



# 2023 Access LIVE

## Schedule of Events *(As of March 12, 2023)*

### Saturday, April 1

9:00 am – 5:00 pm **Wine & Spirits Tasting Competitions** *Desoto Ballroom*  
 This competition rewards excellence in taste and provides opportunities for new and existing brands to earn recognition that will boost their profile during the show and lend credibility to their products for years to come. *New this year* – the competition will be completed before the show begins so brands can have bragging rights throughout their entire Access LIVE journey!

SPONSORED BY: 

12:00 pm – 6:00 pm **Large Exhibit and Suite Buildout & Move-in Available**  
*Note: Must schedule set-up in advance*

### Sunday, April 2

8:00 am – 6:00 pm **Registration Open** *Florida Exhibition Hall Pre-Function*

8:00 am – 6:00 pm **Exhibit & Suite Move-In**

8:00 am – 6:00 pm **Welcome Lounge Open** *Florida Exhibition Hall Pre-Function*

SPONSORED BY:  **RESPONSIBILITY.ORG**

8:00 am – 4:00 pm **Member Services Lounge Open** *Florida Exhibition Hall Pre-Function*

9:00 am – 12:00 pm **Wine & Spirits Tasting Competitions: Best in Show Sweepstakes** *Citrus Ballroom*

SPONSORED BY: 

12:00 pm – 2:00 pm **Board of Directors Luncheon & Meeting (Invite Only)** *Flagler*

2:00 pm – 3:00 pm **New & Non-Member Wholesaler Reception** *Escambia Ballroom*  
 All New WSWA Members and Non-Member wholesalers attending Access LIVE are invited to attend this welcome reception. Join WSWA staff and Board Members to learn about the association and all of the benefits offered to wholesaler members.

3:00 pm – 4:00 pm **WLC Reception** *Escambia Terrace*  
 Calling all Women in Wholesale! Please join the Women's Leadership Council (WLC) Advisory Board for a reception for women wholesalers only. This is an opportunity to network with your peers, meet our WSWA Board and create lifelong friendships in the industry.

SPONSORED BY: 

3:00 pm – 4:00 pm **Media & Brand Battle Contenders' Reception** *Citrus Ballroom*  
 Sip some of the most innovative craft products to hit the market as we toast current and former Brand Battle contenders! This reception will give industry media and influencers unfettered access to the most buzzed about brands, stories and attendees at Access LIVE. 2023 Brand Battle Contenders' product will be poured at this invite-only reception open to attending media, influencers, 2023 Brand Battle Contenders, the WSWA Board of Directors and past Brand Battle contenders and winners.




# 2023 Access LIVE Schedule of Events



## Sunday, April 2 (cont.)

4:15 pm – 5:15 pm	<b>Opening General Session</b> Join the industry as we kick off Access LIVE with a State of the Industry Keynote by Board Chairman, Tom Cole and an introduction and welcome from the new WSWA President and CEO, Francis Creighton. Alan Dreeben of RNDC will be honored with a presentation of the Industry Legacy Award as well!	<i>Main Stage (Osceola Ballroom)</i>
5:30 pm – 7:30 pm	<b>Celebrate LIVE</b> A lively welcome back and celebration of the industry! At Celebrate LIVE, guests will enjoy an elevated experience of pop-up activations from some of the most innovative cocktail bars across the country! Network with new and existing contacts as the industry toasts the launch of Access LIVE and the recipient of the WSWA Industry Legacy Award. Formerly known as our “Opening Night Reception.”	<i>Emerald Plaza Atrium</i>

