

### PRESS RELEASE

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## **BrauBeviale 2020 Special Edition: Launch Days offer extensive programme on myBeviale.com**

- **Save the date: Launch Days from 10 to 12 November 2020**
- **Supporting programme for BrauBeviale 2020 Special Edition online**
- **myBeviale.com offers year-round meeting place for beverage sector**

Even though the BrauBeviale Special Edition is not going to take place as a physical event, industry professionals and other interested parties should still keep 10-12 November 2020 free in their calendar. The extensive supporting programme BrauBeviale@stage will be available online at myBeviale.com during these three Launch Days and features presentations on the latest trends and challenges, discussion panels, award ceremonies, and last but not least, the German Beer Sommelier Championship. Originally planned for the on-site BrauBeviale 2020 Special Edition in Nuremberg, the six themed stages will now be reproduced on the digital dialogue platform. From the beginning of November, beverage professionals and industry insiders can meet all year round on myBeviale.com to network with one another, exchange knowledge and ideas, and get information.

The digital dialogue platform for the international beverage industry – myBeviale.com – will go online shortly before the Launch Days in November. “Following our announcement that the BrauBeviale Special Edition would not be held on site in Nuremberg, we received a lot of support and expressions of interest from the sector. This is why we are extremely pleased to offer our customers an extensive and diverse online programme as part of the Launch Days, and we are optimistic that it will prove very popular,” says Andrea Kalrait, Executive Director BrauBeviale at NürnbergMesse GmbH, as she looks forward with confidence to the three days in November.

Member of the **Beviale Family**

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# BrauBeviale2020

## Special Edition

Nürnberg, Germany

10. - 12. November

The comprehensive supporting programme for BrauBeviale has always been a formative element of the industry's annual gathering. In the current circumstances in particular, the key theme of this round of the three-year BrauBeviale cycle, the future viability of the beverage sector, plays a significant role.

### **BrauBeviale@stage: the industry's thought leaders on six stages**

The themed hubs – Center Stage, Exhibition Stage, Craft Beverages and brau@home Stage, Technology Stage, Special Interest Stage and Award Stage – offer plenty of diversity. Various items on the agenda will also focus on the future viability and market opportunities of the beverage industry. Right at the start, on Tuesday 10 November, the Center Stage will be the venue for a discussion on the hot topic “The coronavirus disruption and its consequences for the beverage industry”. Also on the first day, and along the same lines, K&A BrandResearch will use its marketing slot in the programme to take a look into the future: “Drinks after the crisis: What will surprise people”. The Export Forum German Beverages, which previously took place the day before BrauBeviale, will be part of the freely accessible supporting programme this year and will put the spotlight on the “new normal in foreign trade”, while a session entitled “Italian Affairs” will look specifically at the market situation in Italy.

There will be other presentations and discussion panels contributed by e.g. Private Brauereien Bayern (Bavarian Association of Private Breweries), the honorary sponsor of BrauBeviale, and other partners such as VLB – the Berlin-based research and teaching institute for brewing, Doemens Academy, Bayern Design, BV-BFGH (Association of German Beverage Wholesalers), German Packaging Institute and World Packaging Organisation, BVE (Federation of German Food and Drink Industries), SGS Fresenius and many more. Alongside the topics mentioned, issues like sustainability, energy management or raw materials will also be covered by the various stages. On Thursday 12 November 2020, the focus will also be on training and professional development. Under the banner #workforbeverages, the Center Stage will provide information and contact details for various training institutes for new recruits to the industry and young professionals. For details of the current programme please go to: [www.braubeviale.de/programme](http://www.braubeviale.de/programme)

### **European Beer Star winners to be announced on myBeviale.com**

Since it was established by Private Brauereien in 2004, the European Beer Star has been a permanent feature of BrauBeviale and is now one of the most important beer competitions worldwide. In 2020 the coveted award will be presented online at the BrauBeviale Special Edition as part of the Launch Days on myBeviale.com. In October, 74 jury members tasted 2,036 beers in 70 categories in just three days at the Doemens Academy in Gräfelfing in a process underpinned by a carefully considered hygiene and safety concept. On Wednesday 11 November 2020, interested participants can now join in the celebrations at the award ceremony from their own screens.

### **German Beer Sommelier Championship – keep your fingers crossed during the live stream**

Beer sommeliers from all over Germany will gather on site in Nuremberg on Tuesday 10 November to take part in the German Beer Sommelier Championship, a competition organised and presented by the Doemens Academy. The semi-final and final will be live streamed on myBeviale.com, so you can eavesdrop on the finalists' presentations, keep your fingers crossed for your favourites and be there "virtually" when the winner is announced.

### **Time to rethink – Design Edition: special digital show by bayern design**

The organisers are adopting new approaches for the BrauBeviale Special Edition. Design in the beverage sector is the key theme for the following exhibits: self-cleaning drink bottles, sustainable can carrier trays, glass design and alternative bottle materials. The special digital show featuring 20 videos can also be experienced during the Launch Days at myBeviale.com.

### **Craft Drinks Area: Place your order now!**

Trend scouts and fans of inspiring products from the beer, spirits, water, juice and alcohol-free beverage segments do not have to miss out entirely on exciting new discoveries from the Craft Drinks Area this year, because they can simply have the beverage specialities sent to them at home. Every tasting flight ordered is presented and explained by a sommelier on myBeviale.com, with easy access to the presentations at any time. Orders can be placed while stocks last. The information on the beverage specialities will continue to be available on myBeviale.com after the Launch Days are over, so there is nothing to stop you enjoying a cosy tasting session at home, for example during the Christmas period.

# BrauBeviale2020

## Special Edition

Nürnberg, Germany

10. - 12. November

### Save the date now: Launch Days on myBeviale.com

To strengthen dialogue in the beverage industry, the myBeviale.com platform will go online at the beginning of November. It will provide a year-round hub that allows industry participants to meet and chat, enhance or share their knowledge, and find companies, products, solutions and suitable contacts. It will also feature interesting articles and industry information. Virtual visitors will find the complete programme for the Launch Days from 10 to 12 November 2020 at [www.mybeviale.com](http://www.mybeviale.com) from November. They can also register in advance here and receive a reminder as soon as the platform is available live online.

### 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)