

North Carolina Spiritous Liquor Advisory Council

May 9, 2023
10:30 a.m. – 12:00 noon

NC Department of Agriculture
2 West Edenton Street
Raleigh, NC 27601
Hall of Fame Room

A G E N D A

Advisory Board Members:

- Pete Barger, Southern Distilling Company, Statesville
- Brian Call, Call Family Distillers, Wilkesboro
- Michael “Mike” Yates, Republic National Distributing Company, Charlotte
- Meredith McCormack, Beam Suntory, Wake Forest
- Greg Stallings, ABC Commission, Raleigh
- Walter Harris, Chatham County ABC Board, Pittsboro
- Joel Keith, Wake County ABC Board
- Jason Smith, N.C. Restaurant and Lodging Association
- Robert Fleming, Fleming Brothers Farm, LLC, Halifax

Facilitators:

- Jonathan Lanier, NC Department of Agriculture & Consumer Services
- Kelly Powell-McIver, NC Department of Agriculture & Consumer Services

I. Review

- 1) Roll Call
- 2) Approve meeting minutes from August 9, 2022 and February 21, 2023

II. NCDA&CS Updates

- 1) NCDA Marketing Overview and Update – *Peter Thornton, Director, Marketing*
- 2) International Marketing – *Cathy Ma, Assistant Director, International Marketing*
- 3) 2023 Got to Be NC Festival – *Sim McIver, Assistant Director, Domestic Marketing*
- 4) Stillage and NCDA Action Update – *April Pennell-Davis, Marketing Specialist, Domestic Marketing*
- 5) NC Legislative Update – *Cameron Dawson, Legislative Director*

III. Discussion

- 1) Shelf tag, store placement, and marketing messages
- 2) How to increase specialty small grain production in NC
- 3) Grain storage and movement in NC
- 4) State Fair participation

IV. Future topics to be discussed.

V. Board member updates and discussion

VI. Adjournment