



THE LOCALS  EVENT

Bar Convent Brooklyn 2025

WHAT TO EXPECT AT THIS YEAR'S MOST ANTICIPATED INDUSTRY EVENT

By Megan Rider

Since its inception in 2018, Bar Convent Brooklyn (BCB) has become a must-attend event for the global beverage industry. Driven by a passion for premium and craft spirits, BCB Brooklyn creates a collaborative space for innovators to shape the future of liquid culture through education, sharing best practices, and creating business opportunities. The event showcases top brands leading the cocktail movement and offers expertly curated programming to inspire and educate industry professionals. With hundreds of exhibitors, it's a hub for networking, discovering new brands, and exploring the latest industry trends.

global hospitality connections. Seeing the impact on the community is incredibly rewarding, and I can't wait to watch this year's show bring people together in new and meaningful ways."

BCB Brooklyn 2025 will feature an expanded indoor courtyard with hands-on workshops and upgraded outdoor activations. Williams is especially excited to welcome first-time exhibitors and brands to this year's event. She is also looking forward to exploring global hospitality trends, including emerging trends like mindful drinking, with the debut of the no/low-alcohol pavilion. The non-alcoholic beverage scene is gaining traction as health and wellness take center stage, presenting opportunities for brands to cater to a new audience. Sustainability, eco-friendly packaging, and waste reduction are at the forefront, aligning with BCB Brooklyn's core values. The event follows guidelines

from RX Global to ensure an inclusive experience, offering features like preferred pronouns on badges and gender-neutral bathrooms. Sustainability efforts include waste reduction, composting cocktail waste, and using recycled materials for booths and staff uniforms. The goal is to create an environment where all attendees feel welcome, valued, and safe while actively promoting sustainable practices. BCB Brooklyn aims to reduce its carbon footprint and achieve net zero carbon emissions by 2040!

Trending topics, like Asian-inspired spirits and ingredients such as yuzu, matcha, and shiso, and premiumization, are some trends that will be showcased at BCB Brooklyn 2025 through exhibitor offerings and educational sessions. The educational component remains the heartbeat of the event. BCB Brooklyn has more than 50 educational sessions lined up this year, plus two pre-show,



Jacqueline Williams, Event Vice President, is looking forward to BCB Brooklyn 2025 and the opportunities that come with it. Her role has evolved since the event's launch, as she began her career in marketing for tradeshow before taking on a larger role in shaping the strategic direction of BCB Brooklyn. She is now responsible for overseeing the full strategy, planning, and execution of the event. "What excites me most this year is the opportunity to introduce new initiatives that reflect current industry trends—whether it's sustainability-focused programming or fostering deeper



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exhibitor-focused sessions. Curated by Lynnette Marrero, Head of Education, the programming covers everything from technical skills to business strategies and cultural trends. Whether you are just starting or are a seasoned professional, there will be a plethora of practical knowledge to bring back to your bar or business.

Williams notes that authenticity is key for brands attending the event: "Brands should engage with the bartender community through genuine partnerships, not

just transactional relationships. Understand what matters to bartenders—whether it's new products, sustainability, creativity, or community—and align your brand's values accordingly. Support educational initiatives, offer meaningful resources, and create products that truly meet the needs of the trade." Williams says the key for first-timers is to come prepared but remain flexible: "Check out the schedule beforehand to find the sessions, events, and exhibitors you don't want to miss, but leave some time to explore and discover

new things. Don't be shy—ask questions, try the tastings, and meet new people. The best part of BCB Brooklyn is the unexpected conversations and connections you make, so be open to whatever comes your way."

Most importantly, attendees should take time to connect, immerse themselves fully, and enjoy the unique experience BCB Brooklyn has to offer. It's all about learning, discovering, and being part of a community that is shaping the industry's future.