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Tuesday, June 16 | 1:30–2:30 p.m. | Breakout Sessions: Set IV

“Getting Crafty: Distilling the Secrets to Getting Coverage for Your Brewery, Distillery or Winery”

The craft brewery and distillery scene has swept the nation. Now that there's more competition than ever in the marketplace, how do you make your brand or destination's craft scene stand out? How do you get your mixologist recognition for their inventive creations? In this session, you'll hear from beer, spirits, wine and cocktail editors who will share ideas for breaking through the crowded marketplace of craft breweries, artisanal distilleries and boutique wineries. You'll also explore ideas for marketing your destination or property as a must-visit for imbibers everywhere.



Josh Bernstein, freelance food and travel journalist

Bernstein is a Brooklyn-based beer, spirits, food and travel journalist, as well as an occasional tour guide. Since 2000, he's written for scores of newspapers, magazines and websites, including *Bon Appétit*, *Men's Journal*, *Details*, *New York*, *The New York Times*, *Time Out New York*, *Saveur*, *Draft*, *Epicurious.com*, *Wine Enthusiast*, *Bicycling*, *Gourmet.com*, *Tasting Table*, *New York Post*, *Edible Manhattan*, *New York Daily News*, *Wired*, *ReadyMade* and the *New York Press*, for which he wrote a weekly food-and-drink column called "Gut Instinct." Additionally, he is a contributing editor to *Imbibe*, where he oversees beer coverage. Bernstein has also authored two books, "Brewed Awakening," which he claims is his deeply reported take on the global craft-beer revolution, and "The Complete Beer Course: Boot Camp for Beer Geeks: From Novice to Expert in Twelve Tasting Classes."



Lanee Lee, journalist, *Every Day with Rachael Ray*, *Robb Report*, *American Way*, *Cooking Light*, *Virtuoso*, *Travel + Leisure* and more

Lee has been a journalist for more than a decade, focusing on travel, food, wine and the cocktail scene around the globe for the past several years. Her writing can be seen in *Every Day With Rachael Ray*, *Robb Report*, *American Way*, *Cooking Light*, *Virtuoso*, *Travel + Leisure* and more. She lives for quirky encounters, whether getting imprisoned by nuns in Puerto Rico, visiting Houston's beer can house or seeing a holy man levitate in Rishikesh. As a tipling traveler, she believes immersion into local culture begins with the taste buds and a toast — from matcha to moonshine. Lee also runs her own blog, *Voyage Vixens*[™], out of a love for travel and in hopes of empowering women to pursue their own passion — be it motherhood or motorcar racing. Recently, the blog garnered two bronze awards: a Lowell Thomas award "Best Travel Blog 2014" from SATW and a NATJA "Best Independent Travel Blog 2014."



Allison Levine, owner, Please the Palate

Levine is owner of Please the Palate, a boutique firm specializing in marketing, event planning and writing for the wine and spirits industry. With a passion for exploring the world through food, wine and travel, she has written articles on the people she's met and the places she's been, telling their stories and educating readers. She is a regular contributor to FoodableTV and the *Napa Valley Register*. Her work also has appeared in *Voyage Vixens*, *Crave Local*, *Beverage Industry News*, *The Tasting Panel*, *Wine County This Month* and other media outlets.

Register now!

For all other questions regarding the Travel and Tourism Conference, contact don.bill@prsa.org or call (212) 460-1400.

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