

PRESS RELEASE

Thursday, 9th November 2017

New conference bringing together Europe's 7500+ brewers

June 7 and 8, 2018 in Brussels.

Beer and breweries are proving to be increasingly successful in Europe. Small, local breweries are emerging in every corner of Europe and are reaching out to a new generation of consumers. Medium-sized breweries are exporting more of their products and large European breweries are continuing to invest in the sector and to sell their beer at a global level. The European beer sector is undeniably in growth mode.

Uniting 29 national associations, Brussels-based **'The Brewers of Europe'** provides a voice in Brussels to promote beer and represent the interests of Europe's 7500+ breweries. Promoting the sustainable growth of the category is core to its mission. The first **Brewers of Europe Forum** in 2018 is an excellent illustration of this.

Pierre-Olivier Bergeron, Secretary General of The Brewers of Europe expounds further: *"Europe is the cradle of modern beer. I am greatly encouraged by the inventive ways European brewers are contributing to the vitality of the sector. As a result the European brewing landscape is experiencing something of a renaissance with the opening of more than 1000 breweries in the last five years. It represents a unique and exciting opportunity to connect with these new breweries and create a real community of European brewers and suppliers. With the ambition to transfer knowledge, expertise and experience we created this new 'BrewersForum' conference. It is a one-of-a-kind project for Europe"*.

From cultivating your own yeast to the science of food pairing, from targeting millennials to reducing your environmental footprint, the BrewersForum will offer inspiration for brewers and the brewing sector as they come together to prepare a bright future for beer.

"Europe has always been and still is the most exciting continent for beer with major, traditional beer-producing nations such as Belgium, Germany, the United Kingdom and the Czech Republic, along with typical wine dominated countries as France and Italy", adds Becomev's Luc Raedemaeker. "All across Europe, tanks are bubbling away fast and furious and the beer sector is ebullient. There is no doubt that the European beer scene is vibrant".



For further information, please contact:

Luc de Raedemaeker, Director BOEF

+32 477474407, luc.deraedemaeker@becomev.com

Jan de Grave, Communications Director, The Brewers of Europe

+32 495583070; jdg@brewersofeurope.org

About The Brewers of Europe Forum:

“Beer and Beyond” is the central theme of the conference programme featuring about 50 top speakers from Europe and beyond. The conference programme provides strategic and practical sessions covering various aspects of the brewing business: brewing & beer quality; marketing & innovation; beer pubs & food pairing; changing customers and societal needs and the 2018 EBC Symposium on filtration. The Forum will offer inspiration for all participants in the sector as we come together to prepare a bright future for beer.

The Brewers of Europe Forum will bring together more than 1000 professionals from Europe’s diverse family of brewers and their stakeholders. An exhibition floor with +40 companies will demonstrate the latest innovations in the industry and include tastings from beers around Europe. Networking on the exhibition floor or at one of the networking events will allow you to meet new and existing business partners.

The Brewers of Europe Forum is organised by The Brewers of Europe.

<http://brewersforum.eu/>

About The Brewers of Europe ;

Based in Brussels, The Brewers of Europe brings together national brewers’ associations from 29 European countries and provides a voice to represent the united interests of Europe’s 7500 breweries. The Brewers of Europe promotes the positive role played by beer and the brewing sector in Europe and advocates the creation of the right conditions to allow brewers to continue to freely, cost-effectively and responsibly brew and market beer across Europe.

<http://www.brewersofeurope.org>

About Becomev:

Becomev (Beer Communications and Events), founded in 2011 is a subsidiary company from Vinopres. Based in Brussels, the capital and the beating heart of Europe. Becomev promotes the positive role played by beer and the brewing sector in Europe and advocates the creation of the right conditions to allow brewers to promote their beer across Europe.

