



Your Craft. Your Passion. Your Business.

MAY 6-8, 2015 | SANTA CLARA, CA

## FOR IMMEDIATE RELEASE

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### CRAFT BEVERAGE EXPO ANNOUNCES COLLOCATION OF FIVE CA-BASED GUILDS, ASSOCIATIONS AT 2015 EVENT

**Santa Clara, CA** (November 4, 2014) – With the enthusiastic reception of this spring's inaugural Craft Beverage Expo still echoing throughout the craft beverage community, event organizers today announced that five industry-leading guilds and associations will collocate their own meetings at the 2015 Craft Beverage Expo in Santa Clara May 6-8.

"Never before have the various associations and guilds of California's craft industry come together at a single event," said Tom McCormick, Executive Director of the California Craft Brewers Association. "It's an important step, because the segments of our industry are far more alike than we are different. We have so much to learn from each other."

Created to provide an intimate environment for collaborating, exchanging ideas and sharing best practices, Craft Beverage Expo is the only event that brings together producers from *all* segments of the industry. The show's explicit mandate is to help attendees master 'The Business of Craft Beverage.' Collocating organizations for the 2015 event include, The California Artisanal Distillers Guild, The California Craft Brewers Association, The Cider and Perry Association and The South Bay Brewers Guild.

"Our members work very hard at their craft," said Cris Steller, Executive Director of the California Artisanal Distillers Guild. "Sometimes the business can feel like an afterthought. Here they're finding competitive advantages—through education, through interacting with exhibitors, and through sharing ideas with fellow members of the community."

According to organizers, a finalized schedule of speakers and education sessions will be announced shortly. For more information on Craft Beverage Expo, visit [www.craftbeverageexpo.com](http://www.craftbeverageexpo.com)



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### **About Craft Beverage Expo**

Craft Beverage Expo is the leading trade exposition and conference for the entire craft beverage industry, with the primary goal of creating and defining a cohesive craft beer, wine, cider and spirits market. As the premier show for the industry, Craft Beverage Expo offers education, marketing strategies and turnkey solutions to the problems facing craft beverage producers today.