

Weltleitmesse für die Getränke- und Liquid-Food-Industrie  
Herstellung + Abfüllung + Verpackung + Marketing  
11.–15. September 2017, Messe München

World's Leading Trade Fair for the Beverage and Liquid Food Industry  
Processing + Filling + Packaging + Marketing  
September 11–15, 2017, Messe München, Germany

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## Presseinformation

### **An exhibition section at drinktec becomes an annual platform for amateur and micro brewers**

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## Home&Craft goes to Stralsund!

The “Home&Craft” section at drinktec, introduced with great success in 2017, is now to be a separate exhibition. drinktec, the “World’s Leading Trade Fair for the Beverage and Liquid Food Industry”, is thus setting up an annual platform for amateur and micro brewers. “Home&Craft” it taking place for the first time as an independent exhibition on September 29, 2018 in Stralsund, in parallel with the second German Amateur Brewers Championships. Messe München, the organizer of drinktec, signed an agreement to this effect with Störtebeker Braumanufaktur, which organized the first German Amateur Brewers Championships in its brewing headquarters, on July 29, 2017.

The organizers of the trade fair drinktec, the “World’s Leading Trade Fair for the Beverage and Liquid Food Industry”, are therefore continuing what they started at drinktec 2017 with the new exhibition section called “Home&Craft”. In this section amateur and craft brewers found everything they needed for brewing small or very small quantities of beer. The range of products and services on show here was an instant hit. In the survey of visitors 97 percent of respondents had words of praise for the “Home&Craft” section. And one in five brewers who attended drinktec 2017 came from the craft brewing segment.

In future, both drinktec and the annual German Amateur Brewers Championships will be offering ambitious amateur and home brewers a dedicated platform at which to engage in dialog with other enthusiasts and acquire all the equipment needed to pursue their passion. The exhibition part will be organized by the drinktec team. Around 30 companies are expected to come

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along to exhibit in Stralsund for the premiere of “Home&Craft” at Störtebeker’s brewing headquarters. Accompanying the exhibition, similar to drinktec 2017, there will be a lecture program covering themes on home and micro-brewing.

In parallel Störtebeker Braumanufaktur will again be looking for the best amateur brewers in the second German Amateur Brewing Championships. “With the combination of championships and exhibition, our beer festival will be even more attractive,” explains Jürgen Nordmann, owner of Störtebeker Braumanufaktur. “Then we will be able to offer brewers truly everything they need for their hobby: characterful beers, suitable brewing equipment, interesting talks and of course tasty food.”

Dr. Reinhard Pfeiffer, Deputy CEO of Messe München, sees Home&Craft as a bridge to drinktec: “The borderline between an amateur brewer and a craft brewer, in other words from producing for own consumption to commercial production, are becoming ever more fluid. After all many of the stars of the craft brewing scene started out very small. Today they of course come to drinktec and at this exhibition find not only technical equipment but also everything they need to know about raw materials and ingredients. That is why we also want to reach out also to amateur and home brewers, all of them potential drinktec visitors, and give them an attractive annual platform. Störtebeker Braumanufaktur is the best partner for this.”

Around 80 amateur brewers from all over Germany took part in the first German Amateur Brewers Championships, on July 29, 2017. In total the beer festival in Störtebeker’s brewing headquarters recorded around 750 visitors who tasted roughly 150 types of beer. The overall German Champion was Nico Leffler, a trainee brewer from Erzhausen in Hessen.

## **Contacts Messe München and Störtebeker**

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## **About drinktec**

drinktec has been held in Munich since 1951 and every four years since 1985. It is the most important event in the industry. Manufacturers and suppliers from all over the world, including global concerns and SMEs, meet up here with producers and retailers of all sizes in the beverage and liquid food sector.

The future is shaped at drinktec. The trade fair is regarded as the number one platform for world premieres. Manufacturers showcase their latest technologies for the production, filling and packaging of all kinds of beverage and liquid food – including raw materials and logistics solutions.

The themes of beverage marketing and packaging design round out the portfolio.

At last drinktec in September 2017 1.749 exhibitors from about 170 countries and more than 76,000 visitors took part..

## **Messe München**

Messe München is one of the world's leading trade fair organizers with over 50 of its own trade fairs for investment goods, consumer goods, and new technologies. In total, over 50,000 exhibitors and around three million visitors attend more than 200 events each year at the exhibition grounds in Munich, the ICM (International Congress Center München), the MOC Veranstaltungszentrum München, and locations abroad. Together with its subsidiaries, Messe München organizes trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam, and Iran. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.