



## WINE & SPIRITS DAILY SUMMIT SCHEDULE

### HOTEL DEL CORONADO - SAN DIEGO, CA

#### **January 28, 2019**

5:00 – 7:00 pm     **Welcome Reception**

#### **January 29, 2019**

**8:00 – 9:00 am     Breakfast**

9:00 – 9:15 am     OPENING REMARKS:  
**Emily Pennington**, Managing Editor, Wine & Spirits Daily

9:15 – 10:00 am     BEYOND ON THE BOTTLE: A DISCUSSION ON THE CANNED WINE CRAZE  
**Jordan Kivelstadt**, Founder and President, Free Flow Wines  
**Melanie Edwards Virreira**, Director, Strategy & Marketing, Ball Corp.  
**Geoff Whitman**, EVP, Sales, John Anthony Family of Wines

*The canned wine category has taken off in recent years. Our panelists will discuss the pros and cons of canned wine, how to market it to consumers, and whether or not the category has legs.*

10:15 – 10:45 am     KEEPING UP WITH CANNABIS:  
**Jessica Lukas**, VP of Consumer Insights, BDS Analytics

10:45 – 11:30 am     TRANSITIONING FROM WINE TO WEED:  
**Zack Crafton**, CEO, Big Moon Sky  
**Eric Sklar**, CEO, Napa Valley Fume  
**Allison Kosta**, Co-Founder and COO, TSO Sonoma

*As marijuana legalization continues to gain traction in the US and abroad, the cannabis industry is becoming more and more attractive. We gathered a few former wine executives to discuss what drew them to the cannabis industry.*

11:30 – 12:00 pm     **Dan Sanborn**, Senior Vice President, Culture and Partnerships, Diageo

*Diageo has some of the most iconic spirits brands in the world. This session will explore the evolution of what it takes for brands to maintain relevance over time, how to place them at the center of culture, as well as the art of strategic partnerships across an array of fields.*

**12:00 – 2:00 pm Luncheon**

2:00 – 2:30 pm

**FIRESIDE CHAT:**

**Jon Sebastiani**, Founder and Managing Director, Sonoma Brands

*A one-on-one interview with the founder of Sonoma Brands, the company behind Krave Jerky, Guayaki yerba mate, Smashmallow, and recent investor in Vintage Wine Estates.*

2:30 – 3:15 pm

**THE POWER OF THE PORTFOLIO FOR EMERGING BRANDS:**

**Robert Furniss-Roe**, CEO, Samson & Surrey

**Joe Magliocco**, President, Michter's Distillery, Founder, Chatham Imports

**Eric Dopkins**, CEO, Milestone Brands

*The number of spirits brands has skyrocketed in recent years. These industry veterans have all embarked on new ventures that harness the power of building a diverse portfolio of independent brands and scaling together.*

3:30 – 4:15 pm

**WHO'S WINNING THE GROCERY RACE:**

**Bill Kirk**, US Food Retail Analyst, RBC Capital

**Kurt Jetta**, CEO and Founder, TABS Analytics

*This panel will talk us through the rapid changes that have touched the grocery channel in the last year including: the rise of delivery and e-commerce, industry consolidation and innovations on the shelf.*

**4:30 – 6:30 pm Closing Reception**