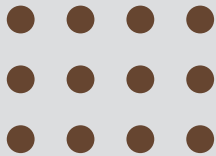


MN BREWERS CONFERENCE



MN CRAFT BREWERS GUILD + MBAA DIST. STP-MPLS

MARCH 22, 2024

#MNBrewersConference

Minnesota's Premier
Craft Brewing
Conference



<https://linktr.ee/mncbgfests>

- Scan the QR code for:
- Full Session Descriptions
 - Session Surveys
 - Maps and Conference Tips
 - MNCBG Code of Conduct
 - COC Reporting Tool



Conference Details

Everything you need to know

General Timeline

8:00 a.m.: Conference Check-in, Light Breakfast, and Exhibitor Hall

9:00 a.m.: Welcome & Conference Open from the MNCBG and MBAA; MNCBG Quarterly Member Meeting

10:00 a.m.: Session Block 1

11:00 a.m.: Session Block 2

12:00 p.m.: Lunch & Exhibitor Hall

1:00 p.m.: Keynote Speaker

2:00 p.m.: Affinity Group Discussions <<< NEW FOR 2024

3:00 p.m.: Session Block 3

4:00 p.m.: Cheers & Beers Hour and Exhibitor Hall/Networking



For a conference schedule with session titles and room selections, please see your program insert. Didn't receive one? Visit the check-in table and talk to a staff member.



Check-In

Claim your conference badge and materials, grab breakfast snacks and a Bloody Mary (your drink ticket is in your badge holder), and explore the Exhibitor Hall (see page 6) before the official Conference Welcome begins at 9:00 a.m.



Code of Conduct

All attendees must abide by the Code of Conduct.

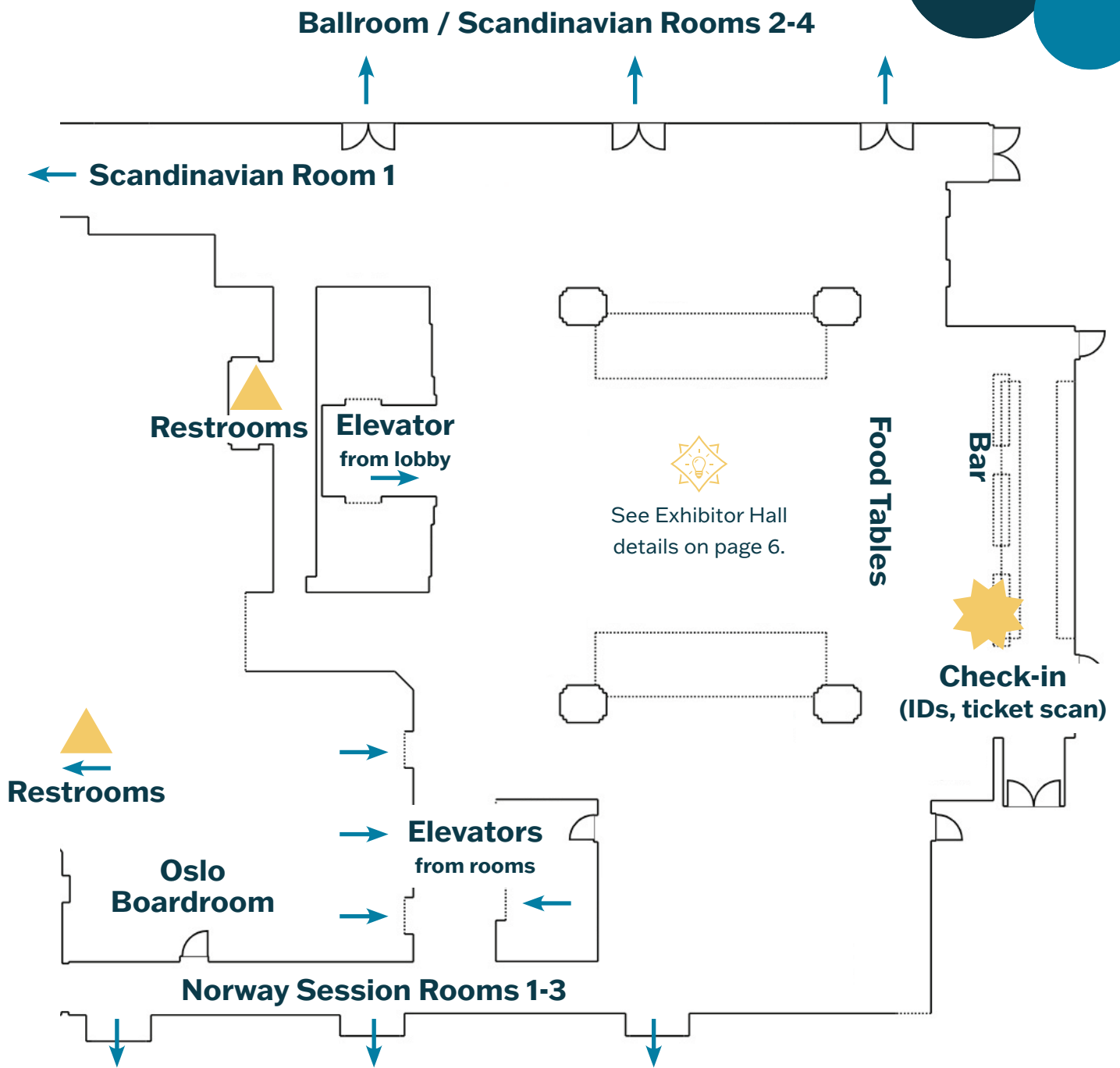
The MNCBG will not tolerate harassment or discrimination on the basis of race, color, creed, religion, national origin, sex or gender (including sexual harassment and pregnancy), marital status, status with regard to public assistance, disability, sexual orientation, age, veteran status or any other status protected by applicable law. Violations of this policy will not be tolerated.

