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Kombucha Brewers International Announce KKon 2017 Updates
Convention Theme “Rising Tides” Reflects Industry’s Rapid Expansion

Los Angeles, CA: Kombucha Brewers International (KBI) is excited to announce new updates about KombuchaKon 2017 (KKon 2017). KBI’s fourth annual conference will again bring together industry professionals from around the globe to celebrate the past year’s successes, and create strategies and solutions for the exciting year ahead. The conference will take place on February 11-12 at the Long Beach Convention Center, Long Beach CA.

This year’s convention theme is “Rising Tides”, reflecting the dramatic surge in demand for kombucha over the last year. Regarding the choice of this year’s theme Alex LaGory, KBI’s Chairman of the Board, explained, “KBI members internationally are reporting unprecedented growth, along with a positive increase in consumer knowledge about the beverage. Now is the time for the kombucha industry to begin to ride the waves of success generated by the diligent work of the global family of kombucha brewers over the past few decades.”

Early Bird registration for KKon 2017 is now open! Offering a \$200 savings on the door price, it ends on September 30, so now is the ideal time to buy tickets. For more information on registration [go here](#).

The sponsor lineup of KKon 2017 grows by the week! Gold level sponsors Cultivate Events are organizing the event for the third year running. New to the gold level is the online store locator generator NearestYou, who will be leading a panel discussion on social media techniques to maximize engagement. Returning to the trade show floor from last year are silver level sponsors Anton Paar, along with newcomers Davidson’s Tea, Gamer Packaging and Petainer Manufacturing USA.

In keeping with the healthy focus of the industry, KKon 2017 is glad to welcome back food donors who provide wholesome, organic and humanely raised options from US Wellness Meats and Primal Pastures; Wildly Fermented will provide fermented desserts, krauts and condiments; Kombucha On Tap will have kombucha and cold-brew coffee on tap, as well as co-host the Kombucha Cocktail receptions that

feature organic spirits. Kombucha on Tap will lead a hands on kegging workshop at the event as well.

To find out about becoming a sponsor, [go here](#). More sponsor announcements to follow as the countdown to KKon 2017 continues, with agenda and keynote speaker announcements also coming soon!

Kombucha Brewers International (KBI) is the non-profit trade association for the international kombucha brewing industry. To learn more about the kombucha industry, or for more information on membership, please contact KBI President Hannah Crum at info@kombuchabrewers.org or visit kombuchabrewers.org.