2026 On & Off Premise Adult Beverage, Fall 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.

Monday, August 24, 2026

2nd Annual Golf Outing

240 minutes

Monday, August 24th | 1:30 PM - 5:30 PM

Join us for our **2nd 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.

The Modern Drinker's Shopping Basket: Navigating Choice, Trade-Offs, and Change



45 minutes

Monday, August 24th | 5:30 PM - 6:15 PM

Today's Beverage Alcohol consumer has more choices—and more constraints—than ever. This session begins with an overview of the current state of the Beverage Alcohol industry, then pivots to the consumer lens to explore how drinkers are building and changing their repertoires across categories within BevAl and beyond. We will dig into how moderation, economic pressures, and evolving preferences are shaping what consumers buy, when they buy it, and what they leave behind. From hosting the party to wind-down drinking occasions, this session breaks down how consumer behavior is driving the next phase of Beer, Wine, Spirits, RTDs, Adult Non Alcohol, THC Beverages, and beyond.

Kaleigh Theriault, Director of Thought Leadership
NielsenIQ

2nd Annual Golf Outing – Award Announcement/Cocktail Reception

60 minutes

Monday, August 24th | 6:00 PM - 7:00 PM

Join us during the Cocktail Reception as we announce the winner from the 2nd Annual Golf Outing.

Tuesday, August 25, 2026

Grand Tasting - Supplier Setup Time

30 minutes

Tuesday, August 25th | 5:30 PM - 6:00 PM

Set up for the Grand Tasting

Grand Tasting

105 minutes

Tuesday, August 25th | 6:00 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 Beer
- Best Spirits
- Best Ready-to-Drink (Alcohol)
- Best Non-Alcoholic Beverage
- Best THC/CBD Beverage

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

Grand Tasting - Award Announcement

15 minutes

Tuesday, August 25th | 8:15 PM - 8:30 PM

Join us during dinner as we announce the winner from the Grand Tasting.