To read the full CoC or report a violation, use the QR Code in this program. Reports will be promptly investigated.



Restrooms & Safety

Restrooms are marked on your maps. For first aid, lost & found, or conference questions, visit the Check-In desk. Event Security can be reached using the hotel phones in each session room. In case of an emergency, please dial 911.



Join Us

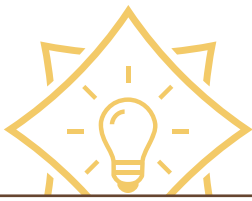
**MN CRAFT BREWERS CONFERENCE
BOOTH #5**

ALUMINATE
by
LAGERSMITH

**NOW OFFERING
FREE SHIPPING!**

FULLY LOADED,
FEEL GOOD
ENERGY

The advertisement features a can of AluminatE Neon Wave beer on the left. The can is purple and pink with a sunset and palm trees. The text 'ALUMINATE' is at the top of the can, 'NEON WAVE' is in large, glowing letters, and 'FULLY LOADED, FEEL GOOD ENERGY' is at the bottom. The background is a light grey gradient with a subtle pattern.



Need WiFi? Use the “Sonesta Conference” network (no password).



Grab a Drink

Beer: Will be in coolers starting at 11:00 a.m. All beers are free. THANK YOU to members who donated! (See list on the next page.)

Water: There is water available throughout the venue for filling water bottles.

Morning Bloody Mary Bar: Is available at the bar until 10:00 a.m. Your drink ticket is in your name badge holder.

Cheers & Beers Hour: All beers are free to be enjoyed. Additional beverages are available for cash purchase at the bar.



Affinity Groups

Affinity Groups connect attendees from breweries with similar backgrounds by providing an organic space to share and learn from each other.

Network and build long-term relationships while sharing your unique perspectives.

Sessions will move with the group’s needs, allowing all staff a place to share viewpoints. We will cover various topics, including but not limited to the challenges and opportunities your group is facing, what a “Maturing Beer Market” means to you, DEI, Events, THC, and more.

Affinity Groups are geared toward brewery members. Your assigned group is noted on your name tag and is based on information provided during registration. Certain attendee cohorts are randomly assigned. If you’d prefer to join a different group, or if your name tag does not list a group, visit the MNCBG table.

