



2017 VIBE Agenda Schedule

MONDAY, February 27, 2017

12:00 – 5:00 Registration **GRANDE FOYER**

11:30 - 12:30 ABI Luncheon **NAUTILUS 3**

12:30 - 4:00 ABI Meeting **NAUTILUS 4 & 5.**

NEW THIS YEAR!! PRE-CONFERENCE WORKSHOPS

2:45 – 3:40 Drinking & Driving: Eliminating the Problem. Moderator: Paul Saper-Sponsiv Digital, Inc.
Panelists: Josh Deitch-Uber, Barry Givens-Monsieur, and David Kreitzer-Breath Advisor.
With innovative front of the house technology, guest safety has never been easier to ensure. Join this important discussion about using technology to avoid guests consuming too much and, if they do, get them home safely. **Target Audience: ALL To be held as part of the ABI Meeting agenda. All VIBE registrants welcome. NAUTILUS 4 & 5.**

3:45 – 4:45 Build a Beer Program That Works For Your Brand. Moderator: Patrick Kirk-Applebee's.
Panelists: Joe Abegg-MillerCoors, Chick Linski-Anheuser-Busch, Scott Hempstead-Boston Beer, Alex Prieto-Constellation Crown. To help operators define the role that beer plays in their beverage program and lay out a clear plan for their restaurants to follow, this panel will explore in depth the brewing, packaging, distribution and consumption aspects of the beer marketing process. **Target Audience: Operators. NAUTILUS 1&2**

6:30 – 9:30 CORE-Giving Back to Our Own BAY VIEW LAWN

TUESDAY, February 28, 2017

7:30 Registration GRANDE FOYER

7:30 – 8:30 Continental Breakfast PAVILION

8:30 – 5:15 CORE Silent Auction GRANDE FOYER

8:30 – 8:45 Welcome & Opening comments – Kerry Gumas-Questex & Emcee Tony Abou-Ganim-Modern Mixologist GRANDE BALLROOM

8:45 – 9:00 CORE-Joe Smith and Lauren LaViola GRANDE BALLROOM

9:00 – 10:00 Charting the Course through Demographic Change. Kenneth W. Gronbach. Come explore the common sense, but very counter-intuitive and fascinating realm of demography. Let Ken bring you into his world of counting people. Ken is a marketer who has immersed himself in nineteen years of proprietary demographic research. His understanding of worldwide demographics, fertility, migration, aging, immigration and dying have enabled him to forecast societal, political, economic, cultural and commercial phenomena with uncanny accuracy. What nations are demographically doomed? How will the workforces change? What is the future of communications? How will our children's children get their education? Will big data change marketing and branding forever? What is the fate of mass media? What countries and continents are demographically positioned to excel. **Target Audience: ALL GRANDE BALLROOM**

10:00-10:30 Networking Break GRANDE FOYER

10:30 – 11:30 VIBE Vista Awards Presented by Tony Abou-Ganim GRANDE BALLROOM

11:30 – 1:30 Lunch BAY VIEW LAWN

1:30 – 2:30 Voice of the Millennial Consumer. Donna Hood Crecca and Dave Henkes-Technomic. Millennials remain the largest generation and continue to drive the on-premise adult beverage business. During this dynamic focus group, you'll hear directly from a representative panel of this diverse consumer group. They will share what they look for in drink offerings and what influences their purchases. Topics covered will be the role of the menu and bartender in drink selection, where craft and local plays in their drink portfolio and which emerging drinks and flavors are on their radar, and how their on-premise drink occasions are changing. These consumers will provide invaluable insights to drive future drink program success. **Target Audience: ALL GRANDE BALLROOM**

2:30 – 2:45 Logistics Break GRANDE FOYER

2:45 – 3:45 Workshop Series # 1

- **The View From the Bar: What's 'On' in On Premise. Jon Collins-Nielsen CGA**

In this session, we will draw on Nielsen CGA's comprehensive data sets across market measurement, outlet openings and consumer behavior to explore the latest trends in the US on premise. This holistic approach will unlock new levels of insight into on premise market dynamics e.g. which categories and brands are growing/losing sales and what are the causal factors behind that performance? With robust numbers providing the evidence base for the session, retailers, distributors and suppliers will all gain fresh insight into on premise dynamics and the central elements of any on premise strategy. **Target Audience: Agencies, Distributors, Operators, Suppliers. GRANDE BALLROOM**