## Monday, April 3

6:30 am – 7:30 am	<b>HIIT Workout on the Lawn</b>	<i>Coquina Lawn</i>
6:30 am – 7:30 am	<b>Sunrise Yoga</b>	<i>Mangrove Lawn</i>
7:00 am – 6:00 pm	<b>Registration Open</b>	<i>Florida Exhibition Hall Pre-Function</i>
7:00 am – 6:00 pm	<b>Welcome Lounge Open</b> <i>SPONSORED BY:</i>  <b>RESPONSIBILITY.ORG</b>	<i>Florida Exhibition Hall Pre-Function</i>
7:00 am – 6:00 pm	<b>Member Services Lounge Open</b>	<i>Florida Exhibition Hall Pre-Function</i>
8:30 am – 9:30 am	<b>Main Stage Business Session &amp; Continental Breakfast</b> Join us for a morning keynote by Meili cofounders, Jason Momoa, movie star, entrepreneur, and activist and Blaine Halvorson, fashion designer and entrepreneur as they discuss creating beautifully designed products in sustainable ways. WSWA will also present the Ray Herrmann H.E.R.O. Award, sponsored by Breakthru Beverage Group. The H.E.R.O Award recognizes an industry professional, from any tier, that exemplifies Humanity, Ethics, Respect, and is One-of-a-Kind.	<i>Main Stage (Osceola Ballroom)</i>
9:30 am – 4:00 pm	<b>Access HQ &amp; Suites Open</b> The center of all Access LIVE action! Formerly split across two exhibit halls, HQ will bring all the action into one space—housing the highest concentration of exhibits in addition to The Hub, LIVE Stage, Innovation Pavilion, matched meetings, HQ Connect and more.	<i>Access HQ Florida Exhibition Hall</i>
	<b>Hub Activities Open</b> A one-stop-shop for brand innovation and development! Located in Access HQ, the Hub will offer a variety of solutions for exhibiting brands:	<i>Access HQ Florida Exhibition Hall</i>
	<ul style="list-style-type: none"> <li>• <b>Mixology Workshop:</b> View and participate in trend-demo’s and signature cocktail development with best-in-class mixologists to improve your on-premise strategy</li> <li>• <b>Brand Building Bar:</b> Book a one-on-one session with an Access Wholesale Advisor to tackle one of your most pressing business challenges. Get feedback on your brand and go-to-market strategy!</li> <li>• <b>Hub Lounge:</b> Connect with attending media and influencers as they seek out the most buzz-worthy products at Access LIVE.</li> <li>• <b>Content Lab:</b> Work with our team of photographers and videographers to develop high quality marketing assets for your social media feeds and more!</li> </ul>	
	<i>POWERED BY:</i> <b>POUR</b> <small>BEVERAGE VIDEO AGENCY</small>	
9:30 am – 4:00 pm	<b>Main Street Suites Open</b>	<i>Gaylord Convention Center</i>

# 2023 Access LIVE Schedule of Events



## Monday, April 3 (cont.)

9:30 am – 10:30 am **Best in Show Wine & Spirits Tasting** HQ Connect

Taste and sample the Best of Show winners from the 2023 WSWA Wine & Spirits tasting competitions!

SPONSORED BY: 

9:30 am – 10:15 am **A Served Up Podcast Conversation: Passing the Mic to Create Change for Diverse Brands** LIVE Stage

Join the hosts of Southern Glazer's Served Up Podcast, Julie Milroy and Bridget Albert, for a current and thoughtful conversation about empowering equity and driving change on the beverage shelves. This discussion will offer actionable resources, skills, and tips for emerging and diverse brands entering and excelling in the beverage industry. Panelists will discuss Southern Glazer's newly launched Incubator Academy, a virtual platform that provides diverse- and women-owned brands unprecedented free access to foundational business learning to increase their potential for commercial success.

**PANELISTS:**

- Julie Milroy, Vice President Supplier Development and Marketing, Southern Glazer's Wine & Spirits
- Bridget Albert, Senior Director External Communications & CSR, Southern Glazer's Wine & Spirits
- April Alejandro, Vice President Off & On Premise National Accounts, Southern Glazer's Wine & Spirits

10:30 am – 11:00 am **(P)Raise Your Glass** LIVE Stage

While the sustainability of packaging is often in the crosshairs of key policymakers and stakeholders, many in the wine and spirits industry have made great strides. Attend this talk to learn about the challenges and victories associated with the sustainability of glass packaging and how, by working together, we can make a difference.

11:00 am – 11:45 am **CLD & NextGen Leaders Meet Up** HQ Connect

All Rising wholesale leaders at Access LIVE are welcome to stop by and connect with each other during this one-hour meet-up. Say hello, grab a drink, and learn about the 2023 CLD Conference in Milwaukee!

