



# Malt + Brew Workshop Agenda

Date: Tuesday thru Thursday, October 22-24, 2024

All events held in Manitowoc, Wisconsin

**Tuesday, October 22**

Welcome Reception

**6:00-9:00 pm**

Wisconsin Brats, Burgers, Beers with Axe Throwing at Tapped on the Lakeshore  
3114 Memorial Dr, Two Rivers, WI 54241  
*Free shuttle to/from host hotel: The Inn on Maritime Bay*

**9:00-11:00 pm**

Beer Hospitality at The Inn on Maritime Bay  
101 Maritime Dr, Manitowoc, WI 54220

# Malt + Brew Workshop Agenda

**Wednesday, October 23**

**Base Malt Day**

**7:30 am**

Breakfast at The Inn on Maritime Bay

**8:15 am**

**Welcome**

[Craig Briess, CEO](#); [Steve Carter, VP/CFO](#)

**8:45 am**

**Navigating the Malt Barley Market: Economics, Production & Harvest Insights**

[Joe Tulus, Director of Supply Chain](#)

**9:45 am**

-15 minute break-

**10:00 am**

**Malting 101: Base Malt Production**

[Jordon Geurts, Technical Maltster, The Center of Malting Excellence](#)

**10:45 am**

-15 minute break-

**11:00 am**

**Guest Speaker**

[Paul Graham, Founder & Co-owner](#)  
[Central Waters Brewing](#)

**12:00 pm**

Lunch at the Maritime Museum

**1:00 pm**

**Bus Departs for Malthouse Tour** | 605 Washington St, Manitowoc  
**Submarine Tour** | Maritime Museum

**5:30 pm**

Cocktails at Courthouse Pub  
1001 S. 8th St, Manitowoc

**6:00 pm**

Dinner at Courthouse Pub

**8:00-10:00 pm**

Beer Hospitality at The Inn on Maritime Bay  
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# Malt + Brew Workshop Agenda

**Thursday, October 24**  
Specialty Malt Day

**8:30 am**

Breakfast at The Inn on Maritime Bay

**9:00 am**

**Welcome back**

Mike Scanzello, Director of Brewing & Distilling

**9:15 am**

**Barley Morphology**

Betsy Roberts, Director of the Center of Malting Excellence

**9:45 am**

**Specialty Malt Production & Applications**

Dan Bies, Technical Services Manager - Extract

**10:30am**

-15 minute break-

**10:45 am**

**Malt Sensory Workshop - Breakout Sessions**

Briess Division Managers & Technical Staff

**12:00 pm**

**Lunch at Maritime Museum**

Group Photo

**1:15 pm**

**Virtual Tour - 500 BBL Brewhouse**

Bob Hansen, Director of Technical Services

**1:45 pm**

**Guest Speaker**

Mont Stuart, Senior Category Manager  
Molson Coors Beverage Company

**2:45 pm**

-15 minute break-

**3:00 pm**

**Brewers Flakes & How to Use Them**

Bob Hansen, Director of Technical Services

**3:30 pm**

**Q&A with Speakers**

**3:50 pm**

**Wrap Up**

Bill Schaeffer, VP Sales & Marketing

- Thanks for attending and safe travels home everyone! -

**5:00 pm**

Dinner at Moore's Irish Pub

811 Jay, St, Manitowoc, WI 54220