



**Save the Date: Fourth Annual Direct to Consumer Wine Symposium  
Scheduled for Wednesday, January 19, 2011**

*Sonoma County Selected to Host Wine Industry's Premier Direct Wine Marketing and Sales Summit*

**June 16, 2010**, Napa, CA – The Direct to Consumer Wine Symposium, the wine industry's comprehensive summit on direct marketing and sales, is scheduled for Wednesday, January 19, 2011 at Hyatt Vineyard Creek Hotel & Spa in Santa Rosa, California. [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

The Direct to Consumer Wine Symposium is presented by and a fundraiser for Coalition for Free Trade and Free The Grapes!, two organizations who have worked tirelessly with local winery associations and industry representatives to increase the number of legal direct shipping states from 17 to 37 in the last decade.

Last January's event attracted a standing room only crowd of more than 300 attendees from the U.S. and Canada; a sold-out trade show featuring the latest products and services for wineries; as well as dynamic speakers providing practical solutions and tactics to help wineries increase their direct to consumer business. The fourth annual Direct to Consumer Wine Symposium is expected to draw a larger group of vintners, winery associations and suppliers.

"Every year attendees say the Direct to Consumer Wine Symposium was the most important conference they attended on direct wine marketing and sales," said Brian Baker, 2011 chairman and Vice President of Sales and Marketing at Chateau Montelena winery. "The steering committee is working hard to create another great program of topics and speakers to help wineries increase sales in the current market conditions."

To receive periodic email updates on the event please sign up to the Free the Grapes! winery email list at [www.freethegrapes.org/signup.html](http://www.freethegrapes.org/signup.html) Session information, speaker biographies and online registration will be available in the fall. For sponsorship opportunities and more information, contact Toni Lizotte at [Lizotte@bensonmarketing.com](mailto:Lizotte@bensonmarketing.com) or (707) 254-1115.

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