

**Save the Date: Third Annual Direct to Consumer Symposium
Scheduled for Tuesday, January 19, 2010**

Sonoma to Host Wine Industry's Premier Direct Marketing and Sales Summit

August 25, 2009, Napa, CA – The Direct to Consumer Symposium, the wine industry's comprehensive summit on direct marketing and sales, is scheduled for Tuesday, January 19, 2010 at Hyatt Vineyard Creek Hotel & Spa in Santa Rosa, California. The event is presented by Coalition for Free Trade and Free The Grapes!, two organizations that have helped to increase the market for legal direct-to-consumer wine shipments from 17 to 37 states since 1998. www.coalitionforfreetrade.org/symposium

Last February's event attracted a standing room only crowd of more than 350 attendees from the U.S., Canada and Australia; a sold-out trade show, as well as guests and dynamic speakers. Keynote speakers were John R. Thompson, Senior Vice President and General Manager at BestBuy.com; and Bill Tancer, General Manager of Global Research at HitWise and author of *Click, What Millions of People are Doing Online and Why it Matters* (Hyperion, 2008).

The third annual Direct to Consumer Symposium is expected to draw a larger group of vintners, winery associations and suppliers. "Once again, the goal is to help wineries build their direct to consumer businesses and to raise funds for the two presenting organizations," said Brian Baker, this year's chairman and Vice President of Sales and Marketing at Chateau Montelena winery.

To receive an invitation, sign up to the Free the Grapes! winery email list at <http://www.freethegrapes.org/signup.html>. Session information, speaker biographies and online registration will be available in September. For sponsorship opportunities and more information, contact Toni Lizotte at shackles@freethegrapes.org or (707) 254-1115.

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