

SUMMIT EVENT PROGRAM



BEER WINE & SPIRITS
2026
SUMMIT

WHERE RELATIONSHIPS ARE BUILT
AND DEALS GET DONE.



JAN 18-20, 2026

HOTEL DEL CORONADO, SAN DIEGO, CA



BEER BUSINESS
DAILY INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

WINE & SPIRITS
DAILY INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

CRAFT BUSINESS
DAILY INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

Index

Welcome Letter	PG. 02
Meet the Staff	PG. 03
Agenda	PG. 04
Our Speakers	PG. 06
Upcoming Summits	PG. 27
Newsletter Sign-Up Sheet	PG. 28



Dear Summiteer,

Welcome to the 23rd Annual Beer, Wine & Spirits Summit.

After a rough year like 2025, it's more important than ever to gather and share insights and perspectives with other industry members. We've gathered a fantastic lineup of speakers who will do just that.

Over the next few days we'll dig into the latest trends, hear from companies who are finding growth in a tough environment, the retail perspective from c-stores to hotels, and more.

As always, each session will be followed by a brief audience Q&A where you can ask speakers the burning questions on your mind.

We'll kick things off with beer-centric sessions, and the second half will focus on wine & spirits. You'll also have several opportunities to network with old friends and new - we hope you'll take full advantage of them.

After the conference we will email you a link to the slide presentations as well as a link to a survey regarding your experience that I encourage you to fill out.

We appreciate you being here and hope you leave San Diego optimistic and energized to take on 2026.

Cheers,

The SchuPub Team

Meet the Team

Powering Daily Industry Intelligence.



Harry Schuhmacher

Publisher and Owner -
Schuhmacher Publishing
Company



Millicent Ryne

President



Jenn Litz-Kirk

Director of Content



Jessica Lopez

VP of Sales & Circulation



Jordan Driggers

Senior Beer Editor



Bianca Bruno

Beer Editor



Sarah Barrett

Executive Editor



Hana Kruger

Editor for Wine &
Spirits Daily

Agenda

Day One and Two



SUNDAY General Session / January 18, 2026

12:00 - 2:00 PM REGISTRATION

2:00 - 2:30 pm Opening Remarks, Harry Schuhmacher, Editor and Publisher, Beer Business Daily
2:30 - 3:10 pm Sam Calagione, Founder and Brewer, Dogfish Head Brewery
3:10 - 3:45 pm Danelle Kosmal, Consultant, 3 Tier Beverages

3:45 - 4:00 PM BREAK

4:00 - 4:30 pm Bob Gulley, Lead Category Manager, Circle K
4:30 - 5:00 pm Alex Pratt, CEO, Good Boy Vodka
5:00 - 5:30 pm Jim Sabia, EVP and President, Beer Division, Constellation Brands

5:30 - 7:30 PM RECEPTION

MONDAY General Session / January 19, 2026

7:30 - 8:30 AM REGISTRATION

7:30 - 8:30 AM BREAKFAST

8:30 - 9:00 am Rahul Goyal, President and Chief Executive Officer, Molson Coors
9:00 - 9:30 am Brian Rosen, Chairman and Managing General Partner, InvestBev
9:30 - 10:00 am JB Shireman, Partner & Strategic Advisor
10:00 - 10:30 am Sam Shahidi, CEO and John Shahidi, President, Happy Dad Hard Seltzer & Tea

10:30 - 10:45 AM BREAK

10:45 - 11:15 am Clement Pappas, CEO and Co-Founder, Stateside Brands
11:15 - 11:45 am Distributer Panel: JR Hand, President and CEO, Hand Family Companies;
Zach Poelma, SVP – Commercial Intelligence, Southern Glazer's Wine & Spirits
11:45 - 12:15 pm Brendan Whitworth, CEO, Anheuser-Busch

12:15 - 1:45 PM LUNCHEON

Agenda

Day Two and Three

MONDAY General Session / January 19, 2026

12:30 - 2:00 PM REGISTRATION

2:00 - 2:45 pm [The Changing Distribution Landscape of California](#): John Landry, EVP/GM of California, Southern Glazer's Wine & Spirits; John Sladek, EVP, Breakthru California

2:45 - 3:15 pm [Fireside Chat](#): Nick Serjeant, Director, Strategic Sales - Bev Alc, Instacart

3:15 - 3:30 PM COFFEE BREAK

3:30 - 4:15 pm [Hospitality Panel: What's Happening in Hotels](#): Brandy Rand VP & Market Leader, Hospitality Group, Questex; Miranda Breedlove, Director of Beverage, The Lifestyle Group, Hyatt; Bill McKinney, Regional VP, IHG Luxury & Lifestyle

4:30 - 6:30 PM RECEPTION

TUESDAY General Session / January 20, 2026

7:30 - 9:00 AM REGISTRATION

8:00 - 9:00 AM BREAKFAST

9:00 - 9:30 am [What the Data is Telling Us](#): Scott Scanlon, EVP Alcoholic Beverages, Circana

9:30 - 10:15 am [Diving into the World of Non-Alc](#): Brie Wohld, VP of Marketing, Trinchero Family Estates; George Youmans, Co-Founder & Chief Revenue Officer, Hiyo

10:15 - 10:30 AM COFFEE BREAK

10:30 - 11:00 am [A Chat with XXL Wines Parent Company](#): Kaitlin Silva, Director of National Accounts, Tri-Vin Wine & Spirits

11:00 - 11:30 am [Focusing on Innovation to Drive Growth During Tough Times](#): Sarah Montague, CMO, John Anthony Wine & Spirits

11:30 - 12:15 pm [Where does Hemp go from here?](#): Austin Sawyer, CEO, CMC; Jake Bullock, Co-Founder and CEO, CANN; Diana Eberlein, Chief External Affairs Officer, Vertosa

12:15 - 1:30 PM GRAB AND GO LUNCH

SUMMIT EVENT PROGRAM

The **SPEAKER LINEUP**

VOICES DRIVING THE CONVERSATION.

