



PRESS RELEASE

November 2023

Being part of it and taking away impulses

- **Now is the time to plan the visit to BrauBeviale**

BrauBeviale 2023 is drawing closer: from 28-30 November 2023, the Nuremberg Exhibition Centre will again be the meeting place for specialists in the production and marketing of beer, wine, sparkling wine, spirits and non-alcoholic beverages. A fixed date for all those who are looking for the latest technology to help them meet the challenges in their everyday operations. A Who's Who of suppliers present a comprehensive range of products for the brewing and beverage industry along the complete process chain of beverage production.

"We can already say that we are very satisfied with exhibitor bookings at this BrauBeviale," says Andrea Kalrait, Exhibition Director BrauBeviale, "because BrauBeviale is about to come back in its old strength after an enforced break of four years and will be presenting itself once again as a reliable partner for the industry." The high level of bookings confirms that the desire for exchange and the presentation of one's own products and their benefits for modern brewing and beverage operations is indispensable as part of the suppliers' sales strategy. For visit planning and ticket booking, all necessary information is available online in a compact form:

www.braubeviale.de/en/visitors/tickets/ticketshop

European meeting place

Exhibitor numbers in particular underline the status of BrauBeviale as the European meeting place for the brewing, wine, sparkling wine and spirits industries: Accounting for 49 percent of the total number of exhibitors, manufacturers from Germany are once again in full force. Exhibitors from Europe are in no way inferior and, with a share of 42 percent, show a broad market overview of what the European manufacturers of raw materials,

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machine technology and components for the beverage industry have to offer. 88 percent of exhibitors classify themselves with their products in the exhibitor database as suppliers to the brewing industry. In second place in the ranking is the wine, sparkling wine and spirits category, which is served by 67 percent of the exhibitors. Of course boundaries are fluid since exhibitors also represent other beverage sectors with their portfolios. In short: BrauBeviale once again offers a complete overview for trade visitors from the beverage industry:

www.braubeviale.de/en/ausstellerprodukte

New: Inspire young talent for the industry at the Young Talents Camp

Furthermore, for the first time, there is now a special area for the upcoming generation, trainees, students and young professionals. With the Young Talents Camp, the BrauBeviale team has created a casual meeting place in Hall 7A, directly around the corner from the East Entrance, where young professionals can network with people of their own age group. At the Young Talents Camp there will be a customised programme over the three days of the fair. Topics in the programme include: reverse mentoring, a networking roundtable with HR experts, insights into the everyday life of an influencer and practical examples of the use of AI in fermentation control as well as background information on the development of beverage innovations. All pupils, students and young professionals should definitely stop by. For more information visit:

www.braubeviale.de/en/events/2/young-talents-camp/770689

Tools for visit preparation

Trade visitors benefit from the clear division of product groups in all of the nine exhibition halls. The well-known routing stretches from Hall 1 where all suppliers of raw materials and sensory refined products can be found, to Hall 9 with its technologies, enabling every visitor to find the right halls for his or her own list of requirements. Supported by the selection options in the exhibitor and product database, visitors' individual routes through the exhibition grounds can thus be planned:

www.braubeviale.de/en/ausstellerprodukte

Information from the industry for the industry

Trade visitors should be sure to check out the offers in the supporting programme. The BrauBeviale Forum in Hall 1 provides experts with a wide

Brau^{'23} Beviale

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range of topics to enhance their visit: the supply of raw materials in these times of climatic change, case studies on CO2 recovery or the effects of the new European packaging law are among the topics that will be discussed there. The entire programme is available at:

www.braubeviale.de/en/events

New impulses for all export-oriented exhibition visitors are promised by the Export Forum German Beverages on 30 November from 10:00 to 13:00 in the Forum BrauBeviale. One of the topics of this programme is the question "Growth Continent Africa - Does the Market Need German Beverages?" The concept of this programme component, which is included free of charge for the first time as part of the entry ticket – as part of the supporting programme, is targeted explicitly towards sales and marketing teams from beverage manufacturers:

www.braubeviale.de/en/events/tagesuebersicht/2023-11-30

Business is not everything

Of course, BrauBeviale will once again live up to its reputation as a networking platform this year. In addition to special areas for the wine and cellar industry and for logistics experts, the tasting areas will certainly be well frequented: The Craft Drinks Area in Hall 6 is a worthwhile destination not only for beer experts - five different bars offer new taste experiences in professional tastings for beer, wine, spirits and AfGs. In addition, the annual European Beer Star award ceremony on 29 November 2023 is likely to attract many visitors. There, it will be revealed which breweries scored highest with the EBS jury in the 74 categories. The subsequent Night of Winners offers the opportunity to taste these winning beers. Innovations in the beverage industry as a whole are recognised by FoodBevMedia's World Beverage Innovation Awards: 23 winners from all areas of the beverage industry will be announced on 28 November 2023 at 16:00. Categories in the awards include eco-friendly packaging, sports/energy drinks and ingredient innovation.

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www.mybeviale.com/en/bevialefamily