

CENTRAL COAST

*Insights*

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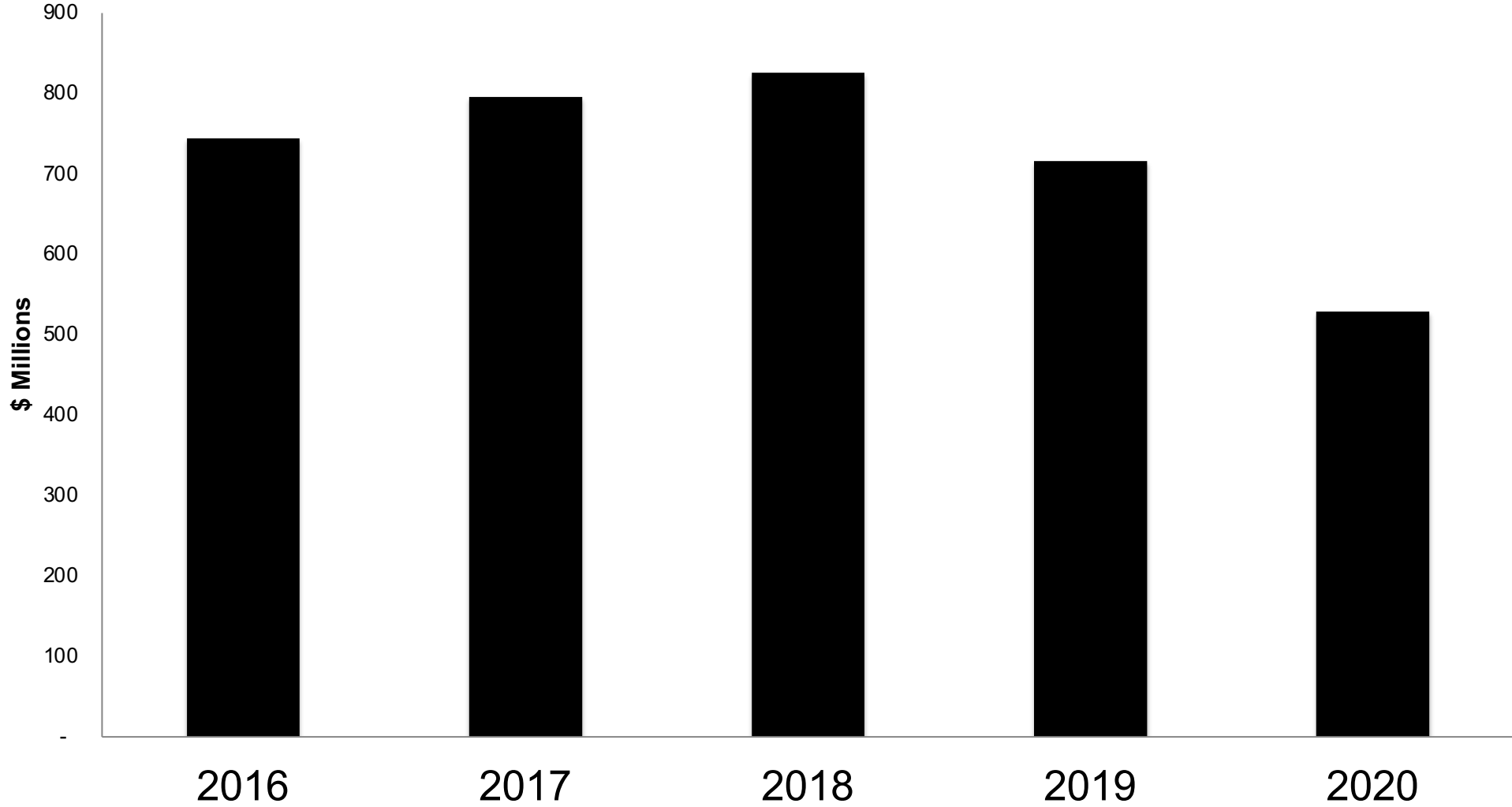
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PRESENTED BY  
**WINE BUSINESS MONTHLY & WBMevents**



# What's Changed?

# Value of Central Coast Grape Harvest



# Agenda

- Session 1: Winning with E-Commerce: Considering the Various Channels for an Effective Strategy
- **Session 2: What's Happening with Central Coast Grapes and Bulk Wine**
- Keynote: What a Buyer Wants
- Session 4: DTC Matters: What the Experts Will be Looking at this Year

# California coronavirus shutdown will last through Christmas

*Los Angeles Times*

December 7, 2020

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# Gallo Constellation Mega-Deal



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