

SCHEDULE AT A GLANCE



CA CRAFT BEER SUMMIT

Refining the Craft

IRVINE, CA ☼
NOV. 9-11, 2026

SCHEDULE AT A GLANCE

(Subject To Change)

MONDAY, NOVEMBER 9, 2026

- | | |
|--------------------|---|
| 10:00 AM – 5:00 PM | Exhibitor Move-In |
| 10:00 AM – 6:00 PM | Registration Open |
| 5:30 PM – 8:00 PM | SUMMIT WELCOME RECEPTION
Hangar 24 Craft Brewing
17877 Von Karman Ave Unit 110, Irvine, CA 92614 |
| 8:00 PM – 11:00 PM | Official Off-Site Events |

TUESDAY, NOVEMBER 10, 2026

- | | |
|--------------------|-----------------------|
| 7:30 AM - 4:00 PM | Registration Open |
| 8:00 AM - 9:00 AM | Breakfast in Pavilion |
| 9:00 AM - 10:30 AM | |

SESSION NOT INCLUDED IN TEASER

- | | |
|---------------------|--|
| 9:00 AM - 12:00 PM | Consultation Corner
<i>To Be Announced!</i> |
| 10:15 AM - 5:00 PM | Exhibit Hall Open
<i>Regency Ballroom</i> |
| 10:30 AM - 11:00 AM | Coffee Break
<i>Regency Ballroom</i> |

11:00 AM - 12:00 PM **EDUCATIONAL SESSIONS**» **Technical Brewing Track | Theatre**

Yeast, Hops, and Haze: Perfecting Clarity or Haze in IPAs

Speakers: Sean McClurg, Technical Applications Manager, Omega Yeast Labs

Description: In today's competitive beer market, first impressions matter, and for many beer drinkers, that impression begins with appearance. Whether brewing brilliantly bright West Coast IPAs or intentionally hazy Juicy IPAs, achieving consistency is critical. Our research into yeast's role in haze formation has revealed that certain brewing yeast strains actively promote haze stability in dry-hopped beers. Through a combination of classical genetics and next-generation sequencing, Omega Yeast identified the HZY1 gene as a major contributor to haze formation.

We will share our extensive screening of brewing strains for the top recommendations for "haze-positive" yeast that work best for hazy IPAs, or "haze-neutral" yeast to use in IPA styles where clarity is desired. Beyond yeast selection, hops are another key factor influencing beer appearance. The timing of dry-hop additions significantly impacts haze formation, as can hop variety and product format. In this presentation, we will dive deeper into practical dry-hopping strategies that can be used to either enhance haze stability or promote clarity, helping brewers dial in the appearance of their IPAs, from brilliantly bright to intentionally hazy.

» **Marketing & Hospitality Track | Saddleback**

Distribution Management - Staying Relevant With The Resources at Hand

Speakers: Cathy Dolan, Director of Sales, Smog City Brewing Co.

Josh Salinas, Sales Director, El Segundo Brewing Co.

Justin Reyes, Sr. Distributor Sales Manager SoCal, Sierra Nevada Brewing Co.

Description: Hear from industry professionals as they talk about their wholesaler management experience. They will dig into what has worked for them in their careers long-term to help get wholesaler attention and driving results with the tools many people have at their disposal. They will each walk through a set of questions about their experiences with a Q&A at the end.

The session will explore how to make an impact with your local distributor, as well as tools for managing business from a distance and staying "present" without physically being there. Speakers will also share best practices they've picked up throughout their careers.

» **Business of Beer Track | Trabuco**

Crafting Connection: How Everyday Conversations Shape Brewery Culture

Speakers: Alli Meyerhardt, Executive Director/Owner, Breaking Silence

Description: Craft sells an idea of togetherness, of "we are in this together," as much as it sells great beer. To keep people coming back, breweries need both a great product and a culture that reinforces why people wanted to walk through the door in the first place. As a "third space," a brewery becomes more than a place to grab a drink. It is shaped by the everyday conversations, the way staff make people feel, and the ways a brewery shows up for its community.

