

2022 BEER INSIGHTS SEMINAR

NOVEMBER 13-14, 2022 AT CONVENE, 117 W. 46TH ST, NY CITY

Sunday, November 13

CONVENE - THE LIVING ROOM

5:30 - 7:30 pm Welcome Reception

Monday, November 14

CONVENE - THE GALLERY

7:15 - 8:30 am Registration, Breakfast

THE FORUM

8:30 - 9:15 am **Benj Steinman**, Beer Marketer's Insights President

9:15 - 10:00 am **Kyle Norrington**, Anheuser-Busch US Chief Commercial Officer
Discussion with David Steinman

10:00 - 10:45 am **Brian Feiro**, Molson Coors US President of Sales
Discussion with Jason Steinman

THE GALLERY & NOURISH CAFÉ

10:45 - 11:15 am Coffee Break

THE FORUM

11:15- noon **The Evolution & Future of Beer & Beverage Distribution Panel**
Steve Economos, Eagle Rock Distributing Co CEO
Ed McBrien, Manhattan Beer Distributors COO
JR Hand, Hand Family Companies President & CEO
Moderated by Benj Steinman

12:00 -12:45 pm **Jim Sabia**, Constellation Brands EVP & President, Beer Division
Discussion with Benj Steinman

THE GALLERY

12:45 – 2:00 pm Luncheon

THE FORUM

2:00 - 2:30 pm **Christopher Shepard**, Beer Marketer's Insights
Generational Change: Consumption Shifts & the Legal Landscape

2:30 – 3:30 pm **Jim Koch**, The Boston Beer Company Chairman & Founder
Discussion with Benj Steinman

3:30 – 4:30 pm **Panel of Economists & Industry Experts**
Lester Jones, NBWA VP Analytics & Chief Economist
Danelle Kosmal, Beer Institute VP of Research
Bart Watson, Brewers Association Chief Economist
Moderated by David Steinman

THE GALLERY

4:30 - 6:00 pm Closing Reception