



BAR CONVENT BROOKLYN SETS BAR HIGH WITH PIONEERING SUSTAINABILITY INITIATIVES FOR 2022

Two-Day Trade Show Collaborating with Barr Hill to Offset its Physical Footprint, a first for a Bar & Beverage Industry Show

New York, New York (May 26, 2022) – Reducing the waste impact of Bar Convent Brooklyn is one of the biggest initiatives for the 2022 event. This year, Bar Convent Brooklyn (BCB) is collaborating with Vermont-based distillery [Barr Hill](#) to offset 100% of the show's 73,000 square foot physical footprint. Barr Hill will facilitate the planting and maintaining of 73,000 square feet of new pollinator habitat. The new habitat will provide a life source for bees, who create a third of all agricultural products used in the bar and beverage industry each year. Dedicated to supporting the agriculture and ecosystems that fuel this industry, Bar Convent Brooklyn and Barr Hill are the first bar and beverage-focused trade event and distillery in the United States to create an event with a 100% footprint offset. Bar Convent Brooklyn 2022's commitment to sustainability will also be demonstrated this year through planting trees with Trees for the Future, waste reduction, using recyclable items for tastings and staff uniforms, composting, and more.

In 2021, Bar Convent Brooklyn introduced several eco-minded programs such as composting, a water initiative, and dedicated education resources. For example, attendees could access water provided by Bar Convent Brooklyn's official sponsor, Nestlé, whose portfolio uses recyclable and reusable materials, and have the ability to interact directly with the main stage education seminars and panelists. Expanding on those initial efforts, this year's event will include the use of recyclable cups and cutlery and an increase in recycling bins on site. Show attendees can expect:

- Building upon previous waste production efforts will include;
 - In partnership with Trees for the Future, Bar Convent Brooklyn pledged to plant ten trees for every visitor who attends Bar Convent Brooklyn.

- Materials Reduction:
 - Reduced signage, which lessens energy consumption and material needed to produce
 - No longer producing a printed directory
- Waste management:
 - Composting cocktail waste throughout the event, in addition to individual booth's waste
 - Additional recycling bins
 - Recyclable cups and cutlery
- Staff shirts are made from recycled materials.
 - The shirts are created in a factory that focuses on reduced fabric and water waste and incorporates solar energy
- The trade show location easily accessible via public transit, with the 36th Street subway (D, N, R lines) station is just under a two-block walk away from the event
- Dedicated Educational Programming Including:
 - Main Stage Sessions:
 - A Farm To Glass Model - Putting Producers & Produce At The Center of The Guest Experience
 - Hotel F&B: Creating and Maintaining a True Sustainability Program
 - The Sustainable Future of Drinking
 - Park Street Stage:
 - The Road to Sustainability
 - Liquid Lounge Stage:
 - The Sustainability of the Jack Daniel's Brand
 - Distill Consciously

Bar Convent Brooklyn Event Director Jackie Williams adds, "We are proud to be taking Bar Convent Brooklyn to a new level this year with our increased sustainability efforts. Sustainability has always been something that we strive to improve upon each year. We hope to set a new standard for future industry events from our educational programming to onsite operations as we continue to work towards a cleaner and brighter future."

In addition to offsetting the Industry City venue footprint, Barr Hill will be offering an observation beehive experience during the show on June 14 and 15. Attendees can come by the Barr Hill booth in the venue's courtyard to see, taste and learn more about the distillery's efforts with sustainability first-hand. Barr Hill uses raw honey to make its spirits, including Barr Hill Gin, the most awarded American-made gin, and the distillery is an advocate for bee populations and beekeepers.

Bees are integral to the spirits and bartending community, pollinating 90 different food crops and 90% of flowering plants annually - \$20 billion worth of products in the United States alone each year.

Agricultural products including fruits such as berries and apples, vegetables such as pumpkin, cucumber and squash, and so much more, would not be found on any menu or behind any bar without bees. This year's footprint offsetting initiative is especially important in an era where bees face colony collapse disorder, loss of habitat and other threats. A way to help combat this is through the planting of new pollinator habitat; a stretch of land deliberately planted and protected with a wild variety of flowering native plants (such as milkweed, thistle, geranium, bergamot, mint, rose and more) that act as food and nesting sources to harness the life of bees.

"The heart of our mindful approach to distilling celebrates and supports the hospitality industry and the bees, who make what we do possible...and where better to bring these elements together than Bar Convent Brooklyn," says owner, president and head distiller of Barr Hill, Ryan Christiansen. "Due largely to commercial development, it is critical that we create more habitat for bees so that they and our industry can survive, and we are grateful for this partnership with BCB allowing us to do so."

Tickets can be purchased at [BarConventBrooklyn.com](https://barconventbrooklyn.com) for discounted pre-purchased ticket pricing of \$65 per day. Tickets will also be available at the door for \$80 per day, subject to availability. For those who are unable to join in person or prefer to participate remotely, education from this year's Main Stage will be available digitally via Bar Convent Brooklyn's website after the event.

For more information about attending Bar Convent Brooklyn or this year's education programming, networking, or to view the exciting array of exhibitors, visit BarConventBrooklyn.com and follow [@barconventbrooklyn](https://www.instagram.com/barconventbrooklyn) on Instagram.

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