

# BCB

BAR CONVENT

BROOKLYN

# Post Show Report

JUNE 10-11, 2025 | INDUSTRY CITY,  
BROOKLYN, NEW YORK





# Overview

Driven by an appreciation and passion for premium and craft spirits, BCB Brooklyn is a welcoming and collaborative environment in which the pioneers of the bar and beverage community gather to celebrate and sculpt the future of liquid culture through education, sharing best practices, and generating business opportunities. It is a curation of the most premium brands driving the cocktail movement.

At BCB 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 can also attend demonstrations, keynote addresses, and panel discussions with leading industry experts. Exhibitors at BCB Brooklyn will be carefully curated to feature primarily premium craft spirit brands and mixers.

**We love this event—it's a magnet that brings together bartenders and industry professionals from all over the country.**

*It feels like a big reunion for us. I've given out 10,000 hugs and 110,000 high fives! We use BCB Brooklyn not only to showcase our products, but also to see what the rest of the industry is up to. It's a special moment to come together in this amazing city and celebrate the industry we love.*

**ANNE LOUISE MARQUIS**

*Trade Advocacy Lead, Campari Group*

**WATCH OUR SIZZLE REEL HERE ▶**



## Attendee Demographics.

**5700+** Industry Professionals

**Beverage Professional 53%**

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

**Trade 29%**

*Distributor, Importer, Marketing/Brand Management, Supplier*

**Media 11%**

*Publisher, Photographer/Videographer, Influencer*

**Other 7%**

*PR, Sales, Consultant, Creative, Catering, Educator*

**TOP 5**  
Job  
Categories

**“This show is amazing. If you want to meet new brands, get a hold of some new trends, meet new people or talk to established producers, this is definitely the place to be.**

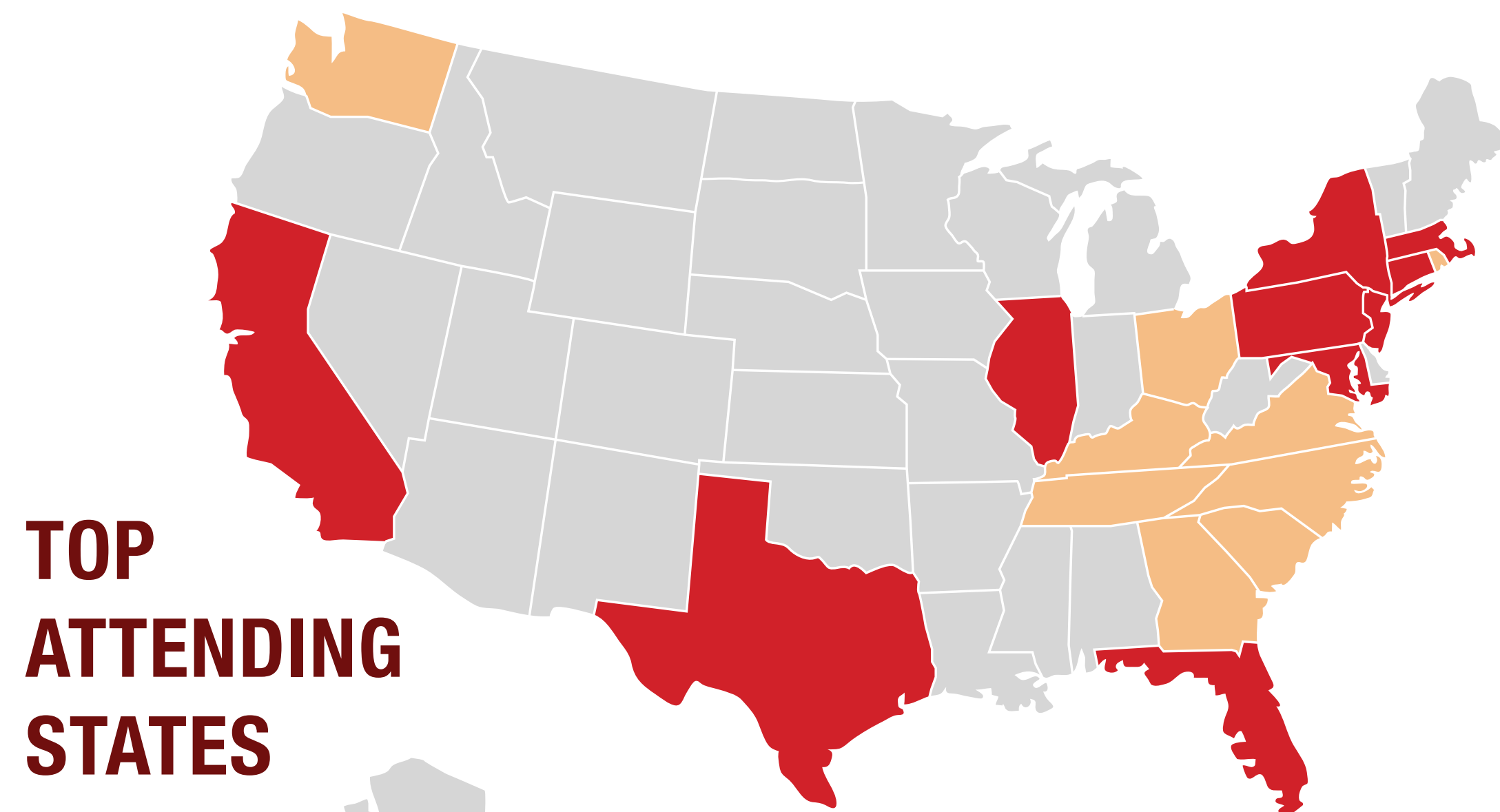
*There are tons of opportunities to make some great connections and contacts. I will definitely be coming back next year.*

