

## "Perspectives on the Rapid Growth of Non-Alcoholic and Low Alcohol Beverages," NCSLA 2024 Annual Conference

Speaking Engagement  
6.17.24  
Washington, D.C.

[Brian A. Fink](#) is slated to present at the NCSLA 2024 Annual Conference in Washington, D.C. on June 17.

Brian will participate in the panel on "Perspectives on the Rapid Growth of Non-Alcoholic and Low Alcohol Beverages," exploring the legal and regulatory challenges the alcohol industry encounters in marketing, distributing and selling low- and no-alcohol beverages. Discussion points will include:

- Trade Practices Overlap: Examining how these beverages align with traditional alcoholic trade practices.
- Distribution and Retail Channels: Assessing their roles within existing distribution and retail frameworks.
- Distribution Agreements: Outlining key considerations in distribution contracts for these products.

For more details on the conference and to join Brian for this insightful discussion, [register here](#).

### Contact

Brian A. Fink

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