

# WINE BUSINESS MONTHLY

## WiVi Central Coast and Central Coast Insights Postponed Until August 26-27, 2020

Wine Business Monthly, like you, has been watching the situation regarding the spread of COVID-19 unfold and we take the threat the virus poses to our communities seriously. In light of recent developments, we feel it is no longer responsible to hold our annual Central Coast-focused conferences, WiVi and Central Coast Insights, on March 24-25, 2020.

We take the health and safety of every member of the wine industry seriously and are doing our part to reduce the spread and decrease exposure by rescheduling Central Coast Insights to August 26, 2020 and WiVi Central Coast for August 27, 2020. This decision is based on the most recent guidance from experts at the Center for Disease Control (CDC) and the California Department of Public Health.

We believe that these two conferences and tradeshow provide important services for the Central Coast wine community, and we hope that by postponing, rather than cancelling, we can continue to serve the local industry—once it has become safe to do so. We will, of course, continue to monitor the situation as time progresses and make any further decisions if necessary.

**Attendees:** While we will miss seeing you in March, know that your tickets will be honored and valid on the new dates. We will be contacting session pass and tradeshow pass holders in the coming days with further details. If you have questions or concerns, please feel free to reach us directly via email ([info@wbmevents.com](mailto:info@wbmevents.com)) or via phone (707-940-3920).

**Exhibitors:** Wine Business Monthly will honor your booth contracts on the new date. We will contact all exhibitors in the coming days with more information. If you have questions or concerns, please reach out to ([info@wbmevents.com](mailto:info@wbmevents.com)) or via phone (707-940-3920).

**Speakers:** We are so honored that you have taken the time out of your schedules for planning calls, travel and more. We'll be reaching out individually and hope you can join us in August.

We're so grateful for all the support, hard work and time the Central Coast community has dedicated so far to make Central Coast Insights and WiVi successful.

Thank you to our speakers, advisory board, association partners, attendees, exhibitors and employees for your understanding as we put the health and safety of all members of the wine community, and their families, first.

All our best,

The Wine Business Monthly team



### **About Central Coast Insights**

Central Coast Insights is an annual educational seminar addressing the economic and financial issues, challenges and trends that affect the vintners, wineries and grape growers of the Central Coast wine industry. This year's session topics include: innovative approaches to selling wine, making business decisions in an uncertain regulatory environment, education and wine quality on the Central Coast, as well as the state of the wine business. More information can be found at [www.centralcoastinsights.com](http://www.centralcoastinsights.com).

### **About WiVi Central Coast**

WiVi Central Coast was founded in 2012 through a partnership between Wine Business Monthly, the leading publication for wineries and growers, and Precision Ag, an agricultural consulting company that specializes in vineyard management, viticulture production consulting, soil fertility and irrigation management, and ag waiver compliance on the California Central Coast. As of November 2015, WiVi is fully owned by Wine Business Monthly. For more information, visit [www.wivicentralcoast.com](http://www.wivicentralcoast.com).