

### PRESS RELEASE

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## myBeviale.com: digital dialogue platform for the beverage industry goes live!

- Register now free of charge for year-round networking
- Launch Days with high-calibre forum programme from 10 to 12 November 2020

myBeviale.com, the digital dialogue platform for the beverage industry's regular gathering, is now online. Whether you want to network, make new contacts, or exchange knowledge and ideas, you'll be able to do all this and more on myBeviale.com all year round and free of charge, no matter where you are. As a complement to the Beviale Family, which also includes BrauBeviale, the new platform is open 365 days a year, allowing dialogue and knowledge-sharing during and beyond the trade fair as such. During the Launch Days from 10 to 12 November, myBeviale.com will also be the virtual venue for the programme originally planned for the BrauBeviale Special Edition. The three-day programme will feature around 100 live talks, presentations and sessions, and is set to attract beverage industry enthusiasts, experts and executives alike to the new platform.

The new digital dialogue platform makes it even easier to interact with members of the beverage community, find suitable specialists and work together to resolve challenges. All year round, myBeviale.com will offer information on the products and solutions of participating suppliers, virtual presentations, workshops and discussion panels, industry news and specialist publications by the various companies. One of the core elements of myBeviale.com is a targeted networking function that allows all participants in the platform to enter a dialogue with one another. Registration is free of charge.

### Beverage expertise in five segments

The platform is subdivided into five different zones. Following registration, users will have access to all functions and content.

Member of the **Beviale Family**

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In **Products & Solutions**, you can access a comprehensive database of solutions for the beverage industry, covering aspects like manufacturing, bottling, packaging or marketing. Using the filters provided, you can quickly locate the most relevant suppliers for your specific challenge. Then simply click to arrange an appointment. Under **Companies**, you will find extensive information on companies and organisations from the sector, including start-ups, associations and major players, as well as details of the respective contacts. Go to the **Community** zone to enjoy informal exchanges between colleagues, experts and other beverage industry professionals. Here too, it is easy to arrange to talk to interesting contacts at any time via chat or video call. **Stories** is the magazine section of myBeviale.com and brings together industry news, user reports, white papers and company news from the drinks manufacturing environment. Readers can browse through the articles and get information and inspiration. If you are looking for knowledge and interesting presentations, head for the **Action Area**, where all year round you can discover current and archived presentations or discussion panels. During the Launch Days from 10 to 12 November, the Action Area will offer a packed agenda. Six thematic streams within the extensive BrauBeviale@stage programme ensure knowledge transfer and lots of light bulb moments, (almost) as close as it gets to the on-site experience in Nuremberg.

### **Experience the trade fair forum programme at the myBeviale.com Launch Days**

From 10 to 12 November 2020, the new myBeviale.com platform will play a rather special role as the virtual venue for the forum programme BrauBeviale@stage, which was originally planned for the on-site event in Nuremberg. The highlights from the scheduled on-site programme – presentations, discussions panels and award ceremonies – are now available on the digital dialogue platform, so that the entire beverage community can attend them virtually.

For example, you'll be able to join in the celebrations at the award ceremony for the **European Beer Star**, one of the most prestigious beer competitions worldwide, as the winner will be announced live on the platform. And even in this year's exceptional circumstances, visitors don't have to miss out on the popular tastings of the latest beverage trends in the **Craft Drinks Area**, as selected specialities are available for home delivery. The matching explanations by a sommelier can then be accessed at any time on myBeviale.com, even when the Launch Days are over.

# BrauBeviale2020

## Special Edition

Nürnberg, Germany

10. - 12. November

The presentations also cover a wide range of topics. Many items on the agenda focus on the issue of the future viability of the sector. Our event partners include Private Brauereien Bayern (Bavarian Association of Private Breweries), the honorary sponsor of BrauBeviale, VLB – the Berlin-based research and teaching institute for brewing, Doemens Academy, Bayern Design, BV-BFGH (Association of German Beverage Wholesalers), the World Packaging Organisation, BVE (Federation of German Food and Drink Industries), SGS Fresenius and many more.

### Simply register for free now!

The complete programme for the Launch Days from 10 to 12 November 2020 is available at [www.mybeviale.com](http://www.mybeviale.com). This is also where you can register and discover the functions, content and community of myBeviale.com. If you'd like to stay up to date, subscribe to our newsletter at: [www.braubeviale.de/en/newsletter](http://www.braubeviale.de/en/newsletter)

### Save the date: BrauBeviale 2022 – 2024

Note the dates of the next BrauBeviale three-year cycle now:

**BrauBeviale 2022:** 8 to 10 November 2022

**BrauBeviale 2023:** 14 to 16 November 2023

**BrauBeviale 2024:** 12 to 14 November 2024

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For all press releases, further information, photos and videos, see the Newsroom at: [www.braubeviale.de/news](http://www.braubeviale.de/news)

Further services for journalists and media contacts:  
[www.braubeviale.de/press](http://www.braubeviale.de/press)

More than a single event – the Beviale Family:  
[www.beviale-family.com](http://www.beviale-family.com)