



**Your guide to the global
alcohol beverage industry's
major competitions,
trade shows, and events**

EVENT MANUAL

**COMPETITIONS &
TRADE SHOWS**

park  street

info@parkstreet.com www.parkstreet.com +1 305-967-7440

TABLE OF CONTENTS

COMPETITIONS

New York International Beer Competition.....	1
New York International Cider Competition.....	1
San Francisco World Spirits Competition.....	2
Las Vegas Global Wine Awards.....	2
Finger Lakes International Competition.....	3
New York International Spirits Competition.....	3
New York International Wine Competition.....	4
The SIP Awards International Spirits Competition.....	4
International Canned Wine Competition.....	5
New York World Wine & Spirits Competition.....	5
Las Vegas Global Spirits Awards.....	6
San Francisco International Wine Competition.....	6
International Rum Conference.....	7
Millennial Award Show.....	7

CLIENT MANAGED EVENTS

Wine & Spirits Wholesalers of America (WSWA).....	8
National Alcohol Beverage Control Association (NABCA).....	8
Bar Convent Brooklyn (BCB).....	8
<i>*Features Park Street University: Seminars for Drinks Entrepreneurs</i>	
Global Wine, Beer & Spirits EPPS (ECRM On & Off-Premise).....	8

FEATURED EVENTS

Wine & Spirits Daily Summit.....	9
San Antonio Cocktail Conference.....	9
Distilled Spirits Council of the United States (DISCUS) Inaugural Conference.....	9
South Beach Wine & Food Festival (SOBEWFF).....	9
Vinexpo New York.....	10
SISAB Portugal.....	10
IMPACT Marketing Seminar.....	10
ProWein Germany.....	10
ACSA Distillers Convention & Vendor Trade Show (ACSA).....	11
Nightclub & Bar Convention & Trade Show.....	11
VinItaly.....	11
The Beverage Forum.....	11
Rum Renaissance Festival.....	12
United States Trade Tasting Conference (USATT).....	12
Alcohol Beverage Importers & Distributors Conference (ABID).....	12
Barra Mexico.....	12
Bar Convent São Paulo (BCB).....	13
Imbibe Live.....	13
Tales of the Cocktail.....	13
International Bulk Wine & Spirits Show (IBWSS).....	13
American Distilling Institute (ADI).....	14
London Cocktail Week.....	14
Craft Spirits Festival.....	14
Bar Convent Berlin (BCB).....	14
<i>*Features Park Street University: Seminars for Drinks Entrepreneurs</i>	
Independent Spirits Expo.....	15
Athens Bar Show.....	15
Craft Beverage Expo (CBE).....	15
ProWine China.....	15



NEW YORK INTERNATIONAL BEER COMPETITION

OVERVIEW: The New York International Beer Competition launched following the success of both the New York International Wine Competition and the New York International Spirits Competition. It is the first major international beer competition with trade-only judges formed by top retail buyers, restaurant owners, beverage directors, distributors, and importers. The competition is open to all commercially produced spirits from around the world.

WHY PARTICIPATE: Entering the New York International Beer Competition will give brands the opportunity to place their beers in front of real trade buyers in one of the biggest beer markets in the world. It also will enable brands to reconnect with their buying audience in a true blind tasting environment.

DATE: January 31, 2020

LOCATION: 3 West Club, New York, NY

WEBSITE: <https://www.nyibeercompetition.com/>

ENTRY LINK: <https://thedatastill.com/>

ENTRY FEE: \$100 per entry

BOTTLE REQUIREMENTS: Either three (3) 12 oz or 330mL bottles per entry

“Participating in New York International Beer Competition in was a great experience for us. Winning a Gold Medal and being recognized as the Indonesia Brewery of the Year will be written in our history. We thank Park Street for supporting us in many aspects from the beginning until the end of the competition.”

Thomas Anggoro
PT Multi Bintang, Indonesia



NEW YORK INTERNATIONAL CIDER COMPETITION

OVERVIEW: The New York International Cider Competition launched following the success of the first annual New York International Spirits Competition in November 2010. It is the first major international cider competition with trade-only judges formed by top retail buyers, restaurant owners, beverage directors, distributors, and importers. It is open to all commercially produced ciders from around the world.

WHY PARTICIPATE: Entering the New York International Cider Competition will give brands the opportunity to place their ciders in front of working industry professionals in one of the biggest beverage markets in the world.

DATE: February 9, 2020

LOCATION: 3 West Club, New York, NY

WEBSITE: <https://nycidercompetition.com/>

ENTRY LINK: <https://thedatastill.com/>

ENTRY FEE: \$100 per entry

BOTTLE REQUIREMENTS: Either three (3) 12oz and 330mL bottles per entry



SAN FRANCISCO WORLD SPIRITS COMPETITION

OVERVIEW: The San Francisco World Spirits Competition is one of the most respected spirits competitions in the world. It has been running annually since 2001 and beyond its standard tasting events, awards are also given for importing and packaging.

