

# We unite variety – in the supporting programme of BrauBeviale

## Marketing & Sales

- Marketing Forum: Branding the brain – successfully navigating the crisis as strong brand  
Tuesday
- Sustainability in brand communication and corporate profiling  
Tuesday
- Beverage innovations: The All-Beverage Award as a ticket to successful marketing in the retail trade  
Thursday
- women4beverages  
Tuesday
- ExportForum German Beverages  
Thursday
- Special Design Exhibition: Mix it up!

## Networking & Awards

- Craft Drinks Area
- Opening & award ceremony Bavarian Beer Order
- Schanzenbräu & Friends
- European Beer Star & Night of the Winners  
Wednesday
- Young Talents Camp
- women4beverages  
Tuesday
- Foodbev-Media Award  
Tuesday
- German Hop Champion  
Wednesday

## Brau<sup>'23</sup> Beviale



## Logistics

- LOGISTIK LOUNGE
- LogiCircle 6.0
- New packaging law in Germany

## Raw materials

- Raw materials in the face of climate change
- Round Table/Innovation Talk: hops
- Round Table/Innovation Talk: barley
- Round Table/Innovation Talk: grapes & wine  
Wednesday

## Packaging

- New packaging law in Germany  
Wednesday
- Sustainability – The Fjol-Management-Tool in action at BB/DBB & BV GFGH  
Tuesday

## Technology

- ExpertsForum  
Thursday
- Brewing technology: CO2 recovery  
Wednesday
- Special exhibiton grape processing and cellar management with wine tasting
- Joint stand: Innovation made in Germany
- brau@home

[www.braubeviale.de/en/events](http://www.braubeviale.de/en/events)