



CALIFORNIA CRAFT BREWERS ASSOCIATION

“Connecting & empowering the craft brewers of California through advocacy education & communication.”

The California Craft Brewers Association is a 501(c)6 non-profit trade association protecting the rights and privileges of the California craft brewing industry. The Association was formed in 1989 and is the oldest state-based craft brewers’ trade association in the country.

Craft brewers operate within a highly regulated alcohol beverage industry which has entered a new era of rapidly changing industry dynamics. The primary role of the CCBA is to monitor these issues at the State Capitol and beyond to employ our industry’s voice through direct lobbying and public outreach as needed. The CCBA acts as one coherent and powerful voice representing all craft brewers in California.

In addition to legislative work, the association offers a broad realm of services and support for the craft brewers of California. The Association has addressed many critical business and supply issues by conducting workshops around the state and regularly communicating to our members through digital and direct contact. We also hold various events and meetings that help foster communication and education among the family of craft brewers.

Please feel free to contact the CCBA offices or any of the Board of Directors if you have any questions about the CCBA. Cheers!

Board of Directors

- President: David Walker (Firestone Walker Brewing Co.)
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- Board Member: Steve Wagner (Stone Brewing Co.)

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- Tom McCormick, Executive Director
- Scott Marks, Association Manager
- Laurie Holtog, Events Coordinator
- Louise Andrews, Association Assistant

CCBA Offices

P.O.Box 807
 Sacramento CA 95812
www.californiacraftbeer.com

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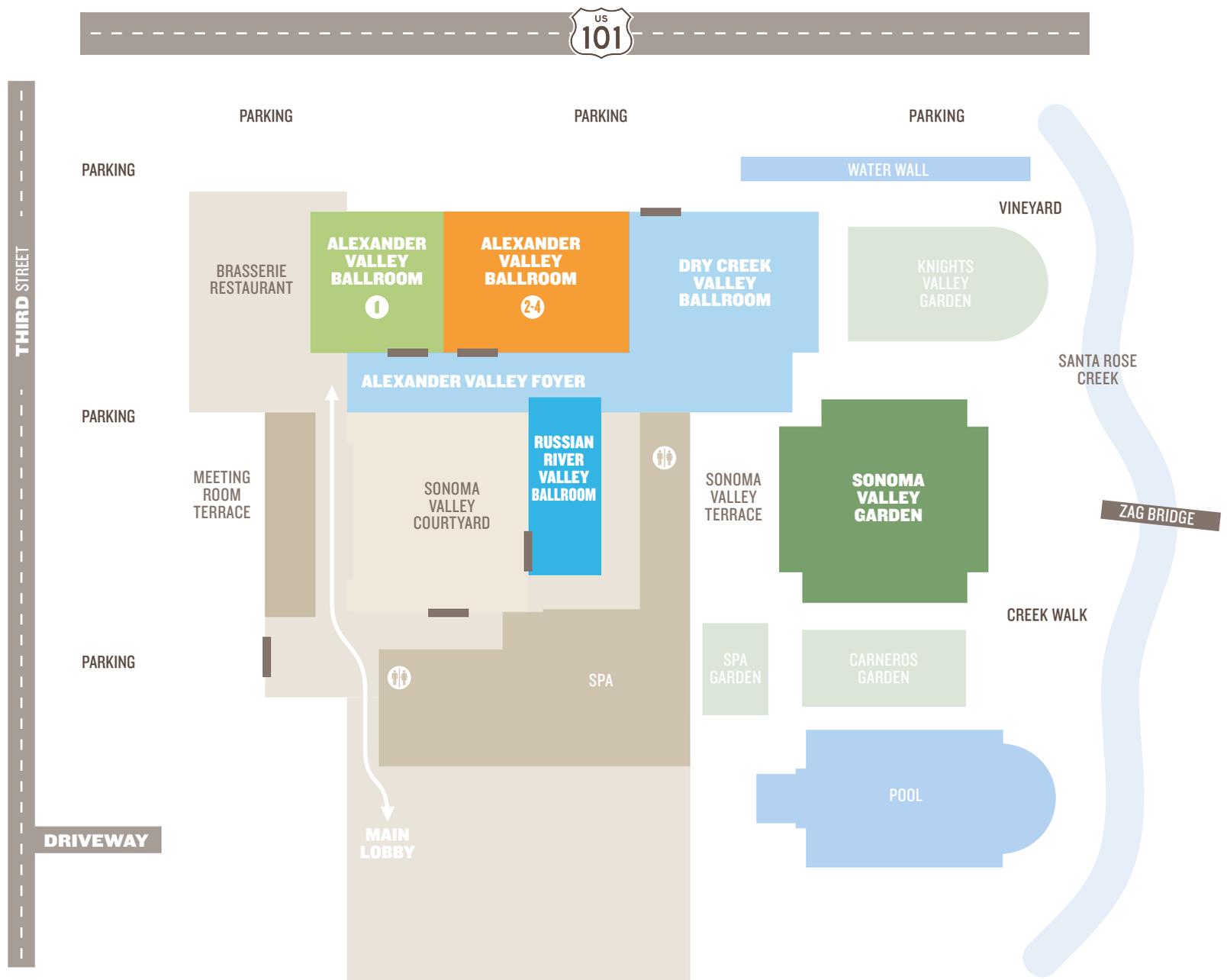


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CONFERENCE MAP



Hyatt Vineyard Creek Hotel and Spa
 170 Railroad Street
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Conference Floor Guide

