

## “Blending Business” at Bengaluru

**Craft Drinks India, the 2nd edition of India’s only dedicated trade show for Alco-Bev Production technologies concluded on the 4th July 2019 post 2 days of energetic networking by industry professionals.**

The ever flourishing Indian Alco-Bev industry witnessed the 2nd edition of India’s only comprehensive International Trade Fair and Conference for the Alcohol and Beverage industry, Craft Drinks India 2019 (CDI2019) from 3-4 July 2019 at Manpho Convention Centre, Manyata Tech Park Road, Bengaluru, India.

The 2nd edition of Craft Drinks India was inaugurated by Matthias van der Straeten, Deputy Head, Economic Affairs, German Consulate, Bengaluru, Narayan Manepally, the Chairman of Craft Drinks India 2019 Advisory Committee, also the co-owner of Geist Beer, Michael Vachon, Co-founder, Maverick Drinks, Sonia Prashar, Chairperson of the Board & MD, NürnbergMesse India along with Pradeep Deviah, Chairman & CEO, PDA Trade Fairs Pvt Ltd.

The inauguration was followed by Craft Drinks India’s Annual International Conference "Grain to Glass 2.0" where a wealth of experience and expertise was shared on most relevant topics as well as current trends in the industry. Speakers at the conference included some of the prime movers of the Alco Bev segment in India & overseas, drawn from across the beer, wine and spirits sectors. With financial stability a sine qua non for any business, the conference started with an address on the path to profitability as well as what investors look for in “crafting” goods business. Followed by a challenging topic of maintaining the ethos of craft as you scale up by Michael Vachon, panel discussions also included different means of creating brand identities, new facets of promotion like creating brand experiences, regulatory issues, technical aspects and choosing the right equipment for a successful business. Further, the international conference took a deep dive into Technical Brewing, as we unravel the secrets of the “wheat beer”. With the global borders shrinking, the importance of understanding an export-driven strategy from current practitioners was also explored.

All in all, the Annual Conference at Craft Drinks India was a fully immersive day of immense relevance for anyone who is a stakeholder in the Alco Bev industry in India.

Being the only comprehensive platform positioned to convert the sectoral potential to commerce, the 2nd edition saw over a 100 exhibitors displaying cutting edge technologies and expertise for the Alco-Bev industry. The two-day event accommodated spirited networking amidst industry professionals and effectively provided a perfect platform for the craft drinks ecosystem to meet, interact, deliberate and witness cutting-edge global technologies.

There was a mix of new exhibitors as well as returning high-profile brands offering an array of products and services. On the Brewing and Distilling side, CDI2019 hosted Thermax, Lehui, Spectraa Technologies, Prodeb Brewing Equipment, Taurus Engineering, among others. Testing, Lab Equipment's and Instrumentation section was represented by AV measurement and Control, Mettler Toledo, Anderson Negele, Alfa Laval, Endress Hauser amongst others.

With CDI 2019 attracting newer brands like Kronen Packaging, USP Packaging, SSP Packaging, Worldpack, Ningbo HGM Food Machinery, Cask Global, Kitten, Techpac, Kegwerks Janus International among others, the event expanded the canvas to include packaging Technologies in its exhibit profile.

Brands like DVKSP, Zytex, Hambleton Bard, PMV Malting, Fermentis and others represented the raw materials and products for brewing and distilling. Chemicals and Dispensing are other notable categories Craft Drinks India 2019 offered and, brands like Ace Technologies, Sanky consulting, Fosroc, Chembond Calvatis Hygiene Pvt Ltd, Chemline Global demonstrated the best of what the industry has to offer.

The trade show also included products from technologies offering production & process plants, pipework, pumps, valves & associated fittings, cleaning equipment, materials & systems, environmental, effluent and pollution control, fermentation and ageing containers, chemicals, dispensing, etc. You name it & CDI 2019 had it.

Exhibitors at the event also provided scope to customise practical and affordable solutions as per the client requirements. The market reaction was reflected upon the significantly higher visitor registration and the organisers are quite kicked with the traction the event is gaining.

Craft Drinks India 2019 played host to the IFBA Flair Challenge 2019, for the first time in Bengaluru. The Flair and Mixology Competition saw energetic participation from the bartending community from India. The pub city of Bengaluru was the ideal location to host a dazzling flair event that saw deft manipulation of bar tools (e.g. cocktail shakers) and liquor bottles in tricky techniques. Addressing Craft Drinks India 2019, Rohan Carvalho, IFBA Flair Challenge 2019 said, "We truly appreciate your support and your contribution will dramatically help us develop and succeed in future endeavours."

The "IFBA Flair Challenge 2019" is powered by IFBA, a non-profit organisation formed by a group of professional bartenders with a background in Flair Bartending and enormous years of experience in Bar and Beverage industry.

Riding on the overwhelming response from the community, the 2nd edition of Craft Drinks India organised yet another vibrant workshop conducted by Versuchs-und Lehranstalt Für Brauerei (VLB) from Berlin. The technical workshop on "Microbial Quality Assurance Plan and Beer Spoilage Bacteria" consisted of presentations on how to tackle beer spoilage by microorganisms. The session elaborated on how to set up a quality-assurance plan in relation to microbiology in a brewery. Likewise, enabled breweries to effectively address quality questions and uncover potential problems thus incurred.

Returning for the 2nd edition of Craft Drinks India from Berlin was Jan Biering, who conducted the technical workshop with Gayatri Mehta on 4th July 2019 at Craft Drinks India. Jan Biering is currently working as a scientific worker and consultant at VLB- Berlin, a post he has held from 2012. The event was a big hit with both the exhibitors as well as the visitors, who expressed their satisfaction with the show and unanimously expressed their interest to be part of the next 2020 edition.

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