

# Beviale Family

Closer to your worldwide markets!

## PRESS RELEASE

January 2018

### Growth for the Beviale Family in Brazil

It will be that time again from 7 to 9 March 2018: the Feira Brasileira da Cerveja for Brazil's domestic beer industry will be held in Blumenau, with support from BrauBeviale for the first time. With its Parque Vila Germanica, Blumenau is not only home to the largest event centre in the state of Santa Catarina, but is also officially "Brazil's beer capital". The forthcoming collaboration with NürnbergMesse will add a further market to NürnbergMesse's global network in the beverage industry.

Brazil's most successful beer festival will be held in combination with the Feira Brasileira da Cerveja. There the highly regarded Brazilian Beer Contest will take place with over 2,000 labels and more than 140 beer styles of more than 330 breweries. Andrea Kalrait, BrauBeviale Director Exhibitions and Beviale Family Product Manager, is one of the judges. The whole event will thus provide a major platform for the industry where brewers meet up with their key suppliers and pick up ideas and solutions relating to the manufacture of beer and beer specialities: from raw materials to technologies for smaller-scale and craft beer breweries, through to solutions for packaging and sealing.

International suppliers will come together to exhibit as part of the Beviale Family pavilion at the Feira Brasileira da Cerveja. German brewers will also benefit from the opportunity to introduce their beers to the Brazilian public in the Craft Beer Community area.

Brazil's beer market is booming, in terms of both manufacture and consumption. That means demand for products and devices to accommodate the more specific requirements is also on the rise. In the Craft Beer scene it is particularly important to provide the right support for creativity and quality. In 2015, Brazil had 372 microbreweries, a rise of 17 percent compared to the previous year. The total number of breweries is now estimated at 600.

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

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## **Beviale Family: international skills in the beverage industry**

The NürnbergMesse Group is demonstrating its skills in the beverage industry on an international stage. The “parent” event is BrauBeviale, the international capital goods exhibition for the beverage industry in Nuremberg, where the industry has exhibited every stage of the beverage production process for more than 40 years: raw materials, technologies, logistics and marketing. Other members of the Family are at home in key growth markets around the world: Beviale Moscow is the first and only trade fair for the entire beverage industry in Eastern Europe. CRAFT BEER CHINA in Shanghai is the meeting place for China’s Craft Beer Community, just as CRAFT BEER ITALY in Milan is the B2B platform for the industry in Italy. The Beviale Family is also represented in Brazil, where the Feira Brasileira da Cerveja in Blumenau is supported by BrauBeviale. Further projects are in the pipeline. [www.beviale-family.com](http://www.beviale-family.com)

## **Forthcoming Beviale Family events:**

Beviale Moscow:	27 February – 1 March 2018
Feira Brasileira da Cerveja:	7–9 March 2018
CRAFT BEER CHINA:	16–18 May 2018
BrauBeviale:	13–15 November 2018
CRAFT BEER ITALY:	27–28 March 2019

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More than a single event – the Beviale Family:

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

For all press releases, further information, photos and videos, see the

Newsroom at: [www.braubeviale.de/en/news](http://www.braubeviale.de/en/news)

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