



## **Save the Date: Fifth Annual Direct to Consumer Wine Symposium Set For January 18-19, 2012**

*San Francisco's Stanford Court Hotel Selected as Venue Site to Attract More Attendees  
from Outside Northern California*

Napa, CA (July 18, 2011) – The 2012 Direct to Consumer Wine Symposium, the wine industry's comprehensive summit on direct marketing and sales, will be held January 18-19, 2012 at the prestigious Stanford Court Hotel in San Francisco's Nob Hill neighborhood. [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com)

For the past four years, the Direct to Consumer Wine Symposium has attracted winery owners, marketers, and tasting room managers to discuss the latest strategies and tactics helping wineries increase their direct to consumer business. The fifth annual event is expected to draw another sellout crowd with its dynamic speakers and sessions that provide actionable solutions for winery sales and marketing programs.

"We have outgrown our past conference venues and moving it to San Francisco allows us to attract more winery executives from the Central Coast and interior regions, as well as from outside California," said Brian Baker, 2012 chairman and Vice President of Sales and Marketing at Chateau Montelena winery. "We are also excited to include an evening mixer and presentation the night before the symposium so attendees can network with other registrants, speakers, and sponsors."

Session information, speaker biographies and online registration will be available this fall at [www.dtcwinesymposium.com](http://www.dtcwinesymposium.com).

For sponsorship opportunities and more information, contact Toni Lizotte at [Lizotte@benensonmarketing.com](mailto:Lizotte@benensonmarketing.com) or (707) 254-1115.

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)

### **About the Direct to Consumer Wine Symposium**

The Direct to Consumer Wine Symposium is presented by and a fundraiser for Free the Grapes! and Coalition for Free Trade, 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 38 in the last decade, including the recently opened state of Maryland.

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