

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

February 2017

CRAFT BEER ITALY:

The Italian premiere aims to provide knowledge acquisition and dialogue between the various players in the craft beer supply chain

- **Italy's only B2B event**
- **Sponsor of ITALY BEER WEEK**
- **Exhibitor numbers grow with Italian and foreign firms**

CRAFT BEER ITALY, the event organised by NürnbergMesse Italia as part of the international network of B2B exhibitions dedicated to the beverage industry powered by Beviale Family, will be held at Talent Garden Milano Calabiana (TAG) on 22nd and 23rd November.

After Germany, Russia and China, CRAFT BEER ITALY will be bringing all the culture and know-how of the craft beer sector to this country, with an event that aims to offer Italy's vast craft beer movement a genuine point of reference, where its members can meet to discuss and investigate the innovations in terms of both products and technology in a fast-growing sector.

Before taking a detailed look at the contents of CRAFT BEER ITALY, it must be stated that the event has decided not to authorise the sale of beer. This is a strategic and also a cultural choice, which highlights the Italian event's strongly "educational" character.

CRAFT BEER ITALY will place a strong focus on meetings, informative sessions (also covering legal aspects) workshops and spotlights on a number of topics (raw materials, technologies, product analysis and quality procedures and systems) and also on highly specific topical subjects, such as the ageing of beer in the cask.

CRAFT BEER ITALY therefore aims to be much more than an exhibition: an opportunity for knowledge acquisition and exchange of ideas, a linking platform for the various players within the supply chain. In fact, experts and amateurs, businesses and breweries, technical experts and professionals, the press and industry associations have all been invited to take part in the two-day event in Milan.

Aiming to live up to its membership of a world-leading network, CRAFT BEER ITALY intends to be a highly specialist event, an industry platform, ideal for the launch of start-ups and trends. Its objective is to provide new inputs to the industry, with many themed sessions and lectures that provide in-depth contents, creating synergies with the concurrent exhibition, which will involve a large number of Italian and foreign producers of technologies, raw materials and

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marketing for craft beer. An innovative formula, involving small brewers, individual professionals, companies and public sector institutions.

November may be some time away, but the organizers are already working at full capacity, above all to guarantee visitors and exhibitors a range of high-quality services (car parks, hotels and tickets for the event). The communication side is very lively as well with a website and various social media accounts and organizers are in contact with the various Italian regions to plan their delegations' visits. A sponsorship of *Italy Beer Week*, the nationwide Italian craft beer week starting on 6th March till 12th, is already been established.

On the website www.craft-beer-italy.it full details of the event's organisation will be available as it unfolds. While looking forward to the premiere of CRAFT BEER ITALY, anyone interested can already save the date (22/23 November 2017) and the venue (Talent Garden Milano Calabiana) in their diaries.

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