

For Immediate Release



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### 3-Tier Wine Symposium Announced

*Wine Industry Network produces new conference to address challenges of three-tier system*

Healdsburg, CA, December 19, 2018 – The Wine Industry Network (WIN) today announced the launch of the 3-Tier Wine Symposium, a one-day intensive educational conference focused on how to best navigate the evolving and complicated world of distributor relations along with how to capitalize on the opportunities that still exist in the wholesale channel. The symposium will be held on May 22<sup>nd</sup> from 8:30 a.m. – 4:30 p.m. at Vintners Inn in Santa Rosa, CA.

The conference is designed specifically with winery owners, executives, and sales and marketing professionals in mind. It will feature experts from all facets of the three-tier system who will share insights on working with distributor partners and strategies on how to maximize the wholesale channel to sell more product, increase profitability, and build brand awareness. Other topics covered will include expanding into new markets, hiring a distributor, distributor negotiations, and how to create incentive programs that deliver results.



“Our industry spends a lot of time talking about the DTC channel and how important it is for small and medium-sized producers,” said George Christie, Wine Industry Network President. “No one disputes that, but to build a brand to its full potential, as well as mitigate risk, wineries need to continue to leverage the opportunity that the wholesale channel presents. Succeeding requires an understanding of how distributors and retailers operate, what programs work, and how to generate pull in a particular market, and they’re all different. 3-Tier Wine Symposium attendees will leave with all of that knowledge and more,” added Christie.

The day will include a beautiful wine county lunch buffet culminating with an afternoon networking social and wine tasting. The event will also feature space for a small, select number of exhibitors interested in showcasing products and services specifically relevant to wineries looking for information about improving their distribution opportunities. Seating is limited. For more information about attending, speaking, or exhibiting, please visit: [3tierwine.com](http://3tierwine.com) or email [info@3tierwine.com](mailto:info@3tierwine.com).

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#### **About Wine Industry Network (WIN):**

Wine Industry Network (WIN) ([wineindustrynetwork.com](http://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](http://wineindustryexpo.com)), and the Wine & Weed Symposium ([wine-weed.com](http://wine-weed.com)); the online daily news publication, Wine Industry Advisor ([wineindustryadvisor.com](http://wineindustryadvisor.com)); an online employment resource, WIN Jobs ([wineindustry.jobs](http://wineindustry.jobs)); and THE North American Wine Industry Database, Wine Industry Data (WIN Data) ([wineindustrydata.com](http://wineindustrydata.com)).