11:30 am – 12:15 pm **The Future of Beverage is Now!** LIVE Stage

Ever since the advent of The Jetsons, we've wondered aloud just how far technology can take the human race. Indeed, the advent and evolution of artificial intelligence will permanently transform nearly every aspect of the wine and spirits industry - in fact that transformation has already started. In this talk, you'll learn from several experts who are part of Florida International University's Bacardi Center of Excellence. And they'll be joined by Cecilia.ai - a "real" AI-driven bartender who can serve over 120 cocktails per hour!

**PANELISTS:**

- Brian Connors, Founding Faculty Director, Bacardi Center of Excellence
- Cristina Moguel, Assistant Director, Bacardi Center of Excellence
- Elad Kobi, CEO, Cecilia.ai
- Cecilia.ai, the World's First Robot Interactive Bartender

12:00 pm – 1:30 pm **Past Chairman Luncheon (Invite Only)** Escambia Ballroom

1:00 pm – 1:30 pm **Diverse Powered Brands: The Premier B2B Centralized Marketplace for Diverse Suppliers In BevAlc** Access HQ Suite #6

Join Deborah Brenner, Founder/CEO of Women of the Vine & Spirits and Founder of Diverse Powered Brands as she officially launches the premier worldwide B2B centralized marketplace connecting diverse-owned, diverse-led and diverse-made brands to buyers, wholesalers, importers, and supplier diversity procurement managers across the entire beverage alcohol, F&B and hospitality industries.

SPONSORED BY:






# 2023 Access LIVE Schedule of Events



## Monday, April 3 (cont.)

1:30 pm – 2:00 pm	<p><b>Overcoming Impossible</b> <span style="float: right;"><i>LIVE Stage</i></span></p> <p>Chef Robert Irvine has made a huge impact in the lives of the thousands of people connected to businesses he’s helped “overcome impossible” in creating highly successful enterprises. His lessons resonate deeply with those of us in the wine and spirits industry, because they draw on situations and circumstances to which we can relate - because we have all “been there” at one time or another.</p> <p>His book, and to a lesser extent this presentation, dive deep into the lessons he’s learned in helping failing entrepreneurs in over 200 episodes of Restaurant: Impossible, as well as those he’s learned by running his own portfolio of successful companies. His takes on leadership, micromanagement, finding motivation, accountability, managing ego, authenticity, and even social media, comprise a playbook for success in whatever business you’re helping to lead. Join Chef Robert Irvine and Danny Wirtz of Breakthru Beverage Group for a fireside chat to discuss Overcoming Impossible!</p> <p><b>SPEAKERS:</b></p> <ul style="list-style-type: none"> <li>• Chef Robert Irvine, Chef, Entrepreneur, Author, and Philanthropist</li> <li>• Danny Wirtz, Vice Chairman, Breakthru Beverage Group</li> </ul>
2:15 pm – 2:45 pm	<p><b>Chef Robert Irvine Book Signing</b> <span style="float: right;"><i>HQ Connect</i></span></p>
2:30 pm – 3:00 pm	<p><b>Intentional Inclusion</b> <span style="float: right;"><i>LIVE Stage</i></span></p> <p>Hiring, developing and retaining underrepresented talent are no easy feats, but intentional inclusion could be the secret sauce you need to be successful. Join us for a powerful session to learn ways that thinking and behaving inclusively can propel your organization forward. Where inclusion lives, diversity can thrive!</p> <p><b>SPEAKER:</b></p> <p>Dia Simms, CEO of Lobos 1707 Tequila &amp; Mezcal, Co-Founder of Pronghorn</p>
3:00 pm – 4:00 pm	<p><b>Women of the Vine &amp; Spirits Member Meet &amp; Greet</b> <span style="float: right;"><i>HQ Connect</i></span></p> <p><b>SPONSORED BY:</b> </p>
3:30 pm – 4:00 pm	<p><b>Digital Transformation at the Distributor Tier</b> <span style="float: right;"><i>LIVE Stage</i></span></p> <p>eCommerce solutions represent the first step in our shared journey of digital transformation. But the picture gets much clearer and robust as we create seamless connectivity between supplier, distributor, retailer, and consumer. When we do it right, we’ll create better decision-making capability at the ground level, enable better forecasting, foster more personalized approaches to customers and consumers, and improved sales and margins for everyone. It will require partnerships and joint projects between suppliers, distributors, customers, and critical 3rd party players. Join this discussion to understand the true power of this movement.</p> <p><b>SPEAKER:</b></p> <p>Mike Boswell, Vice President of Digital and eCommerce, Breakthru Beverage Group</p>
4:00 pm – 5:30 pm	<p><b>Brand Battle Championship</b> <span style="float: right;"><i>Main Stage (Osceola Ballroom)</i></span></p> <p>Our version of <i>Shark Tank</i>. Brand Battle is the only event of its kind where craft, start-up, and small production brands will have the opportunity to get in front of distributors across the country to show off their product and receive constructive feedback and influential exposure. The 2023 Battle held 8 virtual category tournaments through the month of February. The winners of each of these categories will compete on-stage to determine the 2023 Brand Battle Champion!</p>
4:00 pm – 5:30 pm	<p><b>M. Shanken Hot Brands Awards</b> <span style="float: right;"><i>Escambia Ballroom</i></span></p> <p>The Impact Hot Brand Awards recognize the fastest growing wine and spirits brands in the U.S. market. The annual award, which began in 1987, is coveted by brand marketers, who receive their award before an audience of peers at the awards reception held each year during WSWA’s Access LIVE.</p>
5:30 pm – 7:30 pm	<p><b>TASTE</b> <span style="float: right;"><i>Sun Ballroom</i></span></p> <p>Our signature grand tasting reception! Join the industry for a fun filled evening of sampling new products available to the market. Also connect with the 8 Brand Battle Contenders and congratulate the Champion, who will have presented their products just prior to TASTE in the Brand Battle Championship. <i>Formerly known as “Taste of the Industry.”</i></p>