SCHEDULE AT A GLANCE

In this interactive session, Breaking Silence will explore how our personal stories, values, and everyday choices shape the culture around us. Creating a safer space is not only about knowing what to do when something goes wrong. It is about building the skills to notice when something feels “off” and knowing how to find our way back to connection. Through reflection and hands-on exercises, participants will identify the values they want to bring into their work, examine the stories they carry with them, and practice navigating conflict, mistakes, difficult conversations, and moments of harm with both empathy and accountability.

Our practice is to connect to care, notice what is standing in the way, and stay engaged. Sometimes that means having the hard conversation, clearing a conflict, or getting curious about where someone else is coming from. Self-compassion helps us move through difficult moments without getting stuck, so we can stay connected long enough to remember that we are all doing our best. These practices align with California’s violence-prevention efforts while also offering something beyond compliance: practical tools for building the culture you want and creating spaces where people can return to connection more quickly.

Participants will leave with practical tools to:

- * Identify the values and everyday behaviors that shape their brewery’s culture.

12:00 PM - 1:30 PM

Lunch
Regency Ballroom

12:45 PM - 1:30 PM

TAPTALK STAGE

Biscuits Has Revealed That Certain Molecular Doodads

Speaker: Sean McClurg, Technical Applications Manager, Omega
Sean McClurg, Technical Applications Manager, Omega Yeast Labs

Description: In the ever-changing landscape of flurping technology, optimal blimble alignment remains essential for maintaining proper widget consistency. Whether calibrating a series of highly efficient sprocket valves or developing advanced tubular flux patterns, achieving maximum wobble is critical.



1:30 PM - 5:00 PM

Consultation Corner
To Be Announced

1:30 PM - 2:30 PM

EDUCATIONAL SESSIONS

**Technical Brewing Track | Theatre**

Biotransformation and Yeast Sensory Workshop

First-Come; First-Serve: Additional Registration is NOT Required**Speaker:** Kyle Somers, Technical Sales Manager, Lallemand Brewing**Description:** Join Kyle Somers from Lallemand Brewing, Technical Sales Manager for the Western US and president of District Northern California of the MBAA, as he walks us through biotransformation in beer.

This hands-on sensory session will provide a clear, scientific framework to help identify compounds involved in biotransformation and understand how to combine ingredients to achieve specific sensory profiles. The interactive workshop will cover the dynamics of bound terpene and thiol precursor release by yeast, as well as the introduction of these precursors through hops and other sensory-active fermentation products that can influence their expression.

Ultimately, brewers will walk away from this presentation with a better idea of how to target specific sensory outcomes in their hoppy beers.

**Marketing & Hospitality Track | Saddleback**

Why Good Beer Doesn't Matter: Until Everything Around It Does

Speaker: Erik Fowler, Co-Owner, Good Pressure Brewing Co.**Description:** A brewery can make flawless beer and still deliver a disappointing pint.

It's people, environment, digital presence, branding, and much more that impact the perception of your beer. The beer itself plays a smaller role than we like to admit. Think back to some of your favorite beer experiences, a Guinness in Ireland, a pilsner on the lake, or the first beer on your birthday. Was it the beer that was great or was it mixed with good company, a great vacation, or a nice summer day. THESE are the experiences our industry should be working to create.

Together, we'll challenge ourselves to think about the full life of our beer—and the experience that begins long before someone takes their first sip. What have they heard from a friend? What did they see on social media, your website, or an online review? Does the branding match the experience they eventually have? Is the beer being cared for after it leaves the brewery? Are the people making, selling, and serving it excited to be there? Every touchpoint shapes what someone expects to taste before the glass even reaches their hand. Are we simply handing someone a beverage, or are we helping create a moment they might remember?

Beer is the what. The people, purpose, and experience are the why. Good beer matters, but good beer alone is rarely what brings people back.

