

For Immediate Release

WINE & WEED

SYMPOSIUM

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Registration Opens for 2nd Annual North Coast Wine & Weed Symposium

Conversation Between Wine and Cannabis Gains Momentum, Underscoring Collaborative Opportunities for Both Industries

Healdsburg, CA, May 22, 2018 – The Wine Industry Network (WIN), producer of the Wine & Weed Symposium hosted its second sold out event, the Central Coast Wine & Weed Symposium in San Luis Obispo on May 10th. Wine and Cannabis professionals from the region attended educational sessions focused on county regulations and the impact legalization will have in Monterey, San Luis Obispo and Santa Barbara counties.

Last August, WIN hosted nearly 500 wine and cannabis professionals at the sold-out inaugural North Coast Wine & Weed Symposium in Santa Rosa. “If you’re in the wine industry, it’s imperative that you understand your new neighbor,” said George Christie, President of WIN. “Our symposiums provide information about new cannabis legislation, regulation issues and possible opportunities.” A Napa Valley winery representative that attended the inaugural show said, “The level of instruction that the expert speakers provided and the information that was discussed throughout the day far exceeded my expectations.”

Registration is opening on Tuesday, May 22nd for the second annual North Coast Wine & Weed Symposium, to be held on August 2nd, 2018 at the Hyatt Regency Sonoma Wine Country in Santa Rosa, CA. The conference will be largely focused on updating attendees on new rules and regulations, discussing the potential impact of canna-tourism on wine as well as highlighting collaborative opportunities between the two industries, like wine and cannabis events. In addition, this year will feature dedicated sessions for cannabis industry attendees to learn from their wine counterparts, specifically on direct to consumer marketing as well as distribution strategies and distributor management. “The first year our educational sessions were geared exclusively towards wine industry attendees, but we had so much support from the cannabis industry that we felt the need to include session content for those attendees as well,” added Christie.

The conference will feature industry experts from both industries along with 40 tabletop exhibitors and will include breakfast, a beautiful outdoor lunch buffet specially prepared by the Hyatt Regency Sonoma Wine Country Chef and attendees will have the opportunity to take part in a special end-of-day networking social featuring local wines. To view the full program of session topics and descriptions, please visit www.wine-weed.com.

Registration for the event is now open and seating is limited. **The first one hundred people to register will receive a special “early-bird” discount of 15%.** Table-top exhibits and sponsorships are also limited and expected to sell out early.

For more information about the topics and speakers, becoming a sponsor or exhibitor, and to register for the event, please visit www.wine-weed.com or send an email to 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 produces two annual trade shows & conferences, the North Coast Wine Industry Expo (WIN Expo) (wineindustryexpo.com), and the Wine & Weed Symposium (wine-weed.com); the online daily news publication, Wine Industry Advisor (wineindustryadvisor.com); an online employment resource, WIN Jobs (wineindustry.jobs); and THE North American Wine Industry Database, Wine Industry Data (WIN Data) (wineindustrydata.com).