

CRAFT BREWERS CONFERENCE®

& BrewExpo America®

WE'RE BACK!

SEPTEMBER 9-12, 2021 | DENVER, CO



Register before August 10 and save!

WHY CBC?

The Craft Brewers Conference® & BrewExpo America®, produced by the Brewers Association, delivers world-class educational programming and networking opportunities to help you grow your business, elevate your craft, and further your professional development.

It's also a great time. It's when the craft brewing community comes together to learn, share notes, discover new products, and connect over beers. After the year we've all had, it's time to come together, invest in our businesses and in each other, and have some fun.



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time to gather as a community,
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We Need This

Safe to say, we've all had (more than) our share of screen time and social distancing in the last 18 months. Zoom calls. Emails. Chats. Webinars. These are powerful tools for communication, but they're no substitute for in-person experiences—and there's no digital approximation for the energy and pulse of the Craft Brewers Conference. Bonus for those of you with video-conferencing fatigue: You won't find yourself on the wrong side of the mute button while you converse with your colleagues.

Keynote Speaker Richard Montañez

*Former Vice President of
Multicultural Marketing and Sales, PepsiCo*

"One Revelation Will Lead to a Revolution"

In this unique and dynamic presentation, Richard Montañez—known today as the Godfather of Latino Marketing—shares the story of his rise up the corporate ladder from the entry position of janitor to become one of PepsiCo's elite vice presidents. Coming from humble and unlikely means is what he refers to as starting at the "beginning, not the bottom." Richard shares the secrets he used while being driven by passion and a quest for purpose that led him to experience the most dramatic REVELATION he would ever come across in a lifetime. That one revelation would go on to spur a REVOLUTION that shook up and forever changed corporate America's protocol, empowering frontline workers, middle managers, and CEOs alike. And the end result would be the birth of a billion dollar product, also known as America's favorite snack ... FLAMIN' HOT CHEETOS.



**Flamin' Hot
Keynote
Speaker**





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***I always come away
learning something.***

Steve Wagner, co-founder, Stone Brewing

Top-Tier Education You Can Use

At CBC, you'll discover new ways to improve your business, whether it's tips on how to avoid brewery burns (or social media burns), insight into how to install a canning line, or ways to cultivate a company culture that increases retention and reduces turnover. The opportunities to learn are boundless. And not all of the learning is done in a formal setting. In between sessions you will encounter industry colleagues who are eager to share what they've picked up along the way.

The Industry's Premier Trade Show

You'll see the latest and greatest technologies, products, and services available on the floor of BrewExpo America. No other gathering in North America rivals the number and quality of exhibitors you'll find at CBC. See the latest innovations, connect with your suppliers, and build relationships that strengthen your business. After missing BrewExpo America last year, we can't wait to see what's new and exciting.

***What I love about CBC is the
friends you're going to make
there who are going to be
your friends in 30 years.***

Jim Koch, founder, Boston Beer Co.

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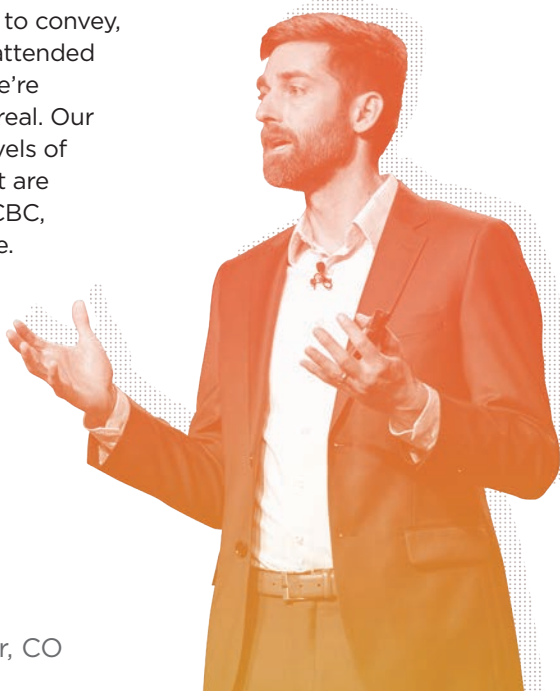
***It's nice getting out
of the brewery and
seeing what everyone
else is doing.***

Wynne Odell, co-founder,
Odell Brewing Company

**VIEW THE LATEST SCHEDULE AT
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Inspiration

CBC will inspire you. The greatest value of this event—the motivation and encouragement you take away from the experience—is the most difficult to convey, let alone quantify. But if you've attended a CBC or two, you know what we're talking about and you know it's real. Our craft brewing community has levels of camaraderie and collegiality that are the envy of most industries. At CBC, you'll see this fellowship up close.





