



NEW! Wednesday Sales & Tasting Workshops

**Workshops can be registered for with or without full Conference registration.*

Sales Training Workshop: How to Win in Distribution - Event if You're Doing it All Yourself

presented by Julie Rhodes (Not Your Hobby Marketing Solutions)

12-3PM | \$50 Add-On | [Register Here](#)

This hands-on workshop is built for sales reps, owner-operators, and brewery leaders at small-to-medium sized brands who are navigating the wholesale channel and looking to sell smarter. We'll walk through the full picture of what successful distribution sales looks like - from planning and pricing to buyer meetings, POS strategy, account management, and working effectively with distributor partners.

Tasting Workshop: Tips for Improving Your Perception

presented by Max Finnance (Master Cicerone and BJCP Grand Master Judge)

3:30-5PM | \$50 Add-On | [Register Here](#)

Join Max Finnance (Master Cicerone® and BJCP® Grand Master Judge) for an interactive tasting seminar exploring six of the most common beer flavor faults (and why he doesn't call them "off-flavors"). You'll sharpen your palate, learn how to identify and understand each flavor, and discuss what causes them and how to prevent them.

Tasting: A Trip Around the World - Spirits Made from Beer

presented by Matan Edvy (CEO, Verstill)

5-6PM | [FREE with RSVP](#)

Join Matan Edvy, the CEO of Verstill, on a guided tasting exploring spirits distilled from beers made by breweries and distilleries from all around the world.



New York State Cream Ale Experience

presented by The Hop Guild

1-5PM | FREE - no RSVP required

There's no style of beer more "New York" than the cream ale! Join The Hop Guild for a tasting of NY cream ales from across the state.