

# BEVERAGEMEDIA

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## ANOTHER TRIUMPHANT YEAR FOR BCB

**B**ar Convent Brooklyn (BCB), the premier trade event for the bar and beverage industry, returned to Industry City on June 10 and 11 for another jam-packed two-day event of networking, education, and inspiration. The show welcomed a record number of exhibitors with more than 275 brands on show, including the Emerging Brands Pavilion which doubled in size from last year, demonstrating the focus on innovation.

As ever, the comprehensive educational program, curated by head of education Lynnette Marrero and the education

committee, offered an opportunity to explore industry trends. The rise of no- and low-ABV drinks was amongst the recurring themes, as well as mental health and emotional well-being of industry professionals, such as popular panel "The Last Great Third Space: Why We Must Protect Our Bars," hosted by Claire Warner, Lauren Mote, and Erick Castro, which emphasized the important role that bars can play in fostering connection and community.

Building on this year's success, the BCB team is already gearing up for the 2026 edition, taking place on June 9 and 10.

1. Guests mingle at the outdoor courtyard bars.
2. The exhibitor lineup included over 275 brands from around the world.
3. Panelists on the Main Stage for "Building a Brand Without Distillery, Money, or Experience."
4. Dolph Lundgren, the actor, filmmaker, and cofounder of Hard Cut Vodka, hosts a tasting.
5. Guests sample Weber Ranch Espresso Martinis.
6. Rapper, entrepreneur, and cofounder of Amber & Opal Honey Botanical Whiskey Ja Rule at the Courtyard Bar.
7. Cocktails made with Hendrick's new Oasium Gin.
8. Mijenta's exhibitor booth.
9. Manoj Mezcal and Esce Taco teamed up to host an after hours, one-night only pop-up in Williamsburg.



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