



## 2025 On & Off Premise Adult Beverage Session

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Sunday, August 24, 2025

#### 1st Annual Golf Outing

**330 minutes**

**Sunday, August 24 | 8:30 AM - 2:00 PM**

Join us for our **1st Annual Golf Outing!** This will be an awesome opportunity to meet and network with your industry peers in a casual and fun setting! *Sponsorship opportunities available!*

To learn more about how you can participate, please contact your Client Success Manager.

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## Forecasting Flavor: Trends and Disruption in Beer, Wine, Spirits & Beyond

**45 minutes**

**Sunday, August 24 | 5:15 PM - 6:00 PM**

The beverage alcohol industry is at an inflection point—reshaped by shifting consumer values, economic headwinds, and emerging trends. In this session, we will unpack the key drivers of change across Beer, Wine, Spirits, and RTDs. We'll explore how moderation is moving from niche to mainstream, what premiumization looks like in a price-sensitive market, and how consumer spending is evolving in response to ongoing economic uncertainty. Additionally, we'll touch on the growing intersection of Beverage Alcohol and THC—what's hype, what's happening, and what could be next. Whether you're a supplier, distributor, retailer, or innovator, this session offers a view of where we are and where we're headed. Come for the data and leave with the insights you need to plan your next move.

Kaleigh Theriault, Director of Thought Leadership  
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## 1st Annual Golf Outing - Award Announcement

**60 minutes**

**Sunday, August 24 | 6:00 PM - 7:00 PM**

Join us during the Cocktail Reception as we announce the winner from the 1st Annual Golf Outing.

Monday, August 25, 2025

## Grand Tasting - Supplier Setup Time

**45 minutes**

**Monday, August 25 | 5:30 PM - 6:15 PM**

Set up for the Grand Tasting

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## Grand Tasting

**90 minutes**

**Monday, August 25 | 6:15 PM - 7:45 PM**

Join us for the Grand Tasting sponsored by Food & Beverage Magazine!

Suppliers submit up to 3 product offerings available for tasting. All attendees are welcome to participate as taste testers! Participants will vote on Best Wine, Best Spirit, Best Beer, Most Innovative Product, and Best Ready to Drink. Winners will be announced once voting has commenced.

To learn more about how you can participate, please contact your Client Success Manager.

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## Grand Tasting - Award Announcement

**30 minutes**

**Monday, August 25 | 8:30 PM**

Join us during dinner for the announcement of the Grand Tasting winners.