



WINEBOW

Women in Wine Leadership Symposium: Groundbreaking Inaugural Conference Connects Industry Leaders and Newcomers

NEW YORK, NY--(Marketwire - Oct 23, 2012) - The first annual Women in Wine Leadership Symposium (WWLS) took place last week at the Helen Mills event center in Manhattan, hosted by Winebow, Inc. The WWLS was the first event of its kind that set out to empower and educate women in the wine industry through a series of interactive panel discussions and wine tastings.

Over 95 women from all sectors of the wine business participated in the symposium, including winemakers and winery owners from around the world along with well-established and up-and-coming sommeliers, retailers, educators, and journalists. The half-day event included three panel discussions, a guided wine seminar, a walk-around tasting and networking luncheon. Panel discussions tackled a variety of topics including: "Challenges and Success of Women in the Wine World," "Multi-Generational Wine-Producing Families," and "Trends in Wine Sales and Marketing." An "Inspired by Wine" guided seminar and walk-around tasting introduced participants to particularly meaningful wines from each producer and illustrated the diversity of the Winebow portfolio.

The day was comprised of women sharing their experiences and providing insightful advice. Leslie Sbrocco, founder of Thirsty Girl, spoke about how finding a successful career is not always a straight path from "A" to "B," but one that involves creativity, hard work and passion. Madeline Triffon, the first female Master Sommelier in the U.S., echoed Leslie's advice: "You must find a job you love. My job is serving and what excites me and drives me every day is to strive to be the best server in the wine industry." Laura Catena of Bodega Catena Zapata also discussed the importance of staying true to your ambitions and -- no matter how difficult -- not getting sidetracked from what you know is the right thing to do.

WWLS moderator and mistress of ceremonies, Mary Ewing-Mulligan, MW, recapped the success of the event: "The symposium was simply inspiring in the energy it generated and in the connections it forged among women in all aspects of the wine business. I am gratified to have been part of it."

Panelists included: Marilisa Allegrini, *Allegrini, Poggio al Tesoro, San Polo*; Annette Alvarez-Peters, *Costco - Wine, Spirits, Beer*; Jackie Bergeron, *Nielsen*; Christy Canterbury, MW; Laura Catena, *Bodega Catena Zapata*, Xandra Falco, *Marqués de Griñón*; Christy Frank, *Frankly Wines*; Stephanie Johnson, *City Winery*; Carla Rzeszewski, *The Spotted Pig, The Breslin and John Dory Oyster Bar*; Leslie Sbrocco, *author, consultant and founder of Thirsty Girl*; Heidi Scheid, *Scheid Vineyards*; Madeline Triffon, MS, *Plum Market*; Tamra Washington, *Yealands*; and Nadia Zenato, *Zenato and Sansonina*.

The Women in Wine Leadership Symposium program was guided by an advisory board comprised of Mary Ewing-Mulligan and other leading women in the industry including Mary Gorman-McAdams, MW; Lisa Granik, MW; Karen King; Linda Lawry, DSW, CWE; Laura Maniec, MS; Melissa Sutherland Amado; and Beth von Benz. Ms. Ewing-Mulligan served as the symposium's keynote speaker and panel discussion moderator.

For a photo highlight reel, please visit the [WWLS Picasa page](#).

For more information, press inquiries or access to the full photo album, please contact Lisa Mendelson at lmendelson@cornerstonepr.com or 212-605-0370.

About WWLS

The WWLS was created as a think tank to bring together leading women across all sectors of the wine world, both established trailblazers and younger "up and comers," to share success stories and discuss the challenges women face in the industry. The main objective of the WWLS is to empower women. Inspired by the exceptional women winemakers and producers in their extensive portfolio, Winebow conceived the idea to showcase the talents of women in the industry with the hope of creating an annual networking event.

About Winebow, Inc.

Winebow, Inc., founded in 1980 by Leonardo LoCascio, is a major importer, distributor and developer of a wide range of acclaimed fine wines and spirits from the world's most prominent growing regions. Winebow is headquartered in Montvale, New Jersey with offices in New York; Philadelphia; Washington, D.C.; Boston; Chicago; Seattle and Wallingford, Connecticut. For more information please visit www.winebow.com.

About Cornerstone Communications

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