



WSWA 76TH ANNUAL CONVENTION & EXPOSITION

MARCH 31 - APRIL 3, 2019 | GRANDE LAKES, ORLANDO FLORIDA

SCHEDULE OF EVENTS

Updated 3.11.19 (subject to change)

SUNDAY, MARCH 31, 2019

The Sunday, March 31 Retailer & Consumer Day Sessions are open to all registered attendees and are included in the Convention registration fee. Retailers and consumers should go to www.wswaconvention.org to purchase a one-day ticket. For more info please contact Cindy@wswa.org.



7:30 AM – 5:30 PM

Palazzo Ballroom Foyer
JW Marriott

**WSWA CONVENTION & EXPOSITION
REGISTRATION OPEN**

 **8:00 AM – 3:00 PM**

Tuscany Ballroom Foyer
The Ritz-Carlton

RETAILER & CONSUMER DAY REGISTRATION OPEN

8:00 AM – 5:00 PM

LOWER LEVEL AND TRADITIONAL SUITE MOVE-IN

 **10:00 AM – 12:00 PM**

Tuscany Ballroom
The Ritz-Carlton

MASTER MIXOLOGY CLASS *New!*

In conjunction with WSWA Wholesaler mixologists, this event will offer advanced cocktail training for those in the industry or for anyone who would like to mix like a pro. Learn about acid/base balance, flavor combinations and why using the proper techniques and glassware makes a difference.

The session will open with TED-like talk on trends in mixology followed by small group demonstrations segregated by spirit type: Gin, Vodka, Bourbon/Whiskey, Tequila. Attendees can pre-select and rotate between 2 spirit types. A planned marketplace will offer a selection of spirits related items such as books, bar tools, aprons, etc.

This session is included in the Convention registration fee or can be purchased as a one-day ticket.

SPONSORED BY:



MODERATOR

Zane Lamprey

Host of "Four Sheets" premiering on #DrinkTV

IN-MARKET DISTRIBUTOR PARTNERS



PANELISTS

Natalia Cardenas

Beverage Development Manager, Breakthru Beverage Illinois

Troy Clarke, SP, B.A.R. Ready

Director of Mixology & Spirits Education, Martignetti Companies

David Ortiz

Mixologist and Spirits Specialist, Republic National Distributing Company

Michael Przydzial

Beverage Program Specialist

AB, WSET Level 2 Wine & Spirits, BAR Advanced, CBS

Southern Glazer's Wine and Spirits of Nevada



12:00 PM - 4:30 PM

Tuscany Ballroom
The Ritz-Carlton

WINE & SPIRITS MARKETPLACE OPEN *New!*

Sample a variety of wines and spirits and shop an array of wine and spirits merchandise available for sale. Good wines don't just come in bottles anymore. Learn about innovative wine packaging including pouches, cans, and kegs. Experience the packaging for yourself and see if your palette is up to a blind tasting challenge.

The Wine & Spirits MarketPlace is open to all registered attendees and is also available by a separate ticket. All registered exhibitors may pour and display their brands, products or services - there is a minimal fee of \$50.

Non-registered brands, products or services may register on a space available basis. The fee to participate in the Marketplace as a non-exhibitor is \$500 per 6' table.

For more information please contact Kari Langerman, Kari@wsa.org, or click [here](#) to download the MarketPlace Table Request Form.



12:00 PM - 1:00 PM

Tuscany Terrace
The Ritz-Carlton

GRAB & GO LUNCH

12:00 PM - 5:00 PM

Palazzo and Mediterranean Ballroom Exhibit Halls
JW Marriott

EXHIBIT HALL LOAD-IN



1:00 PM - 2:20 PM

Tuscany Ballroom
The Ritz-Carlton

WINE SEMINAR *New!*

Join member experts as they share the latest on wines and wine trends. The event, appropriate for those in the industry or those who would like to learn more about wine, will begin with a TED-like talk on trends in current consumption, what's being planted, and influencers that drive consumer behavior.

Following the talk, our wine tasting will provide access to established brands and the opportunity to experience new brands that may not yet be in-market.

KEYNOTE SPEAKER

Bob Bath, MS

Head Beverage Professor, Culinary Institute of America, Greystone, and COPIA Napa, California

SPONSORED BY:



IN-MARKET DISTRIBUTOR PARTNERS



This session is included in the Convention registration fee or can be purchased as a one-day ticket.



