

## 2022 On & Off Premises Adult Beverage Session

### 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.

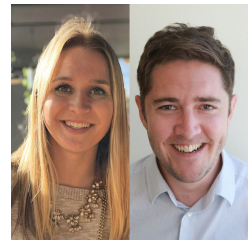
Tuesday, March 1, 2022

#### NielsenIQ & CGA: What's Next in the Off and On-Premise Adult Beverage Segments?

**60 minutes**

**(NOTE: This will be a pre-recorded presentation emailed to all participants)**

As we look back on 2021, recovery from the pandemic was a series of trending ups and downs for off premise as we lapped unique months of 2020. And for On Premise 2021 is set to be the year where a level of stability to returns to the channel. During this presentation, NielsenIQ's Kaleigh Theriault and CGA's Matthew Crompton will cover key trends in on and off premise adult beverage that can be expected to continue through 2022.



Kaleigh Theriault and Matthew Crompton  
NielsenIQ & CGA

## The Speed Tasting Event

### **60 minutes**

**In addition to one-on-one meetings, each supplier will be given a scheduled 4-minute time slot to present 1 product to a group of buyers through our digital platform.** Buyers will sample the products and can vote for their favorite. If you register, you will be sent samples (directly from the sellers) prior to the event. Vendor spots are limited! Ask your Client Success Manager about this opportunity today!