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FOR IMMEDIATE RELEASE

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WSWA 77th ANNUAL CONVENTION & EXPOSITION CANCELLED

WASHINGTON, D.C., 03/13/2020 – In the interest of addressing the health and safety concerns of stakeholders as well as following the rapidly developing consensus among public health officials to limit social interactions and cancel events of over 1,000 attendees, the WSWA 77th Annual Convention & Exposition has been cancelled, Wine & Spirits Wholesalers of America announced today.

“Over the past 24 hours, it became clear that keeping our community safe and healthy went beyond what additional hygiene measures we could put in place,” said WSWA President and CEO Michelle Korsmo. “We are disappointed that this year’s Convention & Exposition has been affected by the COVID-19 global health crisis, but our team remains committed to *Raise the Bar* in all facets of our work, including making the 2021 WSWA Convention & Exposition in Orlando the best yet.”

For information on refunds please visit www.wswaconvention.org.

In a letter to WSWA Board Members, Korsmo stressed that this was not an easy decision, and that in the wake of the announced European travel ban and with the understanding from members that domestic travel had already been limited, the decision to cancel the event was the right one.

WSWA is currently considering a number of alternatives to preserve its long-standing reputation as the industry’s premier event and provide industry partners with similar business opportunities found at the convention throughout the year. Korsmo encouraged industry professionals to look for upcoming educational webinars, showcases, brand features and media engagements.

“The WSWA Convention & Exposition brings the industry together and we are committed to move forward with the same expectation of excellence in 2021,” said Korsmo.

About Wine & Spirits Wholesalers of America

WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States.

To learn more, please visit www.wswa.org or connect with us on [Facebook](#) or [Twitter](#).

About WSWA Annual Convention & Exposition

The WSWA Annual Convention & Exposition is the largest U.S. event uniting the beverage alcohol industry. Featuring buy-sell engagements, high-level information panels, wine and spirits competitions, and C-Suite level networking – this event has been a premier destination for beverage alcohol wholesalers and suppliers since its inception in 1943. Distributor attendees represent more than 80 percent of all wine and spirits sold at wholesale in the United States, and exhibitors are comprised of some of the most exciting established and up-and-coming brands in the marketplace.

To learn more, please visit www.wswaconvention.org or connect with us across our social platforms on [Facebook](#), [Twitter](#), [Instagram](#) and [Youtube](#) or follow us at #WSWA77.

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