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BEER INDUSTRY SUMMIT

Agenda



Sunday Afternoon Kickoff Session, January 14, 2018 – Ponce de Leon Ballroom

1:30 – 3:30pm **Registration – South Ballroom Foyer**

3:30 – 3:45pm **OPENING REMARKS:** Harry Schuhmacher, Editor and Publisher, Beer Business Daily

3:45 – 4:30pm **DISTRIBUTORS OF TOMORROW: HOW THE NEXT GENERATION OF WHOLESALERS SEE THE BEER INDUSTRY:** Brian Drennan, VP, Capital City Beverages, Inc.; Bud Dunn, VP, Atlas Sales, Inc.; Joanie O'Sullivan-Butler, President, John P. O'Sullivan Distributing, Inc.; Lisa Marie Peisen, Advertising & Marketing Manager, L&F Distributing, LLC

Members of NBWA's Next Gen (generation) Group dish on how they see the three tier system and its evolution into the future. Find out how young distributors across the nation see key issues like slowing beer share, taprooms, e-commerce, and more.

4:30 – 5:00pm **WHAT'S GOING ON? EXAMINING HOLISTIC TRENDS TO UNDERSTAND THE CHANGING BEER LANDSCAPE:** Brandy Rand, U.S. President, IWSR

IWSR U.S. president Brandy Rand gives a 30,000-foot view of major CPG movements to contextualize the current state of beer. From category convergence, to global happenings, to health and wellness cues and even evolving bev alc marketing trends, Brandy will explore these topics and more to offer beer some holistic solutions for the future, on- and off-premise.

5:00 – 7:00pm **Welcome Reception - Ocean Lawn Sponsored by Bank of the West**

Monday: General Session, January 15, 2018 – Ponce de Leon Ballroom

8:00 – 9:00am **Breakfast – Ocean Lawn**

9:00 – 9:30am **THE END OF TRADITIONAL ADVERTISING?:** Nuno Teles, CMO, Heineken USA

Heineken USA's CMO will cover changing brand strategies behind their biggest brews, from brand Heineken, to Dos Equis and more



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- 9:30 – 10:00am **MIKE'S HARD LEMONADE CO. – BRINGING FLAVOR TO LIFE:**
Phil Rosse, President, Mike's Hard Lemonade
- No. 1 FMB company Mike's Hard Lemonade has been one of the biggest growers in beer the last couple of years, gaining share as others drop. Hear from chief Phil Rosse on how they'll continue to grow, including the blockbuster projections behind "hard" seltzer White Claw, which Phil believes can grow to the size of Mike's Hard Lemonade.*
- 10:00 – 10:15am **Coffee Break- South Ballroom Foyer**
- 10:15 – 10:45am **COULD PRIVATE LABEL BREAK BEER?** Shawn Schiffer, SVP of Global Sales, WX Brands
- From Target to Walmart to Kroger and even Whole Foods, and growing discount retailers like Aldi, private label beer is rearing its head in every category segment. Learn from Shawn Schiffer, SVP global sales for major private label beer producer, WX Brands, how private label will continue to develop in the beer space.*
- 10:45 – 11:15am **CRAFT IN THE GLOBAL ARENA:** Jerome Pellaud, Global VP of Craft Specialties, ZX Ventures
- 11:15 – 12:00pm **THE WHO, WHAT, WHY AND HOW OF BEER E-COMMERCE -- PLUS, POTENTIAL ISSUES:** Justin Robinson, Co-Founder & Senior Vice President of New Business, Drizly; Cheryl Murphy Durzy, CEO, LibDib; Rodolphe Boulanger, VP Beer, Wine and Spirits, FreshDirect
- How big could e-commerce really get for beer? Who is doing what in the space? What are the lookout points? Learn from those at the forefront of the ever-unfolding industry exactly what's going on in this digital "fourth tier" of beer sales.*
- 12:00 – 1:30pm **Luncheon - Venetian Ballroom**
- 1:30 – 2:00pm **CONSTELLATION BEER'S HIGH END MOMENTUM:** Paul Hetterich, EVP and President, Constellation Brands Beer Division
- From new Corona extensions to Modelo Especial opportunities, how much bigger can the biggest Mexican imports get? What are the caveats? And how will Constellation leverage other segments against their star beer brands? That and more from Constellation Beer Division chief Paul Hetterich.*
- 2:00 - 2:30pm **WHAT WE CAN LEARN FROM YETI: THE LEADER IN HIGH-END COOLERS AND DRINKWARE:** Matt Reintjes, CEO, Yeti Coolers
- Want to talk about high-end? Disruption? Well, here you go. Come hear from Yeti CEO Matt Reintjes on how his ubiquitous cooler company upended an industry in ten short years.*



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2:30 – 3:00pm

CRAFT BEER DISRUPTORS: Bob Bonder, Co-Founder & President, Rhinegeist Brewery; Daniel Lanigan, CEO/founder, Lord Hobo Brewing Co.

Cincy's Rhinegeist has grown to a top 50 craft brewer in just a handful of states and years. Their diversified portfolio includes renowned IPAs, a cider line and a recent Rose Ale that's already grown to 20% of sales. And they just invested in a medical marijuana cultivation site. Woburn, Massachusetts' Lord Hobo sports some of craft's most current trends: a big-selling New England IPA, private equity investment, rapid market expansions and an eye toward robust taproom sales. The 2.5 year-old brewer is already eyeing 50,000 barrels this year. Learn how these brewers' diversified models are helping them gain a lot of share in the craft segment.

3:00 - 3:15pm

Beer Break - South Ballroom Foyer

3:15 – 3:45pm

FINDING SUCCESS AMIDST THE CRAFT CHAOS: Pete Marino, President, Tenth and Blake Beer Company (MillerCoors)

All craft faces headwinds of potential SKU rationalization and the overwhelming variety within craft. New Tenth and Blake chief Pete Marino will share his perspective on the keys to succeeding in a chaotic craft segment; what role local, regional and national brands play will play; and why he believes Tenth and Blake is ideally positioned to be a leader in the category.

3:45 – 4:30pm

POSITIONING, TRAFFIC, SKUs: RETAILERS SHARE PRESSURE POINTS: Al Dominguez, SVP/GMM, snacks, beverages and impulse products, Walmart; Andrea Schwenk, Beverage Director, Buffalo Wild Wings

The biggest beer retailers of the on- and off-premise share their own strategies to grow the category in a tough retail environment. They'll touch on hot topics, from e-commerce/delivery strategies, to positioning and assortment issues and more.

4:30 – 6:30pm Closing Reception - Ocean Lawn