- Alexander Valley Ballroom 1: Monday & Tuesday Workshop room
- Alexander Valley Ballroom 2-4: Monday & Tuesday Workshop room
- Russian River Valley Ballroom: Monday Expert-is-in Session
- Alexander Valley Foyer & Dry Creek Valley Ballroom: Exhibitor Area
- Alexander Valley Ballroom: Tuesday morning General Session
- Sonoma Valley Garden: Tuesday Lunch Reception (*weather permitting)



SPEAKERS

Lori Ajax | Chief Deputy Director, California ABC

Lori Ajax serves as the Chief Administrator and Executive Officer to the Director of the Department of Alcoholic Beverage Control. Her responsibilities include oversight over the operations and administration of the Department's 26 state offices which regulate over 86,000 alcoholic beverage licenses. Ajax joined the ABC as an Investigator in 1995. During her 20 year career with the Department, Ajax held various positions including Supervising Agent in Charge and Deputy Division Chief.

Steve Almaraz

Craft Category Director, Reyes Beverage Group

Steve Almaraz began his career in the beer industry in 1991 with one of the first California craft breweries named Shields Brewing in Ventura, CA. In 1993, he took a position as an independent sales rep for Shamrock Imports. It is here that Steve developed his love and passion for beer. Learning all sides of distribution, entrepreneurial spirit, and hard work. Shamrock was the pioneer for craft and specialty imported beer in Southern California in the early 90's. Shamrock was acquired by Wine Warehouse and Steve took a position as a regional Sales manager. In 1999, Firestone Family Estates recruited him out of Wine Warehouse to manage the wine and beer sales team. In 2001, Steve became the Vice President of Sales and Marketing for Firestone Walker Brewing Co. He has been one of the key leaders that has taken the brewery from 6,000 bbls in 1999 to over 150,000 bbls in 2013. Steve joined Reyes Beverage Group in Aug 2014 to head the craft segment as the Craft Category Director. His various roles include growing the Craft category (spirits, Craft beer, and cider) within Reyes Beverage, education, best practices, and enhancing RBG's relationship with brewer relations.

Dick Cantwell | Quality Ambassador, Brewers Association

Dick Cantwell has been a part of the Seattle brewing scene since 1990. In 1996 he co-founded Elysian Brewing Company, where he was head brewer until earlier this year, when the company sold to Anheuser-Busch Inbev. He has been active both with the Washington State Brewers Guild and the Brewers Association, on whose Board of Directors he served for several years. With Brewers Publications he has published Barley Wine (with Fal Allen) and the Brewers Association Guide to Starting Your Own Brewery. Wood and Beer: A Brewers Guide (with Peter Bouckaert) will appear in the Spring of 2016.

Honore Comfort | President, Brack Mountain Wine Co.

Honore Comfort joined Brack Mountain Wine Company as President in February, 2015. In her role, Ms. Comfort oversees marketing, brand development and business strategy for the company for this mid-sized winery based in Sebastopol, CA. Prior to her current role, Honore served as the Executive Director of the Sonoma County Vintners, a trade marketing organization for Sonoma County wineries. Under her leadership the organization launched several significant initiatives including the Conjunctive

Labeling legislation for Sonoma County. Formerly with Foster's Wine Estates Americas (now Treasury Wine Estates), Ms. Comfort has an extensive background in wine marketing, with experience marketing major wine brands to the North American market. Honore joined the wine industry in 2001 with a small, family-owned winery in Sonoma County's Dry Creek Valley.

Marco Costales | Partner, Nossaman LLP

Marco D. Costales (Stanford B.A.; Berkeley J.D./MBA) is a partner in Nossaman's Los Angeles office with over 25 years of experience with beverage alcohol law. He represents clients in all three tiers of the industry (manufacturers, distributors/wholesalers and retailers). His clients include breweries (including start-ups in San Diego and Rancho Cucamonga), beer distributors, warehouse operators, major restaurant, hotel and grocery store chains, golf course facilities and airlines carriers. He assists his clients in connection with licensure (including license transfers), and with compliance/regulatory matters (including the TTB and California ABC's "Tied-House" restrictions).

Ken Dansie | Burr Pilger Mayer

Ken Dansie is a CPA and leader in Burr Pilger Mayer's (BPM) Private Company Services Group. Ken's advisory work in the private sector includes operational and financial advice for rapid growth companies and extensive business consulting, due-diligence and investigations. Ken has served companies from a broad spectrum of industries including craft breweries and spirits companies large and small from throughout California. Through years of alcohol beverage experience, Ken has developed deep relationships with industry bankers, lawyers, distributors and other craft industry service providers. Ken is an active member of the California Craft Brewers Association and is committed to the continued growth of the industry.

Anthony Dyer | Associate Category Manager-Beer, Raley's

Anthony Dyer is the Associate Category Manager for Beer for Raley's, Bel Air, and Nob Hill Foods. He has over 15 years experience in Retail Grocery at varying levels and responsibilities. Anthony is a Cicerone Certified Beer Server, and Wine and Spirits Education Trust(WSET) Level 2 Wine and Spirits expert.

Ryan Graham

Co-founder & Brewmaster, Track 7 Brewing Co.

Mr. Graham is an owner and the Brewmaster at Track 7 Brewing Company, in Sacramento. Founded in 2011, Track 7 Brewing Company has quickly established a reputation for brewing award-winning IPAs. Mr. Graham has a master's degree in Urban and Regional Planning from UC Irvine, a master's degree from UC Riverside and a bachelor's degree from UC Riverside. Mr. Graham states he, "Earned his degrees with the intention of working in government, but decided brewing beer was more rewarding."

