



PRESS RELEASE

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BrauBeviale 2023: International beverage sector set to enjoy a long-desired reunion

- **Overview of entire beverage industry**
- **Special offerings for wine growers and vintners**
- **Focus of supporting programme on sense of community and diversity**
- **myBeviale.com platform stokes eager anticipation**

The preparations for BrauBeviale, one of the leading capital goods trade fairs for the beverage industry, are in full swing. From 28–30 November, Exhibition Centre Nuremberg will once again become the hub for the international beverage sector. The pandemic forced BrauBeviale to take a four-year break, which the organisers used to fine-tune the exhibition profile. It now offers a blend of established and brand-new features in what will be a genuinely joyful reunion for the entire beverage industry. Exhibitors will showcase products, solutions and trends for the manufacture and marketing of beer, water, alcohol-free drinks, spirits, wine and sparkling wine – complemented by a tailor-made, wide-ranging supporting programme. **Roll on November!**

Our new slogan “We stand for variety” points the way for BrauBeviale. “Anyone familiar with BrauBeviale will know that we have been putting this principle into practice for a long time now,” explains Andrea Kalrait, Executive Director BrauBeviale at NürnbergMesse. “But now we have finally made this commitment official, to promote a strong sense of community in the sector and unite the world of beverages under one roof in an even more focused and profitable way.” BrauBeviale can look back on a decades-long success story that has its origins in the beer and brewing segment. That sense of community in the sector has always been palpable at BrauBeviale. Today, this tradition is combined with the contemporary diversity of the entire beverage industry. Brewers and malters continue to form the bulk of trade visitors. At this year’s event, wine and sparkling wine will also be put under the spotlight. The alcohol-free drinks segment is also well represented at

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BrauBeviale, with around 70 percent of the exhibitors already registered also offering specific products and solutions for manufacturers of alcohol-free drinks. Ahead of the event, interested trade visitors can filter and display a selection of exhibitors for individual beverage industry segments, to get suggested contacts in advance and plan a visit that is as efficient as possible.

Proven hall layout

Efficiency is also the buzzword when it comes to the hall configuration: As usual, exhibitors are arranged around the exhibition park to represent the process chain for beverage manufacture, from raw materials to machinery and equipment, and from packaging and marketing to components. This reinforces the sense of community that makes BrauBeviale so unique. Experts from the technical and commercial management echelons of the entire beverage industry will be able to plan a streamlined and clearly structured trade fair visit. A preliminary list of exhibitors is already available online on the BrauBeviale website.

Key topics: wine and sparkling wine

BrauBeviale has long been the home of the international beverage sector. It has traditionally focused on beer, but since the event concept was adapted many years ago it now covers all beverage segments, including wine and sparkling wine. This year, BrauBeviale explicitly asked about this segment, and 60 percent of the exhibitors already registered said that they also had products and solutions in their portfolios specifically for these visitor categories. At BrauBeviale 2023, the organisers are also focusing on these thematic areas to a greater extent in the supporting programme as well. For example, in collaboration with the Bavarian State Research Centre for Viticulture and Horticulture (LWG) there will be a **special show “Grape processing and cellaring”** specifically aimed at wine and sparkling wine producers.

Diversity also reflected in supporting programme

The new slogan “We stand for diversity” is the common thread running through the BrauBeviale supporting programme. Established elements are combined with new formats, developed with and for the entire sector. The **BrauBeviale Forum** is a byword for inspiration and knowledge transfer and explores current and future issues and challenges for the beverage industry in Germany and the rest of Europe. This year, the exhibitors will be involved



in designing the programme to a much greater extent. Some of the key topics that affect all segments equally are sustainability, energy, raw materials, export, prohibitionist policies, and the European Packaging Directive. Details of the individual items on the programme agenda will be provided in good time prior to the event.

The **Craft Drinks Area** will once again be a feature of BrauBeviale 2023. At four different bars, interested trade fair visitors can participate in guided tastings of beer, wine, spirits and alcohol-free drinks. The focus of the Craft Drinks Area is on professional knowledge-sharing and innovative beverages.

A new addition this year is the **Young Talents Camp**. The lack of skilled personnel and concerns about the next generation of industry professionals are also an issue for the beverage industry. BrauBeviale 2023 is therefore offering companies, trainees, students and young professionals the opportunity to network with one another at this event.

Also in the supporting programme: The **“Innovation made in Germany” pavilion** allows start-ups and young companies from Germany to present themselves and their product innovations to the professional audience at BrauBeviale. For the first time, there will also be an area dedicated to international start-ups. Interested trade visitors can enjoy **guided tours** around the exhibition that focus on specific segments or topics covered at BrauBeviale. **Home brewers and hobby brewers** will once again find a welcome at BrauBeviale with a programme dedicated to their interests. Designers and design enthusiasts will benefit from the collaboration with **bayern design**: As well as a special show on design specially developed for BrauBeviale, there will also be a “design walk” around the exhibition and relevant presentations in the BrauBeviale Forum. Work hard, play hard: The popular party and networking event **“Schanzenbräu & Friends”** will also be back in 2023 and will take place as usual on the first day of the exhibition, this year on the exhibition grounds.

European Beer Star calls BrauBeviale home

As one of the most important beer competitions worldwide, the European Beer Star consistently breaks participation records. The competition was launched exactly 20 years ago by the Bavarian Association of Private Breweries, the institutional sponsor of the fair and German and European

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umbrella organisation. It is a permanent fixture at BrauBeviale. The award ceremony for the European Beer Star will take place as always on the second day of BrauBeviale. For the first time, the prestigious competition has also chosen Nuremberg as the venue for the tasting of the competing beers by an around 130-strong jury of experts.

The anticipation is building

And the long wait will soon be over. At the end of November, BrauBeviale 2023 will finally welcome its visitors to Nuremberg. Those who don't want to wait till then can enjoy the **online platform myBeviale.com**. Around the clock, it offers interesting articles on topical issues from the beverage sector, as well as the opportunity to look at the broader picture and network with like-minded colleagues or suppliers of products and solutions. Topics like raw materials, digitalisation, energy, sustainability, export, women in the beverage industry and many more address the key themes of BrauBeviale in the run-up to the event and allow visitors to fine-tune their preparations for attending the trade fair in November. A monthly newsletter brings news from the world of beverages straight to your inbox. www.mybeviale.com/news

About BrauBeviale

BrauBeviale in Nuremberg is one of the leading capital goods trade fairs for the beverage industry worldwide. The trade fair is linking its success story to its aspiration to unite the beverage community in the future too. It's where tradition and longstanding experience meet inspiration and the latest trends – at a regional and global level. For German and international exhibitors and trade visitors from more than 135 countries, it offers the ideal platform for working together to launch innovations and set important trends for the entire beverage industry. BrauBeviale is ably supported by its institutional sponsor, Private Brauereien Bayern e. V. (Bavarian Association of Private Breweries), which provides its expertise, its network, and the European Beer Star competition as a flagship attraction.

As a digital platform for the beverage industry, myBeviale.com connects experts and anyone interested in the industry internationally throughout the year, providing an ideal complement to the offerings available to the sector.

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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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