



MN BREWERS CONFERENCE

Friday, April 11, 2025

**Presented by The MN Craft Brewers Guild
& The Master Brewers Association of the
Americas Dist. St. Paul-Minneapolis**

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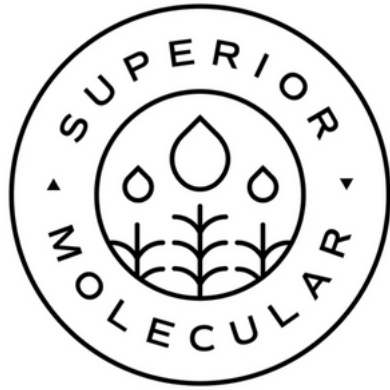


Scan the Code for:

- **Session Descriptions**
- **Session Surveys**
- **MNCBG Code of Conduct**
- **COC Reporting Tool**

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Padraigs
Pryes Brewing Company
Unmapped Brewing Co.
Ursa Minor Brewing
Utepils Brewing Co
Venn Brewing Company
Wandering Leaf Brewing Company
Wild Mind Ales
Wooden Hill Brewing Company

Schedule of Events:

- 8:00 – 9:00:** Conference Check-in, Breakfast, & Exhibitor Hall
9:00 – 9:30: Welcome & Conference Open from the MNCBG & MBAA
9:30 – 10:30: Affinity Group Introductions
10:30 – 12:30: EDU Session Blocks 1 and 2
1:00 – 2:30: Lunch & Keynote Address, Raffle Prize Announcement
2:30 – 3:30: EDU Session Block 3
3:30 – 4:30: Affinity Group Discussion
4:30 – 5:30: Raffle Prize Announcement, Cheers & Beers Hour & Exhibitor Hall/Networking



Check-In, Breakfast, & Welcome Meeting:

Check-in & Item Pickup: Bring your ticket and ID to the check-in table in the lobby. You'll receive a SWAG bag that includes your lanyard, raffle card, and more.

Nametags: Your name badge must always be worn. Proceed to the 2nd level to pick up your name badge and Bloodies & Bubbles drink ticket. Lanyards are in your SWAG Bag.

Breakfast & Welcome Meeting: Available in the MN Valley Ballroom Foyer from 8:00-9:00 a.m. Join us at 9:00 a.m. sharp in the MN Valley Ballroom for the Morning Welcome.

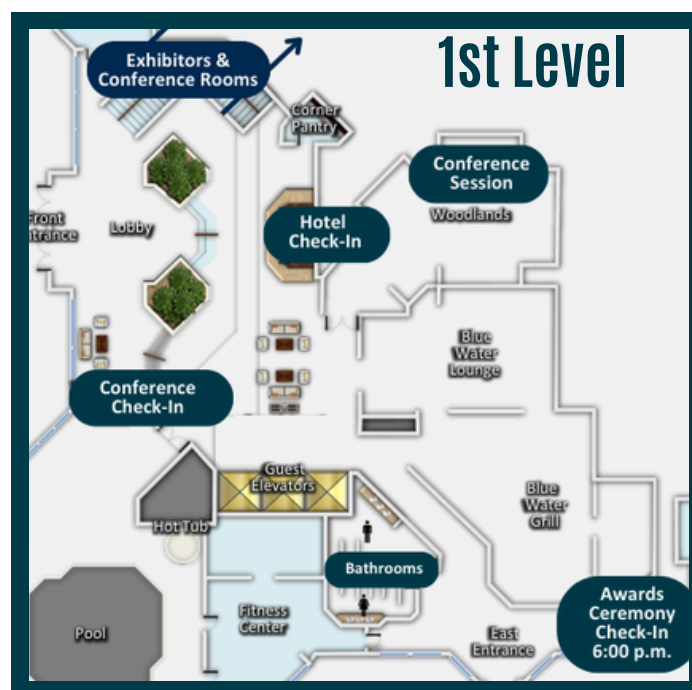
Food, Drinks & Snacks:

The Bloodies & Bubbles Bar is open from 8:00-10:00 a.m. Beverages are free with the use of a drink ticket (included in your conference name badge).

At 11:00 a.m., complementary Minnesota craft beverages (donated by members), snacks, and more will be available at several stations on the second level.

Cheers & Beers Hour:

The Cheers & Beers Happy Hour is your last chance to visit with exhibitors and submit your raffle ticket to win prizes. All beers during this time will be complimentary. Other cocktails/beverages are available for purchase. Happy Hour ends at 5:30 p.m.



Lunch:

A buffet-style lunch will be available in the MN Valley Ballroom Foyer starting at 1:00 pm.

