
CRAFT BREWERS CONFERENCE SEMINARS

(As of December 14, 2015)

Seminars are subject to change

BREWERY OPERATIONS

CIP: Latest Technologies, Typical Errors and CIP Process Assurance

Deniz Bilge - VLB

Clean-in-place (CIP) and other cleaning strategies can be challenging. However, a consistent, proper and professional hygiene regime is important to producing quality beer. The choice of detergents as well as understanding cleaning kinetics is key. In this seminar, Deniz Bilge of VLB Berlin walks brewers through best practices.

Decoction Mashing: History and Modern Uses

Burghard Meyer - VLB

Due to high quality malt production, decoction mashing is less common in modern beer production. However, craft breweries are often faced with different challenges that may be solved through a decoction mashing procedure. Theory and practical uses will be discussed with regard to influence on beer quality.

Glycol System Essentials: System Components, Design Considerations and Cost Reduction

Ryan Stockinger - Brewery Engineer and Maintenance Manager, Arcadia Ales

The glycol system of a brewery is often forgotten and in many cases brings dread to even the most technical of brewers. This presentation alleviates that fear by highlighting the importance of a glycol system and providing a comprehensive look at the system design, sizing calculations, cost reduction methods and system components critical to a brewer or brewery engineer purchasing a new system or maintaining their current chiller.

Creative Maintenance Logistics

Eric Meader - Parts and Inventory Specialist, Allagash Brewing Company; Luke Truman - 2nd Shift Maintenance Lead Sustainability Lead, Allagash Brewing Company; Sean Diffley - Engineer, Allagash Brewing Company

Equipment maintenance in breweries often can be poorly managed and reactionary. This seminar will present very simple maintenance management tactics useful to breweries of all sizes. These tactics will help prevent unnecessary loss and costly shutdowns while simultaneously increasing employee value.

The Raw Materials Supply Chain: Understanding Costs by Keeping Up with Markets

Scott Casey - Manager of Market Insights and Reporting, RMI Analytics

Brewing Raw Material Journal author Scott Casey will discuss the current state of the brewing raw material supply chain, explaining how the price of malt, malting barley and hops is decided and what you can do to minimize your costs.

Hiring and Brewer Retention: A Brewer's Perspective

Jeremy Moynier - Lead Brewer, Stone Brewing Co.; Matt Johnson - Brewmaster of Brewery Operations, Karl Strauss; Matty Gilliland - Production Process Analyst, New Belgium Brewing Company; Mitch Steele - Brewmaster, Stone Brewing Co.

Hiring and retaining quality brewing staff are vital to being a successful brewery. This panel will discuss the critical factors involved in hiring and retaining strong brewing team members. The conversation is from a brewer's point of view while acknowledging and discussing the role HR plays in the process as well.

Malt Milling and Its Ramifications for the Craft Brewer

Ron Ryan - Senior Account Rep., Cargill

The milling of your base and specialty malts has a significant financial and quality impact upon your beer. A complete understanding of the milling process, the different types of milling equipment available and the standard approach to evaluating and optimizing your grind will ensure you produce the highest quality beer in the most economical way possible. The information presented in this seminar will also allow you to address brewhouse operational difficulties that can occur.

BREW PUBS

Beer and Food Boot Camp for Brewpubs and Brewery Restaurants

Adam Dulye; Kyle Mendenhall; Sean Clark; Steve Wildy; Doug Miller

You've brewed the beer, but there is much more to successfully operating a brewpub or brewery restaurant. Join the discussion as a group of experts guide you through running a sustainable business model, including managing the operations, costs, training, staffing and daily needs of a restaurant associated with a brewery. Bring your menus, P&Ls and questions! Attendees are encouraged to join for the entire extended session.

Beer and Food Boot Camp for Brewpubs and Brewery Restaurants (cont.)

Adam Dulye; Kyle Mendenhall; Sean Clark; Steve Wildy; Doug Miller

A continuation of the discussion started in Beer and Food Boot Camp for Brewpubs and Brewery Restaurants. Attendees are encouraged to join for the entire extended session.

