

2022 Beverage Alcohol Summit

A virtual event | March 16-17, 2022

Speakers

Danny Brager

Owner/Operator, Brager Beverage Alcohol Consulting

Danny is the former Senior Vice President of Nielsen's Beverage Alcohol Practice Area in the United States, where for close to 20 years he led teams that supported relationships with Nielsen's beer, wine and spirits clients (suppliers, importers, distributors, and retailers), as well as with key industry groups and the media. In that role, Danny provided data-driven analysis and insights, focused on the U.S. retail environment and consumer/shopper—who they are, what they buy, and why—and what to expect looking ahead. In September 2020, Danny introduced Brager Beverage Alcohol Consulting, offering analysis services to beverage alcohol companies seeking to translate market data into authoritative, fact-based insights in support of their brand and corporate goals.

Alexi Cashen

CEO, Elenteny Imports

Alexi Curlee Cashen is referred to as Chief Executive Optimist, spreading the gospel of empathetic customer service, sales panache and meticulous operations. She scours ideas and drives solutions, strategy and above all else – positivity! Celebrating 19 years of experience in the food and wine industry, Alexi's career is marked by a wealth of roles in hospitality, retail, wholesale and supplier positions. Starting out in the restaurant industry in her home state of Colorado, Alexi moved to New York City to season her career with positions at Craft Restaurant, Morrell & Company, Oriel Wines & Polaner Selections. Competitive and quick to see people and scenarios through different lenses, Alexi makes sales and marketing her expressed talent.

Alexi's logistics prowess came with co-founding Elenteny Imports with colleague and friend, Tim Elenteny. Alexi quickly boils down best practices and guides her teams and customers through the myriad details that make up the US alcohol three-tier distribution system. Alexi thrives on B2B technologies that improve operations and information.

Margie Lehrman

CEO, American Craft Spirits Association

Margie A.S. Lehrman, CEO, has guided the American Craft Spirits Association (ACSA) since she joined the team in August 2015. ACSA is the only U.S. national non-profit trade group that is created and governed by craft spirits producers, with a mission to elevate and advocate for the community of craft spirits producers. Before joining ACSA, Margie was a senior attorney at Lehrman Beverage Law, PLLC, a firm that concentrates in the area of beer, wine and spirits law, where she now serves in an Of Counsel capacity. Previously, she served as Chief Operating Officer for the American Association for Justice (formerly the Association of Trial Lawyers of America), a membership organization with 50,000+ members at the time. Margie earned an undergraduate degree at Marymount College in Tarrytown, New York and the Sorbonne in Paris, France, graduating magna cum laude.

Ryan Malkin

Principal Attorney, Malkin Law

Ryan Malkin is an attorney serving the alcohol beverage industry. Ryan is well versed in navigating the federal and state-by-state alcohol beverage laws, assisting clients large and small with industry specific agreements and crafting compliant marketing and sales programs. Prior to forming Malkin Law, Ryan was an attorney at Pernod Ricard USA. As attorney for Pernod Ricard USA, he guided sales and marketing teams through the intricacies of alcohol beverage laws. He is also a former Manhattan Assistant District Attorney. Ryan's passion for the alcohol industry began as a journalist specializing in travel and hospitality writing, with articles appearing in such publications as SmartMoney, Beverage Media, Wall Street Journal, and Esquire.

Kaj Rozga

Counsel, Davis Wright Tremaine LLP

Kaj Rozga is a former Federal Trade Commission attorney with a breadth of antitrust experience representing clients in litigation, cartel, and transactional matters. While with the FTC's Bureau of Competition, Kaj was a member of trial teams that brought a pair of successful hospital merger challenges and was involved in the review of healthcare, consumer products, and technology deals. Kaj manages complex civil litigation of federal antitrust claims, defends corporate and individual clients in grand jury investigations before the Department of Justice, and represents companies in a wide range of industries in merger reviews conducted by the FTC and DOJ.

Adena Santiago

Counsel, McDermott Will & Emery

Adena assists companies on the three tiers of the alcohol beverage industry – licensing, labeling and compliance – and has industry experience in all 50 states, which is critical in this heavily regulated sector. For nearly two decades, Adena has counseled clients on liquor licensing and compliance, representing hotels, restaurants, distillers, brewers, wineries and distributors that need licenses to launch or expand their businesses. She also advises clients on marketing and advertising compliance, franchise protection, labeling regulations and transaction agreements and due diligence. She has extensive knowledge concerning licensing violations and all matters involving beverage formulas. Adena has experience with state, local and federal regulatory agencies, including the Alcohol and Tobacco Tax and Trade Bureau (TTB).

Dale Stratton

Independent Consultant; President, Wine Market Council

Dale Stratton brings more than 35 years of experience in the beverage alcohol industry to his role as an independent consultant. Dale recently retired from Constellation Brands where he was the Vice President, Commercial Insights working across their beer, wine and spirits divisions. While at Constellation Brands he oversaw consumer and shopper insights, consumer affairs, business analytics, market research, category management initiatives and the wine sensory program. Dale's extensive work linking consumer and shopper insights and market analysis with business objectives and strategies enable him to translate insights into action. Dale is currently involved in projects with Azur Associates, Emetry, Wine Market Council, and Wine & Spirits Wholesalers of America's SipSource Report. Prior to joining Constellation Brands, Dale spent 22 years working at E. & J. Gallo, where he began his career. Dale holds a bachelor's degree from Colorado State University and an Executive MBA from Tuck School of Business at Dartmouth College.

David E. Wojnar

Senior Vice President and Head of State Public Policy, DISCUS

With over 20 years' experience with the Distilled Spirits Council (DISCUS), David currently serves as Senior Vice President and Head of State Public Policy. During his time at DISCUS, David has worked with his colleagues on issues ranging from tax increase defense to removing antiquated blue laws. Over the years David and the team passed historic legislation to allow Sunday sales in Massachusetts, New York, Rhode Island, Virginia and West Virginia. Born and raised in Massachusetts, David was recently elected to his 7th term on the Acushnet, Mass. Board of Selectmen. David's favorite spirit is bourbon.

Sovos ShipCompliant Event Hosts

Larry Cormier

VP, General Manager, Sovos ShipCompliant

As general manager of Sovos ShipCompliant, Larry sets the strategy for the product roadmap and directs the company's customer-facing activities. With 25+ years of executive leadership in the creation of cloud computing, software-as-a-service and e-commerce platforms, Larry combines a strong customer-first focus with a deep appreciation for the power of software to simplify complex processes.

Alex Koral

Regulatory General Counsel, Sovos ShipCompliant

Based in Boulder, Colorado, Alex is Regulatory General Counsel for Sovos ShipCompliant, where he serves as lead legal researcher for beverage alcohol regulation and has become a leading expert in DtC shipping laws and interstate distribution of alcohol and a mainstay at Sovos ShipCompliant webinars and conferences. He has spoken at many industry events including meetings for the National Council of State Liquor Administrators, National Liquor Law Enforcement Association, DISCUS, Brewers Association and others. Alex has been in the beverage alcohol arena since 2015, after receiving his J.D. from the University of Colorado Law School.