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Full Agenda Announced for KombuchaKon 2017
Annual Convention Lineup Will Be Largest Ever

Los Angeles, CA: Kombucha Brewers International (KBI) is delighted to announce its full agenda for KombuchaKon (KKon) 2017. The fourth annual kombucha industry convention will be held on February 11-12 at the Long Beach Convention Center, Long Beach, CA. The theme will be 'Rising Tides'.

The two-day convention will feature a trade show, seminars, two networking mixers, and the ever popular World's Largest Kombucha Bar. The keynote will be given by Christine Perich, former CEO of New Belgium Brewing Company. Justin Prochnow of Greenberg Traurig will present on FDA Nutrition Panel changes, while Bobbi Leahy of SPINS will share the latest market data and trends. Important updates about the growth of KBI, progress in lobbying and governmental regulation, and a vision for the future of the industry will be shared at the Members' Meeting.

This year's expanded trade show will feature nearly 20 different vendors supplying fine teas, brewery equipment, and more. The impressive lineup of sponsor participants includes Dolium, Pack Leader USA, In-Line Packaging Systems Inc., Kathinka Labs, The Barrel Mill and Custom Metalcraft.

There will be a wider program of seminars than in previous years to address the diverse challenges of running a kombucha brewing business. Many seminars will be presented by representatives of leading brands including Humm, Health-Ade, Live Soda, Brew Dr. and High Country. Subjects covered will range from mastering distribution, the science of kombucha, and kegging for beginners to scaling up production and utilizing metrics.

Speaking about this year's convention theme, KBI President and KKon organizer Hannah Crum said, "With the expansion of kombucha beyond the natural channel we

are experiencing continued double digit growth year over year. The industry is on pace to reach one billion dollars by 2018. Several regional brands are making the push to go national, while major retailers like Kroger and Sprouts are offering their own private label brands. This is creating a flood of kombucha into the marketplace, bringing with it more resources for the entire industry, and that's what inspired our theme, because 'a rising tide floats all boats'."

To support members with young families, childcare will be offered onsite this year for the first time, provided by Ruiz Family Daycare. The entire conference will also be recorded by Fleetwood Onsite Conference Recording, and will be available for purchase for those unable to attend in person.

See the complete agenda for KKon 2017 [here](#).

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 or visit kombuchabrewers.org.