

PRESS RELEASE

15 October 2020

BrauBeviale 2020 Special Edition to take place exclusively in digital form

- **Extensive program on myBeviale.com**
- **BrauBeviale to take place again in 2022 at Messe Nuremberg**

Following extensive discussions and critical observation of the current situation, NürnbergMesse, in close cooperation with customers and partners, has decided not to hold the physical BrauBeviale 2020 Special Edition trade fair as planned and to move the program exclusively to the digital world. The reasons for this are the current national and global developments of the corona pandemic, the rapidly increasing number of infections, and the associated massive restrictions on business travel in companies. Exhibitors and visitors will be able to meet virtually all year round on the digital dialog platform myBeviale.com, where the extensive supporting program BrauBeviale@stage will be online from 10 – 12 November 2020. The next BrauBeviale will take place again in 2022 at Messe Nuremberg.

With BrauBeviale 2020 Special Edition, NürnbergMesse aimed to fulfil the beverage industry's desire to finally meet and exchange ideas in person again. Numerous intensive discussions with exhibitors, partners, and visitors have led to this decision. In coordination with the responsible authorities, safety and hygiene protection concepts were developed to ensure smooth and safe participation in the trade fair for all.

Right up to the end, the BrauBeviale Special Edition has received a lot of encouragement and support from the industry. "We had a lot of patience and would have maintained this patience until November – for our exhibitors, visitors, and partners. Unfortunately, the industry is now being deprived of the last opportunity for a physical meeting this year," regrets Andrea Kalrait, Executive Director BrauBeviale at NürnbergMesse. "However, despite all our commitment, we obviously cannot close our eyes to the latest developments. We owe this to our customers and partners. We were well prepared, but must be realistic about the current situation. In this respect, we are now continuing to work at full speed on our online offering and are delighted to unite the beverage industry virtually on our digital dialog platform myBeviale.com starting in November."

Member of the **Beviale Family**

**Ideeller Träger
Honorary Sponsor**
Private Brauereien Bayern e.V.
Thomas-Wimmer-Ring 9
80539 München
Germany

**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
braubeviale@nuernbergmesse.de
www.braubeviale.de

**Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board**
Albert Füracker, MdL
Bayerischer Staatsminister der
Finanzen und für Heimat
Bavarian State Minister of Finance
and Regional Identity

**Geschäftsführer
CEOs**
Dr. Roland Fleck, Peter Ottmann

**Registergericht
Registration Number**
HRB 761 Nürnberg

BrauBeviale2020

Special Edition

Nürnberg, Germany

10. - 12. November

The beverage industry meets digitally: myBeviale.com

Coming together, sharing knowledge, taking ideas with you: This is what exhibitors and visitors expect from BrauBeviale. In order to strengthen the dialog in the beverage industry, the digital dialog platform myBeviale.com (www.mybeviale.com) will be launched in early November. A more comprehensive supporting program than ever before had already been planned for the physical event. BrauBeviale@stage, with six theme stages, will also be available online. Andrea Kalrait would like to thank all customers who have supported BrauBeviale, also as a Special Edition: "Strong partners in difficult times are irreplaceable. We are continuing to work together with equal commitment to provide the international beverage industry with a virtual and year-round platform. We look forward to seeing you again online and, at the latest, in 2022 again at Messe Nuremberg!"

Current information about BrauBeviale Special Edition at:
www.braubeviale.de/en

Save the Date: BrauBeviale 2022 – 2024

Make a note of the dates of the next BrauBeviale triples now:

BrauBeviale 2022: 8 – 10 November 2022

BrauBeviale 2023: 14 – 16 November 2023

BrauBeviale 2024: 12 – 14 November 2024

Contact persons for press and media

Sabine Ziener, Christina Freund

T 49 9 11. 86 06-83 55

F 49 9 11. 86 06-12 83 55

christina.freund@nuernbergmesse.de

All press releases as well as further information, photos, and videos in the newsroom at: www.braubeviale.de/news

Further services for journalists and media representatives at:
www.braubeviale.de/press

More than a trade fair – the Beviale Family:
www.beviale-family.com