

For Immediate Release



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Wine & Weed Symposium Announced

Wine Industry Network produces first full-day conference dedicated to the legalization of cannabis and the impact on the wine industry

Healdsburg, CA, January 12, 2017 –The Wine Industry Network (WIN) today announced the launch of the Wine & Weed Symposium, a one-day intensive educational conference that will focus on the legalization of cannabis in California and the expected impact and opportunities that this presents to the wine industry. The symposium will be held on August 3rd from 9 a.m. – 4 p.m. at the Hyatt Vineyard Creek in Santa Rosa, CA.

The conference will feature Executive Director of the Sonoma County Growers Alliance, Tawnie Logan, who will discuss and clarify the newly implemented law, along with experts from both the wine and cannabis industries on regulations, licensing requirements, hospitality, tourism, farming, and other topics of interest.

Speakers will also present on the commonalities that the cannabis and wine Industry share such as agricultural focus, emphasis on quality, place of origin and to a degree, a common consumer. Like the wine industry, cannabis will be heavily regulated and will experience overlap with wine in regards to legal, financial, compliance and distribution regulations.

“We touched the surface of this subject at the WIN Expo last December and were overwhelmed with the outpouring of interest that the session received,” said George Christie, President of Wine Industry Network. “The take-aways were that people want and need more information about how things are changing and one hour just wasn’t enough time. We’re hoping to address those concerns with this day-long conference.”

The Wine & Weed Symposium will provide information that is relevant to everyone in the wine industry, whether an owner, winemaker, salesperson, hospitality manager, or grower, regardless of whether there are specific plans to work in or with the cannabis industry.

“People have been questioning the impact that this is going to have on the wine industry for a long time,” Christie stated. “This is an opportunity to learn from the experts, the cost of entry and what is and is not allowed. We plan to provide a better understanding of the inevitable competition for consumer attention and how best to prepare for what’s coming and what new opportunities might exist.”

The symposium will also feature space for a small, select number of exhibitors showcasing products and services specifically relevant to wineries and grape growers who are interested in expanding into this explosive market. For more information about attending, speaking or exhibiting, please visit wine-weed.com or email info@wine-weed.com.

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About Wine Industry Network (WIN):

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).