

# U.S. Drinks Conference 2010

October 12 & 13, 2010, New York, New York

The Insider's Guide To The U.S. Beverage Alcohol Market

## Agenda for Tuesday October 12, 2010

Time	Session	Speakers
7:30 – 8:30 AM	Continental Breakfast	Networking
8:30 – 9:00	Introduction	Mike Ginley, Co-Founder & Partner, Next-Level Marketing; John Beaudette, President & CEO, MHW, Ltd.; Jeff Grindrod, Managing Partner, Brand Action Team; Steve Raye Managing Partner, Brand Action Team
9:00 – 9:30	Translating Industry Trends into Actionable Insights	<b>Mike Ginley</b> , Co-Founder & Partner, Next-Level Marketing <i>Spirits, Wine and Beer Category and Brand Trends. Interpreting syndicated data to make informed decisions.</i>
9:30 – 10:30	What's it all about – Social Media Marketing	<b>Gary Vaynerchuk</b> , Author, Entrepreneur, Retailer, Host of Wine Library TV <i>Author, entrepreneur, blogger, retailer, host of Wine Library TV, Gary Vaynerchuk is widely viewed as the most influential person in the American wine market. His daily videos are viewed by over 90,000 people (that's 2.79 million per month!) And with a Facebook fan base of 40,000+ and over 800,000 twitter followers, Gary is a force to be reckoned with in the U.S. wine industry.</i>
10:30 – 11:00	Break/networking	
11:00-11:20	Putting Social Media Marketing in Perspective	<b>Steve Raye</b> , Managing Partner, Brand Action Team <i>Putting social media marketing in perspective, defining terminology, dynamics of influence.</i>
11:20AM – 12:30PM	Social Media Marketing Panel Discussion	<b>Moderator:</b> Steve Raye, Managing Partner, Brand Action Team <b>Panelists:</b> Tyler Colman PhD, Author and Blogger, DrVino.com; Colleen Graham, Mixology Expert for About.com.; Christian McMahan, Chief Marketing Officer, Heineken USA; Carter Reum, Founder, Veev Acai Spirit <i>Everybody's talking about social media, but what exactly is it? This session will focus on what SMM is all about...what is a Social Network, how is it different from a Blog? Should I be on Twitter and Facebook? How much does Social Media Marketing cost, and what kinds of results to expect.</i>

## USDC Agenda for Tuesday October 12, 2010 (cont.)

12:30 – 1:30	Lunch/Networking	
1:30 – 2:00	<b>Navigating Brand Entry and Distribution</b>	<p><b>John Beaudette</b>, President &amp; CEO, MHW, Ltd.</p> <p><i>Understanding the process and timeline for entering the US is critical for successful launches. Answered during this session will be approaches to US market entry – understanding the options for how to find an importer and distributor, label/liquid approval and registration process, what timeline should you allow, price structures, 3 –tier system and proposed legislation, open vs. control states, and brand valuations.</i></p>
2:00 – 3:30	<b>Regulatory Panel: Compliance and Avoiding Legal Pitfalls</b>	<p><b>Moderator:</b> Bill Earle, President, NABI (National Assn. of Bev. Importers)</p> <p><b>Panelists:</b> Vince O'Brien, Senior Council, Nixon Peabody; James Sgueo, President, NABCA (National Alcohol Beverage Control Assn.); Susan Berndt, Assistant Director, ALFD, Market Compliance Office, TTB; Thomas J. Donohue, Special Counsel to the Authority, New York State Liquor Authority</p> <p><i>This panel will consist of representatives from Federal and State regulatory authorities and law firms specializing in the industry. They'll provide guidance on how to comply with and avoid the legal pitfalls of the U.S.' highly complex "Three-Tier System." They will also discuss upcoming changes to this system and what you need to know to deal with them. Some key questions they will answer include: How to set up and staff a U.S. operation and criteria to use in deciding whether to do so or manage from overseas.</i></p>
3:30 – 4:00	Break/Networking	
4:00 – 5:30	<b>Retailer Panel: Brand Activation ON and OFF-Premise</b>	<p><b>Moderator:</b> Steve Walkerwicz, VP On-Premise Customer Marketing, Pernod-Ricard USA</p> <p><b>Panelists:</b> Mike Berkoff, CEO, BevMax International; Bob Gallo, VP Operations, Cuba Libre Restaurants/Libre Management; Rich Verrecchia, Owner NEAT Beverage Concepts and Former VP Outback Steakhouse; Ed Wassmer, Owner, Young's Fine Wines &amp; Spirits</p> <p><i>The session will focus on the obstacles, opportunities and strategies suppliers can use to get on and off premise accounts to carry and promote their brands. The panel will give you practical insights and ideas that make cash registers ring at retail. Questions that will be addressed include: How do off and on-premise operators learn about new brands? How do they decide what to sell and how to merchandise them? What do they expect from the supplier in terms of brand support?</i></p>
5:30 – 7:00	Cocktail Party	
	Dinner on your own	

