



WHAT TO EXPECT AT BAR CONVENT BROOKLYN 2024

From Trends to Tastings: Bar Convent Brooklyn 2024 Delivers a World-Class Experience

New York, New York (May 8, 2024) - [Bar Convent Brooklyn](#), the ultimate gathering for professionals in the bar and beverage industry, is back for its 2024 edition. Scheduled for June 11 and 12 at Brooklyn's Industry City, this year's event promises an unparalleled experience for visitors, featuring an exciting lineup of education sessions, exhibitors and events.

200 + Exhibitors

With over [200](#) premium craft spirit brands, non-alcoholic offerings, mixers, bar supplies and more, the Show Floor at Bar Convent Brooklyn 2024 is a paradise for beverage enthusiasts. From leading brands to up-and-coming labels, attendees will have the opportunity to explore the latest trends and innovations in the world of spirits. International pavilions will transport attendees to destinations like Italy, Japan, Peru and Canada, offering a truly global experience.

Education Program

Bar Convent Brooklyn 2024 presents a robust [education program](#) encompassing over 50 insightful sessions across the Main Stage, Liquid Lounges and Park Street University. These sessions cover diverse facets of the beverage industry, from dissecting emerging trends to fostering inclusivity and innovation, providing invaluable opportunities for professionals to expand their horizons. Notable among these sessions is "Lunch & Learn: How Do I Get Everyone to Care As Much As I Do?: Keys to Effective (and Fun!) Leadership" on June 12th, featuring practical strategies presented by Alison Anne, Founder of Restaurant Revolution. This session, requiring a separate ticket and including lunch, is essential for enhancing leadership skills and cultivating supportive work environments in the restaurant industry.

Events and Onsite Activations

During Bar Convent Brooklyn 2024, attendees can anticipate a variety of engaging on-site events aimed at enhancing their experience. On June 11, don't miss the inaugural **Bar Convent Brooklyn Street Party** from 5:00 PM to 7:00 PM, featuring music, drinks, lawn games and entertainment for networking and building connections. Earlier that afternoon, Alcohol Professor hosts the **15th Annual New York International Spirits Competition (NYISC)** awards announcement onsite at 12:30 PM, where winners will receive their medals onsite. For those looking to keep the celebration going, Bar Convent Brooklyn's annual **Opening Night Party** will take place starting at 8:00 PM at Public Records sponsored by William Grant & Sons.

Each morning, near registration on 34th Street, attendees can enjoy the **Licor 43 coffee cart**, offering their signature Carajillos. Additionally, spotlight events sponsored by industry leaders such as Ignite Spirits Inc., Okinawa Distillers Association and Japan Sake and Shochu Makers Association will provide unique networking and learning opportunities. Attendees can also compete in **The Black Sheep Skee-Ball**

Club sponsored by Skrewball Peanut Butter Whiskey in the 5/6 Courtyard on Tuesday, June 11th, enjoying cocktails and challenging games like skee-ball and the Skrewball Puppeteer. The **USBGNY Hospitality Lounge** returns with amenities like baggage check, free Wi-Fi, device charging and swag, along with free massages (for USBG members) and tasty food and drinks throughout the show. The full events schedule can be found [here](#).

Bar Convent Brooklyn is excited to announce the addition of the **Writer's Block** to its roster of attractions for the 2024 event. The Writer's Block provides a unique platform for esteemed industry authors to not only showcase and promote their latest publications but also to engage with attendees through signings and discussions. This dedicated space will offer an enriching experience for both authors and visitors alike, fostering meaningful connections and conversations within the beverage community.

"We look forward to welcoming the industry back in June to Bar Convent Brooklyn, where attendees can engage with peers, share experiences and build meaningful personal and professional connections," says Bar Convent Brooklyn Event Vice President, Jackie Williams. "Our curated show floor, programming, events and education schedule promise to captivate and empower visitors, allowing for the emergence of new ideas and trends that will shape the future of our industry."

Sustainability

While visitors enjoy their experience onsite, Bar Convent Brooklyn continues to demonstrate a steadfast commitment to sustainability, implementing various initiatives aimed at reducing waste and lessening environmental impact, including separate garbage and recycling bins adjacent to all trash receptacles with a dedicated team responsible for sorting waste and recycling materials. To further minimize environmental footprint, Bar Convent Brooklyn offers compostable sampling cups devoid of PFAS additives and repurposes astroturf and signage. In a partnership with Trees for the Future, the event pledges to plant ten trees for each visitor. Additionally, shirts worn at the event are ethically produced in a factory prioritizing reduced fabric and water waste and incorporating solar energy into manufacturing processes.

Where to Register

Tickets can be purchased [here](#) on the Bar Convent Brooklyn website. Pre-purchased tickets online will be priced at \$90 for one day and \$140 for both days up until June 3. After June 4, upon availability, tickets will be \$120 for one day and \$180 for two days.

To find out more information about attending, visit the website (www.barconventbrooklyn.com) and follow along on social at [@barconventbrooklyn](#).

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