

Trade Fair and Conference for Beer, Wine and Spirits Production

Brews & Spirits

E X P O

6 – 7 July 2022

**Manpho Convention Centre,
Manyata Tech Park Road,
Bangalore**

POST SHOW REPORT



**Crafting
Collaborative
Opportunities**

Trade Fair • Conference
B2B Meetings • Technical Workshops
Master Classes • Networking Events
IFBA Flair Challenge

www.brewsnspiritsexpo.com

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Organised by:		Conference Partner:		Official Publication:		Media Partners:									
				Brews & Spirits										SPIRITZ	

Trade Fair and Conference for Beer, Wine and Spirits Production

Brews
&
Spirits

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Key Highlights of Brews & Spirits Expo 2022

Brews & Spirits Expo, organised by PDA Ventures Pvt Ltd was held on 6 – 7 July 2022, at the Manpho Convention Centre, Bangalore.

The event was inaugurated by Dr. S. Uma Sankar IAS - Excise Commissioner, Government of West Bengal, Ms. Hina Nagarajan MD & CEO, Diageo India, Mr. Narayan Manepally - Chairman, Advisory Committee, Brews & Spirits Expo 2022 and Co-founder, Geist Brewing Company.

The Expo brought together technology providers, equipment manufacturers, brand owners, digital influencers, raw materials suppliers; brewers, winemakers, distillers, distributors and retailers of alcobev; food and beverage experts from the hotel, restaurant and entertainment sector; as well as connoisseurs of spirits and wine.

Concurrent conference, titled on “Grain to Glass 3.0- Innovation for Disruption” had experts & industry stalwarts discussing on current trends and other relevant topics related to the alco bev sector.

Technical Workshop by VLB Berlin on Sensory Training & Beer Styles and curated Masterclasses conducted by senior professionals and brands such as Sonal Holland Wine Academy, Maka Zai Rum, Karnataka Wine Board, Estuary, Fermentis, Ellerslie Australia, Craft Brewers Association of India and Diageo was well received by the alco-bev community.



2K+
VISITORS

From

6
Countries

50
Speakers

400+
Delegates

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Brews & Spirits

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Key Highlights of Brews & Spirits Expo 2022

Concurrent IFBA Flair Challenge had participation from talented bartenders and mixologists from all over India and jury members such as Ms. Shatbhi Basu, Founder STIR Academy, Mr Rohan Carvalho, President Indian Flair Bartenders Association (IFBA), Mr. Sachin Gowda, Co-founder of Flairology Bar School, Mr. Varun Sudhakar, Founder of Bar Bundle.

Brews & Spirits Expo 2022 was supported by **Karnataka Brewers and Distilleries Association, Confederation of Indian Alcoholic Beverage Companies, Craft Brewers Association of India, Wine & Spirits Club of India, Grape Growers Association of India, National Restaurant Association of India, UP Distillers' Association, Fragrances & Flavours Association of India, Indian Flair Bartenders Association, Karnataka Wine Board, Apex Wine Club India** and Partners like Euromonitor International (Knowledge Partner), Tulleeho (Conference Partner), VLB Berlin (Workshop Partner). Other partners included Fermentis, Hypro, Geist and various other companies and brands as Masterclass Partners. The conference had special keynote speeches, insightful panel discussions, special addresses and technology presentations by senior bureaucrats, industry leaders, academics and other subject matter experts.

The Brews & Spirits magazine, published by PDA Ventures, was the official media partner for the event and this synergy played a catalysing role in the success of the Expo.

Overall, the trade fair and conference provided the platform for the alcohol community to come together and to witness firsthand new innovations, products, services and technologies that were taking place in the industry

