



**PRESS RELEASE – May 2019**

**The Brewers Forum, bringing together Europe's brewers, is almost with us.**

**Beer and Beyond, June 3 and 4, 2019 in Antwerp**

**Together with the EBC Congress**

**Equaling the success of the first Brewers Forum, but preferably doing even better... This is the goal for the second edition of the Brewers Forum. Fortunately, the organizers can count on an ever-growing [European beer sector](#), where a new generation is conquering the market with its creativity and the largest breweries are investing to maintain their reputation.**

Of course, numerous professionals will attend the Forum, but the event also welcomes people who are passionate about brewing. The formula remains the same, offering insights into the brewing community about the latest trends and looking ahead to the future of the brewing sector - but the location has changed. This year, Antwerp will be its vibrant host, a port city where people are used to accommodating different nationalities. Visitors to the Brewers Forum can explore the city on their own or participate in half-day visits to well-known Belgian breweries Duvel Moortgat and Haacht. They can also visit Boortmalt, one of the world's major malting companies with its global headquarters in Antwerp which is celebrating the opening of its new technical research center in the Antwerp docklands.

The Brewers Forum is again bringing the world of brewing together, with brew masters, brewery owners, sector executives and everyone in between joining in the debate and discussions about the future of beer. From opportunities for growth and shifting consumer preferences to technical excellence, the Brewers Forum and EBC offer Europe's brewing community beer-centered insight during 60 different seminars featuring 140 speakers. Depending on what you prefer, there are plenty of opportunities to meet others. Opportunities include the welcome reception, the networking reception, the EBC farewell party and the European Craft Beer tasting in the Beer Lovers Bar.

This year's Brewers Forum is organized simultaneously with the 37<sup>th</sup> European Brewery Convention Congress (EBC), one of the most important technical brewing events in Europe. From developing globally-used methods for modern quality control procedures in beer, brewing and its raw materials, the EBC shares knowledge among the best research groups and brew masters from every corner of the world.

Many well-known names within the beer sector will speak at the Brewers Forum. They include Bob Pease (CEO The Brewers Association), Cees 't Hart (CEO Carlsberg Group), Jean-François van Boxmeer (CEO Heineken) and Paolo Lanzarotti (CEO Asahi Breweries Europe Group), who will talk about their expertise and share tips.

As traditional beer-producing countries continue to thrive, and newcomers ramp up their place in the sector, the Brewers Forum aims to become the new benchmark for beer-related conventions. This objective can only be achieved with the help of a strong and dedicated community, relying on mutual aid to grow into something even better.

## **Notes to editors**

**Influential Forum speakers:** Bob Pease (CEO The Brewers Association, US), Cees 't Hart (CEO Carlsberg Group, Denmark), Jean-François van Boxmeer (CEO Heineken, The Netherlands), Paolo Lanzarotti (CEO Asahi Breweries Europe Group, Czech Republic), Charles Leclaf (CEO Het Anker, Belgium), Josef Sigl (CEO Trumer, Austria), Tim Cooper (Coopers Brewery, Australia), Pete Slosberg - Craft beer legend and co-founder Pete's Wicked Ale

**Brewers Forum seminars:** Local & global strategies for breweries -The future of malt & hops - Heritage Barley & grains - Beer Business 4.0 - From small to success - Guerrilla Marketing & Collaboration brews - Export Development, China, Sweden & importers panel - Education - Adequate and sustainable brewing & packaging - Quality & consistency - New Retail -Shifting consumer preferences - Role of Beer in Society.

Program available [here](#).

**EBC congress seminars:** Sustainability and Climate Change - Yeast & Fermentation - Technical reviews and insights - Hops in Beer - Wood & Beer ☞ Malting Processes - Beer Styles, including non-alc. / low-alc. Beer - Malt, Hops & Flavour - Flavour Development in Fermentation - Brewing Technology - The concept of terroir in brewing materials - Beer & Brewing Materials Analysis.

Program available [here](#).

### **For further information, please contact:**

Jan de Grave, Communications Director, The Brewers of Europe +32 495583070 [jdg@brewersofeurope.org](mailto:jdg@brewersofeurope.org)

Luc de Raedemaeker, Director Becomev +32 477474407 [luc.deraedemaeker@becomev.com](mailto:luc.deraedemaeker@becomev.com)

Visit our website: <http://brewersforum.eu>

Follow us on Facebook and Twitter:

<https://www.facebook.com/Brewersforum/> - <https://twitter.com/ForumBoe>

