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**FOR IMMEDIATE RELEASE**

**Wine Consumption Trends, Key Consumer Insights and More Uncovered at Wine Market Council's Wine Data 2020**

*Esther Mobley, San Francisco Chronicle Wine Critic, to deliver conference keynote on January 28, 2020*

**San Francisco, December 16, 2019** – Wine Market Council, a leading source of data-driven insights for the wine business, today announced the speakers for Wine Data 2020. Growers, wine producers, importers, wholesalers, retailers, and other affiliated wine businesses are invited to attend the annual presentation of critical industry research and analysis.

“We are seeing significant shifts in consumer preferences, and in product innovation, so we’ve gathered some of the strongest voices in our industry to discuss the impact of their findings,” said Steve Burns, president of Wine Market Council. “The information shared at Wine Data 2020 can help our audience make the business decisions that will shape our industry in the coming years.”

Kicking off the event, Esther Mobley, wine critic, *San Francisco Chronicle*, will share her view of the most compelling trends and the attributes that resonate most with wine consumers.

Additional featured speakers include:

- Andrew Adams, editor, Wine Analytics Report, who will present on the DTC consumer;
- Danny Brager, senior vice president of Nielsen’s Beverage Alcohol Practice Area, Nielsen, who will discuss newer “beyond the core” alcohol products;
- Lulie Halstead, co-founder and CEO, Wine Intelligence, who will discuss moderation and wellness trends in wine;
- Jon Moramarco, managing partner, bw166 LLC, who will discuss the impact of tariffs; and,
- Dale Stratton, Wine Market Council, who will highlight the importance of consumer research in a changing winescape.

To close the day, Debby Wang, commercial director of analytics & insights at Breakthru Beverage Group, will lead an interactive Q&A with all of the speakers. Questions from attendees are encouraged.

Open to members and non-members alike, Wine Data 2020 will be held at the Phyllis Wattis Theater in the San Francisco Museum of Modern Art from 9 a.m. to 12 p.m. on Tuesday, January 28, 2020. Registration details are available at <https://winemarketcouncil.com/events/>.

**About Wine Market Council Research**

Wine Market Council conducts research on the attitudes and behaviors of U.S. wine consumers, measuring and exploring industry trends from the consumer perspective. It also provides national wine consumption benchmarks by various segments of the population. The council’s research does not track individual brands or companies, nor does it measure sales in the wholesale or retail tier or direct to consumer sector, nor does it score wines in any way. The proprietary research is provided to association members only.

**About Wine Market Council**

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. More information can be found at [WineMarketCouncil.com](http://WineMarketCouncil.com).

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