

CRAFT BEER ITALY 2020

Conferenza e mostra per tecnologie,
materie prime e marketing

30th March 2020

CRAFT BEER ITALY: conference and exhibition on craft beer postponed to 2021

In view of the strong economic impact on the craft beer branch due to the increasing spread of the coronavirus, NürnbergMesse Italia and its partners VLB Berlin and Doemens have decided to postpone to 2021 the CRAFT BEER ITALY edition planned for November 2020. Special initiatives for Italian visitors at BrauBeviale 2020 in Nuremberg are in the pipeline.

CRAFT BEER ITALY, conference and exhibition on raw materials, technologies and marketing for craft beer, was born to support the brewing branch offering a B2B platform for idea exchange and professional growth. In this difficult time for the Italian craft beer sector, NürnbergMesse Italia thinks that the best way to stand by the sector is to step back and avoid further filling its agenda in the autumn months, when the industry operators will have to put their businesses back on track.

“We keep on standing by Italian brewers. We are working intensively on tailor-made initiatives for our Country during the leading event of our network: BrauBeviale 2020, that will take place from 10th to 12th November in Nuremberg” Stefania Calcaterra, General Manager of NürnbergMesse Italia, explained.

CRAFT BEER ITALY will be back in 2021 with a highly professional and international program, once again a distinctive sign of the event.

A special thank you goes to all partners of CRAFT BEER ITALY as well as all industry associations, exhibitors, visitors and journalists who will work with renewed commitment to ensure a successful 2021 event that strengthens and supports the growth of the Italian craft beer sector.

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 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

Member of the **Beviale Family**

Organizer
NürnbergMesse Italia S.r.l.
Via Renato Fucini, 5
I-20133 Milano
T +39 02 3675 32 60
T +39 02 3675 32 79
www.nm-italia.it

Doemens 



NÜRNBERG MESSE 