Perfecting On-Premise Staff Training

Rich Higgins - Master Cicerone, Silver-Pin Sommelier, Brewmaster and Beer Consultant, Rich Higgins Consultant a la Biere

Your servers and bartenders are your beer's best friends, representing your brand and driving sales. Keep them motivated, increase your sales and reduce employee turnover with great staff training. Join Rich Higgins, Master Cicerone, brewmaster and restaurant beer consultant, to learn strategies for successful trainings, efficient lineups and memorable content that combine to reward your staff with the three most important beer sales tools: knowledge, confidence and authenticity.

Balancing Act: Managing a Brewpub and a Packaging Brewery

Scott Rudich - Owner/Brewery/Head Janitor, Round Guys Brewing Company; Denise Jones - Master Distiller/Brewmaster, Weyermann Specialty Malts

This seminar will explore different approaches to managing a brewpub that also packages beer for distribution. Topics will include infrastructure, implementation, operations and distribution.

Alternative Marketing for Brewpubs

Scott Rudich - Owner/Brewery/Head Janitor, Round Guys Brewing Company; Seth Gross - owner, Bull City Burger and Brewery; Dean Browell - EVP and Co-Founder, Feedback

This seminar will explore non-traditional methods of marketing to increase revenue, improve operations and build brand loyalty. Industry experts discuss their ideas including spicing up your brewery tour, partnering with local organizations and more.

Crafting Your Brand

Tami Enfield - CEO, Brand Yourself Consulting

This session is designed to help you build and communicate a strong brand. Learn the framework through a case study of a Minnesota gastro-brewery. Then you will learn to apply these strategies to your own brand using a custom brewery branding worksheet. The session also explores how breweries can communicate their brand to consumers and distributors across multiple social platforms.

How to Open Your Books to Employees and Grow Your Brewpub's Profit

Larry Chase - Standing Stone Brewing; Tom Hennessy - President, Colorado Boy Brewery; Michael Fox; Mark Edelson

Having an engaged staff that is invested in your business can help your brewpub succeed. This panel will explore the upside of sharing your business' financial information with your employees and teaching them how to use it. Learn the importance of driving financial literacy to your frontline employees, see how to create a scoreboard that lets everyone know in real time if your brewpub is winning or losing the business game every day, and take away specific examples that have proved successful.

EXPORT DEVELOPMENT

TBD

GOVERNMENT AFFAIRS

Beer Industry Government Affairs Update

Marc Sorini

TBD

What You Need to Know About FDA Menu Labeling

Details TBD

State Brewers Guild Seminar

Details TBD

State Brewers Guild Seminar

Details TBD

Trade Practice and TTB Labeling Guidance

Charles Tull - Consultant - Retired TTB Industry Analyst for Beer, Gray-Robinson; Catherine Halverson - Chief, Beverage Alcohol Laboratory, Alcohol and Tobacco Tax and Trade Bureau; Janet Scalese - Director, Advertising, Labeling and Formulation Division, Alcohol and Tobacco Tax and Trade Bureau

This seminar covers TTB trade practice, formulation and label submission requirements, and will provide information on analytical testing for label compliance.

PACKAGING BREWERIES

Crafting Package Design: Best Practices for Winning with Consumers

Danny Brager - Senior Vice President, Beverage Alcohol Practice, Nielsen; Steve Lamoureux - Senior Vice President, Product Innovation & Design Solutions, Nielsen

This seminar will offer best practices for package design specific to the craft beer category, based on recent Nielsen study findings.

Growing Up as a Brewery: Strategies for Staying Small and Beautiful

Jeff Althouse - Founder/CEO, Oakshire Brewing; Natalie Cilurzo - Co-Owner/President, Russian River Brewing Company; Sam Holloway - President, CRAFTINGSTRATEGY.COM

Most craft brewing entrepreneurs think growing up means growing big. We disagree! Craft breweries are a driving force for societal change because they give anyone the chance to create a beautiful life while creating good, local jobs. Our panel will speak to these small breweries and offer strategies to stay small, profitable and beautiful.

A Reasonable Approach to Trademark Enforcement: Lessons from Craft Brewers

Daniel Christopherson - Beer & Trademark Lawyer, Lehrman Beverage Law, PLLC; Peter Egelston - Dear Leader, Smuttynose Brewing Co.; Matt Nadeau - Owner, Rock Art Brewery; Chris Burns - CEO/Founder, Old Ox Brewery

Trademark disputes come in all shapes and sizes. While some disputes are foreseeable and avoidable, others are completely unexpected. This seminar will provide a general overview of trademark disputes and will feature a panel of brewers recounting their own experiences in dealing with them. The panel will also discuss strategies for reasonably defending trademark rights against others, within the craft beer industry and beyond.