Roger Hanney | Consultant, Hanney & Associates

A veteran of more than 35 years in the brewing industry, Hanney began his career in the beer industry as a four-state Local Governmental Affairs representative with the United States Brewers Association in the late 1970's. He later joined the California Beer & Wine Wholesalers Association as Vice President before leaving to start his successful beer industry consulting business in 1994. His consulting firm represents and advises over 125 brewers, importers, wholesalers and retailers for regulatory trade practice compliance issues, and does extensive ABC licensing work for companies in the alcoholic beverage industry.

Mike Hess | Founder, Mike Hess Brewing Company

Mike Hess is founder, proprietor and CBO of Mike Hess Brewing. He began as a home brewer in 1995 in his Philadelphia apartment. When he moved to San Diego in 2001, he built a 10 gallon, 3-tier gravity system. Mike opened up the original Hess in 2010 to try his hand in the world of craft beer, but more importantly to prove or disprove the concept of the nano-brewery as a viable business.

Amy Lessa & Grace Horoupan Partners at Fisher & Phillips

Amy Lessa and Grace Horoupan are partners at Fisher & Phillips LLP, a national law firm representing employers exclusively in the areas of labor and employment law for over 70 years. Their practices are focused on representing employers in a variety of employment cases, including claims for harassment, discrimination, retaliation, wrongful termination, wage and hour claims, ADA and ADEA violations, unfair business practices, misappropriation of trade secrets, and class action disputes. Amy and Grace represent employers in both state and federal courts as well as before state and federal agencies, such as the Equal Employment Opportunity Commission, the California Department of Fair Employment and Housing, and the Division of Labor Standards Enforcement. They also provide preventive counseling and frequently present seminars and workshops on employment issues.

Assemblymember Marc Levine Assembly District 10, CA State Assembly

Assemblymember Marc Levine was elected in November 2012 to represent the 10th Assembly District, comprised of Marin County and Southern Sonoma County. His priorities include funding higher education & K-12 and improving the quality of public education. California's precious water supply is also a high priority. We also have to improve our transportation infrastructure. A former San Rafael City Councilmember, Levine has held leadership posts throughout his career helping to develop innovative solutions at the local, state, national and international levels. He currently chairs the Assembly Committee on Water, Parks, and Wildlife and the Select Committee on Craft Brewing and Distilling. He has been a champion for California craft brewers, authoring many bills that help to protect the rights of craft beer manufacturers.

Dave Macon
Vice President of Sales and Marketing, Firestone Walker Brewing Co.

David has had a 20 plus year career in the beverage industry with experience in hotel/restaurant management, wholesale distributor sales, beer sales management and marketing on behalf of Firestone and 14 years at New Belgium Brewing Company. This well rounded experience in all channels of beverage alcohol have left him uniquely situated to deal with the demands of today's ever changing marketplace. This is particularly important has his 15 years of craft beer experience is helping him lead his team into the next phase of the business of craft beer. David loves spending time with his wife Margarite, their two sons Arleigh and Spencer and of course the dog, Obi.

Wendy Manley | Wendel, Rosen, Black & Dean LLP

Wendy is an attorney with Wendel Rosen Black and Dean LLP where she counsels public and private clients on environmental matters, including water issues such as storm water and quality of concern to industrial facilities, construction sites and municipalities, among others. She assists clients with a range of legal challenges, including regulatory compliance issues, enforcement actions and permitting.

Dave Morrow | Specialty Brand Manager, DBI Beverage Inc.

Dave started his beer career as Assistant Brewer and Sales Manager at Sudwerk Brewery then moving on to be the owner of Morrow Distributing from 2004-2007, currently he is the Specialty Brand Manager for DBI Beverages Sacramento overseeing the Valley division.

Andrew Murray | Andrew Murray Vineyards

Andrew Murray fell in love with the emerging Rhône varieties, Syrah and Viognier, in the late 1980's while traveling through France's Rhône Valley. Leaving his UC Berkeley paleontology studies behind, he pursued an internship in Australia. Returning to the states, he earned a bachelor's degree in viticulture and enology from UC Davis' renowned wine program, then founded his eponymous Santa Ynez winery and vineyard. Andrew's focus and dedication to his craft have culminated in what Robert Parker, Jr. calls, "...one of the shining stars in the Santa Barbara firmament." This perennially youthful perfectionist has been named 'Tastemaker of the Year' by Food and Wine Magazine, as well as, 'One of the most fearsome talents in food and wine.' Still, despite myriad accolades, Andrew remains the same modest, approachable, contemplative man he was when he first embarked to Australia back in 1992. He is eternally committed to vinicultural 'Kaizen' – the unrelenting pursuit of continuous improvement.

Leia Ostermann
Account Manager, Perry Communications Group

Leia Ostermann is an Account Manager for Perry Communications Group, leading the communications efforts for the California Craft Brewers Association and a variety of other clients in the energy, water, health and nonprofit sectors. Leia has successfully worked with associations, organizations and campaigns to impact public awareness through media relations, community outreach and crisis management. For more information about Leia, visit www.perrycom.com or follow her on Twitter @LeiaOh.

