



**FOR IMMEDIATE RELEASE:**

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**The Craft Beverage Expo Returns as an In-Person Event March 7-9, 2022**  
***CERIA Brewing Company Co-Founder and Co-Owner Keith Villa to Keynote***

**LOUISVILLE, KENTUCKY** (October 19, 2021) —The Craft Beverage Expo and Distribution Conference (CBE), only show dedicated to independent beverage producers, announced today that they have post-poned their October 2021 event to March 8-10, 2022 in Louisville, KY. In an abundance of caution for both attendees and exhibitors, CBE made the difficult decision to move the show from the Fall into the Spring. Kellie Shevlin, Executive Director of CBE, noted “We have been working very closely with the officials from Kentucky and Louisville and feel that in light of the rising Covid numbers we should hold our flagship event after we understand the threat of the Delta variant”

To that end, the stellar program created for 2021 will shift to 2022. CBE has secured Keith Villa, PhD, as the keynote speaker for the in-person conference. Keith is the Co-Founder and Co-Owner of CERIA Brewing and is the author of “Brewing with Cannabis: Using THC and CBD in Beer.” His keynote is entitled, “Innovation in Craft Beverage: How Being Disruptive Can Create Brand Success.”

Keith earned his undergraduate degree from the University of Colorado in Molecular, Cellular and Developmental Biology, leveraging it to land a job in research for the Coors brewery in Golden, Colorado. He received a Ph.D. in brewing in 1995. The same year, he created Blue Moon Brewing Company as an operating unit of Coors Brewing Company. After retiring from MillerCoors after 32 years at the company, he and his wife launched CERIA Brewing Company, dedicated to brewing the finest craft alcohol-free beers. In some markets, CERIA beers are also available at dispensaries where they are infused with cannabis.

In addressing his participation in the Craft Beverage Expo, Keith stated, "I am excited that attendees can resume in-person networking. My hope is that I am able to encourage and inspire them to step out of their comfort zone as they innovate to produce exceptional new products."

### **Women in Craft Event**

The Women in Craft event returns for its third year on March 10, 2022 with moderator Peggy Noe Stevens. The day-long event features a diverse set of topics presented by some of the top women in the craft beverage industry. The keynote is "Affecting Change: How Lady Justice Uses Beer to Make the World a Better Place." Other topics include "How Do We Create Spaces That Help the Craft Community and Our Local Communities?" and "Stop Being Indispensable -- The Consequences of Doing More." There is also a networking lunch planned for this important event.

### **CBE 2021**

Kellie Shevlin, Executive Director of CBE, also reiterated, "and the CBE Expo and conferences is all about helping our colleagues in the craft beverage industry to drive their profits and streamline their businesses. From our keynote presentation to panel discussions to expo format, we have designed every aspect of the event to help generate more industry-wide sales and maximize revenue. Our conference is the only place that delivers opportunities for formulating results-based business and distribution plans with the help of professionals who know the craft business inside and out."

She added, "We will be back in 2022, to an in-person event that will offer both first-class education and connection opportunities. We're excited to be offering space for the craft beverage industry to come back together across commodities to learn, network and interact."

### **Register Today**

Register now for the Expo and Conference and the Women in Craft Forum [here](#). This year's registration features various packages and prices for different attendees, including producer/distributor/retailer, non-exhibiting supplier, expo, and Women in Craft attendee. Prices increase weekly; save by registering now.

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