

CRAFT BEER ITALY 2017

Conferenza e mostra per tecnologie,
materie prime e marketing

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

FINAL PRESS RELEASE

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CRAFT BEER **ITALY** confirms its status as an international b2b platform for craft beer

- 670 trade visitors at the first edition
- complete success of all conferences

CRAFT BEER **ITALY** has ended on a note of great success, fulfilling expectations as Italy's first dedicated b2b craft beer event, focusing on training and scientific knowledge.

For two days, CRAFT BEER **ITALY** was the nerve centre of the craft beer world, where everyone interested or living and working in this growing industry was able to meet and exchange ideas. To all intents, the event was a unique knowledge platform for anyone wishing to refresh and grow their knowledge on scientific topics relating to craft beer production.

A total of 670 trade visitors attended the event from 22 to 23 November, many of them also taking part in the impressive series of conferences which, thanks also to the input of the two internationally important partners, Doemens of Munich and VLB of Berlin, exceeded all expectations.

It was standing room only at many talks, thanks to the success of the topics discussed, which ranged from sensory analysis to raw materials, through to bottling and canning and high-quality packaging.

The strong collaboration with Unionbirrai was essential for the success of CRAFT BEER **ITALY**: they gave in fact their contribution with three conferences regarding current topics for which all visitors showed a great interest. Since the beginning this association has always engaged in defending and promoting Italian craft beer.

The “*Taste it! Area....non la solita birra (no ordinary beer)*”, run by Unionbirrai Beer Tasters, was one of the event's star attractions, and tasting sessions were run in both morning and afternoon to meet the high demand from the professionals attending. The beers for the tasting area were made specifically for the event by the Batzen, Beer In, Birrificio Valdarno Superiore, Elvo, Foglie d'Erba, Lariano and Un Terzo breweries.

There were a total of 54 exhibitors, 28% of them from abroad, displaying the latest process technologies, raw materials and marketing products.

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



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CRAFT BEER ITALY's great success is effectively expressed by Kuaska, a leading personality on the brewing scene. This is how he describes his experience:

"When I was asked to give a talk at the first edition of Craft Beer Italy, as soon as I saw the names of the event's creators and organisers, which guaranteed it would be run to a high standard, I had no hesitation in accepting their kind invitation.

The variety of the topics and subjects covered by the talks and the impressive list of exhibitors at the exhibition were very attractive, and extremely interesting for professionals, especially established or start-up brewers, who immediately appreciated the event's importance and status, crowding the airy location of Talent Garden Milano Calabiana and packing all the meetings and workshops scheduled in the busy programme.

I believe that the success of any event, of any kind, depends on the perfect operation of every ingredient, and this was certainly the case at Craft Beer Italy: a well chosen location, attentive, competent, and very well managed staff, an intelligently diversified conference programme and, an essential factor, outstanding speakers and lecturers.

And then ... what a fantastic atmosphere! After my talk, at the start of the event, I spent the whole opening day catching up with old friends, meeting new enthusiasts, tasting fascinating, delicious craft beers and sharing with everyone the good cheer that only the planet's most socialising drink can give!

Now that the "zero edition" has ended to the immense satisfaction of all concerned, we are already looking forward to the second edition, scheduled for 27 and 28 March 2019. Too soon to start working on it straight away, you may say. Maybe, but don't forget, we're dealing with Germans here "

So save the date 27 and 28 March 2019, still in Milan but at a different location.

For further information
NürnbergMesse Italia Srl
Tel: 02.28510106
craft-beer@nm-italia.it
www.craft-beer-italy.it
Twitter and Facebook @CraftBeerItaly

Stefania Calcaterra press
Chiara Albertin, Martina Gorni exhibitors

Organizer

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Società Unipersonale
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I-20129 Milano
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F +39 02 28-50 76 23
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