- **Tell Me What You Want, What You Really, Really Want. Moderator: Evan Goldstein-Full Circle Wine Solutions, Inc. Panelists: Robyn Albert-Olive Garden, Tylor Field-Landry's, Helen Mackey-Darden and Mary Melton PF Chang's.** How do you manage against a population who doesn't want to be managed? Millennial consumers are vehement about not being branded, rejecting the status quo on principal, and proving elusive when being marketed to traditionally. This is true of clothing, music, technology and yes, even wine. Join Evan as he moderates a panel conversation of leading operators exploring what works and doesn't, winewise, with Millennials and what eno-resonates with them while exploring wine list strategies to reap the benefits of this sizable and lucrative demographic. **Target Audience: Operators-Beverage, Suppliers-Wine. NAUTILUS 1 & 2**

- **Get Your Day Part GROOVE On-Track.** Moderator: George Barton-gBartonInnovations. Panelists: Doug Draper-HMS Host, Mac Gregory-Saint Marc USA, Melanie Pierce-Coopers Hawk Winery & Restaurant, and Todd Kronebusch-Buffalo Wild Wings. Let's explore "best in class" deliverables and hear from a panel of beverage industry experts on what it takes to continuously drive beverage revenue during key day parts, especially Happy Hour and Late Night. What are the obstacles holding some brands back, including current legal ramifications in key states? Where are millennials hanging their hats late and night and why? In addition we will explore why chef driven food in the bar movement-- a restaurant with unusually good drinks or a bar with unusually good food. Appeal of eating in your bar is personal so how can you capitalize? **Target Audience: Operators, Suppliers and Distributors. NAUTILUS 3 & 4**
- **Making Sense of Mezcal.** Jack Robertiello-Drinks Ink. Tequila's elder relative mezcal can unnerve even the seasoned drinker with its rustic tang and smoky assault. If tequila was Robert Downey, Jr., a wayward boy gone good, then mezcal was Charlie Sheen, unrepentant, unregenerate and bad to the bone. Accounting for a tiny portion of tequila's volume, agave-based mezcal is increasingly interesting to cocktail makers and spirit fans. We'll explore various types of agave used to make mezcal, how it differs from tequila, look at the traditional production methods and taste a few to reveal how, despite its reputation as a one-trick pony, mezcal offers a range of flavors. **Tasting Target Audience: Operators-Beverage, Suppliers-Spirits, Distributors NAUTILUS 5**

3:45 – 4:15 Networking Break GRANDE FOYER

4:15 – 5:15 Workshop Series # 2

- **Connecting with Hispanic Consumers to Drive Growth.** Peter Filiaci-Univision Communications, Inc. Hispanic consumers have become essential to U.S. businesses looking to succeed in 21st century. For more than a decade, Hispanics have accounted for over half of the total population growth in the U.S. Over the next ten years their continued rapid growth in the younger demographics will be in stark contrast to the aging non-Hispanic population. How can restaurant chains better connect to drive consideration, visitation and loyalty? We'll quantify the Hispanic diners' contribution to the restaurant industry; analyze the evolving beverage alcohol preferences; and, discuss how to leverage Hispanic insights to better connect with this increasingly affluent consumer. **Target Audience: Agencies, Distributors, Operators-Marketing, Suppliers. GRANDE BALLROOM**
- **The Beer Experience: Storing, Pouring and Serving the Kind of Beer that Keeps Customers Coming Back.** Moderator: Stephen Beaumont-Beaumont Drinks. Panelists: Greg Howard-Yard House, Stuart Melia-Craftworks Restaurants & Breweries, and Kip Snider-Coin Restaurant Consulting. Many bars and restaurants are now stocking unusual and extraordinary beers. Standing out from the crowd is no longer simply a matter of stocking the right mix of ales and lagers. Keeping the beer in good condition, properly pouring and presenting it to the customer, offering premium glassware and even providing bits of beery insight are part of what Stephen calls "The Beer Experience" and it's jet fuel for premium beer sales. This session will explore strategies for making your beer program rise above the rest, encouraging street-level 'buzz' and the sort of word-of-mouth promotion that advertising dollars simply cannot buy. **Target Audience: Operators-Beverages, Supplier-Beer. NAUTILUS 1 & 2**

- **CH, CH, CH, Changes. Evan Goldstein-Full Circle Wine Solutions, Inc.** The more things change, the more things change. Millennial wine drinkers are very different than preceding generations and while they may be challenging to ‘nail down’, they’re very profitable to those who can solve the Rubik’s cube. Exploring evolving palates and changing preferences, this interactive tasting session with Evan explores current Millennial tastes through a series of wines smack in the middle of their *ch, ch, changing* palate. Thought provoking, it’s the perfect ‘part 2’ to the panel session in the previous workshop group. **Tasting Target Audience: Distributors, Operators-Wine, Suppliers-Wine. NAUTILUS 5**
- **Creating Opportunities in the Hotel Segment. Moderator: Dave Henkes-Technomic. Panelists: Wes Cort-Norwegian Cruise Lines, Dan Hoffman-Marriott International, and David Morgan-Omni Hotels** Within on-premise, hotels remain one of the fastest growing areas for beverage alcohol, but suppliers face numerous hurdles in building a sustainable growth strategy in this segment. The complex nature of various service areas, differing consumer occasions, competitive options and property management structures all require suppliers to think more strategically about their sales and marketing approaches to maximize opportunities. This session will provide a brief review of recent research around consumer and supplier attitudes and behaviors and couple that with insights and real-world experiences from leading hotel F&B experts in a fast-paced panel discussion. **Target Audience: Agencies, Distributors, Operators, Suppliers. NAUTILUS 3 & 4**

