



## **DTC Suppliers to Introduce New Products, Services at DTC Wine Symposium 2021**

**Napa, CA – January 13, 2021** – A virtual tradeshow, with DTC vendors all in one place at one time, is a key feature of the 14<sup>th</sup> annual DTC Wine Symposium. In this 100% virtual conference, exhibitors will demo new products and services, and interact directly with registrants, all within the event's app. It's the best way for DTC managers to learn about new tools and solutions to common challenges.

The DTC Wine Symposium, presented by and a fundraiser for Free the Grapes!, is the wine industry's national summit on direct to consumer sales and marketing. The Symposium will be held virtually January 19-22, 2021. [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com). Registrations are still available.

A sampling of exhibitor products and services that will be featured include the following:

**Avalara's New DTC Winery Compliance Solution.** 2021 promises explosive growth for DTC wine sales, and Avalara's new beverage alcohol compliance suite offers the industry's most comprehensive cloud platform for sellers grappling with state-by-state tax, registration and licensing complexity. Avalara for Beverage Alcohol delivers the industry's only comprehensive, integrated, and automated compliance solution consisting of software and services, including calculation of sales/use/beverage alcohol tax rates via newly added AvaTax for Beverage Alcohol; outsourced licensing service to track registration with TTB, DORs and ABCs; fully outsourced product registration for all levels of government; returns service to comply with tax reporting and remittance.

**Wine Delivered in Every Season with Liviri Vino.** Behind every bottle of wine is countless hours of growing, picking, aging and tasting, which is why there is no room for error when shipping the end result. Liviri Vino is a wine shipping cooler designed for safe, cost-effective ground shipping that eliminates weather holds and allows year-round wine deliveries. Since the entire container is reusable, it's also a sustainable solution that eliminates expanded polystyrene, corrugate, and ice packs for a less wasteful future. Liviri Vino<sup>4</sup> and Vino<sup>6</sup> are available now on [Liviri.com](http://Liviri.com), visit us at the DTC Wine Symposium to learn more.

**The Digest of Wine and Spirits Law to Debut New Features.** The Digest of Wine and Spirits Law helps wineries keep up with changes to laws and regulations affecting our industry. Now, the online version shows subscribers exactly what changed when laws are updated and offers optional email notifications. Stop by our virtual booth for a demo of the online version, to connect with us, and learn how The Digest can help you quickly find the answers you need. A trusted resource for industry professionals since 1991, The Digest provides in-depth summaries of the laws of every state in an easy-to-use format with citations for further research. Discount available during the Symposium.

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**Astra Postcard Retargeting — Old World Marketing with New World Strategy** We've added a new service to our digital marketing strategy — tried and true traditional mail with a modern flair. With Postcard Retargeting, we use a simple code on your website to identify new visitors. Within a few days, those new customers receive your winery's promotional postcard, designed by an Astra Account Manager. We're seeing 8-18% of people returning to the website after getting a postcard in the mail, and in terms of wine sales, ROI is anywhere from 300-1200%. Postcard Retargeting is a digital marketing effort that's simple to get started and grabs the attention of your prospective customers.

**From eCellar: Multi-Ship and PUSH PAY Services Coming 1st Quarter, 2021!** We understand that creating multiple orders for corporate gifting and virtual tastings, with a single payment, can be challenging. To help, we are working with Clif Family Winery, Jessup Cellars, and Palmaz Vineyards to create eCELLAR Multi-Ship, allowing eCELLAR-powered wineries to create multiple orders and charge one payer - all from a single spreadsheet upload. In addition, we understand that many wineries have made large investments in their tasting rooms and outdoor patios to offer great customer experiences. With eCELLAR PUSH PAY, customers only touch their phone when paying in-person. No apps or special equipment are needed. It's free and it's easy to use for every eCELLAR-powered winery and its customers.

**Copper Peak Logistics Has A New Midwest Home.** We are happy to announce a new home for Copper Peak Logistics in St. Louis, MO! Our new 55,000 sq. ft. facility will be a key component in our plans to help winery and alcohol beverage clients keep up with growing customer demand and expectations. This facility will give them a strategic advantage in getting packages into customers' hands quickly, with a keen focus on both velocity and customization of orders. The team at the new St. Louis facility is comprised of veterans with more than 30 years experience in the wine fulfillment industry. There is no replacement for that type of experience!

Additional Exhibitors at the DTC Wine Symposium include FedEx, SOVOS ShipCompliant, WineDirect, Wine Institute, Napa Valley Vintners, Commerce7, Wine Pulse, Wines Vines Analytics, WISE Academy, Vimbibe, VinoPro, and WineCare Logistics.

### **Registration Open**

Register today for just \$200. Registrants (only) will have access to all recorded Keynotes, Workshops and Sponsor Sessions to watch at their convenience after the Symposium. <https://dtcwinesymposium.com/>

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 46, which represent 96% of the US population.

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