**BEER BUSINESS
DAILY**

INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

**WINE & SPIRITS
DAILY**

INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

**CRAFT BUSINESS
DAILY**

INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

BEER WINE & SPIRITS
2026
SUMMIT

Our Speakers

Voices Driving the Conversation.



Sam Calagione

BREWER/FOUNDER, DOGFISH HEAD, BOSTON BEER COMPANY

Sam Calagione has been focused on brewing beers with culinary ingredients since 1995 when Dogfish Head first opened as the smallest craft brewery in America. Today, Dogfish has grown into a 400+ person company and is one of the most recognized breweries in the country. Dogfish Head is based in Delaware with Dogfish Head Brewings & Eats, an off-centered brewpub and distillery, Chesapeake & Maine, a geographically enamored seafood restaurant with a James Beard nominated cocktail program, Dogfish Inn, a harbor-front beverage-themed motel and Dogfish Head Craft Brewery, a production brewery and distillery featuring a Tasting Room & Kitchen.

Dogfish currently sells beers, spirits, and canned cocktails across the U.S. In July 2019, Dogfish Head proudly merged with the Boston Beer Company. Sam's innovative style and collaborative spirit has earned him a reputation as one of the industry's most adventurous entrepreneurs and brewers. Sam has authored four books and was named the James Beard Foundation's Outstanding Wine, Spirits, or Beer Professional in 2017. Sam, Mariah, and their family reside in coastal Delaware.



Brian Rosen

CHAIRMAN AND MANAGING GENERAL PARTNER, INVESTBEV

Brian Rosen is the founder of InvestBev and created an ecosystem that serves independent beverage brands at every stage of their growth journey - from inception through exit.

Brian has dedicated his career to the beverage industry and is globally regarded as a leading authority on navigating the three-tier system. He was the CEO of his own \$100 million independent liquor retailer, worked as a partner in the adult beverage category at PwC (Pricewaterhouse Coopers), and served as the lead consultant of trade marketing for Anheuser-Busch. He is the recipient of numerous industry awards, including Forbes Best of the Web (2x), Retailer of the Year (3x), Wine Innovator of the Year, and was a Power Ranking Top 100 Global Beverage Leader.

Brian has an Executive Leadership degree from the University of Chicago, Booth School of Business and a degree in marketing and finance from DePaul University. He is a member of Tiger 21 and YPO Gold and serves on the boards of Pilot Project Brewing, ReserveBar, Nomadica, and Fyllo.



Clement (Clem) Pappas

CEO, STATESIDE BRANDS

Clement Pappas is the CEO and co-founder of Stateside Brands. Stateside Vodka was launched in 2015 as a premium, American craft vodka brand based in Philadelphia, PA. Stateside quickly became the top-selling Pennsylvania Distilled Spirit. In 2021, the company launched its first RTD Brand, Stateside Vodka Soda, now a 600K case brand boasting over 50% growth in 2024. In 2022, the Company launched Surfside Iced Tea + Vodka and the brand immediately took off like a rocket ship and has yet to show any signs of slowing down. Surfside depleted over 4.9 Million cases in 2024, making it the #2 overall spirit-based RTD in the US, with projections to deplete 11 Million case in 2025. Surfside has received numerous industry awards including Market Watch 2025 Spirit Brand of the year.

Prior to Stateside, Clement was CEO of Clement Pappas & Co., a private label juice supplier founded by Clement's Grandfather. Growing up, the business played a central role in Clement's life, and he later worked in an executive capacity for the company for over 15 years before leading the sale of the Company to Lassonde Industries.

Clement and his wife Lauren reside in Haddonfield, NJ with their two sons, Paul and Joseph. After tragically losing their premature son Peter in 2015, Clement and Lauren founded the Peter Joseph Pappas Fund with a mission to cure preeclampsia by 2050. Clement is a Henry Crown Fellow at the Aspen Institute, a member of the Young Presidents' Organization, and has served on numerous charitable and corporate boards. He earned his BSE from Duke University and MBA from The Wharton School.



Sam Shahidi

CEO AND CO-FOUNDER, HAPPY DAD HARD SELTZER & TEA

In June 2021, Shahidi co-founded Happy Dad alongside his brother John Shahidi and Kyle Forgaard, host of the Full Send Podcast. Independently owned, Happy Dad has sold over 240 million cans and expanded to 120 employees in just three years. Currently, Happy Dad holds the position of the #4 malt seltzer brand in the USA and #1 RTD in multiple provinces in Canada. Happy Dad is also the #1 followed and engaged the Hard Seltzer, Lemonade & Tea brand on Instagram, boasting over 1 million followers.