## U.S. Drinks Conference 2010

### USDC Agenda for Wednesday October 13, 2010

Time	Session	Speakers
<b>7:30 – 8:30 AM</b>	<b>Continental Breakfast and Networking</b>	
<b>8:30 – 9:00</b>	<b>Introduction</b>	
<b>9:00 – 10:30</b>	<b>Supplier/Importer Panel – Wine: Cracking the Code to the US Market</b>	<p><b>Moderator:</b> Joe Czerwinski, Editor, Wine Enthusiast Magazine  <b>Panelists:</b> William Deutsch, Founder &amp; Chairman, W.J. Deutsch &amp; Sons Ltd.; Barry O'Brien, Founding Partner/CEO, Select Fine Wines; Nora Favelukes, President, QW Wine Experts, Wines of Argentina; Mike Cekay, SVP, Don Sebastiani and Sons.</p> <p><i>The focus of this session is to explore how wine suppliers launched new products, and from their point of view what constitutes "success", the critical problems they have faced and lessons learned, and what some of the most common problems or misperceptions suppliers have when coming to the US.</i></p>
<b>9:00 – 10:30</b>	<b>Supplier/Importer Panel – Spirits &amp; Beer: What Made These Brand Introductions Successful</b>	<p><b>Moderator:</b> Donna Hood Crecca – Editor in Chief, Nightclub &amp; Bar Magazine  <b>Panelists:</b> Chester Brandes, President, Imperial Brands Inc. (Sobieski Vodka) ; Matti Antilla, Founder and President, Cabana Cachaça; Tim Murphy, VP Innovation and Marketing, Pernod-Ricard USA; Jim Ryan, EVP, Crown Imports</p> <p><i>The focus of this session is to explore how Spirit and Beer suppliers launched new products, and from their point of view what constitutes "success", the critical problems they have faced and lessons learned, and what some of the most common problems or misperceptions suppliers have when coming to the US.</i></p>
<b>10:30 – 11:00 AM</b>	<b>Break/networking</b>	
<b>11:00 – 12:00</b>	<b>Allocating Marketing Budgets</b>	<p><b>Jeff Grindrod</b>, Managing Partner, Brand Action Team</p> <p><i>What kind of budget do I need? How should I allocate marketing spend? How long till I get profitable and what kind of realistic volumes can I expect? For behemoths to boutique brands you'll get the straight scoop on allocating marketing spend that's right for your company.</i></p>
<b>12:00 – 12:45PM</b>	<b>Lunch</b>	

## USDC Agenda for Wednesday October 13, 2010 (con't.)

12:45 – 2:15	<b>Financial Panel: Sourcing Capital</b>	<p><b>Moderator:</b> Brendan M. Burns, Managing Director, Stepping Stone Capital Partners, LLC</p> <p><b>Panelists:</b> John Muldoon, Co-founder and Managing Partner HighNote Ventures LLC; Alexander S. Panos, Managing Director TSG Consumer Partners; Ross Colbert, Managing Director - M&amp;A Americas, Zenith International, LTD; William S. Anderson, Chairman and CEO, First Beverage Group</p> <p><i>Angel Investor or Venture Capitalist? Sourcing capital is challenging and understanding how to access it and what options exist is critical to new suppliers. This experienced panel will share insights on the range of resources available and what they specifically look for when investing in beverage alcohol brands.</i></p>
2:15 – 2:30 PM	<b>Break/Networking</b>	
2:30 – 4:00	<b>Distributor Panel: Supporting New Brands</b>	<p><b>Moderator:</b> Ted Roman, SVP Sales, William Grant and Sons Inc.</p> <p><b>Panelists:</b> Kevin Fennessey, SVP Marketing, Southern Wine &amp; Spirits; Efren Puente, VP Marketing, The Charmer Sunbelt Group; Jeffrey Altschuler, CEO, Allied Beverage Group, Bob Hendrickson, Exec. VP, Republic National Distributing Company.</p> <p><i>Distributors are inundated with inquiries from new brands looking for distribution. How they decide what brands to list, support and promote will be the topic of this session. In addition panelists will share examples of brands that have been successful...and those that haven't. Both will help illustrate what distributors expect from suppliers how distributors manage and motivate their sales forces.</i></p>
4:00 – 4:30	<b>Closing Remarks</b>	<b>John Beaudette, Mike Ginley, Jeff Grindrod, Steve Raye</b>

**ORGANIZERS:** Brand Action Team, MHW, Ltd., Next-Level Marketing

**SPONSORS:**

<b>Beverage Media Group</b>	<b>Beverage Information Group</b>	<b>Nightclub &amp; Bar Magazine</b>	<b>Tasting Panel Magazine</b>
<b>Bar Business Magazine</b>	<b>Drinks International Magazine</b>	<b>IWSR</b>	<b>Beverage Industry Magazine</b>
<b>Ultimate Beverage Challenge</b>	<b>JF Hillebrand</b>	<b>Nixon-Peabody</b>	<b>Overton</b>
<b>Western Carriers</b>	<b>BevForce</b>	<b>In the Mix Magazine</b>	<b>Wine Enthusiast Magazine</b>