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**THE BUSINESS AT CRAFT BEVERAGE EXPO 2015 WAS  
ANYTHING BUT "BUSINESS AS USUAL"**

**Santa Clara, CA** (May 15, 2015) – After the very public and personal attack on the craft beverage community by Budweiser during the 2015 Super Bowl, the industry has seen an outpouring of support and a banning together of craft producers; and Craft Beverage Expo (CBE) 2015, the leading conference and expo for craft producers across the entire industry, was no exception. If gathering professionals in beer, wine, spirits and cider were not enough, from May 6-8, CBE 2015 expanded its audience to include mead, sake and soda segments to promote greater collaboration and innovation in the craft beverage industry.

Building off of the momentum from last year's inaugural event, CBE 2015 had a sold out expo floor, which showcased the newest products in the industry ranging from label suppliers to mobile apps for whiskey enthusiasts. CBE also added to its curriculum, offering a total of 26 breakout sessions presented by 72 experts touching on marketing strategies, business development and real solutions to the specific problems both big and small craft beverage producers face on a regular basis. The biggest CBE 2015 attractions were the two town-hall style general session panel discussions. Led by industry trailblazers like, Ralph Erenzo, co-founder of Tuthilltown Spirits, Joe Wagner of Copper Cane Wines & Provisions and David Walker, founder of Firestone Walker Brewing, each focused on facilitating collaboration amongst the robust craft community beyond show walls to further strengthen the efforts of small batch producers across the country.

"A lot of what CBE revealed is how the craft beverage industry has a lot more crossover than people would think," explains Ted Huber of Starlight Distilling and CBE keynote panelist. "We have the same common goals, to make great products and find ways to get those products out to new consumers. So it's natural that we have a lot of the same problems, same issues getting our products to the marketplace, dealing with restaurants and dealing with issues on-premise, off-premise."

Fellow CBE keynote and owner of Oskar Blues Brewing, Dale Katechis chimed in, "Regardless of what space or beverage industry you're in, there's a lot to be learned at CBE on daily aspects of running a business."

Based off of new attendance within cider, mead, sake and soda beverage industry sectors at CBE 2015, these keynotes are not alone in believing the increase of industry crossover is essential for craft producers' success. Even further, 74 craft entrepreneurs from various market segments stayed after hours on May 8 for a 3-hour intensive in-planning workshop. Focused on "Starting Your Own Craft Business," attending producers participated in discussions lead by top industry professionals such as Craig Rashkis, Farwell Rashkis LLP Attorney-at-law who specializes in alcohol law, and chief deputy director of the California Alcoholic Beverage Control Lori Ajax, addressing legal, accounting and regulatory issues for new businesses of the various craft sectors.

“The CBE staff has worked tirelessly to provide attendees with a diverse set of resources,” said Kellie Shevlin, Executive Director of Craft Beverage Expo. “We know these craft beverage producers are extremely busy and can’t easily set aside time for professional development. We wanted to make sure CBE 2015 had everything they’d need to keep them competitive and up to industry standards for the entire year.”

The third edition of Craft Beverage Expo will be held in Oakland, CA from May 18-20, 2016. Known as “*a foodie haven*,” Oakland is the ideal location for CBE; attendees will find several breweries, wineries and distilleries within walking distance of the convention center, and the city hosts its own international airport that is easily accessible for out-of-state guests. 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, 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. For more information, visit [craftbeverageexpo.com](http://craftbeverageexpo.com)