WHY PARTICIPATE: Winners will be mentioned in the *Tasting Panel* magazine and will receive bottle stickers, medallion imagery for promotions, and a marketing tool kit featuring strategies on how to promote the award. Participation may lead to a competitive edge in the marketplace.

DATES: March 13 – 15, 2020

LOCATION: Hotel Nikko, San Francisco, CA

WEBSITE: <http://sfspiritscomp.com/>

ENTRY LINK: TBA

ENTRY FEE: \$440 per entry (early bird discount)

BOTTLE REQUIREMENTS: Two (2) 750mL bottles per entry

“We had a very good experience entering the San Francisco World Spirits Competition. Besides being awarded, everyone at Park Street was very fast and kind by answering all our questions and solving our doubts. We didn’t experience any issues with the import process. It was a pleasure working with Park Street!”

Daniela Azuara
Tequila Don Roberto

“Park Street was fantastic at leading us step-by-step through the complicated process of getting our spirits from the UK into the US. Park Street gave us very easy to follow methodical walk through of the process and they were very responsive and helpful with any queries.”

Fred Gamper

“Entering an International Competition can be a daunting process if you do not have a local import agency already established. Some companies often decline to enter because the process can be overwhelming. The team at Park Street Companies were wonderful to work with and offer lots of assistance to demystify the process. Things can sometimes go wrong when dealing with international borders, but the team at Park Street were always on top of the paperwork to ensure entry deadlines were never missed!”

Lisa Simpson
The Liberty Distillery



**LAS VEGAS
GLOBAL WINE
AWARDS**

LAS VEGAS GLOBAL WINE AWARDS

OVERVIEW: The Las Vegas Global Wine Awards consists of a panel of judges including master sommeliers, winemakers, journalists, and trade experts. The judges use a double-blind judging process making these awards one of the most prestigious to win.

WHY PARTICIPATE: Winners of the Las Vegas Global Wine Awards will generate worldwide recognition through press releases, email blasts, digital distribution through multiple media outlets, as well as having the ability to use the awards in their companies’ marketing materials.

DATES: March 30 – April 1, 2020

LOCATION: Tropicana, Las Vegas, NV

WEBSITE: <https://vegaswineawards.com/>

ENTRY LINK: <https://enofileonline.com/Registere.aspx>

ENTRY FEE: \$110 per entry (online), \$120 (by check)

BOTTLE REQUIREMENTS: Four (4) 700/750mL bottles per entry



FINGER LAKES INTERNATIONAL WINE COMPETITION

OVERVIEW: The Finger Lakes International Wine Competition features prominent figures from the wine world. It is a competition that prides itself on its charitable donations and is open to all wineries.

WHY PARTICIPATE: The Finger Lakes International Wine Competition hosts 52 judges from 11 countries around the world. Each wine will be judged based upon its own merit, including presence, balance and varietal. Recognized wines will be featured at numerous public events, including an auction, a dinner, and a tasting. Award-winning wines will be featured at several public events following the competition, including a charitable gala to benefit Camp Good Days and Special Times.

DATES: April 4 – 5, 2020

LOCATION: Rochester, NY

WEBSITE: <https://fliwc-cgd.com/>

ENTRY LINK: <https://www.fliwc-register.org>

ENTRY FEE: \$55 per entry

BOTTLE REQUIREMENTS: Either four (4) 750mL bottles or six (6) 200mL bottles per entry



NEW YORK INTERNATIONAL SPIRITS COMPETITION

OVERVIEW: The New York International Spirits Competition is open to all commercially produced spirits from around the world. The panel of judges consists of retail buyers, suppliers, and distributors in New York City. 18% of participants consist of international products not yet sold in the US market and want to be judged by real trade buyers.

WHY PARTICIPATE: Winners will be listed in the New York International Spirits Competition's database and will be able to use their recognition and awards in their marketing materials. At the Winners Circle, the awarded spirit producers will be invited to showcase their medals.

DATE: April 5, 2020

LOCATION: 3 West Club, New York, NY

WEBSITE: <https://nyispiritscompetition.com/>

ENTRY LINK: <https://thedatastill.com>

ENTRY FEE: \$350 per entry

BOTTLE REQUIREMENTS: Either two (2) 700/750mL bottles or three (3) 350/500mL bottles per entry



NEW YORK INTERNATIONAL WINE COMPETITION

OVERVIEW: The New York International Wine Competition was founded in 2011 as a response to the success of the New York International Spirits Competition from the previous year. With skilled industry professionals as judges, the competition offers brands quality exposure and recognition as its core value proposition.

WHY PARTICIPATE: This is the only international wine competition where all of the judges are real trade buyers who judge the wines by category and retail value. These judges are top buyers from the New York area, including importers, distributors, retail stores, hotels, sommeliers, and more.

