



BEER SUMMIT SCHEDULE

Sunday Afternoon Kickoff Session, January 27, 2019

- 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 **BEER 2.0**
- 4:30 – 5:00pm **WHAT'S UP BOSTON BEER'S SLEEVE?**
Jim Koch, Co-founder & Chairman, Boston Beer Co.
- 5:00 – 7:00pm** **Welcome Reception**

Monday General Session, January 28, 2019

- 7:30 – 8:30am** **Breakfast**
- 8:30 – 9:00am **BEHIND THE WHITE CLAW TIDAL WAVE**
Sanjiv Gajiwala, SVP Marketing, Mike's Hard Lemonade
- 9:00 – 9:45am **CRAFT IS DEAD? TELL THAT TO THESE GUYS**
Sam Calagione, President & Founder, Dogfish Head Brewery
Mike Stevens, President & Co-founder, Founders Brewing Co.
- 9:45 – 10:15am **FROM BLUE MOON TO PURPLE HAZE, KEITH VILLA'S JUMP TO CANNABIS**
Keith Villa, Brewmaster & Co-founder, CERIA Beverages
- 10:15 – 10:30am** **Coffee Break**
- 10:30 – 11:00am **DRIVING WHAT WORKS, FIXING WHAT DOESN'T AT MILLERCOORS**
Gavin Hattersley, CEO, MillerCoors
- 11:00 – 11:45am **BEER SALES IN SNEAKY SPACES**
John Gross, Director of National Beer Promotions, Alamo Drafthouse
Dan Timm, National Beverage Manager, Topgolf
Cara Fischer, Festival Director, FBR Management
- 12:00 – 2:00pm** **Luncheon**

- 2:00 – 2:30pm** UNAPOLOGETIC FOCUS ON FEMALES
Jennifer McCauley-Topor, Associate Brand Director, Seagram's Escapes
- 2:30 - 3:00pm** TEASING OUT FUNCTIONAL TRENDS AND WHITE SPACE IN BEER
Danny Brager, VP Client Services, Nielsen
- 3:00 – 3:45pm** DEALMAKERS DISH ON THE M&A LANDSCAPE
Townsend Ziebold, Managing Director, Cascadia Capital
JB Shireman, Director, Arlington Capital Advisors
- 3:45 - 4:00pm** **Coffee Break**
- 4:00 – 4:30pm** BACK IN BLACK: HOW DIAGEO BEER CO. MADE ITS COMEBACK
Nuno Teles, President, Diageo Beer Company, USA
- 4:30 – 5:00pm** A NEW AGE OF HEINEKEN MARKETING
Jonnie Cahill, CMO, Heineken
- 5:00 – 7:00pm** **Closing Reception**