Share Feedback

We want to know how your day goes! After you attend each session, rate it using the QR code or paper surveys in each room. At the end of the day, please take our Full Conference Survey too!



<https://linktr.ee/mncbgfests>



Photos & Comments

Share on social media using the hashtag #MNBrewersConference before 3:30 p.m. for a chance to win an MNCBG hat! Two winners will be notified via message; hat must be picked up at the Check-In table before 4:30 p.m.



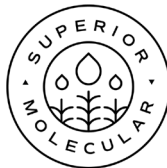
After the Conference

The MN Brewers Conference ends promptly at 5:00 p.m. The MN Brewers Cup Awards Ceremony check-in starts at 6:30 p.m.; the venue must be cleared between the two events. Tickets to the awards must have been purchased separately. If you are attending the awards, return at 6:30 p.m. with your ID and your tickets.



Thank you to our sponsors!

Without sponsors, this event would not be possible. Be sure to thank them when you chat with them in the Exhibitor Hall!



Thank You to Members For Donating Beer

August Schell Brewing Company
 Castle Danger Brewery
 Excelsior Brewing Co
 Falling Knife Brewing Company
 Fulton Brewing
 Giesenbräu Bier Co
 Inbound BrewCo
 Lupulin Brewing

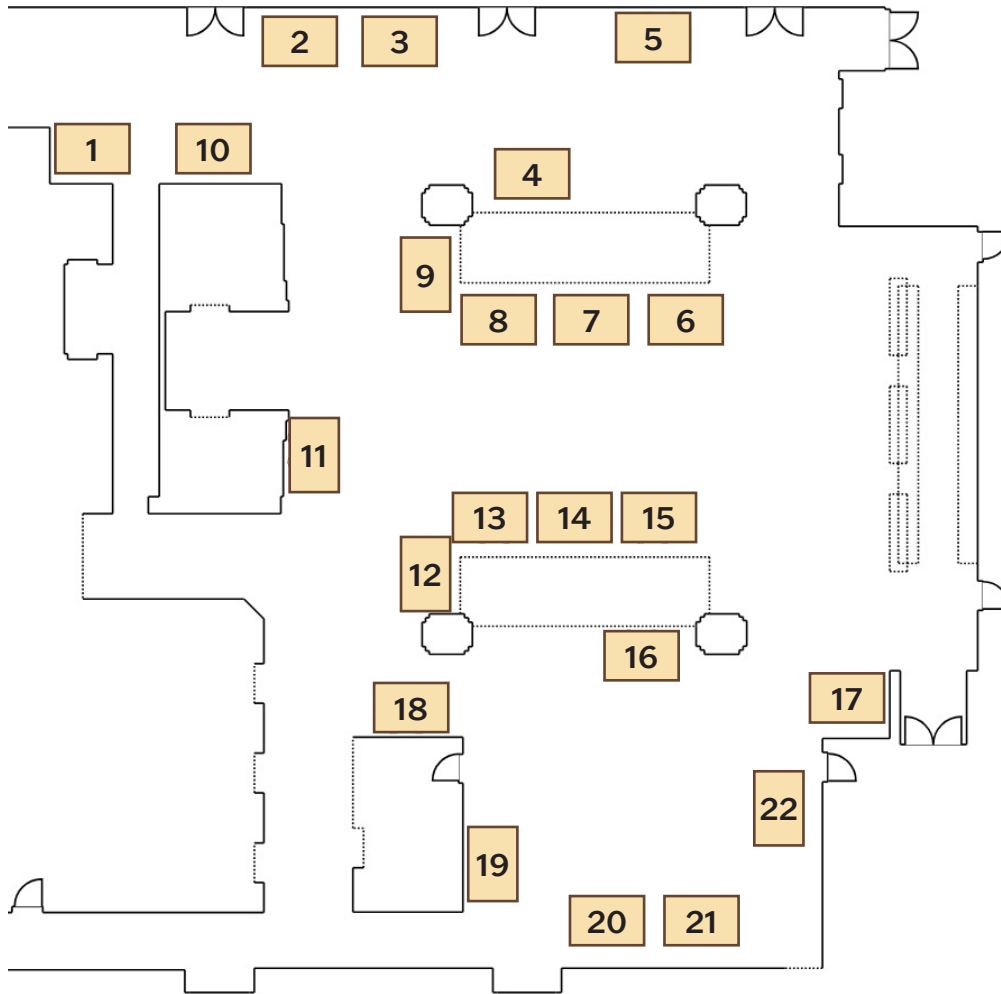
Modist Brewing
 Pries Brewing Company
 Sunken Ship Brewing Co
 Unmapped Brewing Company
 Utepils Brewing Co.
 Venn Brewing Company
 Surly Brewing Co.
 Summit Brewing