SCHEDULE AT A GLANCE



SESSION NOT INCLUDED IN TEASER

2:30 PM - 4:00 PM

Bites & Brews (Snack Break)
Regency Ballroom

2:20 PM - 3:05 PM

TAP TALK STAGE

CCBA Legislative Update

Speaker: Kelsey McQuaid-Craig, Executive Director, CCBA
Chris Walker, Lobbyist, CCBA

Description: In the ever-changing landscape of flurping technology, optimal blimble alignment remains essential for maintaining proper widget consistency. Whether calibrating a series of highly efficient sprocket valves or developing advanced tubular flux patterns, achieving maximum wobble is critical. Our research into the relationship between quantum noodles and rotational biscuits has revealed that certain molecular doodads actively encourage improved flangification. Through a combination of traditional whiz-bang methods and next-generation gibberish analysis, researchers identified the ZORP-7 mechanism as a major contributor to overall blorping stability.

3:15 PM - 4:00 PM

SESSION NOT INCLUDED IN TEASER

4:00 PM - 5:00 PM

EDUCATIONAL SESSIONS

» Technical Brewing Track | *Theatre*

Small Scale Pasteurization Without a Tunnel Pasteurizer

Speaker: Nick Harris, Co-Founder, Berkeley Yeast

Description: You don't need a tunnel pasteurizer to make microbially stable beer. This presentation shows how breweries of any size can pasteurize packaged beer using equipment they already have on hand. Whether it's a saison, fruited beer, or a nonalcoholic product, we'll walk through how to safely pasteurize small batches post-packaging without specialized equipment.

We'll share experimental data from pasteurization runs at temperatures ranging from 140°F to 190°F and present the temperature and time ranges that consistently achieved safe pasteurization unit (PU) levels without overshooting or damaging can seams.

» Innovation & Operations Track | *Saddleback*

The \$5 Tap Handle: How 3D printing pays for itself

Speakers: Ryan Gibbons, Co-Founder, Mare Island Brewing Co.

Description: Craft breweries already run on D.I.Y. 3D printing makes it faster, cheaper, more sustainable, and always on brand. From \$5 tap handles to custom fixtures that fixed a recurring canning line failure, this session covers real, in-production uses of 3D printing that an brew can replicate.

» Business of Beer Track | *Trabuco*

Paths to Profit: 3 Ways Brewery Owners Unlocked Big Time Profit in 2025 (With Real World-Examples)

Speakers: Chris Farmand, Founder, Small Batch Standard

Description: If you own or operate an established brewery, and want to increase profit this year, this session shows exactly how. Drawing from 15 years of financial insight across 285+ U.S. craft breweries, we'll break down three common paths to increase profit by \$100k/year or more using adapted examples from real-world scenarios:

Profit Path 1: Taproom Revenue Ratios

Profit Path 2: Disciplined Distribution

Profit Path 3: Event Expansion

We'll work through the step-by-step process together for each scenario to find profit opportunities, build a +\$100k/year profit strategy, and create an action plan the brewery team can execute without hiring, buying equipment, or spending more. No matter where your business is today, there's always a path to more profit. Our goal is to help you find it.

Learning Objectives

1. Learn how to leverage price, margin, and labor ratios in the taproom to unlock way more value from the same exact beer, food, and foot traffic you have today.
2. Understand how to guarantee your wholesale beer makes money using a margin-first portfolio approach.

5:00 PM - 10:00 PM

Official Off-Site Events

SCHEDULE AT A GLANCE

WEDNESDAY, NOVEMBER 11, 2026

9:00 AM - 2:00 PM Registration Open

9:00 AM - 2:30 PM Exhibit Hall Open
Regency Ballroom

9:00 AM - 10:00 AM Breakfast & Beermosas
Regency Ballroom

9:00 AM - 1:45 PM Consultation Corner
INSERT COMPANY NAME

10:00 AM - 11:00 AM **EDUCATIONAL SESSIONS**

Technical Brewing Track | Theatre

Current Approaches to Regulating Thiols in Beer

Speaker: Tim Sciascia, Brand Ambassador, Berkeley Yeast

Anthony Bledsoe, VP of Product Development, Berkeley Yeast

Description: Thiols are often called polarizing. They don't have to be. Tim Sciascia spent years working thiols into recipes as co-founder and director of brewing at Cellarmaker Brewing, one of the most respected hazy IPA programs in the country. He now brings that hands-on expertise to Berkeley Yeast, where more than eight years R&D have reshaped our understanding of thiols.

