



NBWA Beer Route

The Convention Issue

October 2023

A Message from the Chairman and the President

Welcome to Las Vegas, where we're lucky to be together

We are excited to welcome you to NBWA's 86th Annual Convention & Trade Show. The biggest week in beer is reaching new heights this year – from our sold-out Trade Show floor to dynamic speakers and education content, we are confident you will leave Las Vegas with new ideas, connections and energy to take back to your business.

There is a wealth of things to do and see while you're here. Our Trade Show floor features over 200 exhibitors, including 70+ beverage suppliers and more than 40 new companies. Attendees are also invited to attend their choice of 20 education seminars on today's hottest distribution topics.

You will enjoy a world-class lineup of speakers at this year's event. Molson Coors Beverage Company President and CEO Gavin Hattersley will be sharing insights from his career, NBA legend and Oak Park Brewing Company owner Kevin Johnson will discuss his work with the National Black Brewers Association, acclaimed pollster Kristen Soltis Anderson will explore key trends as the 2024 election season kicks off and NFL Pro Bowler turned star magician Jon Dorenbos will dazzle and inspire with an energetic story of self-resilience.

Be sure to stay connected by following #NBWAConvention on social media and by downloading the official convention app (see next page). We hope you have a great week and enjoy the convention!

Cheers!



Gordon Green

Gordon Green
2022-2023 NBWA
Chairman of the Board



Craig A. Purser

Craig Purser
NBWA President & CEO



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Meet the Incoming Chairman



James C. Fabiano II CEO, Fabiano Brothers, Inc.

The second member of the Fabiano family to serve as NBWA Chairman, Jim Fabiano follows in the footsteps of his grandfather (**Joseph Fabiano Sr., NBWA National President, 1973-1975**). During his tenure as CEO, Fabiano Brothers has continued to grow throughout Michigan and Wisconsin, receiving several awards for top sales performance. Jim has served on the NBWA Board for 6 years, most recently as Vice Chairman for the 2022-2023 year.

What is your history in the beer distribution industry?

Fabiano Brothers began 138 years ago in Sant'Ippolito, Italy as a fruit market run by my great-grandfather Gennaro, who later immigrated through Ellis Island and re-started his business in Michigan. My brother Joe and I are the fourth-generation owners and we are proud to say that a fifth generation has joined the family business.



What are some of your objectives for the year ahead?

First and foremost, I am committed to continuing the strong distributor-driven leadership provided by NBWA. As we all grapple with a changing alcohol market, it is critical to work together and with our supplier partners to strengthen the beer category, which provides a uniquely strong foundation upon which we can thoughtfully expand our portfolios to meet the needs of today's beverage consumer.

What are you looking forward to seeing at the show?

I'm most excited for the focus on innovation. Our team is looking forward to seeing cutting-edge technology that will help us increase operational efficiency. I am also looking forward to seeing the wide variety of new beverages on display from over 70 global suppliers. And of course, seeing so many friends and colleagues from across the industry.



Featured Speakers



Gavin Hattersley
President and CEO
Molson Coors Beverage Company

Gavin Hattersley will discuss significant changes in the industry, innovation in the face of dynamic consumer trends and how to navigate corporate challenges and triumphs. In addition to his insights on the dynamic nature of the beer and beverage industry, he will talk about the future of beer and his strong belief that people — employees, customers and communities — are at the heart of what we all do.



Kevin Johnson
Former NBA All-Star, Mayor of
Sacramento, and Owner of Oak Park
Brewing Company

Throughout a life of service and success, Kevin Johnson has learned valuable lessons about leadership that he's applied to his latest venture: the National Black Brewers Association, launched earlier this year. You won't want to miss his unique perspective on the future of the beer industry.



Kristen Soltis Anderson
Acclaimed Political Pollster,
Co-Founder of Echelon Insights

A former contributor to Fox News and the host of SiriusXM's "The Trendline with Kristen Soltis Anderson," Kristen Soltis Anderson has earned a reputation as the rare pollster who knows how to find answers in the digital world. She is the co-founder of Echelon Insights, author of several books, and has become a go-to voice for understanding how young people engage with politics.

