

CRAFT BREWERS CONFERENCE

& BrewExpo America®

CBC at a Glance

Events of Note

- **General Session I – Opening Announcements and State of the Industry presented by Brewers Association (BA) President and CEO Bob Pease, Board Chair Dan Kleban, Diversity, Equity and Inclusion (DEI) Committee Chair Virginia Morrison, and Chief Economist Dr. Bart Watson.**
Friday, September 10, 9-10:45 a.m.
- **General Session II – Annual Industry Awards Presentation and Brewers Association Business & Keynote Address delivered by Richard Montañez, former Vice President of Multicultural Marketing and Sales at PepsiCo.** *Note: Richard is not available for media interviews.*
Saturday, September 11, 9-10:45 a.m.
- **BrewExpo America® Trade Show**
Friday, September 10, 9 a.m.-5 p.m.
Saturday, September 11, 9 a.m.-5 p.m.
Sunday, September 12, 9 a.m.-3 p.m.

Seminar Spotlight

[Doing the Work in DEI: Creating Productivity, Transparency, and Accountability with an Equity Scorecard](#)

Speakers: Heather Sanborn, Dr. J. Nikol Jackson-Beckham, Roxanne Westendorf
Friday, September 10, 11:15 a.m.-12:15 p.m.; Mile High Ballroom 4

[Achieving Great Safety and Sustainability on a Shoestring Budget](#)

Speakers: Matt Gacioch, Matt Stinchfield
Friday, September 10, 11:15 a.m.-12:15 p.m.; Mile High Ballroom 2 & 3

[Direct to Consumer Strategies for Any Size Brewery](#)

Speakers: Matthew Juare, Kevin Darst
Friday, September 10, 12:45-1:45 p.m.; Mile High Ballroom 2 & 3

[Making Serving Simple: Positioning Your Brewery to Serve Your City](#)

Speaker: Matt Stevens
Saturday, September 11, 3:45-4:45 p.m.; Four Seasons Ballroom 1 & 2

[Brewing with Alternative and Undermodified Grains to Achieve Haze Forward Beers](#)

Speakers: Ashton Lewis, Pattie Aron
Saturday, September 11, 3:45-4:45 p.m.; Mile High Ballroom 2 & 3

[Walking Your Corporate Culture Talk through Stewardship and Community Engagement](#)

Speakers: Ashlie Randolph, Betsy Lay, Tamil Maldonado, Linda Cooley
Saturday, September 11, 3:45-4:45 p.m.; Mile High Ballroom 4

The Unthinkable Has Happened: Finding Your Way After Harassment, Discrimination, or Abuse Has Changed Everything

Speakers: Dr. J. Nikol Jackson-Beckham
Sunday, September 12, 9-10 a.m.; Room 501/502/503/504

Applying a Sensory Program in Your Brewery

Speakers: Lindsay Barr, Brooke Porter
Sunday, September 12, 9-10 a.m.; Mile High Ballroom 2 & 3

Economics of Equity: Why Evolving Your Consumer Base Makes Sense...and Cents

Speakers: Denise Ford Sawadogo, Tranice Watts
Sunday, September 12, 10:30-11:30 a.m.; Mile High Ballroom 4

More Information on the 35th Annual Craft Brewers Conference® and BrewExpo America®

- Largest U.S. industry-only gathering for the craft brewing industry
- CBC's first THRIVE: A roadmap to a CBC experience that empowers craft brewing community members to build safe, inclusive, and equitable cultures where everyone who makes, sells, and enjoys craft beer can thrive.

Upcoming Brewers Association Events

- SAVOR™: An American Craft Beer & Food Experience 2022; Washington, D.C. (Date tbd)
- Craft Brewers Conference® & BrewExpo America®; May 2-5, 2022; Minneapolis, MN
- World Beer Cup®; May 5, 2022; Minneapolis, MN
- HomebrewCon™; June 23-25, 2022; Pittsburgh, PA
- Great American Beer Festival 40th Anniversary; October 6-8, 2022; Denver, CO

Social Media

- Official Hashtag: #CraftBrewersCon
- Tag @BrewersAssoc on [Facebook](#), [Twitter](#), and [Instagram](#).

Media Contacts

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