

PRESS RELEASE

August 2019

BrauBeviale 2019: where beer variety comes to life

- 7th European MicroBrew Symposium
- Craft Drinks Area
- Artisan und Craft Beer Equipment, brau@home
- European Beer Star

Preparations are in full swing and it won't be long till Nuremberg is once again the hub for the international beverage industry. From 12 to 14 November 2019, the sector will come together for the world's most important capital goods fair this year for beverage production and marketing. The products and solutions showcased by the around 1,100 exhibitors cover the entire beverage process chain, including all segments like beer, cider, spirits, sparkling wine, wine, water, juices, soft drinks and liquid dairy products. As tradition demands, the topic of beer continues to be a major focus and can be experienced in all its diversity in the exhibition itself and the supporting programme.

It's indisputable that BrauBeviale has its origins in beer. It started off as an exhibition running alongside a training course for brewers but soon became a social event for the sector. By 1978 it was so popular that more space was needed and so it was held for the first time in the Nuremberg exhibition halls. From an industry get-together for brewers it then evolved into an international gathering for the entire beverage sector. Last year the event was bigger and more international than ever. BrauBeviale has never lost sight of its social component, and as always the topic of beer will be well covered.

This starts on the day before the exhibition at the **7th European MicroBrew Symposium** hosted by the VLB, the Berlin-based Research and Training Institute for Brewing. As well as an overview of international market trends in this segment, the symposium will focus above all on the technical and technological aspects of craft beer production, like general concepts for small breweries, the wide product diversity and the necessary quality control. Malt will be another focus area this year. The

Member of the **Beviale Family**

**Ideeller Träger
Honorary Sponsor**
Private Brauereien Bayern e.V.
Thomas-Wimmer-Ring 9
80539 München
Germany

**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
braubeviale@nuernbergmesse.de
www.braubeviale.de

**Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board**
Albert Füracker, MdL
Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
and Regional Identity

**Geschäftsführer
CEOs**
Dr. Roland Fleck, Peter Ottmann

**Registergericht
Registration Number**
HRB 761 Nürnberg

symposium is directed at international craft brewers, brewpub operators and maltsters and will therefore be held in English.

In the **Craft Drinks Area** there will be tastings of beer and other beverage specialities, led by independent experts. At a total of eight themed bars, visitors can experience an unprecedented range of tastes: five beer bars featuring beer specialities from various countries as well as alcohol-free and low-alcohol beers, a spirits bar, a bar for water and innovative alcohol-free drinks and a bar where visitors can learn how the quality of the glass plays a key role in the sensory attributes of the beverage. Last year, some 10,000 visitors, including drinks manufacturers, specialist distributors and wholesalers and restaurateurs, immersed themselves in a world of unimagined taste sensations and gained inspiration in the process.

The continuously increasing number of small and microbreweries and a steadily growing craft beer scene have been influencing and changing the beer sector in Germany and throughout the world. This has also made BrauBeviale a major port of call for small and microbreweries and home and hobby brewers who are able to find expert partners to provide comprehensive information relevant to their interests at the themed pavilion **Artisan and Craft Beer Equipment** and the special display area **brau@home**. The associated Speakers' Corner is also a source of professional expertise, valuable suggestions and discussion. Another highlight for home and hobby brewers, and especially for one called Heiko Müller, will be the presentation of Müller's "Kaminfeuer" cellar beer, which won over the tasting panel in the second Hobby Brewer Competition organised by Maisel & Friends and BrauBeviale.

Naturally, the **European Beer Star**, which has had a home at BrauBeviale since its "birth year" in 2004, will once again be presented at the event. Now one of the most important beer competitions worldwide, it was initiated by the German Private Breweries Association, the honorary sponsor of the trade fair, and the German and European umbrella organisation. On the first day of the fair, BrauBeviale visitors will vote for their favourite beer from among the gold medal winners – the **Consumers' Favourite 2019** in gold, silver and bronze. Last year the European Beer Star once again enjoyed record-breaking participation: In 2018, 2,344 beers from 51 countries faced the verdict of the 144-strong panel of experts. This year, beers could be

submitted in 67 categories, including the new categories “Stout” and “Non-alcoholic wheat yeast (top fermented)”.

In addition, the **Forum BrauBeviale** will offer talks, presentations and panel discussions on topics relevant to the future of the beverage industry, naturally including specific issues relating to beer. The **Export Forum German Beverages** on the day before the fair is also an important source of inspiration for breweries and other beverage producers and provides a neutral platform for high-calibre knowledge-sharing with export specialists.

For details of the supporting programme please go to:
www.braubeviale.de/en/events

Remaining dates in the current BrauBeviale three-year cycle:

BrauBeviale 2019: 12 – 14 November 2019

BrauBeviale 2020: 10 – 12 November 2020

About BrauBeviale

BrauBeviale is one of the most important capital goods trade fairs for the beverage industry worldwide. During this three-day event at Exhibition Centre Nuremberg, international exhibitors showcase a comprehensive range of solutions for the entire beverage production process chain, including raw materials, technologies, logistics and marketing ideas. Visitors come from the technical and commercial management segments of the European beverage industry as well as from the retail and catering sectors. The product display is rounded out by an attractive supporting programme that explores and discusses the trending issues in the industry. The main topic is the future viability of the beverage sector. Other highlights include the BrauBeviale Forum, Craft Drinks Area and numerous themed pavilions. The usual relaxed atmosphere will make BrauBeviale the No. 1 meeting place for the industry. Private Brauereien Bayern (Bavarian Association of Private Breweries) is the honorary sponsor of BrauBeviale. BrauBeviale is a member of the Beviale Family, the global network of events focusing on the manufacture and marketing of beverages.

www.braubeviale.de/en

BrauBeviale2019

Nürnberg, Germany

12. - 14. November

Press and media contacts

Sabine Ziener, Jasmin McNally

T 49 911 86 06-85 21

jasmin.mcnally@nuernbergmesse.de

For all press releases, further information, photos and videos, see the Newsroom at: **www.braubeviale.de/en/news**

Further services for journalists and media contacts:

www.braubeviale.de/en/press

More than a single event – the Beviale Family:

www.beviale-family.com