



ACCESS LIVE 27

FEBRUARY 1-4 | DALLAS, TX



SCHEDULE OF EVENTS *(As of September 22, 2026)*

SUNDAY, JANUARY 31

- 10:00 am – 5:00 pm **The Tasting Competition** *(Closed Session, Open to Judges Only)*
Showcase your brand in front of the industry's most discerning palates. All registered exhibitors with alcoholic or non-alcoholic products are invited to enter the prestigious WSWA Tasting Competition, presented in partnership with The Tasting Alliance.
- Entries must be submitted prior to the show to ensure inclusion. During the event, expert judges from The Tasting Alliance will evaluate each product, awarding top honors to those that stand out in flavor, quality, and innovation. Whether you're launching something new or spotlighting a signature favorite, this is your moment to shine.
- SPONSORED BY: The Tasting Alliance*
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- 12:00 pm – 5:00 pm **Main Street Suite Move-In Available** *(By Appointment Only)*
Limited move in times available. To request an early move-in contact the WSWA Sales team!
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- 12:00 pm – 5:00 pm **Access HQ (Exhibit Booths) Move-In Available** *(By Appointment Only)*
Limited move in times available. To request an early move-in contact the WSWA Sales team!
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- 12:00 pm – 5:00 pm **Freeman Product Distribution Center Open**
If you need to have alcohol delivered to your exhibit space or have questions about product delivery, please see Freeman at the Product Distribution Center.

MONDAY, FEBRUARY 1

- 7:00 am – 6:00 pm **Freeman Product Distribution Center Open**
If you need to have alcohol delivered to your exhibit space or have questions about product delivery, please see Freeman at the Product Distribution Center.
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- 8:00 am – 5:00 pm **Main Street Suite Set Up**
Any company who reserved a Main Street Suite may set up their space during this time.
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- 8:00 am – 6:00 pm **Registration & Member Services Open**
All attendees must wear their WSWA Access LIVE registration badge at all times during the show. Badges can be picked up at the Registration & Member Services area upon arrival.
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- 8:00 am – 6:00 pm **Access HQ Set Up (Exhibit Booths)**
All exhibit spaces can be set up during this time.
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- 8:00 am – 6:00 pm **Member Services Lounge Open**
Step into the heart of connection at the WSWA Members Lounge—an exclusive space reserved just for WSWA members. Whether you're looking to recharge, reconnect, or rediscover all the benefits WSWA has to offer, this is your go-to destination. Mingle with fellow members, spark new conversations, and engage directly with WSWA staff who are ready to share insights, answer questions, and help you make the most of your membership.
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- 10:00 am – 12:00 pm **The Tasting Competition: Best in Show Sweepstakes** *(Closed Session, Open to Judges Only)*
The competition heats up as top-scoring products from the previous day return for one last taste. In this elite round, judges from The Tasting Alliance will re-evaluate standout entries to determine which rise above the rest. Only the most exceptional will earn the coveted Best in Show title—an honor reserved for products that truly embody excellence in craft, character, and innovation. This is the ultimate spotlight. One final taste. One unforgettable award.

SPONSORED BY: The Tasting Alliance



ACCESS LIVE 27

FEBRUARY 1-4 | DALLAS, TX



MONDAY, FEBRUARY 1 *(continued)*

10:30 am – 12:30 pm **Board of Directors Meeting & Lunch** *(Invitation Only)*

This meeting is open only to those who sit on the WSWA Board of Directors.

1:00 pm – 2:30 pm **WSWA Wholesaler Members Meeting** *(Open to WSWA Wholesaler Members Only)*

Calling all wholesaler members! Your voice matters, and every connection helps shape what comes next. Join us for an exclusive Members Only gathering designed to connect, engage, and move the association forward. Get an inside look at current initiatives, share your perspective on future priorities, and take part in candid conversations about the issues and opportunities shaping our industry.

This is more than a meeting; it's a forum for members to exchange ideas, learn from one another, and help shape the future of our association and industry.

2:30 pm – 3:30 pm **Brand Battle & Media Reception** *(Invite Only)*

Media & Brand Battle Reception! Come taste and learn about the 2027 Brand Battle contenders, enjoy innovative craft sips, celebrate Brand Battle contenders past and present, and connect with the people and stories making waves at Access LIVE. Open to media, influencers, contenders, winners, wholesalers and the WSWA Board.

3:00 pm – 4:00 pm **WSWA Wholesaler Members Reception** *(Invite Only)*

Kick off Access LIVE in style at this exclusive reception reserved for Member Wholesalers and invited guests. With a cocktail in hand and great company all around, this is your chance to connect with peers, celebrate the industry, and dive into the exciting initiatives shaping WSWA's future.

Learn more about key programs like WLC, CLD, NextGen, the WSWA Educational Foundation, and other impactful efforts—all while enjoying a relaxed, social atmosphere designed to foster meaningful conversations and lasting relationships. Let the evening set the tone for an unforgettable convention.

