

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 2017

CRAFT BEER **ITALY** is the natural international showcase for the craft beer sector

- the first edition gets under way at Talent Garden Milano Calabiana
- 54 Italian and foreign exhibitors
- tasting of craft beers produced by Unionbirrai members

CRAFT BEER **ITALY**, conference and exhibition on technologies, raw materials and marketing, has been created within the worldwide network of the Beviale Family. This has built on the experience gained from BrauBeviale to establish a series of events dedicated to craft beer around the globe. The aim is to spread the knowledge on the craft beer world, currently a trending topic.

The two-day conference comprises several sessions with parallel schedules in two different halls, with contents managed by Doemens and VLB-Berlin, famous international research institutes which have been providing training in the brewing industry for more than 130 years. In view of the presence of international speakers and the arrival of visitors from all over the world, all conference sessions will be translated into Italian and English.

There are a total of 54 exhibitors, covering virtually all the most significant, innovative parts of the craft beer supply chain. With its offer CRAFT BEER **ITALY** aims to be a mutually beneficial networking opportunity for exhibitors and visitors as well. At CRAFT BEER **ITALY** the breweries, which generally attend shows as exhibitors and are thus fully engaged on presenting their beers, will have time to focus on updating their professional knowledge and sourcing new working tools, in the exhibition area.

CRAFT BEER **ITALY** is organised with the support of Unionbirrai, which this year has received the Industrial Association status, an important step in raising awareness of and increasing safeguards for the craft beer sector. At CRAFT BEER **ITALY**, Unionbirrai will take care of the “Taste it! Area” and of 3 seminar and workshop sessions. Specifically, these will include a seminar on exports, dealing with both technical and administrative aspects of exporting craft beers, and the methods for marketing Italian craft beer in Europe and beyond, and a round table discussion between Start Up and Established Breweries with the participation of Birrificio CR/AK, Birrificio Babylon, Birrificio Ebers, Birrificio Italiano, Birrificio di Lambrate and Birrificio Beba.

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Last but not least, a seminar will discuss the growth of the Italian craft beer market and the challenges presented by the national regulatory framework.

The “Taste It! Area - non la solita birra (no ordinary beer)” will open twice a day, coordinated by highly skilled Unionbirrai Beer Tasters, who will lead visitors on an exciting journey of discovery through the Italian brewing world, thanks to tastings of really special craft beers made by members of Unionbirrai, emblem of the creativity and masterly abilities of Italy's craft brewers. The beers for tasting have been brewed by the following breweries: Batzen, Beer In, Birrificio Valdarno Superiore, Elvo, Foglie d'Erba, Lariano and Un Terzo.

In this context, CRAFT BEER ITALY aims to provide an opportunity to learn, grow and exchange ideas among various core groups. A unique event on the Italian brewery scene.

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