



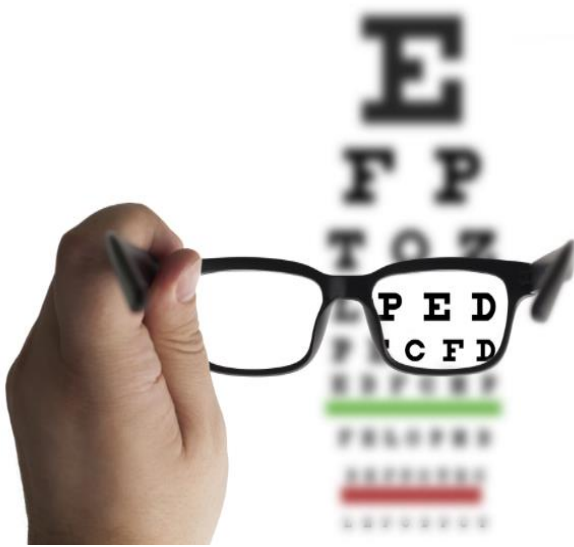
# *Transitioning to the “New” Normal*

## 2020 Combined Regional Virtual Conference

### PANELS SHOWCASE: NOVEMBER 10, 2020

Welcome to this week’s showcase of the 2020 Combined Regional Conference titled, *Transitioning to the “New” Normal*. Each week leading up to the virtual conference program sessions will be featured.




#### SESSION #3: “BLURRED” PRODUCT LINES



Consumers are a fickle bunch who seem to want to be dazzled when they look for something new on the store shelves, yet they also often gravitate towards the familiar. Innovation in the alcohol industry ebbs and flows, yet somehow the march towards creating new products to satisfy those consumer tastes remains constant. We keep seeing “new” beverages that bring fresh exciting flavors across our palates, but are these products all that unfamiliar? Hard seltzers, ready-to-drink spirits cocktails, alcoholic kombucha, malt-based cocktails, frozen wine pops.....*What is going on here?* Having trouble seeing clearly what

is happening in the consumer’s mind? If you think those lines are blurry, well just try fitting these products into the existing state and federal alcohol regulatory frameworks!

On Tuesday, November 10<sup>th</sup>, please join moderator **Jeff Giametta**, Counsel at Davis Wright Tremaine, as he tries on some new glasses in an attempt to bring all of this into focus with a superstar panel of experts for a panel discussion on “**Blurred Product Lines.**” They have ambitious goals as they take an hour to delve into these “new” beverages that cross familiar regulatory lines in some rather unexpected ways. You’ll hear from an industry vet about the importance of continued innovation in the marketplace; you’ll hear from an experienced mid-size brewery who took the plunge as they went to market with one of these new types of products; and you’ll hear from TTB about how they have historically approached many of these tough questions from the industry, and whether they are able to take an innovative approach in how they regulate the industry. Panelists include:

-  **Jeannie Bremer**, Vice President of Compliance & Public Policy, The Wine Group
-  **Tony Barnes**, Chief Corporate Counsel, Founders Brewing Co.
-  **Susan Evans**, Director, Office of Industry and State Outreach, TTB

## SESSION #4: ON DEMAND DELIVERY LAWS – CURRENT LANDSCAPE

*What has been the biggest change to the alcohol beverage landscape in 2020?* Many would say that the explosion of alcohol delivery is the most significant and potentially lasting development for the industry. No longer is grocery delivery and alcohol delivery from restaurants a niche corner of the industry. In our “new normal,” alcohol delivery is common, and for many consumers delivery has become the primary way to purchase alcohol.



On Tuesday, November 10<sup>th</sup>, at 3:20pm EST, please join moderator **Tom Kerr**, partner at Strike Kerr & Johns, and a dynamite panel of experts for the session, **On-Demand Delivery Laws: Current Landscape**, as they discuss a range of topics related to on-demand delivery, including regulator observations and challenges faced by delivery expansion, cocktails-to-go, insider industry trends and insight. We'll also provide an update on pending and upcoming legislation and rulemaking related to delivery. Panelists include:

- **Matthew Botting**, General Counsel, California Department of Alcoholic Beverage Control
- **Matthew Cherry**, Marketing Practices Attorney, Texas Alcoholic Beverage Commission
- **Maria Jackson**, Director and Associate General Counsel for Regulatory, Instacart
- **Anne Junia**, Partner, Powell Junia

**Registration is now open** so visit [www.ncsla.org](http://www.ncsla.org) today for details. Please join me in November for an informative and educational business program.

Anna Hirai  
NCSLA President