2:30 PM - 4:30 PM

Tuscany Ballroom
The Ritz-Carlton



WSWA SUPPLIER LEADERSHIP SERIES *New!*

**DISTRIBUTION AND BRAND BUILDING:
HOW TO GET TO MARKET AND COMPETE IN
TODAY'S CHALLENGING ENVIRONMENT**

This first session, in the newly developed WSWA Supplier Leadership Series, will provide answers to some of the most pressing distribution-related questions including: brand building, how to stand-out in a sea of similar skus, alternative 3-tier compliant routes to market, finding venture capital, and navigating compliance and state laws. Hear from WSWA members and from industry leaders hand-selected to provide you with information that could dramatically impact how you do business.

KEYNOTE SPEAKER

Bruce Himmelstein

Former Chief Marketing Officer, The Ritz-Carlton Hotel Company

MODERATOR

Louis Zweig

SVP Supplier Management, Southern Glazer's Wine & Spirits

PANELISTS

Kristen Bareuther

Managing Director, First Beverage Ventures

Cheryl Durzy

Founder and CEO, LibDib

Harry Kohlmann

Founder / Chief Executive Officer, Park Street

Ryan Moses

Executive Vice President, Best Brands

Brian Rosen

President, BevStrat

The WSWA Supplier Leadership Series is included in the Convention registration fee or can be purchased as a one-day ticket.

6:00 PM - 8:00 PM

Highball & Harvest
The Ritz-Carlton

GROWTH BRAND AWARDS



6:30 PM - 8:30 PM

Egret Room
The Ritz-Carlton

**WSWA EXECUTIVE COMMITTEE
MEETING AND DINNER**

(Executive Committee Officers Only)



6:30 AM – 7:30 PM

Palazzo Ballroom Foyer
JW Marriott

REGISTRATION OPEN

7:00 AM – 8:15 AM

Egret Room
The Ritz-Carlton

NON-MEMBER WHOLESALER BREAKFAST *(Invitation Only)*

8:00 AM – 5:00 PM

Palazzo and Mediterranean
Ballroom Exhibit Halls
JW Marriott

EXHIBIT HALL LOAD-IN

8:30 AM – 10:00 AM

Tuscany Ballroom E
The Ritz-Carlton

WSWA BOARD OF DIRECTOR'S MEETING AND BREAKFAST

(WSWA Members Only; Traditional Suite Listing will be available)

10:00 AM – 12:00 PM

Tuscany Ballroom E
The Ritz-Carlton

WSWA WHOLESALER LEADERSHIP SERIES

(Wholesalers and Invited Guests Only; Traditional Suite Listing will be available)

This series will help you take on the toughest challenges facing our industry while arming you with the information you need to engage in next-level strategic discussions. Wholesalers feel the pressure to take charge of their future, and we are here to help lead the way.

KEYNOTE SPEAKER

Bill Newlands

CEO, Constellation Brands

SPEAKER

John Rossman

Managing Partner, Rossman Partners

12:00 PM – 5:00 PM

OFFICIAL OPENING: TRADITIONAL AND LOWER LEVEL SUITES

12:00 PM – 1:30 PM

Tuscany D
The Ritz-Carlton

JOINT WSWA/ADSA MEETING AND LUNCH *(Invitation Only)*

4:00 PM – 5:00 PM

Salon III
The Ritz-Carlton

MEDIA BRIEFING *(Registered Media Only)*

4:00 PM – 6:00 PM

Tuscany Ballroom E
The Ritz-Carlton

M. SHANKEN COMMUNICATIONS HOT BRAND AWARDS

M. SHANKEN
COMMUNICATIONS, INC.

6:30 PM – 8:00 PM

Coquina Ballroom
JW Marriott

OPENING NIGHT RECEPTION

6:15 pm - Advanced Opening for Wholesalers

SPONSORED BY:



**AMERICAN
DISTILLED
SPIRITS
ASSOCIATION**

7:30 AM – 7:00 PM

Palazzo Ballroom Foyer
JW Marriott

REGISTRATION OPEN

8:30 AM – 10:00 AM

Coquina Ballroom
JW Marriott

GENERAL SESSION

WELCOME

Michelle Korsmo

WSWA President and CEO

IN PARTNERSHIP WITH:



CHAIRMAN'S ADDRESS

Sydney Ross

Vice Chairman, Great Lakes Wine & Spirits
WSWA Incoming Chairman

PRESENTATION OF THE LIFETIME LEADERSHIP AWARD TO:

Mel Dick

SVP and Wine Division President
Southern Glaziers Wine & Spirits

SPEAKER

Chris Swonger

President & CEO
Distilled Spirits Council of the United States and Responsibility.org