List is accurate as of the time of print.



Exhibitor Hall

8:00 a.m. - 5:00 p.m.



Amoretti.....	20	Lagersmith Can Supply Co.	5
BrewBill.....	3	Laker Promotions	10
Briess Malt & Ingredients Co.....	15	Malteurop Malting Co	11
BSG CraftBrewing	4	MNCBG	17
Country Malt Group.....	8	Northern Diversified Solutions	13
Ekos.....	6	Northwestern Extract	1
Energy Smart & Waste Wise.....	9	Sannerud Hop Consulting.....	21
Grandstand Glassware and Apparel ...	7	Superior Molecular.....	16
Hart Print.....	2	SwedeBro.....	14
Hollingbery Hops	18	Two Track Malting	19
Iron Heart Canning	22	Viking Label & Packaging, Inc.....	12

Exhibitors By Category

FLOORING

SwedeBro..... 14

INGREDIENTS

Amoretti..... 20
Briess Malt & Ingredients Co..... 15
BSG CraftBrewing4
Country Malt Group.....8
Hollingbery Hops 18
Malteurop Malting Co 11
Northern Diversified Solutions 13
Northwestern Extract1
Sannerud Hop Consulting..... 21
Superior Molecular 16
Two Track Malting 19

LABELS & PACKAGING

Hart Print.....2
Iron Heart Canning22
Lagersmith Can Supply Co.5
Viking Label & Packaging, Inc..... 12

PROMOTIONS

Grandstand Glassware and Apparel ...7
Laker Promotions 10

SOFTWARE

BrewBill.....3
Ekos.....6

SUSTAINABILITY

Energy Smart & Waste Wise9

About the Exhibitor Hall

Exhibitor tables are throughout the main conference areas: near session room entries, elevators, check-in, and food/drinks.

Visit each of these exhibitors to see what services they provide to breweries. The Exhibitor Hall is open all day. We hope you'll be able to connect with current industry partners as well as explore partnerships with new vendors!

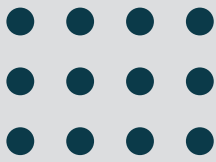


RAHR
Technical Center

**Lab Testing
Pilot Brewing
Analytical Expertise**

Say hi!
Booth #4

For more info:
bsgcraftbrewing.com/rahr-technical-center
technicalservices@rahr.com



MINNESOTA

CRAFT BREWERS GUILD

The MNCBG is a nonprofit association made up of 150+ MN craft brewery and brewpub members. We promote, protect, and grow a robust Minnesota craft brewing industry by building a healthy beer culture and community that allows for independent brewers, industry stakeholders, and craft beer fans to thrive.



The Master Brewers Association of the Americas is a nonprofit (501c3) professional, scientific organization dedicated to advance, support, and encourage scientific research into brewing malt beverages and related industries and to make that research available to the public through conferences, discussion groups, journals, publications and seminars.



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Please take our survey
after the conference!



