



SEMINARS in brief

WEDNESDAY, JUNE 2

3:00 p.m. - 3:45 p.m. — F

Christian Bauweraerts

Slow Brew tour of Belgium.

A few months before brasserie d'Achouffe was sold to Duvel-Moortgat, I had the pleasure of meeting Garrett Oliver, one of the US "Slow-Food" promoters. He explained what is the movement and showed me the logo: a snail. I immediately thought: "Slowfood sounds good, but Slowbrew sounds better" and, believe-me, DUVEL-MOORTGAT is THE "slowbrew" pioneer! The beers I will talk about during this presentation come from different locations in Belgium. Visiting all these places is like a "Tour de Belgique"...So I decided to call this tasting of beers from the DM group the "SLOWBREW Tour de Belgique".

WEDNESDAY, JUNE 2

4:00 p.m. - 4:45 p.m. — E

Iacopo Lenci

Tasting Italian Beers

For my conference, I will talk about Italian beers and the use of spices by Italian brewers. I want to put the emphasis on their growth in quality and on the market during the past years, but I would also like talk about the freedom we have in brewing; giving as example the non-malted cereals and spices we use in our beers. We can do Belgian blanche using German malts, Italian cereals and exotic spices, just because we have no beer-culture and no school or tradition to follow or transgress, and that's one of the strong points of Italian craft beers. While tasting the beers, you will discover how we use spices and un-malted cereals: sometimes they subtly go with the other aromas and flavors; sometimes they are absolutely intense.

THURSDAY, JUNE 3

3:00 p.m. - 3:45 p.m. — F

Philippe Gaïani

How to promote and sell special beers to your clientele and creation of beer cocktails

During my conference, I will explain why it's important to sell special beers in a bar. I will shed light on how to sell these special beers through product recognition, how to get them discovered, to get people's curiosity for unknown beers, identify the different beer styles and at what moment to drink them.

I will also explain how to create a beer cocktail other than just pouring alcohol in a beer glass.



SEMINARS in brief

THURSDAY, JUNE 3

4:00 p.m. - 4:45 p.m. — E

Eric Wallace

Wholesaling from the Left Hand perspective

As the original sales and delivery driver for Left Hand back in 1994 until today, Eric will talk about his experience with selling, delivering and wholesaling his own craft beers. Eric has experience with selling through boutique houses, craft distributors, big brewery houses and beer, wine and spirit houses and he even started up and ran his own craft beer wholesaler for seven years for dozens of brands besides his own.

Eric will touch upon the history of wholesaling in the USA, Left Hand Brewing Company's wholesaling evolution, the problems and solutions he encountered along the way, his philosophy and some advice.

FRIDAY, JUNE 4

3:00 p.m. - 3:45 a.m. — E

Conrad Seidl

Small scale brewing on both sides of the pond.

Brewing in traditional beer markets has always meant going for perfection: British Brewers were looking for that perfect pint, German brewers were also looking for the perfect Pilsner. Perfection meant (and still means to many): technical perfection, optimization of the brewing process and most notably cost reduction. Did I mention beer? No, I did not. The product of the brewing process was not meant to be interesting – on the contrary: many brewers focus on high drinkability, thus eliminating the characteristics of their beer. Countries with less beer tradition seem to have an advantage: beer drinkers in Italy, Brazil and of course the US and Canada are more open minded. They have never experienced beer as a drink based on tradition and have never been told that their standard beers represent any of that tradition. Especially the younger consumers who are finding new beer styles offered by small breweries highly attractive, they like to experiment and local brewers are most willing to join these young consumers on their journey into taste.

FRIDAY, JUNE 4

4:30 p.m. - 5:15 p.m. — E

Steven Polewacyk

Greg Noonan's story, his passion and love for the beer industry, as well as his relationship with Quebec brewers.

I will be speaking about Greg Noonan, American Brewer and Craft Brewing Pioneer. I will briefly describe his passion for the Brewing Industry as well as his relationships with some Quebec brewers. I will be primarily talking about the personal side his life and the many experiences we shared of the course of 41 years.