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## DAY ONE OF BAR CONVENT BROOKLYN

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Compared to last year, Bar Convent Brooklyn was able to host an in-person event. The Chilled team is spending the week in Brooklyn and attending the two-day affair. Here is how the first day went down.

Taking place at the Brooklyn Expo Center, the event showcases the pioneers in the bar and beverage industry. Despite COVID, day one was a success—with over 90 exhibitors, how could it not be?

### 3 BADGE BEVERAGE CORPORATION

Craft spirits are booming. BCB allows the smaller brands to really make connections with others. From family-owned businesses to craft distillers, Bar Convent Brooklyn hosted all the brands you should know.

BCB was determined to host an event where everyone in attendance felt safe. Each attendee was asked to show proof of vaccination at the door. And throughout the event, everyone kept their mask on unless tasting some of the incredible brand's products.

**This year, smaller distillers like Mizu Shochu, Starward Whiskey, and Bozal Mezcal stole the show.** Stepping up with bigger booths, each brand offered a little something more than just a tasting. Whether that was merch like t-shirts, shoulder bags, pins, or delicious cocktails, the craft brands gave everyone something to remember after they left.

Events like these are crucial for this industry. New brands are emerging every day, and BCB allows those to get their product out there and meet others in the industry. Compared to a few years ago, craft spirits are becoming the new trendy alternative to the bigger name brands.

The spirits industry had a tough year. Events like Bar Convent Brooklyn allowed everyone to come together after a year of virtual events—it allowed for face-to-face connections to be made again. As we continue navigating the unknown, remember the brands that went the extra mile and created something more than just a spirit.

#### BOZAL MEZCAL