

Connecting Global Competence



Date and location

September 11–15, 2017
Messe München, Germany

Organizer

Messe München GmbH
Messegelände
81823 München
Germany

Contact

Tel. +49 89 949-11318
Fax +49 89 949-11319

Opening hours

Mon.–Thur. 09:00 to 18:00
Fri. 09:00 to 17:00

Conceptual sponsor

VDMA Food and
Packaging Machinery
Manufacturers Association
vdma.org

Your contacts around the world

drinktec.com/Contact



The entire
world
of brewing
expertise.

Welcome to the gathering for all brewers.

Family businesses, large-scale breweries and craft-beer breweries at drinktec.

The world's leading trade fair drinktec is an attraction for absolutely everyone who is devoted to brewing beer. It is where small and medium-sized family businesses meet with representatives of large-scale breweries and the "avant-garde" of the craft beer scene to gather information about the latest developments.

drinktec 2017 gives visitors a compact look at the entire value chain that pertains to beer over the course of five days.

Tied to beer by tradition: drinktec was founded as the Brewery Exhibition in 1951—now it is the world's leading trade fair for the entire beverage and liquid-food industry. However, it still focuses on its roots, which are hops and malt. That is why **29,500 visitors** from the beer and brewery sector attended the last drinktec in 2013. And more than **1,160 exhibitors (73% of all exhibitors)** presented solutions for the beer industry.



Conceptual sponsor



drinktec
Go with the flow.

Focus:

**Trends and technologies for
traditional brewers and the
craft-brewery movement.**

drinktec.com

World's Leading Trade Fair for the
Beverage and Liquid Food Industry
Processing + Filling + Packaging + Marketing

Experience quality and progress. Everything that moves the beer industry.

drinktec helps to shape the future: All the topics that move the industry are presented there. Brewers find everything they need to brew beer from A to Z.

The following await you:

... A **comprehensive range of exhibits**: None of your questions will go unanswered at drinktec. You will find perfect solutions to all of your problems—many of them developed for SMEs by SMEs.

... **This is where the industry meets**: Brewers from Germany and around the world exchange ideas and information, discuss the latest topics and learn from one another.

... **Process technology for beer and malt**: Everything you need to know about the latest processing techniques is available in Hall B2.

... **Hops and malt producers**: Producers for the beer industry from around the world are in Hall B1.

... **SIMEI—Think outside the beer glass**: For the first time ever, SIMEI, the leading trade fair for wine technology, is being held in conjunction with drinktec, giving you inspiring insights into the processing techniques used to make wine. What counts is individuality and quality with custom bottle designs and production by the batch instead of the hectoliter. More: drinktec.com/SIMEI

Bubbling sources of inspiration: The supporting program. Profit from the experts' most valuable information.

Five days of interactive workshops, lectures, beer tastings, competitions and much more.

place2beer: Sampling is better than philosophizing. The fair has 500 m² of space dedicated to how the senses respond to different beers from around the world. They include select specialties and rare brews as well as Orange Spirit, which is brewed especially for drinktec. Visitors can shoot the breeze with brewers over a cool glass of beer and experience exciting presentations and discussions on topics related to beer (such as the craft beer landscape, growing your company and smart packaging).

... More: drinktec.com/Place2Beer2017



Home & Craft: Craft beers stir up the market, and the latest developments and trends on this hot topic can be found here. Hobby, home and craft brewers will find everything they need to produce big beers in small quantities on 450 m² of space. From perfect equipment to the right ingredients, and with plenty of ideas and inspiration from workshops, presentations and discussions with “kindred spirits.”

... More: drinktec.com/HomeAndCraft2017



Innovation Flow Lounge: Everything here revolves around the future of product innovations, packaging and marketing. Prominent experts and decision-makers discuss the most innovative beverage strategies.

... More: drinktec.com/IFL2017



European Beer Star: The ultimate challenge for all aspiring brewers and breweries. The top three beers in 60 categories receive bronze, silver and gold.

... More: drinktec.com/BeerStar2017

World Cup for Beer Sommeliers: Prior to drinktec, more than 50 of the best representatives of their craft compete against one another in a high-profile international competition.

... More: drinktec.com/BeerSommelierCup

BIER LIVE and the Newcomer Market at PRO FachHANDEL:

Young, aspiring brewers present exciting new concepts, ideas and creations.

... More: drinktec.com/Focus-Retail

International MicroBrew Symposium: This is where all the technological and quality aspects of professional craft beer brewing are discussed. Events specifically address micro-breweries and craft breweries.

... More: drinktec.com/MicroBrewSymposium2017

Partners that help organize our program:



New: Solution Directory and Innovation Guide.

The perfect way to prepare for your visit.

Besides classic product searches, now you can also search according to the exhibitors' solution categories! This is a quick and easy way to find solutions to your problems.

And to ensure that you do not miss a single innovation, the Innovation Guide in the drinktec App can help. As soon as you enter the halls, information about the innovations there will be sent directly to your smartphone.

... More: drinktec.com/SolutionDirectory
drinktec.com/InnovationGuide2017

Have a safe trip.

Getting there

Whether you travel to the fair by plane, train, or automobile, Messe München is quick and easy to reach using all forms of transportation.

... More: drinktec.com/GettingThere

Tickets

The Print@home-Ticket saves you time waiting at the box office when you get to the fair and **saves you up to 50%**. Simply register online, print out your ticket, and you're done!

... More: drinktec.com/Tickets

Accommodations

Demand for hotels, guesthouses and private accommodations in and around Munich is very high during events like drinktec. Therefore, we recommend booking early!

... More: drinktec.com/Accommodation

Social media

We are looking forward to your favs, likes, retweets, questions and comments.

... More: about.me/drinktec

All survey results mentioned in this publication are based on the TNS Infratest survey of exhibitors at drinktec. Statistics regarding the exhibitors' exhibition sectors are based on currently registered exhibitors. Last update: January 2017. Multiple responses are possible in some cases.