

For Immediate Release

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The American Whiskey Convention returns to Philadelphia for its 5th annual whiskey and bourbon extravaganza.

The largest annual gathering of All-American distillers in the country features over 250 bourbons and whiskeys, interactive discussion forums with industry experts, southern BBQ, lifestyle attractions and artisan crafts.

PHILADELPHIA, PA. – The American Whiskey Convention, the largest celebration of American whiskey in the country, returns to Philadelphia for its 5th year on April 3rd, 2020 at the historic Independence Seaport Museum.

Set against the backdrop of the Independence Seaport Museum along the Delaware River, the theme of the 2020 American Whiskey Convention is ‘Whiskey On The Water’. This year’s American Whiskey Convention explores the fascinating role the region’s waterways played in the history of America’s whiskey. VIP Guests can join noted American whiskey historian and author, Michael Veach, as he conducts a tasting and leads a discussion on “The Ohio River and the Birth of Bourbon”.

Attendees can also attend talks with industry legends like American whiskey’s ‘Godfather of Rye’, Larry Ebersold, and meet master distillers such as Dick Stoll, Greg Metze, and countless other industry superstars including Lisa Roper Wicker, chemical engineer and chief distiller Becky Harris, and brand ambassadors JoAnn Street, Daniella Solano and Tim Heuisler.

More than just sipping whiskey and hob-knobbing with industry experts, guests can enjoy authentic southern BBQ from Philadelphia’s own Sweet Lucy’s Smokehouse and locally made whiskey-infused treats. Amongst the exciting food and drink, guests will find captivating – and pampering! – attractions. Sit for a close shave from Bryce Harper’s The Blind Barber barbershop (yes, that Bryce Harper), smoke a cigar with the Wooden Indian Tobacco Shop and Drew Estate, check out the latest Harley Davidson motorcycles from Barb’s HD, relax with a massage, and shop hand-made creations from local artisans.

And of course – the farmers. The American Whiskey Convention is famous for bringing together not only America’s best whiskey, but also the farmers and producers responsible for the grains behind them. “Once people connect the farmer with their favorite whiskey, it really brings home the entire Grain-To-Glass idea. It is so much fun watching people discover new tastes and learn the important role local farmers play,” says Laura Fields, Delaware Valley Fields Foundation CEO and founder of the American Whiskey Convention.

Proceeds from the American Whiskey Convention benefit local farmers through the Delaware Valley Fields Foundation's outreach programs and innovative SeedSpark project.

"Our goal was to build an event for American whiskey lovers," said event founder, Laura Fields. "From meeting farmers and grist millers, to chatting with maltsters and sampling products, it's a completely immersive experience. What I find so great is that there's something for everyone- from the casual whiskey drinker to the aficionado."

Have a drink, Help a farmer: The American Whiskey Convention was created to support the Delaware Valley Fields Foundation's mission- to build a bridge between Pennsylvania grain producers and fast growing industries like craft distilling. The groundbreaking Seed Spark Project brings together local farmers, academic research institutions, and commercial industry experts to help build profitable markets for regional businesses. At the event, the first collaboration between the Delaware Valley Fields Foundation, Penn State Agriculture Extension, and Stoll & Wolfe Distillery will be debuted. The SeedSpark project is helping restore a 'lost' heritage rye grain called Rosen rye. In September of 2019, 1,000 lbs of local grain (including approximately 600 lbs of DVFF's Rosen rye) was distilled by Dick Stoll (the man behind the fabled A.H. Hirsch bourbon). This partnership takes center stage with *Original Grain*, a photographic art installation by acclaimed photographer, Jordan Bush, bottle auctions, and limited tastings of this historically important distillate.

Grain to Glass, an American journey: Gain a new perspective and appreciation of American whiskey and bourbon with an immersive experience into every aspect of the craft distilling process that gives rise to your favorite drink. Meet the farmers who grow the crops, the maltsters and millers who process the grains, and the master distillers who dedicate their life to distilling the spirits we enjoy.

Event Details:

When: Friday, April 3rd | VIP Ticket Start 5:30pm | General Public Start 6:30pm

Where: Independence Seaport Museum

Get Tickets: americanwhiskeyconvention.com

Proceeds Benefit: The Delaware Fields Foundation

About Delaware Valley Fields Foundation The Delaware Valley Fields Foundation is a non-profit organization that promotes local farming and its history. The organization works with farmers and other non-profits to bring attention to the vital role small farming plays in communities. Members educate the public through events, including the American Whiskey Convention. To learn more, visit delvalfieldsfoundation.org.

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