



### **SAVE THE DATE:**

## **Thirteenth Annual Direct to Consumer Wine Symposium, January 22-23, 2020**

Napa, CA, April 30, 2019 – The popular Direct to Consumer Wine Symposium, the industry’s national summit on wine direct marketing and sales, will take place January 22-23, 2020, at the Hilton Concord Hotel. Program details will be available this summer and fall at <https://dctwinesymposium.com/>

The annual summit has sold out the past two years. The most recent symposium in January attracted 500 registrants, sponsors and speakers from 14 states and five countries. Ninety-five percent of post-event survey respondents recommend the conference. But each year, the summit’s Steering Committee carefully vets content, rehearses new speakers, and tweaks programming; no two years are the same at the DTC Wine Symposium.

Attendees at the 2020 DTC Wine Symposium can expect both visionary and practical content during two full days of programming. Authors, marketers, designers, researchers and thought leaders from outside the wine industry have presented thought-provoking keynotes on direct marketing, luxury marketing and consumer trends. Alternatively, practical workshop sessions have explored best practices in the management of wine clubs, tasting rooms, social networks, digital marketing and more. The 2019 conference also introduced roundtable discussions on a variety of specific, current topics.

The DTC Wine Symposium is presented by and a fundraiser for Free the Grapes! The summit has raised funds 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 in 1998 when Free the Grapes! was founded, to 45 today, which represent 95% 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.

###

**Media Contact:** Ben Palos, Benson Marketing Group, (707) 254-1167, palos@bensonmarketing.com