

## Countdown to Craft Drinks India 2019

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**India' only dedicated international trade show for the Alco-Bev ecosystem here again offers a platform to Meet, Network & Interact, thus to convert potential to commerce.**

In an effort to make top-shelf production technologies more available to the industry, the 2<sup>nd</sup> edition of India's only trade show for Beer, Wine & Spirits production, Craft Drinks India (CDI) is all set to take wings in Bangalore, on 3-4 July 2019. Following the success of the debut edition, the jointly organised event, by PDA Trade Fairs and NuernbergMesse, the organisers of globally recognised Bevialecluster of beverage events is shaping up to be another success story this year.

The two-day event will accommodate spirited networking amidst industry professions and effectively provide a perfect platform for the craft drinks ecosystem to meet, interact, deliberate and witness cutting-edge global technologies.

One month prior to the show, the 2<sup>nd</sup> edition has shown a 100% growth, marked by the participation of over 100 exhibitors coming to display and share their latest technologies and expertise in the industry. Things are bound to get much more exciting for the Alcohol & Beverage industry at Craft Drinks India 2019, as the pioneer show intends to showcase world-renowned solutions from across the globe.

### International Trade Fair

There is a mix of new exhibitors as well as returning high-profile brands offering an array of products and services. On the Brewing and Distilling side, we have Thermax, Lehui, Spectraa Technologies, Prodeb Brewing Equipment, Taurus Engineering, among others. Testing, Lab Equipment's and Instrumentation section will be rendered by AV measurement and Control, Mettler Toledo, Anderson Negele, Alfa Laval, Endress Hauser, thus far.

With bigger and better brands like Kronos Packaging, USP Packaging, SSP Packaging, Worldpack, Ningbo HGM Food Machinery, Cask Global, Kitten, Techpac, Kegwerks Janus International among others signing up, Craft Drinks India will showcase many more new technologies for packaging and labelling as well.

CDI 2019 brings to you products from brands like DVKSP, Zytex, Hambleton Bard, PMV Malting, Fermentis, and so on. Chemicals and Dispensing are other notable categories the event will be offering products for and, brands like Ace Technologies, Sanky consulting, Fosroc, Chembond Calvatis Hygiene Pvt Ltd, Chemline Global will be displaying the best of what the industry has to offer.

The trade show will also include technologies offering production & process plants, pipework, pumps, valves & associated fittings, cleaning equipment, materials & systems, environmental, effluent and pollution control, fermentation and ageing containers, chemicals, dispensing, etc. You name it, we have it!

Exhibitors at the event also provide prospects to customise practical and affordable solutions as per the client requirements. A month prior to the show, hundreds of visitors have registered from various states and cities from in and around India to experience what the industry has to offer at the International Exhibition for the Alco-Bev industry.

The market reaction is reflected upon the significantly higher visitor registration and the organisers have confirmed that they are set for a brilliant event in July.

Craft Drinks India offers you two packed-days at the centre of the beverage market, where you can feel the industry's heartbeat, in an attractive environment. Concurrently with the renowned exhibits, the international trade fair and conference offers much more to the attending industry with the latest addition of "IFBA Flair Challenge 2019" and an eye opener "Technical Workshop" organised in association with VLB Berlin.

#### **Annual Conference themed "Grain to Glass 2.0"**

Craft Drinks India's Annual International Conference "Grain to Glass 2.0" has a wealth of experience and expertise to offer encompassing most relevant topics as well as current trends. Speakers at the conference will include some of the prime movers of the Alco Bev segment in India, drawn from across the beer, wine and spirits sectors. The diverse set of speakers will include both the experts from the industry, as well as those who are still taking baby steps.

The inaugural session will be addressed by Narayan Manepally, the Chairman of Craft Drinks India 2019 Advisory Committee, who is also the co-owner of Geist Beer, followed by various felicitations and special addresses by select industry experts. One among them is Michael Vachon, Co-founder of Maverick Drinks, one of the leading companies prime moving the craft spirits movement in the UK. He will be speaking on how their company was able to preserve the ethos of craft drinks as they scaled up in the industry.

The international conference will be kicked off by addressing how to "Create robust brand identities on ground and in the digital world", led by Sibi Venkataraju, Co-Founder, TOIT Brew Pub. The session will be addressed by some of the most rousing speakers that we have in the industry, Keshav Prakash, Director, The Vault Fine Spirits, Pushpanjali Banerji, Director, Taali Creative, Gaurav Sikka, Managing Director, Arbor Brewing Company, Nitesh Chhapru, Chief Innovation Officer: Diageo India, Michael Vachon, Co-Founder, Maverick Drinks. The session aims to simplify on how to make the brands comprehend the value of "knowing", to "knowing better".