Eugene Pak
Partner, Wendel Rosen Black & Dean LLP

Eugene M. Pak is a partner at the law firm Wendel, Rosen, Black & Dean LLP (Oakland, CA) where he heads the firm's craft brewery law practice. Eugene has been practicing law for over twenty years, and represents craft breweries in a wide variety of areas including trademarks, financing and formation, advertising, real estate, regulatory and litigation matters. Prior to joining Wendel, Eugene worked at large international and national law firms. Eugene is a graduate of UC-Berkeley School of Law and the University of Michigan. His Twitter account is @BeerAttorney.

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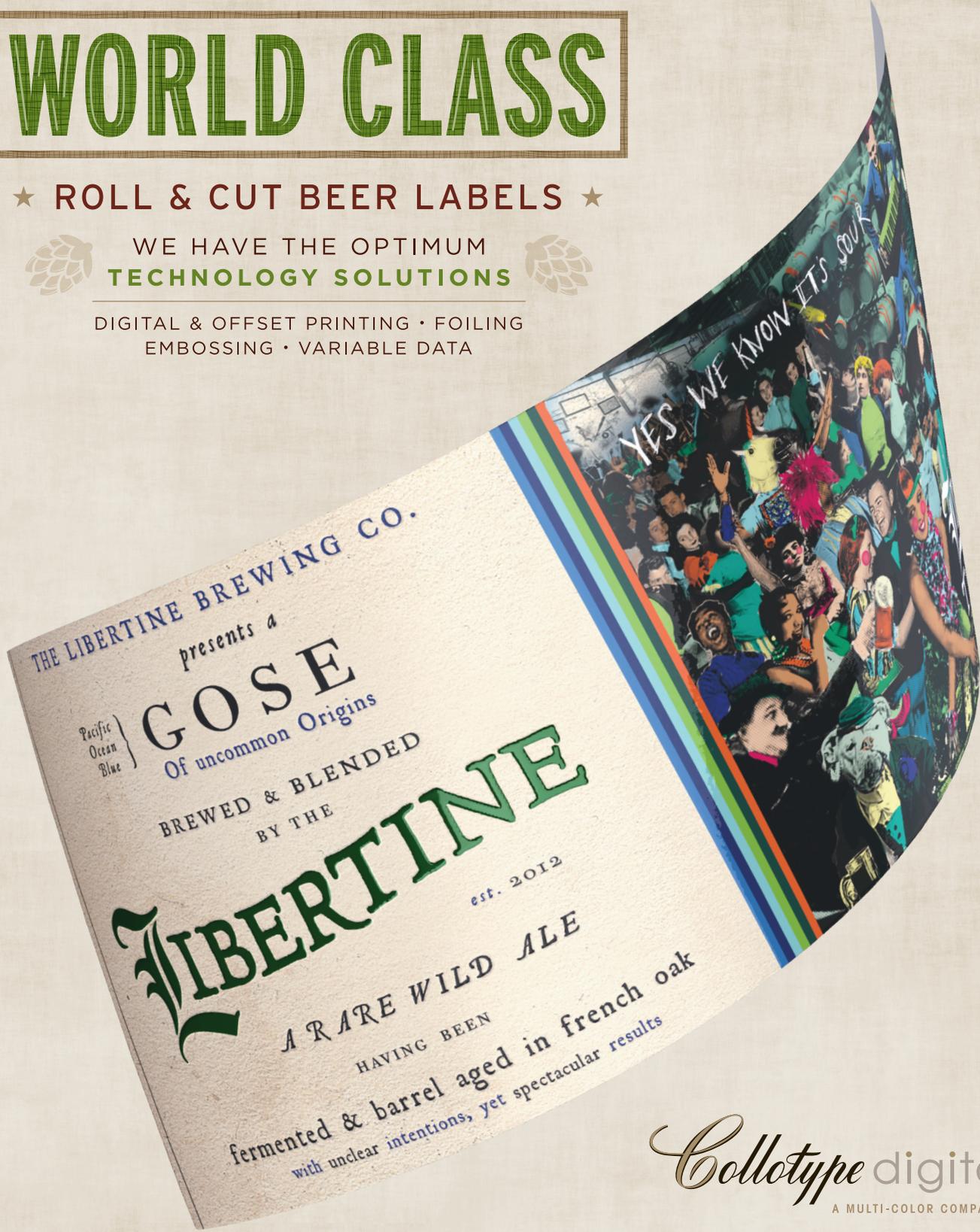
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Robert Sanger
Manager of Training Services, CA Manufacturers & Technology Association

Rob Sanger is the Director of Training Services at the California Manufacturers & Technology Association. In this role over the last ten years, his team has assisted hundreds of companies gain access to training funds from the State of California and the U.S. Department of Labor. He also is very knowledgeable about other incentive programs from the California Governor's Office of Economic Development and serves on the California Community College Vice Chancellor advisory board.

JB Shireman | Vice President, First Beverage Group

In 1995, he joined New Belgium Brewing Company as one of their first in-the-field sales reps. Over a 13-year career, he led the company's sales and marketing function, served on the Mission group, which was responsible for long-range planning, held a seat on the Board of Directors, co-founded the Tour de Fat bicycle parade and festival, and helped the brewery expand into 27 additional states via 200+ wholesalers. JB left his position at New Belgium as head of distribution strategy in 2009 to spend more time with his family. Shortly thereafter, he started Craftcentric, LLC, a consulting firm dedicated to all tiers participating in the craft space. JB developed a respectable list of clients which included many of the top crafts in today's market. In 2011, JB joined First Beverage Group as a consultant and now works full-time with the company, consulting to the craft beer industry. Together, JB and First Beverage have consulted with and advised many of today's leading crafts suppliers and distributors on topics ranging from operational efficiencies, improved wholesale and retail management, distribution network changes, and sales and marketing leadership.

