

"Overcoming Challenges and Finding Solutions ..."

BrauBeviale 2024 addresses a wide range of themes

In just a few weeks' time, from November 26th–28th, the brewing and beverage industry will once again converge at the BrauBeviale in Nuremberg. We spoke with Andrea Kalrait, Executive Director BrauBeviale, and PR Manager Susanne Blüml in advance of the event to learn what exhibitors and visitors can look forward to and why a visit to the trade fair is not only worthwhile for those interested in technology and to discover which trends to keep an eye on.

BREWING AND BEVERAGE INDUSTRY: What is the focus of this year's BrauBeviale?

Andrea Kalrait: Our focus is not on any specific theme this year, as we want to address companies across the entire process chain. Our exhibitors focus their topics in particular on SMEs and the challenges they face. With the support of our specialist partners, we always have our finger on the pulse of the times and know which topics are driving the industry. And we want to keep it that way.

Susanne Blüml: We set our priorities with the help of specialists in their field. This allows us to address particularly topical issues. As the trade fair takes place on an annual basis, we also maintain close relationships with all exhibitors and member associations.

Kalrait: Close interaction between exhibitors and the trade fair is important. Exhibitors provide the necessary impetus, ideas and solutions to current challenges. We as a trade fair support this with suitable programming.

BBII: Which sectors do the exhibitors represent?

Kalrait: This year's exhibitors once again represent the entire process chain – from raw materials to filling, packaging and PoS marketing. The major players have long since secured their booths and we have the same hall allocation as last year. This year, we are evolving the start-ups area with an expert partner who is well connected in the industry: together with the Stracheg Centre for Entrepreneurship (SCE) at Munich University of Applied Sciences, we are taking this area to a new level. In combination with the Young Talents Camp, which celebrated its premiere last year, we want to address the shortage of young talent head-on.



Image: Thomas Geiger/Yontex



Susanne Blüml (above) and Andrea Kalrait.

Blüml: With the start-ups, we also want to show the industry that newer ideas can help secure the future of our industry. This combination of Young Talents Camp and start-ups offers a

suitable framework that provides innovative impetus and is intended to appeal to newcomers to the industry and companies in need of young talent alike. As a trade fair, we have the op-

portunity to inspire young people to participate in our industry.

BBI: For whom is a visit to BrauBeviale particularly worthwhile?

Blüml: Although we do maintain a clear focus on beer, we are also committed to strengthening the wine sector. Basically, around 60 per cent of the exhibitors have technologies on offer that are of interest for winemakers. In addition, there is the special Wine@BrauBeviale area, a tasting zone and a forum that we've organized in cooperation with specialist partners such as the German Winegrowers' Association.

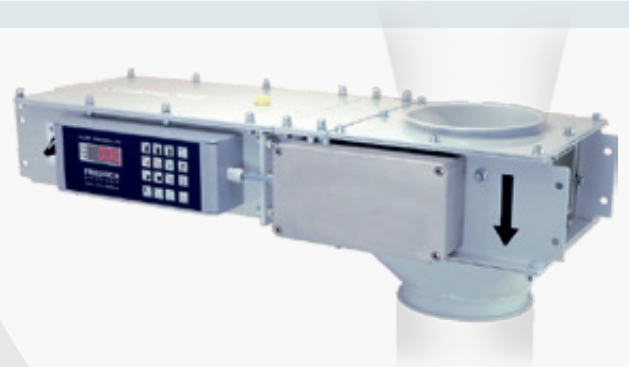
Kalrait: Here, for example, the focus is on PIWI wines, i.e. fungus-resistant wine varieties, and also on current topics such as dealcoholisation and reusable bottles, which are a must for winegrowers. It's no coincidence that everyone who's anyone in the industry will be there: the German Winegrowers' Association, the Bavarian State Institute for Viticulture and Horticulture (LWG), the Franconian Winegrowers' Association, the HBLA Klosterneuburg and Geisenheim University.

Being BrauBeviale, we also want to expand the appeal beyond the usual technological topics. Wednesday is dedicated to all topics relating to packaging, marketing and design. For complete information, we recommend that our visitors – and also the exhibitors – visit our website under "Supporting

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programmes". All of this takes place in addition to our established formats such as "European Beer Star" and "Logistics Lounge", which will grow once again this year.

