

# CRAFT BEER ITALY 2019

Conferenza e mostra per tecnologie,  
materie prime e marketing

MiCo LAB – Milano Congressi, 27–28 March

## PRESS RELEASE

January 2019

**CRAFT BEER ITALY 2019:** soon to welcome the Italian craft beer community with a wide range of products on display, high level of internationality and more and more professional contents

- 40% of international exhibitors, leader companies you won't meet anywhere else in Italy
- Highly professional conference program
- Exclusive offer by Doemens and VLB Berlin, valid for all CRAFT BEER ITALY visitors

**CRAFT BEER ITALY** is just around the corner: less than three months to go for the second edition of the only B2B event in Italy exclusively dedicated to craft beer production. The event will provide visitors with a dual experience. From 27<sup>th</sup> to 28<sup>th</sup> March **CRAFT BEER ITALY** will offer two essential tools to the craft beer sector operators: an exhibition on production, analysis, packaging and sales of craft beer on a 4000 sqm gross area and a highly professional conference program. The exhibition area will give visitors the chance to be informed on the latest developments and get in touch with Italian and international companies, among the best in the sector, that you won't meet anywhere else in Italy. The conference is managed by the well-known institutes VLB Berlin and Doemens and represents a chance of technical development and experience sharing thanks to the presence of prominent national and international experts. In this framework **CRAFT BEER ITALY**, Doemens and VLB Berlin agreed to offer visitors who book on site 5% discount on some Doemens courses as well as 10% discount on VLB's European MicroBrew Symposium.

The last preparation works are underway and the planning of the exhibition area is almost successfully completed: the second edition of the show goes bigger and will host more exhibitors than the first one! Next to many Italian leader companies, **CRAFT BEER ITALY** is also proud to welcome big international companies who cover the whole production chain: from plants and components, tools and integration systems with the Germans Kaspar Schulz, BEERTEC, Trans Tech Weisser and Orbitalum Tools, the multinational company Pentair Food and Beverage, the Canadian Cask Brewing Systems and the US company Roper Pumps up to a wide range of raw materials with Lallemand and Amoretti from the USA, Brelex from Czech Republic, Hop France, IGN from Germany, the Slovenian Hop Growers Association and Fermentis, Hopsteiner, Murphy&Son, Palatia Malz, Charles Faram and Weyermann Specialty Malts. Many international exhibitors will also be representing the packaging and lab analysis world: Biotecon Diagnostics, Blefa, Gevoplast, Hamilton Bonaduz, Döhler and Schäfer Container Systems. Brewers have definitely a wide range of products to

Member of the **Bevi**ale Family

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choose from to get the best for their beers. The complete exhibitor list is available on the official website [www.craft-beer-italy.it](http://www.craft-beer-italy.it)

Beside the large exhibition area, the high level technical conference will be the beating heart of the event with contents managed by the two most important European institutes for brewing training Doemens and VLB Berlin. The conference will run in two big rooms located at level -1 of MiCo Lab with direct access from the exhibition area. All speeches will be available both in English and Italian thanks to simultaneous translation.

Contents will be divided in macro-areas: just to give you some hints, we will talk about can filling, an extremely topical theme, as well as contract bottling, main fermentation and lagering. Lorenzo Dabove, a.k.a. Kuaska, father of the Italian Craft Beer Movement, will be present with a speech on Lambic while VLB will deal with beer clarification, influencing the process of main fermentation and maturation as well as colloidal stability. Among others, Doemens will take care of bottle and can conditioning and the relatively new field of non-alcoholic beers.

Well known leader companies will also share their knowledge and experience at **CRAFT BEER ITALY**; attendees will be able to understand how to choose and process raw materials at the best, Weyermann will deliver a speech on malt mill, while Hopsteiner will focus on dry hopping. Besides having the best ingredients, it's essential to choose the right plant and get the best out of it: the leading company Simatec will therefore look into hot-side aeration in the brewhouse. Savi Lab's experts will present some innovation opportunities in the brewing process, enrichment and standardization of beer wort and the German consulting and engineering company BEERTEC will report on various case studies of optimization of the brewery efficiency.

Great novelties will complete the visitor experience: four tasting areas (called *TASTE IT! Areas*) managed by Doemens and Unionbirrai, the first edition of the Best Craft Beer Label Contest and the finals of the Italian Championship of Beer Sommeliers Doemens: the finalists will show their prowess at **CRAFT BEER ITALY** with the sensory description of a beer and proposing beer&food pairings.

And this is just a taste of what visitors will find at **CRAFT BEER ITALY 2019**; we look forward to welcoming you on 27<sup>th</sup> and 28<sup>th</sup> March at MiCo Lab in Milan.

The event will be open from 930am to 6pm on the first day and from 930am to 530pm on the second day. Entrance to the exhibition area is free upon online registration only. Conference tickets can be bought online and prices increase as the event gets closer. Prices and tickets can be found here [www.craft-beer-italy.it/en/tickets/](http://www.craft-beer-italy.it/en/tickets/).

## Beviale Family: International expertise in the beverage industry

NürnbergMesse Group demonstrates its expertise in the beverage industry on an international stage: BrauBeviale in Nuremberg is one of the world's most important capital goods fairs for the beverage industry. The Beviale Family is also active in about ten countries around the world in a number of event formats and cooperative marketing arrangements, all tailored to the individual target

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market. Members of the Beviale Family and network partners are operating in the key growth markets. The “international sponsors” of the Beviale Family are Doemens Akademie and the VLB (Versuchs- und Lehranstalt für Brauerei), the Berlin-based teaching and training institute for brewing. Other projects are in the planning phase. For details and dates go to: [www.beviale-family.com](http://www.beviale-family.com)

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