EDUCATION

Ready to level up?

The Craft Brewers Conference delivers world-class programming to help you refine your craft, sharpen your skills, and grow your business.



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*Almost 20 years ago,
I went to a seminar on
barrel aging and what
I learned had a profound
impact on our company.*

Rob Tod, founder, Allagash Brewing Co.

Brewing Operations & Beer Styles

Every distinct beer style has a unique history and characteristics, and is brewed using specific techniques. Similarly, every brewery—from the smallest brewpub or taproom to the largest regional or national packaging brand—has its own set of brewing processes and engineering challenges. Brewing experts in this track will highlight current beer styles and the techniques used to brew them, as well as ways to maximize quality and efficiency in your brewery operations, no matter the size.

Business & Leadership

Running a brewery is about more than just making good beer. Things like finance and accounting, hiring and staff motivation, and change management are all just as important to keep your business healthy. This track is intended for owners, managers, and leaders in the craft brewing industry. Join these sessions to open your mind, be inspired, and learn to be a more effective leader.





Diversity, Equity & Inclusion

Every brewery should be committed to fostering an inclusive and diverse craft brewing community for both brewers and beer lovers. This track will dive deep into the meaning of diversity, equity, and inclusion and explore ways you can make your brewery more welcoming to all.

Events & Hospitality

Brewery hospitality is about making meaningful connections with the visitors in your taproom or brewpub to keep them coming back for more. This track will include seminars on enhancing your customer experience, building programs for successful events and entertainment, and maintaining customer engagement during difficult times.

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***Whatever kind of business you
have, whether on the brewpub
track or the technical track,
there's always something to
learn at CBC. It's amazing.***

Tony Simmons, founder,
Pagosa Brewing Company & Grill

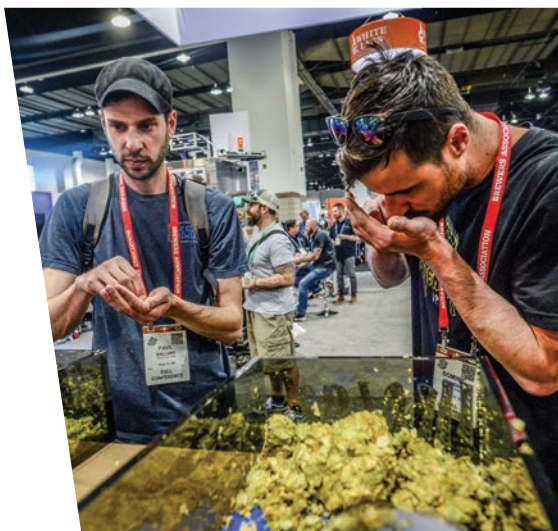
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Government Affairs & Export Development

It's essential for every small business to stay up to date on the rules and regulations affecting their operations—now more than ever. Attend the seminars in this track to make sure you're aware of the risks and opportunities in today's national and global environment. Topics will cover everything from taxes and tariffs, to changes in state and federal laws, to the things you need to know to export your beer abroad.

Quality & Ingredients

Quality management is critical for continued success in the brewing industry. Seminars in this track will help you build your own sensory and quality programs, as well as source, analyze, and properly use the highest quality ingredients to brew the best beer possible.



360° Learning

Every speaker at CBC is an industry leader with unique skills and experiences to share across a multitude of topics. But the learning doesn't just flow in one direction. Every attendee brings their own perspective, interests, and background. This mix—an atmosphere of discovery and exchange—is a potent force.



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Safety & Sustainability

In order to ensure the long-term success of the craft beer industry, it is vital that every brewery commit to safety and sustainability. Nothing is more important than maintaining a safe and healthy environment for your employees and customers. This track is all about providing you with the resources you need to build a culture in your brewery that fosters environmental stewardship and protects your staff and equipment from harm.