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- B** Beer & Brewing **R** Relationships & Compliance
M Marketing & Sales **S** Staff & Operations

Conference Schedule

8:00 a.m. **Conference Check-in, Light Breakfast, and Exhibitor Hall** Commons

9:00 a.m. **Welcome & Conference Open from the MNCBG and MBAA & MNCBG Quarterly Member Meeting** Ballroom

10:00 a.m. **Session Block 1**

Norway 3

B **Perspective on Quality: Exploring In-house and Mobile Can Packaging**
Nathan Landry, Bell's Brewery; Tyler Wille, Iron Heart Canning Co

Scandinavian 1

M **The Whole Pie: A Masterclass in Brewery Marketing Strategy**
Bryant Vander Weerd, Full Pour Media

Norway 1

R **Coexisting as a Brewery and a THC Beverage Copacker**
Nate Smith (moderator), Lagersmith Can Supply Co.; Gavin Rydell, Foundry Nation; Bryon Tonnis, Bent Paddle Brewing; Zach Rohr, Minny Grown; Jake Haneman, Bootlegger Brewing Kombucha/Auroch Canning

Norway 2

S **Mental Illness & Addiction at Work—Understanding the Costs and Overcoming the Stigma**
Katie Muggli, Infinite Ingredient; John Sakacs, Hazelden Betty Ford Foundation

Ballroom

S **Brew Greener: Cut Waste, Boost Efficiency, and Save Money!**
Keely Schultz, Minnesota Waste Wise; Jessie Hendrix, Minnesota Waste Wise & Energy Smart

11:00 a.m. **Session Block 2**

Norway 2

B **Contract Manufacturing for Breweries and Brands**
Riley Seitz, BevSource; Will Crosby, Surly Brewing Company; Joe Wells, Fair State Brewing Cooperative; Tom Berg, Falling Knife Brewery

Scandinavian 1

M **Standing Out on Tap: Crafting Memorable Content to Connect & Convert**
Cari O'Brien, Custom Content Solutions LLC

Norway 3

R **Hemp Beverage Regulations: What Does the Office Want You to Know**
Chris Elvrum, The Office of Medical Cannabis

Norway 1

S **Data Management Panel: Solutions Available and How They Can Be Used**
Morgan Smith, Spiral Brewery; Matt Johnson, August Schell Brewing Company; Patrick Sundberg, Jack Pine Brewery

12:00 p.m.

Lunch & Exhibitor Hall

Commons

1:00 p.m.

**Keynote: Batten the Hatches or Abandon Ship?
Navigating Craft Beer’s Turbulent Waters**
Scott Metzger of Craft ‘Ohana

Ballroom

Today’s craft brewers face challenges that most have not had to overcome before. An unprecedented number of competitors in a flat or shrinking market; sharply rising costs; shifting consumer preferences; and a workforce no longer interested in putting up with your BS. Scott Metzger will talk about his experience in this space and the difficult decisions craft brewers must face to not only survive, but thrive, in 2024.

2:00 p.m.

Affinity Group Discussions

Your assigned group is noted on your name tag and is based on information provided during registration. Certain attendee cohorts are randomly assigned. If you’d prefer to join a different group, or if your name tag does not list a group, visit the MNCSBG table.

Amarillo Allies	Norway 3	Citra Crew.....	Ballroom
Bravo Brewpubs.....	Oslo Boardroom	Galaxy Gang.....	Ballroom
Cascade Connoisseurs.....	Norway 1	Mosaic Meeting Mob.....	Norway 2
Chinook & Company	Scandinavian 1	Saaz Squad.....	Ballroom

3:00 p.m.

Session Block 3

Norway 2

B Carbon Dioxide Equivalent Comparison of Commercial Hop Varieties
Steve Bradt, Hopsteiner

Scandinavian 1

M Events and Marketing: Rural, Small, and Midsize Community Perspectives
Jacob Maier, Revelation Ale Works; Jayme Sczublewski, Talking Waters Brewing Co.; Audrey Robinson, Little Thistle Brewing Company; Betsy Shadowick, Goat Ridge Brewing Company

Norway 3

R Position your Business for Success: Current Industry & Legal Landscape
Mary Cate Cicero & Matt Duffy, Monroe Moxness Berg PA

Norway 1

S Maintaining Your Mechanical Equipment
Tom Berg & Aaron Corrick, Northland Mechanical Contractors, Inc.

4:00 p.m.

Cheers & Beers Hour & Exhibitor Hall/Networking

Commons



For a full conference schedule with session descriptions, please see either the digital program or the MN Brewers Conference page on the MNCSBG website. Both are available through this QR Code or by visiting linktr.ee/mncsbgfests.