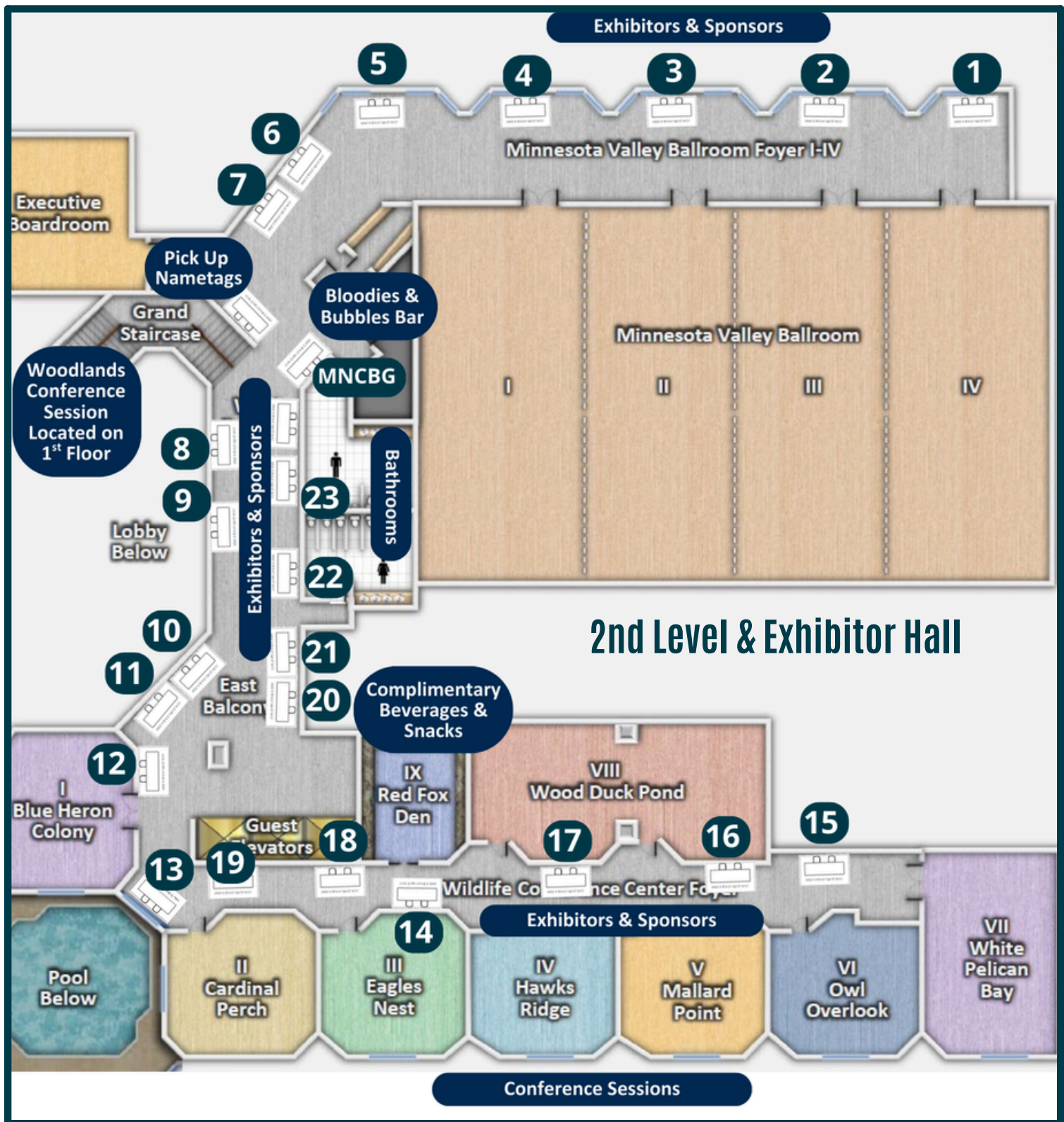
Serve yourself and join us in the MN Valley Ballroom for the Keynote Address, *Authenticity As Your Differentiator*.

Food & Beverage and Morning Bar Sponsors:

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Conference & Venue Layout:



About the Exhibitor Hall:

All exhibitors are located on the 2nd level. Visit the exhibitors to learn more about the services these vendors can provide your establishments and to enter our raffle. The Exhibitor Hall opens at 8:00 a.m. and closes at 5:30 p.m.

Exhibitors by Number:

- | | |
|------------------------------------|---------------------------------|
| 1. Jinx Tea - J's Kombucha | 13. Grandstand |
| 2. RahrBSG | 14. Beverage Federation |
| 3. Lagersmith | 15. In Touch Labels & Packaging |
| 4. Husch Blackwell | 16. Northwestern Extract |
| 5. Superior Molecular | 17. MBAA |
| 6. AEB Biochemical | 18. West Coast Hop Breeding |
| 7. John I. Haas | 19. Brewbill |
| 8. Laker Promotions | 20. Hart Print |
| 9. All Energy Solar | 21. Country Malt |
| 10. Keg Logistics | 22. Swedebro |
| 11. Zumbiel Packaging | 23. Two Track Malting |
| 12. Northern Diversified Solutions | |

How to Enter the Raffle:

1. Fill out your name and other info on your raffle card (in your SWAG bag).
2. Visit exhibitors before lunch and during the Cheers & Beers Hour.
3. Collect 8 stickers from DIFFERENT exhibitors during the day.
4. Drop off your completed card at the MNCBG booth before our drawings at 1:00 p.m., 4:30 p.m., and after the Conference Cheers & Beers Hour at 5:30 p.m.

All raffle cards MUST be received no later than 5:30 p.m. to be eligible for a prize. The final prize will be drawn after the Conference ends; the winner will be contacted next week!

Raffle Prizes:



- Pallet of 2-row malt. Shipping included. *Approximate Value: \$1,300.*



- 7 Packs Dry Yeast: SafSour™ Barrel Instinct, SafSour™ Fruit Intuition, SafSour™ LB1, SafAle™ BW-20, SafAle™ W-68™, SafBrew™ LA01, SafLager™ E-30. Pickup at event. *Approximate Value: \$680.*



- A box of hops containing 4 @ 4x11 hops (11 lbs. Erebus, Helios, Contessa, and Alora). Shipping included. *Approximate Value: \$500*



- FREE run/roll of 1000 labels. Shipping included. *Approximate Value: \$150*

Keynote Address:

Authenticity As Your Differentiator

Alison Wisneski

Director of Marketing and Sales, Lady Justice Brewing

With over 230 craft breweries in Minnesota alone, there's a lot to be said about craft beer in the Midwest. How do you make sure your brewery thrives alongside your fellow breweries, not in spite of? What are the best tools you have at your disposal to ensure that you're promoting your business while celebrating the spirit of craft beer? This keynote will address how we as a craft beer community can work together to keep craft alive, not tear one another down to make our way to the top. When one of us wins, we all win.