Matt Stinchfield
Safety Ambassador, Brewers Association

Matt Stinchfield has been actively creating safer workplaces for over three decades, focusing on brewery safety for the last 18 years. He is a safety and loss control consultant to mid-sized and regional craft breweries and distilleries in addition to founding his own brewery in Lincoln, Nebraska in 2014. He is currently Co-Chair of the Brewers Association's Safety Subcommittee and sits on the Master Brewers Association of America's Food Safety committee. As Safety Ambassador for the BA, Matt travels nationwide educating craft brewers on ways to improve brewery safety through conscientious and affordable prevention and protection strategies.

Chris Walker
Senior Policy Advisor & CCBA Legislative Advocate, Nossaman LLP

Chris Walker has more than two decades of experience advocating on legislative and regulatory issues before the California State Legislature as well as executive branch departments and agencies. His clients include trade associations in the construction, education, food and beverage industries. Mr. Walker also has significant professional association management experience, serving as assistant executive director to two national organizations.

David Walker | Co-Owner, Firestone Walker Brewing Co.

David Walker founded Firestone Walker Brewing Company with Adam Firestone in 1996. Some years later, and after more right decisions than wrong, the brewery gained a solid foundation as one of California's leading craft brewers. His earlier career developing businesses in the world of high tech did little to prepare David for the life of a brewer. He relies on a passion for pale ales, a bias for small enterprise and his brewing peers to help him understand the daily riddle of building a brewery.

Craig Wathen | Owner, City Beer Store

Craig Wathen has over 15 years of professional experience in the CA alcohol industry including significant work within all three tiers of the distribution structure. Craig and his wife Beth are pioneers of the "beer bottle shop and tasting bar" concept. They opened City Beer Store in 2006 to a thirsty audience of beer aficionados and supportive neighbors. May 2016 will see City Beer Store celebrating 10-years of serving craft offerings to a fine community.

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SCHEDULE OF EVENTS

Monday November 16th

Registration Open | 9 am - 2 pm | Alexander Valley Foyer | Coffee Break Sponsored by Farwell Rashkis LLP

9:30 - 10:45 am

2015 CA Legislative Update

Speakers: **Tom McCormick, CCBA & Chris Walker, Nossaman LLP**

Tom & Chris will cover the new laws that were passed in the 2015 legislative cycle and give an overview of the 2016 legislative agenda. They will also discuss how the changing craft brewing industry is shifting the dynamics at the State Capitol. Also included in the discussion will be an update on Prop. 65 signage requirements and the ABI/MC merger.

Location: **Alexander Valley Ballroom 2-4**

11 am - noon

Quality Control

Speaker: **Dick Cantwell, Brewers Association Quality Ambassador**

Neither shaking an admonishing finger nor telling us all that everything's going to be all right, the Brewers Association's Quality Ambassador Dick Cantwell brings a message of urging to recognize both the quality systems you already have in place and the responsibility we all owe to our craft and community to make the best beer we possibly can.

Location: **Alexander Valley Ballroom 2-4**

Media 101 Workshop

Speaker: **Leia Ostermann, Perry Communications**

When a TV station, newspaper reporter or blogger calls, what are they looking for? Who do they want to talk to? What's the best way to maximize the story? Join CCBA's public relations agency, Perry Communications Group, to learn how to help reporters build a visual story, develop key messages to promote your brewery and become the go-to source for reporters in your region.

Location: **Alexander Valley Ballroom I**

12:15 - 2 pm

Break (Lunch on your own) | "The Expert is In" Consultations | Russian River Ballroom

Sign-up for a FREE one-on-one consultations with experts in the craft beer industry! Experts in the following industries will be available for private, 15 minute consultations - ABC Trade practice, start-up general advice, TTB, Finance, Accounting, Employment law, and more!

2 - 2:50 pm

ABC 101-Foundations

Speaker: **Eugene Pak, Wendel Rosen Black & Dean LLP**

This talk will cover the history and foundation of our current ABC regulations and how it relates to today's regulatory structure. Eugene will cover the origins of tied house laws and the reasoning and basis for the three-tier system. Sound simple? You may be surprised what you learn. This seminar is essential for new entrants to the industry and a good "tune-up" for you veterans.

Location: **Alexander Valley Ballroom 2-4**

Planning for Growth

Speakers: **Ryan Graham, Track 7 Brewing Co. & Mike Hess, Mike Hess Brewing Co.**

Moderator: **Ken Dansie, BPM**

Many craft brewers are busting at the seams but making that "next step" can be daunting. Learn from two brewers who have been through the process. They will discuss the unexpected challenges of expanding into a larger brewhouse, and about the lessons learned in expanding into a new facility.

Location: **Alexander Valley Ballroom I**

3 - 3:50 pm

Retail Panel - Push Pull

Speaker: **Craig Wathen, City Beer Store SF & Anthony Dyer- Raley's**
Moderator: **Jay Brooks, craft beer author & columnist**

Competition is heating up and there is only so much shelf space. Not only do you have to push your brand onto the retail real estate, you also have to make sure your beer pulls off the shelf. This panel of two off-premise retail buyers, one from a small independent store and the other from a chain grocery store, will cover how to make a sales presentation, most effective types of POS, what retailers are looking for in a craft brand and retailer expectations for a successful partnership.

