



For Immediate Release

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2017 U.S. Wine & Beverage Expo Opens Attendee Registration

2nd Annual USBevX Focuses on “The Quality Revolution”

HEALDSBURG, CA, September 21, 2016 – Attendee registration has officially opened for the 2017 U.S. Wine and Beverage Expo (USBevX) to be held at the historic Washington Marriott Wardman Park hotel in Washington D.C., February 22-24, 2017. The 2nd Annual USBevX will focus on “The Quality Revolution” and will feature industry experts from across the country who will examine new quality driven trends and their overall impact on the wine and beverage category.

Winemakers, producers, marketers, and thought leaders are invited to the nation’s capital for this dynamic, three-day conference and trade show to share best practices and explore the rapidly evolving marketplace in an industry driven by a commitment to quality. Interactive discussions on innovations in production, packaging, sales & marketing and their effects on quality and consumer impression along with thoughts about anticipated changes in lending, legislation, legal and compliance will ensure that attendees leave better prepared for success in 2017.

“A commitment to quality starts with attitude,” says George Christie, President of Wine Industry Network (WIN) and USBevX. “It’s the desire to do things better, even in situations when people may not notice. We’re seeing this commitment to quality in every aspect of the wine industry and USBevX is intent on exploring how this mindset can and will continue to propel the eastern and mid-west wine regions forward.”

USBevX will also host the inaugural Winery Association Leadership Conference (WALC), on February 22 and 23, 2017. This event is designed for association leaders, executive directors, board members and other key staff to give participants the tools, knowledge and contacts they need to serve their organizations and achieve key objectives.

“The goal for USBevX is to deliver a high-level educational experience for the eastern region,” says Christie. “This is a forum where industry leaders can share their knowledge about the challenges and opportunities they’re facing and continue the upward momentum that this region is experiencing.”

For registration and conference details, go to www.usbevexpo.com .

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About Wine Industry Network (WIN):

Based in Healdsburg, CA, USBevX is a conference produced by Wine Industry Network (WIN) (wineindustrynetwork.com), is based in Healdsburg, CA and is THE business resource for the wine industry. WIN also produces two annual trade shows & conferences, the North Coast Wine Industry Expo (WIN Expo) (wineindustryexpo.com), and the U.S. Wine & Beverage Expo (USBevX) (usbev.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).