



49 EAST MAPLE AVE
SUFFERN, NY 10901
PHONE: (845) 507-0040
FAX: (845) 507-0041
WWW.BEERINSIGHTS.COM

Tap Into Essential, Timely Beer Industry Info at the May 16-17th Chicago Beer Insights Spring Conference

Dear Beer Executive:

Don't miss the May 16th-17th Beer INSIGHTS Spring Conference at the Ritz Carlton in Chicago. Take advantage of this unique opportunity to network with key industry players and explore top-of-mind topics that drive beer industry trends today.

Brewer execs and savvy distributor advocates will discuss, face-to-face, today's most controversial issues:

- **Brewer-Distributor Relations**
- **Consolidation**
- **Current Legal Battles**

Industry experts will delve into critical day-to-day concerns:

- **Opportunities within Weak Megabrand Trends**
- **How to Profit from Selling Non-Alc Bevs**
- **Current Trends: Retail, Pricing & More!**

All covered in depth at the **2010 Beer INSIGHTS Spring Conference**
May 16-17, 2010 at the affordably luxurious Ritz Carlton-Chicago

Brewers and distributors recently split over ways to secure the 3-tier system, itself under pressure from mega-retailers and direct shippers. Each of the tiers is using the courts to advance their own interests. Airing out these issues will provide perspective and identify potential common ground to ease strained wholesaler-brewer relations.

Distributor consolidation continues despite bumps in the road. Top brewers would like to streamline their systems and clean up "footprints," which often conflict with plans and goals of long-time partners. You'll find out what's happening – and not happening – in today's distrib deals.

Meanwhile, beer sales are soft. Big brands are hurtin'. Is the current erosion of big brand strength a blip, or a long-term trend? And how will that affect your business? To maintain volume and profits, most distributors are at least looking at adding new products – beer and alternative, non-alcohol beverages – to their trucks. You'll learn what it takes to sell these new products profitably.

The 2010 Beer Marketer's INSIGHTS Spring Conference will be a forum to air out these critical business issues. Join us for a jam-packed day of pointed presentations by industry thought-leaders on today's top-of-mind issues.

You'll leave this Conference with actionable data and new insights to better plan for the future.

The program includes:

- **Just added:** Consultant **Bump Williams** will explore the changing world of retail for beer.
- BMI's president/publisher **Benj Steinman** will give insight & perspective into the sweeping changes the beer biz is undergoing, including a detailed review/analysis of industry trends.
- Industry consultant **Mike Mazzoni**, will debut a deep dive on the erosion of megabrands in recent years, and the strategic implications for brewers and distributors.
- A Brewer-Distributor panel with AB's sales veep **Evan Athanas** and MillerCoors chief of Communications and Govt Affairs **Nehl Horton**, plus Calif AB distrib **Peter Heimark** and Fla MC distrib **Doug Cone**. Brooklyn Brewery's **Steve Hindy** will bring the craft perspective to this timely topic. Expect frank talk about attempts to secure 3-tier protections, contracts, consolidation and much more from this unique panel of experts.
- A second panel will explore legal issues that impact brewer-distributor relations, with distributor advocate **Mike Madigan** and supplier-side expert **Marc Sorini**.
- Benj will interview consultant **Joe Thompson**, focusing on consolidation & retail trends.
- Leading analyst, Credit Suisse Securities managing director **Carlos Laboy**, will present his views.
- An innovative panel will explore the brave new world of alternative beverages, how distributors can successfully navigate those difficult waters (and other bevs). **Gerry Khermouch**, editor of Beverage Business INSIGHTS will join distributors **Paul Vukelic**, and **Scott Beim**, and Mountain Valley's **Breck Speed**.

Get an up-to-the minute view of the most pressing issues of the day at this cutting edge event at the centrally located and newly renovated Ritz-Carlton in Chicago. The cost is just \$950 per person. You'll also have the opportunity for probing Q&A and for networking with some of the best minds in the business. Register today!

Registration Form: May 16-17, 2010 BEER INSIGHTS SPRING CONFERENCE

YES! Register me for the 2010 Beer INSIGHTS Spring Conference. The conference will be held May 16-17 at the Ritz-Carlton Hotel, Chicago, IL. The conference includes a cocktail reception the evening of May 16th, full day of presentations with question-and-answer sessions on May 17th, plus a continental breakfast, lunch and a post-conference reception on Monday afternoon.

Seminar registration guaranteed only on receipt of payment @ \$950 per person. Call the Ritz-Carlton Hotel to get a special conference rate: \$250 for a deluxe room, \$299 for a suite. Phone: (312) 266-1000.

Name(s) : _____

Name for Badge: _____ Title: _____

Company: _____ Total @ \$950 per person \$ _____

Address: _____ Check enclosed Bill Me

City: _____ State: _____ Zip Code: _____

Phone : _____ Fax: _____

Email: _____

Please make checks payable to Beer Marketer's INSIGHTS, Inc. 49 East Maple Avenue, Suffern, NY 10901. You can also fax in your registration to (845)507-0041. If you have any questions, please call (845) 507-0040.