Visitors From



Germany



Mauritius



Nepal



Singapore



United Kingdom



United States



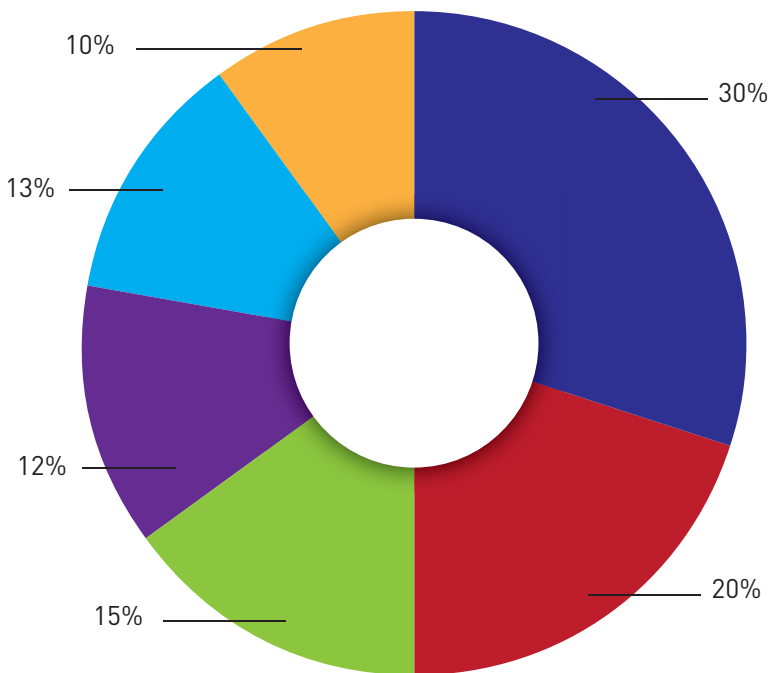
Trade Fair and Conference for Beer, Wine and Spirits Production

Brews & Spirits

EXPO

Exhibitor Feedback

Objectives for Participating in Brews & Spirits Expo 2022



■ To generate new leads	30%
■ For brand visibility/building	20%
■ To gather market intelligence	15%
■ To showcase new products and technologies	12%
■ To meet existing clients	10%
■ All of the above	13%



It's a good opportunity for our wineries and Karnataka Wine Board to showcase our wines and we got good response with respect to the event and lot of industry people coming and experiencing our wines. It's a good networking opportunity, thanks for organising this beautiful show

Sarvesh Kumar R S

General Manager
Karnataka Wine Board



Trade Fair and Conference for Beer, Wine and Spirits Production

Brews & Spirits

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Participants



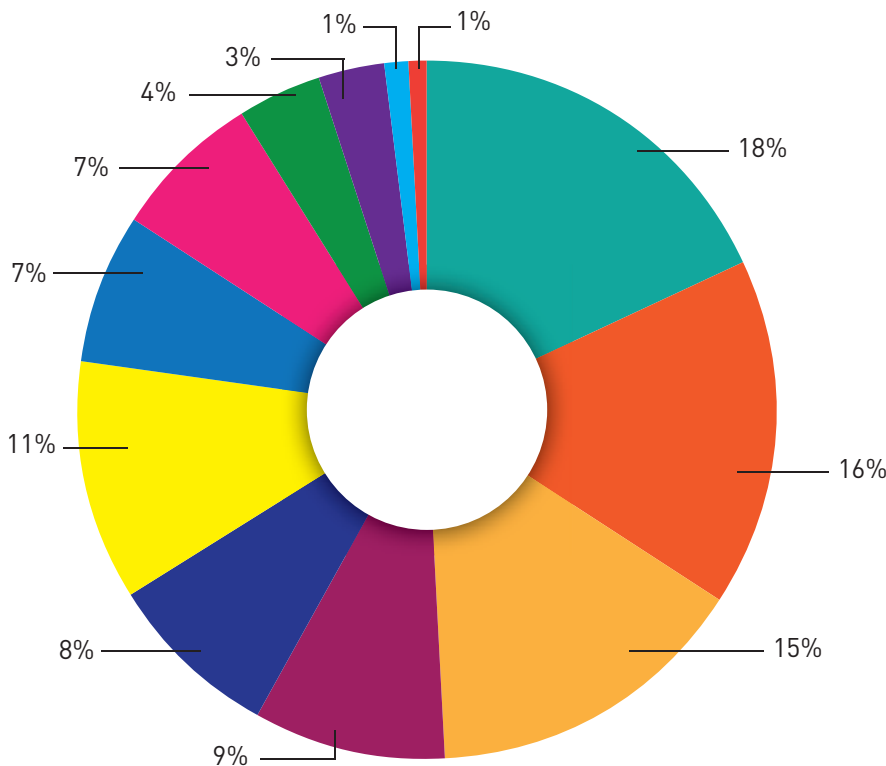
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Visitors at Brews & Spirits Expo 2022

