2027 Adult Beverage, Summer Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Monday, August 23, 2027

On/Off Premise Dynamics: Beverage Alcohol Trends & Placement

120 minutes

Explore the trends shaping beverage alcohol through a fireside chat and panel discussion on on- and off-premise opportunities. Gain perspectives on evolving consumer preferences, product placement, and how buyers and suppliers can work together to drive success across menus and shelves.