



Direct to Consumer Wine Symposium 2015 Keynote Speakers to Address Trends, Consumer Insights and Industry Landscape

September 25, 2014—Napa, CA – The Steering Committee of the 2015 DTC Wine Symposium today announced an exciting lineup of keynote presentations designed to encourage “blue sky” thinking with the latest news, predictions and recommendations for maximizing direct to consumer wine sales. www.dtcwinesymposium.com.

“Every year, our DTCWS General Session brings together leaders in their fields for thought-provoking keynote presentations,” said Karen Barnes, 2015 chair and founder of Wine Direct Marketing Services. “This year, we look to an industry adjacent to our own—craft beer—for a lively discussion, as well as insights from our industry insiders you just can’t get elsewhere,” she added. The January 15 General Session will include:

- **Beer & Wine Sit Down for Coffee:** In a conversation about DTC marketing, Lagunitas Brewing Company CMO **Ron Lindenbusch** and Chateau Montelena Vice President Sales and Marketing **Brian Baker** will discuss brand development in all direct to consumer forms. These two leaders in their respective industries will compare and contrast everything from packaging to relationship marketing. From tasting room to tap room, what works? How are our consumers alike and so very different? How are both beer and wine engaging with Millennials and what makes those approaches different? The pair will also discuss the role charity partnerships and tasting rooms play for brands.
- **First Peek at 2014 DTC Data:** What states and price points are hot? Where are the missed opportunities? **Jeff Carroll**, Vice President Compliance and Strategy, ShipCompliant will release their widely-anticipated annual ShipCompliant / Wines & Vines Direct Shipping Report on January 15, and will present the key findings that will influence your 2015 strategies.
- **State of the States: What to Expect in 2015:** **Steve Gross’** “State of the States” speech is an annual highlight of the Symposium and is back by popular demand this year. The Wine Institute’s Vice President of State Relations will provide an overview of legislative changes and challenges in 2014, as well as opportunities for wineries to expand their sales in 2015.

The popular Direct to Consumer Wine Symposium, the industry’s national summit on direct marketing and sales, will take place January 14-15, 2015 at the Hilton Concord Hotel, located along the highway 680 corridor. Registrations for this must-attend event are open at www.dtcwinesymposium.com.

About the Direct to Consumer Wine Symposium

The DTC Wine Symposium is presented by and a fundraiser for Free the Grapes! and Coalition for Free Trade. These two organizations have worked successfully with local winery associations and industry representatives to increase the number of legal direct shipping states from 17 to 41, which represent

90% of US wine consumption. To receive updates, join the Free the Grapes! winery email list at www.freethegrapes.org/signup.html. Or follow along in social media #DTCWS.

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