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**Registration Now Open for 2nd Annual Beverage Alcohol Retailers Conference**

*Beverage Dynamics* is pleased to announce the second annual Beverage Alcohol Retailers Conference (BARC), taking place on June 3-5, 2018 in Denver, CO. The conference will bring together top retailers, offering in-person education and networking opportunities.

BARC is a chance for retailers to gain information about new products, in-store innovations and best practices, as well as share information with fellow business owners to improve operations.

“More than 150 attendees experienced the inaugural Beverage Alcohol Retailers Conference, which enjoyed high ratings and positive feedback from retailers,” says *Beverage Dynamics* editor Jeremy Nedelka. This year’s BARC will build on the success of the inaugural event in Minneapolis last year.

BARC’s national education partners include the National Alcohol Beverage Control Association and National Beer Wholesalers Association, as well as a number of state industry associations.

Distributors and suppliers have an opportunity to become a BARC sponsor, which will give them exclusive access to the event. Sponsors will support education for large and small retailers, helping them increase the profitability of crowded shelf space. Sponsors also have the opportunity to improve communication with retailers through networking events, while also gaining important consumer and trade insights from data analysts.

Registration and sponsorship information is available at [www.BevRetailersConference.com](file:///C%3A%5CUsers%5CJeremy%5CDocuments%5CSPECIALTYINFO%5CCONFERENCES%5CBARC%202017%5Cwww.BevRetailersConference.com). Registration is now open, so visit the BARC website today to secure your early bird rate before prices increase on February 9. Seating for BARC is limited.

**About Beverage Dynamics**

Beverage Dynamics *is the largest and most respected national magazine dedicated to the needs of the off-premise beverage alcohol retailer, whether it’s the owner of a single liquor store, the general manager of a warehouse store or the buyer for a large supermarket or drug chain.*

**About the Beverage Information Group**

*BIG is the information source for the beverage alcohol industry, serves all industry segments through its print publications (*Cheers, Beverage Dynamics *and* StateWays*), the Beverage Alcohol Retailers Conference and industry Handbooks, Directories and In-store audits. It is a division of EPG Media & Specialty Information, a diverse publishing and events company headquartered in Minneapolis.*