

PRESS RELEASE

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BrauBeviale welcomes the beverage industry to 2023 with a new brand image and new schedule

- **Distinctive profile, new slogan**
- **New dates: 28 – 30 November 2023**
- **BrauBeviale at drinktec 2022**

We can hardly wait for 2023, because that's when BrauBeviale, one of the leading capital goods fairs for the beverage industry, will finally reunite the world of beverages at Exhibition Centre Nuremberg. The preparations have already begun. Following the prolonged pandemic-induced break, the trade fair will present itself to the beverage industry with a fresh look and new schedule: From 28 – 30 November 2023, BrauBeviale will get under way with a distinctive profile and new brand image. The slogan "We stand for variety." points the way for the trade fair and its agenda.

"We can hardly wait to finally be able to gather the world of beverages in our exhibition halls again," says Andrea Kalrait, Executive Director BrauBeviale and Beviale Family at NürnbergMesse, who is already looking forward to 2023. "Although we had a long break, we continued to listen closely to the industry and talked to a lot of companies and event partners. The mood was quite clear: Both exhibitors and visitors are already looking forward to meeting up with colleagues, customers and industry specialists in Nuremberg. In a creative working atmosphere, important contacts will be made, networks expanded, specific issues discussed, and prospects turned into customers. BrauBeviale provides inspiration and sets trends for the beverage sector."

To ensure that this continues to be the case in future, Andrea Kalrait held intensive discussions in recent months with her team and the event's institutional sponsor, Private Brauereien Bayern e. V. (Bavarian Association of Private Breweries) about the positioning of BrauBeviale. The outcome of these deliberations is that BrauBeviale will go into 2023 with a sharper profile

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and new brand image. The slogan “We stand for variety.” has the entire beverage industry in its sights. It describes an important and crucial core aspect of the trade fair – only if various players, from young entrepreneurs to experienced industry insiders, can come together under one roof in a relaxed and friendly atmosphere do you achieve that specific sense of community that makes BrauBeviale so unique. The idea of building bridges together to unite all the various players will also be conveyed through the modern visual brand identity. This is where we literally come full circle, as the circle is the key element of the new BrauBeviale brand image that will run through the design of all trade fair communications, both online and offline. For example, in the round key visual, which is an authentic reflection of the diversity of the various players and wide variety of beverages in one place. And this is precisely the reason why the colour scheme of the trade fair is also being modified, by adding more colourful and varied shades to the existing green – which is also associated with sustainability.

Make a note of the new dates: 28 to 30 November 2023

But it's not just the brand image of BrauBeviale that has changed, the timing of it is new as well: BrauBeviale will now take place from 28 to 30 November 2023, offering the ideal conditions to rounding out the year together with the industry while gaining inspiration and paving the way for the following year. Holding the event at this time offers up another treat: The world-famous Nuremberg Christmas Market, which will be officially opened the day after the last day of the fair by the Nuremberg “Christmas Angel”. Andrea Kalrait thinks that this has a distinct advantage: “Particularly for our international visitors, this is a wonderful opportunity to round off their visit to BrauBeviale with a stroll around the magical Christmas market stalls. And of course, for our German visitors too it is an attractive incentive to stay in Nuremberg one or two days longer. The atmosphere in Nuremberg in the run-up to the festive season is extremely hard to beat.”

BrauBeviale at drinktec 2022

However, nobody needs to wait until next year to meet the BrauBeviale team live again, because we will be appearing at drinktec from 12 to 16 September 2022. At the stand (A6.512) of the Bavarian Association of Private Breweries (Private Brauereien e. V.) – the institutional sponsor of BrauBeviale – Andrea Kalrait and her team are particularly looking forward to the personal exchanges, interesting conversations and inspiring encounters with old

friends and new contacts, especially after having been deprived of this experience for so long. Naturally, they will also be happy to provide information about plans for BrauBeviale 2023 in Nuremberg.

About BrauBeviale

BrauBeviale in Nuremberg is one of the leading capital goods trade fairs for the beverage industry worldwide. The trade fair is linking its success story to its aspiration to unite the beverage community in the future too. It's where tradition and longstanding experience meet inspiration and the latest trends – at a regional and global level. For the German and international exhibitors and trade visitors from more than 135 countries, it offers the ideal platform for working together to launch innovations and set important trends for the entire beverage industry. BrauBeviale is ably supported by its institutional sponsor, Private Brauereien Bayern e. V. (Bavarian Association of Private Breweries), which provides its expertise, its network, and the European Beer Star competition as a flagship attraction.

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For all press releases, further information, photos and videos, see the Newsroom at: www.braubeviale.de/en/news

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