



PRESS RELEASE

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BrauBeviale 2023 with strong programme

- **New in the supporting programme: “Logistics Lounge” – for all current topics in the logistics chain**
- **BrauBeviale Forum – bundles numerous topics around marketing and sustainability**
- **Special show on grape processing and cellar management in the exhibition portfolio for the first time**

BrauBeviale 2023 is in the homestretch around five months prior the opening: The complete process chain of the beverage industry is once again present in the exhibitor list. The supporting programme, too, paints a strong picture of what is currently happening in the industry. Visitors will once again receive a complete package for decision-making in everyday business: with new highlights such as the “Logistics Lounge” and the special show on grape processing and cellar management, as well as exciting impulses for, among other things, brand development in the beverage world in the BrauBeviale Forum. From November 28 – 30, 2023, the Exhibition Centre Nuremberg will once again be the meeting place for the exchange and cooperation of all exhibitors, market experts and beverage producers.

“Our claim “We unite variety” is also perfectly reflected in our supporting programme,” emphasises Andrea Kalrait, Executive Director, being in charge of organizing BrauBeviale for years. With the broad range of topics in the supporting programme, marketing managers as well as technology or sustainability specialists are provided with impulses. “All the focus topics again significantly increase the benefits for visitors to the trade fair. From our point of view, the new offer of the “Logistics Lounge” and our special show for the wine and cellar industry are particularly important.”

Hot Topic Logistics

The increased importance of logistics in the entire beverage industry is taken into account by the fair with the new “Logistics Lounge” in Hall 4.

Under the umbrella theme of “Sustainable Reusable Logistics”, the special area – moderated by the pool system operator and reusable specialist

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LOGIPACK – offers a relaxed meeting place for all those interested in logistics with many short presentations to stimulate discussion. A special focus will be on the EU's activities around the European Packaging Regulation (PPWR) and its impact on the industry from different perspectives. Various manufacturers such as brewers, AfG suppliers and vintners will discuss with political opinion leaders from Berlin and Brussels about the implementation of "sustainable reusable logistics" in practice. The consequences of the possible specifications for the entire logistics chain of the beverage industry in Germany will be explored with numerous experts in the "Logistics Lounge".

The insider meeting "LOGICircle 6.0" will also take place on 28 November 2023 at BrauBeviale in the "Logistics Lounge". In a keynote speech at 4 p.m., Bernd Huesch, Managing Director of HEUSCH & PARTNER Logistics Consultants, will present his future prospects and the strategic importance of logistics for the industry. Experts will then discuss his theses and outline the importance of sustainability in logistics. Special registration is required for this special event.

"As the host of the "Logistics Lounge" at BrauBeviale, we are pleased to be able to offer a central meeting point for exchanging experiences and discussing new logistics concepts," says Torsten Hiller, the LOGIPACK Managing Director.

BrauBeviale Forum – close to the topics of the industry!

A must for many visitors at BrauBeviale are always the excellently combined specialist lectures in the BrauBeviale Forum in Hall 1. Among other things, this year's programme focuses on the Marketing Forum on 28 November 2023, moderated by Dr. Uwe Lebok, K&A Brand Research. He will use current examples and practical presentations to show how brand success works. Insights into strategic concepts – such as those of Giesinger Braumanufaktur or Paulaner Brauerei – will inspire the audience here.

Furthermore the BrauBeviale Forum covers a wide range of topics during the three days of the fair. The industry hotspot: Future Raw Materials is particularly important. Horst Dornbusch and Elva Ellen Kowald, as hosts, will bundle the topics and, among other things, cast light on the availability and security of raw materials with brewers, winemakers and mineral water representatives. Sustainability and the requirements resulting from climate change will be presented from many angles on 29 November 2023.

Increased range for the wine industry

This year sees the premiere of the special show on grape processing and cellar management in Hall 4A, organized in cooperation with the Bavarian State Institute for Viticulture and Horticulture (LWG). With this further focus,



BrauBeviale underlines that it is opening up even more than before to the visitor group of winemakers and sparkling wine producers. The exhibitors at BrauBeviale have always offered numerous solutions for the wine industry.

The best – in focus at BrauBeviale

The award ceremonies provide exciting impulses for the industry: What is well received? What is important for the future? The presentation of the “World Beverage Innovation Awards” on 28 November 2023 in the BrauBeviale Forum will honour the best – in the categories of best product, best packaging, best innovation and best business scenario.

The day after, it continues at the same venue: The award for the “German Hop Champion 2023” honours the work of hop growers and their quality efforts. This will be followed by the grand awards ceremony for the European Beer Star. Anyone who wants to know where good beers are brewed should make a note of this date. It is not yet known which breweries will receive awards in the 74 categories this year ...

Exhibitor and product database already online

Everyone can already get information online: The [exhibitor and product database](#) offers easy access for every sector. With the filter setting according to beverage category, a customized overview of the product portfolio of all exhibitors is offered.

Even companies that have not yet registered to participate in the fair can still get in – the [hall plans](#) and the exhibitor database offer a detailed look at the available capacities. The event team will be happy to help last-minute participators with any questions they may have about booking a stand for BrauBeviale. And of course, everyone can already visit the [myBeviale.com platform](#) – as a permanent exhibition, so to speak – for everyone who wants to stay informed about raw materials, digitalisation, energy, sustainability, exports, women in the beverage industry and much more. In addition, a subscription to the monthly newsletter brings stories from the world of beverages directly to your inbox: www.mybeviale.com/newsletter.



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