

For Immediate Release



**Media Contact:**  
Tami Christie  
707.433.2557 ext. 103  
tami@wineindustrynetwork.com

## **#ExpoDeals Is the Black Friday Opportunity for the Wine Industry**

*WIN Expo launches a “day-of-deals” buying event for region*

Healdsburg, CA, October 31, 2016 – The 2016 North Coast Wine Industry Expo (WIN Expo), presented by Wine Industry Network (WIN), will launch the first ever multi-supplier one-day sale, specifically for the wine industry, called #ExpoDeals.

In the spirit of the traditional Black Friday and Cyber Monday holiday shopping programs, WIN Expo has collaborated with its nearly 300 exhibitors to create this first of its kind “buying show” for the industry. People are in a purchasing frame of mind during this time of year and expo exhibitors are offering all types of incentives from large discounts, credits and free consultations, to a chance to win a free trip to Italy and more. The expo exhibitors have stepped up to provide the type of deals that give buyers a reason to shop at the show.

“We’re really excited to launch #ExpoDeals and to establish WIN Expo as the best buying show in the industry,” says George Christie, President of Wine Industry Network. “The Expo is perfectly situated at a time of year when wineries are making their purchasing decisions for the upcoming year and now our exhibitors are providing special one-day deals for them to take advantage of at the show!”

Participating exhibitors and their #ExpoDeals can be found on the WIN Expo website from now until December 1<sup>st</sup> to make planning purchases at the show easier. The special deals will also be featured in a printed handout given to each attendee at check-in with the exhibitor name and #ExpoDeal listed by booth number. Buyers can also look for gold star balloons displayed at participating exhibitor booths to make locating #ExpoDeals easy on the busy trade show floor.

To plan your purchases and take a sneak-peek at some of the featured #ExpoDeals visit:

[www.wineindustryexpo.com/expodeals](http://www.wineindustryexpo.com/expodeals)

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### **About Wine Industry Network (WIN):**

Wine Industry Network (WIN) ([wineindustrynetwork.com](http://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](http://wineindustryexpo.com)), and the U.S. Wine & Beverage Expo (USBevX) ([usbev.com](http://usbev.com)); the online daily news publication, Wine Industry Advisor ([wineindustryadvisor.com](http://wineindustryadvisor.com)); an online employment resource, WIN Jobs ([wineindustry.jobs](http://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](http://wineindustrydata.com)).