



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

### **PANEL UPDATE – WEEK 1**

Welcome to your very first weekly update on the 2021 Annual Conference! Starting today, you will receive a weekly email featuring a session from the business program. 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.

### **EMERGING BEVERAGE TRENDS: Low Alcohol, Non-Alcohol, and Alternative Adult Beverages**

One such topic of interest to many is the prolific emergence of low alcohol and non-alcohol products along with other non-traditional adult beverages which, will be discussed Friday afternoon, August 27<sup>th</sup>. The growth of seltzers in the U.S. beverage alcohol market over the past few years has been amazing. It is hard to keep track of the exploding number of seltzer brands coming into the market and the variety and flavors being produced. In addition to the wave of alcoholic seltzers being released, the airwaves and social media are riddled with ads for alternative adult beverages, from low and zero-alcohol beers, wines and spirits, to unique adult-focused, no-alcohol beverages that compete against traditional alcohol beverages for market share. These products are being produced by stalwart, longstanding alcohol manufacturers as well as by brand new start-ups that produce no traditional beverage alcohol. This panel will discuss the low/non-alcohol and alternative beverage trend, including identifying these products and their producers, their ingredients, how they are produced and distributed, marketed and sold, and how and by whom they are regulated, if at all. Should they be regulated and if so by what agency? Do they present tied house or trade practice issues? You won’t want to miss this afternoon deliberation on the first day of the conference!

Join our moderator, attorney **R.J. O’Hara**, president of Flaherty & O’Hara, P.C. and shareholder in Pennsylvania craft brewer, Erie Brewing, and a panel of industry veterans and experts to learn about these exciting emerging beverage trends. Joining in the conversation will be **Steve Marks**, Executive Director of the Oregon Liquor Control Commission and NCSLA Board Member, **Susan Evans**, Director of the TTB Office of Industry and State Outreach, **Mike Madigan**, Managing Shareholder of Madigan, Dahl & Harlan, P.A., a Minnesota-based law firm, and President of the Minnesota Beer Wholesalers Association, and special guest **Chris Becker**, founder and advisor of Better Rhodes, an on-line marketplace selling a wide variety of alcohol free beer, wine, spirits and other adult-oriented beverages. Better Rhodes is a growing presence in the alternative beverage market.

Start making your plans NOW to come to Reno, Nevada from August 26-29, 2021 for this year’s annual meeting of the NCSLA! **Registration is now open** so visit [www.ncsla.org](http://www.ncsla.org) today for details. *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 President