

Brew Asia 2026 - Conference Programme

Day 1 | Wednesday 28th October 2026

09:00 - 09:30	REGISTRATION		
09:30 - 09:45	Opening Address (Joe White Maltings Hall) - Charles Guerrier, Founder, BREW ASIA		
09:45 - 10:15	KEYNOTE ADDRESS: A LIFE IN CRAFT BEER Mitch Steele, Brewmaster, ABITA BREWING COMPANY (USA)		
10:15 - 11:00	MORNING BREAK		
	JOE WHITE MALTINGS HALL		BARTH HAAS HALL
11:00 - 11:45	The Uniqueness Of Czech Brewing: Behind The Scenes Of Czech Lager Production Adam Brož, Head Brewmaster, BUDWEISER BUDVAR (CZE)	11:00 - 11:45	Fix Your Marketing Bottleneck: Using AI to Create Consistent, On-Brand Content John Scott, Exec. Creative Director, CONSTRUCT DIGITAL (SIN) MASTERCLASS
12:00 - 12:45	American Malt: Quality, Consistency, & Sustainability From Field to Brewery Matt Horlacher, CEO, COLD STREAM MALT & GRAIN CO. (USA)	12:00 - 12:45	From Field To Glass: Transferring The Hop Aroma Into Beer Lennart Paul, Technical Sales Manager, BARTH HAAS / Chris Swersey, Intl. Business Development Manager, HPA / Alejandro González, Brewing Solutions Specialist, JOHN I. HAAS WORKSHOP (Limit 120 pax)
12:45 - 13:45	LUNCH Budweiser Budvar Tap Takeover (Conference Bar) & LUKR pouring demo. INNOVATION ZONE Beers with Breww : Manage your Brew(w)ery from your pocket		
13:45 - 14:15	Practical Quality Control for Small Breweries Casey Knox, Chief Brewer, Y.Y.G. BREWING CO. (JPN)	13:45 - 14:30	Latest Insights For Brewing Smart Nonalcohol & Lowalcohol Beers Simon Jeanpierre, Senior Technical Sale Support APAC, FERMENTIS WORKSHOP (Limit 120 pax, register @ Fermentis booth)
14:15 - 14:45	Fruit Beers Steven Smith-Hay, Co-Founder, VAULT CITY BREWING (UK)		
14:45 - 15:15	INNOVATION ZONE Beer Asia - Beer Tourism Discussion Group	14:45 - 15:15	Recipe Development Workshop - Timeline Of The Brew Stanley Boots (7 BRIDGES BREWING CO.), Lennart Paul (BARTH HAAS), Simon Jeanpierre (FERMENTIS), Daniel Baillon (JOE WHITE MALTINGS)
15:15 - 15:45	Stop Leaving Profit In The Mash Tun: A Practical System To Achieve 90% Brewhouse Efficiency Steve 'Hendo' Henderson, Founder, ROCKSTAR BREWING ACADEMY (AUS)		
15:45 - 16:15	Beyond Craft Brewing: Evolving into a Sustainable Business Ecosystem Saori Ushimi, Co-Founder/CEO, 7 BRIDGES BREWING CO. (VIE)	15:30 - 16:15	PANEL: Getting Beer to Market: Practical Lessons in Distribution Moderator: Chris Roberts, Founder, LEVELHEADS ADVISORY (THA)
16:30 - 18:00	TRADE FAIR / NETWORKING		

*Speakers and timings subject to change

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Brew Asia 2026 - Conference Programme

Day 2 | Thursday 29th October 2026

09:15 - 09:45	REGISTRATION		
09:45 - 10:00	Opening Address (Joe White Maltings Hall) - Charles Guerrier, Founder, BREW ASIA		
10:00 - 10:30	KEYNOTE ADDRESS: THE VAULT CITY WAY Steven Smith-Hay, Co-Founder, VAULT CITY BREWING (UK)		
10:30 - 11:00	MORNING BREAK		
	JOE WHITE MALTINGS HALL		BARTH HAAS HALL
11:00 - 11:30	The URBREW Way To Success Yue Wang (Steve), Director of Intl. Business, URBREW CRAFT BEER CO. (CHN)	11:00 - 11:45	Understanding Flavour Active Aldehydes & Wort Derived Off Flavours In Low & No-Alcohol Beer Andrew Paterson, Technical Manager, LALLEMAND BREWING SENSORY WORKSHOP (Limit 120 pax, register @ Lallemant booth)
11:30 - 12:15	Recent Developments In IPA Brewing Mitch Steele, Brewmaster, ABITA BREWING COMPANY (USA)		
12:15 - 12:45	AI & Your Brewery Portfolio Management Aaron Gore, VP of Sales & Marketing, THE 5TH INGREDIENT (USA)	12:00 - 12:45	DISCUSSION: The Brew-tal Truth: Failures, Fixes & Hard-Won Lessons Host: Luke Yardley, Founder, YARDLEY BROTHERS CRAFT BREWERY (HKG)
12:45 - 13:45	LUNCH		
13:45 - 14:15	Full Tanks Or Tight Ship? Matching Your Brew Schedule To Market Reality Richard Adamson, Co-founder, YOUNG HENRYS (AUS)	13:45 - 14:30	In My Liquids Era <i>Navigating CO2 Extracts, Enhanced Extracts & Hop Oils</i> Sarah Casorso, Regional Sales Manager, YAKIMA CHIEF HOPS
14:15 - 14:45	PANEL: The Unfiltered Future - A Straight Talk On What's Ahead Moderator: Charles Guerrier, Founder, ASIA BREWERS NETWORK		
14:45 - 16:00		14:45 - 15:30	Beyond The Brewhouse: Whisky Masterclass Ed Tiedge, Master Distiller, VẾ ĐẾ ĐỒ DISTILLERY (VIE) WORKSHOP (Limit 120 pax, register @ Front Desk)
	TRADE FAIR / NETWORKING		
1600 - 1800	 ASIA BEER & CIDER CHAMPIONSHIPS 2026 AWARDS PRESENTATION		

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