

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

March 2018

CRAFT DRINKS INDIA: the newest member of the Beviale Family

- **Premiere of beverage fair from 4-5 July 2018 in Bangalore**
- **Following Russia, China, Italy and Brazil, Beviale Family now also represented in India**

The global network of the Beviale Family is constantly growing. The latest addition to the beverage production segment is CRAFT DRINKS INDIA, which will take place for the first time on 4 and 5 July 2018 at the White Orchid Convention Center in Bangalore. The event is primarily designed for brewers, microbrewers, craft brewers and distributors, but also for newcomers seeking advice and inspiration. International manufacturers and suppliers will present their solutions at the trade fair, the focus of which will be the production of craft beer, craft spirits and wine. VLB, the Berlin-based Research and Teaching Institute for Brewing, has partnered with us to develop the conference programme. CRAFT DRINKS INDIA will be organised by NürnbergMesse India in conjunction with Indian exhibition company PDA Trade Fairs, and is tailored to the needs and interests of the fast-growing beverage market in India.

The Indian market for alcoholic drinks is developing rapidly and is one of the fastest growing beverage markets worldwide. In particular, the number of microbreweries and craft breweries is increasing steadily by around 7.5 percent a year. Whereas according to BMI Research, which is cited by the All India Brewing Association, there were just two micro-breweries registered in 2008, by 2016 there were more than 80. "Compared with Germany or the rest of Europe the numbers are still relatively low," explains Andrea Kalrait, Director Exhibition BrauBeviale and international product manager for the Beviale Family. "But we are really noticing the momentum in the market and our new Beviale Family member is designed to take account of this. We are really looking forward to the premiere in July." Bangalore, the cosmopolitan metropolis in the south of India, is regarded as the heart of the country's craft beer and craft drinks scene. "This makes it

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the ideal venue for this new member of the Beviale Family,” Kalrait says confidently.

PDA Trade Fairs is also looking forward to the premiere in July. “The synergies between NürnbergMesse India and PDA Trade Fairs are a strong driver making CRAFT DRINKS INDIA a complex event that covers numerous aspects of the sector and therefore promises to be highly relevant to all participants.”

Beviale Family offers international expertise in the beverage industry

The NürnbergMesse Group demonstrates its expertise in the beverage industry on an international stage. The “parent” event is BrauBeviale, the international capital goods exhibition for the beverage industry in Nuremberg. This is 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. Other members of the product family are operating in important growth markets worldwide: Beviale Moscow, for example, is the first and only trade fair for the entire beverage industry in Eastern Europe. CRAFT BEER CHINA in Shanghai is becoming established as the gathering place for the Chinese craft beer community, while CRAFT BEER ITALY in Milan is the B2B platform for the Italian sector. The Beviale Family is also represented in Brazil, as the Feira Brasileira da Cerveja in Blumenau is “supported by BrauBeviale”. The latest addition to the family is CRAFT DRINKS INDIA in Bangalore. Other projects are in the planning phase. www.beviale-family.com

Beviale Family events:

CRAFT BEER CHINA:	16 - 18 May 2018
CRAFT DRINKS INDIA:	4 - 5 July 2018
BrauBeviale:	13 - 15 November 2018
Beviale Moscow:	Spring 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

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