As CEO, Shahidi oversees strategy, creative, production, operations, and partnerships. He leads by creating and organizing the vision, providing strong leadership to the executive team and employees, while promoting innovation and setting goals.

Previously, Shahidi was the Chief Creative Officer and Co-Founder of Shots Studios, a next-gen media company. The company created original mobile-first content for YouTube, Instagram, and other streaming platforms. He served as Executive Producer on multiple projects, including the Netflix-original docu-series Vai Anitta and the recently released Amazon-original film Música, which has an incredible 98% Rotten Tomato score. Shots Studios' content attracts over 22 billion minutes of viewership every year.

In 2022, Shots Studios evolved into a podcast network, focusing on video-first podcast content. The Shots Podcast Network has signed numerous podcasts, including one of the most popular podcasts on YouTube, "Full Send Podcast."



John Shahidi

PRESIDENT AND CO-FOUNDER, HAPPY DAD HARD SELTZER & TEA

With his brother Sam, he co-founded Shots Studios, producing digital-first content for YouTube, Instagram, Netflix, and Amazon. In 2020, he took over as President of Full Send after partnering with the Nelk Boys and transformed Shots Studios into Shots Podcast Network, home to the Full Send Podcast.

In 2021, Shahidi co-founded Happy Dad Hard Seltzer, Lemonade & Tea with Sam Shahidi and Kyle Forgeard. In just three years, the brand has sold 240M+ cans, grown to 120 employees, and become a top-5 malt seltzer in the U.S. and #1 RTD in multiple Canadian provinces. With over 1M Instagram followers, Happy Dad is also the most-followed and engaged hard seltzer, lemonade & tea brand online.



Jim Sabia

EVP & PRESIDENT, BEER DIVISION, CONSTELLATION BRANDS

Jim Sabia is Constellation's Executive Vice President and President, Beer Division, reporting to President and CEO Bill Newlands. Jim is responsible for day-to-day general management responsibilities for all U.S. commercial and operations functions related to the company's beer business. Prior to this role, Jim was the company's Executive Vice President and Managing Director, Beer Division. Jim is a member of the executive management committee.

Jim joined the company in 2007 leading the marketing efforts of the spirits business. In 2009, Jim joined the Beer Division as Chief Marketing Officer responsible for leading the marketing strategy across Constellation's diversified beverage alcohol portfolio. Jim previously served as Vice President of Marketing & Media at Molson Coors Brewing Company.



Danelle Kosmal

CONSULTANT, 3 TIER BEVERAGES

Danelle Kosmal is a seasoned professional in the beverage alcohol industry, known for her expertise in research, data analytics, and marketing strategies. Danelle joined 3 Tier Beverages in March 2024, where she brought a passion for leveraging data to drive industry insights and actions. Prior to her role at 3 Tier Beverages, Danelle served as the vice president of research at the Beer Institute, where she led data analytics and policy research, and delivered talks at key industry events. Before her tenure at the Beer Institute, Danelle spent 16 years at NielsenIQ, where she led industry thought leadership initiatives and best practice solutions for clients in the beer, wine, and spirits sectors, as well as for industry groups and the media. Danelle's insights have been featured in national media outlets, including CBS This Morning, WSJ, NYT, CNN, Fox News, and The Washington Post, along with leading trade publications.

Danelle earned her MBA from the University of Pittsburgh and her BA in International Studies and Economics from Allegheny College in Pennsylvania. She currently resides in Tokyo, Japan with her husband and son. When in the U.S., they call the Washington, DC area home.



JB Shireman

PARTNER & STRATEGIC ADVISOR

Born and raised in L.A. (Lower Arkansas), JB's affinity for beer developed early. In 1987, he found his way to Colorado and became a partner in the smallest bar in the state, where he ultimately became the first on-premise customer for many early-days craft players.

In 1995, he joined New Belgium Brewing Company where he enjoyed a 13-year career in sales, branding and distribution strategy, as well as, serving on their BOD. He left in 2009 and shortly thereafter started Craftcentric, a consulting firm dedicated to all tiers of the craft beverage space. In 2011, JB joined First Beverage Group as a strategic consultant. Focusing primarily on mergers and acquisitions, he advised many notable crafts such as Boulevard, Firestone Walker, Devils Backbone, Avery, Hop Valley and over a dozen others.

He joined Arlington Capital Advisors in January 2018. When JB joined, Arlington had an impressive list of craft clients of their own, including Dogfish, Stone, Victory, Cigar City and many others. Collectively, they became active globally, completing work with BrewDog and Beavertown in the UK and Bira in India. In 2019, they represented both Dogfish in its sale to Boston Beer and New Belgium with its Lion Kirin partnership.

Arlington and JB continued their successful run in craft beer completing deals for Bells, Sweetwater and, most recently, Montauk. Seeing the diversification coming to bev alc, they also closed a deal between Lone River Ranch Water and Diageo, as well as, recently completing a large capital raise for BeatBox, a leading RTD brand.

Arlington also has a successful restaurant and franchise practice and is quickly expanding into the rapidly morphing world of total beverages: be it alcoholic, non-alcoholic or cannabis based.

