

Craft Beer Wholesalers Symposium 2019

Denver, Colorado

Agenda

Wednesday, April 10th

9:15 am - 10:45 am	Craft Brewers Conference® General Session II - <i>State of the Industry</i>	Bellco Theater, Colorado Convention Center
10:30 am - 12:30 pm	BrewExpo America® Trade Show and Lunch on Your Own	Expo Halls, Colorado Convention Center
12:30 pm - 1:00 pm	Introduction and Ground Rules - <i>Bart Watson and Bob Collins</i>	Capitol Ballroom, Hyatt Regency Denver
1:10 pm - 2:10 pm	Breakout Sessions <ol style="list-style-type: none"> 1. Draught Quality and the Impact on Profit - <i>Neil Witte, Craft Quality Solutions</i> 2. How to Compete in a Changing Market: Hard Seltzers, RTDs, Cannabis, etc. - <i>David Morrow and Randy Griggs</i> 3. Best Practices: Working More Effectively with Your Supplier Partners - <i>Steve Almaraz</i> 4. Managing Your Portfolio for More Profit - <i>Mitch Turner</i> 5. Nielsen CGA: Analysis of the On-Premise Trends - <i>Matt Drummond, Nielsen CGA</i> 	Granite C Granite B Mineral G Mineral F Quartz
2:20 pm - 3:20 pm	Breakout Sessions Repeat sessions 2-5 above <ul style="list-style-type: none"> • Owners Discussion: Distributors Over \$50mm - <i>Terry Cekola and Joseph Schilleci</i> 	Granite B, Mineral Hall G, F & Quartz Granite C
3:30 pm - 4:30 pm	Breakout Sessions Repeat sessions 2-5 above <ul style="list-style-type: none"> • Owners Discussion: Distributors Under \$50mm - <i>Terry Cekola and Joseph Schilleci</i> 	Granite B, Mineral Hall G, F & Quartz Granite C
4:45 pm	National Beer Wholesalers Association Reception	Peak's Lounge, Hyatt Regency Denver

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10:00 am - 11:00 am	Keynote Speaker: Josh Noel , beverage writer for the <i>Chicago Tribune</i> and author of <i>Barrel-Aged Stout</i> and <i>Selling Out: Goose Island, Anheuser-Busch, and How Craft Beer Became Big Business</i>	Capitol Ballroom, Hyatt Regency Denver
11:00 am - 12:00 pm	Speaking the Brewer's Language 4.0: Using Consumer Insights for Targeted Distribution - <i>Bob Sullivan and Nick Lake</i>	Capitol Ballroom, Hyatt Regency Denver
12:00 pm - 12:15 pm	Scheduled Break	
12:15 pm - 1:15 pm	Lunch: <i>Three-course Beer & Food Pairing hosted by Chef Adam Dulye</i>	Capitol Ballroom, Hyatt Regency Denver
1:15 pm - 1:30 pm	Scheduled Break	
1:30 pm - 2:30 pm	General Session - <i>Bart Watson, BA chief economist, and Lester Jones, NBWA chief economist</i>	Capitol Ballroom, Hyatt Regency Denver
2:30 pm - 3:00 pm	Recap, Final Topics and Closing - <i>Paul Gatza, Bart Watson and Bob Collins</i>	Capitol Ballroom, Hyatt Regency Denver