Followed by deliberation on the topic, "Outside In - Building an export-driven brand as a market entry strategy for India", which will be moderated by Vikram Achanta, Co-Founder & CEO, Tulleeho. The session will address the world's seventh largest economy's potential to become more of an export-driven Alco-Bev market. Did you know that World Bank experts think, India's economic growth in recent years has been "too much", driven by domestic demand and its exports were about one-third of its potential. Discussing this topic would be Gautom Menon Director, Wild Tiger Rum, Ashok Chokalingam, Sr GM, Amrut Distilleries, and Ishaan Puri, Founder, White Rhino Brewing.

There are various other sessions that would immerse you in the new facets of promotion like creating brand experiences, regulatory issues, technical aspects and choosing the right equipment for a successful business. Further, we will take a deep dive into technical brewing, as we unravel the secrets of wheat beer. And let's not forget that with global borders shrinking, the importance of understanding an export – driven strategy from current practitioners.

Addressing their respective topics will be industry experts like, Gaurav S. Ghosh, Senior Manager, Tax & Economic Policy, Ernst and Young, Jaikishan Pati, Sr. Manager, Ernst and Young, Ajay Nagarajan, CEO, Windmills Craft Works, Susan Dias, Founder, Native Brews, Suraj Shenai, Co-founder, Goa Brewing Company, Mr Prateek Chaturvedi, Co-Founder, Ministry of Beer, Mr Aditya Challa, Founder, Susegado, Anand Virmani, Co-Founder, Nao Spirits, Charnelle Martins Head Distiller, Stranger and Sons and Regan Henriques, Director, Rhea Distilleries.

Craft Brewers Association will power a session to delve into the schematics of technical brewing. Panelling the session would be Navin Mittal, Founder & Partner, Gateway Brewing Co, Jan Biering, Scientific Worker and Consultant, Research and Teaching Institute for Brewing in Berlin (VLB), Ashtavinayak Paradh, Co-Founder and Chief Brewer, Goa Brewing Co, Vidya Kubher - Head Brewer, Geist, and Oliver Schauff, Co-Founder, Doolally Craft Beers,.

All in all, the Annual Conference at Craft Drinks India will be a fully immersive day of immense relevance for anyone who is a stakeholder in the Alco Bev industry in India.

### **Flair and Mixology Competition “IFBA Flair Challenge 2019”**

Craft Drinks India has much more to offer and the Flair and Mixology Competition organised at the event is one of many. Coordinated by Bartenders and for Bartenders, “IFBA Flair Challenge 2019” will bring back the flair in Indian bartending on 4th July 2019 at Manpho Convention Centre, Manyata Tech Park Road, Bengaluru, India. As there are only limited entries available, a shout out to all the bartenders out there. Register yourself now.

The “IFBA Flair Challenge 2019” is powered by IFBA, a non-profit organisation formed by a group of professional bartenders with a background in Flair Bartending and enormous years of experience in Bar and Beverage industry. IFBA Flair Challenge has been widely known in the industry as the practice of bartenders dazzling guests, clientele or audiences with the manipulation of bar tools (e.g. cocktail shakers) and liquor bottles in tricky techniques.

### **Technical Workshop by VLB Berlin**

Riding on the overwhelming response from the community, the 2<sup>nd</sup> edition of Craft Drinks India brings you another vibrant workshop conducted by Versuchs-und Lehranstalt Für Brauerei (VLB) from Berlin. The technical workshop on “Microbial Quality Assurance Plan and Beer Spoilage Bacteria” will consist of presentations on how to tackle beer spoilage by microorganisms. The session will elaborate on how to set up a quality-assurance plan in relation to microbiology in a brewery. Likewise, it will enable breweries to effectively address quality questions and uncover potential problems thus incurred.

Returning for the 2<sup>nd</sup> edition of Craft Drinks India from Berlin is Jan Biering, who will be conducting the technical workshop with Gayatri Mehta on 4<sup>th</sup> July 2019 at Craft Drinks India. Jan Biering is currently working as a scientific worker and consultant at VLB- Berlin, a post he has held from 2012.

Intrigued by the wHOPping buzz made by Craft Drinks India 2019?  
Please mark your calendar and join us on 3 -4 July 2019 at Manpho Convention Centre, Manyata  
Tech Park Road, Bengaluru, India.

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