



5TH ANNUAL

# WINE & WEED

---

SYMPOSIUM

PRODUCED BY WINEINDUSTRYNETWORK

# WELCOME + INTRODUCTION



**George Christie**

President & CEO / Wine Industry Network

# Thank You to our Sponsors!

AMERICA'S  
**Cannabis**<sup>™</sup>  
HEARTLAND

AMERICASCANNABISHEARTLAND.COM



**NELSON**

*Higher* **GROWTH** SEARCH



Cannabis Travel  
Association

**CULTIVAR**  
STRATEGIES



**sensi**  
SOLUTIONS



T  
S  
O

**winEXPO**  
TRADE SHOW & CONFERENCE  
PRODUCED BY WINE INDUSTRY NETWORK

WINE INDUSTRY  
**.JOBS**



WINE INDUSTRY  
**ADVISOR**



# 5<sup>th</sup> Annual Wine & Weed Symposium Exhibiting Companies

**Applied Process Cooling Corporation**

**BevZero**

**BioFiltro**

**Cannasure Insurance Services**

**Clark Pest Control**

**Condor Earth**

**Decisely Insurance Services, LLC**

**Flow Cannabis Co.**

**Gearmore**

**George Petersen Insurance**

**House of Saka**

**Mendocino Experience**

**/ Green Dream Tours**

**National Storage Tank**

**NorthBay Equipment Service & Sales**

**Sensi Mag - NorCal**

**Southern Humboldt Business  
& Visitors Bureau**

**The Herb Somm**

**TM Process & Controls, Inc.**

**VANTREO Insurance Brokerage**

**waveGUARD™ Corporation**

**Wine Industry Network**

# OPENING KEYNOTE

---

8:45am – 9:45am



**Terry Wheatley**  
President / Vintage Wine Estates



# WINE & *WEED*

Keynote : Terry Wheatley

# 2017

I received an email from Pat asking me to meet him at CannaCraft at 3pm on a Thursday. I wrote back...  
“CannaCraft as in cannabis CannaCraft?”

His short answer... **Yes**, with no explanation.







**Cannabis  
beverage sales  
are projected to  
reach  
\$421 million  
in the U.S.  
by 2021\***

**2X  
from  
2019**

**\$1 billion  
by 2025**



\* Brightfield Group. From August 1, 2021 Politico.com No hangovers or beer bellies: Cannabis firms try to woo booze drinkers

# Created for women by women

Sparkling botanical  
beverages infused with rare  
cannabinoids including  
THCV and Delta-8 THC

Low in  
calories

Sweetened  
with agave

Complex, layered  
botanical flavors

*Elderflower Pear  
Strawberry Hibiscus  
Yuzu Raspberry Rose  
Lemon Blueberry  
Lavender*

*The ONLY flavorless  
Simple Seltzer*





WHAT'S  
NEXT ?