DATE: May 3, 2020

LOCATION: 3 West Club, New York, NY

WEBSITE: <https://www.nyiwinecompetition.com/>

ENTRY LINK: <https://enofileonline.com/landing.aspx?competitionid=2659>

ENTRY FEE: \$120 per entry

BOTTLE REQUIREMENTS: Three (3) 750mL bottles per entry



SIP AWARDS

INTERNATIONAL SPIRITS COMPETITION

SIP AWARDS, INTERNATIONAL SPIRITS COMPETITION

OVERVIEW: The SIP Awards is a competition judged by a panel of consumers from all different demographics, thus creating an extremely fair competition. This truly is an award show geared towards determining consumer opinions.

WHY PARTICIPATE: Award winners will receive marketing benefits such as bottle stickers, medals, logo artwork, and press releases within industry media platforms to assist in generating word-of-mouth opportunities. Additionally, brands will receive unbiased evaluations and feedback from knowledgeable consumers.

DATES: TBA

LOCATION: Hyatt, Newport Beach, CA

WEBSITE: <http://sipawards.com/>

ENTRY LINK: <https://sipawards.com/entrants/>

ENTRY FEE: \$350 per entry

BOTTLE REQUIREMENTS: Two (2) 750mL bottles per entry



INTERNATIONAL CANNED WINE COMPETITION

OVERVIEW: The International Canned Wine Competition consists of a panel of judges, including selected consumers, wholesale wine buyers, and other wine professionals. All beverages are automatically entered into the package design competition with awards for traditional design, cutting edge design, and market segment targeting.

WHY PARTICIPATE: Entering the International Canned Wine Competition will allow brands to showcase their canned wine(s) to skilled industry professionals. The competition provides participants from each category the opportunity to receive a gold medal sticker and best of class recognition.

DATES: July 22, 2020

LOCATION: Mendocino County Fairgrounds, Boonville, California

WEBSITE: <https://cannedwinecompetition.com/>

ENTRY LINK: Registration and entries submitted through Enofile

ENTRY FEE: \$40 per entry before June 20 and \$50 per entry after June 20, 2020

CAN REQUIREMENTS: Two (2) cans per entry



NEW YORK WORLD WINE & SPIRITS COMPETITION

OVERVIEW: The New York World Wine & Spirits Competition is one of the largest wine and spirits competitions in the world. It is the only competition associated with the "Triple Crown of Competitions" (e.g., San Francisco International Wine Competition, San Francisco World Spirits Competition).

WHY PARTICIPATE: The judges of the New York World Wine & Spirits Competition have the expertise and integrity to prove to the public which brands are the best in the industry. It will also serve as a great opportunity to attract the attention of US-based distributors.

DATES: TBA

LOCATION: New York, NY

WEBSITE: <https://www.nywscomp.com/>

ENTRY LINK: TBA

ENTRY FEE: TBA

BOTTLE REQUIREMENTS: Two (2) 750mL bottles per spirits entry and three (3) 750mL bottles per wine entry





LAS VEGAS GLOBAL SPIRITS AWARDS

OVERVIEW: The Global Spirit Awards began in 2017. The panel of judges have judged over 100 competitions, including the most respected ones around the world. The double-blind judging process assures that an award translates to great advertising for brands.

WHY PARTICIPATE: The Global Spirit Awards is recognized worldwide by the trade through press releases. Award winners will be able to use their awards in their marketing materials at no charge. Additionally, winners will be posted in multiple media outlets, including a special media section of *Food & Beverage Magazine*.

DATES: July 20 - 22, 2020

LOCATION: Tropicana Hotel, Las Vegas, NV

WEBSITE: <https://www.globalspiritawards.com/>

ENTRY LINK: TBA

ENTRY FEE: \$400 per entry

BOTTLE REQUIREMENTS: Either three (3) 700/750mL bottles or three (3) 1 liter bottles per entry

“ Park Street Competitions made sending our wine to the San Francisco International Wine Competition so simple. They managed the process and went out of their way to make sure we knew what was going on. Sending wine into the US can be so tricky, but Park Street managed to make it practically stress-free for us. ”

Jo Scully
Ohau Wines Limited

“ This is the third year Paroa Bay Winery enters the competition and Park Street has again given the full support and guidance to enter the competition on time and get us through the US customs. Being an entrant from New Zealand it's always difficult to enter into such competitions, but Park Street makes sure everything is on track with all the required documentation needed! The wines reached the competition within 3 days of leaving New Zealand. It was that quick and easy! We highly recommend Park Street for all import expertise advice and support! ”

Pragati Thorat
Paroa Bay Winery Ltd.



SAN FRANCISCO INTERNATIONAL WINE COMPETITION

OVERVIEW: The San Francisco International Wine Competition has been setting the standard for professional wine judging since 1980. A blind-tasting system performed by a highly experienced panel of internationally acclaimed wine experts achieves the highest level of integrity.

