



ACSA's 4th Annual Distillers Convention and Vendor Trade Show

Registration Now Open!

Nashville, Tennessee. It's home to country music's most famous stage, with a creative spirit coursing through the town. It's no surprise then that there's more booming in Music City than just the honky tonks. Tennessee is taking craft spirits production to the **NEXT LEVEL** – and so are we. ACSA is setting the bar for quality educational content for craft spirits producers. Join us for the largest gathering of licensed craft spirits producers in the U.S. at the 4th Annual Distillers Convention and Vendor Trade Show **February 16-17, 2017**.

Date: February 16th-17th, 2017, with pre-convention events held February 14th & 15th

Location: Renaissance Nashville Hotel, 611 Commerce St., Nashville TN 37203

Cost: \$595 for members, additional members \$395; \$795 for nonmembers, additional nonmembers \$595

Click [HERE](#) for a list of Events that are a part of our 2017 Convention in Nashville!

[Register Now](#)

Registration includes: General sessions, town hall meeting, roundtables, education, happy hours and dosing party. Also includes: The Awards Dinner (February 16, 2017) where the medalists from the Judging of Craft Spirits will be awarded. Complimentary tasting of those spirits also included. Additional fees apply for the pre-convention workshop, pre-convention tour and consumer tasting event.

2017 Convention Highlights



Keynote Address – Ken Grossman, Founder of Sierra Nevada Brewing Company

How do you take your business to the **NEXT LEVEL**?

Ken Grossman, Founder, President, and Owner of Sierra Nevada Brewing Co. is no stranger to hard work, long days, and recognizing what batches to dump and what batches to save. Ken will share the challenges he's faced, from his early distribution system (one that may closely parallel your own), to a shortage of product, to perfecting quality, to securing funding, to purchasing the right equipment. Come hear a firsthand account of what Ken confronted as a pioneer and witness his rise from a young home brewer in Chico, California, to the owner of one of the first and most

successful craft breweries in the U.S., now producing over one million barrels per year. It's the story of the renaissance of American craft brewing – straight from the man who led the charge.

This keynote address is **NOT** to be missed and will officially kick-off the 4th Annual Distillers Convention and Vendor Trade Show.

MEET, GREET and EAT with ACSA's Keynote Speaker, Ken Grossman, Founder of Sierra Nevada Brewing Co.

****Separate ticketed event****

This is your chance to have some exclusive, quality time with ACSA's esteemed keynote speaker, Ken Grossman, Founder, President, and Owner of Sierra Nevada Brewing Co.

Before he addresses the larger convention audience, Meet, Greet, and Eat with Ken -- the godfather of the craft brewing movement. During an intimate breakfast celebrating the rise of craft in America, you will have the opportunity to meet Ken, have a photo taken, and receive a signed copy of Ken's book: *Beyond the Pale: The Story of Sierra Nevada Brewing Co* (Wiley & Sons, Inc. 2013). This book is a must read for any distiller or supplier who is serious about the business of taking a dream and making it a reality. Ken will also share some personal anecdotes about his early, unconventional years and share his views on those personal characteristics that are critical to the path of success.

Enjoy a non-routine breakfast where the preparation and presentation will demonstrate the meaning of craft, bearing witness to the flavor of locally sourced provisions.

The price for this exclusive hand-crafted breakfast and session with Ken is \$99 per person. Seats are limited, and registration is required in advance.

Master Class with Wine and Spirits Education Trust:

****Separate ticketed event****

Nicholas King and Antony Moss, MW, of Wine & Spirit Education Trust (WSET) will present a Master Class before the convention that includes a professional certification recognized globally in the spirits industry. For individuals wishing to gain immediate credibility in their field, this comprehensive training is the means to do so. During two days of learning, followed by a

certification exam, these instructors will unlock in-depth distillation techniques and the specific factors that influence the final character of the finished spirits.

NEXT LEVEL Education:

Focusing on three programming areas - technical, marketing/finance, and safety/compliance, our cutting-edge education sessions offer attendees the opportunity to learn from some of the most experienced and prestigious professionals in the industry. Our diverse speaker lineup includes distillers, distributors, TTB regulators, craft spirits legal experts and finance gurus. Sessions are targeted for intermediate to advanced professionals; however, no matter your experience, you will return home energized and with an arsenal of knowledge, strategies, and tips to bring your craft spirits businesses to the next level and beyond.

Education sessions will be held February 16th and 17th and are included in your registration fee. Please check our website often for updates on topics and speakers.

Make lifelong connections at these select convention social events!

ACSA/Tennessee Distillers Guild Consumer Tasting Event at the Bell Tower

****Separate ticketed event****

Join us at the Bell Tower, one of Nashville's iconic event spaces, for a tasting that acclaims craft spirits from Middle Tennessee and beyond!

Awards Dinner and Tasting of Judged Craft Spirits

Celebrate the winners of the 4th Annual Judging of Craft Spirits.

Closing Party at BB King's Blues Club

Let the good times roll with your colleagues as we close the 2017 Distillers Convention and Vendor Trade Show Friday evening!

[View the Schedule At a Glance](#)

If you are interested in highlighting your company, **CLICK BELOW** for a complete list of sponsorship opportunities.

[Click here for Sponsorship Opportunities](#)

Hotel

The Renaissance Nashville Hotel in the heart of downtown Nashville ensures you'll have access to some of the best entertainment and nightlife in the world!

Reserve your room at the Renaissance Nashville Hotel by Friday, January 13, 2017 to secure the ACSA Group Rate of \$229.00 (Single/Double Occupancy). The rate is subject to applicable state and local taxes (currently 15.25% +2.50 city tax) To secure the group rate by the deadline, [click here](#).



Room block may fill prior to reservation deadline. [BOOK NOW!](#)

[REGISTER NOW!](#)

SEE YOU IN NASHVILLE!

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