

CRAFT BEER ITALY 2017

Conferenza e mostra per tecnologie,
materie prime e marketing

Talent Garden Milano Calabiana, 22–23 November

Powered by Beviale Family

PRESS RELEASE

November 2016

CRAFT BEER ITALY: NürnbergMesse Italia announces its first event in Italy In the spotlight: Craft Beer

- **First-of-its-kind concept in Italy**
- **Conference and training for brewers held by the renowned partners Doemens and VLB Berlin**
- **Technological innovations, raw materials and marketing for the craft beer industry**

NürnbergMesse Group is expanding its international network of B2B events dedicated to the beverage sector by specialising more and more in a currently trending topic: craft beer. Just few days before the beginning of BrauBeviale, NürnbergMesse reveals its worldwide ambitious plans. CRAFT BEER ITALY, the group's brand new event, will join the increasingly international BrauBeviale, landmark for the beverage world, Beviale Moscow, ideal showcase for the Eastern countries, as well as the young but successful CRAFT BEER CHINA.

NürnbergMesse Italia is extremely pleased to officially announce its first event in Italy: CRAFT BEER ITALY, conference and exhibition on technologies, raw materials and marketing for the craft beer industry, which is taking place in Milan on 22nd-23rd November 2017 at the Talent Garden Milano Calabiana.

The group aims at exporting BrauBeviale's expertise to the countries where the craft beer industry is booming.

Italy is synonym for creativity and craft beer is seen as form of art to be learnt and passed on. This is exactly the reason why NürnbergMesse Italia has decided to organise a unique event focused on scientific knowledge and training.

Such quality training is provided by the two internationally renowned partners Doemens (Munich) and VLB (Berlin) whose high quality standards will make the convention programme an extraordinary learning chance.

Breweries, home-brewers and industry experts will gather in Milan for two intense days of technical conferences, workshops, dialogue on current topics, meetings with the most important key players in processing technologies, raw materials and marketing, as well as touching by hand their latest innovations.

Organizer
NürnbergMesse Italia S.r.l.
Società Unipersonale
Via Camillo Hajech, 45
I-20129 Milano
T +39 02 28-51 01 06
F +39 02 28-50 76 23
craft-beer@nm-italia.it
www.craft-beer-italy.it

CRAFT BEER ITALY 2017

Conferenza e mostra per tecnologie,
materie prime e marketing

Talent Garden Milano Calabiana, 22–23 November
Powered by Beviale Family

CRAFT BEER ITALY is intended to be not only a meeting and exchange point for all those approaching, experiencing and operating in world of craft beer, but also a knowledge and know-how sharing platform on beer: a MUST place to keep up-to-date with the latest news and scientific discoveries on the production of craft beer.

CRAFT BEER ITALY will be presented to the world at BrauBeviale, international exhibition dedicated to the beverage world (Hall 7A-115), in the Beviale Family area.

CRAFT BEER ITALY's organisers will be delighted to explain its concept and provide all the necessary information to the industry operators and exhibiting companies.

For further information, please contact:

NürnbergMesse Italia Srl
Tel: 02.28510106
craft-beer@nm-italia.it
www.craft-beer-italy.it
@CraftBeerItaly on FB and Twitter

Contact for press and media:
Cecilia Montalbetti

Contact for exhibitors:
Elena Jordens



Organizer

NürnbergMesse Italia S.r.l.
Società Unipersonale
Via Camillo Hajech, 45
I-20129 Milano
T +39 02 28-51 01 06
F +39 02 28-50 76 23
craft-beer@nm-italia.it
www.craft-beer-italy.it