KEYNOTE ADDRESS

Ice-T

Musician, Actor, and Author

10:20 AM – 10:30 AM

**Palazzo and Mediterranean
Ballroom Foyers**
JW Marriott

**RIBBON CUTTING AND EXHIBIT HALLS
GRAND OPENING**

10:30 AM – 11:00 AM

Palazzo Ballroom Exhibit Hall
JW Marriott

BOOK SIGNING: ICE-T

10:30 AM – 5:00 PM

**Palazzo and Mediterranean
Ballroom Exhibit Halls**
JW Marriott

EXHIBIT HALLS OPEN

10:30 AM – 5:00 PM

LOWER LEVEL AND TRADITIONAL SUITES OPEN

10:30 AM – 5:00 PM

**Mediterranean Ballroom
Exhibit Hall**
JW Marriott

WINE & SPIRITS TASTING COMPETITION

SPONSORED BY:



11:00 AM - 2:00 PM

Salon III
The Ritz-Carlton

ADVISORY COUNCIL MEETING *(Invitation Only)*

5:00 PM – 6:30 PM

Tuscany Terrace
The Ritz-Carlton

WSWA WOMEN'S LEADERSHIP COUNCIL RECEPTION

(Invitation Only)



6:00 PM – 8:00 PM

Coquina Ballroom

JW Marriott

TASTE OF THE INDUSTRY

7:00 PM – 9:00 PM

ADVISORY COUNCIL DINNER *(Invitation Only)*

WEDNESDAY, APRIL 3, 2019

7:00 AM – 5:00 PM

Palazzo Ballroom Foyer

JW Marriott

REGISTRATION OPEN

8:00 AM – 10:30 AM

Coquina Ballroom

JW Marriott

GENERAL SESSION AND BRAND BATTLE

PRESIDENT'S ADDRESS

Michelle Korsmo

President and CEO, WSWA

PRESENTATION OF THE SIDNEY FRANK INNOVATION AWARD BY:

Jeff Popkin

CEO, Mast Jägermeister

SIDNEY FRANK INNOVATION AWARD RECIPIENT

Bill Goldring

Chairman, Sazerac Company

BRAND BATTLE

EMCEE

Marsh Mokhtari

Master Distiller, Gray Whale Gin,
TV Host, Actor, 2018 Brand Battle Winner

PANEL OF JUDGES

Charlie Merinoff

Co-Chairman, Breakthru Beverage Group

Bill Rancic

Best Selling Author, TV Personality, Restaurant Owner and Entrepreneur

Sam Rubenstein

Principal / Managing Director, Horizon Beverage Group

Marc Sachs

Vice President, Supplier Business Development
Republic National Distributing Company

Steve Slater

Executive Vice President, General Manager Wine Division
Southern Glazer's Wine & Spirits

Chris Underwood

CEO, Young's Holdings

PRESENTATION OF THE HOT NEW NOW AWARD



9:00 AM – 5:00 PM

LOWER LEVEL AND TRADITIONAL SUITES OPEN

10:30 AM – 4:00 PM

Palazzo and Mediterranean
Ballroom Exhibit Halls
JW Marriott

EXHIBIT HALLS OPEN

10:30 AM – 11:00 AM

Palazzo Ballroom Exhibit Hall
JW Marriott

BOOK SIGNING: BILL RANCIC

12:30 PM – 2:00 PM

Egret Room
The Ritz-Carlton

FINANCE & AUDIT COMMITTEE MEETING *(Closed)*

12:30 PM – 3:00 PM

Mediterranean Ballroom
JW Marriott

WHOLESALE IRON MIXOLOGIST COMPETITION
EMCEE AND EXECUTIVE DIRECTOR
Tony Abou-Ganim
The Modern Mixologist

SPONSORED BY:

THE **tastingpanel**
MAGAZINE

THE **SOMM** JOURNAL

WHOLESALE IRON MIXOLOGIST JUDGES
Camper English

Journalist/Consultant, Alcademics

Philip Dobard

Vice President, National Food & Beverage Foundation

President, Pacific Food & Beverage Museum

Director, The Museum of the American Cocktail

Caterina Miltenberger

Caterina Creative Culinary

2011 Wholesaler Iron Mixologist Winner

Jonathan Pogash

The Cocktail Guru

WHOLESALE IRON MIXOLOGISTS
Troy Clarke, SP B.A.R. READY

Director of Mixology & Spirits Education, Martignetti Companies

Dan Dufek

Beverage Development Specialist, Breakthru Beverage

Steve Fette

Craft Spirit Development Specialist, Allied Beverage Group, LLC

David Ortiz

Mixologist and Spirits Specialist, Republic National Distributing Company

Michael Przydzial

Beverage Program Specialist

AB, WSET Level 2 Wine & Spirits, BAR Advanced, CBS

Southern Glazer's Wine & Spirits of Nevada

Casey Wallin

Mixologist, Young's Market Company

4:00 PM – 8:00 PM

Palazzo and Mediterranean
Ballroom Exhibit Halls
JW Marriott

EXHIBIT HALLS TEAR-DOWN