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## Wine Industry Network Schedules September 25 Webinar to Further Address Anti-Wine Messaging

Press Release September 13, 2024



**Healdsburg, CA, September 13, 2024** — On August 7, 2024, Wine Industry Network (WIN) hosted its most recent Bold Predictions webinar, this time focusing on addressing the health of the wine industry. Hosted by Gino Colangelo of Colangelo & Partners PR firm, the conversation refuted health claims made by neo-prohibitionist groups striving to redefine government consumption recommendations, presented data demonstrating the strength of the wine industry as a whole (including reassuring numbers surrounding younger consumers), and introduced the [Come Over October](#) initiative that's intended to encourage people to invite family and friends, new and old, to come together during the month of October to share wine and friendship.



Panelists Colangelo, Benchmark Wine Group President Dave Parker, Jackson Family Wines SVP of Marketing Shilah Salmon and noted wine writer Karen MacNeil dispelled claims that the wine industry is in decline. Using new consumer studies and long-term trend analysis, the group identified areas of positive growth and reassured viewers of wine's historic and ongoing place in society. Response to the broadcast was overwhelmingly positive, leaving viewers with actionable ideas and a community of support.

Because so many questions and topics were left unaddressed, WIN has scheduled a follow-up session. **On September 25, 2024, Wine Advocates Push Back on Anti-Alcohol Movement Part 2** will again feature Colangelo, Parker, Salmon and MacNeil, clarifying points of discussion and answering viewer queries.

"We were very excited to be able to work with Gino, Shilah, Dave and, of course, Karen to address the anti-alcohol movement — and even more excited to help introduce and raise awareness for the Come Over October initiative," says WIN President George Christie. "What is so great about the Come Over October campaign is that, by design, it's something that every winery, winery association, distributor, broker and wine retailer can participate in, one way or another. And I hope they do, because this program has the potential to move the needle if we all pile on."

Registration for the September webinar is open now and free. To watch Part 1 and register for Part 2, visit [wineindustryadvisor.com/boldpredictions](http://wineindustryadvisor.com/boldpredictions).

### About Wine Industry Network (WIN):

[Wine Industry Network](#) is THE business resource for the North American Wine Industry sharing news and information, supplying products and service resources, and providing education & industry networking opportunities.



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