

WBC 2004

July 25–28, 2004

Hyatt Regency Hotel, San Diego, California



About World Brewing Congress 2004

The Master Brewers Association of the Americas (MBAA) and the American Society of Brewing Chemists (ASBC) and in partnership with the Institute and Guild of Brewing (IGB), the European Brewery Convention (EBC) and the Brewery Convention of Japan (BCOJ) invite you to attend World Brewing Congress 2004. This unique Congress has been organized to bring the world brewing community together to discuss the history and tradition of brewing, the evolving products, and the advancing technology. We invite you to join us, and all of your brewing colleagues on this occasion.

Congress Date and Venue

World Brewing Congress 2004 will take place July 25–28, 2004 at the Manchester Grand Hyatt, San Diego, California USA. The Congress will utilize a Saturday through Wednesday format to optimize travel arrangements and promote the most effective use of the delegate's time while attending the Congress.

Known for its near-idyllic climate, 70 miles of pristine beaches and dazzling array of world-class family attractions, including the World-Famous San Diego Zoo and Wild Animal Park, SeaWorld San Diego and LEGOLAND California, San Diego has something for everyone.

The city encompasses charming neighborhoods and communities, including downtown's historic Gaslamp Quarter, Little Italy, Coronado, La Jolla,

Del Mar, Carlsbad, Escondido, La Mesa, Hillcrest, Barrio Logan, Chula Vista and more.

To the east, the terrain varies from gentle foothills to mile-high mountains and the historic mining town, Julian, down to the 600,000-acre Anza Borrego Desert State Park, offering nature-conscious visitors endless opportunities to hike, camp, fish, observe wildlife and much more. To the north, the land produces quantities of flowers as well as quality grapes that become excellent wines, which are served at some of the most elegant restaurants and resorts in the region. Along the west, 70 miles of Pacific Ocean coastline not only supports year-round outdoor recreation, such as surfing, boating, sailing and swimming, but also important scientific research at the Scripps Institution of Oceanography. To the south, it's a whole different country, Mexico, featuring its own cultural offerings in various towns along the border and coastline, including Tijuana, Rosarito and Ensenada.

San Diego's arts and culture and culinary arts are making a name for themselves, both nationally and internationally. Balboa Park, the largest urban cultural park in the U.S., features 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatres and the World-Famous San Diego Zoo. The region is also a breeding ground for the hottest, new talents of culinary arts, who prepare award-winning meals in many of the region's 6,400 eating establishments.

The Congress venue, The Manchester Grand Hyatt, is located on the San Diego Bay just minutes from the airport, downtown and famous area attractions. The hotel is the largest and tallest on the west coast and certainly the most grand. The Manchester Grand Hyatt offers everything from unparalleled convenience and breathtaking views to superb accommodations and resort-style amenities. The hotel features a pool, health club and spa, tennis and a variety of restaurants and lounges. The Manchester Grand Hyatt offers easy access to excellent restaurants, nearby attractions, the Gaslamp District and great shopping in Seaport Village.

Congress Objectives

The Congress will convene to thoroughly assess and present the state of the art and science of brewing around the world, and to project current knowledge into a future outlook.

- To bring brewing and associated professionals together to reflect on scientific and technological progress and discuss future direction.
- To present a comprehensive technical program with current technological advances and new research results.
- To discuss and experience the different styles of brewing from around the world.
- To provide opportunities, in addition to the formal technical program, for interaction among participants to further encourage the exchange of ideas and information.²⁰

Scientific Program

- Plenary sessions presenting current topics of general interest.
- Technical sessions with presentations covering all aspects of brewing science, brewing processes and brewery operations.
- Poster sessions focusing on relevant topics, including informal discussion periods with authors.

For Technical Program information, contact:

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Exhibit Program

The World Brewing Congress 2004 will include a unique mid-day exhibition program that highlights suppliers of services and equipment useful to brewers and the associated industries. Included in the exhibit area will be table top exhibits, posters presentations, with the authors available for discussion, as well as a buffet lunch and hospitality. This program is designed to provide a very informative yet flexible format for the attendees.

For exhibit information, contact Deborah Woodard or Rhonda Wilkie

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Social Program

- Opening and closing social events
- Guest program
- One of the world's most glorious locations – San Diego!

Further Information

A registration form and detailed information about the scientific and social programs and hotel accommodations will be available at the website www.worldbrewingcongress.org

The WBC 2004 is organized by the Master Brewers Association of the Americas and the American Society of Brewing Chemists with the active participation of the Institute and Guild of Brewing, the European Brewery Convention and the Brewery Convention of Japan.

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