

PRESS RELEASE

June 2019

BrauBeviale 2019 puts the spotlight on the future viability of the beverage sector

- **Nuremberg plays host to the international beverage industry**
- **Compact hall layout covers entire beverage industry process chain**
- **Global Beviale Family network also inspires BrauBeviale**

From 12 to 14 November 2019, Nuremberg will once again be the hub for the international beverage industry, when the who's who of the sector gathers for this year's most important capital goods fair for beverage production and marketing. Last year's highly successful event, which broke new records and underscored the industry's good economic prospects, points to equally positive outcomes for this year's annual gathering of the beverage community. The products and solutions on display by the around 1,100 exhibitors, 53 percent of which are from outside Germany, covers the entire process chain for beverage production, from raw materials, technology and components to packaging, accessories and marketing ideas. This year too, the main theme is the future viability of the beverage industry. What are challenges being faced by both equipment suppliers and beverage manufacturers? Through its product range and supporting programme, BrauBeviale offers the key platform for knowledge-sharing and innovation, while creating momentum and providing inspiration.

“BrauBeviale 2018 was bigger and more international than ever,” says Andrea Kalrait, Exhibition Director BrauBeviale at NürnbergMesse, looking back once again at the opening event of the current three-year cycle. “The beverage sector just seems to have been waiting to get back to Nuremberg. And this year too, we are looking forward to welcoming old friends and newbies, global players, SMEs and start-ups.” In November, the exhibitors will once again be showcasing the entire process chain for beverage production. The new route around the displays that was introduced for visitors in 2018 has proven effective and offers visitors ease of navigation in an atmosphere that is as constructive and welcoming as usual. The

Member of the **Beviale Family**

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various halls around the perimeter of the central lawn are grouped into thematic focus areas: raw materials and sensory attributes in Hall 1, technologies in Halls 6, 7A, 7, 8, 9, water treatment, analysis and components in Hall 6, packaging in Halls 4A and 4, and accessories and marketing in Halls 5 and 6.

Key platform for the issues currently affecting the industry

This year too, the main theme of BrauBeviale is the future viability of the beverage sector. The issues and challenges currently confronting beverage producers are generally the same across borders. Efficient and flexible technologies, diverse and high-quality raw materials and ingredients and sustainability in production are just as important as digitalisation and automation, future strategies for your own company, packaging, marketing messages and communicating with consumers and end clients. BrauBeviale not only covers these topics through the product range on display but also in the supporting programme. It appeals to all beverage producers, whether they are brewers, mineral water operations, winemakers or manufacturers of spirits or alcohol-free drinks. **From July: www.braubeviale.de/en/next**

Two symposia held on the day before the trade fair have proven very popular: The **7th European MicroBrew Symposium** organised by the Berlin-based VLB (teaching and training institute for brewing, and the **Export Forum German Beverages**. And of course, the **European Beer Star**, which has been at home at BrauBeviale since its “birth year” 2004, will also be presented again at the event. Now one of the most important beer competitions worldwide, it was initiated by the German Private Breweries Association, the honorary sponsor of the trade fair and German and European umbrella organisation. On the first day of the fair, BrauBeviale visitors will vote for their favourite beer from among the gold medal winners – the **Consumers’ Favourite 2019** in gold, silver and bronze. Tastings of beer and other beverage specialities, led by independent experts, will also take place in the **Craft Drinks Area**. At eight themed bars, visitors can experience an unprecedented range of flavours: five beer bars with special country slots, a spirits bar, a bar for water and innovative alcohol-free drinks, and a bar where the quality of the glass plays a key role in the sensory attributes of the drink. The popular **BrauBeviale Forum**, as well as hosting the official opening and various award ceremonies, is also the venue for interesting lectures, presentations and panel discussions offering information, inspiration and the opportunity for interaction. The main thematic

areas are also reflected by the BrauBeviale Think Tank, which explores raw materials, technologies, packaging, marketing and entrepreneurship. The attractive supporting programme is complemented by other **themed pavilions and special shows**: brau@home with Speakers' Corner, Artisan and Craft Beer Equipment, Innovative Drinks Packaging, Innovation made in Germany – the subsidised pavilion for new companies from Germany – and to allow us to blow our own trumpet – a Beviale Family information booth. Details will be available shortly at: www.braubeviale.de/programme

Highly satisfied trade visitors from all around the world

More than 40,000 industry professionals visited BrauBeviale 2018, over 18,000 of them from outside Germany. They represented 132 countries, primarily Italy, Czech Republic, Switzerland, Austria, Russia and the UK, but also Greenland, Fiji and Costa Rica. They came from the technical and commercial management segments of the international beverage industry, i.e. from breweries and malt houses, companies producing and bottling alcohol-free drinks, wine and sparkling wine cellars, distilleries, dairies, specialist beverage retailers and wholesalers, the hotel and restaurant sector and service providers for the beverage sector.

But it's not just the quantity but the quality of trade visitors that speaks for itself and underscores the relevance of the exhibition: around 90 percent of trade visitors are involved in the investment decisions taken at their companies. "The really important decision-makers were in attendance," said the Exhibitor Advisory Board following the successful conclusion of BrauBeviale 2018. "As 99 percent of trade visitors polled were satisfied by what was offered by the fair, and no less than 95 percent stated that they would like to come back again in 2019, we are already looking forward to welcoming them, and new participants as well, to our annual gathering," says Andrea Kalrait with a view to the next round in the autumn.

She explains the large international contingent (45 percent) among visitors as being partly due to increasing familiarity with and importance of the Beviale Family – NürnbergMesse's global network with events covering the manufacture and marketing of drinks. As well as BrauBeviale, other members of the Beviale Family are Beviale Moscow in Russia, Beviale Mexico, CRAFT BEER events in China and Italy, CRAFT DRINKS in India and collaborations with BeerX in the UK, Expo Wine

BrauBeviale2019

Nürnberg, Germany

12. - 14. November

+ Beer in Chile, Feira Brasileira da Cerveja in Brazil, KIBEX in South Korea and SEA Brew in Southeast Asia. www.beviale-family.com

Remaining dates in the current BrauBeviale three-year cycle:

BrauBeviale 2019: 12 – 14 November 2019

BrauBeviale 2020: 10 – 12 November 2020

About BrauBeviale

BrauBeviale is one of the most important capital goods trade fairs for the beverage industry worldwide. During this three-day event at Exhibition Centre Nuremberg, international exhibitors showcase a comprehensive range of solutions for the entire beverage production process chain, including raw materials, technologies, logistics and marketing ideas. Visitors come from the technical and commercial management segments of the European beverage industry as well as from the retail and catering sectors. The product display is rounded out by an attractive supporting programme that explores and discusses the trending issues in the industry. The main topic is the future viability of the beverage sector. Other highlights include the BrauBeviale Forum, Craft Drinks Area and numerous themed pavilions. The usual relaxed atmosphere will once again make BrauBeviale 2018 the No. 1 meeting place for the industry. Private Brauereien Bayern (Bavarian Association of Private Breweries) is the honorary sponsor of BrauBeviale. BrauBeviale is a member of the Beviale Family, the global network of events focusing on the manufacture and marketing of beverages. www.braubeviale.de

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For all press releases, further information, photos and videos, see the Newsroom at: www.braubeviale.de/en/news

Further services for journalists and media contacts:

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More than a single event – the Beviale Family:

www.beviale-family.com