



FAST FACTS

Events of Note

- **Welcome Reception**
Monday, April 10, 7:30 pm – 10:00 pm at the Smithsonian’s National Museum of Natural History and the National Museum of American History on the National Mall
Separate RSVP required
- **General Session I – Welcome/Keynote Address by Alison Levine**
Tuesday, April 11, 9:15 am – 10:30 am in Ballroom ABC
- **General Session II – State of the Industry/Keynote Address by Dick Cantwell**
Wednesday, April 12, 9:15 am – 10:30 am in Ballroom ABC
- **CBC State of the Craft Brewing Industry Press Conference**
Wednesday, April 12, 11:00 am – 12:00 pm, Room 201
- **BrewExpo America® Trade Show**
Tuesday, April 11, 9:00 am – 5:00 pm
Wednesday, April 12, 9:00 am – 5:00 pm
Thursday, April 13, 9:00 am – 3:00 pm

Seminar Spotlight

A Practical Perspective on Foraged and Agriculturally Based Beers

Technical Brewing

Tuesday, April 11, 1:20 pm – 2:20 pm

Ballroom C

Staying Relevant After All These Years

Packaging Breweries

Tuesday, April 11, 1:20 pm – 2:20 pm

146 ABC

Using Industry, Demographic, and Economic Data to Grow Your Brewery’s Business

Selling Craft Beer

Tuesday, April 11, 1:20 pm – 2:20 pm

Ballroom B

Starting with Quality: Not Just Another Lab Talk

Start-Ups

Tuesday, April 11, 2:40 pm – 3:40 pm

152 AB

Best Practices for Hop Quality, Sustainability, and Food Safety

Quality

Wednesday, April 12, 1:20 pm -- 2:20 pm

202 AB

How the Society of Independent Brewers (SIBA) is Defining and Certifying the Craft Segment in the United Kingdom

Export Development

Thursday, April 13, 1:55 pm -- 2:55 pm

150 AB

Beer Brings People Together: Building a Community Locally and Nationally

Sustainability

Thursday, April 13, 3:20 pm – 4:20 pm

145 AB

MegaBrew: The Merger, its Aftermath and What It Means for Small Brewers

Government Affairs

Thursday, April 13, 3:20 pm -- 4:20 pm

151 AB

34th Annual Craft Brewers Conference & BrewExpo America[®] Statistics

- 12,200 industry attendees pre-registered
- Largest U.S. industry-only gathering for number of breweries represented
- BrewExpo America tradeshow featuring 800 exhibitors
- 140 speakers and 72 seminars across 11 educational tracks
- CBC was last held in Washington, D.C. in 2013

Upcoming Brewers Association Events

- **American Craft Beer Week[®]**: May 15-21, 2017; Nationwide
- **SAVORSM: An American Craft Beer & Food Experience**: June 2-3, 2017; Washington, DC
- **Homebrew Con (AHA National Homebrewers Conference)**: June 15-17, 2017; Minneapolis, MN
- **Great American Beer Festival[®]**: October 5-7, 2017; Denver, CO
- **2018 Craft Brewers Conference & BrewExpo America[®] and World Beer CupSM**: April 30-May 5, 2018; Nashville, TN

Media Contacts

Abby Cohen, The Rosen Group, 973-224-0403 or abby@rosengrouppr.com

Matt Sutton, The Rosen Group, 915-227-5680 or matt@rosengrouppr.com

Lindsay Spivak, The Rosen Group, 301-467-2410 or lindsay@rosengrouppr.com

Barbara Fusco, Brewers Association, 303-815-5373 or barbara@brewersassociation.org

Jeb Foster, Brewers Association, 303-550-1050 or jeb@brewersassociation.org

Rachel Staats, Brewers Association, 303-909-7743 or rachel@brewersassociation.org