

PRESS RELEASE

September 2020

BrauBeviale 2020 – Special Edition: Extensive programme bolsters future viability of sector

Lectures by experts on current trends and challenges, discussion rounds, tastings in the Craft Drinks Areas, competitions including the European Beer Star, and also the German Beer Sommeliers Championship: exhibitors and visitors can look forward to an extensive programme at the Special Edition of BrauBeviale, scheduled for 10 to 12 November this year. Six lecture stages in the exhibition halls – BrauBeviale@stage – will provide plenty of space for everything and will combine both in-person and online experiences. Many of the items on the programme contribute to the theme of the future viability of the sector. BrauBeviale@stage can also be enjoyed online.

BrauBeviale's extensive supporting programme has always been a defining feature of the regular industry meeting. "Gathering together, sharing knowledge, taking ideas home: recent months have shown there is a particular need in this area, and this has also been regularly drawn to our attention in our exchanges," comments Andrea Kalrait, Executive Director BrauBeviale at NürnbergMesse GmbH. "To meet this need and boost the dialogue in the beverage industry, we have worked with our partners to expand our supporting programme even further. The BrauBeviale Special Edition now offers six theme stages, and the sector is keen to use this platform to incorporate events that have previously taken place either before or after the main fair, such as the Export Forum German Beverages, as part of the fair itself." This is precisely the context in which the key theme of the current BrauBeviale Triple, the future viability of the beverage industry, will play a particular role in the programme.

Craft Drinks Areas: Trends from every segment

In recent years, the Craft Drinks Area at BrauBeviale has become established as the preferred meeting place for trend scouts and people just wanting to learn more. This is the place for sampling inspiring products

Member of the **Beviale Family**

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from the fields of **beer, spirits, water, juices and non-alcoholic drinks**. A smart and safe approach has been adopted to enable the extensive sampling to continue at this year's Special Edition. Each of the three halls will have its own Craft Drinks Area covering all beverage segments. Following a short registration process, visitors can take a seat in the closed-off area, where the bartender will serve them with the tasting glasses. An exciting feature this year is that the tasting will come with digital support. A scan with the smartphone will put tasting notices, introductions and product info at the visitors' fingertips – or they can opt to be inspired with no preconceptions!

Further highlights for the beer sector in particular include brau@home, the German Beer Sommeliers Championship, and the Beer-cross-thinker workshop. **brau@home** pays tribute to the growing trend among home and hobby brewers, offering lectures, information, opportunities to interact and practical hints and tips: the live brewing demonstration gives ambitious hobby brewers the chance to look into the brewing copper – while being sure to observe all the distancing rules, of course. Also on show will be the winning beer from this year's hobby brewer competition in association with Maisel&Friends: the American Pale Ale "Hoptimism" by the hobby brewer Christoph Wolfrum. Taste, knowledge and strength of presentation are the key ingredients for up-and-coming beer sommeliers, which will be put to the test at the **German Beer Sommeliers Championship**, organized at the BrauBeviiale Special Edition by the Doemens Academy. For the first time, both the semi-final and the final will be held in Nuremberg. Visitors can enjoy the finalists' presentations on the Award Stage. The **Beer-cross-thinker workshop**, a regular event organized by the Romeis Institute, Private Brauereien Bayern and publishing house Fachverlag Hans Carl as media partner, will also be hosted at BrauBeviiale for the first time this year. On Day 3 of the fair, participants can explore future opportunities offered by innovative and unique products on the Special Interest Stage.

Outstanding: European Beer Star in 70 categories

Since it was established by Private Brauereien in 2004, the European Beer Star has had its home at BrauBeviiale, and has grown to be one of the world's most important beer competitions. This coveted award will be presented once again in 2020 at the BrauBeviiale Special Edition. Before the prizes are awarded, visitors will have the opportunity on Day 1 of the fair to assess all the gold-medal beers in a blind tasting session and pick

the gold, silver and bronze winners for the Consumers' Favourite award. Day 2 (11 November) is when the major award ceremony takes place in the Exhibition Centre. Visitors can share the excitement of the event either directly on-site or digitally via live transmission on the Award Stage.

BrauBeviale@stage: the sector's leading thinkers on six stages

Center Stage, Exhibition Stage, Craft Beverages and brau@home Stage, Technology Stage, Special Interest Stage and Award Stage – there will be a lot to choose from. And many other items on the agenda will also consider the future viability and market opportunities for the beverage industry. Right on Day 1 of the fair, the Center Stage will host discussion on the **Hot Topic** of "The Corona Disruption and its consequences for the beverage industry". And on a similar theme, the **Marketing Forum** held by K&A BrandResearch on the same day will hazard a look into the future: "Drinks after the crisis: what will surprise people?" The **Expert Forum German Beverages**, previously positioned the day before BrauBeviale and part of the regular programme of the fair for the first time this year, will look at the "New normality in foreign trade". And the lecture session on **Italian Affairs** will cast a special look at the market situation in Italy.

Further lectures and panel sessions will be held by Private Brauereien Bayern, the honorary sponsor of BrauBeviale, and other partners including VLB (Versuchs- und Lehranstalt für Brauerei), the Berlin-based brewing teaching and training institute; Bayern Design; the Federal Association of German Beverage Wholesalers (Bundesverband des Deutschen Getränkefachgrosshandels); the German Packaging Institute (Deutsches Verpackungsinstitut); the Federation of German Food and Drink Industries (Bundesvereinigung der Deutschen Ernährungsindustrie, BVE); SGS Fresenius and many more. In addition to the themes mentioned, the on-stage events will also cover topics such as sustainability, energy management and raw materials. The main focus for the last day of the fair will once again be on training and professional development, with information and contacts on the Center Stage for new talents and young professionals under the banner of **#workforbeverages**. For the current programme please go to: www.braubeviale.de/programme

BrauBeviale will take place as a Special Edition at the Exhibition Centre Nuremberg from 10 to 12 November 2020. This special edition will observe all applicable hygiene standards and thus provide both visitors and

BrauBeviale2020

Special Edition

Nürnberg, Germany

10. - 12. November

exhibitors with a safe platform to meet, network and do business. Interested visitors can obtain their ticket for this edition – online only – from www.braubeviale.de/ticket. The digital dialogue platform “myBeviale.com” (www.mybeviale.com) will also launch in parallel with the adapted event structure in the Exhibition Centre. Among its various functions, the digital platform will bring together the analogue and digital worlds and make parts of the programme available online.

For the latest information on the BrauBeviale Special Edition, please go to: www.braubeviale.de

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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