# 2023 Access LIVE Schedule of Events



## Tuesday, April 4

6:30 am – 7:30 am	<b>Access LIVE 5k Fun-Run</b>	<i>Start on Mangrove Lawn</i>
8:00 am – 5:00 pm	<b>Registration Open</b>	<i>Florida Exhibition Hall Pre-Function</i>
8:00 am – 5:00 pm	<b>Welcome Lounge Open</b> <i>SPONSORED BY:</i>  <b>RESPONSIBILITY.ORG</b>	<i>Florida Exhibition Hall Pre-Function</i>
8:00 am – 4:00 pm	<b>Member Services Lounge Open</b>	<i>Florida Exhibition Hall Pre-Function</i>
8:30 am – 9:30 am	<b>WSWA SipSource Breakfast</b> WSWA's SipSource is a best-in-class product created to provide a holistic view of all 3 Tier channels to support productive fact-based discussions between supplier and distributor partners, and help drive GROWTH. SipSource is facilitated by the collaboration of multiple distributors to aggregate their data to provide that industry view - representing depletions for over 325,000 off- and on-premise accounts today. Come hear from industry veteran analysts Danny Brager and Dale Stratton, talk about: <ul style="list-style-type: none"> <li>• What this service is;</li> <li>• How it can be used to assess the state of the industry;</li> <li>• How it can be used to drive growth; and</li> <li>• What are the latest wine and spirits trends – across both Off and On Premise channels and sub-channels.</li> </ul> <i>PRESENTED BY:</i>  <b>SipSource</b> <small>By WSWA</small>	<i>Main Stage (Osceola Ballroom)</i>
9:00 am – 12:00 pm	<b>Access HQ &amp; Suites Open</b> The center of all Access LIVE action! Formerly split across two exhibit halls, HQ will bring all the action into one space—housing the highest concentration of exhibits in addition to The Hub, LIVE Stage, Innovation Pavilion, matched meetings, HQ Connect and more.	<i>Access HQ Florida Exhibition Hall</i>
	<b>Hub Activities Open</b> A one-stop-shop for brand innovation and development! Located in Access HQ, the Hub will offer a variety of solutions for exhibiting brands: <ul style="list-style-type: none"> <li>• <b>Content Lab:</b> Work with our team of photographers and videographers to develop high quality marketing assets for your social media feeds and more!</li> <li>• <b>Mixology Workshop:</b> View and participate in trend-demo's and signature cocktail development with best-in-class mixologists to improve your on-premise strategy</li> <li>• <b>Brand Building Bar:</b> Book a one-on-one session with an Access Wholesale Advisor to tackle one of your most pressing business challenges. Get feedback on your brand and go-to-market strategy!</li> <li>• <b>Hub Lounge:</b> Connect with attending media and influencers as they seek out the most buzz-worthy products at Access LIVE.</li> </ul>	<i>Access HQ Florida Exhibition Hall</i>
9:00 am – 4:00 pm	<b>Main Street Suites Open</b>	<i>Gaylord Convention Center</i>
9:30 am – 10:00 am	<b>Opportunity Knocks: Effectively Reaching Latinx Communities</b> Latin consumers' buying power is surging in the U.S., representing nearly 20% of the population. By 2025, Latino spending power in the U.S. will top \$2.3 trillion—higher than the GDP of Spain or Mexico! Join us to learn how the industry can better reach bicultural Latinx consumers, both online and in real life through brands, products, experiences, and communities that authentically represent them. <i>SPEAKER:</i> Eric Zurita, Co-Founder & CEO, Pa'lante	<i>LIVE Stage</i>
10:00 am – 10:30 am	<b>Diverse Powered Brands: The Premier B2B Centralized Marketplace for Diverse Suppliers In BevAlc</b> Join Deborah Brenner, Founder/CEO of Women of the Vine & Spirits and Founder of Diverse Powered Brands as she officially launches the premier worldwide B2B centralized marketplace connecting diverse-owned, diverse-led and diverse-made brands to buyers, wholesalers, importers, and supplier diversity procurement managers across the entire beverage alcohol, F&B and hospitality industries. <i>SPONSORED BY:</i> 	<i>Access HQ Suite #6</i>



