

EVENT NOTICE

October 4, 2001

Indiana Winegrowers Guild Annual Symposium

WEST LAFAYETTE, Ind. - The Indiana Winegrowers Guild will host its annual wine/grape symposium January 28-29, 2002 in Indianapolis. The symposium is combined with the annual Horticulture Congress. The event will take place at the AdamsMark Hotel, located near the Indianapolis airport. Topics will focus on direct shipping and benchmarking for successful commercial winery growth.

The Coalition for Free Trade will offer updates and information about the direct shipment of wine in various states across the U.S.. Successful winery techniques including quality, strategic planning and effective marketing will be covered in a benchmarking seminar. Additional workshops and wine tasting events will highlight quality control, winemaking analysis, successful Midwestern grape varieties, and wine tourism marketing. The conference is open to all industry professionals and amateurs. For additional information: call 765-494-6704, email IWGC@foodsci.purdue.edu or visit www.hort.purdue.edu.

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