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# Press Release

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FOR IMMEDIATE RELEASE  
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**Atlanta, GA:** (October 8, 2015) VicinityBrew software is a proud sponsor of the first-ever Mid Atlantic Brewers Symposium hosted by The Brewers of Pennsylvania (BOP). The event will be take place on Friday October 9<sup>th</sup> and Saturday October 10<sup>th</sup> at the Artsquest Center at Steel Stacks, in Bethlehem, PA.

The two-day symposium will feature 10, 45-minute sessions that will address both the business and science of brewing. The Symposium will run in conjunction with Yuengling's Artsquest Oktoberfest. Members of the BOP will also participate in the festival's "Craft Brewers Village."

VicinityBrew CEO and Founder, Randy Smith will lead a session, "Technology in Today's Brewery". During this session attendees will review how incorporating technology into their business infrastructure can save you time, money, and headaches while increasing visibility to your entire production process as you grow. One of the topics highlighted will be data collection and how brewers can better utilize the data at their fingertips to benefit overall operations and make real-time business decisions.

*"We are happy to take part in this great event. It is an opportunity for us to support our member clients as well as the industry as a whole. Events such as the Mid Atlantic Brewers Symposium is a great learning and networking opportunity for our organization. Attending sessions alongside attendees keeps our organization up to date with the current and everyday business challenges are for brewers across the craft industry."*

-Randy Smith, CEO and Founder, VicinityBrew Software

The conference will cover topics ranging from the science of brewing to best business practices. In addition to BOP Members and Associates, speakers include Dick Cantwell, Founder of Elysian Brewing Company, JB Shireman Craft Brewing Consultant at First Beverage Group, and Bill Clement a critically acclaimed speaker, actor, entrepreneur and broadcaster.

The event is free for current BOP members and open to licensed brewers, home brewers, beer advocates, industry supporters, etc.

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**About VicinityBrew®:**

VicinityBrew with Microsoft Dynamics and QuickBooks Online enables breweries to meet fluctuating demands of customer requirements for quality, delivery, and price. Key functionalities includes: centralized recipe management, quality control, lot traceability and recall, TTB reporting, inventory control, production planning, and scheduling. Vicinity's craft brewing clients include: Deschutes Brewery, Highland Brewing Company, Flying Dog Brewery and Sierra Nevada Brewing Company.

**About the Brewers of Pennsylvania:**

The Brewers of Pennsylvania is a 501c6 trade association that brings together leaders of Pa.-based breweries in order to promote and protect the brewing industry in the state. Established in 2011, the Brewers of Pennsylvania serves the consuming public of Pa. by encouraging brand diversity in the market.