About Alison:

Alison Wisneski wears many hats, but most of them fall under sales and marketing, including content creation, management, and strategy, along with authentic social media. She is the co-owner of Lady Justice Brewing alongside her wife, and is the owner of Alison Wisneski Strategy, LLC. In her free time, you can find her sipping a local pale ale or Negroni on a patio no matter the season (a true Wisconsinite to the core), preferably surrounded by dogs.

Code of Conduct:

The MNCBG will not tolerate harassment, violence, or discrimination of any kind at industry events; all attendees were required to agree to follow our Code of Conduct at the MN Brewers Conference. To review the full CoC, or to report a violation that you witness or experience, please use the QR code on this program.



Lost & Found, First Aid, & Safety:

If you have questions about first aid, lost and found, or other conference topics, please visit the MNCBG Booth located at the top of the Grand Staircase or the Hotel Front Desk. A map with the booth labeled on page 4 is available. In the event of an emergency, please contact 911.

Upcoming Member Opportunities:

Use the code to:

- Register to Attend MN Brewers Day at the State Capitol (April 22)
- Apply for the Professional Development Scholarship
- Register to Pour at All Pints North.
- Register to Present at the State Fair.
- Register to Pour at Autumn Brew Review.

*Learn More About
Member Opportunities*



You can always find upcoming opportunities using our *Member Opportunities* Linktree in our Instagram account, or at mncraftbrew.org/FestivalPrep

Affinity Groups:

Morning Session 9:30-10:20 a.m.
Afternoon Session 3:30-4:20 p.m.

Affinity Groups are assigned to participants before the Conference based on information provided during registration. **Your assigned group can be found on your name tag.** Please visit the MNCBG booth with any questions or concerns.

Blue Heron Colony	Amarillo Allies	MN Valley Ballroom	Citra Crew
Wood Duck Pond	Bravo Brewpubs	Owl Overlook	Galaxy Gang
Eagles Nest	Brewdog Brewpubs	White Pelican Bay	Magnum Members
Hawks Ridge	Centennial Sippers	Cardinals Perch	Mosaic Meeting Mob
Mallard Point	Chinook & Company	Woodlands (1 st Floor)	Saaz Squad

About the Affinity Groups:

The Affinity Groups rely on participants to engage in an open dialogue, exchange ideas, and explore diverse perspectives on specific topics. The Guild has sorted attendees into separate groups based on similar backgrounds prior to the Conference. This networking opportunity allows attendees to build long-term relationships while sharing individual unique perspectives.

These groups were created with the needs of brewery members in mind. Sessions will move with the group's needs, allowing all staff a place to share viewpoints. Your assigned group is based on information provided during registration.

This event would not be possible without our partners, sponsors, & exhibitors.

Thank you for supporting our MN Craft Brewing Community!



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After the Conference:

The MN Brewers Cup Awards Ceremony ~ Presented by Lagersmith:



Check-in for the MN Brewers Cup Awards Ceremony, sponsored by Lagersmith, will be held on the first floor in the Riverside Reception Room starting at 6 p.m. All attendees **MUST** have purchased a separate ticket to the Awards Ceremony. Please bring your ticket and ID to the check-in area marked on your map.

Share Your Feedback for Next Year:

The Guild is always looking to improve our attendees' experience. Follow the QR code provided (or use the paper surveys provided in each room) at the end of each of your sessions. Don't forget to fill out the post-conference survey at the end of the day. Let us know your favorite take-aways, and what you would like to see added to next year's agenda.



About Your Hosts:



The Minnesota Craft Brewers Guild is a not-for-profit organization that was founded in 2000 and is made up of more than 165 Minnesota Brewery, Brewpub, and Brewery-in-planning Members and 60+ Allied Trade Members.

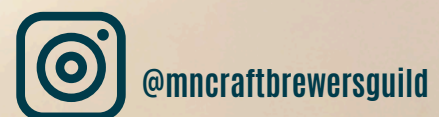
The Minnesota Craft Brewers Guild exists to promote, protect, and grow a robust Minnesota craft brewing industry by building a healthy beer culture and community that allows for independent brewers, industry stakeholders, and craft beer fans to thrive.



Master Brewers is a non-profit 501(c)(3) professional, scientific organization dedicated to advance, support, and encourage scientific research into brewing beverages and related industries and to make that research available to the public through conferences, discussion groups, journals, publications and seminars.

Share Your Experience On Social Media!

Loving the Conference? Share photos of your day and tag the Guild. Don't forget to use **#MNBrewersConference** with any photos or statuses shared on Facebook or Instagram. We love to follow your journey throughout the day!





Tracks:



Brewing Techniques & Innovations



Community & Culture



Marketing & Branding



Looking to the Future



Business & Operations

Conference Schedule of Events:

MN Valley Foyer

8:00 – 9:00: Conference Check-in, Breakfast, and Exhibitor Hall

MN Valley Ballroom

9:00 – 9:30: Welcome & Conference Open from the MNCBG and MBAA

Affinity Groups: Morning Session 9:30-10:20 a.m.; Afternoon Session 3:30 p.m.-4:20 p.m.
Please see page 7 of the Conference Guide for room designations.