# 2023 Access LIVE Schedule of Events



## Tuesday, April 4 (cont.)

10:30 am – 11:30 am **WLC Women Leaders Meet-Up** *HQ Connect*  
Are you a woman leader in the industry? All tiers are welcome! Stop by to mingle, learn about various initiatives WSWA and others have to offer, and meet peers in the beverage alcohol industry.

10:30 am – 11:00 am **Build Consumer Trust & Grow Your Business: Tackling Your Environmental Impacts** *LIVE Stage*  
What's clear now is that most consumers are becoming more environmentally conscious and are rewarding the brands and industries that promote sustainability through their actions. Hence, the Beverage Industry Environmental Roundtable (BIER) is a technical coalition of leading global beverage companies working together to advance environmental sustainability within the beverage sector. During this session, discover how BIER has been the model of industry collaboration and continuously advanced the development of sustainable solutions through beverage industry-specific data collection, methodologies, standard-setting, best practice sharing, and thought leadership related to water stewardship, energy efficiency and climate change, container recycling, sustainable agriculture, and ecosystem services.  
**SPEAKER:**  
Daniel Pierce, Executive Director, Beverage Industry Environmental Roundtable (BIER) & Senior Consultant, Corporate EHS & Sustainability, Antea Group

12:00 pm – 1:00 pm **Women Raising the Bar Lunch: A Beverage Alcohol Industry-Specific DE&I Study** *Main Stage (Osceola Ballroom)*  
Promoting gender diversity, equity, and inclusion (DE&I) in the workplace is a business imperative. Previously, companies have had to rely on very limited data as studies have included the beverage alcohol sector as part of a broader food and beverage industry categorization or have focused solely on larger companies.  
  
Women of the Vine & Spirits, in collaboration with Deloitte, created this study to offer companies in the beverage alcohol industry a tool to identify both leading practices and areas for improvement.  
  
This study not only created an initial industry-specific report but also established a standardized framework to measure company performance against DE&I benchmarks going forward. This standardized framework will allow companies to evaluate leading practices and hold themselves accountable for building more diverse, equitable and inclusive workplaces.  
  
Join us on Tuesday, to hear the results of the 2023 Women Raising the Bar Study. Deborah Brenner, Women of the Vine & Spirits will be joined by Kimberly Betts, Deloitte Consulting, to share the process and key findings, as well as resources for making strides to greater equality.

