

For Immediate Release



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Wine Industry Network Continues Rapid Growth

WIN expands direct marketing network to 300+ supplier members

Healdsburg, Calif., May 31, 2012 – The Wine Industry Network (WIN), today announced that their supplier membership surpassed the three hundred member mark and has increased monthly since launching just over two years ago. This milestone is a major validation of WIN’s direct marketing model and continues to confirm that there is shift in the way that wine industry buyers now research new products and services.

“It’s no secret that people in every industry are relying on the internet more than ever to make better informed buying decisions,” said George Christie, President of WIN. “Our goal is to provide the best marketing platform possible so that the suppliers we represent can take full advantage of that trend.”

WIN’s supplier members continue to benefit from the expanding creative suite of direct marketing services that include targeted email campaigns, video marketing & production services, social media marketing, the most comprehensive directory of industry supplies and services, *and* a database of over 25,000 wine industry subscribers.

“While we’re very proud of what we’ve accomplished, we never stop trying to improve. Technology is in a constant state of change and that’s a mindset we’ve embraced here at WIN,” said Christie. “Our mission is to provide more value to the suppliers we support and find better ways to help winery and vineyard owners make the best informed buying decisions possible.”

Christie credits the early success of WIN to their focused approach to supporting their members and expects to be closing in on five hundred by this time next year. “Our goal is not to sell subscriptions or advertising, it is to sell the industry suppliers we represent. That’s what makes this different...and we’re just getting started.”

About the Wine Industry Network:

The Wine Industry Network (www.wineindustrynetwork.com) is a comprehensive business-to-business (B2B) Internet marketplace and resource site specifically created to help wine industry professionals more effectively and efficiently locate and connect with suppliers and service providers, regardless of region or category of interest. WIN is dedicated to the business of wine and to providing information crucial to the success of the entire wine industry.

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