10:30 EDU SESSION BLOCK:

Cardinals Perch

● Creating an Inclusive Environment for LGBTQIA2S+ People in Rural Minnesota

Liz Heimer, Co-Owner, Intuition Brewing; Micah Larson, Co-Owner & Brewer, Intuition Brewing; Libby Wirth, Intuition Brewing

Wood Duck Pond

◆ Is the Brewpub Model Right For You?

Matt Asay, Founder & Head Brewer, Forgotten Star Brewing Company; Randy Clay, Head Brewer, Lakeville Brewing Company & Inver Grove Brewing Company; Sean Ryan, Senior Project Manager, Compliance & Licensing Director, Saint Paul Brewing Company, Voliere Spirits Company, Can Can Wonderland; Zack Ward, Founder & COO, OMNI Brewery and Taproom

White Pelican Bay

◆ Simple and Effective Brewery Flavor Training for Your Entire Staff

Lindsay Barr, CSO & Founding Partner, Draughtlab

Hawks Ridge

▲ Steering the Barge: Breeding Hops in an Ever-Changing World

Nicholi Pitra, Technical Director of Plant Sciences, Hopsteiner

MN Valley Ballroom

■ Where's the Profit? How to Actually Make Money Selling Your Beer in 2025

Derek Smith, Brewery Consulting Manager, Small Batch Standard

11:30 SESSION BLOCK 2:

Woodlands (1st Floor)

◆ Kittens, Skateboards, & Hot Dogs: A Guide to Unique Taproom Events

Joey Steinbach, Marketing Manager, Insight Brewing Company

Wood Duck Pond

● MN Beer Law: Past, Present, Future

Panel by Members of the MNCBG Legislative Committee: Jim Diley, Fulton Beer; Mike Corneille, Pryes Brewing Company; Jeremy Mathison, Broken Clock Brewing Cooperative



White Pelican Bay

▲ **Small Breweries, Small Maltsters: Perspectives on Craft Malting**

Niko Tonks, Head Brewer, Little Thistle Brewing Co.; Chris Schooley, Founder, Troubadour Maltings; Curtis Davenport, Co-Founder, Admiral Maltings; Andrea Stanley, Co-Owner, Valley Malt

Cardinals Perch

◆ **Succession Planning for Breweries**

Chris Wittich, Partner, Boyum Barendscheer; Nick Swedberg, Partner, Boyum Barendscheer

Hawks Ridge

■ **Unmasking the Boogymen: A Conversation about Safety Culture and OSHA**

Ann Fahy-Gust, Co-Owner and Master Brewer, South x SouthEast Brewing Company; Jeff Zierdt, Co-Founder and President, Lupulin Brewing Company; Tom Berg, Chief Brewing Officer, Falling Knife Brewing Company; Ryan Nosan, Director, MNOSHA Workplace Safety Consultation

MN Valley Foyer

12:30-1:00: Exhibitor Hall

MN Valley Ballroom

1:00-2:30: Raffle Prize, Lunch, & Keynote Address,
Alison Wisneski, Director of Marketing and Sales, Lady Justice Brewing

2:30 SESSION BLOCK 3:

Cardinals Perch

■ **HR for Breweries and Brewpubs**

Gary Nicholas, Founder, Nicholas Brewing Projects

Wood Duck Pond

◆ **Brewing a Buzz Online: How Social Media Can Be Your Best Marketing Friend**

Josh Leddy, Owner, Back Channel Brewing; Danielle Pallas, Social Media/Marketing, 56 Brewing; Quinton Lee, Social Media and Event Coordinator, Broken Clock Brewing Cooperative

White Pelican Bay

◆ **Minnesota Consumer Motivations: What They Want and Bringing Them Back**

Michael Varda, Founder, Craft Beer Advisory Services

Woodlands (1st Floor)

▲ **Setting up Successful Fermentations – Yeast Attenuation and Wort Fermentability**

Lance Shaner, Head of Chicago Plant Operations, Omega Yeast

Hawks Ridge

● **Sobriety: Non-drinkers as Customers and Staff**

Lily Altemose, General Manager, Forgotten Star Brewing Company; Erica Sorenson, Head Brewer, Wandering Leaf Brewing Company; Whitney Nelson, Founder, Ostrichized Brewing, and Community Relations Manager, MARCO (MN Alliance of Recovery Community Organizations); Ryan Good, Influencer, @MNNABeer, Friend of Bill W.

3:30-4:30 Affinity Group Afternoon Session

4:30-5:30 Cheers & Beers Happy Hour

5:30 Conference Conclusion



Scan for the full schedule with session descriptions and presenter bios. Also at mncraftbrew.org/conference or by visiting linktr.ee/mnbcgfests.

Sessions & Presenters

10:30 a.m. EDU Session Block 1

Creating an Inclusive Environment for LGBTQIA2S+ People in Rural Minnesota

Presented by:

Liz Heimer, Co-Owner, Intuition Brewing

Micah Larson, Co-Owner & Brewer, Intuition Brewing

Libby Wirth, Intuition Brewing

This presentation will take a deep dive into rural, conservative Minnesota and how to take steps to foster an inclusive environment for the LGBTQIA2S+ community when support has been absent. Presenters will share about the partnerships created and steps taken to jumpstart Pride, which had a 15 year hiatus in the Willmar Lakes area, along with a monthly LGBTQIA2S+ night at the brewery. The discussion will have broader applications on building a supportive and inclusive environment for staff, customers, and community members.

