2027 Adult Beverage Session

Agenda

Monday, August 23, 2027		
Arrivals and Check-In	10:00 AM	6:00 PM
On/Off Premise Dynamics: Beverage Alcohol Trends & Placement	4:00 PM	6:00 PM
Cocktails	6:30 PM	7:00 PM
Dinner	7:00 PM	10:00 PM
Tuesday, August 24, 2027		
Breakfast	6:45AM	8:45AM
Meetings	8:00 AM	12:00 PM
Lunch	11:30AM	1:00PM
Meetings	12:40 PM	5:00 PM
Cocktails	6:30 PM	7:00 PM
Dinner	7:00 PM	10:00 PM
Wednesday, August 25, 2027		
Breakfast	6:45AM	8:45AM
Meetings	8:00 AM	12:00 PM
Lunch	11:30AM	1:00PM
Meetings	12:40 PM	5:00 PM
Cocktails	6:30 PM	7:00 PM

Dinner	7:00 PM	10:00 PM