WHY PARTICIPATE: The judges will determine which entries are worthy of bronze, silver, or gold medals. These awards are highly recognized in the industry and the Double Gold winners will be showcased around the US. The winners will attract significant attention from distributors and present a number of great opportunities for products.

DATES: TBA

LOCATION: Hotel Nikko, San Francisco, CA

WEBSITE: <http://www.sfwinecomp.com/>

ENTRY LINK: TBA

ENTRY FEE: TBA

BOTTLE REQUIREMENTS: Five (5) 750mL bottles per entry for the tasting competition and one (1) 750mL bottle for the packaging competition



INTERNATIONAL RUM CONFERENCE

OVERVIEW: Founded in 2012, The International Rum Conference consists of a rum competition, industry enrichment seminars, and grand tastings performed by a highly experienced panel of judges. The conference aims to promote and increase the awareness of sugarcane-based rum, as well as assist consumers and trade to distinguish rums from around the world.

WHY PARTICIPATE: Entering the International Rum Conference's competition will give brands the opportunity to showcase and highlight their brands in the rum industry, as well as increase awareness of rum production amongst trade and consumers alike.

DATES: TBA

LOCATION: Biltmore Hotel, Coral Gables, Florida

WEBSITE: <https://www.internationalrumconference.com/>

ENTRY LINK: <https://www.internationalrumconference.com/rum-contest/>

ENTRY FEE: \$100 per entry

BOTTLE REQUIREMENTS: Two (2) 750mL bottles per entry



MILLENNIAL AWARD SHOW

OVERVIEW: The Millennial Award Show raises product awareness by appealing to the consumer group with the largest purchasing power, the Millennial generation. This generation consumed almost half of all wine and spirits in the last year, and therefore, this competition targets what Millennials want to taste and eventually purchase.

WHY PARTICIPATE: Not only will this event give brands the ability to impress the young buyers of today, but these Millennial consumers can also serve as social media influencers who will post about and tag the competition and winning products. This added element of social media will expose the winning medallion to thousands of people making the brand recognizable and easy to identify.

DATES: TBA

LOCATION: Los Angeles, CA

WEBSITE: <https://millennialaward.com/>

WINE ENTRY LINK: <https://millennialaward.com/wine-form-registration/>

SPIRITS ENTRY LINK: <https://millennialaward.com/spirits-form-registration/>

ENTRY FEE: \$150 per wine entry and \$300 per spirits entry

BOTTLE REQUIREMENTS: Three (3) 750mL bottles of per wine entry and two (2) 750mL bottles per spirits entry



WINE & SPIRITS WHOLESALERS OF AMERICA

OVERVIEW: The Wine & Spirits Wholesalers of America (WSWA) Annual Convention & Exposition is the largest gathering of America's wine and spirits distributors and suppliers from around the world.

WHY PARTICIPATE: WSWA is the premier event where distributors seek out new and exciting beverage products, meet with existing partners, and look for services to enhance internal operations. WSWA is a great place for international or domestic suppliers to find a partner to help grow brands in the US.

DATES: April 20 – 23, 2020

LOCATION: Caesars Palace, Las Vegas, Nevada

WEBSITE: <http://www.wswaconvention.org/>



NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION

OVERVIEW: The National Alcohol Beverage Control Association's (NABCA) mission is to protect public health and promote fairness in all business practices in the alcohol industry. Their annual conference brings together industry professionals from around the world.

WHY PARTICIPATE: Participating in NABCA's annual conference can help increase a brand's visibility and allows industry professionals to network with alcohol control board state officials.

DATES: May 18 – 21, 2020

LOCATION: JW Marriott Desert Ridge, Phoenix, Arizona

WEBSITE: <https://www.nabca.org/>



BAR CONVENT BROOKLYN

OVERVIEW: The Bar Convent started as a small industry meeting in Berlin and quickly became one of the most important international bar and beverage trade shows, expanding to Brooklyn, NY in July 2018. Bar Convent Brooklyn serves as a channel between premium brands and influencers in the bar and beverage industries across the globe.

WHY PARTICIPATE: Bar Convent Brooklyn is the perfect platform to launch new products, cultivate a brand's image, and propel businesses forward. The show offers a place to network, share knowledge, explore the newest trends and products, and develop lucrative business opportunities.

DATES: June 9 – 10, 2020

LOCATION: Brooklyn Expo Center, Brooklyn, NY

WEBSITE: <http://www.barconventbrooklyn.com/>



A Better Way To Do Business™

GLOBAL WINE, BEER & SPIRITS EPPS (ECRM ON & OFF PREMISE)

OVERVIEW: Efficient Collaborative Retail Marketing's (ECRM) Global Wine, Beer & Spirits EPPS allows producers, importers, distributors and exporters to communicate during pre-scheduled, one-on-one appointments. Buyers represent national accounts from all over the world in both off and on-premise channels.

