



SAVE THE DATE:
Twelfth Annual Direct to Consumer Wine Symposium, January 23-24, 2019

Napa, CA, April 18, 2018 – The popular Direct to Consumer Wine Symposium, the industry’s national summit on wine direct marketing and sales, will take place January 23-24, 2019, at the Hilton Concord Hotel. Program details will be available this summer and fall at www.dtcwinesymposium.com

The 2017 and 2018 summits both sold out. Last year’s symposium attracted nearly 500 sponsors, speakers and registrants from 19 states and four countries. Ninety-six percent of post-event survey respondents recommended the 2018 event, which is consistent with past years.

Attendees can expect both visionary and practical content at the 2019 DTC Wine Symposium. Authors, marketers, researchers and thought leaders from outside the wine industry have presented thought-provoking perspectives on direct marketing, luxury marketing, and consumer trends. Alternatively, practical workshop sessions have explained best practices in the management of wine clubs, tasting rooms, social networks, digital marketing, and more.

The DTC Wine Symposium is presented by and a fundraiser for Free the Grapes! Now in its 12th year, the summit on DTC sales and marketing has raised more than \$1.2 million for Free the Grapes’ PR campaign, and the Coalition for Free Trade’s legal work (The CFT “retired” in 2014 after achieving its goals). These two groups have worked closely with industry lobbyists and regional associations to streamline onerous regulations and to increase the number of legal wine 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!, providing funds for its campaign to engage wine lovers and the media in its support of consumer choice using legal, regulated direct-to-consumer wine shipping.

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