

WINEAMERICA PRESENTS
US BEV X 2018
WINE & BEVERAGE INDUSTRY EXPO



Quality Conference for the Eastern Wine Industry: February 21-22, 2018

The 2018 conference theme is **“In Pursuit of Excellence”** in acknowledgment that every great wine region shares a common obsession, quality above all else. USBevX supports this mindset and conference topics and speakers reflect that.

2018 topics will showcase new “quality driven” trends in the production and viticulture areas along with their anticipated impact. There will be interactive discussions, led by industry experts, that will highlight breakthroughs in packaging, sales & marketing and their effect on consumer impression. Attendees will also hear about anticipated changes in lending, legislation, legal and compliance to ensure they are prepared for success in 2018 and beyond.

FEATURED SPEAKERS

ANNA LEE C. IJIMA,
Wine Enthusiast Magazine

AMI OPISSO,
Lieb Cellars

BRIAN ROSEN,
Beverage Strategy

CARLO DEVITO
Hudson-Chatham Winery

CHERYL MURPHY DURZY,
Liberation Distribution

DAMIEN WILSON,
SSU Wine Business

DENISE GARDNER,
Denise Gardner Winemaking, LLC

ELIZABETH SLATER,
In Short Direct Marketing

ERIC GUERRA,
Terravant Wine Company

FRANK MORGAN,
Virginia Wine Lover Mag

JEFF PLACK,
Biltmore Wines

MAX ROHN,
Wölffer Estate

MICHAEL ATTANASI,
Virginia Winemakers Research Exchange

MICHAEL CORREIA,
National Cannabis Industry Association

SEAN COMNINOS,
Heritage Vineyards

VIRGINIA MITCHELL,
Galer Estate Vineyard & Winery

FEATURED TOPICS

- Trends in Eastern Winemaking: Appassimento-Style
- Production Styles of Rosé in the Eastern Wine Industry
- The Evolution and Quality Impact of Flash Détente for Eastern Winemakers
- Wine Writers: What Are They Looking For?
- Canned Wines: Crushing the Stigma & Raising the Quality
- Staff Training: Your Best Investment
- Wine & Weed: Tales from the West
- Defining “Quality” in Your Packaging
- Wineries Adding Spirits, Cider or Beer to the Lineup
- Options for Distribution: Control Your Own Destiny



WineAmerica has scheduled their 2018 National Wine Policy Conference to coincide with USBevX, providing another valuable benefit to attendees.

Colorado Wine Industry Development Board
code for 50% OFF Attendee Registration

CWI2018

Don't miss this Premiere East Coast Wine Industry Event - Register at www.usbevX.com