Uncovering and Understanding Trends in Craft Beer

Harry Schuhmacher - Editor and Publisher, Beer Business Daily; Jenn Litz; Patrick Barratt

Discover the latest keyword trends and beer styles on a national and local level, explore the competitive landscape of beer and understand the tools available to help you discover opportunities to differentiate your brand. We will provide industry insight into the trends for labels registered with the TTB and insights and analysis on the craft beer segment.

How to Build a Craft Beer Drinker: The Attitudes That Identify Prime Prospects

Lindsay Kunkle - Senior Consultant, The Futures Company; Mike Kallenberger - President, Tropos Brand Consulting

This presentation will explain the attitudes and values that predispose people to choose craft beer and how this knowledge can be used to attract new consumers, including Hispanics and women.

10 Things I Wish I Knew Before Becoming a Craft Brewing CFO

Mary Brettmann - President, Beverage Business Builders; Chris Banks

The craft brewing world is a world unto itself. It takes some care and understanding of the environment to be successful. The best CFOs are translators between the brewing world and the business world. This seminar aims to open the lid on the complexities of working in this fast-growing, creative industry. Attendees will receive a finance and business readiness checklist.

Business Divorce: From Prenup to Breakup

Anda Lincoln - Partner, Lincoln Law Office; Melinda Sellers - Partner, Burr & Forman LLP

This seminar is presented to address legal and practical issues in dealing with partner disputes and separations and to provide some helpful tips on how to address these issues up front.

The Return of the Gouradians

Greg Koch - Co-founder, Stone Brewing Company; Marty Jones - Founder/Lead Singer/Idea Man, Marty Jones Ideas & Ink; Steve Beauchesne - Founder, Beau's All Natural Brewing Co.

The Gouradians, CBC favorites and music-making power trio, return for another seminar on the essentials of compelling, media-grabbing, beer-selling, fun-creating promotions, ideas and storytelling. With live music, as always.

QUALITY

The Future of Craft Depends on Quality

Dick Cantwell - Brewers Association Ambassador

Brewers Association Quality Ambassador Dick Cantwell brings a message to recognize both the quality systems you already have in place and the responsibility we all owe to our craft community to make the best beer we possibly can.

Brewing Bliss: The Marriage of Food Safety and Quality

Jason Perkins - Allagash Brewing Co; Patrick Staggs - Director, Continuous Improvement, Crown Cork and Seal

Join our panel discussion as we tackle two critical topics in our industry today. Here you will learn the fundamental requirements for a brewery food safety program and understand the differences and synergies with your beer quality program. You will hear how breweries of all sizes have approached this issue.

Brewing Quality on a Budget: How to Use a Little to Do a Lot

Eric Jorgenson - Quality Manager, Highland Brewing Co.

This presentation will cover the fundamentals of brewing quality: what metrics are most important to measure and why, tips and tricks for getting the job done on a budget without compromising on methods, and the resources available to new and growing quality programs.

Basic Microbiology for Small Breweries

Aimee Garlit - Off-Centered Quality Technician, Dogfish Head Craft Brewery; Dave Sippel - Director of Brewing Operations, Arcadia Brewing Company

This seminar will discuss how to institute basic microbiology practices in a brewery, including how to identify an infection in your brewery and address it.

Evaluating Raw Materials: A Craft Brewer's Perspective

Peter Hoey - West Coast Regional Sales Director, BSG CraftBrewing

A summary of key metrics to consider when evaluating the quality of white malts, crystal malts and hops.

Beer Complaints: How to Handle Customer Feedback and Improve Your Process

Gwen Conley - Director of Production, Quality, and Bunches of Interesting Brewery Things, The Lost Abbey/Port Brewing Co; Rick Blankemeier - Quality Assurance Manager, Stone Brewing Co

Dealing with complaints isn't a sexy topic, but addressing customer feedback right is critical to improving operations and avoiding future complaints. This seminar is designed to help breweries respond to feedback and improve processes at the same time.

Brewery Water Treatment

Martin Brungard - President, Bru'n Solutions, Inc.

This seminar will illustrate how water quality affects beer quality and present methods and equipment necessary to improve brewery water quality.

