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**FOR IMMEDIATE RELEASE:**

**FAST FORWARD ANNOUNCES THE LAUNCH OF SOMMCON,  
A FOUR-DAY EDUCATIONAL CONFERENCE FOR WINE INDUSTRY  
PROFESSIONALS**

*Fast Forward Breaks Ground On SommCon, a National Conference with Sommelier-Level Education Focused On The Business of Wine*

**San Diego, CA (March 16, 2015)** – [Fast Forward](#), a national event management and experiential marketing agency located in San Diego, CA announces the launch of [SommCon](#), a conference and exposition for sommelier-level education and training of wine professionals and serious enthusiasts. The first wine education series of its kind in Southern California, SommCon launches in San Diego, CA November 18-21, 2015 in conjunction with one of the nation’s largest food and wine classics, [The San Diego Bay Wine & Food Festival](#).

The four-day SommCon brings together industry professionals of all levels to discuss, develop, and lead the conversation on the business of wine, said Master Sommelier and SommCon Advisor Joseph Spellman of Justin Winery.

“We are building a meeting ground for wine professionals where some serious, roll up your sleeves education will take place,” continued Spellman. “A conference and networking event like this in Southern California is long overdue, and is a huge benefit to professionals of all skill levels.”

SommCon’s educational series blends theory with in-depth tastings designed to broaden palates and shape futures, meeting the robust needs of wine professionals across the country. SommCon highlights include: in-depth Master Sommelier led sessions, power speed dating style blind tastings, customized tracks based on professional type and learning centers, round-table discussions, regional explorations, trade tasting and expo, Grand Tasting and beyond.

Born out of belief that education fundamentally changes an individual’s access to the future they want, SommCon allows industry professionals the chance to obtain invaluable knowledge and training in an efficient, unique and affordable setting, said Fast Forward Partner and Producer of SommCon, Michelle Metter.

“SommCon serves as an industry educational summit for those on their way to the prestigious designation of sommelier, front-of-house staff looking to broaden their professional know-how, or self-professed vinofiles with an amateur obsession,”

(Continued)

added Metter. “With multiple educational tracks devoted to the business of wine, professionals of all levels will have direct access to learn from and network with some of the greatest minds in the industry.”

Participants of SommCon include: Master Sommeliers, Masters of Wine, sommelier candidates, WSET certificate holders, Cicerones, beverage directors, wine and spirit educators, educational institutions, winemakers, winery staff, wine and spirit retailers, distributors and importers, brand managers, wine writers and journalists, and serious wine enthusiasts among others.

Current SommCon Advisors include: Joseph Spellman, Master Sommelier; David Glancy, Master Sommelier; Eric Entriakin, Master Sommelier; Lisa Redwine, Advanced Sommelier; Lindsay Pomeroy, WSET educator; Master of Wine candidate, Adam Sensney, Amorim Cork America; Patrick Farrell, Master of Wine; Mary Gorman, Master of Wine; Steve Pagano, General Manager, Marriott Marquis & Marina; Eric Runyon, Southern Wine and Spirits; Joshua Orr, Advanced Sommelier; Amy Christine, Master of Wine; Bonnie Graves, Sommelier; Jörn Kleinhans, Sommelier; Geoff Labitzke, Master of Wine, Kistler Vineyards; Jesse Rodriguez, Advanced Sommelier; Brian Donegan, Advanced Sommelier; Tami Wong, Sommelier; Molly Brooks-Thornton, Sommelier and Cicerone; Jeff Josenhans, Sommelier and Cicerone.

For more information about SommCon, visit [SommConUSA.com](http://SommConUSA.com) and follow SommCon on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

SommCon is currently accepting applications for presenters, applications may be obtained by contacting Katie Klimuszko at [Katie@fastforwardevents.com](mailto:Katie@fastforwardevents.com).

Brands interested in either exhibiting or sponsoring can contact Producer Michelle Metter at [Metter@fastforwardevents.com](mailto:Metter@fastforwardevents.com).

To serve on the SommCon launch team and Advisor Panel, contact Michelle Metter at [Metter@fastforwardevents.com](mailto:Metter@fastforwardevents.com)

SommCon takes place November 18-21, 2015 in San Diego, California. Conference registration will open May 1, 2015. Stay up to date with SommCon at [SommConUSA.com](http://SommConUSA.com).

To schedule an interview or for more information about SommCon, contact Haley at [Messner@fastforwardevents.com](mailto:Messner@fastforwardevents.com).

### **ABOUT SOMMCON:**

SommCon is the leading conference and exposition for sommelier-level education and training of wine professionals and serious enthusiasts. Held November 18 - 21, 2015, in San Diego, CA, the four-day Sommelier Convention brings together industry professionals of all levels to discuss, develop, and lead the conversation on the business of wine. SommCon's education is built by Sommeliers for trade professionals and serious enthusiasts who have a passion for wine and spirits and an unyielding quest for knowledge. Attendees learn and taste their way through keynote sessions and educational classes, complete with a trade-only tasting and expo.

2015 SommCon highlights include in-depth Master Sommelier led sessions, power speed dating style blind tastings, customized tracks based on professional type and learning centers, round-table discussions, regional explorations, trade tasting and expo, Grand Tasting and more! For the latest on SommCon, visit [SommConUSA.com](http://SommConUSA.com).

### **ABOUT FAST FORWARD:**

As an award-winning turnkey event management, public relations and marketing solutions provider, Fast Forward specializes in the creation of world-class trade and consumer events, brand activation and experiential marketing strategies. From elite wine and food experiences for thousands of discriminating palates to intimate brand-to-press networking events in the heart of Manhattan, productions by Fast Forward accelerate human connections, put brands in front of key influencers, and deliver an unparalleled return on experience. Fast Forward is the producer of *Cooking Light & Health's* The Fit Foodie 5K Race Weekend, SommCon, Sunset SAVOR The Central Coast and the San Diego Bay Wine & Food Festival, Southern California's largest luxury wine and culinary experience now in its 12th year. Stay up to date with Fast Forward at [fastforwardevents.com](http://fastforwardevents.com).

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