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NCSLA 2014 Annual Conference Presents “*Millennials - Redefining the Beverage Alcohol Landscape*”

2014 is a special year for NCSLA as they celebrate the 80th anniversary of the National Conference of State Liquor Administrators in San Antonio at the annual conference, June 16-20, 2014. Serving as conference host is the Texas Alcoholic Beverage Commission and Administrator Sherry Cook.

The annual conference theme is “**NCSLA – 80 Years: Just Getting Started.**” Over the course of four days the business agenda will cover a number of complex and diverse issues that have evolved over the decades.

Millennial consumers (21-34 years of age) over the next 10 years will encompass 40% of the American 21 and older demographic. This diverse and highly educated generation is open to new experiences and is more likely to try a new drink – both in and out of the home – than those of any other age group. They consume everything from domestic light beers, hard ciders, cocktails, to red-blend wines and Moscato wines, and are the key force behind trends including craft beer, boutique spirits and sweeter-flavor wine profiles. However, Millennials are far from a homogenous group. For example, younger Millennials are more price-conscious than older ones.

Regulations, such as time, place and person restrictions and the use of social media will come under pressure by legislatures for change, driven by changing policy considerations. Parity within the beverage category is being demanded by these consumers; they characterize the categories as one -- Beverages. Regulators will need to understand these changes and this demographic, as well as the changes in marketing, accessibility and consumer demands that will affect the marketplace and to which the marketplace will react and adapt. Society may have entered the 21st Century 13 years ago, but alcohol beverage regulators are just now being faced with these changing consumption and purchasing patterns affected by society’s technological advancements over the past 30 years. Policy considerations will require a rational relationship to these changing consumer patterns to survive.

Join moderator, Jim Webster of Webster Powell, P.C. on this educational journey Tuesday afternoon, June 17, as he discusses the new age consumer and marketplace with distinguished panelists: Jessica Starns, Chief Legal Counsel, Louisiana Alcohol & Tobacco Control; Maribel Delgado, Sr. Director of Government Affairs and Associate General Counsel, E. & J. Gallo Winery; and Beer Industry Consultant and Editor of *Beer Business Unplugged*, Geoff Westapher.

Start marking your plans NOW to come to San Antonio, Texas from June 16-20, 2014 for this year’s annual meeting of the NCSLA! Visit www.ncsla.org for details and register today. Watch for more exciting updates on the NCSLA 2014 Annual Conference to be broadcast in the coming weeks. *Not a member of NCSLA?* Joining is easy - just complete the [online application form](#) and join us for this historic conference in San Antonio!

About National Conference of State Liquor Administrators, Incorporated:

A national organization of state alcohol beverage regulators, founded June 19, 1934, in Chicago, Illinois, whose purposes are to promote the enactment of the most effective and equitable types of state alcoholic beverage control laws; devise and promote the use of methods which provide the best enforcement of the particular alcoholic beverage control laws in each state; work for the adoption of uniform laws insofar they may be practicable; promote harmony with the federal government in its administration of the Federal Alcohol Administration Act; and strive for harmony in the administration of the alcoholic beverage control laws among the several states. Visit www.ncsla.org for more information.