

Bar Convent Brooklyn was held June 14 & 15, 2022 at Industry City in Brooklyn, New York. At Bar Convent Brooklyn, bar and beverage professionals are invited to network with peers and learn about new trends, techniques, and products in the domestic and international markets. Visitors can also attend demonstrations, keynote addresses, and panel discussions with leading industry experts. Exhibitors at Bar Convent Brooklyn are carefully curated to feature primarily premium craft spirit brands and mixers.

Reducing the waste impact of Bar Convent Brooklyn was one of the biggest initiatives for the 2022 event. This year, Bar Convent Brooklyn (BCB) collaborated with Vermont-based distillery Barr Hill to offset 100% of the show's 73,000 square foot physical footprint. Barr Hill facilitated the planting and maintaining of 73,000 square feet of new pollinator habitat. The new habitat will provide a life source for bees, creating a third of all agricultural products used in the bar and beverage industry. Dedicated to supporting the agriculture and ecosystems that fuel this industry, Bar Convent Brooklyn and Barr Hill are the first bar and beverage-focused trade event and distillery in the United States to create an event with a 100% footprint offset. Bees are integral to the spirits and bartending community, pollinating 90 different food crops and 90% of flowering plants annually - \$20 billion worth of products in the United States alone each year. This year's footprint offsetting initiative is especially important in an era where bees face colony collapse disorder, loss of habitat, and other threats.

Bar Convent Brooklyn 2022's commitment to sustainability will also be demonstrated this year through planting trees with Trees for the Future, waste reduction, using recyclable items for tastings and staff uniforms, composting, and more. In 2021, Bar Convent Brooklyn introduced several eco-minded programs such as composting, a water initiative and dedicated education resources. For example, attendees could access water provided by Bar Convent Brooklyn's official sponsor, Nestlé, whose portfolio uses recyclable and reusable materials, and have the opportunity to interact directly with the main stage education seminars and panelists. Expanding on those initial efforts, the 2022 event included the use of recyclable cups and cutlery and an increase in recycling bins on site. Show attendees experienced:

- Building upon previous waste production efforts included;:
 - Bar Convent Brooklyn pledged to plant ten trees for every visitor who attends Bar Convent Brooklyn in partnership with Trees for the Future.
 - Materials Reduction:

- Reduced signage, which lessens energy consumption and material needed to produce
 - No longer produced a printed directory
- Waste management:
 - Composting cocktail waste throughout the event, in addition to individual booth's waste
 - Additional recycling bins
 - Recyclable cups and cutlery
- Staff shirts made from recycled materials.
 - The shirts are created in a factory that focuses on reduced fabric and water waste and incorporates solar energy
- The trade show location easily accessible via public transit, with the 36th Street subway (D, N, R lines) station is just under a two-block walk away from the event
- Dedicated Educational Programming Included:
 - Main Stage Sessions:
 - A Farm To Glass Model - Putting Producers & Produce At The Center of The Guest Experience
 - Hotel F&B: Creating and Maintaining a True Sustainability Program
 - The Sustainable Future of Drinking
 - Park Street Stage:
 - The Road to Sustainability
 - Liquid Lounge Stage:
 - The Sustainability of the Jack Daniel's Brand
 - Distill Consciously