He lives in Cedaredge, Colorado with his wife Angie and two boys, Sawyer and Max. He is an avid fly fisherman, hunter, climber and writer.



Zach Poelma

SVP COMMERCIAL INTELLIGENCE AND STRATEGY, SOUTHERN GLAZER'S WINE & SPIRITS

Zach Poelma currently serves as the Senior Vice President, Commercial Intelligence and Strategy, a newly created role he was promoted into in August of 2025. Prior to this, he was the SVP Supplier Strategy and Insights Center of Excellence, a role he held since helping to lead the design of the new SGWS Supplier Development and Marketing (SDM) Organization in January 2021. In his current role Zach reports directly into SGWS President Commercial Sales, Mark Chaplin and manages a team of 120+ resources focused on working directly with Suppliers, Customers and Internal teams on Insights, Strategy, Collaboration projects, Commercial Operations and Consumer initiatives including Multicultural opportunities. Zach has served in multiple strategy and analytics roles of increasing responsibility since joining Southern Glazer's in 2011.

Prior to his current role, he held the role of Senior Vice President, Supplier Strategy & Business Development, where he oversaw the Supplier Insights and Strategy teams, while also leading supplier expansion initiatives and collaborating with regional and state teams. In addition to his time at Southern Glazer's, Zach has also worked in corporate and financial roles for Procter & Gamble, Dannon, and UBS. He earned a Bachelor of Science from The United States Naval Academy where he also was a Division 1 baseball pitcher and received an MBA from NYU's Stern School of Business. He's a graduate of Southern Glazer's Preeminent Leadership Program, in partnership with the Harvard Business School of Executive Education. Outside of work, Zach and his wife Melanie have 3 kids Landon, Adysen and Logan.



Bob Guley

LEAD CATEGORY MANAGER, CIRCLE K

A 36-year veteran of the convenience-store industry and one of the nation's leading alcohol-category experts. For the past 20 years, Bob has worked side-by-side with the country's largest brewers and marketing teams to develop innovative, cutting-edge products and category-management solutions that drive real profits. His out-of-the-box thinking has earned him widespread respect and accolades from peers across the c-store and beverage-alcohol space. Bob is a frequent speaker at major alcohol trade shows, conventions, and brewer meetings. He and his wife, along with their German Shepherd Cooper, make their home in beautiful Monument, Colorado.



Alex Pratt

CEO, GOOD BOY VODKA

Alex is a seasoned entrepreneur with a proven track record of building and scaling businesses across multiple industries. Before founding Good Boy Vodka, he achieved success in the commercial trailer and real estate sectors, earning a reputation for identifying market opportunities early and driving sustained growth through strategic execution.

In 2020, Alex founded Good Boy Vodka with a clear vision: to build a premium lifestyle brand that blends ambition with purpose. What began as a vodka brand has grown into a diversified beverage platform rooted in quality, brand integrity, and community impact — particularly through initiatives supporting veterans and animal welfare.

Under his leadership, Good Boy Vodka has expanded into multiple states, established strong operational and sales infrastructure, and secured key distribution and brand partnerships. Alex's approach combines entrepreneurial speed with operational discipline, positioning Good Boy Vodka for continued national growth and long-term brand value.



Rahul Goyal

PRESIDENT AND CHIEF EXECUTIVE OFFICER, MOLSON COORS

Mr. Goyal has been Molson Coors' President and Chief Executive Officer since October 2025. Prior to his current position, Mr. Goyal served as Chief Strategy Officer of Molson Coors Beverage Company, since 2019, and prior to that the Chief Corporate Strategy, M&A and Venturing Officer since 2015. Since starting with Coors Brewing Company in 2001 as a Project Manager, Mr. Goyal has held leadership roles in the US, UK and India, including Chief Information Officer in the UK from 2009 to 2011 and Chief Financial Officer and Board Member from 2011 to 2015 in India. Mr. Goyal's expertise includes strategy, long-range planning, M&A, finance and technology.

Mr. Goyal holds an engineering degree from Mysore University and an MBA in Business and IT from the University of Denver Daniels College of Business.



JR Hand

PRESIDENT & CEO, HAND FAMILY COMPANIES

JR Hand is President and CEO of Hand Family Companies, a leading beverage distributor with operations across Tennessee, Kentucky, Illinois, and California. The company's portfolio includes Tristar Beverage, Bluegrass Beverage, Lakeshore Beverage, and Sunset Distributing, collectively employing more than 1,500 people and selling over 40 million cases annually.

A respected industry and community leader, JR has served on numerous boards, including the YMCA Board of Directors, Better Business Bureau Advisory Council, Tennessee Malt Beverage Association, National Beer Wholesalers Association, and as President of the Kentucky Malt Beverage Council.

A Vanderbilt University graduate, JR is an active supporter of the school and its athletic programs. He lives in Nashville, Tennessee, with his wife and their four children.



Brendan Whitworth

CEO, ANHEUSER-BUSCH

Brendan Whitworth is AB InBev's CEO North America Zone, leading Anheuser-Busch's growth and long-term commercial strategy.

Drawing on his deep experience in the CPG industry and his eight years in the United States Marine Corps and Central Intelligence Agency, Whitworth has a unique perspective on the US business and consumer.

