

Beviale Family

Closer to your worldwide markets!

PRESS RELEASE

January 2019

Feira Brasileira da Cerveja, supported by Beviale Family, is entering its second round

Feira Brasileira da Cerveja, which is part of the Beviale Family, is set to welcome the Brazilian beer sector to Blumenau from 13 to 15 March 2019.

The start of the year sees a succession of events from the Beviale Family, the global network for the beverage industry. Beviale Moscow from 19 to 21 February 2019 will be followed in mid-March by Brazil's beer exhibition in Blumenau. Last year, the Feira Brasileira da Cerveja had already been "supported by the Beviale Family". On 2,100 square metres of exhibition space, 81 exhibitors offered an impressive display of their ideas and solutions for the production of beer and beer specialities. Around 5,400 visitors attended the event to find out about raw materials or technologies for smaller or craft beer breweries, packaging and sealing solutions, and the latest trends in the sector.

The final preparations for the 2019 event are under way. Over a period of three days, the spotlight in Blumenau will be on all things beer. The event will be accompanied by Brazil's most successful beer festival, which includes the famous Brazilian Beer Contest featuring 2,800 entries from more than 475 breweries competing with one another in 148 categories. In 2018, Andrea Kalrait, Exhibition Director BrauBeviale and international product manager for the Beviale Family, was also part of the jury in her function as a beer sommelier.

The demand for products, equipment and systems that meet the specific requirements is considerable, because the Brazilian beer market is gaining momentum. Brazil is the country with the third largest beer production worldwide after the USA and China. Moreover, Brazil is also one of the world's leading countries for beer consumption. The average per capita consumption is growing and is estimated by research company Statista to be in the region of 65 litres per year for 2019. In the last ten years, the number of breweries in Brazil rose from 70 to 700.

beviale-family.com

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In 2018 alone there was an increase of 35 percent. Despite Brazil's geographic size, the majority of micro-breweries are located in the South and South-East of the country, with Blumenau as the “beer capital”.

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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www.beviale-family.com