Selected by the MNCBG DEI Committee.



About the Presenters:

Liz Heimer (she/her) is the Co-Owner and Marketer of Intuition Brewing in Willmar, MN established in December of 2023. She is one of the leading facilitators of the newly created Pride planning committee in Willmar and a co-founder of the newly started annual Willmar Pride.



Micah Larson (he/him) is the Co-Owner and Brewer at Intuition Brewing in Willmar, MN. Micah is a former brewer and cellarman from August Schell Brewing Co. and long-time home brewer. Micah has been a key advocate in supporting and creating an inclusive environment at Intuition Brewing.



Libby Wirth (they/them) is a rural MN pharmacist and was a key catalyst of starting Willmar Pride in 2024. They enjoy making art, getting into nature, and drinking craft brews.

10:30 a.m. EDU Session Block 1

Is the Brewpub Model Right For You?

Presented by:

Matt Asay, Founder & Head Brewer, Forgotten Star Brewing Company;

Randy Clay, Head Brewer, Lakeville Brewing Company & Inver Grove Brewing Company;

Sean Ryan, Senior Project Manager, Compliance & Licensing Director, Saint Paul Brewing Company, Voliere Spirits Company, Can Can Wonderland;

Zack Ward, Founder & COO, OMNI Brewery and Taproom

Considering a shift between a taproom and brewpub model? In this session, four industry leaders—each with firsthand experience with the different models or navigating this transition—will share the key advantages and challenges of the brewpub model. From operational changes to financial implications, they'll break down what to expect and what to watch out for. Attendees will leave with a deeper understanding of the crucial factors that impact success, helping them make informed decisions for their own businesses.

3 Key Takeaways:

1. Pros and Cons of the Model
2. Basics of Licensing and Costs
3. Hospitality, Customer, and Culture Differences



About the Presenters:

Matt Asay is the founder and head brewer of Forgotten Star Brewing Company in Fridley, Minnesota. He is a nationally award-winning brewer and certified cicerone who brings over 15 years of craft beer and hospitality expertise to every pour.



Randy Clay began his brewing career in 2017 as Head Brewer, co-owner, and co-founder of Imminent Brewing in Northfield, MN. In 2019, he became Head Brewer at Lakeville Brewing Company and helped open Inver Grove Brewing Company. He now oversees brewing operations at both brewpubs, which are under the same ownership.



Sean has been involved in the hospitality industry for 25 years, starting with bartending and serving while attending design school at the U of M. He has worked on the management, design, construction, and operations of numerous hospitality concepts in the Twin Cities. Since 2021, Sean has brought his talents to Eclectic Creative Collective, overseeing projects such as Saint Paul Brewing, Can Can Wonderland, Martha's Gardens Floral Studio, and Wonder Fab, with many more fun concepts in the pipeline.



Zack Ward co-founded OMNI Brewing Company in 2015. OMNI has undergone nearly continuous transitions in business models over the past decade. Moving into distribution and canning in the early years, navigating Covid-19, opening a winery and taproom in 2022, starting two pizza trailers in 2023, stopping distribution and launching coffee/café service in 2024, and more changes coming in 2025. He brings an owner/operations/brewer perspective to this panel and is looking forward to a great discussion.

10:30 a.m. EDU Session Block 1

Simple and Effective Brewery Flavor Training for Your Entire Staff

Presented by: Lindsay Barr, CSO & Founding Partner, Draughtlab

Anyone who's tried to decode tasting feedback knows how difficult it can be to make sense of it. What does it mean when a customer doesn't like "sticky" beers, or when a stakeholder thinks the new product is too "sharp"? After over a decade of contemplating this challenge, we've developed a new—and truly effective—approach to solving it. Having a shared flavor language clarifies sensory insights, marketing messaging, and sales strategies, which ultimately leads to increased sales! And the good news is that achieving this clarity doesn't have to be difficult or resource-intensive.



In this session, we will reveal new, engaging, and hands-on methods that empower your staff to become fluent in the language of YOUR products. You'll learn how these techniques elevate your brewery's customer experience and help align marketing, sales, and sensory efforts—all without the need for a dedicated administrator. If you're a small brewery struggling to get on the same page, this session will show you how the right training approach can make everything else fall into place.

Selected by the MNCBG Education Committee.

3 Key Takeaways:

1. Develop a shared language: Participants will learn how to establish a consistent, shared vocabulary for discussing and evaluating beer flavors across all departments.
2. Enhance communication and collaboration: Participants will gain practical techniques to improve collaboration between sensory, marketing, and sales teams to better understand customer reactions and market trends.
3. Implement hands-on, practical training: Attendees will explore hands-on methods that can be easily integrated into daily operations to foster a deeper understanding of beer flavors and boost team alignment.

About the Presenter:

Lindsay is the Founding Partner and CSO of DraughtLab and Adjunct Sensory Professor for the UC Davis Master Brewers Program. She has many years of experience building sensory training programs and has worked with hundreds of food and beverage companies to implement their own. With DraughtLab, she has published multiple industry-standard lexicons like the Beer Flavor Map and has made sensory science accessible for companies of all sizes. She believes flavor is the most important factor in determining food and beverage quality and has set her sights on continuing to develop tools focused on helping businesses use their senses to inform everyday production decisions.