4:30 pm – 6:00 pm **Opening General Session: State of the Alcohol Industry**

Join us for Access LIVE's Opening General Session as we explore the people, trends, ideas, and forces leaving their mark on the wine and spirits industry. From evolving consumer behaviors and market dynamics to policy shifts, innovation, and the changing business landscape, this session will connect the dots between where our industry has been, where it stands today, and where it's headed next.

Hear from WSWA President & CEO Francis Creighton and Michael Hertz, Chairman of the WSWA Board of Directors, as they share strategic insights and perspectives on the opportunities and challenges shaping our industry. Get the latest data-driven market intelligence with a SipSource® trends update, followed by a dynamic panel discussion bringing together voices from across all three tiers to explore the issues that matter most.

Whether you're a wholesaler, supplier, on- or off-premise retailer, or industry thought leader, this session will challenge you to make meaningful connections, exchange ideas, and see what's possible when we come together.

6:00 pm – 8:00 pm **Celebrate LIVE** *(Opening Night Reception)*

Kick off Access LIVE Texas-style—big energy, bold flavors, and even bigger connections. Join us for an unforgettable opening reception where the best of the wine and spirits industry comes together to celebrate, connect, and set the stage for what's ahead.

Reconnect with familiar faces, meet new people, and raise a glass to the relationships that make our industry stronger. Sip your way through a curated lineup of cocktails crafted by the industry's hottest "Star-tenders," paired with powerhouse brands that are making their mark on the cocktail scene.

With a distinctly Texas spirit and a room full of the industry's movers, shakers, and tastemakers, this is where conversations begin, ideas spark, and relationships grow.



ACCESS LIVE 27

FEBRUARY 1-4 | DALLAS, TX



TUESDAY, FEBRUARY 2

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| 7:00 am | – | 5:00 pm | Freeman Product Distribution Center Open
If you need to have alcohol delivered to your exhibit space or have questions about product delivery, please see Freeman at the Product Distribution Center. |
| 7:30 am | – | 6:00 pm | Registration & Member Services Open
All attendees must wear their WSWA Access LIVE registration badge at all times during the show. Badges can be picked up at the Registration & Member Services area upon arrival. |
| 7:30 am | – | 6:00 pm | Member Services Lounge Open
Step into the heart of connection at the WSWA Members Lounge—an exclusive space reserved just for WSWA members. Whether you're looking to recharge, reconnect, or rediscover all the benefits WSWA has to offer, this is your go-to destination. Mingle with fellow members, spark new conversations, and engage directly with WSWA staff who are ready to share insights, answer questions, and help you make the most of your membership. |
| 8:00 am | – | 9:30 am | Brand Battle & Breakfast
WSWA is turning up the heat in Dallas for the 11th Annual Brand Battle Championship, where the beverage industry's most innovative and buzzworthy emerging brands step into the spotlight and battle for the ultimate prize: industry recognition, invaluable feedback, and the chance to make their mark.

This high-energy, Shark Tank-style showdown puts the newest brands center stage as they pitch their products live to a powerhouse panel of wholesaler and retailer judges. Expect bold ideas, unexpected twists, fierce competition, and candid insights as these rising brands fight for the crown.

But Brand Battle is about more than winning. It's about creating connections between the next generation of brands and the industry leaders who can help shape their future. |
| 9:30 am | – | 5:00 pm | Access HQ Open (Exhibit Hall)
Step into Access HQ, our dynamic exhibit hall showcasing over 250 cutting-edge brands, technologies, and services shaping the future of the wine and spirits industry. This is where discovery meets experience.

Explore immersive activations throughout the hall: <ul style="list-style-type: none">• LIVE Stage: Catch expert panels, trend talks, and live demos.• The Hub: Dive into emerging trends, connect with advisors, and create stunning brand content.• The Exchange: A dedicated learning environment designed for education, conversation, and hands-on engagement.• SipSource Booth: Talk to experts about the latest trends and learn how you can utilize this valuable resource for your business! |
| 12:00 pm | – | 5:00 pm | Main Street Suites Open
Step into Main Street Suites—exclusive, private meeting spaces designed for high-impact conversations and premium hospitality located throughout Gaylord Texan. Exhibitors can create immersive experiences for their invited guests and drop-in guests where attendees can truly experience each brand's uniqueness. Companies can host negotiations, presentations, and strategic discussions in a comfortable, professional setting that elevates every interaction. With luxurious amenities and personalized service, these suites deliver a true VIP experience for both exhibitors and their guests. Make the most of your time at the show by leveraging this intimate environment to build relationships and drive business forward. |
| 9:30 am | – | 5:00 pm | Hub Activities Open
At the center of Access HQ, The Hub is where brands, ideas, and industry expertise come together to make an impact. This immersive destination is designed to spark connections that go beyond the bottle—from strategy and storytelling to sensory experiences and the latest innovations shaping beverage culture.

