



SOLD OUT: Direct To Consumer Wine Symposium 2017 Closes Registration

Steering Committee thanks speakers, sponsors, volunteers and registrants

Napa, CA, January 5, 2017 – Today, the Steering Committee of the 2017 Direct to Consumer Wine Symposium has announced this year’s summit has sold out. A schedule of hands-on workshops, demos and thought-provoking Keynote speakers await registrants and next week’s conference.

“We are pleased that the jam packed schedule of keynote speakers, workshop sessions, sponsors and topics covered has generated such an enthusiastic response from the industry,” said Stephanie Friedman, 2017 chair and director of consumer sales and marketing for Gary Farrell Winery. “The Steering Committee thanks everyone involved in mounting this annual fundraiser for Free the Grapes! that shines a spotlight on a \$2 billion sales channel.”

Video and audio recordings of select sessions will be made available after the Symposium.

The two-day conference, now in its 10th year, takes place January 11-12, 2017 at the Hilton Concord Hotel. For more information about this year’s conference, visit <http://dtcwinesymposium.com/>.

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.dtcwinesymposium.com

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