**PANELISTS:**

- Deborah Brenner, Founder & CEO, Women of the Vine & Spirits
- Kimberly Betts, Managing Director, Global Diversity Equity and Inclusion, Deloitte Consulting

**SPONSORED BY:** 

12:00 pm – 1:00 pm **Wholesaler Networking Lunch (Closed session for wholesaler attendees) Staking Our Claim: The Cannabis Opportunity** *Sun Ballroom*  
With a market valuation of \$13.2 billion\* in 2022 and expectations for a compound annual growth rate of 14.2% through 2030, cannabis can represent a new frontier of opportunity for wine and spirits wholesalers. During this interactive session, you'll hear from experts some of the ways we might capitalize on the opportunity to stake our claim in this promising market. Get the latest information and gauge the possibilities for your involvement in this huge market.

**SPONSORED BY:**


 Constellation Brands



# 2023 Access LIVE Schedule of Events



## Tuesday, April 4 (cont.)

1:00 pm – 4:00 pm	<b>Access HQ &amp; Suites Open</b> The center of all Access LIVE action! Formerly split across two exhibit halls, HQ will bring all the action into one space—housing the highest concentration of exhibits in addition to The Hub, LIVE Stage, Innovation Pavilion, matched meetings, HQ Connect and more.	<i>Access HQ Florida Exhibition Hall</i>
2:00 pm – 3:00 pm	<b>Joint WSWA &amp; DISCUS Board Meeting</b>	<i>Citrus Ballroom</i>
3:00 pm – 4:00 pm	<b>New &amp; Non Member Wholesaler Meet Up</b> All New member wholesalers and non-member wholesalers are welcome to stop by and network with each other and let us know what you learned and found at the show.	<i>HQ Connect</i>
3:30 pm – 4:00 pm	<b>Marketing Usage vs. Efficacy: Where's the Best Opportunity for Your Budget?</b> Too often, truly understanding marketing efficacy is a shot in the dark, leaving many to wonder if they are investing in the highest-opportunity tactics. In this talk, Erin will compare 2022 EOY performance norms by tactic to local marketer <i>perceptions</i> of efficacy to demonstrate that the most popular option for marketing dollars isn't always the best option. Join this session to understand how to better optimize your marketing spend by increasing marketing efficacy. <b>SPEAKER:</b> Erin Strong, Senior Vice President of Strategic Marketing, BrandMuscle	<i>LIVE Stage</i>
4:30 pm – 5:15 pm	<b>Closing Awards Program</b> Join the industry to celebrate award recipients for all three tiers! As we wrap Access LIVE, we will celebrate outstanding companies and employees who are going above and beyond in various areas. Join us to celebrate the recipients of: <ul style="list-style-type: none"> <li>• WSWA Lifetime Leadership Award</li> <li>• Wholesaler Movers &amp; Shakers Award</li> <li>• Access Craft Hot! New! Now! Award</li> <li>• Retailer Community Award</li> <li>• Wholesaler DE&amp;I Award</li> </ul>	<i>Main Stage (Osceola Ballroom)</i>
5:15 pm – 5:45 pm	<b>Ovation LIVE Wholesaler &amp; Media Preview</b>	<i>Mangrove Lawn</i>
5:45 pm – 8:00 pm	<b>Ovation LIVE</b> The final event of Access LIVE will be a celebration for all! This new reception will salute the freshly heralded Wholesaler Movers & Shakers, honor the late and great Ed Callison – recipient of the Lifetime Leadership Award, and celebrate all of the other award winners from the 2023 Access LIVE! Enjoy an exclusive performance by Grammy-award-winning artist Nelly and meet his new moonshine brand, Mo'Shine. Ovation LIVE is the exclamation point to celebrate all the connections and deals made during Access LIVE. <b>SPONSORED BY: CAMPARI GROUP</b> 	<i>Mangrove Lawn</i>

## Wednesday, April 5

7:00 am – 4:00 pm	<b>Exhibit Hall &amp; Suites Teardown</b>	
9:00 am – 11:00 am	<b>2024 Preview and Presale</b>	<i>Welcome Lounge (Florida Exhibition Hall Foyer)</i>

