



Food &
Agribusiness
Network

BREWERS & DISTILLERS NATIONAL MARKET MASTERCLASS

Are you looking to expand your distribution or better access the national market?

Join FAN's exclusive free Brewers & Distillers National Market Masterclass - designed and delivered by national market development experts.

The full day workshop, tailored for producers of craft beers, ciders and spirits covers key topics including:

- The craft alcohol market – beer, cider and spirits
 - Size and shares
- Shopper behaviour
 - Drivers, Triggers and barriers
- Consumer behaviour
 - Moderation mindsets, Trading up, Alcohol and gluten free
- Impact of COVID on purchase behaviour
 - Where, why and how people buy
- Channel options
 - On and off premise, Grocery, Convenience
- Commercial models
 - Margin requirements, Trading terms
- Competitive sets
- Building your Point of Difference

TUESDAY 3 AUGUST
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SHOPABILITY
Standout Strategies: Shopper & Store



**Queensland
Government**