

## **Kombucha Industry Unites at KombuchaKon 2016**

### **Third Annual Conference Aims to Help Industry Grow Together**

FOR IMMEDIATE RELEASE

LOS ANGELES, CA - (October 26, 2015): Kombucha Brewers International (KBI) is delighted to announce its third annual conference. Taking place February 5th and 6th, 2016, at the Long Beach Convention Center, KombuchaKon 2016 will draw industry professionals from all over the world. Inspired by the recent growth of the field and the regulatory challenges facing kombucha companies, this year's theme will be 'Grow Together,' which echoes the industry's need to unite to tackle the issues at hand in order to stabilize and grow the market for all players - big and small.

KBI members and those interested in the Kombucha Industry are invited to leave their busy schedules behind for a weekend and immerse themselves in a program specifically designed to help them take their business to the next level.

With a primary focus on the forthcoming KBI Verified program, one entire educational track is dedicated to clarifying the process for kombucha brewers looking to add the KBI Verified seal to their products. This track will include business basics, HACCP plan training, alcohol testing, and nutritional panel/label review.

"We have made incredible strides in researching the science of kombucha in the past year through collaborating with third party labs and scientific organizations," says Daina Sleky's-Trout, CEO of Health-Ade. "Since our launch, we've played an active role in KBI as part of our commitment to producing a safe and compliant kombucha." Many of their findings will be presented at the conference.

GT Dave of GT's Kombucha agrees that the verification program is a step in the right direction, "It's critical to have all producers aligned and working together toward a common goal." This sentiment is echoed throughout the industry and education is a key component to the programs success.

In addition to tracks that focus on the science of kombucha and the brewing process, KombuchaKon will also delve into more advanced financial and business development topics. With sessions to fit the entire spectrum of kombucha brewers, from newbies to experienced brewers, this conference will have something for everyone.

New this year, KombuchaKon 2016 will extend its invitation beyond KBI members opening the doors to anyone who wishes to attend. Highlights include a trade show with businesses that support the Kombucha Industry as well as sponsored networking mixers.

Of course, the ever popular "World's Largest Kombucha Sampling Bar" will be bigger than ever (and is available all day) featuring brands of kombucha not available in many markets including those from around the world!

"KBI's mission is to protect and promote the industry. The Verification program will stabilize the marketplace, level the playing field and create more opportunities for those desiring to enter the

kombucha space. Anyone wanting to learn how the industry is proactively self-regulating ought to attend KKon," stated KBI president, Hannah Crum.

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Kombucha Brewers International (KBI) is a non-profit trade association that represents the Kombucha Tea bottled beverage category globally. To learn more about the Kombucha industry, please contact KBI President Hannah Crum at [info@kombuchabrewers.org](mailto:info@kombuchabrewers.org)  
<http://kombuchabrewers.org/press-room/>