FULL SCHEDULE





FINAL SCHEDULE

(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 Event**
Abstrax On Tap x CCBA present "Patties & Pally's" at Green Cheek
2957 Randolph Avenue #Unit B Costa Mesa, CA 92626

View Event Page

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 **OPENING KEYNOTE | PAVILION**
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.

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.

10:30 AM - 1:30 PM Consultation Corner
Hub International/Cooks & Associates



10:15 AM - 5:00 PM Exhibit Hall Open
Regency Ballroom

10:30 AM - 11:00 AM Coffee Break
Regency Ballroom

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.

Innovation & Operations 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: We all know that retaining wholesaler attention and driving results with limited tools can be challenging but following a few simple rules can generate huge returns. During this talk, we will share specific and effective guidance on what has worked for us and what hasn't, hopefully saving you time and energy and allowing you to build best practices that will help you see future growth for your business.

Business of Beer Track | *Trabuco*
What is EPR and Why Should It Matter to Me?
Speakers: Candace Moon, Attorney, The Craft Beer Attorney
Description: This presentation explains how California's Plastic Pollution Prevention and Packaging Producer Responsibility Act affects beverage businesses, including covered packaging, producer responsibilities, exemptions, reporting, fees, and compliance requirements. It highlights that while beverage containers subject to California's Bottle Bill are generally excluded, related components—such as caps, labels, wraps, carriers, cartons, and shipping boxes—may still be covered. The presentation also outlines practical steps businesses can take to classify packaging, document exemptions, identify responsible parties, and prepare for compliance.



FINAL SCHEDULE

12:00 PM - 1:30 PM

Lunch
Regency Ballroom

1:30 PM - 5:00 PM

Consultation Corner
BrewPrint Advisors of Raymond James

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.

Alcohol Law & Compliance Track | *Trabuco*
Contract Brewing & Alternating Proprietorships
Speakers: Candace Moon, Attorney, The Craft Beer Attorney
Description: Why do either of these matter? This session will explore the key differences between contract brewing and alternating proprietorships, including how each arrangement works and when they may be appropriate for a brewery. Attendees will learn what to look for in contract brewing contracts and alternating proprietorship agreements, as well as the licensing and application requirements associated with each model.

2:30 PM - 4:00 PM Bites & Brews (Snack Break)
Regency Ballroom

2:30 PM - 3:15 PM **TAP TALK STAGE**
Leveraging the Biotransformation potential of different Lager Yeast Strains for Hoppy Lagers and Cold IPAs
Speaker: Kevin Lane, Technical Sales Support Manager The Americas, Fermentis
Brought to You By Fermentis
Description: An analysis of the differences in Thiol release potential of different Lager strains, and some practical ideas on how these unique characteristics could be harnessed by the creative Brewer.



FINAL SCHEDULE

3:15 PM - 4:00 PM

TAPTALK STAGE

CCBA Legislative Update
Speaker: Kelsey McQuaid-Craig, Executive Director, CCBA
Chris Walker, Lobbyist, CCBA
Description: Join CCBA Executive Director Kelsey McQuaid-Craig and lobbyist Chris Walker for an overview of new alcohol and business laws taking effect in 2027. This session will break down key changes affecting California breweries, explain what they mean for day-to-day operations, and highlight what brewery owners and decision-makers should know as they prepare for the year ahead.

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 DI 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.

6:00 PM - 8:00 PM **Official Off-Site Events**

An Evening with Friends at Ambitious Ales w/ Yakima Chief Hops
Ambitious Ales Costa Mesa Taproom
696 Randolph Ave. STE B Costa Mesa, CA 92626

FINAL SCHEDULE

WEDNESDAY, NOVEMBER 11, 2026

9:00 AM - 12:00 PM Registration Open

9:00 AM - 1:00 PM Exhibit Hall Open
Regency Ballroom

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

9:00 AM - 1:45 PM Consultation Corner
Craft Beer Attorney

10:00 AM - 11:00 AM

EDUCATIONAL SESSIONS

Technical Brewing Track | *Theatre*
Current Approaches to Regulating Thiols in Beer
Speaker: Nick Harris, Co-Founder, 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.

Alcohol Law & Compliance Track | *Trabuco*
Fair Beer Initiative - Don't Pay-To-Play! Protect Independent Beer!
Speakers: Tom Kelley, VP and COO, El Segundo Brewing Company
Jack Dyer, Co-Founder & CEO, Topa Topa Brewing Co.
Andrew Phillip, Co-Owner, Tony's Darts Away
Lee Deasy, Superivisng Agent In Charge, California ABC
Kevin McGee, Attorney, Law Office of Kevin McGee
Description: With increased pressures from consolidation, price elasticity, and shrinking shelf space, Independent Craft Beer brands are working harder for less! We've always fought against the illegal practices of large manufacturers buying their way into spaces, but now we're seeing small independent brands using similar illegal tactics to gain market share. The ABC has told us that they need our support in putting an end to this. If you're tired of losing placements to brands who pay-to-play, we will share details on what you can do within the confines of the law and share some best practices for use in the marketplace. Learn what we are doing about it, and how you and your team can help.

11:00 AM - 12:00 PM Coffee Break/Micheladas/Prize Drawings
Regency Ballroom

11:15 AM - 12:00 PM **TAPTALK STAGE**
Playing by the Rules: How Tied-House Laws Protect and Empower Craft Breweries
Speaker: Matthew Botting, Principal Attorney, Law Office of Matthew D. Botting



FINAL SCHEDULE

12:00 PM - 1:00 PM **EDUCATIONAL SESSIONS**

Technical Brewing Track | *Theatre*
American Nobles: Delicious Lagers for Difficult Times
Speakers: Jeff Dailey, Sensory Manager, John I Haas
Description: Land race hops used, especially, for traditional styles of European and other international lagers are under threat due to climate factors that are unlikely to be resolved within our lifetimes. In this talk, we explore the history of hop cultivation, what IS a noble variety, whether or not that definition and its implications are valid, and what the future for the lagers we love may look like.

Business of Beer Track | *Saddleback*
Reducing Healthcare Costs: A Blueprint for Employee Health Plans
Speakers: Reid Marquand, Vice President of Employee Benefits, HUB International
Bo Lebherz, Vice President, Employee Benefits, HUB International
Description: This session will be a panel of current CCBA member brewers discussing their strategies on how to manage their benefits/health insurance plans. Employee benefit programs are critical part of the employees compensation for attraction and retention of talent. Thus, brewers must develop a "Blueprint for Employee Health Plans" using cost effective strategies and resources. The strategies and resources discussed by our panel will include: How to budget and manage cost? What type of plans to offer/implement? What are the industry standards and benchmarks? How to administer and evaluate? What are the legal compliance regulations? How to communicate benefits to employees?

Come hear ideas and ask questions of your fellow brewers, who face the same challenges and issues and are finding solutions to address healthcare costs.

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.

NO CLOSING KEYNOTE - THAT'S A WRAP ON THIS YEARS PROGRAM!



REGISTER TODAY!

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IRVINE, CA
NOV. 9 - 11, 2026



CALIFORNIA CCBA CRAFT BREWERS ASSOCIATION