10:30 a.m. EDU Session Block 1

Steering the Barge: Breeding Hops in an Ever-Changing World

Presented by: Nicholi Pitra, Technical Director of Plant Sciences, Hopsteiner

This session will address some new findings in hop genetics and how we are leveraging them to meet the ever-changing demands of the market/world/climate.

Discussion of the more interesting points of the New Apollo genome and how having a phased reference genome is allowing us to leverage markers, wild plants, climate studies, as well as aroma/taste data in hop research. This is a slow process (“the barge”), but with foresight we can navigate the waters ahead.



Selected by the MBAA.

3 Key Takeaways:

1. Hops research is so much more than you thought.
2. There are cool hops coming.
3. What Hop Breeders are addressing — its time to talk to us about what you would like.

About the Presenter:

Nicholi Pitra has built a reputation as an expert in the field of hop science. With a Master’s degree in Biotechnology from the University of Northern Iowa and a second Master’s degree in Bioinformatics from Johns Hopkins University, Nicholi has dedicated his 19-year career to exploring and sharing knowledge about hops.

In addition to his speaking engagements, Nicholi is the author of over 10 publications in various journals, which have significantly contributed to the knowledge base of in hop science. He is currently the Head Scientist of Variety Development and Bioinformatics at Hopsteiner, a leading global hop supplier.

10:30 a.m. EDU Session Block 1

Where's the Profit? How to Actually Make Money Selling Your Beer in 2025

Presented by: Derek Smith, Brewery Consulting Manager, Small Batch Standard

It isn't 2015 anymore. As the craft industry has plateaued, running a profitable brewery has become more and more challenging each year. This presentation will provide craft business owners a deep dive to understand why this is and, more importantly, the strategic changes owners need to make in order to sell the right beer, to the right consumers, at the right margins, to generate cash and finally get ahead.



Selected by the MNCBG Education Committee.

3 Key Takeaways:

1. Learn why the 2015 playbook (more beer, more equipment, more space, etc.) for successfully growing and running a profitable brewery no longer works like it used to.
2. Understand the different implications for profit, cost structure, and finance for the three main Brewery Business Units (e.g., taproom, distribution, contract).
3. Understand how to use this information to create an action plan for what needs to change in your brewery to produce profit regardless of size or revenue mix.

About the Presenter:

Derek Smith is the Brewery Consulting Manager at Small Batch Standard, the premier financial agency built to serve the craft industry. In this role, Derek works with breweries to increase profits through a better understanding of their financials. When he's not building financial analysis tools and benchmarks, Derek can be found exploring the mountains around his home in Salt Lake City or experiencing the growing beer scene in its young market.

11:30 a.m. EDU Session Block 2



Kittens, Skateboards, & Hot Dogs: A Guide to Unique Taproom Events

Presented by: Joey Steinbach, Marketing Manager, Inisght Brewing Company

A few bands, a food truck, and a couple two-tree beers doesn't guarantee a successful taproom event. In this presentation, we'll discuss how to set your event apart, how to get people into your taproom, and how to make every dollar count from the money that you spend.

Topics will include marketing, graphic design, programming, financing, success, failure, kittens, skateboards, and hot dogs. (P.S. – There may be free hot dogs.)

Selected by the MNCBG Events Committee.

3 Key Takeaways:

1. How to successfully create and execute an event program.
2. Financial insights for planning your taproom event.
3. Best practices for promoting your event.

About the Presenter:

Joey Steinbach (he/him) is a seven year industry veteran currently employed at Insight Brewing as their Marketing Manager. Coming from a background in non-profits, he's applied his skill sets in social media management, event coordination, and marketing to the world of craft brewing. His passions include canoeing, skiing, concerts, ceramics, and gaming. He's also very fond of his cat, Havi.

11:30 a.m. EDU Session Block 2

MN Beer Law: Past, Present, Future *Panel by Members of the MNCBG Legislative Committee*

Presented by: Jim Diley, Fulton Beer

Mike Corneille, Pryes Brewing Company

Jeremy Mathison, Broken Clock Brewing Cooperative

In a constantly changing industry, it is important that brewers stay up-to-date and engaged in legislative discussions that could impact their business. Though this has always been acknowledged since the early days of beer in this state, the methods and strategies have constantly changed. This session will include a brief summary of the history of Beer and Alcohol law in Minnesota by Dir. of Government and Industry Relations, Bob Galligan, a panel of Legislative Committee members speaking on how those laws have changed and shaped their business, and an open discussion/ Q&A for members to help craft a path forward.

Provided by the MNCBG Legislative Committee.



11:30 a.m. EDU Session Block 2

Small Breweries, Small Maltsters: Perspectives on Craft Malting

Presented by: Niko Tonks, Head Brewer, Little Thistle Brewing Co.

Chris Schooley, Founder, Troubadour Maltings

Curtis Davenport, Co-Founder, Admiral Maltings

Andrea Stanley, Co-Owner, Valley Malt

This panel will share perspectives on a variety of topics including innovations in barley growing and sourcing, malting using historical techniques and varieties, shortening your supply chain, and working with small brewers on creating bespoke malts to help achieve specific brewing aims.

Selected by the MBAA.

3 Key Takeaways:

1. The state of barley growing in a range of regions across the country
2. How small(er) breweries can work more directly with ingredient suppliers, to their mutual benefit
3. Perspectives on different malting processes and their potential benefits in the brewery

About the Presenters:

Niko Tonks is the Head Brewer for Little Thistle Brewing Company and Double Elbow Beer, and has a technical sales support role for Yakima Chief Hops. He started his brewing career at Live Oak Brewing in Austin, Texas in 2011 and co-founded Fair State Brewing Cooperative in Minneapolis in 2013. He lives in Southern Minnesota and enjoys a fine pilsner beer.



