

PRESS RELEASE

September 2017

## Newsroom: New BrauBeviale information platform is online

- Content for all target groups in an attractive and intuitive design
- All relevant content clustered together
- The Beviale Family at a glance

Preparations are in full swing for the next BrauBeviale triple event a good year before it opens its doors. The capital goods exhibition for the beverage industry is launching a new information platform geared towards the trade community at large. Both exhibitors and interested companies, trade visitors and media representatives will find the latest information about the exhibition in a clearly designed and structured platform in the Newsroom.

The **News tab** ([www.braubeviale.de/en/news](http://www.braubeviale.de/en/news)) on the BrauBeviale website now combines press releases, photos and videos on BrauBeviale with short reports about the Beviale Family. The trade community at large can also discover news about the exhibition and the beverage industry. Andrea Kalrait, Director of Exhibitions at BrauBeviale and Product Manager for the Beviale Family, is excited: "Concentrating all relevant information about BrauBeviale in a central location and the overview that the Newsroom offers of the Beviale Family is not only beneficial for our communications. I also think that the lively design with lots of pictures is very successful."

### Information in a compact and attractive form

The BrauBeviale Newsroom is especially impressive with its multimedia combination of text, pictures and video materials as well as maximum user friendliness. Regular short reports, for example detailing important deadlines and services, are coupled with images and videos of the last event and an overview of the latest press releases. The different groups of topics are structured into modules in a compact and clear way.

All exclusive services for media representatives, such as press events, inclusion in the press distribution list, on-site press support and accreditation guidelines, can be found under the **For Journalists** tab ([www.braubeviale.de/press](http://www.braubeviale.de/press)).

Powered by **Beviale Family**

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## **BrauBeviale 2018: Preparations in progress**

The capital goods exhibition for the beverage industry is taking its regular break in 2017. The next triple will begin in November 2018. Preparations are in full swing for the next event a good year before it opens its doors.

### **Save the dates:**

13-15 November 2018

12-14 November 2019

10-12 November 2020

## **NürnbergMesse: International expertise in the beverage industry**

NürnbergMesse Group is proving its expertise in the beverage industry on the international stage. Besides the traditional BrauBeviale exhibition in Nuremberg (Germany), which will next welcome more than 1,100 exhibitors and more than 38,000 trade visitors from 13 to 15 November 2018, it also organises exhibitions in key growth markets around the globe under the Beviale Family name: Besides CRAFT BEER CHINA, which took place in Shanghai from 17 to 19 May, they are CRAFT BEER ITALY, which celebrated its premiere in Milan from 22 to 23 November 2017 as well as Beviale Moscow, which is opening its doors for the third time from 27 February to 1 March 2018. Feira Brasileira da Cerveja in Blumenau, Brazil will also be supported by BrauBeviale from 7 to 9 March 2018. Other projects are in the pipeline.

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All press releases, additional information, photos and videos can be found in the Newsroom by visiting: [www.braubeviale.de/en/news](http://www.braubeviale.de/en/news)

Other services for journalists and media representatives:

[www.braubeviale.de/press](http://www.braubeviale.de/press)

More than a single event – the Beviale Family:

[www.beviale-family.com/en](http://www.beviale-family.com/en)