

CLOSING REPORT

11 November 2016

BrauBeviale: closes on a spectacular note

- **Almost 38,000 trade visitors on three days**
- **Creative beverage culture on everyone's lips**
- **Bayerischer Bierorden (Bavarian Beer Award) presented to Horst Seehofer**

After three successful trade fair days, BrauBeviale has now closed on a spectacular note and is entering its scheduled one-year break before returning in 2018 with fresh ideas. Almost 38,000 trade visitors, over 16,000 of them international, informed themselves intensively at this year's most important investment goods fair for the beverage industry. The 1,117 exhibitors included regular guests and newcomers, world market-leaders and small and medium-sized companies. They presented everything connected with the process chain: high-quality raw materials, innovative technologies, efficient logistics and stylish marketing ideas. Creative beverage culture was the trend theme on the exhibition stands and in the supporting program.

"This is the most successful trade fair triple in the history of BrauBeviale", said a beaming Director Exhibitions Andrea Kalrait on the last day of the fair, commenting on the visitor figures. "We registered renewed increases not only in terms of space and internationality, but also among the visitors." 52 nations were represented on the exhibitors' side, in particular companies from Germany (586), Italy, Great Britain, the Czech Republic, the Netherlands, Belgium, Switzerland and Austria.

98 percent satisfied with the range of products and services at the fair

The exhibitors were delighted with the extremely keen interest on the part of the highly qualified trade visitors, 90 percent of whom are involved in the investment decision-making process at their respective companies, according to the result of a survey conducted by an independent institute. Around 98 percent of the beverage specialists were satisfied with the range

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at the fair. For 91 percent it is already certain that they will be visiting the next BrauBeviiale again. The trade visitors from abroad mainly came from Italy, the Czech Republic, Austria, Switzerland, the Netherlands, Belgium, Russia, Poland and Great Britain.

Support program given top marks

The trade visitors gave top marks to the supporting program. There was immediate success for the first EXPORT FORUM German Beer, which was already held the day before the fair, as there was for the MicroBrew Symposium. The Forum BrauBeviiale with issues taken directly from the sector for the sector, PET@BrauBeviiale with important impulses in the beverage packaging sector and, not least the “Creative beverage culture” trend theme, met with great interest among the visitors. In this connection, among others retailers, restaurateurs/caterers and also producers attended the tasting sessions conducted by renowned beer sommeliers and spirits tasters in the Craft Beer Corner. But non-alcoholic beverages also featured at the event: the water-tasting sessions conducted by trained water sommeliers also attracted large numbers of visitors. Exceptional beer specialties were also on offer and provided an experience away from the exhibition centre: in the atmospheric “Schanzenbräu & Friends” after-show party or the numerous restaurants and bars, which formed part of the “BierErlebnis Nürnberg” (Nuremberg Beer Experience).

Bayerischer Bierorden 2016 (Bavarian Beer Award) presented to Horst Seehofer

Horst Seehofer, Minister President of the Free State of Bavaria, was presented with the Bavarian Beer Award within the framework of the official fair opening on Tuesday. In their laudatio, the Private Brauereien Bayern (Association of Private Bavarian Breweries), the organizer, wrote: “The Bavarian Minister President is actively committed to supporting the small and medium-sized brewers in relation to numerous issues in the Free State – as well as the German Purity Law as an element of lived consumer protection and also the protection of Bavarian beer in global trade.” In her opening speech, Ilse Aigner, Bavarian State Minister for Economic Affairs, Media, Energy and Technology, pointed out that almost every second brewery in Germany is located in Bavaria, in Upper Franconia we even have the highest concentration of breweries in the world. We are and

remain the country of family-run breweries. That guarantees not only quality but also makes a decisive contribution to the regional value-added chain.”

European Beer Star 2016: Consumers' Favourite

Already in the run-up to the fair, over 120 experts assessed the 2,103 beers from all continents submitted in 57 categories for Europe's largest beer competition. The world's best beers, awarded gold medals, were tested by several thousand trade visitors on the first day of the fair, who then voted for their Consumers' Favourite 2016: gold went to the Belgian-style Witbier from brewery MC77-Birrificio Artigianale (Italy). The silver medal went to Long Sun Brewing (Taiwan) for their amber-coloured wheat beer. The trade fair visitors' selection for third place was the dark wheat bock produced by Kronenbrauerei Alfred Schimpf (Germany).

The list containing all the winners of the European Beer Star 2016 along with the contact data for the breweries, photos and graphics are available on: www.european-beer-star.de

Make a note of the dates!

While BrauBeviale, Nuremberg, will be taking its scheduled break next year, three Beviale Family events abroad will be held on the following dates:

- Beviale Moscow, 28 February - 2 March 2017, Moscow
- CRAFT BEER CHINA, 17 - 19 May 2017, Shanghai
- CRAFT BEER ITALY, 22 - 23 November 2017, Milan

BrauBeviale in Nuremberg will open again from 2018:

- 2018: 13 to 15 November
- 2019: 12 to 14 November
- 2020: 10 to 12 November

BrauBeviale2016

Raw Materials | Technologies | Logistics | Marketing

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All press articles along with additional information and photos are available
at:

www.braubeviale.de/press