



## What to Expect at Bar Convent Brooklyn this Year

Since its debut in 2018, **Bar Convent Brooklyn (BCB)** has become a cornerstone event for the global beverage industry.

Known for its celebration of premium and craft spirits, BCB creates a collaborative space where innovators, brands, and professionals shape the future of liquid culture through education, networking, and sharing best practices. With hundreds of exhibitors, the event is a hub for discovering new trends and exploring emerging opportunities in the world of cocktails.



Jacqueline Williams, Event Vice President, is eagerly anticipating BCB Brooklyn 2025, which promises to be bigger and more impactful than ever. Since joining BCB, Williams has played a pivotal role in shaping its strategic direction, with a focus on sustainability, fostering global hospitality connections, and introducing meaningful industry initiatives. This year, she's particularly excited about new features, including an expanded indoor courtyard, upgraded outdoor activations, and the debut of the no/low-alcohol pavilion, reflecting the rising demand for health-conscious and mindful drinking options.



Sustainability remains at the heart of BCB Brooklyn's mission. From composting cocktail waste to using recycled materials for booths and uniforms, the event aims to reduce its environmental footprint, with a long-term goal of achieving net-zero carbon emissions by 2040. Inclusivity is another key priority, with features like preferred pronouns on badges and gender-neutral restrooms ensuring all attendees feel welcome and valued.

BCB Brooklyn 2025 will also spotlight industry trends such as Asian-inspired flavors like yuzu, matcha, and shiso, as well as the growing premiumization movement. Education continues to be the event's centerpiece, with over 50 sessions curated by Head of Education Lynnette Marrero. Topics will range from technical bartending skills to broader cultural and business strategies, offering something for both emerging professionals and seasoned veterans.



For brands, Williams emphasizes the importance of authenticity in engaging the bartender community, encouraging partnerships that prioritize sustainability, creativity, and shared values. For attendees, her advice is to plan ahead but remain open to surprises:

*"Explore the schedule but leave room for unexpected discoveries and connections. The best part of BCB Brooklyn is the serendipitous conversations and opportunities you'll encounter."*

Ultimately, BCB Brooklyn is more than just an event—it's a vibrant community shaping the future of the beverage industry. It's an opportunity to learn, discover, and immerse yourself in the creativity and innovation driving today's cocktail culture.