Since joining the company in 2013, he has held key positions in sales including leading trade marketing, category and sales technology efforts in the US. Whitworth holds a dual Bachelor's Degree in Economics and Classics from Bucknell University, and an MBA from Harvard University.

In his previous role as US Chief Sales Officer, his strategic leadership, strong customer relationships, and expert use of innovative sales technologies and consumer insights resulted in improved financial results and strong commercial momentum for the company.



Scott Scanlon

EVP, BEVAL VERTICAL, CIRCANA

Scott is a 25+ year veteran at Circana/IRI responsible for overseeing Beverage Alcohol Client Insights, drawing on his experience within several former IRI divisions. Prior to Client Insights, Scott held positions within Strategic Solutions, Product Management, Client Service and Database Management at IRI. In addition to traditional market measurement tracking, pricing analytics, or consumer data his recent focus is on bringing new solutions to the BevAl industry: primarily the emerging E-commerce marketplace, on-premise, and expanded retailer coverage to provide a holistic market view.



John Landry

EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER, CALIFORNIA, SOUTHERN GLAZER'S WINE & SPIRITS

John Landry is Executive Vice President and General Manager, California at Southern Glazer's Wine & Spirits, the preeminent distributor of alcoholic beverages. In his role, he is responsible for leading all aspects of the business in California, including shaping the strategy, vision and culture within the state.

Landry most recently served as Executive Vice President and General Manager, Nevada. Prior to that, he was Executive Vice President for the Company's Coastal Pacific Wine & Spirits dedicated division in Washington, a role that he held since joining Southern Glazer's in 2012. Later in his tenure with the Company, he assumed additional responsibilities for the division in the Company's Alaska and Nebraska markets. Prior to joining Southern Glazer's, Mr. Landry held senior roles on the supplier side of the beverage alcohol industry with the Boston Beer Company, Diageo Beer Company and Diageo Wine and Spirits in many markets across the U.S. Landry began his career in the wine and spirits industry in 1991 with Heublein Wines Division (now Diageo) as a sales representative. Landry graduated from the University of California, Santa Barbara, with a Bachelor of Arts Degree.



John Sladek

EVP, BREAKTHRU CALIFORNIA

John Sladek serves as Executive Vice President of Breakthru California, overseeing all aspects of the company's operations across the state. In this role, he leads Breakthru's efforts in one of the most high-potential markets in the U.S., guiding strategy, performance, and most recently, its rapid expansion. Previously, as Vice President of Sales for Northern California, John excelled at executing effective sales strategies that drove revenue and share growth. Since joining Breakthru in 2018, he has held a series of leadership positions with increasing responsibility, including Vice President of Supplier Development for Breakthru nationally and Vice President of Wine for Breakthru Colorado.

With more than two decades of industry experience, John began his career with Glazer's Distributors before joining GALLO, where he managed sales across the Western, Midwest and Northeast regions in various assignments.



Nick Serjeant

DIRECTOR, STRATEGIC SALES - BEV ALC, INSTACART

Nick Serjeant is a senior revenue and partnerships leader specializing in the evolving intersection of beverage alcohol, retail media, and eCommerce. As Director of Strategic Sales at Instacart, he leads the company's national BevAlc Brand Partnerships organization—a team he built to help suppliers accelerate digital transformation, measure omnichannel impact, and reach consumers where they increasingly shop: online and at the digital point of purchase.



Brie Wohld

VICE PRESIDENT OF MARKETING TRINCHERO FAMILY ESTATES

Brie Wohld is passionate about meeting the wine and spirits consumer in new ways—through innovation, insight, and a portfolio built to evolve with the times. As Vice President of Marketing at Trinchero Family Wine & Spirits, she leads Brand and Digital Marketing, Consumer Insights and Creative Services across a diverse portfolio that includes flagship brands like Sutter Home, Ménage à Trois and SEAGLASS, no-alcohol leaders FRE and Luminara, partner brands Joel Gott and Bieler and spirits brands such as Tres Agaves and Hanson of Sonoma Organic Vodka.

Brie's leadership spans the full cycle of consumer engagement—from understanding shifting preferences through data and insights, to translating those learnings into compelling creative and brand experiences. Under her leadership, Trinchero has continued to earn accolades and drive performance across multiple categories. Sutter Home has been a top-five selling wine in the U.S. for more than 35 years, driven by a long-standing commitment to welcoming new consumers to wine. FRE has held its position as the #1 selling non-alcoholic wine in the U.S. for over 30 years, reflecting the company's early investment in wellness-focused innovation. Brands like Sutter Home, SEAGLASS, and Tres Agaves have been recognized with Hot Prospect and BlueChip Impact Awards, reflecting both commercial success and consumer relevance.

Brie joined Trinchero in 2014 as Senior Brand Manager for Sutter Home, bringing with her a background that spans agency experience at Publicis and brand management at E. & J. Gallo. A Southern California native, she holds both a bachelor's degree and an MBA from UCLA. Since stepping into her current role in 2021, she has continued to push boundaries in the commercial premium category, introducing America's most loved brands to a new generation of consumers.

Brie's approach is rooted in curiosity, adaptability, and a deep respect for the consumer. She believes that building a healthy category means making wine culturally relevant—whether through wellness, sustainability, food pairings, or digital experiences. Her work reflects a commitment to honoring tradition while embracing change, ensuring that Trinchero's brands remain meaningful in a rapidly evolving marketplace.



