

CRAFT BEER ITALY 2017

Conferenza e mostra per tecnologie,
materie prime e marketing

Talent Garden Milano Calabiana, 22–23 November

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PRESS RELEASE

July 2017

CRAFT BEER ITALY 2017: Leading speakers in the conference programme

- **Seminars and workshops are taking shape**
- **Close cooperation with the association Unionbirrai**
- **Ticketshop soon online**

CRAFT BEER ITALY, the new event dedicated to craft beer organized by NürnbergMesse Italia, has at its core the conference. Professional education and training courses will indeed be the key elements of this two-day event at the Talent Garden Milano Calabiana on 22nd - 23rd November.

Unlike many other Italian events, conceived as festivals, CRAFT BEER ITALY attracts visitors that range from start-ups to established breweries, from homebrewers and beer sommeliers to HoReCa and distributors, who will attend the presentations held by many Italian and international experts, brought together for the very first time.

The conference is carried out under the competent supervision of Doemens and VLB Berlin, two research institutes which promote high-level professional education in the brewing industry. Besides, major Italian and international key accounts will illustrate innovations and trends in the craft brewing industry. The conference programme is being continuously updated and is available on the official website of CRAFT BEER ITALY.

With four months to go before the event, many international speakers have already confirmed their participation. A very interesting subject for all breweries is raw materials, which is actually the real foundation to brew craft beer with unique properties. Several sessions of the conference at CRAFT BEER ITALY will deal in detail with all aspects of raw materials thanks to the speeches delivered by Weyermann, Hopsteiner, HVG, Hopfen-Kontor, Lallemand and Fermentis.

All ingredients are to be masterfully mixed using the right plants. That's why visitors can't miss the speech by CFT at the session on brew rooms and the speech by Pentair on the role of beer membrane filtration in the craft brewing process. The challenge of craft brewing is to infuse uniqueness and quality to every glass of beer: at the sessions on quality assurance we will therefore also deal with the microbiological monitoring in craft breweries with the intervention of the German company Döhler.

The association of Italian metal packaging companies ANFIMA will take the floor on the session concerning another important topic, namely filling. CRAFT BEER ITALY will also provide attendees with practical information for starting up a new business with useful tips and recommendations by Doppio Malto Brewing Company. Thanks to Doemens and VLB Berlin, the HoReCa and distribution companies will learn how to taste, analyse and pour a beer, obviously in VDGLASS glasses, specifically conceived to enhance craft beer properties.

The Italian association Unionbirrai, which has signed a cooperation agreement with NürnbergMesse Italia, will lead to the discovery of the Italian craft beer world in an

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international background and will bring together start-ups and established breweries with the aim of sharing successful experiences. A competent Unionbirrai Beer Taster will then let participants taste special Italian craft beers at the "Taste It! Area - non la solita birra" (no ordinary beer)

But at CRAFT BEER ITALY it isn't all about theory: in addition to the several seminars CRAFT BEER ITALY will host an exhibition, where all participants can see first-hand raw materials, technologies and marketing solutions, fitting for craft beer. The list of all exhibitors is available on the official website.

Even if the conference programme is still being developed but it already proofs that CRAFT BEER ITALY is a MUST, not only because the industry is booming, but also because it provides present and future breweries with the know-how they need to continue their history of success.

The Ticketshop will be soon available on the official website of CRAFT BEER ITALY.

NürnbergMesse: International competence and expertise in the beverage sector

The NürnbergMesse Group is demonstrating its competence and expertise in the beverage industry on an international stage. In addition to the traditional BrauBeviale in Nuremberg (Germany), which will next be held from 13 to 15 November 2018, inviting over 1,100 exhibitors and more than 38,000 trade visitors, it is staging trade fairs worldwide in key growth markets under the "Beviale Family" name: in addition to CRAFT BEER CHINA, which was held from 17 to 19 May 2017 in Shanghai, these events include CRAFT BEER ITALY, which will be celebrating its premiere in Milan from 22 to 23 November 2017, as well as Beviale Moscow, which from 27 February to 1 March 2018 will already be opening its doors for the third time. The Feira Brasileira da Cerveja in Blumenau, Brazil, will also be "supported by BrauBeviale" in 2018. Other projects are in the pipeline.

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