

For Immediate Release



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6th Annual WIN Expo Attendee Registration Opens

North Coast buying show expands education and Expo Deals

Healdsburg, CA, August 22nd, 2017 – The Wine Industry Network opened registration for the 6th Annual WIN Expo, North Coast Wine Industry Trade Show & Conference, scheduled to take place at the Sonoma County Fairgrounds and Event Center in Santa Rosa, CA, on Thursday, November 30, 2017.

Wine industry professionals from the region and beyond are encouraged to register now for this highly anticipated annual event. WIN Expo continues to grow in popularity; in 2016 over 3,600 people from 9 different countries and 36 U.S. states attended, and more are expected this year.

WIN Expo will include 300+ exhibitors featuring the latest products and services available. Continuing to build on the success of last year's new Expo Deals program (#ExpoDeals), participating exhibitors will offer one-day, end-of-year specials to attendees. Expo Deals will be promoted in the days leading up to the show so that attendees can plan their purchases before arriving.

"Expo deals are a great way for wineries and exhibitors to take advantage of the slow time of year to do some business. WIN Expo is becoming the 'buying show' for the wine industry because our exhibitors come prepared to offer great savings to attendees," said George Christie, President of Wine Industry Network.

WIN Expo offers comprehensive winemaking and sales & marketing breakout sessions, all of which will focus on current industry issues and trends impacting the North Coast. Speakers include thought leaders and innovators sharing ideas, information, and predictions to help attendees better prepare for the coming year. This year's conference sessions will address:

- Acquisition Impact on the North Coast Grape Market
- Canned Wine
- The Pét-Nat Trend
- The Evolution of Social Media
- Protein Stability & CMC vs. Traditional Cold Stabilization
- The Influence of Nutrients on Aromatics
- Synergistic Action of Enzymes and Tannins in Winemaking
- Legalization of Cannabis and its Impact on the Wine Industry

"We continue to expand the educational program at the Expo," adds Christie. "Our attendees want more opportunities to learn about their craft as well as stay current on regional issues. Each year we try to over-deliver on those expectations and make sure that the WIN Expo remains a must attend event for the North Coast Wine Industry."

For more information about WIN Expo and to register: www.wineindustryexpo.com

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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 also produces three annual trade shows & conferences, the North Coast Wine Industry Expo (WIN Expo) (wineindustryexpo.com), the U.S. Wine & Beverage Expo (USBevX) (usbev.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 largest and most accurate set of winery data points and contacts for the North American wine industry, Wine Industry Database (WIN Data) (wineindustrydata.com).