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***2008 Unified Wine & Grape Symposium Draws Record Crowds***

**SACRAMENTO, CA, February 6, 2008** – A record-breaking 11,500 wine and grape industry professionals filled the Sacramento Convention Center last week to hear and see the latest industry developments at the 14<sup>th</sup> annual Unified Wine & Grape Symposium.

The three-day symposium, held January 29-31, offered a variety of topics, ranging from brand positioning to an overview of current industry research. Featuring an international lineup of speakers and a trade show that highlighted the latest equipment and services, the event attracted those from the wine and grape industry from around the world.

“On the opening day, the crowd attending the general session was the largest we have seen to date,” said American Society for Enology and Viticulture Executive Director Lyndie Boulton, whose organization is a co-host of the Unified Symposium. “I knew at that point that we could end up with record attendance numbers.”

“The exhibit floors were very full during all show hours both days of the trade show,” said Karen Ross, president of the California Association of Winegrape Growers, which also co-hosts the Unified Symposium. “Plus, there were breakout sessions that had to be reassigned to larger rooms because of higher than expected pre-registration.”

Many of the PowerPoint presentations presented by the program speakers will be available on the Unified Symposium Web site in the near future.

Now in its 15<sup>th</sup> year, the Unified Wine & Grape Symposium continues to be developed and refined each year with the joint input of growers, vintners and allied industry members. With informative sessions and 548 vendors displaying their products and services, it is the largest wine and grape industry trade show held anywhere in the Western Hemisphere.

In 2009, the Unified Wine & Grape Symposium will again be held at the Sacramento Convention Center, January 27-29. For additional information, go to [www.unifiedsymposium.org](http://www.unifiedsymposium.org).