

2026 BEER INSIGHTS SPRING CONFERENCE

AGENDA – June 2-3 – at the Four Seasons, Chicago, IL

TUESDAY, JUNE 2

LAKEVIEW ROOM 7th Floor, Lobby Level

5:30-7:30 pm **Registration & Welcome Reception**



WEDNESDAY, JUNE 3

BALLROOM FOYER 8th Floor

7:30-8:30 am **Registration & Breakfast**

GRAND BALLROOM

8:30-9:10 **Industry Overview**, Beer Marketer's Insights
Benj, David & Jason Steinman

9:10-9:40 **Pete Marino** Lofted Spirits President & Garage Beer Board Member
Discussion with Benj Steinman

9:40-10:20 **Deals Panel:**
Ryan Lake, JP Morgan Managing Director, Beverage Investment Banking
Townsend Ziebold, Arlington Capital Partners Managing Director
Moderated by David Steinman

BALLROOM FOYER

10:20-10:50 **Coffee Break**

GRAND BALLROOM

10:50-11:30 **Tom Day**, Reyes Beverage Group CEO
Discussion with Benj Steinman

11:30-12:10 **RTD Panel:**
Jason Cohen, SpikedAde CEO & Co-founder
Adam Kroener, Carbliss President & Co-founder
Sam Shahidi, Happy Dad CEO & Co-founder
Moderated by Jason Steinman

BALLROOM FOYER

12:10-1:20 **Luncheon**

GRAND BALLROOM

1:20-2:00 **Economist Panel:**
Andrew Heritage, Beer Institute Chief Economist
Lester Jones, NBWA Chief Economist & VP Analytics
Moderated by David Steinman

2:00-2:30 **Nadine Sarwat**, Bernstein Director & Equity Research Analyst
Discussion with Christopher Shepard

2:30-3:00 **David Barnett**, Mark Anthony Brands President
Discussion with Jason Steinman

BALLROOM FOYER

3:00-3:15 **Networking Break**

GRAND BALLROOM

3:15-3:45 **Nick Firestone**, Firestone Walker Brewing Company CEO
Discussion with Christopher Shepard

3:45 – 4:25 **Kyle Norrington**, Anheuser-Busch Chief Commercial Officer
Discussion with David Steinman

LOBBY SOCIAL LOUNGE 7th Floor

4:30-6:00 **Closing Reception**