



BCB BROOKLYN REVEALS NEW LOCATION FOR 2022

Bar Trade Conference Trade to Have an Expanded Presence in its New Home in Industry City

NEW YORK (February 17, 2022) - BCB Brooklyn —set for June 14 & 15 – will relocate to a bigger venue in the historical, creative hub Industry City from its original location, the Brooklyn Expo Center in Greenpoint, Brooklyn. The move to Industry City will allow BCB Brooklyn to expand its offerings and provide more space for exhibitors to bring their brands to life.

" We are grateful to have been able to build the foundation of BCB Brooklyn in Greenpoint over the past three years. We are excited to grow and see BCB Brooklyn evolve in its new Industry City home," says BCB Brooklyn Event Director Jackie Williams.

Since its inception in 2018, BCB Brooklyn has grown each year, and 2021 was its biggest year yet. Last year's show saw the bar and beverage industry come together for the first time in a major way since the beginning of the pandemic. With 134 exhibitors, over 50 new products debuted, 3,000+ attendees, 65,000 ounces of mixers used, and 250,000 drinks and spirits samples poured over two days, BCB Brooklyn 2021 hit the ground running, setting the stage for this year's show.

The annual event for the global bar industry first launched its US show in 2018 and is joined by its international brand family BCB Berlin and BCB São Paulo. For more information about attending or exhibiting at BCB Brooklyn, visit [BarConventBrooklyn.com](https://www.barconventbrooklyn.com). To learn about sponsorship, partnership, and exhibition opportunities, contact Jackie Williams at Jacqueline.Williams@rxglobal.com.

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About RX:

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