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WINE & SPIRITS DAILY SUMMIT



Agenda

Monday Evening Cocktail Reception, January 15, 2018

3:00 – 4:30pm Registration – South Ballroom Foyer

4:30 – 6:30pm **Welcome Reception – Ocean Lawn**

Tuesday: General Session, January 16, 2018 – Ponce de Leon Ballroom

8:00 – 9:00am **Breakfast – Ocean Lawn**

9:00 – 9:15am **Opening Remarks:** Emily Pennington, Managing Editor, Wine & Spirits Daily; Megan Metcalf, President, Schuhmacher Publishing Company

9:315 – 10:00am **LAUNCHING A NEW BRAND: DOES THE SIZE OF THE COMPANY MATTER?** Arthur Shapiro, President, AM Shapiro & Associates LLC; E. Lloyd Sobel, Chief Operating Officer, Breakthru Beverage Group; Elwyn Gladstone, Founder, Biggar & Leith; Steve Luttmann, Managing Director, Tortoise & Volt Marketing & Ventures; Nick Papanicolaou, VP, Business Development - New Brand Ventures, Pernod Ricard USA

A conversation devoted to exploring what it takes to succeed with innovation and the launch of new brands. What, if anything, can large companies learn from startups and vice versa? Are there common hurdles and solutions?

10:00- 10:15am **Coffee Break – East Ballroom Foyer**

10:15 – 11:00am **TREND OR FAD: INCREASING YOUR ODDS FOR INNOVATION SUCCESS:** Danny Brager, Senior Vice-President, Beverage Alcohol Practice, Nielsen; Danelle Kosmal, Vice President, Nielsen; Kelly Nielsen, Vice President, Nielsen Innovation Practice; Alex Martin, Client Service Director, Nielsen CGA

The adult beverage industry continuously leans on innovation to create buzz and engage adventure-seeking drinkers. The US market has seen canned wines, oddball spirits flavors, bourbon-aged barrel wines and just about everything in between. When does innovation lead to trends and when does it lead to fads? Are fads really that bad? Nielsen will tackle these questions and share lessons learned on achieving greater return on innovation for beverage alcohol.



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11:00 – 11:45am

RETHINKING BUSINESS AND EMBRACING TECHNOLOGY:

Matt Talbot CEO & Co-Founder, GoSpotCheck; Perry Brown, Vice President, Terlato Wines; Eric Ludwig CMO/CDO, Moblty; Todd Prybylski, Director Business Solutions and Innovation, Breakthru Beverage Group

Technology is changing the way we live and work at an astounding rate. This panel will feature two tech companies, one that is reimagining the alcohol shopping experience through digital advertising at the retail level, and the other is a software provider changing the way suppliers collect and use information. How can this tech make your company more efficient?

11:45 – 12:30pm

OPTIMIZING ON-PREMISE RELATIONSHIPS: Alec Bruggenthies, GM National Wine Program, Smith & Wollensky; Maurice DiMarino, Wine & Beverage Manager, Cohn Restaurant Group; Mark Deveney, Vice President for Commercial Planning and Activation, Diageo; Brad Butcher, National Sales Director, Jordan Vineyard & Winery

Building a brand on-premise ain't what it used to be. This is a panel where suppliers and on-premise retailers discuss how the two can work toward symbiotic relationships good for both brands. What can they learn from each other? What type of activations are most successful?

12:30 – 2:00pm

Luncheon - Mediterranean Ballroom Sponsored by St. Augustine's Distillery

2:00 – 2:45pm

DEALING WITH DISRUPTION: Erle Martin, Executive Vice President, Wholesale West at The Winebow Group; Curt Woods, Executive Vice President, Sales/National Customer Leadership, Young's Market; Lacey Sadoff, Executive Vice President, Badger Liquor

A round table discussion on how wholesalers of various sizes are responding to new marketplace disruptions like e-commerce, Amazon, alcohol delivery, controversial interstate shipping laws, and an increasingly digital consumer base.

2:45 – 3:15pm

FIRESIDE CHAT Q&A W/BARDSTOWN BOURBON'S DAVID MANDELL: David Mandell, President & CEO, Bardstown Bourbon Co.

3:15 – 3:30pm

Break - East Ballroom Foyer Sponsored by Kelvin Shush Co.

3:30 – 4:15pm

THE AMAZON OPPORTUNITY: Judy Hong, Senior Analyst, Goldman Sachs; Bob Jennings, Senior Director, InfoScout; Nik Modi, Managing Director, RBC Capital

A presentation followed by a panel discussion on the hot topic that is ecommerce with a focus on what Amazon has been up to. The ecommerce giant is known for keeping mum on its plans and strategies, so our panel of experts will delve into how the company operates and what they've done in other CPG categories to get a better sense of the possibilities and implications of Amazon's participation in the alcohol industry.

4:15-4:45pm

FIRESIDE CHAT Q&A W/CONSTELLATION'S BILL NEWLANDS: Bill Newlands, Executive Vice President and COO, Constellation Brands

4:45 – 7:00pm Closing Reception - Front Lawn