vinetur

Wine Market Council Sets 2026 Research Conference in Napa Valley

Industry leaders will gather to explore innovation, consumer trends, and strategies for adapting to a changing wine market.

Wednesday, February 18, 2026



The Wine Market Council has announced its 2026 Research Conference and Annual Members Meeting, scheduled for March 25, 2026, at Copia in Napa Valley. The event will run from 1:00 to 6:00 p.m. and is expected to draw wine industry professionals

from across the country. This year’s conference theme, “Innovating Wine for Tomorrow’s Market,” will focus on new research, consumer trends, and strategies aimed at helping the wine sector adapt to changing market conditions.

The program will begin with a welcome from Liz Thach, Master of Wine, followed by a State of the Wine Industry address delivered by analyst Danny Brager. Brager is set to present the latest data on wine sales and consumer purchasing patterns, highlighting areas where innovation could drive growth. The agenda includes a session on Wine Consumer Intelligence led by Christian Miller and Liz Thach. This session will share findings from recent studies, including insights into taste preferences among consumers who are hesitant about wine and how wineries can better communicate flavor profiles.

Attendees will also hear results from the U.S. Wine Consumer Benchmark Segmentation Study and the Wine & Wellness Survey. These studies aim to provide a clearer picture of current consumer attitudes and behaviors in the wine market. A panel discussion on wine innovation will feature industry experts who have developed new products and direct-to-consumer strategies. Panelists are expected to share practical examples of successful innovation and discuss ways to attract new consumers to wine.

The conference will close with a networking reception featuring wine and appetizers, giving participants an opportunity to connect with peers, researchers, and leaders in the field. The event is complimentary for up to three employees per Wine Market Council member organization. Additional attendees and non-members can register for $125 per person, which covers all sessions as well as refreshments.

The Wine Market Council is a nonprofit group focused on expanding the wine market through research and education. By providing timely consumer insights and industry intelligence, the council supports wineries and related businesses in developing effective strategies for engaging today’s wine consumers. Registration for the conference is now open through the council’s website. For more information or questions about the event, interested parties can contact the council directly by email.