

BEER SUMMIT SCHEDULE
THE BREAKERS - PALM BEACH, FL
JANUARY 14-15, 2018

Sunday Afternoon Kickoff Session, January 14, 2018

1:30 – 3:30pm Registration

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

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

5:00 – 7:00pm Welcome Reception

Monday General Session, January 15, 2018

8:00 – 9:00am Breakfast

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

9:30 – 10:00am WHITE CLAW'S TIDAL WAVE: Phil Rosse, President, Mike's Hard Lemonade

10:00 – 10:15am Coffee Break

10:15 – 10:45am COULD PRIVATE LABEL BREAK BEER?: Shawn Schiffer, SVP of Global Sales, WX Brands

10:45 – 11:15am To Be Announced

11:15 – 12:00pm THE WHO, WHAT, WHY AND HOW OF BEER E-COMMERCE -- PLUS, POTENTIAL ISSUES: Nick Rellas, CEO, Drizly; Cheryl Murphy Durzy, CEO, LibDib; Rodolphe Boulanger, VP Beer, Wine and Spirits, FreshDirect

12:00 – 1:30pm Luncheon

1:30 – 2:00pm THE UNSTOPPABLE MEXICAN IMPORT TRAIN: Paul Hetterich, EVP and president, Constellation Brands Beer Division

2:00 - 2:30pm WHAT WE CAN LEARN FROM YETI: THE LEADER IN HIGH-END COOLERS AND DRINKWARE. Matt Reintjes, CEO, Yeti Coolers

2:30 – 3:00pm CRAFT BEER DISRUPTORS: Bob Bonder, co-founder & president, Rhinegeist Brewery; Daniel Lanigan, CEO/founder, Lord Hobo Brewing Co.

3:00 - 3:15pm Beer Break

3:15 – 3:45pm HOW MUCH BIGGER CAN BIG CRAFT GET? Pete Marino, President, Tenth and Blake Beer Company (MillerCoors)

3:45 – 4:30pm

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

4:30 – 6:30pm

Closing Reception