

2024 MMBA Annual Conference

(Open to Municipal Liquor Operations & Invitees)



The 2024 MMBA Annual Conference will be held Saturday, April 20 – Tuesday, April 23, at Arrowwood Resort, in Alexandria, Minnesota.

WSET Level 1 Spirits Training (Separate Registration Required)

For individuals new to spirits study, this qualification provides a hands-on introduction to the world of spirits. Explore the main types and styles of spirits through sight, smell, and taste, while also gaining the basic skills to describe spirits accurately, and make cocktail suggestions. Upon successful completion you will receive a Wine & Spirit Education Trust (WSET) certificate and lapel pin. *(Separate Registration Required. <https://www.vinelabwine.com/product-page/2022-mmba-lev-1>)*

Pricing Strategies

There is variable pricing, everyday sale pricing, blind price items, and sensitive price items. How does your business create the combination that benefits your bottom line the most and keeps the customer coming back? In this seminar, Tom Shay will help increase your gross margin.

If You Are Not Making Money, You Are Not Doing This!

This seminar is in response to the 2022 Minnesota State Auditor Report on Municipal Liquor Operations indicating increased operating expenses led to reduced net-income.

Tom Shay will broaden the horizon of how you determine what you are going to sell and how you are going to price it. Consider that much of what the customer spends is discretionary income and that requires looking at who you sell to, what you sell, and how you sell it, in a different light.

Cannabis Update

Jason Tarasek serves as counsel at Vicente LLP and manages the firm's Minnesota office. He assists hemp, cannabinoid, medical-marijuana and adult-use cannabis clients throughout the Upper Midwest.

Steven Brown is the CEO of Nothing But Hemp, one of the first hemp dispensaries in the midwest.. He is also CEO of new MMBA commercial member Emerald Elements, a wholesaler supplying Cannabis-infused edibles, beverages, tinctures and topicals to resellers around the state. The company also works with small, medium and large Cannabis businesses to develop custom formulation and packaged products as well as bulk ingredient sales and co-packing opportunities.

Maker's Mark Blending Selection

Back by popular demand: Participate in an interactive tasting to develop the 2024 MMBA member Maker's Mark Private Select barrel stave combination.

Minnesota Wine & Spirits Statistics & Trends

Managers are often so focused on their operations they don't spend enough time examining micro and macro data and customer behaviors impacting their facility.

Johnson Brothers Executive Vice President & General Manager AJ Atta will explore detailed Minnesota wine & spirit trends every member should know, understand and utilize in making decisions.

Bar & Package Store Group Discussion (Concurrent Sessions)

Both sessions will examine current industry trends and issues.

The Leadership Game

In this fun, yet challenging experience, Maxwell Leadership Certified Team member Brian Stroh will help you:

- Understand core leadership laws and values
- Bring positive change to your organization through communication & connection
- Assess your personal and organizational leadership proficiency, team values and team dynamics

How to Be For Your Community

In this unique seminar, Maxwell Leadership Certified Team member Brian Stroh will help you:

- Identify the gaps between what your businesses is known for and what you want to be known for
- Discover strategies to close those gaps
- Explore practical ways you can be 'for' your team, your customers and your community

There will also be great educational tasting dinners, a Beverage Alcohol Server Training, Expanded Vendor Showcase and time to have fun & develop relationships with other attendees & industry representatives.

MMBA friend Glen Mason, a special Minnesota Vikings guest & a featured celebrity speaker will also be there!