



2022 Beer Industry Summit Schedule – Hotel Del Coronado

Sunday Afternoon Kickoff Session, January 30, 2022

- 1:30 – 3:30pm** **Registration**
- 3:30 – 3:45pm OPENING REMARKS: Harry Schuhmacher, Editor and Publisher, Beer Business Daily
- 3:45 – 4:15pm Views From the Street: Bill Kirk, Executive Director, MKM Partners; Vivien Azer, Managing Director & Senior Research Analyst, Cowen
- 4:15 – 5:00pm Live and Uncut: Jim Koch: Jim Koch, Chairman and Founder, Boston Beer
- 5:00 – 7:00pm** **Welcome Reception**

Monday General Session, January 31, 2022

- 7:30 – 8:30am** **Breakfast**
- 8:30 – 9:10am Sitting Down with the New Head of A-B: Brendan Whitworth, CEO, Anheuser-Busch
- 9:10 – 9:50am Data from the Real World: Brandy Rand, COO Americas, IWSR; Scott Scanlon, VP, IRI
- 9:50 – 10:15am Social Media's Evolving Role in the Bev Alc Industry: Pablo Merheb, Industry Lead, Global Marketing Solutions, Facebook
- 10:15 – 10:30am** **Coffee Break**
- 10:30 – 11:00am Diageo Beer Co. Roping and Riding the Ranch Water Wave: Nuno Teles, President, Diageo Beer Co.; Katie Beal Brown, Founder and CEO, Lone River Bev Co.
- 11:00 – 11:35am Top Retailers Tell All: Jason Fremstad, VP Adult Beverage, Walmart; Mary Guiver, Global Principle Category Merchant, Beer & Spirits, Whole Foods Market
- 11:35 -- 12:00pm E-Premise: The Future Of Alcohol Delivery With Gopuff: Randy Ornstein, Sr Director of Beverages, Gopuff
- 12:00 – 1:30pm** **Luncheon**
- 1:30 – 2:00pm Top Cannabis Exec Spills on Strategy: Irwin Simon, Chairman and CEO, Tilray
- 2:00 – 2:30pm It's a Hard Topo Chico World: Michelle St. Jacques, CMO, Molson Coors Beverage Company
- 2:30 – 3:10pm Craft Beverage Disruptors: Bill Shufelt, Co-founder and CEO, Athletic Brewing Co.; Jennie Ripps, Co-founder and CEO, Owl's Brew; Colin Schilling, Co-founder and CEO, Schilling Cider
- 3:10 – 3:40pm** **Coffee Break**
- 3:40 – 4:05pm Digital Marketing for Bev Alc: Nish Mehta, Director, Alc-Bev Vertical, Twitter
- 4:05 – 4:45pm How High is Up for Constellation?: Bill Newlands, President and CEO, Constellation Brands
- 4:45 – 6:45pm** **Closing Reception**