

## PRESS RELEASE

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### New three-year cycle kicks off with BrauBeviale 2018

- Future viability of the beverage industry the key issue
- One extra hall to meet moderate growth
- New hall configuration facilitates event navigation

How time flies! The scheduled break in the BrauBeviale cycle is already over and preparations for the next three-year programme, specifically the first event in Nuremberg on 13 to 15 November 2018, are already in full swing. Visitors will follow a new route along the process chain for beverage production at the world's most important capital goods fair this year. The event sees itself as the regular meeting place for the industry, and where else if not there do you get to talk about the issues that you care about? The beverage industry is facing huge challenges. As the key platform for the sector BrauBeviale will be providing inspiration on the future viability of the industry during the event's next three-year cycle.

The last three-year cycle was one of the most successful in the history of BrauBeviale and because it was fully booked in 2016 an extra hall has been added in 2018. And this was a good enough reason for the exhibition team to rethink the hall configuration. "We are delighted about the huge response and that there is moderate growth from within the industry," says Andrea Kalrait, Exhibition Director BrauBeviale. Even with nine halls, the relaxed atmosphere that is typical of BrauBeviale will be retained and the fair will be as compact as ever. How does this work? "It's quite simple. We have made it even easier for our visitors to navigate around the exhibition. From now on the exhibitors will be positioned in the order of the beverage production process chain around our exhibition park," says Kalrait about the new concept. "However, regular visitors should still do a bit of preparation before their visit this year so that they can find the exhibitors that interest them quickly," Kalrait recommends.

Member of the **Beviale Family**

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## **Thinking about tomorrow today: future viability**

“In the past year we have seen again and again that the beverage industry is currently facing major challenges. These affect all companies, regardless of their size,” says Andrea Kalrait, summing up the numerous conversations held with industry players during the break year. Digitalisation, automation, changing consumer behaviour, commercialisation versus passion for the product, and scarcity of raw materials are just some of key issues that came up. And underlying is all this is the issue of future viability. But what do we need to put in place now so that we can continue to operate successfully in the market in the next five to ten years? “Of course there is no magic formula,” says Kalrait. “But BrauBeviale is the right platform for addressing and discussing these issues and providing inspiration.” The range of solutions on display and the supporting programme at the international capital goods fair for the beverage industry offer drinks manufacturers a comprehensive and informative range of ideas and approaches to equip them for the future.

## **Highly satisfied regulars and curious first-time visitors expected**

The just under 38,000 trade visitors at BrauBeviale 2016, more than 16,000 of them from outside Germany, came from the technical and commercial management segments of the international beverage industry, i.e. from breweries and malt houses, companies producing and bottling alcohol-free drinks, wine and sparkling wine cellars, distilleries, dairies, specialist beverage retailers and wholesalers, the hotel and restaurant sector and service providers for the beverage sector. Trade visitors from overseas came primarily from Italy, the Czech Republic, Austria, Switzerland, the Netherlands, Russia, Belgium, Poland, the UK and France. Almost all (99%) beverage specialists were satisfied with the range of products on display. After a year's break, Andrea Kalrait is delighted to be able to finally welcome the industry back to Nuremberg again: “91 percent of industry professionals had already determined by the end of their visit in 2016 that they would be attending BrauBeviale again in 2018. We are looking forward to welcoming our regular attendees as well as first-time visitors!”

## **Dates of the current three-year BrauBeviale cycle:**

BrauBeviale 2018: 13 - 15 November 2018

BrauBeviale 2019: 12 - 14 November 2019

BrauBeviale 2020: 10 - 12 November 2020

## **Beviale Family: International expertise in the beverage industry**

NürnbergMesse Group demonstrates its expertise in the beverage industry on an international stage, beginning with BrauBeviale, the international capital goods fair for the beverage industry in Nuremberg. This is where, for over 40 years, the sector has been showcasing all aspects of the production process chain for beverages, such as raw materials, technologies, logistics and marketing. Other members of the product family are operating in important growth markets worldwide: For example, Beviale Moscow is the first and only trade fair for the entire beverage industry in Eastern Europe. CRAFT BEER CHINA in Shanghai is the gathering place for the Chinese craft beer community, while CRAFT BEER ITALY in Milan is the B2B platform for the Italian sector. In Bangalore, CRAFT DRINKS INDIA is designed to meet the needs and interests of the fast-growing drinks market in India. The Beviale Family also supports other projects through collaborations. It is represented in Brazil, for example, through the Feira Brasileira da Cerveja in Blumenau. SIBA's BeerX, Britain's largest trade fair about beer and brewing, is also an official partner to the Beviale Family. And ProPak Asia is likewise a part of the global network for the beverage industry. The "international sponsors" of the Beviale Family are Doemens Akademie and the VLB (Versuchs- und Lehranstalt für Brauerei), the Berlin-based teaching and training institute for brewing. Other projects are in the planning phase. For details and dates go to: [www.beviale-family.com](http://www.beviale-family.com)

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