WHY PARTICIPATE: Buyers and sellers have an opportunity to build lasting relationships with key decision-makers in the industry. This event also includes promotional and sponsorship opportunities, awards, as well as a tasting event.

DATES: August 23 – 27, 2020

LOCATION: Double Tree by Hilton Hotel Sonoma Wine Country, Rohnert Park, California

WEBSITE: <https://ecrm.marketgate.com/Sessions/2020/08/GlobalWineBeerandSpiritsEPPS>

WINE & SPIRITS DAILY SUMMIT

WINE & SPIRITS DAILY SUMMIT

OVERVIEW: The Summit was founded in 2013 and is the event side of the *Wine & Spirits Daily* alcohol industry publication. The newsletter focuses on evaluating all external forces, such as elements of politics and law, and how these elements link to today's evolving beverage alcohol industry.

WHY PARTICIPATE: Powerful suppliers, distributors, retailers, craft distillers, financial analysts, and advertising executives all attend, providing valuable networking opportunities. Bringing so many industry professionals together in a collaborative environment educates businesses on future trends and how these trends apply to beverage alcohol brands in particular.

DATES: January 13 – 14, 2020

LOCATION: The Breakers, Palm Beach, FL

WEBSITE: <https://www.winespiritsdaily.com/summit.php>



DISTILLED SPIRITS COUNCIL OF THE UNITED STATES CONFERENCE

OVERVIEW: The Distilled Spirits Council is the voice and advocate for distilled spirits in the United States. DISCUS gathers America's industry leaders, decision makers and supply chain partners from all parts of the industry's ecosystem to forge the future of the sector and share ideas that drive innovation and succeed in the modern distilled spirits marketplace.

WHY PARTICIPATE: The council promotes and brings awareness to distilled spirits, encourages the responsible consumption of distilled spirits, as well as advocates issues impacting the distilled spirits sector.

DATES: February 17 – 19, 2020

LOCATION: Omni Louisville Hotel, Louisville, KY

WEBSITE: <https://discusinauguralconference.sched.com/>



SAN ANTONIO COCKTAIL CONFERENCE

OVERVIEW: The San Antonio Cocktail Conference brings together top bartenders and cocktail enthusiasts for educational seminars, guided tastings and cocktail parties. The conference provides insight into the latest trends in bartending and the most popular drinks associated with the craft.

WHY PARTICIPATE: The San Antonio Cocktail Conference provides valuable information regarding market demands, information pertaining to proper product display, seminars teaching how to target different age groups, as well as networking with nightclub owners and providing possible points of entry into the greater Texas market.

DATES: January 15 – 19, 2020

LOCATION: San Antonio, TX

WEBSITE: <https://www.sanantoniococktailconference.com/>



SOUTH BEACH WINE & FOOD FESTIVAL

OVERVIEW: The Food Network & Cooking Channel South Beach Wine & Food Festival is a national, star-studded, five-day destination event showcasing the talents of the world's most renowned wine and spirits producers, chefs, and culinary personalities.

WHY PARTICIPATE: Being associated with the popular television channel, *The Food Network*, this event ensures promotion to prestigious retailers and distillers. Participating companies could very easily connect brand owners with other retailers if not endorse product themselves.

DATES: February 19 – 23, 2020

LOCATION: Miami Beach, FL

WEBSITE: <http://sobewff.org/>

VINEXPO NEW YORK

VINE EXPO NEW YORK

OVERVIEW: Vinexpo New York is the event to see, taste, experience, and source wines and spirits from the world's newest producers. The dynamic two-day networking event features an extensive program of events, conferences and master classes.

WHY PARTICIPATE: Vinexpo New York offers the opportunity to meet international professionals introducing their wines and spirits to the North American market. The event hosts over 300 producers from the major wine-producing regions around the world. Exhibitors present their products to buyers and influencers in the largest and fastest-growing marketplace in the world.

DATES: March 2 – 3, 2020

LOCATION: Jacob K. Javits Convention Center, New York, NY

WEBSITE: <https://www.vinexponeyork.com/>



THE IMPACT ANNUAL MARKETING SEMINAR

OVERVIEW: The IMPACT Annual Marketing Seminar is the pre-eminent conference for the global spirits, wine, and beer business. It is a one-day seminar for executives in the beverage alcohol industry with presentations by CEOs and presidents of major companies focusing on issues vital to the alcohol industry today as well as its future growth.

WNY PARTICIPATE: The IMPACT Annual Marketing Seminar brings together key industry professionals to discuss the issues facing the international drinks market and the future of global companies and their brands. A stimulating panel discussion will also cover a wide range of topics.