Location: **Alexander Valley Ballroom 2-4**

CA HR Workshop

Speaker: **Amy Lessa & Grace Horoupan- Partners at Fisher & Phillips LLP**

Overtime, break-time, salary versus hourly, interns, volunteers, hiring, firing, workman's' comp, health benefits. Yikes! There's a lot to know. Every brewery has employees. This valuable workshop will cover what you need to know whether you have one or 100 employees.

Location: **Alexander Valley Ballroom I**

4 - 5:30 pm

Open Beer Bar and Trade Show | Dry Creek Valley Ballroom & Alexander Valley Foyer

6 - 8 pm

BBQ Dinner Reception | Lagunitas Brewing Co (ticketed event) | Sponsored by First Community Bank

Join us at Lagunitas Brewing Co. for a BBQ Dinner and beer garden! Dinner & Live Music! **Shuttles will be going from the Hyatt Vineyard Creek to Lagunitas every 20 min starting at 5:30 - 6:15 pm, then from Lagunitas back to the Hyatt beginning at 7:30 - 8:15pm**

Tuesday November 17th

Registration Open | 9 am - 2 pm | Alexander Valley Foyer

9:30 - 10:45 am

General Session | Alexander Valley Ballroom

9:30 - 10 am | **Association Update | Board Introductions**

10 - 10:45 am | **Keynote Panel - What Can We Learn from the Wine Industry**

Moderator: **David Walker, Firestone Walker Brewing Co.**

Panelists: **Honore Comfort, Brack Mountain Wine Co. & Andrew Murray, Andrew Murray Vineyards**

The high-end wine industry is many years ahead of the craft beer industry. At one time, the boutique wine industry looked strikingly similar to our craft beer industry today. But the wine folks have gone through a transformation of mergers and acquisitions, brand proliferation and SKU saturation. Sound familiar? What can we learn from those who have been there? Hear the wisdom and insight from three wine industry veterans.

10:45 - 11 am

Coffee Break | Sponsored by City of Rohnert Park - Economic Development Division

11 am - noon

General Session continued

11 - 11:15 am | **Assemblymember Marc Levine**

11:15 - noon | **Lori Ajax, Department of Alcohol Beverage Control**

Lori Ajax, deputy director of the California Alcoholic Beverage Control will give us an inside view of the ABC and the challenges of working with the fast growing craft brewing industry.

noon - 1:30 pm

Lunch Reception | Sonoma Valley Garden | Sponsored by Burr Pilger Mayer (BPM)

1:30 - 2:20 pm

Future Industry Trends

Speaker: **JB Shireman, First Beverage Group**

"The times they are a-changin'..." Yes they are. And there is more to come. It has been a whirlwind of deals and changes in the beer industry this year at all levels. The world's largest brewer now owns a craft brewery, multiple wholesalers and retailers right here in California. What does it all mean? This compelling talk will delve into what further deals may be coming down the road and the implications this changing landscape may have on the craft beer industry.

Location: **Alexander Valley Ballroom 2-4**

Distribution 101

Speakers: **David Macon, Firestone Walker Brewing Co. & Marco Costales, Nossaman LLP**

Take the beginners course on setting up a distribution network. Marco will cover the "must-know" tips on writing a wholesaler contract and David will discuss how to choose the best wholesaler for your brand and navigating the complex puzzle of setting up a distribution network.

Location: **Alexander Valley Ballroom I**

2:30 - 3:20 pm

ABC Workshop Navigating New Laws in 2016

Speakers: **Roger Hanney, Hanney & Associates & Tom McCormick, CCBA**

There were many changes to ABC regulations that were passed during the 2015 legislative session including the new brand registration process, changes to how social media can be used, temporary expansion of a brewers licensed premise for special events and much more. These changes to the law will be essential for all brewers to know and understand. This workshop will cover all of the new laws that take effect on Jan. 1st.

Location: **Alexander Valley Ballroom 2-4**

CA Regulations and Opportunities

Speakers: **Wendy Manley-Wendel, Rosen, Black & Dean and Robert Sanger, California Manufacturers & Technology Association**

The state of California can seem unfriendly to business with its Storm Water permit and Cal OSHA regulations. However, California also offers the Employment Training Panel and GoBiz programs that can help to expand businesses in California. Come hear updates on these regulations and opportunities.

Location: **Alexander Valley Ballroom I**

3:30 - 4:20 pm

Wholesaler Panel

Speakers: **Steve Almaraz, Reyes Beverage Group & Dave Morrow, DBI Beverage**

Moderator: **Tom Dalldorf, Celebrator Beer News**

Learn from two veteran distributor managers how to cut through the clutter and gain that all-important "mind share" from your distributor. Learn from the source how to work with your wholesaler, what tools are needed, how to manage expectations and how your distributor relationship can be a win-win.

Location: **Alexander Valley Ballroom 2-4**

Safety Resources for Brewers

Speaker: **Matt Stinchfield, Brewers Association Safety Ambassador**

Matt makes safety exciting and fun with a rundown of some common-place safety concerns for brewers, including special considerations for California brewers. Learn about new safety resources being offered by the BA for craft brewers.

