

AMMA PRESENTS

20 MeadCon 22

BALTIMORE, MARYLAND



August 22nd - 23rd
Royal Sonesta Inner Harbor
Baltimore, Maryland

PRESENTERS



Arthur Franke

A Study in Terroir: Making Wildflower Traditionals from Six Upstate NY Honeys

Wildflower honeys can have very unique expressions of local flora despite being sometimes relegated to supporting roles in melomels and metheglins. This talk will summarize a project to brew six wildflower traditionals sourced from different apiaries within 100 miles of each other in the NY state North Country. The session will cover notes from each beekeeper on their honey and public data sources for comparing bee forage by geography. After a brief overview of process, the presenter will summarize tasting notes from homebrew club members and local BJCP judges.



Brian Woerner

Beekeeping

A conversation style introduction to beekeeping around the US. We'll discuss challenges and opportunities for small batch producers and keep it open for Q&A. Brian Woerner has been managing bees in various capacities and working with beekeepers around the world for the past decade.



Brad Dahlhofer

Bench Trials - Scaling from Small to Large

How do you scale from an idea to a 20, 100, 1,000, or 10,000-liter batch and ensure they will all turn out the same? How do you test different possible flavor combinations before investing in the ingredients for a full-sized batch? How can you figure out what amount of acid, back sweetening, sulfur, etc. works for your taste and isn't just someone's "one-size-fits-all" answer? This session will focus on bench trials, including flavoring in secondary, back sweetening, acid adjustments, blending and so much more. Brad Dahlhofer will discuss the must-have and nice-to-have tools you'll need to rig out your own trial laboratory. No matter if you're a home or a large commercial mead maker, all of these are within reach. Attendees will also learn the calculations that will help scale anything up from a small 50ml test to 8,000 liters, ensuring you hit your mark.

PRESENTERS



Marsha Heath

TTB COLA Submissions & Approvals

Marsha Heath is the Wine Labeling Program Manager with the Alcohol Labeling and Formulation Division (ALFD), within the Alcohol and Tobacco Tax and Trade Bureau. Marsha began her career with ATF in 1991 and began work with labeling in 1995. Marsha serves as an expert in the area of labeling and is charged with evaluating areas of inconsistency with interpretations of laws, regulations and procedures, and then provides training and advice to employees on these matters. She is responsible for the development and implementation of processes that will produce uniformity and consistency within the labeling realm. Marsha works with the industry on a variety of labeling issues geared toward bringing companies into compliance with TTB's regulations.



Evan Himes

Current Events in the Honey Market

U.S. consumption of honey across retail, foodservice, and food manufacturing (including meadmaking!) tallies north of 600 million pounds annually. A net importer of honey, the U.S. plays a significant role in the global honey market. Presenter Evan Himes will provide context on the market as well as insight on current honey sourcing considerations, the 2022 anti-dumping duty assignments, and updated standards to True Source Certification discussed.



Ben Chaney

Doctor Strange New World: Or How I Learned to Stop Worrying About the Pandemic and Make More Mead!

Ben Chaney did all the homework, wrote the business plan, and secured the financing and licensing (though not without challenges) to open the fourth meadery in Arizona, and his meadery Scale & Feather was starting strong in the summer of 2019. Little did he know a worldwide pandemic was looming causing the tasting room to close just 10 months in. Now celebrating three years of successful business growth despite Covid-19 and related challenges, Ben shares his tips, tricks, and pitfalls to avoid if you want to open your own meadery. He'll share some of the tactics and pivots necessary to make it through a pandemic that literally shut the meadery down before its first anniversary and threatened to close it forever.

PRESENTERS



Brian Wing

Fining, Filtering and 'Fuging: A Sensory Evaluation of Two Common (and One Not-So-Common) Methods for Clarification in Mead

As centrifuges become smaller and more affordable for the mid-size meadery, many folks wonder if the machine is worth the price? Presenter Brian Wing will taste through three samples of the same mead that has been split and clarified through three different methods to see if he can answer this big question. Samples subjected to finings and time, lenticular filtration, and centrifuge will be blindly evaluated by the group while he discusses other pros/cons to this relatively new method of clarification.



Christian Fay

TTB Formula Approvals

Christian Fay is a Senior Formula Specialist with the Alcohol Labeling and Formulation Division (ALFD), within the Alcohol and Tobacco Tax and Trade Bureau. Christian has been processing beverage formulas since 2014. Prior to joining the formula team, he spent seven years reviewing label submissions for wine, distilled spirits, and malt beverage products. Christian also has a background in alcohol, bio-diesel, and alternative transportation fuels as well as ten years international work experiences in emergency aid and infrastructure repair projects.



Kevin Meintsma

Good Mead with Di-Hydrogen Monoxide - Water the Odds

An empirical test of four water profiles used to make a traditional mead with Bee Seasonal's Acacia-Angico honey from Brazil. These meads were fermented under nearly identical conditions with mineral salts being the variable. YOU can decide which water profile makes the most desirable mead. Samples provided.



Michael Jones - Moderator: Jim Price

Healthy Fermentation

Michael Jones from Scott Labs will lead a discussion that will provide you with invaluable information on starting and maintaining a healthy fermentation in your meads, providing you with the best product in the least amount of time.

PRESENTERS



Jim Price, Allen Martin, Matt Mead

Ins & Outs of Competing for Medals - Panel Discussion

Competing for medals can be the best way to get good feedback for improving your meads, since "I love this" from friends can be just another way of saying "thanks for the free mead". Jim will start the discussion with tips from a competition organizer's perspective and his own experience with wins, but says the other guys are the stars. Allen's and Matt's skills are apparent from multiple wins in the final round of the 2022 National Homebrew Competition, as well as other prominent competitions.



