

# TEXAS RETAILERS MIX WORK WITH FUN IN DALLAS



As the saying goes, “things are BIGGER in Texas” and this stood true for the 69<sup>th</sup> Annual TPSA Convention & Trade Show. Retailers from across the state gathered in Dallas, July 17 – 18<sup>th</sup> as vendors from around the world came to showcase their best products.

The two-day event kicked off with the annual Trade Show on Sunday. Opening the venue was a carnival like theme with racing armadillos and putt-putt golf. This menagerie set the tone for the more than 2,000 package store owners and their employees to sample and learn about new products, connect with peers, and seek out new services to enhance their businesses.

Proximo Spirits sponsored the Afterglow Party on Sunday night. The event allowed attendees to unwind after a busy day on the trade show floor as they sampled world-class spirits from Proximo's premium portfolio.

On Monday, TPSA members settled in for a full day of business. In the program

titled “Charting the Course”, attendees heard from Industry Panel Session speakers including Laura Welsh (Consultant – Nielsen), John Bodnovich (Executive Director – American Beverage Licensees), and Mark Brown (President, CEO – Sazerac). TPSA President Austin Keith welcomed TPSA members to Dallas, while TPSA Executive Director Lance Lively briefed retailers on the upcoming legislative session and policy issues facing the industry.

Hospitality was at the core of the Annual Luncheon sponsored by Diageo. Attendees sampled Crown Vanilla, newly launched by Diageo, and available in select markets. Diageo Senior Vice-President, General Manager Sean Penn shared his perspective – proving partnerships between licensees are important for a strong and healthy industry.

The Annual Convention & Trade Show ended on a high note with the Third Annual Cork Pull! The much-anticipated yearly event attracted more

than 60 wineries from around the world. Retailers enjoyed top rated vintages, classical music and great food.

A heartfelt thanks goes out to all who helped make the TPSA 69<sup>th</sup> Convention a success, including support from Bogle Vineyards & Winery, Campari America, Freixenet, Metrokane Distribution, Mexcor Distributors, Republic National Distributing Company, Southern Glazer's Wine & Spirits, Texas Distilled Spirits Association, Tito's Handmade Vodka and yDrink.

Next year, TPSA will be back in Fort Worth for their 70<sup>th</sup> Anniversary on July 30-31, 2017. We look forward to seeing all trade members there.

1. Heaven Hill brands on display.
2. Texas own Deep Eddy vodka.
3. Hostesses for Jim Beam.
4. Lance Lively (center) with Proximo Spirits' Brent Claxton and John Callihan.
5. Amber Tequila products had a good showing.
6. Cork Pull wine tables.
7. Diageo sponsored luncheon.