SAFETY

Sampling and Ventilating Confined Space in Breweries

Tony McCrimmon

Properly sampling and ventilating the air in confined spaces in breweries is critical for worker safety. This seminar will demonstrate the use of different gas detectors, discuss effective ventilation techniques and explain how to correctly document your sampling results on a confined space permit.

How to Avoid the Most Common OSHA Citations in Breweries

Gabriel Sierra - Managing Director, Prometrix Safety Consulting

OSHA is becoming more aggressive in setting and enforcing new safety and health requirements. To help craft brewers improve safety and reduce the risk of being inspected by OSHA, this session will cover the most common violations cited during brewery inspections. This information will be helpful to brewers as they prioritize improvements to their safety and health programs. Furthermore, this session will cover new and existing OSHA injury and illness reporting requirements which will help brewers ensure that they do not over-record injuries that could actually trigger an enforcement inspection.

Ensuring the Safety of Non-Employees in the Brewery

Abby Ferri

Every brewery needs a proactive plan to ensure the safety of tour groups, delivery drivers, truckers, contractors, suppliers, maintenance and service personnel, inspectors, regulators, volunteers, and other third parties at your site. This session will provide practical and realistic strategies for safety management of non-employees, including a regulatory overview and real examples of successful third-party safety management.

Hazard Assessment: Mastering the Foundation of Brewery Safety

Matt Stinchfield - Ploughshare Brewing

Prevention and protection are two cornerstones of workplace safety. In order to implement effective hazard controls and increase worker well-being, one must first identify and understand hazards that could be encountered. Brewers Association Safety Ambassador Matt Stinchfield outlines the basic steps of a hazard assessment using the Brewery Hazard Diamond developed by the BA safety subcommittee.

SELLING CRAFT BEER

Retailer Panel

Bump Williams - Owner, Bump Williams Consulting

The retailer panel returns to the conference with a new lineup of representatives from various retailer channels.

Training Successful Sales Reps

David Macon - Vice President – Sales/Marketing, Firestone Walker Brewing Company

Your sales reps are on the front line, face-to-face with distributors, retailers and consumers. Learn the most effective ways to successfully train your sales reps, whether it's for your home market or across the country.

Crowdtasting: A New Approach to Beer and Food

Julia Herz - Craft Beer Program Director-Brewers Association, CraftBeer.com/Brewers Association; Lindsay Barr ; Pat Fahey; Nicole Garneau; Randy Mosher

Crack the pairing code. Get involved and updated on the latest work from the Beer & Food Working Group, which includes the American Society of Brewing Chemists, Brewers Association/CraftBeer.com, Cicerone Certification Program and Denver Museum of Nature & Science.

Today's Numbers Are Tomorrow's Sales

Bump Williams - Owner, Bump Williams Consulting; Adam Lambert - Vice President of Sales, New Holland Brewery; Lester Jones - Chief Economist, NBWA

In the beer business there is plenty of sales data. The question is how to make sense of all the numbers. Where do they come from? What do they mean? How do they impact my business? What should I be looking for? How does everything come together and what are my calls to action? This panel explains.

Self Distribution: Temporary or Long-Term Solution?

Eric Wallace Left Hand Brewing Co; Chad Heath - Sr Director Stone Distributing, Stone Brewing Company; Eric Selander - Sales & Distribution Manager, Confluence Brewing Company; Charlie Storey - President, Harpoon Brewery

This seminar will outline some of the benefits and drawbacks of self distribution past a brewery's initial opening. Should you distribute your own brand, and possibly other brands as well? Explore different scenarios in this seminar and learn from four different breweries' experiences.

Collaborating with Your Distributor Partner

Andrew Tysler - V.P. of Sales, Deschutes Brewery

This seminar will instruct brewers on how to partner with their distributor to achieve mutually agreed-upon goals.

Building Your Key Accounts Team: Lessons Learned

Matthew Moberly - Director of Business Insights, Bell's Brewery, Inc.

An overview of how Bell's Brewery, Inc. built its key accounts team. Matt discusses lessons learned along the way and how you can implement them in your business.

Distribution Contracts: The Good, the Bad and the Ugly

Candace Moon - The Craft Beer Attorney, APC, The Craft Beer Attorney; Laura Lodge - Consultant/Author, Distribution Insight, LLC

This seminar will help you understand some of the key areas you need to be aware of when negotiating a distribution contract, including standard franchise law clauses you may run into and thus need to understand how to navigate.