DATES: March 5, 2020

LOCATION: The Pierre Hotel, New York City, NY

WEBSITE: <http://www.impactseminar.com/>



SISAB® PORTUGAL

OVERVIEW: The world's largest business platform in the agri-food sector, SISAB Portugal is a three-day event where 500 exhibitors display certified products, allowing brands to connect with other industry players and learn new market trends.

WHY PARTICIPATE: Attending SISAB Portugal gives brands the ability to meet national exhibitors and international buyers, provide industry insight and offer additional recognition. With more than 110 countries gathered together, incredible networking opportunities are available. Brands grow and learn tremendously at this event with the chance to understand the main trends and needs of the international market.

DATES: March 2 – 4, 2020

LOCATION: Altice Arena, Lisbon, Portugal

WEBSITE: <https://www.sisab.pt/>



PROWEIN GERMANY

OVERVIEW: ProWein Germany is one of the largest gatherings of wine professionals from all over the world, providing a complete overview of all of the important developments in the industry to trade visitors.

WHY PARTICIPATE: The event is highly recognized for its attendance of key decision-makers. Networking, tastings, presentations, and discussions are all included at ProWein Germany. In addition, there is a special show on packaging and design for those interested. All elements generate new and exciting ideas that differentiate brands within a growing industry.

DATES: March 15 – 17, 2020

LOCATION: Dusseldorf, Germany

WEBSITE: <http://www.prowein.com/>



AMERICAN CRAFT SPIRITS ASSOCIATION CONVENTION

OVERVIEW: The American Craft Spirits Association's (ACSA) Convention and Vendor Trade Show is the largest gathering of licensed craft spirits producers in America. The event brings together the most knowledgeable people within the craft distilling community to educate producers.

WHY PARTICIPATE: The convention includes a discussion spanning multiple topics, including safety regulations, technical production, distribution, compliance, marketing, business management, current trends, and the issues facing the craft spirits industry today. It is an interactive and diverse learning experience from which all distillers can benefit greatly.

DATES: March 29 – 31, 2020

LOCATION: Oregon Convention Center, Portland, OR

WEBSITE: <https://americancraftspirits.org/programs/convention/>



VINITALY

OVERVIEW: VinItaly is an international wine and spirits exhibition where business meets innovation. The show hosts 4,270 exhibitors and 128,000 visitors. Four days of events, meetings, and workshops encourage cooperation between sellers and trade operators. International wine and international packaging competitions are also held at VinItaly.

WHY PARTICIPATE: With so many different kinds of businesses ranging from wholesalers to retailers to producers and even the general public, there is the ability to learn about every level of the industry.

DATES: April 19 – 22, 2020

LOCATION: Verona, Italy

WEBSITE: <http://www.vinitaly.com/en/>



NIGHTCLUB & BAR SHOW

OVERVIEW: The Nightclub & Bar Convention and Trade Show is where industry members will discover the best bar and nightclub management techniques. This show is the nation's largest and most comprehensive educational program for nightclubs and bars bringing together thousands of hospitality professionals.

WHY PARTICIPATE: The Nightclub & Bar Convention and Trade Show offers a variety of workshops, training sessions, speeches and panels dedicated to teaching participants how to sharpen their skills and improve upon their abilities to generate new customers with increasing revenue streams, making businesses more competitive and profitable. The event highlights innovative technologies that can power boost sales margins and improve client services.

DATES: March 30 – April 1, 2020

LOCATION: Las Vegas Convention Center, Las Vegas, NV

WEBSITE: <http://www.ncbshow.com/>



THE BEVERAGE FORUM

OVERVIEW: The Beverage Forum is where brand owners can find beverage experts and innovative suppliers to help their companies and brands excel. Through a series of dynamic keynotes, interactive panel discussions, and intimate networking, attendees gain fresh ideas, trusted insight, and proactive solutions to move their business forward.

WHY PARTICIPATE: The Beverage Forum addresses numerous relevant topics through a series of dynamic keynotes, interactive panel discussions, in-depth workshops, and intimate networking.

DATES: May 12 – 13, 2020

LOCATION: Swissotel, Chicago, IL

WEBSITE: <http://www.beverageforum.com/>

RUM RENAISSANCE FESTIVAL

RUM RENAISSANCE FESTIVAL

OVERVIEW: At the center of the rum revolution, the Rum Renaissance Festival is open to producers, importers, distributors, retailers, marketers, and even consumers. It's a two day exhibition featuring competitions, workshops, and celebrity seminars.

WHY PARTICIPATE: Beyond the chance to make numerous connections in the rum world, the annual RumXP Tasting Competition gives brands a chance to be recognized for their greatness and receive awards.

DATES: May 15 – 16, 2020

LOCATION: Coral Gables Women's Club, Coral Gables, Florida

WEBSITE: <http://www.rumrenaissance.com/>



ALCOHOL BEVERAGE IMPORTERS & DISTRIBUTORS CONFERENCE

OVERVIEW: The Alcohol Beverage Importers & Distributors Conference (ABID) is designed to help grow the small and medium wine, beer, and liquor distributors and importers in the US. The ABID Conference offers American importers and distributors educational and networking opportunities.

