



MEDIA ADVISORY
May 3-6, 2016

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***Let Freedom Ring: Small and Independent Brewers Gather in
Birthplace of America***

**City of Brotherly Love Welcomes Craft Brewers
Conference & BrewExpo America[®]
and World Beer CupSM**

-Billy Beane to Serve as Keynote Speaker-

WHAT: Philadelphia, Pennsylvania—a city with a rich history known for independence—will welcome the 33rd edition of the [Craft Brewers Conference](#) & [BrewExpo America[®]](#) (CBC) from May 3-6. Presented by the [Brewers Association](#), CBC is the leading industry event, and the only one that serves both brewpubs and packaging breweries.

BrewExpo America is the premier trade show for craft brewers, offering the perfect platform to meet leaders in the national and international brewing arena and connect with current and future customers. Exhibitors and buyers develop profitable business relationships, while brewing and brewery restaurant professionals find products and solutions that best fit their needs.

CBC 2016 also serves as home to the [World Beer CupSM](#), often referred to as “the Olympics of beer.” Since the inaugural competition in 1996, this event has brought together the best brewing talents and has created awareness about different beer styles and flavor. A qualified professional panel of beer judges will honor the top beers in 94 style categories from more than 58 countries. This year promises to be even more competitive than ever, as the craft brewing renaissance continues to reach all corners of the globe.

WHO: An estimated 13,500 attendees will have the opportunity to visit with over 600 exhibiting companies and hear from more than 125 presenters, including Brewers Association Director Paul Gatz and Chief Economist Bart Watson who will deliver

the annual State of the Industry address, as well as **keynote speaker Billy Beane**, Executive Vice President of Baseball Operations for the Oakland A's and the inspirational subject of bestselling book and subsequent movie *Moneyball*.*

Beane is considered one of the most progressive and talented baseball executives in the game. He will share his innovative, winning approach to management and leadership, and how his *Moneyball* philosophy can be adopted for the craft brewing industry.

WHY: As demand for craft beer from small and independent brewers increases, CBC brings the community together in a collaborative and educational environment. New and veteran brewers have an opportunity to connect, share ideas and learn about a wide range of topics including brewery operations, brewpubs, export development, government affairs, packaging breweries, quality, safety, selling craft beer, start-ups, sustainability and technical brewing. With one of the most dynamic beer cultures in the country, Philadelphia sets the perfect stage for CBC.

WHEN: **Craft Brewers Conference**
Tuesday, May 3 - Friday, May 6, 2016
Times vary. For a full schedule of events, visit the [CBC conference schedule](#).

Events of Note:

- First-Time Attendee Orientation
Tuesday, May 3: 5:00 p.m. – 6:00 p.m.
- Welcome Reception at Philadelphia Museum of Art
Tuesday, May 3: 7:00 p.m. – 9:30 p.m.
- General Session I – Keynote Address & General Session
Wednesday, May 4: 9:15 a.m. – 10:30 a.m.
- General Session II – State of the Industry
Thursday, May 5: 9:15 a.m. – 10:30 a.m.

BrewExpo America

Wednesday, May 4: 9:00 a.m. – 5:00 p.m.

Thursday, May 5: 9:00 a.m. – 5:00 p.m.

Friday, May 6: 8:30 a.m. – 12:00 p.m.

World Beer Cup

Pre-Awards Dinner (separate ticket required)

Friday, May 6: 6:30 p.m. (doors open at 6:00 pm)

Awards Ceremony

Friday, May 6: 7:45 p.m. (doors open at 7:30 pm)

WHERE: **Philadelphia Convention Center**
1101 Arch Street
Philadelphia, PA 19107

MEDIA: Media wishing to attend and cover the 2016 Craft Brewers Conference & BrewExpo America must [apply for press credentials](#).

SPONSORS: The [2016 Craft Brewers Conference & BrewExpo America](#) and [World Beer Cup](#) are made possible by the generous support of their sponsors.

* Arrangements for the appearance of Billy Beane made through Greater Talent Network, Inc, New York.

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About the Brewers Association

The Brewers Association is the not-for-profit trade association dedicated to [small and independent](#) American brewers, their beers and the community of brewing enthusiasts. The Brewers Association (BA) represents more than 70 percent of the brewing industry, and its members make more than 99 percent of the beer brewed in the U.S. The BA organizes events including the World Beer CupSM, [Great American Beer Festival](#)[®], [Craft Brewers Conference & BrewExpo America](#)[®], [SAVOR](#)SM: [An American Craft Beer & Food Experience](#), [AHA National Homebrewers Conference](#), [National Homebrew Competition](#) and [American Craft Beer Week](#)[®]. The BA publishes [The New Brewer](#) magazine and its [Brewers Publications](#) division is the largest publisher of contemporary and relevant brewing literature for today's craft brewers and homebrewers.

Beer lovers are invited to learn more about the dynamic world of craft beer at [CraftBeer.com](#) and about homebrewing via the BA's [American Homebrewers Association](#). Follow us on [Twitter](#).

The Brewers Association is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status. The BA complies with provisions of Executive Order 11246 and the rules, regulations, and relevant orders of the Secretary of Labor.