

FOR IMMEDIATE RELEASE

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Beer, Wine & Spirits Industry EXPERIENCE on May 8th

MPSA's Beer, Wine & Spirits Industry EXPERIENCE is the industry's premier trade show and discount buying event in Massachusetts. The Beer, Wine & Spirits Industry EXPERIENCE features outstanding show day purchasing discounts, hundreds of tastings, great food, and many industry experts. Retailers of beer, wine and spirits can find many innovative ideas that help save money, increase profits and grow their businesses. This Massachusetts Package Stores Association (MPSA) production will be held on Wednesday, May 8, 2019 from 3:00 - 7:00PM at Lombardos in Randolph, MA.



There is no other event in Massachusetts or New England like the Beer, Wine & Spirits Industry EXPERIENCE. The MPSA's motto is "Strength in Unity." With the support of its Platinum Sponsors; Diageo Spirits, N.A., Horizon Beverage Co., M.S. Walker and Martignetti Companies, the EXPERIENCE helps to fulfill MPSA's mission by connecting the entire three-tier alcohol beverage industry. It is a critical time within the alcohol beverage industry. To stay ahead of change and find new ways to grow, we urge the MPSA Membership and others to participate in the Beer, wine & spirits EXPERIENCE. Please also support our generous sponsors.

Headlining the Beer, Wine & Spirits Industry EXPERIENCE is the "Mad Scientist of Whisky," Dr. Don Livermore. Dr. Don began his career as a microbiologist in quality assurance at Hiram Walker & Sons. He progressed into research and development for 11 years, before taking the helm as master blender in 2012. Dr. Don continues to propel the quality and image of Canadian whisky on a global scale. He won Master Blender of the Year at the Canadian Whisky Awards 2019 for his achievements. Learn all about one of the hottest up and coming trends, Canadian Whisky, from this expert. Purchase products at a discounted price then bring this knowledge back to your store to increase your sales and profits.

Vendors are strongly encouraged to offer show day purchasing discounts which is an important feature of the event that cannot be overstated. This is an incredible opportunity presented to the MPSA membership. In addition to all the tastings, great food and Dr. Don's advice on Canadian Whisky that stands above others, there will be giveaways and cash prizes. Only event attendees can enter for the giveaways and cash prizes, and they must be present at the drawings to win.



Whether you are on or off premise licensees, all industry members, their staff & partners are welcomed to participate at the Beer, Wine & Spirits Industry EXPERIENCE on May 8th at Lombardos. Lombardos is located at 6 Billing Street in Randolph, MA. Attendance at this **exclusive event for industry members** is free, but participants must be 21 years of age to be admitted and IDs will be verified.