2026 On & Off Premise Adult Beverage, Fall Session

Agenda

Monday, August 24, 2026		
Arrivals and Check-In	10:00 AM	6:00 PM
2nd Annual Golf Outing	1:30 PM	5:30 PM
The Modern Drinker's Shopping Basket: Navigating Choice, Trade-Offs, and Change	5:15 PM	6:00 PM
2nd Annual Golf Outing – Award Announcement/Cocktail Reception	6:00 PM	7:00 PM
Tuesday, August 25, 2026		
Breakfast	07:00 AM	09:00 AM
Meetings	8:00 AM	12:00 PM
Lunch	11:30 AM	01:00 PM
Meetings	12:40 PM	5:00 PM
Grand Tasting - Supplier Setup Time	5:30 PM	6:00 PM
Grand Tasting	6:00 PM	7:45 PM
Dinner	07:00 PM	09:00 PM
Grand Tasting - Award Announcement	8:15 PM	8:30 PM
Wednesday, August 26, 2026		
Breakfast	07:30 AM	09:30 AM
Meetings	09:00 AM	12:00 PM