



## **SAVE THE DATE:**

### **Tenth Annual Direct to Consumer Wine Symposium, January 11-12, 2017**

Napa, CA, June 6, 2016 – The popular Direct to Consumer Wine Symposium, the industry’s national summit on direct marketing and sales, will take place January 11-12, 2017 at the Hilton Concord Hotel. [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

“The January 2016 event attracted winery executives from 14 states and five countries from wineries of all sizes, and featured more content than ever,” said Stephanie Friedman, chair of the 2017 summit and director of consumer sales and marketing for Gary Farrell Winery in Healdsburg, California. “Our stellar Steering Committee is already hard at work to deliver even more practical ideas, case studies and data-driven insights that will help wineries build their DTC businesses,” she added.

Program details will be rolled-out on the website this summer and fall at [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

The DTC Wine Symposium is presented by and is a fundraiser for Free the Grapes! After 9 years, the event has raised more than \$1 million for Free the Grapes’ PR campaign, and the Coalition for Free Trade’s legal work. These two groups have worked closely with industry representatives and regional associations to streamline onerous regulations and to increase the number of legal states from 17 to 43, which represent 90% of the US population. The DTC Wine Symposium is the primary fundraiser for Free the Grapes!

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