

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

November 2019

Beviale Family – Beverage industry worldwide

- **Product family hosts its own events in relevant growth markets in the beverage industry**
- **Collaborations with existing events worldwide**
- **Beviale Mexico set to become latest family member in July 2020**

It has been three years since NürnbergMesse Group announced the launch of its global network for beverage production, the Beviale Family. As a result, the existing platform for the beverage industry, the BrauBeviale in Nuremberg, was elevated to an international stage. Since then, the product family has been enjoying constant growth. “For decades, BrauBeviale has been demonstrating its expertise in all aspects of the beverage industry and is increasingly gaining a more international reach. So it was the logical next step for us to transfer this kind of successful concept to the major growth markets worldwide, opening up new approaches for our customers in the process,” explains Andrea Kalrait, Exhibition Director BrauBeviale and International Product Manager for the Beviale Family.

At BrauBeviale 2016, NürnbergMesse Group officially launched the Beviale Family, the international product family for the beverage industry. Since then the network has been growing rapidly with events taking place around the world. “And that’s not all,” says Kalrait. “We are continuing to have discussions and negotiations worldwide and are currently in an interesting planning phase. It’s an exciting time for the industry, as the Beviale Family still has a few things up its sleeve.” The beverage sector has a broad international reach and is an industry that encourages knowledge-sharing and learning from one another. The NürnbergMesse Group sees its job as supporting these endeavours and offering a suitable global platform to industry participants. Our partners for the entire product

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family are the two prestigious training establishments Doemens Akademie and VLB, the Berlin-based research and teaching institute for brewing. As our international sponsors, they add their specific expertise to the global capabilities of the Beviale Family. www.beviale-family.com

NürnbergMesse Group's own events

The longstanding **BrauBeviale** event in Nuremberg is the international capital goods trade fair for the beverage industry. It's where for over 40 years, the sector has been showcasing all aspects of the production process chain for beverages, such as raw materials, technologies, logistics and marketing. "In the meantime, however, the BrauBeviale is not so much the 'parent' event but more of an 'elder sibling' in the expanding and now well-established Beviale Family," says Kalrait, describing the structure of the product family. "Every member is independent and can pursue its own path."

The first new addition, **Beviale Moscow**, already existed when the product family was established, having had a successful premiere in October 2015. Since then, Beviale Moscow has enjoyed constant growth. Following its fourth round in February 2019 it also reported renewed growth and excellent morale in the still challenging but very promising Eastern European market. With record-breaking numbers for exhibitors (164), visitors (about 6,200) and display area (around 2,200 square metres), it has demonstrated convincingly that its holistic approach has made it the key platform meanwhile for the entire Eastern European beverage market. The next round takes place on 24 – 26 March 2020 in Moscow.

Another brand-new addition to the Beviale product family is **Beviale Mexico**, which will open its doors to the Mexican and international beverage industry in Guadalajara in July 2020. The products on display will map the entire beverage production process chain: raw materials, technology, components, logistics and marketing. All segments will be covered: alcohol-free drinks like water, soft drinks and juices and alcoholic drinks like beer, wine and distilled spirits like tequila and mezcal, as well as liquid dairy products. A congress will take place before the exhibition. The next round of the event will be on 29 – 31 July 2020 in Guadalajara.

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In May 2016, NürnbergMesse Group focused on craft beer for the first time with the launch of **CRAFT BEER CHINA**. Apart from networking, training and professional development also play a major role, so the fourth round of the event this year once again offered the proven mix of trade fair and conference. China in particular offers huge potential, as demonstrated by the enthusiasm with which the Chinese once again took part in this year's CRAFT BEER CHINA. The next round will take place on 13 – 15 May 2020 in Shanghai.

At **CRAFT BEER ITALY**, which made its debut in November 2017, the Beviale Family has stuck with its successful concept by also focusing on craft beer. It's a long time since Italy was only regarded as a wine-producing country. The beer scene, in particular hand-crafted beers, meanwhile represents a very strong and dynamic market. Due to this development there is a particular demand for expertise in the industry, so there is a strong focus on the conference running alongside the exhibition. The second round of CRAFT BEER ITALY took place in March 2019 with 74 exhibitors and more than 900 visitors and impressed with excellent content and a diverse product range. The dates for the next event will be announced soon.

CRAFT DRINKS INDIA: Unlike its 'sister events' in Russia and Mexico (covering the entire beverage industry) and China or Italy (where the focus is on craft beer), the event taking place in July this year will again showcase the entire breadth of the beverage industry. What they have in common is the focus on the craft as such, i.e. on hand-crafted drinks. NürnbergMesse Group is therefore acknowledging that the Indian market for alcoholic drinks is one of the fastest-growing beverage markets worldwide. Bangalore, the cosmopolitan metropolis in the South of India, is seen as the heart of India's craft beer and craft drinks scene and is therefore the ideal showcase. The next round will held on 1 – 2 July 2020 in Bengaluru.

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Collaborations designed to expand the global network of the beverage industry

To ensure that its network includes markets and regions where NürnbergMesse Group doesn't host any events of its own, the Beviale Family hosts other events as partnerships. For example, the **Feira Brasileira da Cerveja** in Blumenau, Brazil joined the Beviale Family, as 72 Brazilian and international exhibitors offered an impressive display of their ideas and solutions for the production of beer and beer specialities. More than 7,000 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 Beviale Family is also boosting its presence in Latin America through collaboration with **Expo Wine+Beer** in Chile. From 30 May to 1 June 2019, it will open its doors to experts from the wine and beer industry in Latin America for the first time in Santiago de Chile. This biennial event maps the entire process chain for both sectors and covers technologies, equipment, bottling, packaging, transport, marketing and services.

The launching pad for a platform in the South-East Asian market is the collaboration with official partner **SEA Brew**, which is well established in the region as a professional development event for brewers and suppliers with accompanying exhibition. September saw the fifth round of the travelling exhibition, which took place in Bangkok this time. Another promising partnership in Asia is with **KIBEX (Korea International Beer Expo)** in South Korea. The collaboration agreement was signed at the premiere of Korea's first international exhibition for the beer industry in March 2019. Like the Beviale Family's own events, the conference and exhibition complement one another and offer both experts and newcomers to the beverage or beer industry an ideal platform for knowledge-sharing and information."

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SIBA's BeerX, Britain's largest trade fair about beer and brewing, is also an official partner to the Beviale Family. The aim of the partnership is also to connect existing successful events with one another and develop the respective target markets together.

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