

## Building Industry Awareness | 2017 Webinar Review



### State of the Industry Webinar

**APRIL**

The beverage industry continues to progress as bottled water, energy drinks, and RTD teas and coffee chip away at established categories such as carbonated soft drink and fruit juice and juice drinks. In the beverage alcohol market, wine and spirits markets continue to make gains against beer, which is seeing stronger growth from import brands as craft beer's growth decelerates.



### Craft Beer Webinar

**JUNE**

*Beverage Industry's* Craft Beer Webinar will offer insights about the current state of the market as well as what is on the horizon. Speakers will address the challenges the beer segment has experienced in the face of SKU proliferation in terms of market saturation, quality concerns and limited shelf space. Insights on marketing and on-premise trends will address how brand owners can stave off the deceleration that is taking place.



### New Product Development Webinar & Supplement

**SEPTEMBER**

In *Beverage Industry's* annual webinar, experts will address the latest trends that are influencing new product development throughout the U.S. beverage market. Topics addressed will include convenience, channel migration, formulation and ingredients, packaging, and marketing and brand messaging. Learn what the successful new products are doing to win with today's consumers.

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