



## **DTC Wine Symposium Announces First Slate of Keynotes: Annual Legislative Updates, New DTC Shipping Data**

**Napa, CA, September 24, 2018** – The DTC Wine Symposium has announced two confirmed keynotes scheduled for the wine industry’s national summit, January 23-24, 2019 at the Hilton Concord Hotel in Concord, California. The speakers will update the wine industry on what to expect in 2019 based on anticipated DTC legislation, and 2018 wine direct shipping data trends. [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

### **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. Gross’ presentation, a perennial favorite, will highlight recent legislative wins, future priorities, and implications for winery compliance in 2019.

### **Larry Cormier: An Advance Preview of 2018 Shipping Data**

Larry Cormier, General Manager, ShipCompliant by Sovos, will share highlights from 2018 and how wineries can use the data to increase DTC sales in 2019. This presentation is a sneak peek on the widely-anticipated release of Sovos and Wines & Vines’ 2019 Direct-to-Consumer Wine Shipping Report. Topics covered include: Which states are buying the most wine? What varietals, regions and price points saw growth in 2018? What can we expect in 2019?

Additional keynote speakers, Workshop Sessions and Sponsor Sessions will be added to the event website. To register, visit [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com). Early bird discounts end December 7.

### **About the Direct to Consumer Wine Symposium**

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 45, which represent 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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