

BevialeMoscow2019

Trade fair for beverage production.
Beer | Juices | Water | Wine | Spirits | Dairy

Crocus Expo, Moscow, Russia

19-21 February

PRESS RELEASE

December 2018

Beviale Moscow: Final preparations for the central platform for the beverage industry in Eastern Europe

- Professionals expected from Russia and neighbouring countries
- Solutions and trends for all beverage segments
- All kinds of packaging solutions on display in the Packaging Innovation Zone

It's all systems go as preparations continue for the fourth Beviale Moscow, to be held at the city's Crocus Expo International Exhibition Center from 19 to 21 February 2019. Beviale Moscow, the central platform for the beverage industry in eastern Europe, achieved impressive record figures in 2018, and the organizers are expecting strong interest from the industry again in 2019. The trade fair adopts a comprehensive approach, reflecting all aspects of the process chain. In special shows as well as the accompanying conference programme, it will also focus on key points such as wine production in Russia, the Soft Drinks and Craft Drinks segments, and also beer and packaging solutions.

The right raw materials and technologies, efficient packaging, logistics and creative marketing ideas ... the comprehensive approach adopted by Beviale Moscow is aimed at beverage manufacturers and dealers, who will find every aspect of the beverage manufacturing process chain reflected there. For the eastern European market, the trade fair offers solutions for every segment: from alcoholic beverages like beer, wine and spirits to non-alcoholic drinks like soft drinks, fruit juices and mineral water, as well as liquid dairy products. Companies from Bavaria, in particular, have the opportunity to expand their international competitiveness by participating in the **Bavarian pavilion**. "Beviale Moscow is being included in Bavaria's

Member of the **Beviale Family**
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official foreign trade fair programme for the first time in 2019,” says Thimo Holst, Project Manager for Beviale Moscow. Participation is sponsored by the Bavarian Ministry of Economic Affairs, and the pavilion is being run in conjunction with project partners Bayern International and the Nuremberg Chamber of Commerce and Industry.

Pavilion for Wine Production & Manufacturing

The Russian wine industry is one of the most dynamic parts of Russia’s beverage industry, which led to the launch of the Pavilion for Wine Production & Manufacturing at Beviale Moscow 2018. This year, too, the trade fair will work with leading players in Russia’s wine market – Union of Russian Winemakers, Simple Wine and imVino – to present a special show and conference where topics of current interest will be discussed and new solutions presented. A key theme will be “Future of Winemaking/Wine 4.0”, in other words, digitalisation in the wine industry. “The use of new areas, the restocking of old areas, and the change being made to row lengths in vineyards, all result in a greater need for state-of-the-art technologies for cultivation and processing,” Holst explains.

Packaging Innovation Zone

The Packaging Innovation Zone is where Beviale Moscow offers thought-provoking inspiration, background information and proposed solutions for all aspects of beverage packaging. “PET has become an essential part of the Russian beverage industry, but still generates lively discussion,” comments Holst. “Even so, other forms of beverage packaging are playing a greater and greater role. We are working with a skilled partner in the form of PETnology, which is very open to the changes in the market. We are deliberately opening up this topic this year, and other packaging solutions will also have a place in the Packaging Innovation Zone.” The World Packaging Organisation (WPO) will be there, and will introduce the winners of the WORLDSTAR AWARDS as well as appearing in the conference programme.

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Highlights in the supporting programme: craft drinks, soft drinks, the Russian beer prize and professional development

The **CRAFT DRINKS CORNER** is an established feature, and will once again display the wide range of beverages produced using craft methods, in collaboration with partner entity Association of Beer and Beverage Market. Smaller breweries and manufacturers of spirits will present their drink specialities and provide opportunities for tasting. The accompanying conference programme will include information for interested parties about the situation on the market and administrative aspects relating to breweries in Russia and eastern Europe, and will offer tips on setting up one's own business in the beverage industry. The subject of **soft drinks** is also an important element in the conference: the Russian Union of Soft Drinks and Mineral Water Producers will report on legislation and legal conditions governing production in Russia, standards and quality aspects of production, and promotion for Russian soft drink exports.

The Russian beer prize **ROSLAVPIVO**, first presented at Beviale Moscow 2017 by the Barley, Malt and Beer Union in collaboration with Private Brauereien Deutschland e.V., will once again be awarded on the first day of the trade fair in 2019. The most recent occasion saw 172 beers from 37 breweries submitted. There will be two new awards this year: "ROSLAVPIVO – Beer Quality Mark" and "ROSLAVPIVO – Double Gold". Breweries that obtain three or more gold medals in the competition will be awarded the "ROSLAVPIVO – Beer Quality Mark". In turn, the "ROSLAVPIVO – Double Gold" award is reserved for just one brewery, the one whose beer receives the maximum score in all categories from the jury of experts.

Professional development will once again be a key topic at Beviale Moscow in 2019: this will be the fourth occasion that the three-day **VLB Seminar for Microbrewers** will be held, organized by the Versuchs- und Lehranstalt für Brauereien (VLB, Research and Teaching Institute for Brewing, Berlin). It will overlap with the trade fair, from 18 to 20 February 2019, and will be

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devoted to specific technological and qualitative aspects of the brewing industry. The focus will be on imparting knowledge, networking, and professional discussion on the subject of craft beer.

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