

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

March 2018

Blumenau proves once again that it is the “beer capital of Brazil”

A successful Feira Brasileira da Cerveja took place from 7 - 9 March 2018, for the first time as a member of the Beviale Family.

For three days, from 7 to 9 March 2018, the city of Blumenau in Brazil was once again totally dedicated to all things beer. Alongside the famous beer festival, the Feira Brasileira da Cerveja trade fair opened its doors to the national beer sector, “supported by BrauBeviale” for the first time. Over 2,100 square metres of display space, 81 exhibitors offered an impressive showcase of their ideas and solutions for the production of beer and beer specialities. Around 5,400 visitors attended the event to find out about raw materials or technologies for smaller or craft beer breweries as well as packaging and sealing solutions and the latest trends in the sector. The mood in the halls was excellent. The international suppliers appearing together in the Beviale Family Pavilion were also very satisfied with the event, although some of them had to get used to opening times that would be unusual in Europe: The trade fair started at 2 pm and went on into the evening.

Beviale Family: international skills in the beverage industry

The NürnbergMesse Group is demonstrating its skills in the beverage industry on an international stage. The “parent” event is BrauBeviale, the international capital goods exhibition for the beverage industry in Nuremberg, where the industry has exhibited every stage of the beverage production process for more than 40 years: raw materials, technologies, logistics and marketing. Other members of the Family are at home in key growth markets around the world: Beviale Moscow is the first and only trade fair for the entire beverage industry in eastern Europe. CRAFT BEER CHINA in Shanghai is the meeting place for China’s Craft Beer Community, just as CRAFT BEER ITALY in Milan is the B2B platform for the industry in Italy. The Beviale Family is also represented in Brazil, where the Feira Brasileira da Cerveja in Blumenau is supported by BrauBeviale. And the latest additions to the family: CRAFT DRINKS INDIA in Bangalore and

beviale-family.com

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collaboration with SIBA's BeerX in the UK. Further projects are in the pipeline. www.beviale-family.com

Forthcoming Beviale Family events:

CRAFT BEER CHINA: 16-18 May 2018
CRAFT DRINKS INDIA: 4-5 July 2018
BrauBeviale: 13-15 November 2018
Beviale Moscow: 19-21 February 2019
CRAFT BEER ITALY: 27-28 March 2019
Feira Brasileira da Cerveja: 1st half of 2019

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More than a single event – the Beviale Family:

www.beviale-family.com