Miranda Breedlove

DIRECTOR OF BEVERAGE, THE LIFESTYLE GROUP, HYATT

As a bartender since 2009, Miranda has worked with beverage programs all over the world. Through many openings in Chicago, and currently as the Lifestyle Group's Director of Beverage, she continues to push the industry forward and strives to build knowledge and foster positivity within the bartending community.

Miranda focuses energy on wellness within the workplace, working towards giving teams the tools to take care of themselves physically, mentally, and emotionally. In 2021 alongside Hyatt, she launched the first nationally programmed non-alch menu in a major hotel chain. The award-winning Zero Proof Zero Judgment program thrives to this day, and she hopes it will continue to help destigmatize the conversation around mental health and addiction in the service industry and beyond.

Miranda is BAR Ready having passed the BAR 5-Day Exam in 2023, is WSET Level 2 Wine Certification, and Cicerone Certified. She has competed in multiple national competitions - her favorite of which is Speed Rack - and has been a member of prep teams for Tales of the Cocktail CAP program, and San Antonio Cocktail Conference. She has been a panelist and moderator for Tales of the cocktail, SACC, VIBE, Bar & Restaurant Expo, and Flavor Summit by CIA and looks forward to continuing work with these organizations in the future.



Austin Sawyer

CEO, CMC

Austin is a dynamic and results-driven executive with a proven track record in the beverage and brand development sectors. He is currently the President of CMC where he leads the company's strategic growth and oversees all operations. Austin co-founded the company in 2020 and served as the Vice President of Business Development for the first six months, driving key initiatives and business expansion. CMC works with 150+ of the best suppliers in the industry, has more than 80 full-time employees and works with their partners on Shared Sales Reps, Market Expansion, Retail Marketing, National Accounts and Beverage Operations. With over a decade of experience in the beverage industry, Austin has worked with some of the most respected brands in the market. Prior to founding CMC, he spent nearly eight years at Hand Family Companies, where he held the position of Vice President of Craft, Imports, and Specialty Brands. His leadership in supplier relations, brand introductions, and account programming was instrumental in driving growth across Illinois, Tennessee, and Kentucky. Austin is passionate about the beverage world, and his deep understanding of its intricacies allows him to create long-lasting partnerships and drive sustainable growth for his companies. As CEO of CMC, he continues to focus on maximizing growth opportunities and delivering exceptional value to partners, with a commitment to making the beverage industry the best it can be.



Diana Eberlein

CHIEF EXTERNAL AFFAIRS OFFICER, VERTOSA

Diana Eberlein is Chief External Affairs Officer at Vertosa and Chair of the Coalition for Adult Beverage Alternatives (CABA), where she advocates for responsible cannabis beverage regulation. With over 15 years of marketing experience and a deep understanding of infused beverages, Diana has become a prominent industry voice, speaking at SXSW, Adweek NY, BevNET, and Benzinga, which named her one of the Top 20 Most Influential Women in Cannabis in 2024.

Her career began in entertainment marketing after graduating from Loyola Marymount University, later shifting to cannabis after moving to Seattle in 2015. Passionate about education and advocacy, Diana also serves on the Forbes Agency Council. In her downtime, she enjoys cigars, sports, high heels, and being cat mom to Gherkin and Darby.



Jake Bullock

CO-FOUNDER AND CEO, CANN

Jake is the Co-Founder & CEO of Cann, the THC-infused social beverage company that's changing the way people socialize by providing a range of micro-dosed beverages that are better-for-you alcohol alternatives made with simple, all-natural ingredients. Prior to Cann, Jake was an associate at Bain Capital's North American Private Equity fund evaluating potential investment opportunities with a specific focus in the consumer space. Prior to joining Bain Capital, Jake worked at Bain & Company in the San Francisco office on strategy and due diligence projects across technology, healthcare, private equity, and hedge funds. Prior to that, he worked as an investment banking analyst at Allen & Company in New York providing M&A advisory services.

Jake graduated summa cum laude from Duke University with a B.S. in Economics and Political Science and received his M.B.A. from Stanford University.



Sarah Montague

CHIEF MARKETING OFFICER, JOHN ANTHONY WINE & SPIRITS

Sarah Montague, Chief Marketing Officer of John Anthony Wine & Spirits, built a successful career at top advertising agencies in London, Chicago, and San Francisco before finding her passion in the world of wine. With experience developing powerhouse consumer brands including Kraft, Quaker, eBay, and Nike, she brings deep expertise in digital-first, integrated marketing to her leadership role at John Anthony Wine & Spirits.

Since joining John Anthony Wine & Spirits in 2015 as the company's first marketing hire, Sarah has created a distinctive marketing ecosystem that drives significant consumer demand and engagement across a growing portfolio. She led Butter Wines as a disruptor of the wine aisle with its quality and simplicity, from 100k to almost 1MM cases produced earning multiple Hot Brand and Blue Chip Brand awards. She has launched several brands and SKUs for the company with line and packaging extensions for Butter Wines, Serial Wines from Paso Robles, Weather Wines from Sonoma Coast, as well as building signature brand John Anthony Vineyards in Napa Valley. Most recently Sarah and her team re-branded the company adding spirits as well as low alcohol and no-alcohol offerings with Johnny Tejas Ranch Water RTDs, Japanese Sake brand Hachidori, and ButterLight Chardonnay the #1 Best-Tasting Light Wine. Sarah is an active advocate in the regions where John Anthony Wine & Spirits crafts beverages through involvement in Napa Valley Vintners, Visit Napa Valley, Paso Robles Wine Country Alliance, Sonoma County Vintners, and Paso Robles CAB Collective. Sarah was recently honored on PR Net's Marcomms Most Influential 2025 list.



