

BevialeMoscow2017

International trade fair for the beverage industry

Crocus Expo, Moscow, Russia

28 February – 2 March

PRESS RELEASE

February 2017

Beviale Moscow opening its doors

- **Attractive and comprehensive supporting program**
- **Premiere: presentation of the Russian Beer Award**

From 28 February to 2 March 2017, the East European beverage industry will be meeting for the second time at Beviale Moscow. The trade fair covers the entire spectrum of beverage manufacturing and marketing: from suitable raw materials through to tailor-made technologies up to efficient packaging, logistics and creative marketing ideas. 135 exhibitors (2015: 112) are presenting their solutions for alcoholic, non-alcoholic beverages or even liquid dairy products to an expected total of around 4,500 trade visitors (2015: 2,667). A clearly expanded support program with exciting specialist lectures and presentations as well as special presentations on PET, refrigeration / heating technology and craft beer will provide an optimal complement to the trade fair ranges. For the first time, the Russian Beer Award ROSGLAVPIVO is being presented.

The presentation program at Beviale Moscow picks up the currently pressing issues expressed by the beverage manufacturers, for example: how is the legislation on alcoholic drinks changing in Russia? How can we correctly train the young, up-and-coming talent in the beverage industry? How can processes be designed and organized in a sustainable and efficient way whilst saving resources? Or: which requirements and solutions are available to small and medium-sized companies? The services of top-ranking speakers from the fields of science as well as practical application areas have been acquired for the specialist conference, which is being held parallel to the trade fair.

Premieres: special shows on PET, also on refrigeration and heating technology

Beverages packaging is the focal point of the new “**PETarena powered by PETnology**” special show. There a series of companies are presenting attractive solutions for the entire PET value-added chain – for small and medium-sized companies and global players alike. Specialist lectures and presentations on the theme will round off the exhibitors’ ranges.

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In the entire beverage production process thermal processes such as cooling and heating play a great role. This begins with the storage of raw materials and ends with the logistics for the ready beverages. The theme of process refrigeration, refrigeration chain and refrigerated storage in the beverage sector will be addressed by the “**Refrigeration & Heating Pavilion**”, which is also being held for the first time at Beviale Moscow. The main theme on the second day of the fair is the dairy industry. The Russian dairy association will then be holding its annual conference within the Refrigeration & Heating Pavilion.

Craft Beer in demand in Russia too

“Craft-brewed, highly aromatic beer is increasingly in demand in Russia. The craft beer movement has arrived there too”, states Thimo Holst, Project Coordinator at NürnbergMesse. With 78 million hectolitres, the country ranks second behind Germany in terms of European beer production. It comes as no surprise then that at Beviale Moscow this year – similar to the mother fair BrauBeviale in Nuremberg – **Craft Beer Corner** will be celebrating its premiere. On all three days of the fair Russian beer sommeliers will be sampling and tasting beers from around 15 breweries. Interested trade visitors are warmly invited to attend.

Continuation training for craft brewers

Already the day before the fair, 27 February 2017, the subject will also be craft beer with the start of the three-day “**VLB Seminar for Brewers**”, to be more exact the technological and qualitative aspects of brewing. The Versuchs- und Lehranstalt für Brauereien (VLB, Research and Teaching Institute for Brewing, Berlin) is organizing this continuation training event, in which, apart from imparting know-how, networks and the specialist exchange also play a very important role. The seminar is directed at proprietors and master brewers from small breweries and craft breweries as well as amateur brewers.

Russian Beer Award initiated

For the first time this year, the Russian Beer Award **ROSGLAVPIVO** will be presented at the fair – fully in keeping with the example set by the popular and extremely successful European Beer Star Award. 30 judges from all over the world already came together at the beginning of the year in Moscow to test various beers. Up to 35 beers had been submitted in each of the 23 categories, ranging from “Pilsner German Style”

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through to “India Pale Ale” up to non-alcoholic and spiced beers. The winning beers will be announced on the first day of the fair at 12:30 at Beviale Moscow. The ROSGLAVPIVO Award is supported by the Russian agriculture ministry and organized by the “Barley, Malt & Beer Union” as well as the “Private Brauereien Deutschland” (Association of Private German Breweries).

NürnbergMesse: International expertise in the beverage sector

The NürnbergMesse Group is demonstrating its expertise on the beverage industry on an international stage. In addition to the steeped-in-tradition mother fair BrauBeviale in Nuremberg (Germany), which was recently held from 8 to 10 November 2016, and with 1,117 exhibitors and almost 38,000 trade visitors, was the most important equipment show for the international beverage industry, under the “Beviale Family” name it is organizing trade fairs and exhibitions worldwide in key growth markets. In addition to Beviale Moscow, these are CRAFT BEER CHINA from 17 to 19 May 2017 in Shanghai as well as CRAFT BEER ITALY, which is celebrating its premiere in Milan from 22 to 23 November 2017. Other projects are in the planning phase.

Further information on Beviale Moscow 2017 is available at:

www.beviale-moscow.com

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All press articles along with additional information and photos are available

at: **www.beviale-moscow.com**