



## ***Working Together – We’re More Than OK!***

**2023 ANNUAL CONFERENCE – OKLAHOMA CITY, OKLAHOMA**

**JUNE 11 – 14, 2023**

Here’s a special preview of one of the sessions featured in the upcoming 2023 NCSLA Annual Conference Program:

**PANEL #8: Hard Seltzers, Spiked Soft Drinks –  
National Soft Drink Brands Entering Alcohol Markets**



Join this panel of industry insiders and experts on Tuesday morning as they discuss the implications of the rapid growth of soft drinks and other non-alcoholic beverages forming the base for new alcoholic beverages, with iconic, longstanding soft drink brand names and trademarks being attached to new alcoholic beverage products.

This panel will discuss these questions and more:

Will cross-branding between soft and hard beverages create consumer confusion?

Is a legitimate public health concern raised by “alcoholizing” well known soft drink brands?

What are the Tied House and Trade Practice concerns, if any, implicated by the contractual arrangements used to create, produce and distribute these new “alco-pops”?

What control may a non-licensed brand owner exercise over alcohol beverages made by a third party?

Who is the owner of the products? The manufacturer?

Who is the wholesaler? Is the three-tier system in jeopardy?

Should we be concerned with this trend?

Why or why not?



**MODERATOR:**

R.J. O’HARA, Alcohol Beverage Attorney, President, Flaherty & O’Hara, P.C., Pittsburgh, Pennsylvania,  
and Shareholder, Erie Brewing Company, Erie, Pennsylvania

**PANELISTS:**

LUIS GONZALEZ, Corporate V.P., Regulatory Affairs & Commercial Counsel,  
Republic National Distributing Co., Tampa, Florida

ERNEST P. LEGIER, JR., Commissioner of Louisiana Alcohol and Tobacco Control,  
Baton Rouge, Louisiana  
CAROLINE O'CONNELL, Alcohol Beverage Attorney,  
Caroline O'Connell Law, LLC, Boston, Massachusetts

**REGISTRATION IS OPEN AT [2023 NCSLA ANNUAL CONFERENCE – OKLAHOMA CITY, OKLAHOMA](#).** Register today and enjoy this session and the many other informative panels that are planned for the [2023 NCSLA Annual Conference Business Agenda](#). Also, the Omni Oklahoma City Hotel room blocks are filling up so [make your reservation online or by phone by Sunday, May 21<sup>st</sup>](#), to get the group rate.

On behalf of our dedicated team of state and associate members who have supported the program planning for this annual conference, we welcome you to register today and make plans to reconnect with our members from across the country this summer. We look forward to seeing you in June!

**STEPHANIE STRAUSS**  
NCSLA PRESIDENT, 2022-23  
STATE MEMBER, IOWA

**ANNE JUNIA**  
2023 PROGRAM PLANNING CO-CHAIR  
PARTNER, POWELL JUNIA PC

**ANNA HIRAI**  
2023 PROGRAM PLANNING CO-CHAIR  
STATE MEMBER, HAWAII-HONOLULU LC