire and Solve

Marketing Tools at Your Fingertips, World Wide Consumer Trends and
Wine Shipping Developments Punctuate 10th Annual Conference

Napa, CA, December 14, 2016 – This year’s keynote line up at the 2017 Direct to Consumer Wine Symposium includes a deep dive into global consumer trends and how it will affect DTC marketing, the latest innovations in digital marketing, as well as updates on the DTC regulatory landscape and a sneak peek of 2016 DTC shipping data. The annual summit, now in its 10th year, takes place January 11-12, 2017 at the Hilton Concord Hotel. www.dtcwinesymposium.com

“Our 2017 program aims to expose attendees to big sky thinking and creativity, and actionable fundamentals they can put to use right away,” said Stephanie Friedman, 2017 chair and director of consumer sales and marketing for Gary Farrell Winery. “Our keynote speakers for this year’s program will cover both. Our hope is that after the Symposium, DTC managers will not only be inspired to think big, but be given the tools to put real changes in place.”

Keynote Speakers on January 12 include the following:

Global Wine Trends and DTC Marketing Implications

How do the consumer trends of “well-being” and “obsession” translate to a winery’s marketing campaigns? Lulie Halstead, chief executive officer of London-based Wine Intelligence Ltd, will return to the DTCWS podium after her stellar 2014 keynote, one of the highest-rated presentations in the summit’s history. Lulie, regarded as a leading thinker in wine business strategy, will interpret global consumer trends and how they might impact DTC sales and marketing in the U.S.

Applying Digital Marketing Innovations

Is your contact database working as hard as it can for you? Are you using social video to its fullest? Drew Huening, Director of Strategy, Planning & Optimization for one of the largest ad holding companies, brings a fresh perspective to direct to consumer marketing. Drew will share low-cost and free tools that make the most out of your communications. Evolve your video strategy to keep your customers engaged and excited with the latest tactics. Learn how Google, Amazon, and Facebook are revolutionizing the way businesses recruit and analyze customers.

State of the States: A Legislative Update on DTC Legislation

The fight for legal direct shipping continues. Steve Gross, Vice President, State Relations for Wine Institute, will present his annual “state of the states” keynote. Steve’s presentation is

especially relevant in light of significant wins this year in Pennsylvania and Arizona, as well as anticipated changes that may affect shipment regulations in 2017.

First Peek: 2016 DTC Shipping Data

Kent Nowlin, General Manager of Sovos ShipCompliant, will give a sneak peek prior to the widely-anticipated release of their 2017 Direct-to-Consumer Wine Shipping Report. What states are growing fastest? What price points and varietals are up, or down? How will this affect your winery?

Register Today

Online registration is available now at <http://dctwinesymposium.com/register/>. Discounts are available for organizations that purchase multiple tickets. Registrations are tracking well ahead of previous years so prompt registration is encouraged.

About the Direct to Consumer Wine Symposium

The wine industry's national summit on direct marketing and sales is presented by and is a fundraiser for Free the Grapes! After 9 years, the event has raised more than \$1 million for the PR campaign of Free the Grapes' and the legal work of the Coalition for Free Trade, which "retired" in 2014. These two groups have worked closely with industry representatives and regional associations to streamline onerous regulations and increase the number of legal shipping 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! www.freethegrapes.org www.dctwinesymposium.com

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