

For Immediate Release



Media Contact:
Tami Christie
707.433.2557 ext. 103
tami@wineindustrynetwork.com

More Wine Industry Professionals Than Ever Drawn to WIN Expo for Learning and Discovery

3,000 Wine Industry Professionals Attend North Coast Wine Industry Expo

Healdsburg, CA, December 7, 2018 –The Wine Industry Network (WIN) today announced that the 7th Annual North Coast Wine Industry Expo (WIN Expo), held again at the Sonoma County Fairgrounds, was another successful gathering of the north coast wine industry to conduct year-end business, attend educational workshops, and network with friends and colleagues.

The industry responded enthusiastically to the expanded educational options at WIN Expo with attendees registering for one or more of 12 conference sessions split into 3 distinct tracks; Winemaking & Production, Sales & Marketing, and Business Strategy & Leadership, presented by 45 powerhouse experts and industry thought leaders.

“In a dynamic and highly competitive industry like ours, it’s imperative to keep up with the trends and newest winemaking and business strategies,” said George Christie, President & CEO of Wine Industry Network. “We’re excited to be able to offer a conference program featuring leading experts in their fields that continues to be great resource for our local wine industry.”

WIN Expo Attendees had the opportunity to visit 300+ vendors and take advantage of the exceptional #ExpoDeals buying program, which offered one-day special deals from exhibiting companies. Several companies were featuring new products and services showcased to the industry for the first time making the trade show not just a place for shopping and networking, but a place for discovery and learning from experts on the trade show floor.

“The reason this event is so successful isn’t that complicated,” said Christie. “We have the best industry suppliers & service professionals showcasing the latest products and services, we have some of the most successful industry experts presenting on everything from how to make better wine to how best to market and sell it, and we have some of the most experienced and passionate winery professionals in attendance. When you bring all of these groups together, everyone leaves better prepared for the upcoming year.”

Wine Industry Network thanks all the attendees, speakers, sponsors, and exhibitors for making WIN Expo a success and encourages everyone to respond to the feedback survey to continue to improve the event each year.

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About Wine Industry Network (WIN):

Wine Industry Network (WIN) (wineindustrynetwork.com), is based in Healdsburg, CA and is THE business resource for the wine industry. WIN produces two annual trade shows & conferences, the North Coast Wine Industry Expo (WIN Expo) (wineindustryexpo.com), and the Wine & Weed Symposium (wine-weed.com); the online daily news publication, Wine Industry Advisor (wineindustryadvisor.com); an online employment resource, WIN Jobs (wineindustry.jobs); and THE North American Wine Industry Database, Wine Industry Data (WIN Data) (wineindustrydata.com).