



## Cellar 2 Seller – Knowledge Transfer

**Loughborough Conference Centre, Holywell Park, Loughborough - 16th May 2025 - 9.30am - 4pm**

Cellar 2 Seller is hosting a one day knowledge exchange, aimed at brand owners, both experienced and new to keg dispense. The day will share knowledge and information, aiming to develop and strengthen the cellar service technician network and educate new to keg brand owners of their responsibilities. Alongside talks and presentations, dispense sector manufacturers, suppliers and installers will showcase their products and services via a tabletop exhibition.

The day will benefit from 1 day/6 hours' worth of CPD points and a CPD Certificate of Attendance will be given to all attendees.

### Sessions include:

- An introduction of the Primary Brewer Guidelines, discussing gaining access to main lines.
- Practical demonstration – best practice in “keying into” the main dispense system.
- A session discussing Low & No Alcohol Beers – Practicalities of Dispensing on Draught and a presentation from the brand owners perspective.
- A session discussing Low & No Alcohol Beers – a brand owner’s perspective on best practice cleaning of no and low products on the main lines.
- Sustainability - Lowering Carbon Footprint in the Cellar
- A Q & A session for new to industry technicians, providing an opportunity for newer cellar service technicians to ask questions, learn the common faults, develop a network of peers for future consultation.

Cost of attendance, to include digital copies of all presentations, tea/coffee & pastries during breaks and lunch is:

£50 + VAT – Member/Brand Owner Rate

£75 + VAT – Non Member/Non Brand Owner Rate

### Headline Sponsor – £500 + VAT\*

Benefits:

- Afternoon seminar slot, topic to be focused around sustainability in the cellar\*\*
- Logo on all marketing materials and presentations during the day
- 1 x table top exhibition stand
- 3 x staff tickets
- 4 x “pay forward” tickets for guests

\*\*presentation abstract to be approved before adding to the agenda.

### Table Top Exhibitor – £350 + VAT\*

Benefits:

- 1 x table top exhibition stand
- 2 x staff tickets
- 1 x ‘pay it forward’ ticket for a guest

### Pay it Forward – £45 + VAT

Benefits:

- An opportunity to sponsor & host an attendee, in particular those new to keg dispense access & installation

\*BFBi member rate. Headline sponsor, non-member rate £700. Table top exhibitor non-member rate £495.

The dispense sector is niche and very much unseen by the wider industry and consumer yet it is the point at which the quality of product can be most at risk. This event enables industry to better understand its responsibilities in terms of the primary gas dispense system, improve knowledge for those working within it and develop a collaborative network for the future. We very much hope the day brings industry together in order to strengthen best practice and quality from the cellar to the bar to the consumer.



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### BOOKING FORM

I wish to book the headline sponsorship @ £500 + VAT (member rate) @ £700 (non-member rate)

I wish to book a Table Top Exhibition Stand @ £350 + VAT (member rate) @ £495 (non-member rate)

I wish to book \_\_\_\_\_ Pay it Forward ticket(s) @ £45 + VAT per ticket

I wish to book \_\_\_\_\_ Member/Brand Owner ticket(s) @ £50 + VAT per ticket

I wish to book \_\_\_\_\_ Non Member/Non Brand Owner ticket(s) @ £75 + VAT per ticket

TOTAL:

I wish to pay by: Bank Transfer (invoice will be provided)  
Credit Card (Please note there is a 2.5% charge if paying with a company credit card)

Bank Transfer Details: BFBi, A/C NO: 03097749, SORT CODE: 20-97-90

PAYMENT VIA CREDIT/DEBIT CARD. IF PAYING BY THIS METHOD, PLEASE CONTACT SUSAN GHARU AT HEAD OFFICE ON 01902 422303 WHO WILL PROCESS YOUR TRANSACTION

Please provide the contact details of the main contact from your organisation regarding this event

NAME: COMPANY:

ADDRESS: EMAIL:  
TEL NO:

Please return this booking form to [events@bfbi.org.uk](mailto:events@bfbi.org.uk)