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Access LIVE 2026 to Draw Global Beverage Leaders to Las Vegas for Four-Day Industry Summit

Event to feature data-driven insights, innovation showcases, and NFL legend Terry Bradshaw as keynote speaker ahead of Super Bowl LX

Tuesday, December 2, 2025



The Wine & Spirits Wholesalers of America (WSWA) has announced new details for Access LIVE 2026, its annual event that brings together professionals from across the beverage alcohol industry. The event is scheduled to take place from February 2 to 5,

2026, at Caesar’s Forum in Las Vegas, Nevada. Organizers expect a large turnout of wholesalers, importers, suppliers, retailers, media representatives, influencers, and service providers from around the world.

Access LIVE 2026 will open on Monday, February 2, with remarks from WSWA President and CEO Francis Creighton and Cutter Smith, Chair of the WSWA Board of Directors and President of Eder Bros., Inc. They will address the current state of the beverage alcohol industry. The opening session will continue with a panel discussion focused on consumer engagement tactics in today’s market. Faud Hannon, Vice President of New Verticals at DoorDash, will join Rick Tigner, CEO of Jackson Family Wines, and other industry leaders to discuss how changing consumer preferences are influencing business strategies.

Industry analysts Danny Brager and Dale Stratton will return to present the “SipSource Trends Update,” offering attendees the latest data and projections for the beverage alcohol sector. The opening day will conclude with a keynote address by NFL Hall of Famer Terry Bradshaw. Bradshaw, who is also the founder of Bradshaw Bourbon, will share his experiences in leadership and entrepreneurship. He is expected to discuss his journey into the spirits business and offer his predictions for Super Bowl LX, which takes place one week after Access LIVE.

On Tuesday, the Main Stage will feature the WSWA Brand Battle tournament. Now in its tenth year, this competition gives emerging beverage brands an opportunity to pitch their products to a panel of wholesaler experts and industry leaders in a format similar to “Shark Tank.” The event has become a highlight for attendees interested in innovation within the sector.

Wednesday morning will see the return of WineForward, a symposium hosted by Southern Glazer’s Wine & Spirits. This three-hour session is now open to all Access LIVE attendees and will focus on current trends in the wine category as well as future opportunities. Industry experts will discuss shifting consumer behavior and factors shaping the wine market.

Throughout the event, the LIVE Stage located in the exhibit hall will host several sessions on topics such as wholesaler perspectives on intoxicating hemp products, artificial intelligence in distribution, storytelling in marketing blurred-category beverages, and retail outlooks for hemp-based products. Organizers have indicated that additional sessions may be announced as the event approaches.

WSWA has also confirmed several major sponsors for Access LIVE 2026. These include Pronghorn, Ansira, LibDib, DHL Supply Chain, Hyble, Torch Drinks, Tequila Adictivo, Casa Maestri, and the National Tax Agency of Japan. Sponsorship opportunities remain available for companies interested in supporting or participating in the event.

Access LIVE 2026 aims to provide an expanded platform for networking and collaboration among industry professionals. Organizers have promised new programming elements and immersive experiences designed to address current challenges and opportunities within the beverage alcohol marketplace.

Registration for Access LIVE 2026 is now open. More information about programming, sponsorships, and attendance can be found at accesslive.wswa.org or by contacting WSWA directly at their hotline number.