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FOR IMMEDIATE RELEASE

—MEDIA ADVISORY—

Wine Market Council Announces Its 2017 Events

Wine Market Council will host wine industry roundtable discussion presentations in Miami in January, 2017, and a Membership Meeting in Napa in March, 2017

WHO — The non-profit trade association, Wine Market Council, invites members, trade and media to attend panel discussions at the Eden Roc Resort in Miami, Florida in January, 2017. The association also invites members-only to their Wine Market Council Membership Meeting at the Culinary Institute of America at Copia in Napa, California, in March 2017.

WHAT — ***A View of Wine – On-Premise and Off-Premise Perspectives***
Tuesday, January 31, 2017 // 9:30am – 12:00pm
Nobu Eden Roc Hotel (4525 Collins Avenue, Miami Beach, FL)
Open to Wine Market Council members, trade and media. Highlights from a recent Wine Market Council survey of the behaviors and perceptions of high frequency wine consumers when they make wine choices in restaurants will be presented and discussed from the points of view of industry leaders on a panel representing all tiers of the U.S. wine industry. A similar panel will address consumer trends in the retail and off-premise wine sector.

Wine Market Council's Membership Meeting

Friday, March 3, 2017 // 9:30am – 12:30pm

The Culinary Institute of America at Copia (500 First Street, Napa, CA)

Wine Market Council will host a membership meeting at the Culinary Institute of America at Copia in Napa, California. During this members-only event Wine Market Council will present research conducted during the first three quarters of the 2016/2017 fiscal year and is an opportunity for members to learn more about how they can use this information.

TICKETS — Miami, Florida

For those who attend the Wine Star Awards dinner, as well as Wine Market Council members and their guests, and members of the wine trade media, entry to the event is at no charge, by reservation.

To RSVP and for more information go to: winemarketcouncil.com/events

Napa Valley, CA

For Wine Market Council members only, registration for this event will open in mid-January, 2017.

To RSVP and for more information go to: winemarketcouncil.com/events

MEMBERSHIP — To become a member or inquire about membership visit the Wine Market Council website WineMarketCouncil.com or email admin@winemarketcouncil.com with your inquiries. Please note, Wine Market Council does not provide any research to members of the media who are not paying members. If you are a member of the media in the wine industry or affiliated businesses and organizations, please contact our media relations team to determine membership options.

ABOUT — Wine Market Council was established in 1994 as a non-profit (501c6) trade association whose mission is to grow and strengthen the wine market in the U.S. on behalf of all segments of the industry by providing ongoing U.S. wine market research. Wine Market Council provides its members with research that is proprietary to Wine Market Council members, who incorporate it into their strategic planning, marketing and sales execution. More information can be found at WineMarketCouncil.com.

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