Visitors by Business Activity



■ Brewers/Craft Brewers/Distilleries/Microbrewers	18%
■ Hospitality Industry/Restaurants/National and Regional Chains	16%
■ Others	15%
■ Distributors/Importers/Retailers	11%
■ F & B Professionals	9%
■ Beer Manufacturers	8%
■ Brand Owners/Pubs/ Clubs	7%
■ Winemakers/Wineries	7%
■ Training and Education/CateringInstitutes	4%
■ Spirits (Cellar to Seller)/Traders - Beer & Distilled	3%
■ Sommeliers	1%
■ Press Members	1%



The show will help us grow our business in the upcoming years very well and it is definitely a positive sign for us. The show also helped us get good contacts in the industry. Our Chairman Mr. Trilok Gulhati said in the next edition we will participate with a bigger position

Mukesh Agarwal

SR Vice President (Sales & Marketing)
Sonarome Private Limited



It's Wonderful to be at Brews & Spirits Expo. The Expo is great. We had quite a lot of people coming up to us. Especially having a stall at Brews & Sprits Expo give an opportunity to other people to have a casual conversation and know more about our products. For technology providers it is something different, for them to engage at a location like this and that has been a boom for us. We will definitely participate next year

Gokul Tirumalai

Success Amplifier
Vlinder Labs

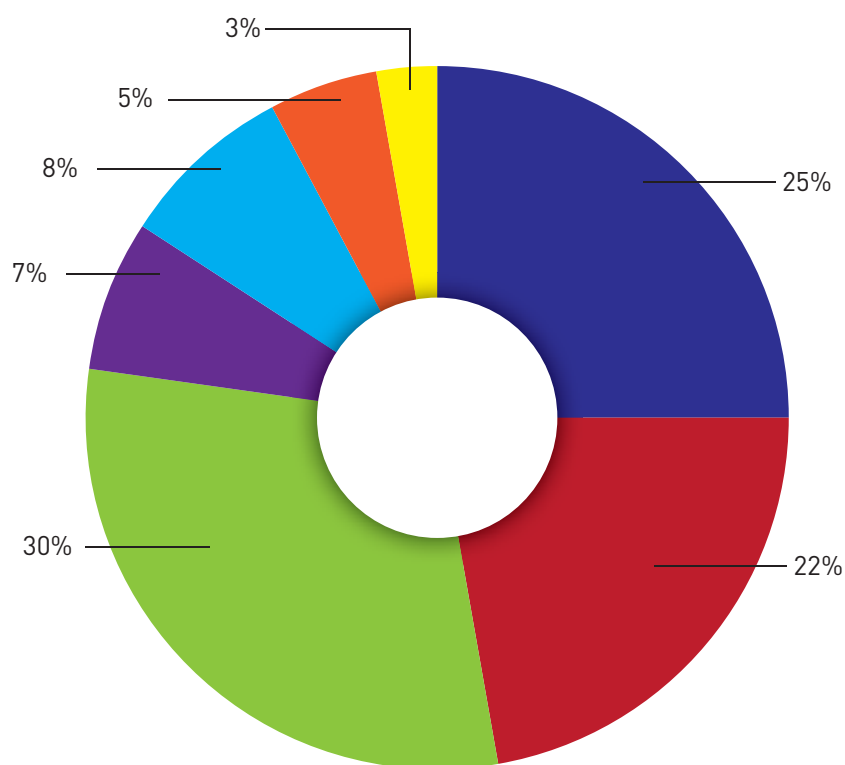
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Visitors at Brews & Spirits Expo 2022

Decision Makers at Brews & Spirits Expo



- Managing Director/Bar Manager /Pub Manager/Purchase Manager 30%
- Owner/Founder/Partner 25%
- Others 22%
- Raw Material Supplier 8%
- Wine Producer/Brewer/Distiller 7%
- Retailer 5%
- Equipment Manufacturer 3%



