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### **Keynote Speaker for Kombucha Kon 2017 Revealed**

**Los Angeles, CA:** Kombucha Brewers International (KBI) is excited to announce that Christine Perich of New Belgium Brewing Company will deliver the keynote address at Kombucha Kon (KKon) 2017.

KBI is delighted that Ms. Perich will be their first female keynote speaker, since women make up almost half of all company owners in the kombucha industry. As the CEO and President of New Belgium Brewing Company, and a member of its Board of Directors, her approach to balancing profit and ethics is also one that many socially conscious kombucha brewers will want to emulate.

A Colorado native, Ms. Perich received a Bachelor of Science in Business Administration from Colorado State University and is a member of the Brewers Association Finance Committee. She has in depth knowledge of the kombucha industry through serving on the Board of Directors of market leader Health-Ade.

Since joining New Belgium in 2000, the company has enjoyed a fivefold increase in output. Under her guidance, they have upheld standards of excellence in recycling initiatives and commitment to reducing their carbon footprint and water usage. 100 percent employee-owned, the company operates an open book management style. They nurture alliances with vendors who share their values and donate a share of profits to a variety of non-profit organizations. At the end of 2012, the company also became certified as a B Corporation.

The theme of KKon 2017 is 'Rising Tides'. The keynote address is always one of the most anticipated components of KKon: informative and uplifting, it sends delegates home energized and prepared for the coming year's efforts. Past keynote speakers have been Gary Fish, Founder and President of Deschutes Brewery, Inc., G.T. Dave, Founder and CEO of GT's Kombucha, and Greg Koch, co-founder and former CEO of Stone Brewing Company.

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Kombucha Brewers International (KBI) is the international, non-profit trade association for the 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](mailto:info@kombuchabrewers.org) or visit [kombuchabrewers.org](http://kombuchabrewers.org).