WHY PARTICIPATE: ABID serves as a great opportunity for businesses that have not reached their growth potential to gain the skill set to hopefully turn course. This conference serves as an extremely informational event for smaller distributors and importers.

DATES: May 26 – 27, 2020

LOCATION: Metropolitan Pavilion, New York, NY

WEBSITE: <https://abidconference.com/>



UNITED STATES TRADE TASTING CONFERENCE

OVERVIEW: The United States Trade Tasting (USATT) Conference is an annual educational conference specializing in the adult beverage industry. The conference hosts TEDx-Style talks where speakers offer insights into what strategies and standards the industry's top thinkers use to shape the marketplace.

WHY PARTICIPATE: USATT is considered an ideal place to network with distributors and retailers for any alcoholic beverage entity looking to grow its business. It is solely a business-to-business trade show, and therefore, it is set up with the goal to establish a working relationship between buyers and brands.

DATES: May 26 – 27, 2020

LOCATION: Metropolitan Pavilion, New York, NY

WEBSITE: <http://usatradetasting.com/>



BARRA MÉXICO

OVERVIEW: Barra Mexico is the leading trade show for the spirits and bar industry of Latin America. This event is exclusive to members of the premium spirits industry and the high-end hospitality sector.

WHY PARTICIPATE: Responding to the trend of premiumization in the United States, Latin America, and Central America, Barra Mexico brings together premium and ultra-premium spirits, wine and beer from Mexico and around the world. There are several sampling opportunities and educational seminars that are relevant to suppliers, distributors, and enthusiasts throughout the two day convention.

DATES: June 7 – 8, 2020

LOCATION: Centro Citibanamex, Ciudad de México, CDMX, México

WEBSITE: <https://barramexico.com/>



BAR CONVENT SÃO PAULO

OVERVIEW: The well-attended and enjoyed Bar Convent Berlin will now expand into Brazil for an exciting two-day event. International spirits brands and industry experts will be given the chance to meet with local bar owners and bartenders.

WHY PARTICIPATE: Brazil is the largest country in South America with a rich spirits tradition. The demand for spirits has skyrocketed as nightlife activities have increased. The event will aim to convey knowledge, trends, experiences and business insights while simultaneously developing the relationships between famous manufacturers of premium spirits, bartenders and owners in the hospitality industry.

DATES: June 15 – 16, 2020

LOCATION: Expo Barra Funda, Sao Paulo, Brazil

WEBSITE: <https://www.barconventsapaulo.com.br/pt-br.html>



TALES OF THE COCKTAIL

OVERVIEW: Tales of the Cocktail was founded in 2002 and has grown into the world's premier cocktail festival. It is a week-long event filled with seminars, tastings, competitions, and networking events.

WHY PARTICIPATE: Tales of the Cocktail is a great place to learn about industry trends, exchange ideas and techniques, and showcase brands and products.

DATES: July 21 – 26, 2020

LOCATION: Royal Sonesta Hotel, New Orleans, LA

WEBSITE: <https://talesofthecocktail.com/events/tales-cocktail-new-orleans/>



IMBIBE LIVE

OVERVIEW: Imbibe Live is an innovative and interactive annual exhibition for anyone who sources, buys, or serves drinks in the licensed on-trade. From sommeliers to buyers and from managers to publicans and bartenders, this essential date in the drinks calendar will see the industry's finest come together.

WHY PARTICIPATE: Participants can be a part of Europe's largest on-trade drinks exhibition and have the opportunity to listen to ground-breaking seminars, experience rare and unique tastings, source new products and discover new trends defining the future of the industry.

DATES: June 29 – 30, 2020

LOCATION: Olympia, London

WEBSITE: <https://live.imbibe.com/>



INTERNATIONAL BULK WINE & SPIRITS SHOW

OVERVIEW: The International Bulk Wine & Spirits Show (IBWSS) conference allows trade professionals to network with industry insiders ranging from producers to importers to retailers. The conference focuses on both the private label and the bulk wine and spirit segments.

WHY PARTICIPATE: Leaders from the global and U.S. wine industry will share their advice, insights, and experiences on how bulk wine and spirits help grow private labels and branded product businesses. The event includes workshop-style sessions with discussion topics ranging from marketing to distribution, and the show offers a blending laboratory where products can be sampled.

DATES: July 28 – 29, 2020

LOCATION: South San Francisco Conference Center, San Francisco, CA

WEBSITE: <http://ibwsshow.com/>



AMERICAN DISTILLING INSTITUTE CONFERENCE

OVERVIEW: With a large following and located in a new city each year, the American Distilling Institute's (ADI) Annual Conference is one of the best shows for the distilling community.

