

# Craft Beer Wholesalers Symposium 2019

Denver, Colorado

## AGENDA

### WEDNESDAY, APRIL 10

- 9:15 – 10:45            Craft Brewers Conference® General Session II – State of the Industry
- 10:30 – 12:30           BrewExpo America® trade show and lunch on your own
- 12:30 – 1:00            Introduction and ground rules – Bart Watson and Bob Collins
- 1:00 – 1:10             Move to breakouts
- 1:10 – 2:10             Breakout session 1:
1. **Draught Quality and the Impact on Profit** – Neil Witte, Craft Quality Solutions
  2. **How to Compete in a Changing Market: Hard Seltzers, RTDs, Cannabis etc.** – David Morrow and Randy Griggs
  3. **Best Practices: Working More Effectively with Your Supplier Partners** – Steve Almaraz
  4. **Managing Your Portfolio for More Profit** – Mitch Turner
  5. **Nielsen CGA: Analysis of the On-Premise Trends** – Matt Drummond, Nielsen CGA
- 2:20 – 3:20             Breakout session 2:
- Repeat breakouts 2–5
- Owners Discussion: Distributors Over \$50mm** – Terry Cekola and Joseph Schilleci
- 3:30 – 4:30             Breakout session 3:
- Repeat breakouts 2–5
- Owners Discussion: Distributors Under \$50mm** – Terry Cekola and Joseph Schilleci

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### THURSDAY, APRIL 11

- 10:00 – 11:00      **Keynote Speaker: Josh Noel**, beverage writer for the Chicago Tribune and author of “Barrel-Aged Stout and Selling Out: Goose Island, Anheuser-Busch, and How Craft Beer Became Big Business”
- 11:00 – 12:00      **Speaking the Brewer’s Language 4.0: Using Consumer Insights for Targeted Distribution** – Bob Sullivan and Nick Lake
- 12:00 – 12:15      Scheduled break
- 12:15 – 1:15        Beer and food pairing hosted by chef Adam Dulye; three-course lunch with three beers
- 1:15 – 1:30         Scheduled break
- 1:30 – 2:30         Bart Watson, BA chief economist, and Lester Jones, NBWA chief economist
- 2:30 – 3:00         **Recap, Final Topics and Closing** – Paul Gatza, Bart Watson, and Bob Collins. With a cold beer