

Beviale Family

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PRESS RELEASE

June 2019

Beviale Mexico 2020: Latin America's first comprehensive beverage exhibition

- The Beviale Family is adding another Beviale event to its portfolio
- Congress dates: 28 to 29 July 2020
Exhibition dates: 29 to 31 July 2020
- Partnership with the Mexican craft beer association ACERMEX

The Beviale Family, the NürnbergMesse Group's global network for the beverage industry, is adding another event to its portfolio. Beviale Mexico will open its doors in Mexico City's Centro Citibanamex for the first time from 29 to 31 July 2020. Beviale events feature a specialised programme spanning the entire process chain for beverage production, from raw materials and technologies to components and logistics as well as marketing ideas. The programme also covers all segments – alcohol-free and alcoholic beverages and liquid milk products: water, soft drinks, juice, beer, wine and spirits, such as the Mexican specialties tequila and mezcal. Mexico City will have lots to offer the world of beverages in 2020: A congress will begin the day before the exhibition, although the real kick-off will happen in April when ACERMEX (Asociación de Cerveceros Artesanales de México) stages a beer festival. The Mexican craft beer association is a partner of Beviale Mexico.

“We are very pleased to be able to offer another comprehensive beverage exhibition in our international portfolio by adding Beviale Mexico,” notes Andrea Kalrait, who is in charge of the Beviale Family. “More than 124 million residents and good consumer trends make this market appealing to beverage manufacturers. We cannot wait for the first Beviale event in the Americas.”

beviale-family.com

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Mexico is an attractive economic market with stable growth in key industries, including beverages and packaging. The food industry is among the country's fastest growers. According to the Mexican Chamber of Commerce, Mexico's beverage sector breaks down into 60 per cent alcoholic and 40 per cent alcohol-free beverages. Soft drinks, water and beer are the main revenue earners. Mexican families spend about four per cent of their money on alcoholic drinks. Seventy per cent of families prefer to drink beer, but national and international spirits are also popular. For instance, tequila revenues jumped 15.7 per cent in the first half of 2018 alone compared with the same stretch in 2017, according to the industry information service Información Sistemizada de Canales y Mercados (ISCAM). Developments in the Mexican craft beverages segment are following the global trend, which is clearly reflected in the growth posted by smaller breweries but also by spirits makers. According to ACERMEX, Mexico had 1,400 breweries in 2018 – and this number is rising. From a global standpoint, Mexico is also in the premier league when it comes to beverages: Mexico is the world's fourth-largest beer producer with beer production of 110 million hl (2017), coming after China, the US and Brazil. Mexico even takes first place globally when it comes to bottled water with per capita consumption of 254 litres, ahead of Thailand and Italy (International Bottled Water Association).

The focus is on Central and Latin America

The steadily growing beverage market is creating stronger demand for beverage equipment. Beviale Mexico views itself as an intermediary between national and international beverage manufacturers and suppliers to the beverage industry. Kalrait feels that significant opportunities exist for international exhibitors in particular: "The political climate and still low exchange rates lead us to believe that beverage production will continue to grow in Mexico. Another factor that is certainly interesting for equipment suppliers is that engineering is not very developed at all in the country and beverage manufacturers import nearly all of their equipment. With Beviale Mexico, we are offering the industry a promising platform to reap the rewards of growing consumer spending and to find partners to ensure that technology and components are produced in the country."

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Products on display:

- Raw materials and sensory refinement
- Machinery and installations for beverage production
- Machinery and installations for filling and packaging beverages
- Packaging, closure systems, labelling and packaging ancillaries
- Automation and IT
- Operating and laboratory equipment, process and auxiliary materials
- Installations for energy, compressed air/gases, industrial safety, environmental technologies
- Logistics and intralogistics
- Marketing and catering equipment
- Services, institutes, training institutes and media

More information can soon be found at: www.beviale-mexico.com

Beviale Family: International expertise in the beverage industry

NürnbergMesse Group demonstrates its expertise in the beverage industry on an international stage: BrauBeviale in Nuremberg is one of the world's most important capital goods fairs for the beverage industry. The Beviale Family is also active in about ten countries around the world in a number of event formats and cooperative marketing arrangements, all tailored to the individual target market. Members of the Beviale Family and network partners are operating in the key growth markets. The "international sponsors" of the Beviale Family are Doemens Akademie and the VLB (Versuchs- und Lehranstalt für Brauerei), the Berlin-based teaching and training institute for brewing. Other projects are in the planning phase. For details and dates go to: www.beviale-family.com

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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/press

More than a single event – the Beviale Family:

www.beviale-family.com