Brandy Rand

VP & MARKET LEADER - HOSPITALITY GROUP, QUESTEX

Brandy Rand is the Vice President of Hospitality at Questex, the leading information and events company focused on the experience economy. Brandy has over 20 years of senior leadership experience in the beverage industry and B2B information services. Previously, Brandy was the Chief Strategy Officer at IWSR Drinks Market Analysis and the Founder and CEO of ThirstWell, providing strategic advisory to beverage and data businesses. She also held positions at Bacardi Limited and Allied Domecq Wines & Spirits (acquired by Pernod Ricard). Brandy is a trusted partner to multinational corporations, financial institutions, trade organizations and executives in the U.S. and globally.



Kaitlin Silva

DIRECTOR OF NATIONAL ACCOUNTS, TRI-VIN WINE & SPIRITS

Kaitlin Silva is a National Accounts leader specializing in beverage alcohol, retail strategy, and chain acceleration. As Director of National Accounts at Tri-Vin Wines & Spirits, she leads the expansion of the XXL portfolio into major national retailers, building programs that unlock growth and strengthen long-term partnerships. Previously, Kaitlin served in leadership roles at MPL Brands/Patco Brands and Terlato Wines International, where she helped scale national strategies, drove distribution growth across top U.S. chains, and championed innovation—from RTD category expansion to the development of new, consumer-driven product opportunities.



George Youmans

CO-FOUNDER & CRO, HIYO

George is the Co-Founder and Chief Revenue Officer of Hiyo, a stress-relieving social tonic mindfully crafted with natural adaptogens, nootropics, and functional botanicals as a better-than-alcohol alternative. He founded Hiyo in 2019 alongside Evan Quinn, CEO, and Cygne Cooper, Chief Creative Officer. Prior to that he worked as a senior brand partnerships manager Caroo (formerly SnackNation) as well as Red Bull as an experiential marketing manager. He has a bachelor's degree from the University of Southern California.



Bill McKinney

REGIONAL VP, IHG LUXURY & LIFESTYLE

Bill McKinney is a senior hospitality executive with more than 15 years of experience leading multi-property restaurant, bar, and events operations for global luxury and lifestyle hotel brands. He currently serves as Regional Vice President of Restaurants, Bars, and Events for IHG Luxury & Lifestyle, overseeing food and beverage strategy across 40+ properties on the East Coast and Caribbean with responsibility for more than \$350 million in annual revenue. A widely traveled industry leader, Bill has worked extensively across the U.S., Europe, and the Caribbean, leading high-profile openings, launching nationally recognized dining concepts, and partnering with acclaimed chefs while consistently driving revenue growth, profitability, and guest satisfaction above competitive benchmarks. Outside of hospitality, he is also a multi-day Jeopardy! champion, reflecting his lifelong passion for knowledge, strategy, and performance under pressure.

SUMMIT EVENT PROGRAM

Our **PARTNERS IN CHEER**



MEET OUR SPONSORS



**BEER BUSINESS
DAILY**
INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

**WINE & SPIRITS
DAILY**
INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

**CRAFT BUSINESS
DAILY**
INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

BEER WINE & SPIRITS
2026
SUMMIT

Tagify makes your signage easy.



Tap

Use the Tagify app to tap in what you need.

Create

Send to Tagify and it creates your signage perfectly.

Print

Print on the spot or send to your sign shop.

Over 150+ distributors in 45 states have switched over to Tagify so they can stop worrying about signage and focus on the hard stuff.

Watch the 60 second intro video:



Tagify

www.tagify.com

From ad to register. See the lift.

Get the marketing platform built for beverage alcohol

If you buy, move, or approve alcohol, Ansira makes it simple to run marketing from start to finish — and see real results. You may know us as BrandMuscle. We're now Ansira with modern, expanded capabilities.

What you get



One place to plan, approve, and launch ads nationally, and in each local market.



Store-level results you can trust: see visits and sales by retailer and market.



Built-in checks so every ad follows alcohol rules in every state, plus pre-approved templates and artwork.



Lower costs, fewer do-overs, faster approvals with a full audit trail for legal and compliance.

National to local, with proof

With our platform, you can run one national alcohol marketing plan. But turn it into local ads that move cases while measuring the impact in stores. It's that easy.



Results at a glance

50,000+

supplier and distributor sales reps use Ansira today

84%

reduction in order costs for beverage alcohol suppliers



Scan to see store-level results.

Book a 20-minute walkthrough today.

Or email sales@ansira.com.