Christopher Schooley founded Troubadour Maltings in Fort Collins with Steve Clark in 2013 with the mission to produce unique character driven malts that inspire creativity in those who use them and to also collaborate with them on making new malts. Troubadour has been in full production since April 2015 and works with breweries, distilleries and bakers all over Colorado and throughout the country.



Curtis Davenport co-founded Admiral Maltings in Alameda, CA in 2017 and works as Head Maltster to produce locally sourced, floor malted and freshly kilned grains to brewers and distillers along the West Coast. As a maltster, Curtis enjoys the opportunity to connect brewers, distillers and drinkers to barley and the land and people who produce it. Curtis cherishes the craft malt community and has served on the Board of Directors for the Craft Maltsters Guild since 2021.



Andrea Stanley is the co-owner of Valley Malt, a woman-owned Craft Malthouse in Holyoke Massachusetts, supplying Craft Brewers, Distillers, and Bakers with locally grown malts and grain since 2009. For 15 years, Valley Malt's mission has been to 'bring the malthouse back' allowing for a regional supply chain to form and grow for over 14 years. This mission has led to the development of Northeast varieties that are providing a "taste of place" and providing Northeast Farms with a stable market to grow cover crops such as barley, wheat, rye, and oats.



11:30 a.m. EDU Session Block 2

Succession Planning for Breweries

*Presented by: Chris Wittich, Partner, Boyum Barenscheer
Nick Swedberg, Partner, Boyum Barenscheer*

We will look at the most common ways to facilitate a succession plan for a Brewery. We'll look at the different ways a brewery might sell and the things that you can do today to prepare yourself for an exit down the road. We'll talk about what a buyer is looking for in the purchase of a brewery and how you can setup your business to sell for the highest possible price.

3 Key Takeaways:

1. Most likely ways to sell a brewery
2. What buyers look for in a brewery they are acquiring
3. What steps can you take today to prepare yourself

About the Presenters:



Chris started his career with Boyum in 2007 as an intern and is now the head of the Tax Department. Known nationally as the tax tiger he helps business owners make informed decisions so they can thrive on their own terms. Chris is involved in a variety of AICPA committees and task forces revolving around technical tax and practice management topics is a frequent speaker at AICPA events.



Nick Swedberg joined Boyum in 2008 and he has become a firm leader in client service. His tax planning and preparation work along with CFO services for clients led him to play a large part in the firm's business advisory services department. Nick's main focus is in the restaurant and brewery industries where he helps businesses from start up to sale.

11:30 a.m. EDU Session Block 2

Unmasking the Boogyman: A Conversation about Safety Culture and OSHA

Presented by: Ann Fahy-Gust, Co-Owner and Master Brewer, South x SouthEast Brewing Company

Jeff Zierdt, Co-Founder and President, Lupulin Brewing Company

Ryan Nosan, Director, MNOSHA Workplace Safety Consultation

This presentation was made possible through the effort of the late Tom Berg, who pushed for an OSHA-focused session at the Conference this year, and helped develop this session. Ann, Jeff, and Ryan wished to still offer the session at the Conference, knowing how important it was to Tom.



About the Presenters:

Ann is the Co Owner and Master Brewer for South by SouthEast Minnesota Brewing Company. She have been in the brewing industry for over 40 years, and has had the opportunity to work around the world in a variety of roles for Coors, Guinness and Scottish Courage. She also has worked through her own consulting company and teach at Siebel Institute for their entry level, through Master Brewer programs, which is an honor because she is an alumnus. She's never worked a day in her life, because the brewing industry is so awesome and fun.



Jeff is the Co-Founder and President of Lupulin Brewing Company in Big Lake, MN with responsibility for the day-to-day business operations. He is a graduate of the University of Minnesota in Chemical Engineering. Prior to joining Lupulin Brewing company as a full-time employee in May, 2017, he had 32 years of broad-based manufacturing, project management, and leadership experience.



Ryan graduated from the University of MN Duluth with an undergraduate degree in community health education and a master's degree in environmental health and safety. He has spent the last 23 years working with the Department of Labor and Industry and the MNOSHA program. From 2002 to 2010 worked with MNOSHA Enforcement as a safety investigator and principal investigator. In 2010 began a supervisor position with the MNOSHA Workplace Safety Consultation unit, overseeing the MNSTAR and MNSHARP programs, and remained in that role until 2016. In 2016, he returned to the MNOSHA Enforcement group as the supervisor of the principal safety group and working with the department attorneys and the Attorney General's office on case settlement. In 2021 became the Director of the WSC program.

2:30 p.m. EDU Session Block 3

HR for Breweries and Brewpubs

Presented by: Gary Nicholas, Founder, Nicholas Brewing Projects

Selected by the MNCBG Education Committee



About the Presenter:

Gary Nicholas is the author of *Crafting Brewery Culture: A Human Resources Guide for Small Breweries* (Brewers Publications). He is also co-author of the Brewers Association publication, *Food Safety Planning for Craft Brewers*, and has delivered numerous presentations on safety, quality, and food safety issues. He serves on the Master Brewers Safety Committee and is an instructor at the annual Brewing & Malting and Packaging Technology courses.

