

2017 Global Wine, Beer & Spirits EPPS

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Sunday, August 27, 2017

Brewery Tour

180 minutes



Join your industry peers during the Brewery Tour at Sweetwater Brewery. ECRM buses will shuttle participants to the brewery for a guided tour. [Learn more](#) about Sweetwater Brewery.

Please note this tour is only open to beer category buyers and participants must contact their account manager to sign up prior to the EPPS.

Store Tour

60 minutes

Join your industry peers during the ECRM Store Tour. ECRM buses will shuttle participants to Publix at The Vineyards (Store #108) for a self-guided tour. During this time participants will have the opportunity to review new trends and techniques that they can take back to the office.

Please note that this tour is only open to attending buyers and suppliers and participants must contact their account manager to sign up prior to the EPPS..



What's Trending in Beverage Alcohol

60 minutes

Competition for each beverage alcohol drinking occasion and dollar has never been more intense across Beer, Wine, and Spirits, and across their retail channels, as beverage alcohol expands in size and influence. Yet, the specific components of growth are changing more rapidly than ever before as suppliers and retailers strive to meet the needs of rapid changes in the fabric of the American legal drinking age population. What's yesterday's rising star may be today's fading glory as new trends continue to reshape the category. Understanding these changing dynamics is critical to the success of both manufacturers and retailers in driving category success. Join Nielsen as we examine these growth factors, who's buying what, and what to expect looking forward.



Danny Brager, Senior Vice President - Beverage Alcohol
Nielsen

Tuesday, August 29, 2017

Panel Judging

60 minutes

This year's Global Wine Beer & Spirits EPPS will feature a new Medallion Award Program. The votes will come from a panel of three distinguished judges including two Sommeliers and a Spirits Steward. Each Category will be judged based on

industry specifications and the winners will be featured in press releases to the industry trade publications. Winners will be announced at the majestic Chateau Elan Winery.

Judging will begin at 4:30 p.m. ECRM will provide coolers for wine suppliers, tables, linens, glasses, etc. Suppliers may enter up to 3 sku's for judging consideration. Gold, Silver and Bronze medallions will be presented to winners in each category. Vendors can ship their skus in advance or bring by hand on arrival day (Sunday or Monday). If bringing on arrival day all samples should be delivered to ECRM hospitality upon arrival.

Shipping address for samples:
Global Wine, Beer & Spirits EPPS- Panel Judging
(VENDOR NAME)
Chateau Elan Winery & Resort
100 Rue Charlemagne
Braselton, GA 30517
United States
Phone: (678) 425-0900

To sign-up please contact your ECRM Account Manager.

Panelists:

Jesse Kirkpatrick, Sommelier - Holman & Finch Shops

After graduating from Pitzer College with a degree in anthropology and media studies, Jesse Kirkpatrick moved to Malaysia with a Fulbright Scholarship to teach English. As her program came to an end one year later, so did her life plan. It was then, amid a sea of panic and uncertainty, that it dawned on her: food and wine were the only things she had been consistently passionate about her entire life. Suddenly, it all made sense. She returned to the United States, got a job at a prominent Phoenix restaurant, and rapidly rose to the top of her class. Her newly-harnessed passion and natural skill lead her easily into the world of wine. In less than two years, Jesse honed her palate, taught herself the nuances of wine, and passed her Introductory Sommelier Exam. She is currently preparing for the Certified Sommelier Exam.

A recent Arizona transplant, Jesse is now a sommelier and manager at Holeman and Finch Bottle Shop in Atlanta, GA. With it's focus on guest interaction and education, it is here where she developed a mission to make wine approachable to the masses.

Jack Smith, Spirits Steward & President - Atlanta Scotch Club

Completed the 6-month "Certified Specialist of Spirits" course at Society of Wine Educators and passed the examination with a score of 95%. It is the

only certification available to US candidates; the course material was developed by Chris Morris, Master Distiller, Brown-Forman Corporation.

In 2012, he competed in a mixology competition sponsored by The Patrón Spirits Company. He created a cocktail using Patrón Silver and centered on lemon grass and herbs with a dash of Angostura bitters. He named it "Battle of Poitiers!" and gave Patron his recipe (see image at left with Jack on the cover of Patron Cocktail Lab).

He earned the title "Lord of the Malt" in a club wide competition at Los Angeles Scotch Club in 2010.

Founder and President of the Metro Atlanta Scotch Club (MASC), boasting some 1,300 members.

Consultant to the Whiskies of the World Expo in Atlanta since 2013.

Has conducted hundreds of Scotch and Spirits classes and tastings.

Has visited 14 Scottish distilleries during visits to Scotland with intense engagement and dialogue with numerous Master distillers.

Jack serves as the spirits expert / consultant for the Cigar Guys Radio Show in Atlanta where he will be handling a weekly segment called "Jack the Whisky Guy," where he discusses a different whisky and its flavor profile.

Jonathan Mattson, Sommelier - Barnsley Gardens Resort

A longtime Atlanta food and beverage professional with a passion for Italian food and wine, Jonathan Mattson utilizes his extensive experience as Executive Chef and Director of Food and Beverage for Barnsley Gardens Resort & Spa.

Mattson is a certified Specialist of Wine with the Society of Wine Educators and an Introductory Sommelier with the Court of Master Sommeliers. Also a member of the United States Bartenders Guild, Mattson's experience with wine pairing dinners and spirits tastings set him apart in the industry, allowed him to execute these skills at Varuni Napoli, the only food stall in Krog Street Market to serve Italian beer, wine and house-made limoncello.

Grand Tasting/People's Choice Set Up

60 minutes

Most suppliers hand-carry a few select brands/varietals to pour for guests that evening. To determine the amount of wine to bring, factor in the total number of attendees and the amount of portions you can get from a bottle. *Please be aware that the amount you pour will greatly impact the number of bottles you need to bring. A typical 25 ounce bottle will pour 5 standard drinks, however you might be able to get 20 or more taste size portions. Keep in mind, not ALL attendees will sample everyone's product.

Grand Tasting/People's choice awards (Award ceremony at 8:00)

-630 minutes

This year's Global Wine Beer & Spirits EPPS will feature a new Medallion Award Program. The votes will come from a People Choice Award from our registered buyers and sellers. Each Category will be judged based on industry specifications and the winners will be featured in press releases to the industry trade publications.

All attendees will sample the products and vote for their favorite "People's Choice Award" in each category, Wine, Beer & Spirits. Two additional categories will also be voted on by attendees: Best Bottle Design and Best New Product. Gold medals will be presented to all winners. The Grand Tasting will take place on property in the Chateau Winery and all awards will be announced at 8:00 p.m.

To sign-up please contact your ECRM Account Manager