Thank you for giving this opportunity. We came with a hope of getting excellent support and crowd at the show and indeed we have got excellent response and now we have a lot of leads to carry on, we could meet industrial leaders from different segments. We are delighted to be here and it was a very fruitful participation. I am sure we will be here again in 2023. Thanks for giving this platform

Magan Khakharia

Managing Director
Microfilt India (P) Ltd



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Brews & Spirits

EXPO

Conference

Grain to Glass 3.0” - Innovation for Disruption (6 July 2022)

Panel Discussions

- D2C; The New Route to Brand Building
- Branded Retail; New Moves by Drinks Brands in the On and Off Trade
- Collaborate to Grow; Product Innovation via Cross-Industry Collaboration
- Think local; Distillates and Brews being made with grains like rice, millets, ragi, etc.
- Sustainability; The wave of the future across the supply chain
- Fire Side chat: Asset Light approach to Launch Brands in India



Congratulations to the team on the conclusion of a very successful edition of Brews & Spirits Expo. It was a very vibrant event with a good mix of exhibitors and visitors. It was a great to come back to such a well-organised event after more than two years of isolation and lack of human touch.

I am sure you will now be looking at enhancing the experience next year and setting yourselves a very high bar. All the best for that and we look forward to being a part of the event next year too.

Gopi Shankar

Director
Trade & Industry | Global Victoria
Victorian Government Trade and Investment
State Government of Victoria, Australia

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Conference

Presentations

- Global Review of Alcoholic Drinks Market with a Focus on Recovery in India – Euromonitor International
- The Power of Social Media – Sonal Holland
- Connecting Consumers to Brands through New Experiences - Auth, Trace & Beyond – Vlinder Labs
- Making Wine out of Unconventional (pulpy) Fruits like Guava & Jamun – Praras Biosciences
- Co-create your Story with Packaging – HP Indigo



It's a brilliant two days experience. Thank you very much for the opportunity and the platform. I think if I can rate Brews & Spirits expo by 10, I will rate it an 11 out of 10. Looking at the flow of the show, it is a perfect flow. It was the right kind of gathering and definitely I am looking forward to the next one

Malay Kumar Rout

Founder

WSCI- Wine & Spirits Club of India



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Speakers/Panelists:



Abhirup Bhattacharyya
Brand Ambassador,
Maka Zai Rum



Akash Gogoi
Owner, North East Agro
Products & Services



Amulya Pandit
Consultant,
Euromonitor International



Anjali Batra
Co-founder & CMO,
Food Talk India



Arman Sood
Co-Founder
Sleepy Owl Coffee



Aslam Gafoor
General manager
Luxury Dining - DineOut



Dr.T.N. Bhavanishankar
Director,
Schevaran Innovation Centre



Charnelle Martins
Distilling Head,
Stranger and Sons



Elizabeth Yorke
Founder,
Saving Grains



Gaurav Thapar
Wine Marketeer and
Educator, Karnataka
Wine Board



Glenn Harrison
Ellerslie Hop



Gokul Tirumalai
Success Amplifier
Viimder Labs



Greg Croke
Managing Director,
Ellerslie Hop



Hansel Vaz
Founder, Cazulo Feni



Heemanshu Ashar
Global Brand Ambassador,
Paul John Single Malts



Hemanth Rao
Founder
Single Malt Amateur Club



Hina Nagarajan
MD & CEO,
DIAGEO India



Jan Biering
Head of Research
Institute for Beer and
Beverage Production



Kasturi Banerjee
Founder,
Stilldistilling Spirits Pvt. Ltd.



