

Contact:

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

FOR IMMEDIATE RELEASE:

SOMMCON® ISSUES CALL FOR SPEAKERS, SUBMISSIONS DUE APRIL 1, 2016

Speaker Applications Accepted Now For Conference and Exposition For Sommelier-Level Education And Training, Set for November 16-19, 2016

San Diego, CA (February 23, 2016) – [SommCon®](#), Southern California’s leading conference and educational summit for wine, beer and spirit industry professionals and serious enthusiasts is currently seeking qualified speakers for the 2016 educational program to be held November 16-19, 2016 at the Marriott Marquis San Diego Marina.

Designed to offer convenient and affordable access to education and networking opportunities, SommCon® brings together some of the greatest thought leaders, entrepreneurs and artisans to discuss, develop and lead the conversation on the business of wine. Attendees learn and taste their way through keynote sessions and educational classes complete with a trade-only tasting and expo.

Master Sommeliers, Masters of Wine, CSWs and others build SommCon’s® education, providing a one-of-a-kind experience. Event co-producer, Michelle Metter says that this unique assembly of rising stars and established professionals from across the United States offers aficionados four days filled with invaluable networking, education, round-table discussions and serious elbow-rubbing.

“We are looking for our industry’s greatest thought leaders and educators to join SommCon® and share their unique perspective and experience to the pros and serious enthusiasts in attendance,” said Metter. “We encourage those with unique industry insight and experience to apply to present at SommCon®. We are currently filling sessions that target all levels and facets of the industry, designed to provide topic diversity, in-depth explorations, today’s leading trends and fundamentals alike.”

SommCon® launched in November 2015 as part of the West Coast’s largest wine and food classic, the [San Diego Bay Wine + Food Festival](#), and in its inaugural year welcomed over 19 Master Sommeliers and Masters of Wine as well as an impressive roster of industry experts who led 1,500 participants through 40 sessions and a trade tasting. Participants include wine buyers, distributors, hoteliers, Cicerones, sommelier candidates, wine sales professionals, wine and spirit educators, beverage directors, winemakers, winery and restaurant staff, retailers, wine writers and more.

“SommCon’s inaugural year was a huge success, “ said Master Sommelier of Justin Vineyards, Landmark Vineyards and 2015 SommCon® presenter, [Joseph Spellman](#). “The education is top-notch, and the networking is equally as impressive, with a veritable who’s who walking the halls.”

Industry Pros interested in joining this year's talented roster of educators at SommCon® must submit applications by April 1, 2016 to qualify. Selected presenters will be notified by email by May 1, 2016. For further information regarding requirements and how to apply, view the [Speaker Application](#).

SommCon® takes place November 16-19, 2016 at the Marriott Marquis San Diego Marina. For more information about SommCon®, visit SommConUSA.com and follow SommCon® on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

ABOUT SOMMCON®: [SommCon®](#) is a leading conference and exposition for education and training of beverage professionals and serious enthusiasts. Held November 16 - 19, 2016, in San Diego, CA, the four-day 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 industry thought leaders 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 Event Productions, an event management agency specializing in productions for the wine, beer and spirits industry, fastforwardevents.com.

###