2025 Beverage, Winter Session

Agenda

Sunday, February 16, 2025		
Arrivals and Check-In	10:00 AM	06:00 PM
Monday, February 17, 2025		
Breakfast	6:45 AM	8:45 AM
Meetings	8:00 AM	12:00 PM
Lunch	11:30AM	1:00 PM
Meetings	1:00PM	5:00 PM
Beverage Breakthroughs: Trends Shaping the Industry	5:00 PM	5:40 PM
Beverage Tasting Experience	6:00 PM	7:00 PM
Cocktails	6:00 PM	7:00 PM
Dinner	7:00 PM	10:00 PM
Tuesday, February 18, 2025		
Breakfast	6:45 AM	8:45 AM
Meetings	8:00 AM	12:00 PM
Lunch	11:30AM	1:00 PM
Meetings	1:00PM	4:00 PM
Unleashing the Power of Social Commerce: Driving Omnichannel Growth with TikTok Shop	2:00 PM	2:40 PM

Innovate X: Winning in Grocery	2:00 PM	5:15 PM
From Aisle to Amazon: Amplifying Your Success on the World's Largest Marketplace	2:40 PM	3:10 PM
Navigating Growth and Innovation: Insights from Whole Foods' Local and Emerging Brands Team	3:10 PM	3:50 PM
Unlock Growth: Strategic Capital Access and Scaling Insights for CPG Brands in a Competitive Landscape	3:50 PM	4:35 PM
Data, Analytics, & Storytelling for the Modern Merchant Mindset	4:05 PM	4:35 PM
Marketing Transformation: How a Full Funnel Approach Unlocks Growth	4:35 PM	5:15 PM