Sales & Marketing

It doesn't matter how good your beer is if no one is buying it. The seminars in the Sales & Marketing track will provide breweries with best practices for selling beer on- and off-premise, working with retailers and distributors, and designing successful marketing strategies to grow your brand.

JUST ADDED

Sexual Harassment Prevention Training

To address current issues in our industry, we have added seminars and workshops to help attendees learn the tools to start building harassment-free workplaces, best practices to have in place to make sure everyone understands their role in preventing harassment, and what it means to go from bystander to ally.

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REGISTRATION DETAILS

Full conference registration includes all CBC seminars, keynote/general sessions, BrewExpo America trade show, sponsored seminars and hospitality suites, and pre-conference educational events and bootcamps.



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Thursday, Sept. 9*

Pre-Conference Seminars

| | |
|--------------------|-------------------------------|
| 8:00 am – 1:00 pm | TTB Bootcamp |
| 8:30 am – 12:30 pm | Safety Bootcamp |
| 9:00 am – 1:00 pm | Draught Beer Quality Workshop |
| 3:00 pm – 5:30 pm | ASBC Lab-in-a-Fishbowl |
| 12:00 pm – 3:30 pm | Sponsored Seminars |
| 4:00 pm – 5:00 pm | First Time Attendee Meet-Up |
| 6:00 pm – 8:00 pm | Welcome Reception |

Friday, Sept. 10*

| | |
|---------------------|--|
| 9:00 am – 5:00 pm | BrewExpo America |
| 9:00 am – 10:45 am | Welcome Back! Opening General Session — State of the Industry: Dr. Bart Watson |
| 10:15 am – 11:15 am | Sponsored Seminars |
| 11:15 am – 3:15 pm | Educational Seminars |
| 2:30 pm – 5:00 pm | Sponsored Hospitalities |
| 3:30 pm – 4:30 pm | Committee Meet-Ups |
| 5:00 pm – 6:30 pm | GABF Awards Ceremony (limited capacity) |

Saturday, Sept. 11*

| | |
|---------------------|---|
| 9:00 am – 5:00 pm | BrewExpo America |
| 9:00 am – 10:45 am | General Session: <ul style="list-style-type: none">• Brewers Association Business and Awards• Keynote Speaker: Richard Montañez |
| 10:15 am – 11:15 am | Sponsored Seminars |
| 11:15 am – 12:15 pm | Brewers Association Voting Brewery Member Meeting |
| 12:45 pm – 4:45 pm | Educational Seminars |
| 2:30 pm – 5:00 pm | Sponsored Hospitalities & Seminars |
| 5:00 pm – 6:00 pm | Committee Meet-Ups |

Sunday, Sept. 12*

| | |
|---------------------|--------------------------------------|
| 9:00 am – 3:00 pm | BrewExpo America |
| 10:15 am – 11:15 am | Sponsored Seminars |
| 9:00 am – 11:30 am | Educational Seminars |
| 4:00 pm | Official conference events concluded |

**Exact times are subject to change.*

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CBC is the reunion of the family of brewers.

Tom McCormick, former executive director,
California Craft Brewers Association

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Discounted room rates are available when you book via the Craft Brewers Conference website.



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**Join the Brewers Association
today and save!**

BrewersAssociation.org/join-now

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GABF Competition Awards

Catch the Great American Beer Festival® competition awards ceremony on Friday evening! In a fun twist, this year's Craft Brewers Conference will feature the results from the 2021 #GABF competition, announced live from the Bellco Theatre.

**Competition entrants will receive priority for ceremony access.*

Note: The public-facing, three-day Great American Beer Festival® will return in 2022 for its 40th anniversary October 6-8.



Health + Wellness Information

Due to the pandemic, the Brewers Association is making necessary adjustments to ensure that participant well-being is a top priority. To that end, we will be implementing a variety of new health and safety protocols. The situation remains fluid and subject to change as circumstances dictate. Visit [CraftBrewersConference.com](https://craftbrewersconference.com) for the most current update on our Health + Wellness protocols.

LEARN MORE AT
[CRAFTBREWERSCONFERENCE.COM](https://craftbrewersconference.com)

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SEE YOU IN SEPTEMBER!

Brewers Association
1327 Spruce Street
Boulder, CO 80302



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We Welcome
**EVERY
ONE**