5:15 – 6:00 Beverages by the Bay – Operators and Pinnacle Sponsors only **PAVILION**

6:00 – 7:30 Beverages by the Bay – Open to all **PAVILION**

7:30 Dinner on your own

WEDNESDAY, March 1, 2017

7:30 – 9:00 Registration

8:00 – 9:00 Continental Breakfast PAVILION

9:00 – 3:45 CORE Silent Auction GRANDE FOYER

9:00 – 9:10 Opening day # 2 welcome – Emcee Tony Abou-Ganim GRANDE BALLROOM

9:10 – 9:45 Supplier Awards Presented by Donna Hood Crecca-Technomic and Tony Abou-Ganim GRANDE BALLROOM

9:45 – 10:45 Annual VIBE On-premise Beverage Consumer Trend Study. Mike Ginley –Next Level Marketing. The Annual VIBE Beverage Consumer Trend Monitor is one of the VIBE Conference’s longest running sessions. The On-premise Consumer Trend Study will be packed with actionable beer, wine and spirit cocktail trends to help build better beverage programs. The study is fielded exclusively for the VIBE Beverage Conference includes questions supplied by the VIBE operators and VIBE suppliers. The questions will be fielded just prior to VIBE 2017 so the information is the most current available. The study’s 1,000+ participants are on-premise national chain beverage consumers making the results highly actionable to the conference participants across all beverage platforms. **Target Audience: ALL GRANDE BALLROOM**

10:45 – 11:15 Networking Break GRANDE FOYER

11:15 -12:15 Workshop Series # 3

- **Experience Our Bar Safari. Moderator: Donna Hood Crecca-Technomic. Panelists: Patrick McGinn-iMi, Donna Ruch-MarkeTeam, and Michelle Fossett-Patrick Henry Creative Promotions.** Which restaurants and bars are targeting Millennials with their drink programs and hitting the mark? To find out, the beverage experts at these key agencies each led a group of beverage professionals on drink safaris in key markets across the country. They'll share their experiences and "ah-ha" moments in a fast-paced session hosted by Donna.
Target Audience: ALL GRANDE BALLROOM
- **The Bar of Tomorrow. Moderator: Paul Saper-Sponsiv Digital. Panelists: Barry Givens-Monsieur, Melani Gordon-Tap Hunter, Jordan Kivelstadt-Free Flow Wines, Len Schultz-WineQuest, and Todd Schram-The Drink Exchange.** Enomatic and Coravin were yesterday's big innovations. This panel will present several technology innovators creating apps, solutions and services that will help create new ways to grow your beer, wine and cocktail programs. We will hear about technologies that manage real-time demand-based pricing, apps that drive new customers to your bar and apps that help your guests make informed decisions about where to drink and what to drink. We will also explore the emerging wine on tap category and self-service cocktail dispensing machines. This session is jam-packed with ideas and emerging technologies to define The Bar of Tomorrow. **Target Audience: ALL NAUTILUS 1 & 2**
- **Tricks Of The Trade—How Do You Execute Quality Drinks Quickly In A Volume Environment? Moderator: David Commer-Commer Beverage. Panelists: Kathy Casey-Liquid Kitchen, Rob Farrington-TGI Friday's, Michael Hanley-Tavistock Restaurants, and Brad Ward-Disney.** It can be challenging to serve on trend, sometimes complicated cocktails in a volume environment. Join our panel of experts as they share their tips and tricks for executing consistent high quality drinks in this environment. The panel will share challenges, ideas and solutions to simplifying execution while maintaining quality, consistency and speed of service for their beverage programs.**Target Audience:Operators-Beverage, Suppliers-Spirits, DistributorsNAUTILUS 3 & 4**
- **The Business and Sensory Side of India Pale Ales. Julia Herz-Brewers Association.** Join Julia for a jam packed hour that covers both the business potential of India Pale Ale (IPA) and the many faces of flavor behind the top selling craft beer style. A sensory tasting of multiple IPA's will be a part of this seminar. **TASTING Target Audience: Operators-Beer, Suppliers-Beer. NAUTILUS 5**

