



DTC Wine Symposium 2021 Announces Keynotes

Registration Now Open for Virtual Summit in January

Napa, CA, October 7, 2020 – The DTC Wine Symposium announced four confirmed keynote presentations for the wine industry’s national summit on direct to consumer sales and marketing, to be held virtually January 19-22, 2021. www.dtcwinesymposium.com

“Staying Right Side Up When Everything’s Upside Down: Igniting Innovative Thinking in Times of Turmoil.” Linda Larson combines training and experience in behavioral science with a 20-year career as a professional actress to create relevant, value-packed keynote presentations. Her presentation for the DTC Wine Symposium will focus on what it takes to break out of old patterns of thinking and behavior. What governs our decision making in unpredictable times? Our opener to the DTC conference in 2021 is meant to virtually inspire and give attendees coping strategies that are worthy of “do it right now” prioritization. Ranked as one of the top 60 motivational speakers in the world by hungertosucceed.com, Linda has spoken to more than 1,500 audiences world-wide, including for FedEx, Jaguar and eBay.

“Why Diversity Matters.” Benny Bennafield, Partner of Propellant Media, will present practical insights to gain market share with African American and LatinX audiences at a time when wine brands are looking to become more inclusive. Benny has worked across a broad array of brands to make them more inclusive with robust bottom lines. His presentation will provide thoughtful methodologies on implementing successful consumer segmentation strategies based on experience with brands including GM, Kraft General Foods, Phillip Morris, AT&T, SunTrust and Magic Johnson Enterprises.

“State of the States: A legislative update on DTC legislation.” Steve Gross, Vice President, State Relations, Wine Institute, will present his annual update – a perennial favorite – on state legislative wins, future priorities and implications for winery compliance in 2021.

“A Look Ahead with Consumers: Understanding the New Realities of Wine Marketing through COVID-19 and into 2021” 2020 changed the game for DTC wine sales: volume went up, price points fluctuated, and the perennial search for value was apparent in transactions both budget and luxury. Brian Baker, founder of Cultivar Marketing, will engage a panel of wine consumers with questions about shipping costs, winery brand loyalty, discounts and more.

More information on topics and speakers will be added to the event website as they are finalized.

<https://dtcwinesymposium.com/>

Registration Now Open

Save \$50 per registration (\$150) before the early bird discount expires on December 18, 2020.

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About the DTC Wine Symposium

The DTC Wine Symposium is presented by and a fundraiser for Free the Grapes! The Symposium has raised more than \$1 million for Free the Grapes' PR campaign, and the Coalition for Free Trade's legal work (CFT was "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, winery DTC shipping states from 17 to 45, which represent 95% of the US population.

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