**MAGGIE ZEMAN**

*SVP, GM New York, Double Forte*



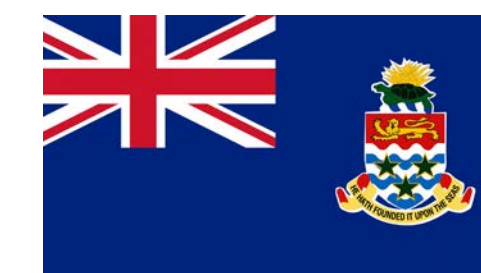
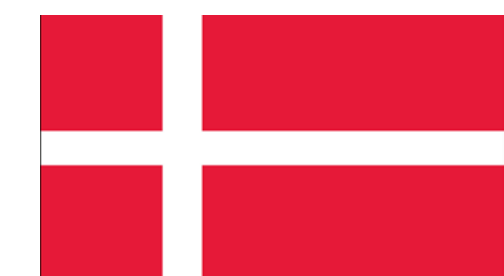
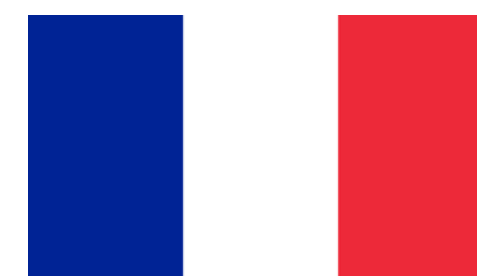
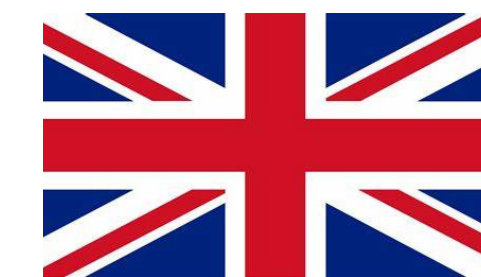
## Attendee Demographics.



**7%** OF ATTENDEES TRAVEL TO THE SHOW INTERNATIONALLY

## TOP ATTENDING COUNTRIES

United Kingdom (The)	Canada	Cayman Islands (The)
Mexico	France	Trinidad and Tobago
Italy	Denmark	Japan





## Key Media in Attendance.

**3,839,529**  
Total Onsite Reach

**6,405,072**  
Total Onsite Impressions

**10,031**  
Onsite engagements

### TOP PUBLICATIONS IN ATTENDANCE



CONDÉ NAST

FOOD & WINE

imbibe

LIQUOR.COM

Rolling Stone

THE SPIRITS  
BUSINESS



THE WALL STREET JOURNAL.





Education Overview.

EDUCATION PROGRAM

50  
Education Sessions

136  
Speakers

40+  
Hours of Learning

“The BCB Brooklyn  
education program is great  
because the industry is constantly evolving and provides  
valuable insight for bar and beverage professionals on what  
is going on in the industry and where it’s evolving

RICH MANNING  
Freelance Writer, VinePair





Show Highlights.

Show Highlights.



**LARGEST**

BCB Brooklyn Show to Date



**HIGHEST EVER**

satisfaction, loyalty and NPS  
scores in show history



**45% OF**

**VISITORS**

were new to the Show



## Show Highlights.



### EMERGING BRANDS PAVILION

Doubling in size from 2024, the 2025 Emerging Brands Pavilion featured 60+ up and coming brands providing them a platform to showcase their products to industry professionals from around the world.



### NO & LOW FOCUS

2025 featured some of the leading brands helping shape the no & low space, one of the industry's fastest growing categories. In addition, the 2025 education program featured sessions dedicated to the no & low space. This included the all-new pre-show, exhibitor-only sessions which took place Monday afternoon.



### COURTYARD BAR

The Courtyard Bar featured a variety of entertainment and industry recognition during the Show. Visitors were able to congregate and meet some top brands and bar talent, like Ja Rule and Jack Sotti.



## Show Highlights.



### BCB BRAND ACCELERATOR PITCH COMPETITION

The inaugural Brand Accelerator Pitch Competition presented by Women of the Vine & Spirits® & Diverse Powered Brands™, gave up and coming brands the opportunity to showcase their latest innovations in front of a panel of judges with the chance to win an incredible prize package.



### AUTHORS ALLEY

Authors Alley served as a distinctive space where 25+ renowned industry authors highlighted their latest releases, connecting with visitors through signings and conversations that added depth to the overall event experience.



Show Success.

Show Success.

77%

of attendees became leads

89

Average leads scanned by Exhibitors

*We have limited time in our schedule; with these tools, we have the advantage.*

**Without these tools we would have definitely missed out on potential customers and potential business.**





“

**BCB Brooklyn 2025 has once again demonstrated why this event is essential to our industry. The incredible turnout and engagement we witnessed over these two days reinforced our mission to create a vital space where beverage professionals can connect, learn and drive innovation forward.**

*Industry City proved to be the ideal backdrop for this gathering, accommodating our diverse community of exhibitors, speakers and visitors who brought such passion and expertise to every interaction. We're thrilled with the momentum generated here and excited to see how the connections made and insights shared will continue to influence and elevate our industry in the months ahead.*

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**JACKIE WILLIAMS**

*Event Vice President, BCB Brooklyn*

SEE YOU NEXT YEAR!

**June 9-10, 2026**