



2019 DTC Wine Symposium Sponsors to Preview New Products & Services

Napa, CA, January 9, 2019 – The trade show at the 2019 Direct to Consumer Wine Symposium will feature an array of new products and services designed to help wineries succeed in the DTC marketplace. These will be revealed at the 12th annual summit, January 23-24, 2019, at the Hilton Concord Hotel in Concord, California.

Below is a preview of what several sponsors plan to unveil at the show.

New Designer Widgets from eCellar

Designers now have a new DTC toolbox to insert powerful eCellar components into winery websites. Sub-domains are no longer necessary. Winery websites retain their own proprietary design look in the shopping cart with complete control of layout, font and color. The result is a 100% mobile-friendly customer experience. Additionally, eCellar will migrate data for a fixed flat rate and train staff in their new Education Center in Calistoga (free access to current clients).

WISE Academy Launches WISE Cabinet

WISE marks its 10-year milestone with the launch of WISE Cabinet, a leadership forum to continue its work of evolving best practices and better decision making for the wine industry. The WISE Cabinet is a network of invitation-based leadership forums designed to blend peer professional learning and support with the best of WISE leadership development programs. The WISE Cabinet mission, inspired by Lesley Berglund's 20 years of personal experience participating in executive leadership forums, is to drive the next generation of best practices and leadership development in the wine industry. Various Cabinet categories (for winery owners, executives and managers) are offered to match peer member needs.

WineDirect Launches Integrated Payments and Reservations Partnership

WineDirect clients can now leverage an integrated payments solution, which includes exclusive features such as automatic credit card updating, same day refunds on POS, and an EMV chip-card reader. Seamlessly integrated with its offerings in the US and Canada, WineDirect Payments is the latest addition to their end-to-end DTC solutions.

WineDirect has also partnered with Tock to bring clients a robust reservation system that offers guests a convenient way to book tours, tastings, and events. Through this integration, WineDirect and Tock aim to provide deep customer insights and improve staff efficiency, so wineries can focus on providing top-notch hospitality.

Wine Institute and Compli Launch Wine Compliance Rules Website

In 2018, Wine Institute and Compli developed the Wine Compliance Rules website at <https://wineinstitute.compliancerules.org>, offering the wine industry a comprehensive resource on direct-to-consumer shipping regulations. Now, a new section, **Wholesale Laws for Wineries**, has been launched on the site that provides state-by-state compliance information for wineries that sell through the three-tier system. It consolidates both DTC and wholesale compliance rules and regulations into a single place. The new area, available to Wine Institute members only, aggregates wholesale rules, documents and forms for supplier licensing and reporting, product-registration, franchise “Monopoly Protection” laws and sales representative licensing as well as self-distribution laws and requirements by state.

The Digest of Wine and Spirits Law now published by CSA

Compliance Service of America (CSA) has become the publisher of The Digest of Wine and Spirits Law. A trusted resource for industry professionals since 1991, The Digest provides up-to-date summaries of the laws of every state in an easy-to-use format with valuable citations for further research. This comprehensive compliance reference is available by subscription, both online and in print. Stop by their table to test drive the online version and talk to The Digest team.

VinDashboard to launch the WineDirect Reporting Solution

VinDashboard is a cloud based (SaaS) Reporting Solution that connects directly to WineDirect. It includes 50-plus industry standard reports and key performance indicators to help wineries track their DTC sales, view trends and analyze data to take action and improve sales. With VinDashboard, it is now possible for wineries of all sizes to leverage the same robust best-in-class data analytics used by larger wineries at a fraction of the cost. VinDashboard is fully automated, requires no in-house data manipulation and can be accessed from any device, anywhere. To see VinDashboard in action, stop by their booth for a demo, or visit them online at vindashboard.com to schedule an online demonstration.

Astra Digital Marketing Offers Digital Audit Package for Wineries

The Astra Starter Package digital audit dives deep into wineries’ social media channels, email marketing, third-party profiles, Google Analytics data, website performance, user experience, and SEO. They also look at a winery’s performance compared to its competitors. The result? Over 80 pages of results and takeaways for wineries to use to exceed goals in 2019. The audit takeaways and benchmarking help wineries define success, and determine immediate and long-term solutions to drive online DTC sales and tasting room traffic. Visit the Astra Digital Marketing booth for details.

You’ve Got a Message from Newtimer Marketing

Newtimer Marketing is now providing wineries with social media marketing and email marketing services. In addition to expertise in website strategy and optimization, clients now have the means to effectively amplify their communications and increase customer engagement. By assessing social media and email marketing strategies, the Newtimer Marketing team helps craft and implement effective communications campaigns tailored to each winery's business goals and objectives. For more information, stop by the Newtimer Marketing (booth #10).

Premier Cellar Email Marketing Agency Announces Commerce 7 Integration

Wineries who want to get serious about email can use Premier Cellar to skip the learning curve and create and deploy on-brand, mobile-friendly emails quickly. In addition to WineDirect and VinSuite integrations, Premier Cellar has created a near-real-time integration from Commerce7 to Adestra MessageFocus. This provides the tools and strategic support in an Enterprise-Level Email Marketing Platform to meet wineries' needs for streamlined email operations. This seamless integration supplies advanced email solutions for the wine industry, allowing for lifecycle marketing automation, multi-variant testing and optimization, conversion-tracking, advanced dynamic content and detailed reporting.

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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