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FOR IMMEDIATE RELEASE:

**REGISTRATION OPENS FOR SOMMCON®, A THREE-DAY EDUCATIONAL CONFERENCE
FOR WINE INDUSTRY PROFESSIONALS AND ENTHUSIASTS**

San Diego, CA (July 17, 2017) –[SommCon®](#) returns to San Diego, CA, November 15-17, 2017, bringing together beverage industry professionals of all levels to discuss, develop and lead the conversation on the business of wine.

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.

Boasting over 45 sessions, attendees learn and taste alongside the industry's best and brightest through keynote sessions and educational classes complete with networking opportunities, a trade-only tasting and expo.

The conference begins on Wednesday, November 15 with pre-conference workshops professional certification opportunities including the [WSET](#) (Wine & Spirits Education Trust) Level 1 Award in Sake, as well as [Certified Cicerone®](#), the second level of certification through the Cicerone Certification Program, and Rioja DOCa Master Certification.

The main conference is held Thursday, November 16 and Friday, November 17, and includes in-depth sessions, hosted tasting breaks, regional explorations, and The Trade Tasting at SommCon®, featuring over 100 wineries, breweries, spirit purveyors, and service industry brands.

Young professionals under the age of 30 who have a passion for entering a profession in the wine industry or expanding their knowledge can apply to receive free conference registration through the Young Leaders Summit Scholarship presented by media partner, [The SOMM Journal](#). Applications are due by September 15, 2017 and can be found [here](#).

SommCon® is only open to 300 registrants, and for those in attendance, there are several ways to participate, including:

Full Conference Package (November 15-17)

- Choose from over 45 educational sessions
- Networking Coffee & Pastries, Hosted Tastings, Keynote and Networking Lunches
- Admission to Trade Tasting at SommCon on Friday, November 17
- Full Conference registration is priced at \$365 before September 15

Single Day Thursday (November 16)

- One day education conference access with choice of sessions
- Networking Coffee and Pastries, Hosted Tastings, Keynote Lunch
- Admission to Trade Tasting at SommCon on Friday November, 17

(Complete)

- Single Day Thursday registration is priced at \$255 before September 15

Single Day Friday (November 17)

- One day education conference access with choice of sessions
- Networking Coffee and Pastries, Hosted Tastings, Networking Lunch
- Admission to Trade Tasting at SommCon on Friday, November 17
- Single Day Friday registration is priced at \$255 before September 15

Trade Tasting at SommCon (Friday, November 17)

- Free for qualified members of the trade until October 15

SommCon® takes place November 15-17, 2017 at Marriott Marquis San Diego Marina in San Diego, California. For more information or to purchase conference registration, visit: SommConUSA.com.

Discounted accommodations are available at the Marriott Marquis San Diego Marina for SommCon attendees, make reservations [here](#).

ABOUT SOMMCON®: SommCon® is a leading conference and exposition for sommelier-level education and training of wine professionals and serious enthusiasts. Held annually, 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 keynote sessions and educational classes, complete with a trade-only tasting and expo. 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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