Jon Dorenbos

Former NFL Pro Bowler and Professional Magician

Jon Dorenbos was the Eagles' all-time leader in consecutive games played when an aortic aneurysm cut his career short. Refusing to give into self-doubt, he blazed a new path as a magician, earning 3rd place on "America's Got Talent" with dazzling sleight-of-hand tricks. His journey of overcoming obstacles and embracing reinvention will resonate with beverage distributors trying to navigate today's constantly changing market.



Dan White

Chief of New Revenue Streams Coca-Cola North America

This July, Coca-Cola announced the launch of its new alcohol subsidiary: Red Tree Beverages. Exclusively at NBWA's 86th Annual Convention & Trade Show, hear directly from Coca-Cola executive Dan White about the genesis of Red Tree Beverages and why the company sees independent distributors as essential partners for Red Tree's growth.



DESIGNED TO WORK. BUILT TO LAST.

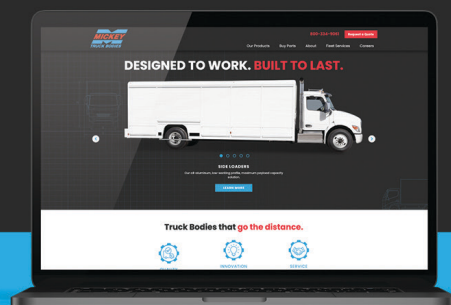
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Life Service Award: Bruce Leetz

A Living Legacy of Passion and Vision

A man of faith, family and deep respect for all people, Bruce Leetz showed that competition can go hand-in-hand with consideration during his 40 years leading Indiana Beverage.

Bruce got his start in the beer industry as the fifth employee of then-Valpo Beverage, spending his first six years in the industry delivering beer in a red pick-up truck. After taking over the presidency in 1969, Bruce's steady hand at the wheel and passion for excellence helped Indiana Beverage emerge as one of the country's leading beer distributors, acquiring new brands and winning countless honors. Bruce himself was twice awarded Indiana's highest civilian honor, the Sagamore of the Wabash.

Watch a video about Bruce's life and accomplishments at www.nbwa.org/bruce-leetz.



Hero Driver Answers the Call

It began as a morning like any other at Petitpren Inc. in Michigan. Justen Bechamp was hard at work delivering beer to the retailers throughout Metro Detroit when he was alerted about a violent crime in process.

Noticing the suspect's vehicle outside of one of the company's accounts, Justen went inside the building and asked the bartender to lock the doors while he called police, who quickly arrived on the scene to prevent further harm.

"His efforts helped the police apprehend the suspect quickly and prevent anyone else from being harmed," said Petitpren GM Jamey Thompson. "We're extremely proud of Justen for going above and beyond to serve his community while on the job at Petitpren Inc."



Justen's story is an example of the deep community ties that make this industry so special. Watch a video about his story at www.nbwa.org/justen-bechamp.

Making Moves



**The Annual Event
Celebrating Women in Beer*

October 10 –11, 2023
Caesar's Palace, Las Vegas, NV

Registration & Hotel
www.nbwa.org/women-in-beer

What's in it for you?

- ✓ Meet & network with women from across all three tiers
- ✓ Hear from trail blazers creating paths for the next generation
- ✓ Celebrate women's collective growth & success
- ✓ Fuel the future with personal & professional best practices

Hear from...

BOSTON BEER CO.

Jim Koch, Co-Founder & Chairman, Boston Beer Co.



Maggie Timoney, CEO, Heineken USA



Tracey Joubert, Global CFO, Molson Coors



Katie Beal Brown, Founder & CEO, Lone River Beverage Co.



John Geist, Chief Sales Officer, Boston Beer Co.



Mariah Calagione, Co-Founder & Social Impact Leader, Dogfish Head, Boston Beer Co.



