



## ***NCSLA Reconnect: Rethink and Redesign the Future*** **2021 Annual Conference – Reno, Nevada**

### **PANEL UPDATE – Week 10**

The conference countdown is on and only 4 weeks remain until we gather in Reno! The annual conference theme, “*NCSLA Reconnect: Rethink and Redesign the Future*,” accentuates the organization’s and industry’s resolutely positive outlook and the continuing need for resiliency in the future. While COVID-19 will continue to play a central role in this and future conferences, the business agenda gives equal time to many other issues of similar importance. One such topic is private label products and it is the feature of this week’s update on the 2021 Annual Conference.

#### **PANEL #12: The “Ins and Outs” of Private Label Products**

Historically, many private label products were offered at lower price points. Over time, private labels have moved onto many top shelves. Private labels are becoming a means to drive consumer engagement, focus on local or specialty ingredients, and otherwise create unique experiences. But are some stretching the private label model too far, and stepping out of bounds?

On the last day of the conference, **Emily Harris Gant**, Shareholder at Foster Garvey P.C. in Seattle, Washington, will moderate the Private Label Panel. Joining her are presenters **Michael Brewer**, President, Alcoholic Beverage Consulting Service of Murrieta, California; **Bahaneh Hobel**, Partner, Head of Alcohol Beverage Law & Compliance, Dickenson Peatman & Fogarty in Napa, California; and **Michael Martinez**, Senior Counsel, Greenspoon Marder LLP, Tallahassee, Florida.

After a refresher on the key regulatory issues, the panelists will provide an “inside baseball” perspective on the evolution of private label products, the hot current trends and what’s to come.

For those who need to fulfill Continuing Legal Education (CLE) requirements, NCSLA is pleased to announce approval from California and Pennsylvania. NCSLA is working to obtain pre-approval from some other state authorities and will provide a Uniform Certificate of Attendance at the conference for submission to your local jurisdiction. We’ll keep you apprised of other state approvals as they are received.

There is still time to make your plans to come to Reno, Nevada from August 26-29, 2021 for this year’s annual meeting of the NCSLA! Visit [www.ncsla.org](http://www.ncsla.org) today for details and

register soon. **By the way, the group block at the Peppermill Resort is filling up fast so reserve a guest room before the cut-off date of Thursday, August 5<sup>th</sup>.**

*Not a current member of NCSLA?* Just complete the [online application form](#) on the NCSLA website and enjoy these beneficial and educational business sessions in addition to the valuable networking opportunities. Don't miss this homecoming event of the year - I hope to see you there!

Anna Hirai  
NCSLA 2021 Conference Organizer