

FOR IMMEDIATE RELEASE: April 3, 2019

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Kombucha Brewers International

<https://kombuchabrewers.org/>

**Kombucha Brewers Will Be “Growing Strong Culture” at Largest-Ever
KombuchaKon This April**

Los Angeles, CA: Kombucha Brewers International is delighted to announce that KombuchaKon 2019, their sixth annual conference, is coming up on April 18-19, 2019 at the Long Beach Convention Center in Long Beach, California.

This year’s conference theme is “Growing Strong Culture” with the keynote address delivered by Tyler Gage, co-founder of RUNA and Managing Director at Terrafertil. Tyler has extensive experience in organizing communities and fostering collaboration which continues to be a key focus of KombuchaKon.

KombuchaKon is where kombucha professionals come together every year to discuss topics unique to their industry. As always, the conference will feature the World’s Largest Kombucha Sampling Bar, a trade show, pre-party, cocktail reception, as well as in-person networking with representatives from a global selection of over 100 brands.

2019 sees a dramatic expansion of KombuchaKon’s reach featuring their largest trade show ever with over 50 vendors, an inaugural Networking and Educational Luncheon, and a special appearance by “King of Kombucha” GT Dave.

New for 2019, the Networking and Educational Luncheon will be presented by Deborah Moroz, CHRO at Health-Ade. Exploring the topic "Organizational Design for Fast Growth Businesses" it will address how to smartly design an organizational structure to achieve fast growth and strategic goals. Deborah has an impressive track record of building high-performance human resource teams and is an expert in employee engagement, workplace culture, visions, missions, and values. Held during the Thursday session, the luncheon is for Upper Tier 3 and 4 attendees only. Ticket details below.

On Friday kombucha industry founder GT Dave will share inspiring thoughts about embodying brand authenticity to attract, and keep, a loyal customer base. Afterward, there will be a rare photo opportunity with the legendary brewer!

Other conference highlights include:

- A thought-provoking panel will discuss the “Future of Kombucha,” looking at CBD as well as the Hard Kombucha category featuring guest, John Craven, founder and CEO of BevNET, and a widely recognized authority on the beverage industry.

- Kombucha Market Analysis and Future Trends.
- Kombucha Standard of Identity.
- Draft Standards Manual for Kombucha - NEW RELEASE
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Prospective attendees, go here:

<https://www.eiseverywhere.com/ereg/index.php?eventid=362405&>

See the vendor list here: <https://kombuchabrewers.org/kombuchakon-2019/>

Read more about the scheduled speakers:

<https://kombuchabrewers.org/kkon-2019-agenda-2/>

For press and media passes, click here:

<https://www.surveymonkey.com/r/RW7PW2Z>

Kombucha Brewers International 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.

EXTRAS/UNUSED

Growing Strong Culture at KombuchaKon 2019

or

KombuchaKon Is Bigger Than Ever and Growing Strong Culture in 2019

KombuchaKon 2019, Largest Trade Show to Date, Appropriately Themed “Growing Strong Culture”

Largest KombuchaKon Conference to Date Appropriately Themed “Growing Strong Culture”

April 2019 Sees Largest KombuchaKon Conference to Date – Themed “Growing Strong Culture”

April’s “Growing Strong Culture” KombuchaKon Conference Will Be Largest to Date

featuring exclusive content and networking opportunities.

KombuchaKon is the only conference and trade show specifically targeting those in the kombucha industry. Every year we come together for two days to discuss topics unique to the kombucha brewing industry. We network and share ideas, learn new techniques, take an in-depth look at market trends, and bond over kombucha “kocktails.”

featuring flavors from all over the world,

founder of GT’s Living Foods and affectionately known as

Friday, April 19: John Craven is a

and he is frequently cited in mainstream media. His vision shapes the editorial, publishing, and positioning of all of BevNET’s properties, including BevNET.com, NOSH.com, BevNET Magazine, Brewbound.com, and their associated conferences.

They share ideas, learn new techniques, take an in-depth look at market trends, and bond over kombucha “kocktails.”

Chief Human Resources Officer