In this session, Tim draws on both worlds -- real-world recipe development and deep scientific research -- to give brewers the clearest, most up-to-date picture of how thiols can be used to express clean tropical character. He'll bust common myths about mash hopping, share new data on thiol precursor levels across a range of malts, and show you how to dial thiol character up or down predictably, like a dimmer switch.

Walk away with a solid understanding of thiols and the practical knowledge to use them to your benefit confidently. Because when you know what you're doing, thiols aren't polarizing -- they're a great tool for bringing your IPAs to the next level.



» Marketing & Hospitality Track | *Saddleback*

The Private Events Revenue Playbook: Building a Flywheel That Fills Your Taproom

Speakers: Skyler Lewis, Founder/CEO, Evently

Description: At the 2026 Craft Brewers Conference, we presented an overview of how the most successful brewery event programs share a common structure: a flywheel where each stage feeds the next. Operators loved it. The consistent ask afterward: go deeper on the how. This session is that deep dive.

We'll walk through each stage of the private events flywheel -- attract, convert, host, retain, repeat -- and break down the specific operational decisions that make or break each one. Not theory. Real case studies from taprooms of different sizes, markets, and event mixes showing what changed, what the numbers looked like before and after, and what you can steal directly.

Attendees will leave with a stage-by-stage playbook they can apply immediately: how to attract the right inquiries without chasing volume; what kills conversion and how to fix it fast; what great event execution actually looks like operationally; how to turn one-time bookers into repeat clients; and how the whole system compounds into a flywheel that gets easier over time.

Most breweries run private events reactively. This session is about building a program that runs itself.



SESSION NOT INCLUDED IN TEASER

11:00 AM - 12:00 PM Coffee Break
Regency Ballroom

11:15 AM - 12:00 PM

SESSION NOT INCLUDED IN TEASER

SCHEDULE AT A GLANCE

12:00 PM - 1:00 PM

SESSION NOT INCLUDED IN TEASER

SESSION NOT INCLUDED IN TEASER

» Business of Beer Track | *Trabuco*

Let AI Do the Boring Parts & Free Your Team for Work That Matters

Speakers: Jeremy Carney, Founder, Central Coast Analytics

Description: Every Monday morning, somebody on your team is copying numbers out of three systems into the same update they built last Monday... and the Monday before. It works, and it gets done. But it's also a few hours a week that nobody has to spare. AI is finally good enough to take that off your plate, but only if it's set up right.

This session is for breweries that are curious about AI and ready to use it for more than experiments. The idea is simple: let AI handle the tedious, repeatable parts it's good at, and free your team for what actually needs a human, the context, judgment, and decisions that move the business.

We'll walk through real, working examples you can implement in your own brewery:

- A morning brief you read on your phone with coffee. Yesterday across the taproom, distribution and production, what's on your calendar, and which calls are worth prepping for, so you start the day knowing where to focus.
- Distributor reviews and team-meeting decks that build themselves from numbers and context you already have.
- Every brewery has the one spreadsheet the place runs on. Four systems feed it, one person knows how to update it, and somebody rebuilds it by hand each time. We'll look at keeping it current on its own.

You'll also get practical best practices for setting AI up safely and effectively, so it becomes a dependable part of how your brewery runs. We'll cover where it falls short too, because it does. Automating a report that was never useful just gets you a useless report faster. *Come with a report or a process that takes a lot of time and doesn't give you enough back, and by the end of the session you'll know whether it's a good candidate for AI.*

1:00 PM - 2:30 PM

Lunch/Micheladas
Regency Ballroom

2:30 PM - 2:45 PM

Prize Drawings
TapTalk Stage

2:45 PM - 3:30 PM

SESSION NOT INCLUDED IN TEASER



REGISTER TODAY!

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