

2022 EVENT IN REVIEW

At Bar Convent Brooklyn, bar and beverage professionals are invited to network with peers and learn about new trends, techniques and products in the domestic and international markets. Attendees also attended demonstrations, keynote addresses, and panel discussions with leading industry experts. Exhibitors at Bar Convent Brooklyn feature premium craft spirit brands and mixers.



WHO ATTENDED BAR CONVENT BROOKLYN?

49%
BEVERAGE
PROFESSIONAL

Bartender, Bar/Restaurant Owner/Manager,
Food & Beverage Director,
Brand Ambassador

33%
TRADE

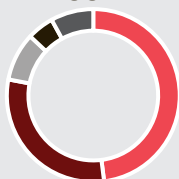
Distributor, Importer,
Marketing/Brand Management

12%
MEDIA

Publisher, Photographer
/Videographer, Influencer

6%
OTHER

PR, Sales, Consultant, Creative, Catering, Educator,
Manufacturer, Sommelier



SUSTAINABILITY

Bar Convent Brooklyn continued the commitment this year to increase its focus on sustainability. The event introduced new initiatives never seen before at other bar shows, including a collaboration with Barr Hill Gin distillery to offset the show's footprint and a partnership with Trees for the Future that planted ten trees for every visitor that registered. Additionally, the event went above and beyond in its ongoing work to reduce event waste through composting and recycling items like water bottles made of recycled plastic.

“Bar Convent Brooklyn is the best bar industry show I have ever been to!”



SAME CITY, NEW VENUE

Bar Convent Brooklyn returned to New York City on June 14-15 to gather the beverage industry for its biggest year yet in its new home at Industry City.



3,800+



NUMBER OF INDUSTRY
PROFESSIONALS

6,200+



LEADS FROM
THE EVENT

37



EDUCATION
SESSIONS

6,645,740



MEDIA
IMPRESSIONS

ONSITE HIGHLIGHTS:

LIQUID LOUNGE

Attendees experienced live demonstrations and tastings in the Liquid Lounge and gained insight from exhibitors, brand ambassadors and industry leaders on hot topics and trends during this intimate casual setting.



300,000
Drinks Sampled



50

**PRODUCTS
DEBUTED**



CHILLED AWARDS

Bar Convent Brooklyn and Chilled Media joined forces for the first inaugural Chilled 100 Spirits Awards. Culminating after two days of judging by members of the bar and beverage industry, the anticipated results were announced at the Chilled 100 gala on the event's first evening. Seventeen spirit brands earned the coveted The Bartender Seal of Approval medal as standouts in their specific categories.



42
Attendees **STATES**
from **55**
COUNTRIES



163

Exhibitors Showcased at the Show



“It was a wonderful experience to meet with like-minded individuals who share the same passion for the industry as I do. I would highly recommend it to friends for the coming years.”

