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CONTACT: Megan O'Neal, PR Coordinator

megan@craftbeverageexpo.com

619.298.1445 x109

CRAFT BEVERAGE EXPO EXPANDS CRAFT COMMUNITY THROUGH PARTNERSHIP WITH NATIONAL RESTAURANT ASSOCIATION

Santa Clara, CA (February 26, 2015) – In a movement to build a truly comprehensive craft community, a partnership was announced today between Craft Beverage Expo (CBE), a conference and expo established to aid collaboration between craft beer, wine, cider, mead and spirits producers, and the National Restaurant Association (NRA). Influencers from both organizations have agreed to speak at their respective events, CBE and Beverage Alcohol for Restaurant (BAR) at the NRA show, to open the channels of communication between craft beverage producers and the restaurant industry as a whole.

Thousands of craft industry professionals are expected to attend the second annual Craft Beverage Expo on May 6-8 in Santa Clara, CA. Touted for bringing together producers from all craft market segments, CBE attendees receive the rare opportunity for a real exchange of ideas between other attendees and 200 exhibiting companies, all to broaden their business and find competitive advantages in areas other than cost and volume—a key inspiration for the NRA partnership.

“We’ve always believed that collaboration is the key to success for this evolving craft industry,” explains Kellie Shevlin, Executive Director of CBE. “Which is why we are so pleased to join forces with the National Restaurant Association. Opening the lines of communication between these two industries will create a better understanding and allow both markets to ensure everyone’s, the producers, restaurants and the consumers, needs are being met.”

The NRA is set to direct two sessions at CBE. The first, “What’s in a Brand? How to Sell in Retail Chains” is tailored for producers looking to leap into larger buying fields. Whereas the second session, “How Do I Get My Brand Onto Restaurant Menus?” is targeted to help the smaller producer expand in local markets. These NRA sessions sit amongst a line up with topics ranging from branding and advertising, negotiation strategy, trends in packaging and distribution to bring attendees’ learning and opportunities for success full circle.

“This will be our first time we have worked to provide education for craft producers looking to gain a foothold in the restaurant and hospitality industry,” said Mary Pat Heftman, Executive Vice President, Convention and Strategic Alliances of the National Restaurant Association. “Delivering operator insights to the craft producers helps ensure that the lines of communication between the two industries are open and productive.”

CBE ambassador and regular CraftBeer.com contributor Ginger Johnson will speak at BAR15 (Beverage Alcohol for Restaurants), the two-day international event May 17-18 focused on how beverage both attracts guests and enhances profits in a restaurant, foodservice and hospitality operation. BAR is co-located with National Restaurant Association, Hotel-Motel Show (NRA Show), which is the largest annual gathering of the

foodservice industry in the world. NRA Show 2015 takes place May 16-19 in Chicago. The CBE hosted session will provide restaurant owners with the hottest craft trends such as mead, cider, wild and sour craft beers and provide guidance on what they can expect to attract the consumer masses.

To further align with CBE's mandate to help attendees master "The Business of Craft Beverage," an unprecedented five industry-leading guilds and associations will also co-locate their own meetings at the 2015 Craft Beverage Expo, including The California Artisanal Distillers Guild, The California Craft Brewers Association, The Cider and Perry Association and The South Bay Brewers Guild. For more information on Craft Beverage Expo, visit 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, mead and spirits market. As the premier show for the industry, Craft Beverage Expo offers education, marketing strategies and turnkey solutions to the challenges facing craft beverage producers today. To see the 2015 show schedule visit, craftbeverageexpo.com/2015-schedule-glance.