



Kombucha Brewers International

KOMBUCHAKON 17: RISING TIDES

Long Beach Convention Center, Seaside Center

February 11 – 12, 2017

Saturday Feb 11	
8:00 a.m. - 5:00 p.m.	Seaside Lobby Registration - please enjoy breakfast off site Cold Brew Coffee provided by Kombucha On Tap Breakfast Bites & Snacks provided by Wildly Fermented World's Largest Kombucha Bar open at 9am
9:00 a.m. - 11:30 a.m.	Seaside Ballroom A Brewery, BIP & Adjunct Member Session Members only
11:30 a.m. - 11:45 a.m.	Break
11:45 a.m. - 12:45 p.m.	Seaside Ballroom A Kombucha Market Analysis & Future Trends (w/ Q/A) Bobbi Leahy, SPINS
12:45 p.m. - 2:15 p.m.	Off Site Lunch Please enjoy lunch at one of Long Beach's fine establishments: http://www.visitlongbeach.com/kombuchakon2017/dine-kombuchakon/
2:00 p.m. - 5:00 p.m.	Seaside Pre-Function Trade Show
2:15 p.m. - 3:00 p.m.	Seaside Ballroom A Lobbying Locally - Why Getting Involved Now Can Benefit You and the Kombucha Industry Jamie Danek, Humm Kombucha Jeff Empiric, Bootleg Bucha
3:00 p.m. - 3:15 p.m.	Break
3:15 p.m. - 4:00 p.m.	Seaside Ballroom A FDA Nutrition Label Changes and the Kombucha Industry Justin Prochnow, Greenberg Traurig (Silver Sponsor)
4:00 p.m. - 4:15 p.m.	Break

4:15 p.m. - 5:00 p.m.	Seaside Ballroom A Science of Kombucha Hannah Crum & Alex LaGory, Kombucha Kamp	
5:00 p.m. - 7:00 p.m.	Seaside Ballroom B Platinum Sponsor Reception Presented by Fleetwood Onsite Conference Recording	
Sunday February 12		
8:00 a.m. - 9:00 a.m.	Seaside Lobby / Seaside Pre-Function Registration / Trade Show - please enjoy breakfast off site Cold Brew Coffee provided by Kombucha On Tap Breakfast Bites & Snacks provided by Wildly Fermented World's Largest Kombucha Bar open at 8am	
9:00 a.m. - 9:45 a.m.	Seaside Ballroom A Strategies for Scaling Up Kombucha Production Ramon Canek & Darius Subatis, Health-Ade Eric Plantenberg, Humm Kombucha Emmet Condon, Remedy Kombucha (AUS)	
	Track 1	Track 2
9:45 a.m. - 10:30 a.m.	Seaside Ballroom A Setting Up an In-House Lab Matt Ball, Wild Kombucha (AUS)	Seaside 1 Certifications Process: Organic, Kosher and More Susan Fink, Karma Kombucha (US)
10:30 a.m. - 10:45 a.m.	Break	
10:45 a.m. - 11:30 a.m.	Seaside Ballroom A Kegs 101 - A Hands-On Workshop Jared & Deanne Gustafson, Kombucha On Tap	Seaside 1 Best Practices for Social Media for Kombucha Brewers Panel Ryan Furness, Nearest You (Gold sponsor) Mike Beshore, Humm Kombucha Jason Taragos, Buddha's Brew Kombucha
11:30 a.m. - 12:15 p.m.	Seaside Ballroom A Hack Your Brewery: Inexpensive Solutions to Common Problems Nate Uri, Prohibition Kombucha	Seaside 1 So, You Want to Open a Kombucha Brew Pub? Leanne Herrera, Zama Tea Kombucha
12:15 p.m. - 2:00 p.m.	Off Site Lunch Please enjoy lunch at one of Long Beach's fine establishments: http://www.visitlongbeach.com/kombuchakon2017/dine-kombuchakon/	

2:00 p.m. - 2:45 p.m.	Seaside Ballroom A Distribution Tips & Tricks Shane Dickman, High Country Kombucha	Seaside 1 From the Kitchen to the Brewery: The Details of Growing a Kombucha Company and the Benefits of Collaboration Matt Thomas, Brew Dr. Kombucha Jeff Weaber, Aqua Vitea Kombucha
2:45 p.m. - 3:15 p.m.	Seaside Pre-Function Trade Show & Networking	
3:15 p.m. - 4:00 p.m.	Seaside Ballroom A Costing a Case: In Depth Metrics to More Fully Understand your Business Trevor Ross, Live Soda	
3:30 p.m. - 5:00 p.m.	Trade Show Load Out	
4:00 p.m. - 5:00 p.m.	Seaside Ballroom A Keynote: Christine Perich Former CEO of New Belgium Brewing	
5:00 p.m. - 7:00 p.m.	Seaside Ballroom B Closing Reception	