



For Immediate Release

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NORTH COAST 2012

WINE INDUSTRY EXPO

TRADE SHOW & CONFERENCE

New Wine Industry Trade Event to Focus on North Coast

WineIndustryNetwork.com Announces Regional Trade Show & Conference

Healdsburg, CA, July 24th, 2012 – The Wine Industry Network (WIN) today announced the launch of a new trade event, the North Coast Wine Industry Expo, scheduled to take place on Wednesday, December 5th, 2012 at the Sonoma County Fairgrounds in Santa Rosa, CA.

“Over the last two years we’ve been approached countless times by vineyard and winery owners and local associations, about the need for a regional trade show,” says George Christie, President of WIN. “We believe that this area is absolutely ready to support an event of this caliber... the North Coast deserves a show of its own. Based on the overwhelming interest we’ve already received, we’re expecting the event to sell out...an amazing accomplishment for the first year.”

The North Coast Expo will include a one-day trade show featuring 200 of the industry’s best suppliers along with panel discussions focusing on Sales, Marketing, Production and Vineyard operations. The theme for the show is “2013...Plan for Success”. Topics will focus on latest trends in the industry and exhibitors will be showcasing new products and services that will become available in the upcoming year.

December is typically the slowest time of the year for winery and vineyard operations. The grapes have been harvested, most wines have gone through fermentation, and visitors to the area slow down. It’s a time when decision makers plan for the upcoming year. The show’s number one objective is to help make the planning process that much easier.

“Timing for the event is perfect for winery and vineyard operation looking for a leg up in 2013,” says Christie. “Our goal is to give industry buyers the chance to see what’s new to the market and in some cases, take advantage of special pricing from suppliers looking to finish off the year strong with sales in December. It’s a win-win for everyone involved.”

Booth applications are now being accepted and can be accessed at www.wineindustryexpo.com or by calling 707-433-2557 ext 100. Conference topics and speakers will be announced on August 15th.

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