Ansira
Formerly BrandMuscle



THERE'S A
Smarter Way
TO GROW YOUR
Beverage Brand

One Partner, Access to *Everything*

- Shared Sales Representatives
- National Accounts Management
- Expansion Strategy
- Spirits Specialists
- Retail Marketing & POS
- Fractional CMO Services

Contact: hello@choosecmc.com

BEVAge Hosted by ENCOMPASS 2026

ENCOMPASS

The **maker to market**
event for the modern
beverage industry



Denver, CO

May 4-7, 2026

Complimentary admission for industry professionals

TOP INDUSTRY SPEAKERS | FOCUSED PANEL DISCUSSIONS |
EDUCATIONAL BREAKOUT SESSIONS | BEST PRACTICE SHARING |
HANDS-ON LEARNING | NETWORKING WITH PEERS

hyble

Your sales reps' *unfair advantage*

The only end-to-end POS ecosystem built for beverage. One platform to create, approve, print and deliver compliant POS – fast.



Book a demo



Find out more at www.hyble.tech

We Deliver the Full View™

Know and grow your business in any channel with the most robust, comprehensive data available in the beverage alcohol market.

NIQ



Contact Us

We partner with the industry's top distributors, manufacturers, and retailers to deliver unmatched data intelligence to the beverage alcohol market. NIQ's proprietary database coding unlocks granular insights across every alcohol category and channel—empowering smarter decisions that drive growth. Backed by the industry's only combined view of on-premise (restaurants, bars, nightclubs) and off-premise (retail including grocery, club, mass, liquor, and convenience stores) alcohol sales, you get the Full View™ no one else can offer.



The Right Data + Incentives TO DRIVE YOUR TEAM



Introducing **VOLUME X PROFIT TECH**

Is your sales team in a rut? Is your compensation model stale? Are you looking for a better option but stuck on where to go? At VXP, our proven system will breathe life and performance back into your sales team, for a boost to your bottom line.

Drive Sales, Motivate Reps, Maximize Profitability

VXP isn't just software—it's a systematic approach that transforms how your sales team operates. We bring structure, engagement, and real-time insights to help leaders drive behavior change, improve execution, and grow profit—without adding complexity.

Make Informed Decisions!

Join forward-thinking distributors already transforming their sales strategy with VXP. Contact us at info@vxptech.com or call **(314) 252-8556** today!



"This isn't just a flashy tool—it's a game-changer. VXP is helping us build an organization rooted in meritocracy. It's driving the shift we need to ensure every team member is striving to be a top performer."

MIKE FLYNN
President Lakeshore Beverage



"Within a few months after going live with VXP, we noticed a significant financial impact. Our margins improved by three-tenths of a point, proving that VXP delivers real results where it matters most—on the bottom line."

RODNEY EDWARD
President Grellner Sales



Keep the Conversation Flowing

Reserve Your Spot for Next Year's Summit and Save!

The 25th Annual Beer, Wine & Spirits Summit will take place January 17-19, 2027 at The Breakers Hotel in West Palm Beach, FL. The Beer, Wine Spirits Industry Summit attracts top executives in the domestic, import and craft beer industry as well as the top supplier, distributor and retailer executives in the U.S. wine and spirits industry. Frequently attended by everyone from distributors to financial analysts, craft distillers and advertising executives, the summit proves to be the most thought provoking conference in the industry year after year. Meet with old friends and make new connections with ample opportunity to network with the “who’s who” of the business and industry peers.

Don't Miss Important News Reports.

Start Your Newsletter Subscription Today.

Leave here a better informed executive by subscribing to our daily newsletters today. Beer Business Daily, Craft Business Daily and Wine & Spirits Daily cover every facet of the beverage alcohol industry.

We don't cover fluff or bull, just the crucial news, numbers, pricing, and people who make a commercial difference in the industry, often with insights which cannot be found anywhere else. We connect the dots, we assign motive, and we are straightforward in our reporting. Read less, know more.

An individual subscription is per year/email address. Your subscription gains you access to valuable content via a daily emailed newsletter and back issues on our website(s).

Ready to stay informed?

Email jessica@beernet.com to subscribe or use the links below:

**BEER BUSINESS
DAILY**
INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

\$1100 ANNUAL FEE

[SUBSCRIBE >](#)

**WINE & SPIRITS
DAILY**
INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

\$820 ANNUAL FEE

[SUBSCRIBE >](#)

**CRAFT BUSINESS
DAILY**
INDUSTRY INTELLIGENCE.
DELIVERED DAILY.

\$720 ANNUAL FEE

[SUBSCRIBE >](#)

Bundle and Save

Save \$100-\$200 with a *Combo* annual subscription:

Beer Business Daily + Craft Business Daily – \$1720

[SUBSCRIBE >](#)

Beer Business Daily + Wine & Spirits Daily – \$1820

[SUBSCRIBE >](#)

Wine & Spirits Daily + Craft Business Daily – \$1440

[SUBSCRIBE >](#)

Beer Business Daily + Craft Business Daily + Wine & Spirits Daily – \$2440

[SUBSCRIBE >](#)

If you have any question, please email jessica@beernet.com



BEERNET
STUDIOS

EXPERT VIEWS / INDUSTRY MOVES / BREAKING NEWS



A podcast about the
beer business and beyond.

Hosted by Beer Business Daily publisher Harry Schuhmacher



BEERNET
STUDIOS

BEERNET
RADIO

AVAILABLE IN:

