



CRAFT BEVERAGE EXPO AND DISTRIBUTION CONFERENCE

THE BUSINESS OF CRAFT BEVERAGE

SEPTEMBER 28-30, 2020 | LOUISVILLE,
EXPO: SEPTEMBER 28-29 | KENTUCKY

FOR IMMEDIATE RELEASE:

February 28, 2020

CONTACT:

Gina Amatruda-Fiorillo

Craft Beverage EXPO and Distribution Conference

203.915.3975

Gina@craftbeverageexpo.com

NATIONAL BEVERAGE CONFERENCE COMMITS TO LOUISVILLE

Craft Beverage Expo and Distribution Conference to be held in September

LOUISVILLE, KY (February 28, 2020) — The [Craft Beverage Expo and Distribution Conference](#) (CBE) featuring [Women in Craft](#), the only show dedicated to independent beverage producers, announced today that they will be moving their dates to September 28-30, 2020 and remaining in Louisville, Kentucky. The event will take place at the Kentucky International Convention Center.

Changing the dates will capitalize on the extensive beverage activity in Louisville during the month of September, known for its celebration of National Bourbon Heritage Month. The 2020 conference and expo will take place immediately following the [Kentucky Bourbon Affair™](#) (September 21-26, 2020), sponsored by the Kentucky Distillers Association (KDA), and the [Bourbon and Beyond Festival](#) (September 25-27, 2020), presented by Danny Wimmer Presents.

“After two successful years of hosting our conference and expo in Louisville, we know that this is the right city for our event and we have made a five-year commitment to Louisville and Kentucky,” says Kellie Shevlin, Executive Director of CBE. “Since we have the opportunity to work so closely with Louisville Tourism and with all the major beverage partners and sponsors in Louisville, including the KDA, we feel that changing the conference and expo date to September will only enhance what the show has to offer and to help us attract an even larger audience.” Mary Gratzner, KDA’s Director of the Kentucky Bourbon Affair added, “It’s exciting to see the connections forming between such great organizations, all working together to elevate Kentucky. And attracting new and larger audiences to Louisville in the month of September will help us all succeed.”

[Cleo Battle](#), Chief Operating Officer of Louisville Tourism, notes, “Partnering with CBE is part of our five-year plan to make the month of September a world-renowned beverage month, proving beyond Bourbon, this city is an epicenter for the entire beverage segment. We plan to bring all aspects of the beverage market – from consumers and producers to vendors and industry experts – together to collaborate, network, and grow.”

To find out more about Craft Beverage Expo and Distribution Conference, featuring Women in Craft, visit www.craftbeverageexpo.com. To exhibit at Craft Beverage Expo 2020 visit www.craftbeverageexpo.com/expo.