Adeline Druart, CEO, Lawson's Finest Liquids



Ruchi Desai, Co-Founder & Co-Chief Executive Officer, EIGHT Brewing Co.



Beny Ashburn, CEO and Co-Founder, Crowns & Hops Brewing Co.



Claudia Oshry, Multitalented Personality, @GirlWithNoJob



Tracey Sivak, VP & GM, Mark Anthony Ventures



Rebecca Maisel, SVP, Legal & Governmental Affairs, Gulf Distributing Holdings



Elsie Wolfe, Sr. Buyer Adult Beverages, Target



Sofia Colucci, CMO, Molson Coors



About Alliance for Women in Beer

Founded in 2021, our mission is to unite women and allies throughout all three tiers of the beer industry - suppliers, distributors and retailers. Together we are transforming beer into an exciting industry of opportunity for women. A collective of long-time and emerging leaders, the Alliance provides educational, developmental and networking opportunities for women of all levels. Connecting and sharing best practices is at the heart of the Alliance.

Membership is free. To join, please send an email to info@nbwa.org.

The Future is Bigger in Texas

You're invited to the Next Generation Success in Leadership Conference, held Nov. 6-8, 2023 in Dallas, Texas! The beer and beverage distribution industry's annual gathering of emerging leaders is back and bigger than ever.

What makes Next Gen such a valuable event for distribution professionals?

- Opportunities to connect with peers across different markets and brands
- World-class educational content that speaks to your everyday challenges
- Leadership tips for navigating today's changing alcohol and labor markets
- Work hard...then play harder in our fun-filled networking activities and games



See the full agenda and register at nbwa.org/next-gen.

New Data: Beer Delivers



**\$47
Billion**

Economic Impact*



137,420

Jobs*



**\$12.8
Billion**

Wages, Salaries
& Benefits*

NBWA and The Beer Institute's Beer Serves America Study, released every two years, arms you with fresh data to showcase the industry's economic contributions to communities across the country.

The just-released results of the 2022 study show clearly and undeniably that **America's beer industry is stronger than ever.**

In a period of market expansion and scrutiny on brand performance, this study is a powerful tool for putting focus back on what matters most: the beer industry's overwhelmingly positive impact on American livelihoods.

View the results at
www.beerservesamerica.org.

