

CRAFT BEER ITALY 2019

Conferenza e mostra per tecnologie,
materie prime e marketing

MiCo LAB – Milano Congressi, 27–28 March

PRESS RELEASE

October 2018

CRAFT BEER ITALY 2019: bigger location and the same successful format made of B2B meetings and a high-level training program as well as strong partners:

- **New location MiCo Lab: bigger exhibition area and conference rooms**
- **Conference: focus on high-level technical and commercial contents**
- **Contest Best Craft Beer Label 2019 – when the label makes the difference**
- **Confirmed partnerships with VLB Berlin, Doemens and Unionbirrai**
- **Italian Championship of Beer Sommeliers Doemens**

CRAFT BEER ITALY, conference and exhibition for raw materials, technologies, packaging and marketing for craft beer will be back on 27th and 28th March 2019. CRAFT BEER ITALY 2017 hit the target, offering on the Italian market a new format which convinced all the actors of the craft-beer world and attracted visitors from 21 countries.

After the first successful edition, it was high-time to move to a bigger location: **CRAFT BEER ITALY 2019** will therefore be held in *MiCo Lab Milano Congressi*. The building is located in the CityLife area, very close to former Milan's Exhibition Center, and is served by underground. Thanks to its industrial style, MiCo Lab will guarantee the visiting craft-beer community a unique, pleasant and professional atmosphere; at the same time it will provide exhibitors with bigger areas to present everything a brewery may need.

CRAFT BEER ITALY 2019 reconfirms its successful format: a B2B event exclusively for professional operators, where visiting brewers have the chance to see with their eyes all innovations regarding raw materials, technologies, packaging and marketing specific for craft beer production, offered by selected exhibitors, both Italian and international. **CRAFT BEER ITALY** is proudly the only Italian platform chosen by many international companies to showcase their products.

Together with the exhibition area at **CRAFT BEER ITALY**, you will find a rich conference program with famous international speakers. Compared to 2017, the technical level of the presentations will be even higher to provide more and more impulses for the branch, including well-developed and structured breweries.

Member of the **Bevi** Family

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Doemens



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The success of **CRAFT BEER ITALY 2017** would not have been possible without the support of Doemens and VLB Berlin, two international partners who are already working on the next event, in order to pass on their know-how, the result of 150 years of research and training, to Italian brewers. Also Unionbirrai and its members will play a vital role, both for the tasting areas and for the conferences.

Besides reconfirming its winning formula, **CRAFT BEER ITALY 2019** aims at attracting more and more exhibitors and visitors with its high-quality contents and initiative, that will provide added value to the craft beer scene. In this framework, **CRAFT BEER ITALY** will have the honor to host the *Italian Championship of Beer Sommeliers Doemens*, that will lead the best Italian sommeliers to Milan.

In addition to this, **CRAFT BEER ITALY 2019** will launch the first edition of the contest dedicated to craft beer labels *Best Craft Beer Label 2019 – when the label makes the difference*, which aims at promoting the efforts of Italian craft brewers to improve their image and communicative power. Further information and updates regarding the event can be found at <http://www.craft-beer-italy.it/en/>.

Let's then save the date for 27th and 28th March 2019. **CRAFT BEER ITALY** looks forward to welcoming all visitors at MiCo Lab, with its rich exhibition area, conferences and workshops and collateral program completely dedicated to the amazing craft beer movement.

Beviale Family offers international expertise in the beverage industry

NürnbergMesse Group demonstrates its expertise in the beverage industry on an international stage, beginning with BrauBeviale, the international capital goods fair for the beverage industry in Nuremberg. Other members of the product family are operating in important growth markets worldwide: Beviale Moscow is the first and only trade fair for the entire beverage industry in Eastern Europe, CRAFT BEER CHINA in Shanghai is becoming established as the gathering place for the Chinese craft beer community, while CRAFT DRINKS INDIA is designed to meet the needs and interests of the fast-growing drinks market in India. The Beviale Family also supports other projects through collaborations, such as the Feira Brasileira da Cerveja in Blumenau, SIBA's BeerX in Great Britain, ProPak Asia, as well as SEA Brew, South-East Asia's annual conference and trade fair for the brewing industry. The "international sponsors" of the Beviale Family are Doemens Akademie and the VLB, the

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Berlin-based teaching and training institute for brewing. Other projects are
in the planning phase. Other projects are in the planning phase.

For details and dates go to: www.beviale-family.com

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