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**2020 Craft Beverage Expo Transitions to Virtual Format
*Multiple Online Educational and Industry Events Planned Through 2021***

LOUISVILLE, KY (October 29, 2020) — The Craft Beverage Expo and Distribution Conference (CBE), the only show dedicated to independent beverage producers, announced today that they will transition from an in-person conference to a series of three digital events to be held in December 2020 and March and June 2021.

The first event will take place December 2-3, 2020, using the online digital platform SwapCard. The series will continue through 2021 and will take place March 9-10 and June 21-22. Throughout the rest of 2020 and into 2021, CBE will also present free monthly webinars with industry thought leaders. Each of these online events will offer two days of engagement, real-time education sessions, and interactive entertainment. There will be live sponsor sessions as well as one-on-one video meetings with exhibitors and other attendees.

According to Kellie Shevlin, Executive Director of CBE, “After already hosting successful webinars this year, we realized the benefits to our industry to expand our online education and business development strategy. That includes developing monthly webinars and an incredible online series for Craft Beverage Expo and Distribution Conference, spanning much of 2021 and culminating with a live event in Louisville October 18-20, 2021. Staying connected is now more important than ever and we can deliver the tools you need for your beverage business and career going forward.”

Online attendees will be able to access exhibitors and insightful industry information as part of keynotes, panel discussions, and professional development content. Shevlin added, “We are thrilled that key exhibitors and the craft beverage vendor community fully support our decision. They are excited to be able to continue to connect with attendees and showcase their innovative products and services, many of which address the new business environment.”

Additional Professional Development Opportunities

As part of CBE’s ongoing commitment to independent producers, CBE has also rescheduled their landmark Women in Craft Forum. This one-day digital event will now be held April 21, 2020. CBE’s Women in Craft Forum focuses on topics unique to women in the craft beverage industry, whether you are in wine, beer, spirits, cider, mead, or non-alcoholic beverages.

Registration

There are various passes available for all of the upcoming online events. The CBE Virtual Showcase Pass is free and includes access to all CBE virtual product showcase experiences including live sponsor and exhibitor sessions, conference keynotes, access to the product directory, access to one-on-one video meetings with exhibitors, and other showcase attendees, live text chats, algorithm-driven matchmaking, and personalized agenda building during online CBE events. Additional passes are also available with more value-added content and business-building opportunities.

To view all the passes and register for the upcoming virtual conference, please visit www.craftbeverageexpo.com. To exhibit at the Virtual Craft Beverage Expo and Distribution Conference in 2020, visit www.craftbeverageexpo.com/trade-show.

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