BBII: Where are the trends heading this year?

Kalrait: A major trend among the exhibitors is the development of non-alcoholic beverages, as this is a big growth market. Some exhibitors will even be offering exciting solutions and proposals. It is interesting to note that we are not only targeting the beer market, but now also the wine and spirits market. There will also be a lot of focus on the topics of "reusable bottles" and reducing the weight of bottles. Both can be summarized under resource conservation, which is on everyone's mind. Here too: Exhibitors and the supporting programme bring together many proposals and solutions that offer significant potential for the industry.

BBII: Climate change, its influence on future raw materials and their procurement is a hotly debated topic in the industry. To what extent will this issue be discussed at the trade fair?

Kalrait: In the future, it will be more difficult to cultivate grapes, hops and barley in some areas. This issue affects all areas of beer, wine and spirits production equally. New varieties that can cope with the new conditions are therefore in demand. This is the subject of the "Raw Materials & Marketing" forum. The topic will be covered in the programme on Tuesday and Thursday.

Blüml: Examples of such new varieties are the hop varieties Titan and Tango, which the Society for Hops Research has bred especially for ongoing climatic changes. However, the journey does not end here. Such new varieties must first be adopted by brewers in this case or by winemakers in the case of new grape varieties. We are talking here about a multi-year changeover in order to ensure consistency in these beverages.

BBII: Sustainability is also becoming an increasingly important topic at trade fairs. What measures will be taken at BrauBeviale 2024 to make the event itself more sustainable?

Kalrait: We face this issue head-on.

The advantage of the trade fair is clear: it is certainly more harmful to the environment if all visitors and exhibitors who attend the BrauBeviale for critical information exchange would have to travel throughout the country for individual visits. Not to mention the value of unplanned chance encounters that would otherwise not take place. Of course, exhibition locations are converting to sustainable energies, such as the PV system at Nuremberg Exhibition Centre. In addition, care is taken to use as much recyclable material as possible, such as the reusable boxes used to construct the "Logistics Lounge".

Blüml: Trade fair organizers are discussing topics such as energy supply and waste disposal and reorganizing their processes accordingly. On the one hand, this is an environmental necessity, but on the other hand, these measures are also key in order to remain attractive as a trade fair location. Large companies are definitely asking trade fair companies what they have been doing in terms of sustainability. Trade fairs would therefore be well advised to establish appropriate protocols.

BBI: How has this event evolved in comparison to previous years?

Kalrait: In the past, the main task of the BrauBeviale was to bring the industry and its players together, and the topics were rather general. Of course, bringing the industry together is still our aim today, but we are now addressing the current challenges facing companies in a much more focused manner.

By way of comparison: in the past there was just one forum. Today there are five, each with a very clearly defined topic: raw materials and marketing, technology and packaging, wine, home and hobby brewing, young talent and start-ups.

Blüml: It is also quite apparent that exhibitors are taking a much more targeted approach to addressing and responding to current challenges. The presentations at the exhibition stands are thus much more focused.

BBI: Which networking platforms and opportunities are on offer this time?

Kalrait: Programming within the various forums provides a framework for discussions between experts and interested parties. The "Schanzenbräu & Friends" event also invites you to net-



Image: Thomas Geiger/Yontex

work in a relaxed atmosphere. The Craft Drinks Area has long established itself as a meeting place for discussions. The fact that this fair lasts for three full days is also a plus: you're bound to run into many old and new friends alike.

BBI: What long-term developments and trends do you see ahead for BrauBeviale?

Kalrait: I see BrauBeviale remaining right where it belongs: at the core of our industry. We see ourselves as a competent partner that supports and helps navigate present and future challenges and identifies sustainable solutions.

BBI: What are you most looking forward to at this year's BrauBeviale?

Kalrait: To witness how happy people are when they meet and see each other again – sometimes after a long time. I'm also hoping for a renewed spirit of optimism that a trade fair like this can trigger. The aim is to motivate exhibitors and visitors to roll up their sleeves and keep at it in order to tackle the problems and tasks the future holds in store for us all.

BBI: Frau Kalrait, Frau Blüml, we wish you much success for this year's BrauBeviale and thank you for this interview! (ia) ←



BMS @BrauBeviale

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We look forward to your visit

Brau Beviale

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