



**FOR IMMEDIATE RELEASE**

## **Wine Market Council Appoints Dr. Liz Thach as New President, Succeeding Dale Stratton**

*Market Research Not-For-Profit Continues its Dedication to Providing Insights into the Ever-Evolving U.S. Wine Consumer Landscape for Its Membership*

**Napa Valley, California** -- August 1, 2023 – Wine Market Council (<https://winemarketcouncil.com>), the leader in market research on U.S. wine consumer buying habits and attitudes, is pleased to announce the appointment of Dr. Liz Thach, MW as the new president of the Wine Market Council (WMC), effective **August 1, 2023**. Dr. Thach will succeed current president Dale Stratton, who has made invaluable contributions to the organization during his three and half year tenure.

“I am excited to pass the baton to Dr. Liz Thach and confident she will continue to make Wine Market Council the leading voice for insights into the United States wine consumer,” **said Dale Stratton, President of Wine Market Council.**

During Stratton's very successful three and a half years as President of WMC, in collaboration with an exceptional Board of Directors and the dedicated WMC team of Christian Miller, Head of Research, and Administrator, Sherri Fidel, significant studies were conducted in critical areas of the wine business. These areas of focus during Stratton's tenure included exploring the role of wine in a wellness lifestyle, understanding wine packaging dynamics, conducting a comprehensive wine and ethnicity study, developing effective communication strategies targeting wine consumers, and conducting an updated benchmark segmentation study. Having led these high-impact studies, Dale bids a fond farewell to the WMC team and will now pursue other opportunities in the beverage alcohol industry.

As the newly appointed President of WMC, Dr. Thach will spearhead the organization's mission to provide comprehensive market research on U.S. wine consumer buying habits and attitudes, working collaboratively with the WMC team to develop invaluable insights and analyses that empower wine companies and wine marketing organizations to make informed business decisions. Dr. Thach's unwavering passion for the industry will guide the council in identifying emerging trends, market opportunities, and consumer preferences that will shape the future of the dynamic wine market.

“I am delighted and deeply honored to accept this position. Throughout my 23-year tenure as a wine business and management professor, I relied upon the unparalleled excellence and unwavering integrity of WMC data,” **said Dr. Liz Thach, MW.** “As I embark on this new chapter,



I am eagerly looking forward to collaborating closely with the Board and our esteemed key stakeholders. Together, we will build upon the remarkable legacy of WMC and continue to drive its mission forward with unwavering dedication and passion.”

As the WMC enters this new era under Dr. Thach's leadership, the organization is excited to continue providing invaluable research and actionable insights to its members and the wider wine business community.

“We had a great pool of candidates, but Dr. Thach was the clear favorite due to her wine credentials, research expertise, and extensive wine industry network,” said **Gino Colangelo, President of Colangelo & Partners, a Wine Market Council board member who served on the search committee.** "Everybody on the Board is thankful to Dale for his service and excited to be working with Dr. Thach to serve the WMC membership and the wine community as a whole."

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#### **About Wine Market Council Research**

The 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 for various segments of the population.

#### **About The Wine Market Council**

[The Wine Market Council](http://WineMarketCouncil.com) was established in 1994 as a non-profit (501c6) trade association whose mission is to provide our members with forward-looking market research on the ever-changing U.S. wine consumer's buying habits, attitudes, and motivations. Members cover a wide range of the industry and affiliates, ranging from growers and wineries through the distribution system to retailers, restaurateurs, and organizations affiliated with winemaking. More information can be found at [WineMarketCouncil.com](http://WineMarketCouncil.com).