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June 17, 2014

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Wine, Beer Marketing Innovators to Inspire at #WITS2014 10th Annual Wine Industry Technology Symposium and 1st Beer Tech Event #BITS2014 is for Leaders, Marketers, More

(NAPA, Calif.) – Marketing strategists and leading innovators, such as **Drew Neisser** of **Renegade** social media and marketing agency based in New York, are set to inspire attendees at the 10th Annual **Wine Industry Technology Symposium®** (WITS) which this year also includes the first **Beer Industry Technology Symposium** (BITS) **June 30 – July 1, 2014** in Napa, California.

Neisser, a WITS/BITS featured keynote speaker and a popular breakout session presenter, published in today's **MediaPost.com** "**Marketing Daily Commentary**," a list of 10 refreshing marketing of wine and beer examples that will inspire increased utility to marketing no matter what the product category. "In the world of wine and beer marketing, sexy, clever and/or entertaining ads are often what grab the headlines," Neisser wrote adding that the purpose of the list is to reveal another framework in which the promotional activity of these beverages also provides intrinsic value — an approach he calls "Marketing as Service."

Within the column, Neisser's wine, beer and spirits marketing examples are organized into three sections: Packaging that does more than pop; Encouraging social and antisocial media behavior; and Inspiring online, offline and mobile. The full story is available at: <http://bit.ly/1P1Dwg>. For additional ideas, join Drew Neisser at his "**Marketing Innovation: Squeezing Big Time Results Out of Tiny Budgets**" panel on Monday, June 30. Registration is now open at www.wineindustrytechnologysymposium.com.

The 2014 **Wine Industry Technology Symposium** (WITS), which will run concurrent with the first Beer Industry Technology Symposium, will cover a wide range of wine and craft beer industry topics such as mobile e-commerce, data breach and security, breakthrough marketing, supply chain innovation, leading edge hospitality systems, new on-premise kegs and product tracking. Panels of leading restaurant and grocery operators will also provide valuable insight as they discuss their first-hand experience with wine and beer consumers. Registration is now open at www.wineindustrytechnologysymposium.com. To learn more, join WITS on [Youtube](#), [Twitter](#), [Facebook](#), and [LinkedIn](#).

For more information about the Wine Industry Technology Symposium, contact Kathy Archer of the Wine Industry Symposium Group at 707-261-8719 or kathy@winesymposium.com. For sponsorship and registration, contact Waunice Orchid of the Wine Industry Symposium Group at 707-261-8716 or waunice@winesymposium.com.

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