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Productivity



Financial success



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Exhibitor List

As of September 23, 2023

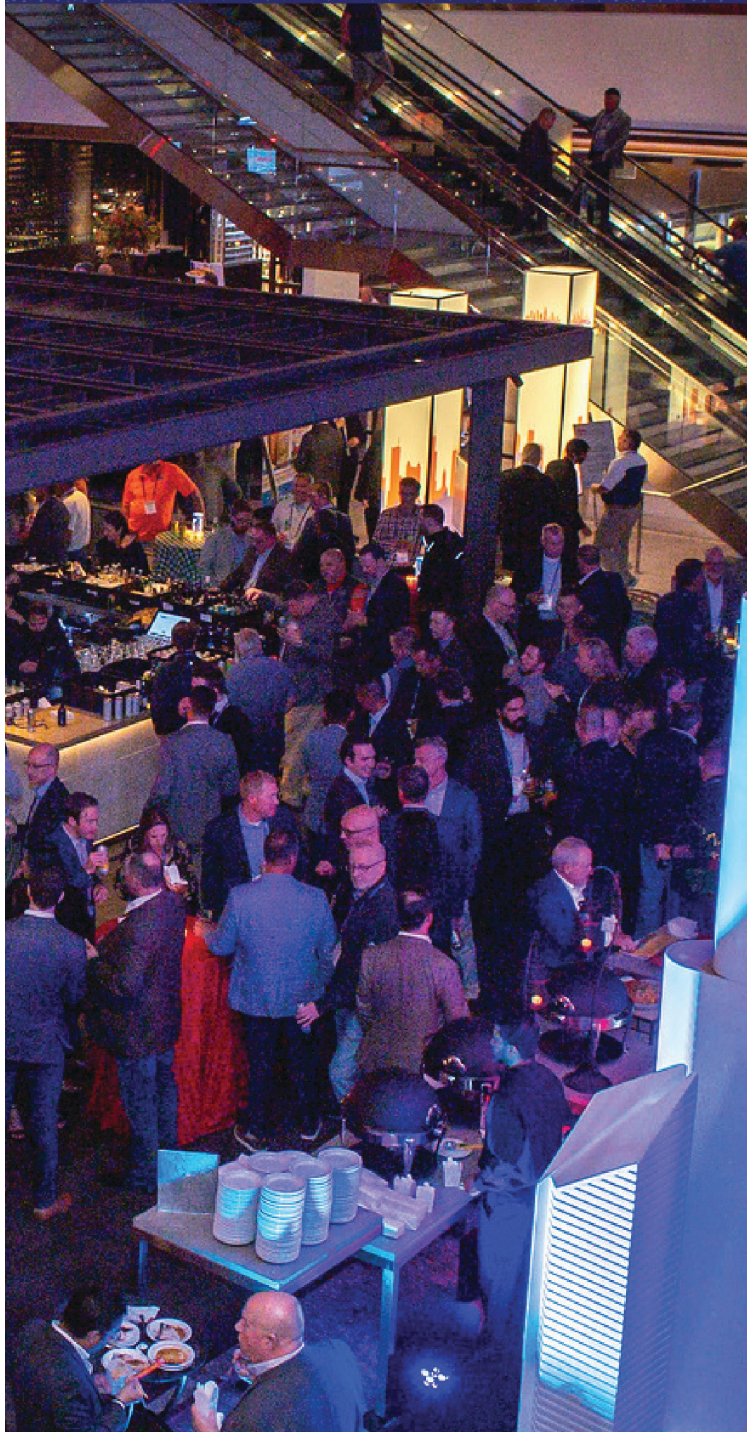
100 Coconuts	Brella Beverage Inc	EnerSys
4Front Engineered Solutions	Brother Mobile Solutions	Ep6ix
5-hour ENERGY / Living Essentials, LLC	Carbliss Hand Crafted Cocktails	EPIC Worldwide
99 Bottles, LLC	Cardata	Eternal Beverages, Inc.
A. Duie Pyle, Inc.	Cask Catalyst LLC dba Spindrift Beverage Company	Everlance
Abco Fleet Services	Chill-Cups	Exponent Energy
Addcentia Inc. dba AutoReimbursement.com	Cicerone Certification Program	Fintech
ADP	Cintas Corporation	Fit Tea
AIKO Importers Inc	Cirrus Tech, Inc.	Frazier
Aim Transportation Solutions	CMC	FTNI
Allison Transmission / W. W. Williams	Convoy Technologies Inc	Funny Water
American Talos Inc.	Corporate Benefit Design / LIVINITI	G.K. Skaggs Inc.
Andavi Solutions	CPG Data LLC dba iSellBeer	Geloso Beverage Group LLC
Anheuser-Busch	Craft Beers of Canada	Geosphere LLC / "Better for All"
Applied Adhesives	Craft Standard Enterprises	Goodyear Tire and Rubber Company
ARCO National Construction Company-Beverage Group	Craftsmen Utility Trailer	GoSpotCheck by FORM
Artisanal Imports, Inc.	Cycling Frog	Gray Duck Spirits
Atmosphere Brewery	Day One Beverages	Green Air Supply
Aurora Wine and Spirits	DC Power Technologies	Gridline
Backwoods Craft Spirits / MBW Brands, LLC	DCM Beverage Group	Halfday Draft Cocktails
Benchmark Beverage Company	Dematic	Happi Co.
Betten Trucks, LLC	Descartes Systems (USA) LLC	HDA Architects
Better Than Booze	Diageo Beer Company USA	Heineken USA, Inc.
BevCap Management, LLC	Digital Media Warehouse	Hemp Beverage Alliance
Beverage Distribution Consultants (BDC)	DispatchTrack, Inc.	Hormann High Performance Doors
Big Systems, LLC	Draftline Technologies	HotWattEnergy, Inc.
Bing Beverage Company	East West Beverages, Inc	Howie's Spiked
Blank Collective by Endless West	EasyCheck	Idealease Inc.
Block One Automation	Eclipse Fleet Service LLC	Infinitt-I Workforce Solutions
Bluebird Hardwater	EcoZohm LLC	InnoVino International Inc
Bolzoni Auramo Inc.	EHPLabs	IntelliShift
Boston Beer Company, The	Encompass Technologies	Iowa Rotocast Plastics, Inc.