12:15 – 2:15 Lunch **BAY VIEW LAWN**

2:15 – 3:15 Workshop Series # 4

VIBE VISTA AWARD WINNERS!! Award Winning Programs that Stand Out in their Category!
Moderator: Stan Novack—Sammy’s Beach Bar & Grill. **Panelists-VIBE Vista Award Winners:** Andrea Benzschawel-Buffalo Wild Wings, Eric Brown-Mellow Mushroom, Gary Calliccoat-Rusty Bucket Restaurant & Tavern, Gwen Chappell-MGM Resorts International, Cory Johnson-Caesar’s Palace Las Vegas and Frank Lewis-AMC Theatres. Get a first-hand account from the winners of the VIBE Vista Awards. Learn why their program met the award criteria and had something extra to catch the eye of the Johnson & Wales faculty as the outstanding entry in each category. See how you can become a winner in 2018. You will have the ability to ask specific questions of award winners, so please come prepared with your questions.

- ✓ What is their overall retail marketing strategy and tactics?
- ✓ What are the steps required to develop a winning program?
- ✓ Who was involved in program development?
- ✓ How did they decide on timing, POP material and advertising?

Target Audience: ALL NAUTILUS 1 & 2

- **Upgrading Suppliers Ability To Properly Prepare & Present More Effectively To Operators.** **Moderator:** Tom Fox, CM Profit Group. **Panelists:** Cindy Busi-Hard Rock, Ashley Ceraolo-California Pizza Kitchen, Bill Edwards-Southern Glazer Wine & Spirits, Ed Eiswirth-Formerly Del Frisco’s Restaurant Group, and Ken Ruff-Beam Suntory. Tom will moderate a panel made up of operators & suppliers that will explore ways to improve how suppliers present their suggestions to their most important customers. CM Profit has been conducting research on this topic for over eleven years and this marquis panel will highlight the service “gaps” that exist and provide suppliers with solutions they can incorporate in order to improve beverage alcohol productivity. **Target Audience: ALL NAUTILUS 3 & 4**
- **Doing Business in the Control States.** **Moderator:** Robin Dubendorf-NABCA. **Panelists:** Sara Fasolino-Brinker, David Jackson-NABCA and Kevin Wood-William Grant & Sons. Due to brand promotions coming and going at a quicker pace and an explosion of new products, it’s become difficult to provide excellent service for the beverage supply chain to customers in Control States. This session will look at the control states history and how NABCA involvement with National Accounts and suppliers clarifies policies and procedures. Learn how NABCA can support logistics of adult beverage promotions through education and communication. NABCA staff will share how Control State data can be used to improve ROI, directly target accounts for competitive advantage, analyze pricing strategies, and verify promotion compliance at each account. **Target Audience: Operators-Beverage, Suppliers-Spirits. NAUTILUS 5**
- **Activating The Order. Jack Li-Datassential.** Taking an in-depth look at the adult beverage decision process, we will learn how consumers choose to have an adult beverage, factors that drive drinks they select, and what operators and suppliers can do to satisfy those conditions. Included will be adult beverage trends to drive the category forward, including a Datassential MenuTrends™ analysis of the hottest drink types and flavors among 250,000+ adult beverages. Also, consumer reaction to over 1,000 recently debuted adult beverages including Datassential SCORES™ analysis of what drives purchase intent. Research specifically for this VIBE session explores consumer mindset and the nuances of adult beverage decisions. **Target Audience: ALL GRANDE BALLROOM**

3:15 – 3:45 Networking Break GRANDE FOYER

3:45 –4:55 Thumbs Up or Thumbs Down. Moderator: David Commer-Commer Beverage. Panelists: Ed Eiswirth-Formerly Del Frisco’s Restaurant Group, Stuart Melia-Craftworks Restaurants and Breweries, Mary Melton-P.F. Chang’s, Chris Morgan-Landry’s, David Morgan-Omni Hotels and Resorts, and Brad Ward-Disney. This year, the panel will consist of beverage executives from multi-unit operations with expertise and hands-on experience trying and sometimes failing as they keep up with the trends. Please join David and panelists as they weigh in on their thoughts about what’s hot and what’s not in a chain environment within the beverage category. Based on feedback from last year, the panelists will elaborate on some of their thumbs up or thumbs down votes. Hear real life examples as our panelists share their thoughts and experiences on liquor, beer, wine and alcohol-free trends. **Target Audience: ALL GRANDE BALLROOM**

4:55 Closing Comments Emcee -Tony Abou-Ganim GRANDE BALLROOM

5:00 – 6:30 Closing Happy Hour PAVILION

A Special thank you to our marketing partners:
iMi, MarkeTeam and Patrick Henry Creative Promotions

The VIBE Production Team:

Laddie Weiss - Donna Bruns - Jo Kelley - David Commer - Barbara Akin - Charlie Forman - Bruce Hadley -
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