WHY PARTICIPATE: Several different hands-on classes ranging from distilling to fermentation to mechanics, ADI's conference surely is one of the best places to develop craft distilling skills. The event caters to all different categories, including workshops covering whiskey, gin, rum, and vodka. Conferences also take place to ignite creative thinking and generate ideas on how to manage current trends. It's ultimately a great place to learn the hands-on aspects of craft distilling.

DATES: August 6 – 8, 2020

LOCATION: New Orleans, Louisiana

WEBSITE: <http://distilling.com/>



CRAFT SPIRITS FESTIVAL

OVERVIEW: The Craft Spirits Festival features a series of spirits events designed to bring industry professionals together through tastings, seminars, happy hours, and cocktail dinners. This past year, over 80 spirit brands were showcased at the event.

WHY PARTICIPATE: The length and setting provide a great opportunity to showcase brands in a fun environment. Distillers, brand ambassadors, and countless industry professionals are present to sample product and network. It is the biggest spirits and cocktails event in Miami.

DATE: TBA

LOCATION: Cruz Building, Miami, FL

WEBSITE: <http://www.craftspiritsfest.com/>



LONDON COCKTAIL WEEK

OVERVIEW: London Cocktail Week is the biggest, most vibrant array of spirits from London's cocktail scene. Hundreds of bars sign up for cocktail tours in a week-long celebration.

WHY PARTICIPATE: The event holds numerous events within it, including tastings and panels that provide great brand exposure.

DATES: October 5 – 11, 2020

LOCATION: London, UK

WEBSITE: <https://drinkup.london/cocktailweek/>



BAR CONVENT BERLIN

OVERVIEW: Since its inception in 2007, Bar Convent Berlin has grown into one of the leading international trade fairs for the bar and beverage industry. Approximately 18,000 visitors come to meet with over 500 exhibitors to experience their exciting and innovative products.

WHY PARTICIPATE: Bar Convent Berlin is a unique event because it succeeds in uniting all of the elements that distinguish a good trade fair: brands large and small exhibiting their products side-by-side, a wealth of discerning visitors from all over the world, entertaining and informative presentations, and seminars from top industry experts.

DATES: October 12 – 14, 2020

LOCATION: Messe Berlin, Berlin, Germany

WEBSITE: www.barconvent.com/



INDEPENDENT SPIRITS EXPO

OVERVIEW: The Indie Spirits Expo has grown from a New York bar tasting into one of the best trade shows for networking in the spirits industry. The event typically features smaller and independent brands navigating their presence in the US market.

WHY PARTICIPATE: The event offers great networking opportunities, tastings, and industry roundtable discussions about future trends, as well as the state of the industry.

DATES: TBA

LOCATIONS: New Orleans, New York, Chicago

WEBSITE: <http://www.indiespiritsexpo.com/>



CRAFT BEVERAGE EXPO

OVERVIEW: Craft Beverage Expo is a curated event that teaches attendees step-by-step ways to formulate a solid distribution plan with the help of experts who know the craft business inside and out.

WHY PARTICIPATE: As an independent beer, wine, spirits, cider or mead producer, one of the biggest challenges is determining the proper route to distribute a product. Craft Beverage Distribution Conference delivers solutions, including step-by-step guides on how to launch products, information on building businesses with demand planning, guidelines for creating manageable growth and more.

DATES: TBA

LOCATION: Louisville, Kentucky

WEBSITE: <https://www.craftbeverageexpo.com>



ATHENS BAR SHOW

OVERVIEW: The Athens Bar Show is an annual educational exposition for bartenders and bar professionals. It first launched in 2010 and has grown significantly since that time. Athens Bar Show is regarded as one of the largest bar shows in the world where spreading education and knowledge serves as a principal pillar.

WHY PARTICIPATE: The Athens Bar Show allows visitors at the exhibition the ability to stay informed with current and emerging trends, discover new and exciting products and equipment, learn and become inspired by successful business models, as well as the ability to learn and grow through seminars and workshops.

DATES: TBA

LOCATION: Technopolis, City of Athens, Athens

WEBSITE: <http://www.athensbarshow.gr/gr/en/>



PROWINE CHINA

OVERVIEW: ProWine China gives wine and spirits brands an international platform for both foreign and local suppliers. Its goal is to open up the wine and spirits industry to view China as a potential new market. In 2019, nearly 820 wines and spirits manufacturers, importers and distributors from 37 countries. A total of 20,640 visitors attended the three-day trade event.

WHY PARTICIPATE: ProWine China proves to be a great place to make contacts and learn about the growing Chinese market. The show also adds new highlights, develops trends and assumes a key role in the wine trade to serve as a gateway to China.

DATES: November 10 – 12, 2020

LOCATION: Shanghai New International Expo Centre, Shanghai, China

WEBSITE: <http://www.prowinechina.com/en/>