Location: **Alexander Valley Ballroom I**

4:30 - 6 pm

Closing Beer Reception | Dry Creek Valley Ballroom & Alexander Valley Foyer

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A CALIFORNIA CRAFT BREWERS ASSOCIATION FUNDRAISING EVENT

Celebrator Beer News Anniversary Party

JANUARY 30 • 2016



WHEN: Saturday January 30, 4 - 8 pm

WHERE: Trumer Brauerei,
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More than 30 Breweries pouring their favorite beer as we close out the 2016 SF Beer Week!

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CCBA Members will receive a discount on tickets.



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 130 W Vine St. Redlands, CA 92373
 23 Corporate Plaza Ste. 150 Newport Beach CA (888) 272-2293
www.beallbreweryinsurance.com

Beall Brewery Insurance is a craft brewery insurance program with clients throughout the United States. The experienced and knowledgeable professionals at Beall Brewery Insurance will customize a craft brewery insurance package that meets your budget and covers your brewery so that you can feel confident about the future and focus on what you do best: brewing great craft beer.

Best Label Company, Inc
 2900 Faber Street, Union City, CA 94587
 510-489-5400
www.bestlabel.com

Best Label has the capabilities to produce a wide array of pressure and non pressure-sensitive products including the following: Bottle & Packaging Labels, Stickers, Keg Collars, Keg Tape, Growler Labels, Growler Hang Tags, Crowler Labels, Bottle Hang Tags, Shelf Talkers, Tap Handle Labels, Can Labels, Thermal Transfer, Coupons...and more.

Bidwell Insurance Program
 500 Wall Street, Chico CA 95928
 (530) 894-1096
www.bidwellinsurance.com

Bidwell Insurance Agency, Inc. is dedicated to helping small to medium-sized artisanal craft breweries collaborate to command a stronger voice with their insurance purchases, as well as help them navigate the sometimes murky and dark waters of insurance."

Bottleprint
 2985 Dutton Ave. #2, Santa Rosa, CA 95407
 707-536-1630
www.bottleprint.com

Bottleprint has printed millions of bottles since 1992. Bottle printing enables your package to be distinctive and thus will add value to your brand, due to its inherent ability to allow for greater design flexibility, an intense color hit and tactile feel to your bottles. Bottleprint will enable your brand to stand out in the increasingly crowded retail environment. Environmentally, we are a 100% wind powered company and have always used organic inks.

brewVUE
 418 B Street Ste 100, Santa Rosa, CA 95401
 707-360-1472
www.brewvue.io

brewVUE is the first ever premium digital directory for the craft beer industry. We have developed a cutting edge process that allows visitors of our web platform the experience of "touring" the home of their favorite beers.

Burr Pilger Mayer (BPM)
 110 Stony Point Road, Suite 210, Santa Rosa, CA 95401
 (415) 421-5757
www.bpmcpa.com

Burr Pilger Mayer (BPM), accountants and consultants, has been serving the California craft brewers community for the past 28 years. With six offices located throughout the Greater Bay Area – we deliver the resources, expertise and know-how of a Big 4 accounting firm with the responsiveness and accessibility of a local firm. We provide a full-service offering of accounting, tax and consulting services including financial modeling, forecasting, bank loan negotiation and capital structure advisory services. Over our many years in the craft beer community, BPM has developed deep relationships with industry bankers, lawyers, distributors and other service providers.

Calpacific Equipment Company
 865 Marina Bay Parkway #40, Richmond CA 9804
 510-215-8190
www.calpacificsteam.com

Calpacific Equipment Company is a manufacturer's representative of steam, hydronic, air and process control equipment. We represent premier companies in their markets including Armstrong International, Miura Boilers, Gems Sensors and Controls, Armstrong Fluid Handling and Thrush. Whether you're looking for boilers, valves, heat exchangers, pumps, condensate return, heating and cooling coils, or wash down equipment we can help. Contact us if you're having issues with your system for a complimentary review.

Cask Brewing Systems Inc.
 Bay 60, 5100-64 Ave SE, Calgary, AB T2C4V3
 1-403-680-6398
www.cask.com

Cask Brewing Systems invented micro-canning. We supply a range of affordable, compact, high-performance canning systems to small scale breweries and packagers worldwide. Cask has installed over 400 canning lines in 34 countries. We are the official supplier of Ball Corporation for the supply of printed aluminum cans to our customers.

City of Rohnert Park – Economic Development Division
 130 Avram Ave., Rohnert Park, CA 94928
 707-588-2242
www.ci.rohnert-park.ca.us

Water and sewer capacity, 10,000 college students and the most business-friendly City around - what more could a brewery want? Rohnert Park has a vacancy on the Highway 101 Brewery Corridor, and is looking for a quality new or established brewery to locate in our booming City. We have numerous promising sites to suggest, and invite you to contact us to explore the possibilities. Cheers!

Club For Craft Beer
 17169 Oscar Dr, Grass Valley CA 95949
 877-770-BEER (2337)
www.clubforcraftbeer.com

Legally sell all of your beers direct-to-consumers in California through the Club for Craft Beer website. Customers get unrivaled choice, convenience and freshness. Brewers expand your markets, sales and profits with low effort and cost. Double your profit or more.

May-Faircloth-Martin Group Merrill Lynch-Bank of America



Our group at Merrill Lynch Bank of America works with craft breweries and related businesses in the beverage industry. Our team goal is to become a resource to companies making up this dynamic industry. We accomplish this through the following: working with the industry leaders; respecting and appreciating the trade; understanding the craftsmanship and products delivered to the marketplace; and developing an understanding of the unique set of needs of those in the industry.