Keith Seiz

Insight Into Marketing Mead

The National Honey Board conducted surveys of mead makers, craft beer drinkers, sommeliers and consumers about the perception of mead and how to best market the product.



Brian Woerner

Modern Meadmaker and the Power of Liquid Gold

Honey is something we humans have been exploiting since the beginning. The magical elixir that, perhaps, is one of the best tangible and enduring expressions of mother nature. These bee-derived concoctions have powerful economic and ecological implications behind them. Join Brian Woerner to explore honey origins around the world and the ways that today's mead makers play a part in protecting and promoting liquid gold and the places whence it comes.



Diane Currier, Becky Starr, Jeri Carter, Alyson Schramm Naeger

Panel discussion: Women Mead Bosses

The mead industry has a high percentage of female owners. Women are charting our course in the mead world as leaders in every aspect of running a mead business. What leads us into mead? What skills and talents do we need to succeed? Let's hear from four women in mead about their pathways, explore their business models, challenges and successes. We hope to show aspiring mead makers, movers and shakers of all genders that there are several paths to success in mead. This will be a panel-led discussion relevant to starting or growing a mead business.

20 MeadCon 22

Monday, August 22																							
8:00	Buffet Breakfast Served (8am - 9am)																						
9:00	MeadCon Opening Ceremony																						
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Tuesday, August 23		
8am	Buffet Breakfast Served (8am - 9am)	
	Room #1 - Whitehall	Room #2 - Brightons
9:00	The Questions (and Some Answers) of Self-Distribution	Brad Dahlhofer - Bench Trials
10:00	TTB Labeling	Pasteurization History to Pasteurization Tasting and Everything in Between
11:00	Trademarks: Land Mines and Lessons Learned	Ins & Outs of Competing for Medals Panel Discussion
12:00	Lunch & Trade Show	
1:30	Fining, Filtering and Fuging: A Sensory Evaluation of Two Common (and One Not-So-Common) Methods for Clarification in Mead - <i>Whitehall Room</i>	
2:30	Break & Trade Show	
3:00	Healthy Fermentation	Modern Meadmaker and the Power of Liquid Gold
4:00	Closing Ceremony & Meet the Executive Director <i>Whitehall Room</i>	
5:00		

*All Sessions End 10 Minutes Before the Hour/Half-Hour



PRESENTERS



Tom Gosnell

Pasteurization History to Pasteurization Tasting and Everything in Between

Presenter Tom Gosnell will cover not just everything you need to know about pasteurization, but everything you want to know. Tom will cover the history of pasteurization, pasteurization in other industries, the science of pasteurization and pasteurization units, practical application, types of pasteurizer, comparison of preservation methods, and finally, tasting and comparing sulphiting to pasteurization. Take notes! Nothing is getting left out during this session!



Greg Heller-LaBelle

The Questions (and Some Answers) of Self-Distribution

One of the hardest areas to navigate for new meaderies is self-distribution. Even if it's legal in your state, is it a good idea? How do you do it successfully? Is there a way to set up structures that can grow with your business? Greg Heller-LaBelle of the Colony Meadery will take you through the questions you should be asking, the numbers you should be running, and how to think about self-distribution of mead in your markets.



Stephen Ausband

Trademarks: Land Mines and Lessons Learned

Trademarks can help protect a brand and can be an important business asset. Mistakes regarding trademarks can be both disruptive and expensive. In this presentation we will review what trademarks are, different types of trademarks, and what kinds of protections trademarks do and don't offer. We will also consider when obtaining federal trademark recognition may be a worthwhile investment and discuss why some awareness of trademarks is important for all meadery owners.

SPONSORS & VENDORS



Friend in Mead



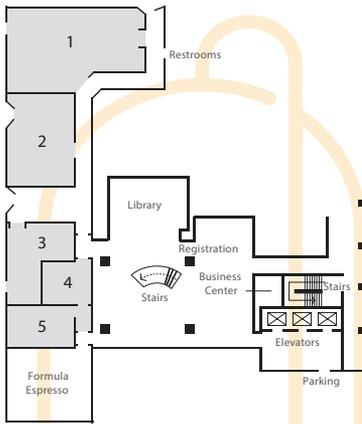
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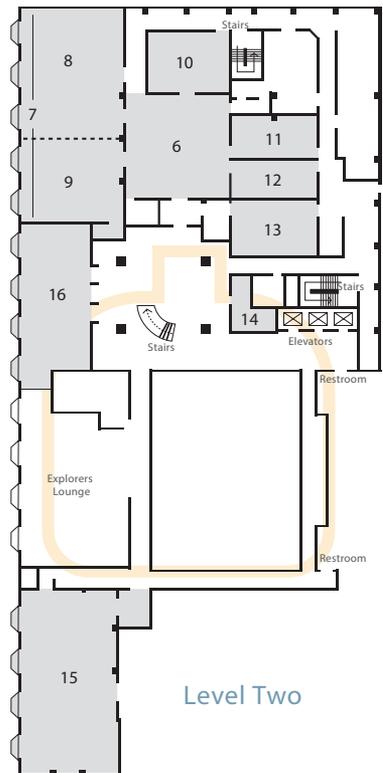
20 *MeadCon* 22

BALTIMORE, MARYLAND

MEETING ROOM PLANS



Lobby Level



Level Two

KEY

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|----------------------------|---------------|
| 1 Westminster | 10 Ravenhurst |
| 2 Guilford | 11 Seton |
| 3 Boardroom | 12 Homewood |
| 4 Calvert | 13 Caucus |
| 5 Regency | 14 Coat Room |
| 6 Prefunction | 15 Hamptons |
| 7 Whitehall Ballroom | 16 Brightons |
| 8 Whitehall Ballroom South | |
| 9 Whitehall Ballroom North | |

NOTES





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