Whether you're looking to elevate your mixology program, strengthen your brand strategy, or create content that captures attention, The Hub is your place to connect, create, and discover what's next. |



ACCESS LIVE 27

FEBRUARY 1-4 | DALLAS, TX



TUESDAY, FEBRUARY 2 *(continued)*

10:00 am	–	5:00 pm	LIVE Stage Sessions Step into the heart of innovation and insight at WSWA's Access LIVE by stopping by the LIVE Stage! This dynamic platform brings together the brightest minds and boldest voices shaping the future of drinks. From thought leading wholesalers to award-winning distillers and brand founders to trend forecasters and sustainability pioneers, our expert panels dive deep into the topics that matter most.
10:00 am	–	5:00 pm	The Exchange Designed as an interactive classroom environment, The Exchange features educational programming from tastings and product demonstrations to leadership workshops, technology showcases, and industry discussions. Sessions are curated to deliver actionable insights and encourage meaningful participation, creating valuable opportunities for attendees to learn, ask questions, and connect with experts.
10:00 am	–	5:00 pm	SipSource® Data Center At Access LIVE, don't miss the SipSource® Data Center—your one-stop destination to unlock the most comprehensive and reliable beverage alcohol insights in the industry. Attendees are invited to stop by the booth to meet with a SipSource analyst, explore the latest data and trends, and receive hands-on demos showcasing how SipSource empowers professionals with unmatched business intelligence. As the only data set derived directly from Wine & Spirits Wholesalers of America member depletion data, SipSource delivers an unrivaled view of the marketplace—helping you navigate a constantly evolving landscape with confidence. Learn how SipSource can transform your decision-making and give you a competitive edge.
12:00 pm	–	1:00 pm	Lunch Stop by the Lunch zone in Access HQ to grab a quick bite to eat, listen to a session on LIVE Stage and enjoy conversations with industry movers and shakers!
12:00 pm	–	1:30 pm	Past Chairman's Luncheon <i>(Invite Only)</i>
3:30 pm	–	5:30 pm	TASTE Set-Up If your brand has secured a table to showcase your finest offerings, this two-hour setup window is your opportunity to prepare your station for maximum impact. Make sure your table is fully staged and ready to impress before attendees arrive to explore the latest trends and most buzzworthy products in the industry. This reception is a prime moment to connect, engage, and leave a lasting impression—don't miss your chance to shine!
5:30 pm	–	7:30 pm	TASTE The signature evening reception at Access LIVE that transcends the traditional tasting experience. A show favorite year after year, this high-energy event brings together the most innovative brands in the industry—each showcasing their latest creations at one of only 90 exclusive tables. Attendees will sip, sample, and connect with the pioneers behind the products, discovering what's next in flavor, form, and experience. Attendees also have the opportunity to visit Brand Battle row and sample products from the contenders that faced off earlier in the day on the Main Stage!

WEDNESDAY, FEBRUARY 3

7:00 am	–	5:00 pm	Freeman Product Distribution Center Open If you need to have alcohol delivered to your exhibit space or have questions about product delivery, please see Freeman at the Product Distribution Center.
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FEBRUARY 1-4 | DALLAS, TX



WEDNESDAY, FEBRUARY 3 *(continued)*

8:30 am – 9:30 am **Closing Session & Breakfast**

As Access LIVE comes to a close, join us for a forward-looking conversation about the trends, ideas, and connections shaping the future of wine and the broader beverage alcohol industry.

This dynamic one-hour session will put Wine Wednesday and the evolving wine landscape in the spotlight, exploring consumer trends, emerging opportunities, and initiatives designed to build excitement and engagement around wine. Hear fresh perspectives on where the category is headed, what today's consumers are looking for, and how the industry can come together to create meaningful momentum for wine.

From changing consumer preferences to new approaches for growing the category, this session will connect the dots between insight and action—and leave you with ideas to take back to your business.

Because the conversations we start, the ideas we share, and the connections we make today can leave a lasting mark on the future of our industry.

10:00 am – 4:00 pm **Access HQ Open *(Exhibit Hall)***

Step into Access HQ, our dynamic exhibit hall showcasing over 250 cutting-edge brands, technologies, and services shaping the future of the wine and spirits industry. This is where discovery meets experience.

Explore immersive activations throughout the hall:

- **LIVE Stage:** Catch expert panels, trend talks, and live demos.
- **The Hub:** Dive into emerging trends, connect with advisors, and create stunning brand content.
- **The Exchange:** A dedicated learning environment designed for education, conversation, and hands-on engagement.
- **SipSource Booth:** Talk to experts about the latest trends and learn how you can utilize this valuable resource for your business!

10:00 am – 4:00 pm **Main Street Suites Open**

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SipSource® Data Center

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12:00 pm – 1:00 pm

Lunch

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5:00 pm – 6:30 pm

Ovation LIVE *(Closing Night Reception)*

As Access LIVE comes to a close, join us for Ovation Live, a vibrant 90-minute reception that brings everyone together one last time. This celebratory send-off is your chance to raise a glass, reconnect with new friends and familiar faces, reflect on the unforgettable moments we've shared, and share discoveries that were made. Whether you're toasting a successful show or simply soaking in the final vibes, Ovation Live is the perfect way to say "farewell for now" in true Access LIVE style.