Isuzu Commercial Truck of America, Inc.	Owls Brew	Stevens Point Brewery / Ciderboys Cider Company
Kadean Construction	Pabst Brewing Co.	Stilly Spirits LLC
Karma Culture LLC	Parallel Products	Stran & Company, Inc. dba Stran Promotional Solutions
Kasteel USA	PDC-Precision Distribution Consulting / KPI Integrated Solutions	SUNiCE Beverages
KION North America Corporation	Picadas Hard Aguas Frescas	Sur Valles Wine Group
Kit Craft NA Brewing	PiF Technologies	SVT Fleet Solutions (formerly Velocity Vehicle Group)
Koepsell Development & Consulting dba VxP	Playr1	SYSTEM Seltzers Riot Pop!!
Lantech	Positive Beverage LLC	Talking Rain Beverage Company
Learning Evolution	Premium Beverages	Taphandles
Lebanese Arak Corporation dba LAC Products	PRESS Premium Alcohol Seltzer (XYZ Beverage Company)	Team Image Marketing
Leyman Lift Gates	ProGlove	The FermCo: Draft Wine & Cocktails
Liquid Ice Energy Drink	Purkeys	The Raymond Corporation
Liquid Opportunities	QTEK Design Ltd	Toyota Material Handlings (Toyota/Forklifts of St. Louis, Inc.)
Loverboy Inc	Red Flag Beverage Co.	Twang Partners Ltd.
Mark Anthony Brands dba Mike's Hard Lemonade Company	REDCON1	Twinlode Automation
Martin House Brewing Co.	Rehrig Pacific Company	UNEX Manufacturing
Maxon Lift Corporation	Ritchie Bros. Auctioneers	United Brands
METABEV LLC	Rite-Hite Corporation	Vehicare Fleet Solutions
Michele & Group Modeling & Talent Agency, Inc.	Roar	Velocitor Solutions
Mickey Truck Bodies, Inc.	RPower LLC	Vermont Cider Company
Micro Matic USA, Inc.	Ryder Systems, Inc.	Vermont Information Processing, Inc.
Minneapolis Cider Company	Safety Vision	Vision Group
Mitra9	Salient Management Corporation	Vivazen
Molson Coors Beverage Company	Seiko	VNGR Beverage, LLC dba Poppi Soda
MRM Technology Inc. dba MRM Global	Shock-Gard LLC	Waterbird Spirits
Murphy Company	SLG BevPros (a DHL Company)	Waterfall Resort Alaska
New Age Industrial	Sonic Hard Seltzer	Waymatic, Inc.
Nissan Commercial Fleet	Sonoco Thermosafe	WEIMA America, Inc.
North Canna	Sovereign Flavors	West Peak Sparkling Spirits
OnTrak Software	Spartan	Wild Ohio Brewing
OptimoRoute	Spirited Hive	Wise Systems
ORTEC	ST Engineering Hackney, Inc.	Yale Materials Handling

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AMERICA'S BEER & BEVERAGE DISTRIBUTORS

UPCOMING EVENTS



**NBWA's Annual Convention
& Product Showcase**
Sept. 29 – Oct. 2, 2024
San Diego, CA



**NBWA's Next Generation Success
in Leadership Conference**
Nov. 6 – 8, 2023 | Dallas, TX



NBWA's Legislative Conference
April 14 – 17, 2024 | Washington, D.C.



*For up-to-date event
information visit
www.nbwa.org/events*