Merrill Lynch
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Merrill Lynch-Bank of America is committed to helping you address your personal and professional financial needs with a broad array of capabilities. Feel free to reach out to the May-Faircloth-Martin Group to see how you might benefit from their services.

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Collotype Labels

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(707) 603-1656
www.collotypedigitallabels.com

Collotype Labels, a Multi-Color Company brand, is the world's largest provider of wine and spirit labels and the most awarded label printing company over the last seven years. Collotype Labels is also a leading provider of beer and food labels. From large corporate brands to niche and craft products, we provide our clients with passion and world class expertise. Processes include Offset and Digital printing, embossing, and foiling on glue and pressure-sensitive labels.

Dex-O-Tex by Crossfield Products Corp.

3000 E. Harcourt Street, Rancho Dominguez, CA 90221
310-886-9100
www.dex-o-tex.com

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Diablo Valley Packaging

2373 North Watney Way, Fairfield, CA 94533
707-580-1967
www.dvpackaging.com

Diablo Valley Packaging is a family owned service oriented company providing the Craft Beer industry with another bottle sourcing option with complete packaging solutions. Top quality glass matched with superior service at a competitive price is our promise to every customer regardless of size.

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9460 Telstar Ave. Suite 2, El Monte, CA 91731
1-855-2-CANOPEY
www.Eurmax.com

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Farwell Rashkis LLP

18 Park Avenue, Los Gatos, CA 95030
(408) 399-0505
www.farwellrashkis.com

Farwell Rashkis, LLP provides legal services to craft beverage manufacturers located or doing business in California. We assist clients with issues such as startup, licensing, labeling and advertising, distribution agreements, business contracts, changes in business ownership, expansion, brand protection, and leasing. We also represent clients in litigation. Please visit www.farwellrashkis.com to learn more.

First Community Bank

3017 Douglas Blvd., STE 200, Roseville, CA 95661
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www.fcbconnect.com

A leading small business lender, is ready to assist craft beverage business owners wishing to refinance, and/or expand their operations. Our Small Business Loan Specialists can help you obtain loans up to \$10 million. Our small business loans are fully amortized, with minimal prepayment terms, reasonable fees and low rates.

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www.laborlawyers.com

Fisher & Phillips LLP is a national law firm representing employers exclusively in the areas of labor and employment law for over 70 years. We are committed to providing efficient and practical solutions to today's labor and employment problems. We are one of the largest labor and employment law firms in California with more than 50 attorneys in four offices: Irvine, Los Angeles, San Diego and San Francisco. Our lawyers have extensive trial experience, are well-versed in the unique features of California law as well as those of craft breweries, and have extensive experience designing alternative dispute resolution methods that can keep employers out of California courts.

George Petersen Insurance Agency

175 W. College Ave
Santa Rosa, CA 95401
707-525-4150
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With offices located throughout California, George Petersen Insurance Agency has a long tradition of insuring some of the most recognizable and respected breweries in the country. Our unique proximity to this industry allows for a perspective that seldom can be matched. Whether addressing the needs of beer contamination & spoilage or utility services, our craft brewers program creates solutions for your business that are designed to fit every need.

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www.glassandgrowlers.com

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415-828-3087
www.hopsmeister.com

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www.labeltronix.com

Labeltronix is California's premier label printer for craft breweries, spirits, and wineries. The Anaheim-based company delivers on the promise of quality and reliability in every custom solution it creates. Customers large and small appreciate the company's unique and proprietary materials, their expertise, the capabilities of digital and flexo, and the custom embellishments that add personality to any brand. Labeltronix' digital printing capabilities allow us to print variable data for "limited edition" brews and to make special seasonal or private labeled products. Our craft is making great looking labels!

Lallemand Brewing

6120 W. Douglas Ave, Milwaukee, WI 53218
847 830 8112
www.lallemandyeast.com

Lallemand Inc. is a privately held Canadian company, founded at the end of the 19th century, specializing in the development, production, and marketing of yeasts and bacteria. The company is divided into two major groups: Yeast Group (based in Montreal, Canada) and Specialties Group (based in Toulouse, France). Administrative offices for the parent company are in Montreal, Canada. Lallemand's presence in the brewing industry dates from the early 1970s when the company started producing dried pure culture brewing yeasts for beer kit manufacturers in Canada. In subsequent years, this activity was expanded to the production of other specific ale and lager beer yeasts for different clients in the North America, South America, Europe and Australasia.

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402-436-2595
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707 575-8654
www.mathesonbeer.com

Matheson has served the California craft beer industry for over 20 years. We offer specialized products and applications from knowledgeable representatives focused on food grade gases, industrial gases, propane, dispensing & gas handling equipment, sanitary fittings & valves, sanitary tools, hoses, cleaning & sanitizing products, welding equipment, safety supplies and custom stainless steel fabrication.

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801 10th Street, Modesto, CA 95354
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Muntons Malted Ingredients, Inc.

8445 154th Ave NE, Building H, Redmond WA 98052
425.558.9991
www.muntons-inc.com

Muntons are UK-based manufacturers and suppliers of malt, malted ingredients and homebrewing kits to the world market.

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Wendel, Rosen, Black & Dean LLP

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Wendel Rosen provides a full array of legal services to California's craft brewers, including trademark and intellectual property, licensing, employment, business contracts, entity formation, mergers and acquisitions, real estate, environmental, litigation, insurance, regulatory compliance and many other types of matters.

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