START-UPS

Marketing 101 for the Start-up Brewery

Ginger Johnson - CEO/Founder/owner, Ginger Johnson Marketing / Women Enjoying Beer; Julia Herz - Craft Beer Program Director-Brewers Association, CraftBeer.com/Brewers Association; Abby Berman - Vice President, The Rosen Group

Running a successful brewery is more than just making good beer. Learn the basics of marketing for craft brewers, including preparing for media interviews.

Transitioning from Nano to Micro: A How-To

Mike Hess - Proprietor/CBO, Mike Hess Brewing Co.

So you've opened your nano brewery. Now what? As you may be discovering, the jump from nano to micro is huge! If you plan on taking your brand to micro and maybe even regional and beyond, how do you accomplish that? What concerns should you have? Mike Hess, founder and CBO of Mike Hess Brewing of San Diego, discusses some keys to success that are built on his experience and knowledge gained in transitioning San Diego's first nano brewery into one of the region's largest in just five years.

How Much Does it Cost to Start a Brewery?

Scott Metzger

TBD

How To Successfully Raise Capital for Your Brewery

Ryan Schildkraut - Partner, Winthrop & Weinstine, P.A.; David Dupee - Owner, CraftFund.com; Kevin O'Brien - Senior Vice President, Zepponi & Co.

Whether you are a brewery-in-planning or a rapidly growing brewery, one of the primary challenges you'll face is determining the most effective way to finance your growth and expansion. In this session, our panel of financial and legal experts will discuss various growth strategies and answer your questions on topics such as traditional private placements, crowdfunding, SBA and conventional bank loans, and strategic tax planning.

Finding a Location for Your Brewery

Paul Dlugokencky - Owner / Brewer, Blind Bat Brewery; Craig Nichols - Founder, TurnKey Brewery and Restaurant Consulting; Eric McCormick - Project Manager, TurnKey Brewery and Restaurant Consulting; Jim Parker - Consultant, TurnKey Brewery and Restaurant Consulting

Many factors play into being able to find a location for your brewery. Can you make a good deal with the landlord? Will the municipality allow you to establish and operate a brewery at your chosen location? Is the building itself suitable? Join these industry experts as they guide you through the process.

How to Start a Brewery

John Harris; Tod Mott

So you've found the perfect place for your brewery. Now what? This session, lead by industry vets who've each recently started their own breweries, covers next steps including business plan development, equipment considerations, raw material procurement and more.

Top 10 Legal Tips for Start-up Breweries

Eugene Pak - Partner, Wendel Rosen Black & Dean LLP

Starting a business can be daunting as one has to deal with a whole slew of legal issues. But starting a craft brewery can be even more confusing due to the unique nature of the industry and its complex laws and regulations. This panel will present a top 10 of legal items to consider as you build your brewery. A little advance planning can save a start-up brewery a lot of grief and money later.

SUSTAINABILITY

Sustainability Benchmarking Results and Insights

John Stier - Senior Consultant, Antea Group

Results and insights from the Brewers Association's sustainability benchmarking project will be summarized and presented. A preliminary look at 2015 data will be reviewed along with a request for additional member participation. Potential expansion of the benchmarking KPIs will be discussed. Two brewery members will describe how they have benefited from active participation in the project.

Innovation in Sustainability

Geoff Larson - President, Co-Founder, Alaskan Brewing Co.; Thorsten Geuer - Brewmaster, Bayern Brewing

Each brewery faces its unique challenges. In this seminar, listen to stories of how these brewers overcame challenges with varied approaches to sustainability. This seminar will also provide the opportunity to problem-solve some of your own challenges.

Green Building and Expansion for Craft Brewers

Cheri Chastain - Sustainability Manager, Sierra Nevada Brewing Co; John Stier - Senior Consultant, Antea Group

As brewers continue to build, grow and expand, they continue to look for the most sustainable options to do so. This session will explore the green building options that exist for brewers, ranging from lighting options and building materials to renewable energy integration and various certifications.

Wastewater Management for Small to Midsize Breweries

Jeff Vanvoorhis - senior project manager, symbiont; Christina Wildt, MS - Sustainability Analyst, KERAMIDA, Inc

Wastewater management is becoming a common issue for small to midsize breweries. While this topic has been common for large facilities, it often can be a surprise issue for smaller breweries. With limited capital and often small available space, typical wastewater treatment may not be a viable option.

