

FOR IMMEDIATE RELEASE

Contact: Jerald O'Kennard
Phone: 773-930-4080
Email: jerald@bevtest.com

**ANNOUNCING:
BEVINVEST* Fall 2020
(*formerly InvestBev)**

A Virtual Funding Event for Early Stage Spirits Brands

WebEx: September 24, 2020, 12pm CST

CHICAGO, August 10, 2020 – Following the first and second funding event for early stage spirits brands, BEVINVEST (formerly known as InvestBev) announces its third event, taking place on Thursday, September 24, 12-4pm CST, via WebEx. The virtual webinar and funding event will showcase experts on the current economy and how it is impacting the spirits market, as well as bring together a new group of spirits brands with prospective investors.

Sponsored by Perkins Coie LLP, Accelerated Brands, the Beverage Testing Institute and Wagstaff Media + Marketing, the fall BEVINVEST will feature David Ozgo, Chief Economist of the Distilled Spirits Council of the US, as the featured keynote speaker, who will address how the current health and economic crises are impacting the marketplace for distilled spirits, and will put the current economy into context for investors and distillers through his extensive historical knowledge of the spirits industry. In addition, a panel of brand development experts and legal professionals will share insights on how to successfully build a spirit brand in today's U.S. market.

The previous two events brought together more than eight brands per event with prospective investors, providing an opportunity to matchmake for future growth and success. To date, a number of the past participating brands are in funding discussions with investors as a result of Bevinvest meetings.

BEVINVEST Fall 2020 will begin at 12pm CST via WebEx; the event will include:

- 12-12:15pm – Introductions
- 12:15-12:30 – David Ozgo, keynote speaker
- 12:30-1pm – Panelist Q&A
- 1-4pm – One-on-One brand-funder meetings

BEVINVEST Fall 2020 is designed for spirits brands that have a product with unique-to-category qualities or characteristics, an authentic back story, minimum annual sales of 5,000 cases (9-liter), and distribution in three or more states.

If you have a promising wine or spirits brand or are an interested investor and would like to participate in this event, contact Jerald O'Kennard, Executive Director, Beverage Testing Institute at gerald@bevtest.com

###

About Perkins Coie LLP – Perkins Coie is a leading international law firm that regularly counsels emerging brands in the beverage alcohol industry on formation and capital structures, early to late stage funding, intellectual property protection, distribution and supply arrangements, employment matters, commercial disputes and acquisition and exit strategies. Our attorneys, led by corporate and M&A partner Randy Bridgeman, are committed to assisting brands at all stages of their development and in all facets of their operations. Randy is the firm-wide co-chair of Perkins Coie's Corporate & Securities practice and represents public and private companies in the Food and Beverage sector among a wide range of other industries, managing clients across the spectrum of their legal needs.

About Accelerated Brands Corporation – Accelerated Brands, founded in 2010, is a Chicago-based brand development firm focused on building market share, profitable sales growth and equity value for owners of startup, early stage and established wine and spirits brands. A collaboration of seasoned W&S executives, with combined career experience in developing over 35 craft to established alcoholic beverage brands, Accelerated Brands provides a full range of services required for success in this highly competitive industry — innovative marketing, solid distribution, creative development and ongoing communications throughout the three-tier system and field support.

About Beverage Testing Institute – Beverage Testing Institute (BTI) was founded in 1981 as the first international wine competition in the U.S. In 1994, they added beer, spirits, cider, sake, mead and more to their repertoire. Beverage Testing Institute has become the most comprehensive and reliable source for alcohol beverage product testing and professional reviews using industry-leading methodology, co-developed with Cornell University, and a one-of-a-kind approach to focus groups and panelist recruitment. Today, BTI is the research, advisory and engagement company helping alcohol brands be better. BTI's value to the trade is built on its unique position as advocate for the alcohol beverage trade, independent publication and consumer-trusted brand. On this foundation, BTI develops, refines and launches the world's best beverages.

About Wagstaff Media + Marketing – Founded in 1999, Wagstaff is a multinational full-service agency with over 100 employees and offices in Los Angeles, New York, Chicago, San Francisco and Vancouver, Canada. The company focuses on clients in all verticals of the hospitality world, starting predominantly in the restaurant space and expanding to cover travel and tourism representation, products and apps, personalities, events and festivals, hotels, airlines, as well as distinctive wine, beer and spirits brands. Wagstaff's innovative approach results in increased public awareness, benefiting a client's bottom line. With dedicated departments for design, social media and media relations, and travel and tourism representation, Wagstaff offers a full range of services that amplify and strengthen public relations and marketing initiatives. For more information visit wagstaffmktg.com or follow Wagstaff on Twitter, Facebook and Instagram.