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News

WSWA hosts US Drinks Conference at 68th convention

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The Wine & Spirits Wholesalers of America (WSWA) has hosted the US Drinks Conference (USDC) business programme at the 68th Annual Convention & Exposition in Orlando.

The USDC, established in 2007 by Brand Action Team, MHW and Next Level Marketing, co-ordinated the business-related programmes at this year's convention.

According to Brand Action Team's Steve Raye, the convention adapted to the industry's "consolidation of wholesale and supplier levels".

This year's educational programme included a seminar on social media marketing and advice on building brands, navigating the "three-tier system" and "maximising the value of brand ambassadors".

Mixology competitions were also expanded this year and were orientated towards "mainstream" cocktails that can be "profitably executed" in the on-trade.



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