



Experience a One-of-a-kind Craft Beer Weekend

Immerse yourself in California's craft beer movement!

California Craft Brewers Association would like to invite you to attend our upcoming **Craft Beer Summit + Brewers Showcase**. This event is a unique opportunity for restaurant, retailers, and hospitality professionals from around the state to engage and network with top chefs, craft beer pioneers and industry icons. The Summit will profile the excellence of California craft beer, helping you build your business and learn about the craft beer market with unparalleled education and training sessions.

Learn first-hand from industry experts such as Ken Grossman (founder of Sierra Nevada Brewing Co.), Natalie and Vinnie Cilurzo (owners of Russian River Brewing Co), Fritz Maytag (founder of Anchor Brewing Co.) Tony McGee (founder Lagunitas Brewing Co), and many others who will be giving talks and seminars throughout this two-day event. More than 150 craft breweries, both new and old, small and large from all across the state will be attending.

"Educational Sessions" and "Tap Talks" will allow attendees to interact directly with legends of California's craft beer movement.

Topics will include:

- **The Beginning of the Craft Beer Revolution: Personal stories from Ken Grossman of Sierra Nevada Brewing Co.**
- **Food and Beer Pairings:** Dr. Bill Sysak, who is the Craft Beer Ambassador for Stone Brewing Co.
- **Different Styles, Different Tastes: How to do a beer tasting with guests**, featuring the Director of Education for Green Flash Brewing Co. Dave Adams
- **Craft Beer, "The New Top Shelf": How craft beer can increase your bottom line**
- **How to Promote Your Beer:** Regulations on beer advertising for brewers and retailers
- **Beer 101: Explores how beer is made** with Dr. Charlie Bamforth, Distinguished Professor of Malting and Brewing Sciences at the University of California, Davis

On the "Masters Demo" stage California's top brewers will work directly with award-winning chefs to pair the finest beers with food highlighting fresh and local ingredients.

For more information and to secure your industry discount, contact info@craftbeersummit.com and be sure to visit www.cacraftbeersummit.com

GET YOUR TICKETS TODAY!

EVENT: California Craft Beer Summit + Brewers Showcase

WHEN: September 11-12, 2015

WHERE Sacramento Convention Center

1400 J St. Sacramento, CA 95814

TICKETS: Receive 15% OFF any Summit Ticket option (excluding VIP package)

Promo code: **CCBAindustry15**

Purchase Discounted Tickets Here:

<https://californiacraftbeersummit.eventbrite.com/?discount=CCBAindustry15>

Interested in Purchasing **5 or more** tickets?? Contact Info@cacraftbeersummit.com to receive a **20% OFF** Group Discount code!