



Contact:

Haley Messner
619-312-1212
Messner@fastforwardevents.com

FOR IMMEDIATE RELEASE:

SOMMCON POPS UP ON THE EAST COAST WITH ADDITION OF WASHINGTON D.C. EXPERIENCE FOR WINE, BEER AND SPIRITS INDUSTRY PROFESSIONALS; ANNOUNCES DATE FOR RETURN OF SAN DIEGO CONFERENCE

San Diego, CA (December 5, 2017) – [SommCon](#)® announces the addition of SommCon Washington, D.C., set to take place at the Westin Georgetown July 22-24, 2018, in a pop up networking experience and conference for the region’s leading beverage professionals. The new D.C. event joins the lineup of educational opportunities alongside its sister location in San Diego with dates slated for November 14-16.

“SommCon connects professionals on a regional level, making world-class education and networking accessible through Master Classes and tasting experiences that help to shape the futures of our industry’s best and brightest,” said Master Sommelier, David Gancy of the San Francisco Wine School and a member of the SommCon Board of Advisors.

SommCon’s education is built by some of today’s most influential palates for trade professionals and serious enthusiasts who have a passion for wine and spirits and an unyielding quest for knowledge. During SommCon, attendees learn and taste alongside industry leaders through educational seminars, tasting breaks and networking opportunities.

The conference launched in San Diego, CA, in 2015 and has become a leading program and community for beverage industry professionals.

“SommCon is an important way to connect and learn alongside some of the heavy hitters and exciting personalities in the business,” said Jesse Rodriguez, Advanced Sommelier at Montage Palmetto Bluff in South Carolina and member of the SommCon East Advisory Board. “We are excited to see SommCon ‘Pop Up’ in DC, connecting our community for three days of intense education and power networking!”

SommCon is currently seeking qualified speakers for the 2018 educational programs. Industry pros interested in joining this year’s talented roster of educators at SommCon® may submit applications by January 19, 2018, to qualify. Selected presenters will be notified by email by January 30. For further information regarding requirements and how to apply, view the [Speaker Application](#).

“On behalf of Kistler I have participated in SommCon since its inception. I have led seminars and panel discussions,” said Geoff Labitzke, Master of Wine and Director of Sales at Kistler Vineyards. “All of the sessions are filled with talented influencers with a professional diversity that creates an energy and buzz to the event. The content of the presentations blends wine knowledge and business acumen.”

SommCon® Washington, D.C., takes place July 22-24, 2018, at Westin Georgetown in Washington, D.C., and SommCon San Diego is held November 14-16, 2018. Conference

registration for the DC Pop Up will be available in early 2018. For more information, visit: SommConUSA.com.

Sponsors and brands interested in taking part in SommCon may contact Producer, Michelle Metter at metter@fastforwardevents.com.

ABOUT SOMMCON®: SommCon® is a leading conference for sommelier-level education and training of wine professionals and serious enthusiasts. The conference 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 educational classes and seminars complete with tasting breaks and networking opportunities. SommCon is produced by Fast Forward, an event management agency specializing in productions for the wine, beer, spirits and hospitality industries, fastforwardevents.com.

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