Brewpub Sustainability

Ian Hughes - Assistant Brewery Manager and Sustainability Geek, Goose Island Brewery; Jeff Clark (National Restaurant Assoc) - Conserve Program Director, National Restaurant Association; Seth Gross - owner, Bull City Burger and Brewery

Don't leave money on the table! This seminar is focused on the small things that are greater than their sum when it comes to brewing sustainably, running a restaurant sustainably and thus keeping the business sustainable.

TECHNICAL BREWING

Recent Advances in Controlling Flavor and Aroma in Hoppy Beers

Daniel Sharp - PhD Candidate, Oregon State University; Dan Vollmer - PhD Candidate, Oregon State University; Thomas Shellhammer - Nor'Wester Professor of Fermentation Science, Oregon State University

Craft brewers use many hopping techniques to create aromatic and flavorful hop-forward beers. This presentation shares results from several studies in the Shellhammer lab at Oregon State University examining factors that affect aroma and bitterness using these techniques. Participants will learn how yeast strain, hop variety, harvest maturity and dosage timing impact hop flavor. These tools can be used by brewers to gain better control over the hopping process.

Fruit Refermentation in a Production Brewery

Adrienne Ballou - Brewer, Barrel Program Head, Jester King Brewery

This presentation will cover case studies, fermentation techniques, cellar practices and troubleshooting tips for dealing with fruit refermentation in a production brewery.

Craft Malting and the Rebel Alliance

Chris Schooley - Founder, Troubadour Maltings; Matt Lincecum - Owner, Fremont Brewing Company; Wayne Carpenter - Founder, Skagit Valley Malting

Experts discuss the revolutionary power of craft malting and small-scale barley farming. Over the last 100 years, breweries have moved away from malting their own barley to buying a small number of barley varieties from a small number of producers. Learn to unlock the flavor in heritage barley varieties, how to customize malting to your specifications, and how to forge relationships with local farmers. Craft malting reveals the door to the past as well as a pathway to the future.

The Science, Art and Mystery of Sour Beer Production

Kelly Tretter; Rob Christiansen

Avery Brewing Company and New Belgium Brewing Company join together to take you through their souring processes and combining the art and mystery with the science of souring, including TA measurements, acid profiles and microbial populations.

Using Hops More Efficiently: Grower and Brewer Perspectives

Jason Perrault - Perrault Farms, Inc.; Patrick Smith - Vice President, B.T. Loftus Ranches, Inc.; Steven Pauwels - Brewmaster, Boulevard Brewing Co.; Alec Mull

Craft brewer demand for hops is pushing the U.S. hop industry beyond its capacity. Land and infrastructure for additional hop production are very capital intensive and time-consuming to develop. With these constraints in mind, how can the craft brewing and hop industries work together to meet the

growing needs of craft brewers? A panel of two hop growers and two brewers share their insights on maximizing hop use efficiency from the field to the fermenter.

Going Hopless: Brewing Gruit Ales

Steve Beauchesne - Founder, Beau's All Natural Brewing Co.; Brian Hunt - Owner/Brewmaster, Moonlight Brewing Co.; Anders Kissmeyer - Diploma Master Brewer, M Sc., Kissmeyer Beer

International Gruit Day founder Steve Beauchesne will moderate a panel of some of the brewing world's foremost experts on gruits—beer brewed with herbs, spices and other botanicals in place of hops. The panelists will explain the tradition of this style, the "cool factor" of brewing beer with local terroir, foraging for ingredients and/or finding suppliers, shelf life/microbial concerns, and how to position your herbal ale in a craft market dominated by IBUs and hop-heavy hitters.

Spontaneous Fermentation in a Production Brewery

Jason Perkins Allagash Brewing Co; Jeffrey Stuffings - Founder & Brewer, Jester King Brewery, Austin, TX; Chase Healey - Brewmaster and Co-Founder, Prairie Artisan Ales; Vinnie Cilurzo - Co-Owner/Brewmaster, Russian River Brewing Co.

The presentation will cover the process, equipment, science and philosophy behind making 100 percent spontaneously fermented beer in a production brewery. Highlights will include the history and philosophy behind spontaneous fermentation, brewing and inoculation, fermentation and blending, fruit refermentation and use of adjunct ingredients, as well as ideas for new techniques.