

April 16, 2026	
8:30 AM — 5:00 PM	<p>Sacramento Distillery Tours</p> <p>A full-day, guided exploration of some of the region's standout craft producers, including:</p> <ul style="list-style-type: none"> • Dao Distillery • Midtown Spirits • Sabbatical Distillery • UC Davis Teaching and Research Winery
9:00 AM — 4:30 PM	Exhibitor Set Up
9:00 AM — 2:00 PM	<p>Distribution Workshop</p> <p>Presenters</p> <ul style="list-style-type: none"> • David Morgan, Sugarlands Distilling Co., National Sales Director • Peter Lijewski, Enlighten Supply Chain, Founder & Former VP of Supply Chain, Breakthru Beverage Group • Chris Underwood, Young's Holdings, CEO
2:30 PM — 5:00 PM	TTB Audit Bootcamp -Presented by TTB staff, this session will focus on TTB audits.
11:00 AM — 5:00 PM	Hinterhaus Distilling
11:00 AM — 5:00 PM	St. George Spirits Tour

April 17, 2026

9:00 AM — 10:30 AM	Townhall & Welcoming Remarks
11:00 AM — 6:00 PM	Exhibit Hall Hours
11:00 AM — 11:50 AM	Strategic Fermentation: Leveraging Yeast Strain Diversity for Targeted Congener Profiles in Whisky Production <ul style="list-style-type: none"> • Denise Jones, Fermentis
12:00 PM — 12:50 PM	From Compliance to Culture: Best Practices in Distillery Safety <ul style="list-style-type: none"> • Austin Yurt, Industrial Safety and Training Services
12:00 PM — 12:50 PM	The Competitive Edge: What the Best Craft Distilleries do Differently <ul style="list-style-type: none"> • Maria Pearman, GHJ Advisors
1:00 PM — 1:50 PM	How to Make Smaller Budgets Have a Bigger Impact <ul style="list-style-type: none"> • Chris Buglisi, Misunderstood Brands
1:00 PM — 1:55 PM	Squeeze Every Drop: Building Efficiency and Profitability into Craft Distilling <ul style="list-style-type: none"> • Rox Tiburolobo, Lallemand
2:00 PM — 2:50 PM	Distilled Beverage Technology at UC Davis, including California Agave Spirits <ul style="list-style-type: none"> • Ron Runnebaum, UC Davis
3:00 PM — 3:50 PM	Beyond Bankruptcy: Practical Options for Financially Distressed Beverage Businesses <ul style="list-style-type: none"> • Ryan Malkin, Malkin Law • Thomas Mooney, Westward Whiskey • Eric Chafetz, Lowenstein Sandler
3:00 PM — 3:50 PM	Methanol Reduction in Fruit Brandies <ul style="list-style-type: none"> • Dave Smith, St. George Spirits
4:00 PM — 4:50 PM	Retailer Roundtable: The State of Craft on the Shelf <ul style="list-style-type: none"> • Taylor Cathala, Category Merchant purchasing Spirits at Whole Foods Market • Josh Gelfand, Spirits Buyer, K&L Wine Merchants
5:00 PM — 8:00 PM	Toast of California Happy Hour & Cornhole Tournament

April 18, 2026

8:00 AM — 8:50 AM	Best practices for Tasting Rooms: Driving Visits, Repeat Engagement, and On-site Retail Sales <ul style="list-style-type: none"> • Jonathan Yaffe and Bay Laughlin, AnyRoad
8:00 AM — 8:50 AM	Efficiency, Transparency, Growth: The Case for Digital Transformation in Distilling and Maturation <ul style="list-style-type: none"> • Stuart Maxwell, Proof 8
9:00 AM — 1:00 PM	Exhibit Hall Hours
9:00 AM — 9:50 AM	Find Your Why - Figuring Out What You do, and Why it Matters <ul style="list-style-type: none"> • Daniel Whittington, Whisky Marketing School
9:00 AM — 9:50 AM	Make Them Taste the Why: How narrative-driven flights anchor perception, build trust, and move bottles <ul style="list-style-type: none"> • Heather Wibbels, Bourbon Fluent
10:00 AM — 10:50 AM	How Top 50 Bars are Batching Cocktails <ul style="list-style-type: none"> • David Sanders, Course Restaurant • Justin Chard, Course Restaurant
10:00 AM — 10:50 AM	Old Whiskey the Old Way: Pre-Prohibition Distillation and Maturation Techniques <ul style="list-style-type: none"> • Matt Strickland, Iron City Distilling
10:00 AM — 10:50 AM	Rethinking Targeting Consumers: From Profile to Mindset <ul style="list-style-type: none"> • Jeremy Murrell, Morpheus Brand Consulting
11:00 AM — 11:50 AM	Cannabis at the Crossroads: Blazing a Trail for Craft Spirits <ul style="list-style-type: none"> • Dr. Gregory Canillas, Canillas-King • Reese Benton, Posh Green • Mariah Dodson, Evolution of Healing
11:00 AM — 11:50 AM	Starting Your Club: A guide to Consistent Revenue <ul style="list-style-type: none"> • Kelly Woodcock
12:00 PM — 12:50 PM	Doing Stuff with Bartlemay: Barrel Repair <ul style="list-style-type: none"> • Caitlin Bartlemay, Clear Creek Distillery

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12:00 PM — 12:50 PM	Scaling Without Overhead: How Fractional Sales Teams Can Power Craft Spirits Growth <ul style="list-style-type: none">• Rawnica Dillingham, New Riff Distilling
1:00 PM — 2:30 PM	Spirits Competition Awards Lunch
3:00 PM — 3:50 PM	Harnessing Technology to Solve Real Problems <ul style="list-style-type: none">• Susan Mooney, Spirits Consulting Group
3:00 PM — 3:50 PM	The Craft Brand's Guide to Modern Distribution Models <ul style="list-style-type: none">• Emmett Strack, Park Street
3:00 PM — 3:50 PM	Your Brand vs. More Brands: A Data-Driven Approach to SKU Strategy <ul style="list-style-type: none">• Damien Wilson, Sonoma State University
4:00 PM — 4:50 PM	DtC Shipping on the Rise: How You Can Prepare for More Sales Options <ul style="list-style-type: none">• Alex Koral, Sovos ShipCompliant
4:00 PM — 4:50 PM	No & Low Alcohol Product Development <ul style="list-style-type: none">• Christian Deakin, BevZero
7:00 PM — 11:00 PM	Grand Tasting