



For Immediate Release

Media Contact:

Tami Christie

707.433.2557 ext. 103

tami@wineindustrynetwork.com

2017 U.S. Wine & Beverage Expo is Second Year Success

“The Quality Revolution” draws high-level attendees for conference and trade show

HEALDSBURG, CA, March 1, 2017 – The 2nd annual U.S. Wine and Beverage Expo (USBevX) was successfully held last week in Washington D.C. and drew experts and attendees from across the country with the purpose of examining new quality driven trends and their overall impact on the wine and beverage category.

The three-day educational conference and trade show featured fifty-five exhibiting companies and over seventy speakers from all facets of the industry who shared their insights on innovations, production, packaging, sales and marketing and what changes to anticipate in lending, legislation, legal and compliance issues.

“USBevX offered many levels of education,” said Christine Vrooman, Owner at Ankida Ridge Vineyards, Amherst, VA. “There were introductory sessions for those interested in pursuing a wine industry future and in-depth discussions for those who wanted to dig deeper and have a conversation with others already in the industry. Washington DC is a great location for the East Coast wine industry to meet and the hotel was excellent.”

In addition to the nineteen educational sessions, USBevX hosted the inaugural Winery Association Leadership Conference (WALC), which brought together association leaders, executive directors, board members and other key staff from all over the US to share best practices and make the contacts they need to better serve their organizations and achieve key objectives.

“The purpose of WALC was to give participants the tools they need to accomplish their own initiatives,” said Michael Kaiser, Vice President of Wine America. “The conference definitely achieved its goal and attendees gained valuable knowledge and relationships with other key association leaders in the industry.”

“Eastern producers are making some great wines and our goal was to provide a program that would feature the best speakers and topics to help keep that momentum going. Our panels were filled with top level industry experts and attendees left with invaluable knowledge that they can apply immediately. Each year we’ll continue to expand and improve... we already have great ideas for next year!” said George Christie, President of Wine Industry Network.

#

About Wine Industry Network (WIN):

USBevX is a conference produced by Wine Industry Network (WIN) (wineindustrynetwork.com), THE business resource for the wine industry, based in Healdsburg, CA. WIN also produces the North Coast Wine Industry Expo (WIN Expo) (wineindustryexpo.com); 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).