2:30 p.m. EDU Session Block 3

Brewing a Buzz Online: How Social Media Can Be Your Best Marketing Friend

Presented by: Josh Leddy, Owner, Back Channel Brewing

Danielle Pallas, Social Media/Marketing, 56 Brewing

Quinton Lee, Social Media and Event Coordinator, Broken Clock Brewing Cooperative

Join us for a panel discussion all about how you can utilize social media to be one of your best marketing tools. They will touch on topics like social media strategy – how, when and why to use each platform; content creation – what to post and how to make your own unique content; engagement – how to interact with your audience and why that's important.

- 3 Key Takeaways:**
1. Unique content strategies that can help you build your brand.
 2. Who/What/When/Where/Why to post on your social media channels.
 3. How to create a social media marketing plan.

About the Presenters:



Josh Leddy brings out the fun when representing his brewery, Back Channel Brewing! From viral “Beerfoot” videos to packed parking lots for UVGE, Josh enjoys being able to showcase every aspect of the brewery by using social media in order to connect with customers and bring in the crowds.



Quinton is the creative mind behind Broken Clock Brewing’s social media and events, crafting engaging videos for Instagram and TikTok that highlight products, people, and good times. He also runs all taproom free events—think dog meetups, vendor markets, and live music—keeping the Co-op buzzing with energy.



Growing an organic audience for your brewery isn’t easy but **Danielle** has put in years of hard work doing just that while at 56 Brewing. Whether you find her promoting community engagement, snapping pics of cute puppies or hyping up their newest collab, Danielle loves making the brand fun and inviting for customers.

2:30 p.m. EDU Session Block 3

Minnesota Consumer Motivations: What They Want and Bringing Them Back

Presented by: Michael Varda, Founder, Craft Beer Advisory Services

In a competitive market, great beer alone is no longer enough to attract and retain customers. This session explores the motivations of Minnesota craft beer consumers, from taproom visit drivers to beer and food preferences and return-visit motivators. Insights are drawn from thousands of brewery experiences and survey research, offering actionable tactics to connect with customer segments and craft resonating messages.

Attendees will leave with a deeper understanding of their customer base and strategies to enhance the full taproom experience.

3 Key Takeaways:

1. How has the Minnesota craft beer consumer base changed from January 2023 to present?
2. What do different segments (e.g., men, women, families, social drinkers) desire in taproom experiences?
3. Which consumer types are most likely to visit your specific taproom?

About the Presenter:

Michael Varda is the Founder of Craft Beer Advisory Services, a market research and analytics firm dedicated to craft beverage companies. Craft Beer Advisory Services was born after a career in market research and brand consulting for universities and major Tech companies. His research has been used by breweries nationwide to understand their customers and differentiate from competitors within their market.



2:30 p.m. EDU Session Block 3

Setting up Successful Fermentations - Yeast Attenuation and Wort Fermentability

Presented by: Lance Shaner, Head of Chicago Plant Operations, Omega Yeast

The attenuation of a given yeast strain is a relative range because it can be heavily influenced by the wort fermentability or the composition of sugars extracted during the mash. On the hot side, we'll overview how the brewer can manipulate wort fermentability in the mash and "set up the dinner plate" for a given yeast strain. On the cold side, we'll dive into how different yeast strains can be used to consume more or less of the wort sugars and best practices to avoid attenuation problems stemming from poor yeast performance. We'll apply this baseline knowledge and tackle more advanced technical challenges such as limiting ABV in NABLABs and targeting attenuation in dry-hopped beers.



Selected by the MBAA.

3 Key Takeaways:

1. How wort fermentability impacts yeast attenuation.
2. The important factors to consider on the hot side and cold side that impact attenuation.
3. Applying these concepts to technical challenges in NABLAB recipe design and targeting attenuation in dry-hopped beers.

About the Presenter:

Lance is the Co-Founder and Head of Chicago Plant Operations at Omega Yeast Labs in Chicago, IL, operating since 2013. Lance received a Ph.D. in Microbiology and Molecular Genetics from the University of Texas – Houston. He has 11 years of laboratory experience, including 5 years of original research on the stress response of *Saccharomyces cerevisiae* (a.k.a. brewer's yeast).

2:30 p.m. EDU Session Block 3

Sobriety: Non-drinkers as Customers and Staff.

Presented by:

Lily Altemose, General Manager, Forgotten Star Brewing Company

Erica Sorenson, Head Brewer, Wandering Leaf Brewing Company

Whitney Nelson, Founder, Ostrichized Brewing, and Community Relations Manager, MARCO (MN Alliance of Recovery Community Organizations)

Ryan Good, Influencer, @MNNABeer, Friend of Bill W.

Selected by the MNCBG DEI Committee



About the Presenters:

Lily is a life-long service industry staff turned taproom general manager in 2019. Finding ways to blend the two worlds of the MN craft beer community and the sober community.



Erica is the Head Brewer at Wandering Leaf Brewing Company in Saint Paul, MN. Here to share her experiences as a sober brewer in the craft beer industry.



MARCO's Community Relations Manager, **Whitney Nelson**, has been involved in multiple projects for the LGBTQ+ and Recovery community. Recognizing that Pride is often inextricably linked with alcohol and that gay bars have long been a staple of queer gathering, she set out to provide alternatives to uplift the community. As a part of the solution, she created and organized a Sober Experiences Awesome event at Pride in 2023, and launched an alcohol-free brew called, "Ostri(chi)zed," for Pride in 2024.



Ryan Good, Instagram is MNNABEER. It began as a way to document the Minnesota Non-alcoholic Beer community and has expanded to a global hub of non-alcoholic beverage enthusiasts, also on Facebook as MnNABeer.