

**May 28-30, 2025, Indianapolis, IN**  
*“Uncovering the Future of Beverage Marketing”*

# Agenda



*For any questions, please contact [kika@bevmarketing.org](mailto:kika@bevmarketing.org)*

Wednesday May 28

11:00am - 1:30pm – **Registration**

 1:30 - 1:40pm – **Opening remarks** – Seth Hillstrom, Executive Director, Beverage Marketing Association

 1:40 - 2:00pm – **The State of The Industry** – Andrew Henkel, President, Retail & Data Quality, SPINS

 2:00 -2:25pm – **“Better Together”: Industry Growth Through Cohesion**  
Taylor Barnebey, Vice President, Brand, Advertising, & Campaign Management, Total Wine & More

 2:25 -2:50pm – Fireside Chat - **Industry Perspective on Better Together**

 2:50-3:10pm – **Coffee & Networking Break**

 3:15 - 3:50pm – **Josh Cellars: Catapulting into Culture**  
Dan Kleinman, Chief Brand Officer, Deutsch Family Wine & Spirits

 3:50-4:25pm – **The Future of Engaging Content**  
Sandeep Shroff, Head of Industry Food, Beverage and Restaurants, Google  
Kelly Mullen, Head of Industry Food, Beverage and Restaurants, Google

 4:25-5:00pm – **Keep on Winning in the Real World...in Real-Time!**  
Kevin Bidner, CEO, The Hotel Communication Network

 5:05-5:45pm – **Think Like a Challenger, Scale Like a Giant: Lessons from Both Sides**  
Mod. Courtney O'Brien, Founder & Managing Director, The Outlier Initiative  
Jason Daniel, CMO of Foley Family Wine & Spirits  
Brandon Joldersma, CEO, Arlow & Surely Wines  
Betsy Frost, CEO, Q Mixers  
Patricia Alvarez de Fallon, Head of Sales & Strategy, Dirty Shirley

 5:45-6:00pm – **Andretti Driver Address**  
TBD, Driver, Andretti Motor Sports

6:00-7:00pm – **eBev Kickoff Party** – The Artsgarden at The Conrad sponsored by HCN & Andretti Motor Sports

Thursday May 29



8:30-9:00am – **Breakfast & Coffee**

9:00-09:40am Panel – **Meeting Consumers Where They Are: Examining the Commercial Landscape in 2025**



Moderator: Kate Bernot, Lead Analyst, Sightlines

Ellie Preslar, Chief Commercial Officer, Sierra Nevada Brewing Company

Andrei McQuillan, Partner & Creative Director, BeyondSpirits

Trish Surfus, Senior Marketing Manager, Oliver Winery



09:45-10:25am Panel – **Winning the Digital Shelf: Unlocking Performance Through Commerce Media**

Moderator: Terry Donnelly, CRO, HCN

Derek Correia, CEO, ReserveBar

Jon Fox, Head of Digital, Free Spirits

Kelly Winkler, Retail eCommerce Manager, Treasury Wine Estates



10:25-10:45am – **Learn Industry Roundtables**

10:45-11:00am – **Coffee & Networking Break**



11:00 - 11:40am Panel – **Value vs. Values: Marketing in the Era of Conscious Consumers**

Moderator: Sam Catalina, Fractional CMO, CounterMeasures Corp.

Anthony Moniello, CEO, Next Century Spirits

Rhonda Motil, Vice President of Marketing, J. Lohr Vineyards & Wines

Peter Zwiebach, Sr. Manager, Strategy, Marketing Insights & Analysis, Proximo Spirits



11:40am -12:20pm Panel – **Partnerships 2.0 - Harnessing the Power of Commercial Collaborations**

Cristina Costa, Sr. Director + Head of Beverage Alcohol, Inmar

Liz Batsche, Former Executive, Diageo & LVMH

Zach Hotle, Chief Operating Officer, Good Sport Nutrition

Evan Eneman, Co-Founder & CEO, Iconic Tonics & Harmony Craft Beverages

Thursday May 29 cont.

12:20-1:00pm Panel – **Raising the Bar: How Cannabis Drinks Are Changing the Beverage Landscape**



Moderator: Ben Larson, CEO, Vertosa

Art Massolo, VP of Business Development, Cycling Frog

Blake Patterson, Chief Revenue Officer, Keef Brands

Phil Mc Farland, THC Wharehouse Beverage Company



1:00-1:55pm – **Lunch**



1:55-2:35pm – **Stirring Up the Status Quo: Marketing Spirits with a Challenger Mindset**

Matt Foley, VP of Marketing, Pernod Ricard



2:35-3:15pm – Panel – **Seizing the Spotlight: Crafting Authentic Brand Connections**

Moderator: Lindsey Carnett, Founder & CEO, Marketing Maven

Kara Woolsey, CEO, Mom Water

Evan Eneman, Co-Founder & CEO, Iconic Tonics & Harmony Craft Beverages

Andrei McQuillan, Partner & Creative Director, BeyondSpirits

Svend Jansen, Global Public Relations Director - Jack Daniel's, Brown-Forman



3:15-3:35pm – **Learn Industry Roundtables**

3:35-3:50pm – **Coffee & Networking Break**



3:50 - 4:30pm Panel – **Health is Wealth: Impactful Messaging for Wellness-Driven Audiences**

Moderator: Liz Batsche, Former Executive Diageo & LVMH

Zach Hotle, Chief Operating Officer, Good Sport Nutrition

Sofia Hexsel, VP of Marketing, ROAR Organic

Yanni Hufnagel, Founder & Executive Chairman, The Lemon Perfect Company



4:30-5:10pm – **The House of The Rising Suntory**

Walter Celli, Head of Global Marketing and Commercial for House of Suntory, Suntory Global Spirits

Friday May 30



8:30-9:00am – **Morning Refreshments**



9:00-9:25am – **AI Marketing Made Human**

Moderator: Simon Dolsten, Creative Director, Dolsten & Co.



9:30-10:10 am Panel – **Converging Worlds: Where Alcohol, N/A, Cannabis & Culture Collide**

Moderator: Terry Donnelly, CRO, HCN

Joshua Loyal, Founder, Mighty Kind Co.

Justin Buchanan, CEO, Reframe Beverage

Jaymee Mandeville, JAS Drinks, Co-Founder



10:10-10:30am – **Coffee & Networking Break**



10:30-11:15am Panel – **Innovating Lifestyle Brands for the Next Generation**

Moderator: Erica Duecy, Founder and Co-Host, Business of Drinks

Jonathan Kander, Chief Marketing Officer, VALR Brand

Danielle Nicoll, SVP of Marketing, Cann

Liz Batsche, Former Executive Diageo & LVMH



11:20am-12:05pm Panel – **The Curious Case of the Creator, Influencer & Celebrity Paradigm**

Moderator: Seth Hillstrom, Executive Director, BMA

Corey Smale, VP of Marketing, Garage Beer

Danny Wright, CEO & Founder, COLLAB



12:05-12:30pm – **Andretti Driver Keynote**

TBD, Driver, Andretti Motor Sports



12:30-12:45pm – **Open Forum & Closing Remarks** – Seth Hillstrom, Executive Director, BMA