

THE GREEN WINE SUMMIT

GREEN WINE SUMMIT ANNOUNCES LAST CALL FOR EARLY BIRD PRICING

Attendees Can Save up to \$200 by Registering Before Close of Business this Monday

Save Additional \$50 off each Ticket When Registering Two or More from the Same Company

October 21, 2010, Napa, CA. If you are both sustainability and budget conscious, it's time to pull out your credit card right now! Organizers of the third annual Green Wine Summit have announced that Monday is the final day for significant savings on the event taking place November 9 and 10 at the Hyatt Vineyard Creek in Santa Rosa, California. Attendees can save up to \$200 on the two day summit by registering online at www.greenwinesummit.com before the close of business Monday, October 25th. Companies that register two or more employees will also receive an additional \$50 per ticket, but you need to hurry before this early bird pricing expires!

The third annual Green Wine Summit features leaders in organics, Biodynamics® and other green marketing and sustainability business best practices to present a holistic view of green. Wineries and other wine-related companies are encouraged to bring team members from multiple disciplines. "This year's program has something for everyone - from general management, finance, technology, sales, and marketing to winery and vineyard operations. We encourage wineries to use the Green Wine Summit as the catalyst to both broaden and deepen the understanding of green best practices in their own organizations" says Lesley Berglund, Co-Chair of the Green Wine Summit.

An incredible line up of Keynote speakers include:

Paul Dolan, Partner of Mendocino Wine Company. After thirty years in sustainable winegrowing Paul will be moving the conversation about green up a notch.

Katie Wallace, Sustainability Specialist at New Belgium Brewing Company. Katie uses her background in Economics & Finance as the foundation behind her facilitation of sustainability in breweries. Hear her ideas on innovative collaborations and how to engage workers and your community.

Gregory V. Jones, Ph.D., Research Climatologist, Department of Environmental Studies, Southern Oregon University. Greg will be sharing his extensive studies and unparalleled insight on climate change and its impact on natural ecosystems and agriculture . . . including wine.

More green topics include:

- 🌱 Great Green Marketing - without the green washing!
- 🌱 Balancing Carbon - from a legal, scientific and marketing perspective
- 🌱 Water conservations - from vine to bottle
- 🌱 Impact of Consumer Values on Organic Wine Purchases
- 🌱 Supply Chain Environmental Assessments - for wine production
- 🌱 Creating Viral Buzz - while reducing your carbon foot print
- 🌱 Energy Efficiency Programs & Projects - specially for the wine industry

To learn more about the Green Wine Summit, please visit: www.greenwinesummit.com, view the 2010 schedule and register online today.

#

Contact Information:

Lesley Berglund, Event Co-Chair

Phone: 707-246-6827

lberglund@mba1991@mba1991.hbs.edu

About GWS

The Green Wine Summit is the groundbreaking forum for ALL wine industry players who care about sustainability. Our highly-respected Advisory Board has worked diligently to ensure that this Summit is valuable for all participants.

Green Wine Summit forums feature leaders in sustainability, organics and Biodynamics®. While those in winemaking and vineyard management certainly have an interest in all things “green”, the Green Wine Summit is specifically designed for individuals in a variety of roles including: winery general management, finance, technology, sales and marketing, as well media, regulators, vendors and service providers. www.greenwinesummit.com