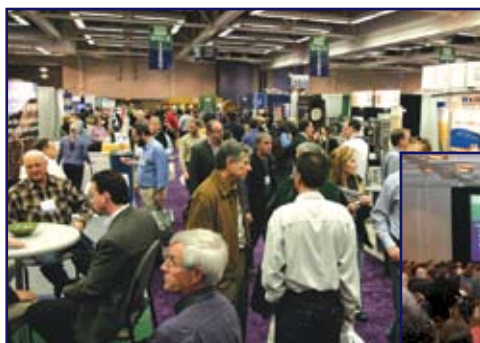




## Record Crowd Marks 12<sup>th</sup> Unified Wine & Grape Symposium

The 12<sup>th</sup> annual Unified Wine & Grape Symposium is now one for the record books. A record-breaking 10,200 wine and grape industry professionals filled the Sacramento Convention Center this year to see, hear and touch the latest industry developments.

“We had the heaviest traffic we’ve ever witnessed on the trade show floors,” said American Society for Enology and Viticulture Executive Director Lyndie Boulton, whose organization is a co-host of the Symposium. “Registration for our sessions offering a wide range of current topics increased from the prior year as well,” she added.



“Interest in understanding the global wine market is keen, and globalization and its challenges were recurring topics during the Unified Symposium,” said Karen Ross, president of the California Association of Winegrape Growers, which also co-hosts the Unified Symposium. “However, overall there was a strong sense of optimism that the American grape and wine community is well positioned for success.”



In 2007, the Unified Wine & Grape Symposium will again be held at the Sacramento Convention Center, January 23-25. For additional information, go to [www.unifiedsymposium.org](http://www.unifiedsymposium.org).

## State of the Industry – Doing Great!

The record crop in 2005 may be coming just at the right time if observations expressed during the Unified Symposium “State of the Industry” general session are accurate. However, speakers cautioned that grape growers and wineries would need to cut costs and boost marketing efforts to survive.



Jon Fredrikson, a wine industry analyst with Gomberg, Fredrikson & Associates of Woodside, said that, from his perspective of 35 years in the industry, things have never been better in the wine market. He reported that per capita consumption continues to increase in the United States, from 1.3 gallons per person in 1970 to 2.4 gallons per person in 2005. But while U.S. per capita consumption still lags far behind other parts of the world, such as Europe and Australia, we are catching up, and he predicted that the United States could be the largest overall wine-consuming nation by the end of the decade.

Despite the good news about the wine market, there were warnings that business has never been more competitive, that consolidation is threatening growers and, while the costs of making wine are escalating, imports continue to gain market share.

During the general sessions, several speakers made a case for increasing research spending, one of them being California State University Fresno Viticulture and Enology Department Chair and ASEV President Bob Wample. He said, “Grape growers need to become more efficient and precise about how they farm to stay competitive.”

## Special Thanks to Our Sponsors

We extend a very special thanks to all our sponsors - especially *Wine Business Monthly*. They each made it possible for us to maintain the popular state of the industry address, wine tasting and buffet lunch, which have become integral parts of the Unified Symposium.

## Wine Press Flock to the Unified

Usually they go unnoticed but at times they really stand out because of the video camera on their shoulder. They are the 80-plus members of the news media who were among the 10,000 plus people attending this year's Unified Symposium.



"It's the most important wine and trade show in North America," said Cyril Penn, editor of *Wine Business Monthly*. "It gives me a sense of the state of the industry and a window to the key issues facing growers and vintners. It also provides story ideas that I wind up using throughout the year."

"We are seeing more and more members of the press like Cyril, who come each year to gather information for stories that they will write for many months after the event," said Ken Freeze, who oversees press registration for the Unified Symposium.

Besides the wine industry press that attends the Unified Symposium, the local Sacramento news media also covers the show. "Since the show is the largest event held at the convention center each year, it gets a lot of local media attention as well," said Freeze. "I also think that the people attending get a bit of a thrill when they open up the paper or watch the news in their hotel room and see the event they attended all day featured."

## Registration Streamlined

With record attendance, one might expect long lines at registration as well. Yet the registration process this year was the smoothest it has been in recent memory.

Thanks goes in large part to a number of small factors that when combined made a big difference.



First, pre-registration numbers increased by at least 700 people over last year. Then, both on-site registration equipment and personnel were almost doubled over last year. In addition, parking lot shuttle bus rider numbers were more closely monitored so that registration personnel would be better prepared for any surges in lines on-site. And finally, people were redirected to shorter lines to keep long lines from developing.

"Pre-registration is the biggest factor in planning on-site logistics for the event, especially for streamlining registration," said Dan Howard of the American Society for Enology and Viticulture. "That's why we offer discounts for those who pre-register. It saves time and money for those who take advantage of this opportunity."

Don't miss your opportunity to pre-register for 2007. Watch for your pre-registration notice next fall.

## Any Program Ideas for 2007? ?????????

Was there a session topic missing? Is there someone you would like to hear speak?

If you have any ideas for session topics or guest speakers for future program planners, they will value your suggestions. They will begin meeting in May or June, and your input may be just what they need. If you do have topic suggestions and names of potential speakers for consideration by the committee, please forward them to Camron King at [camron@cawg.org](mailto:camron@cawg.org) by April 7, 2006.

Address Service Requested

Post Office Box 1855  
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