



2025 On & Off Premise 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.

Sunday, August 24, 2025

1st Annual Golf Outing

330 minutes

Sunday, August 24 | 8:30 AM - 2:00 PM

Join us for our **1st Annual Golf Outing!** This will be an awesome opportunity to meet and network with your industry peers in a casual and fun setting! *Sponsorship opportunities available!*

To learn more about how you can participate, please contact your Client Success Manager.

Forecasting Flavor: Trends and Disruption in Beer, Wine, Spirits & Beyond

45 minutes

Sunday, August 24 | 5:15 PM - 6:00 PM

The beverage alcohol industry is at an inflection point—reshaped by shifting consumer values, economic headwinds, and emerging trends. In this session, we will unpack the key drivers of change across Beer, Wine, Spirits, and RTDs. We'll explore how moderation is moving from niche to mainstream, what premiumization looks like in a price-sensitive market, and how consumer spending is evolving in response to ongoing economic uncertainty. Additionally, we'll touch on the growing intersection of Beverage Alcohol and THC—what's hype, what's happening, and what could be next. Whether you're a supplier, distributor, retailer, or innovator, this session offers a view of where we are and where we're headed. Come for the data and leave with the insights you need to plan your next move.

Kaleigh Theriault, Director of Thought Leadership
NIQ



1st Annual Golf Outing - Award Announcement

60 minutes

Sunday, August 24 | 6:00 PM - 7:00 PM

Join us during the Cocktail Reception as we announce the winner from the 1st Annual Golf Outing.

From Mob Life to Legacy: A Fireside Chat with Michael Franzese

30 minutes

Monday, August 25th | 1:00 PM - 1:30 PM

Join us for an unforgettable fireside chat with Michael Franzese—once one of the most well-known and successful mob bosses in America, and the only made man ever known to publicly walk away from organized crime and live to tell the tale. In this candid and exclusive session, Michael shares his extraordinary journey from the mob world to the wine world, offering raw insights into redemption, reinvention, and building a brand with integrity.

Now the founder of Franzese Wine, Michael is channeling his passion into searching the world for the most unique and distinctive wines. Hear how he's leveraging social media to share his story of transformation and drive revenue to his wine brand.

Don't miss this powerful conversation on transformation, entrepreneurship, and finding purpose in the adult beverage industry.

Grand Tasting - Supplier Setup Time

45 minutes

Monday, August 25 | 5:30 PM - 6:15 PM

Set up for the Grand Tasting

Grand Tasting

90 minutes

Monday, August 25 | 6:15 PM - 7:45 PM

Join us for the Grand Tasting sponsored by Food & Beverage Magazine!

Suppliers submit up to 3 product offerings available for tasting. All attendees are welcome to participate as taste testers! Participants will vote on Best Wine, Best Spirit, Best Beer, Most Innovative Product, and Best Ready to Drink. Winners will be announced once voting has commenced.

To learn more about how you can participate, please contact your Client Success Manager.

Grand Tasting - Award Announcement

30 minutes

Monday, August 25 | 8:30 PM

Join us during dinner for the announcement of the Grand Tasting winners.