Keshav Prakash
Founder
The Vault and
The Vault Biennale



Khalil Bachooali
Co-founder & Distiller,
Adventurist Spirits



Mansoor Ali
Business Head,
Estuary World



Minakshi Singh
Co-Founder, Cocktails &
Dreams Speakeasy and
Sidecar



Mrinal Manu
Managing Director,
Blue Ocean Beverages



Narayan Manepally
Co-founder,
Geist Brewing



Nayanabhiram Deekonda
Vice President Restaurants,
Bira 91



Nguyen Duc Huy
Regional Sales Manager,
Southeast Asia, Fermentis



Patricia Diniz Fischer
Team Leader of
Sensory Analysis



Phil Kelm
Brewery
Consultant



Priyanka Save
Co-Founder
Hill Zill Wines



Prasad Date
Customer Success Manager,
HP Indigo, HP Inc



Rachelle Rochecoste
Ellerslie Hop



Rakshay Dhariwal
Co-Founder,
Pass Code Spirits and
Pass Code Hospitality



Rohan Carvalho
President
Indian Flair Bartenders
Association (IFBA)



Shatthi Basu
Founder
STIR Academy



Sibi Venkataraju
Co-founder, Toit



Sonal Holland
Founder & Director,
SoHo Wine Consultants
and Sonal Holland Wine
Academy



Dr.S. Uma Sankar IAS
Excise Commissioner,
Government of West Bengal



Viboli Yeptho
Sr. Executive,
Praras Biosciences Pvt. Ltd.



Vidur Gupta
Co-Founder,
Stranger & Sons



Vikram Achanta
Founder and CEO,
Tulleeho



Vishal Deorah
Co-Founder
The Whiskey Company

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Other Events

VLB Workshop on Sensory The Tool to bring your Beer true to type

- Introduction to the Workshop and context setting
- Tasting of Wheat - beer with in-time evaluation and flavour discussion
- Presentation about the typical flavour profile and what is important during the production of German style Hefeweizen
- Tasting of IPA with in-time evaluation and flavour discussion
- Presentation about the typical flavour profile and what is important during the production
- Tasting of Stout with in-time evaluation and flavour discussion
- Presentation about the typical flavour profile and what is important during the production
- Q & A
- Closing Remarks and certificate distribution



Workshop Presenters



Patricia Diniz Fischer
Team Leader of
Sensory Analysis



Jan Biering
Head of Research Institute for
Beer and Beverage Production



I did receive good feedback from attendees and participants and congratulate you for holding a successful convention at such scale. I also assure of CIABC's continued support for such initiatives in the industry and wish you every success for the Expo 23 and for the time until then.

Vinod Giri

Director General
Confederation of Indian Alcoholic
Beverage Companies

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Masterclass



Masterclass on Wine Pro-Stepping
stone to the journey in the Wine World

Sonal Holland
Founder & Director,
SoHo Wine Consultants and
Sonal Holland Wine Academy



Masterclass on Wines of Karnataka
A Sense of Taste and Pleasure

Gaurav Thapar
Wine Marketeer and Educator



Masterclass on Maka Zai Rum

Abhirup Bhattacharyya
Brand Ambassador
Maka Zai Rum



Masterclass on Blended Water

Mansoor Ali
Business Head
Estuary World



Congratulations!! For continuing with confidence and strong conviction, the annual show on alcobev. One and only in South India confirms the commitment and organisational skill of the organisers. Industry, commerce, educational institutes from various parts of the country has responded with appreciation and full support.

Sidd Banerji

Founder, CEO, Editor
Apex Wine Club India, Mumbai

Trade Fair and Conference for Beer, Wine and Spirits Production

Brews & Spirits

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Masterclass



Masterclass on Solution to Meet the
New Trend in Beverages: Low & No
Alcohol Beer

Nguyen Duc Huy
Regional Sales Manager
Southeast Asia, Fermentis

Masterclass on Fresh is Best – An Introduction to
Ellerslie Australia's Finest Hops



Greg Croke
Managing Director of
Ellerslie Australia



Glenn Harrison



**Rachelle
Rochecouste**



Masterclass on- Carbonation
Fundamentals for Beer

Phil Kelm
Brewery Consultants



Masterclass on The Singleton Whisky

Ajay Nayyar
Brand Ambassador
The Singleton Whisky



At Brews & Spirits we are participating for the first time, awesome response at the exhibition. We had good customer footfalls and good enquiries. Good Arrangements done by Brews & Spirits team. It was a good experience and nice arrangements in Bangalore and thank you so much for having us here

Peesh Ajit Ramnathkar

DGM- Sales & Marketing
AGI Clozures

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Brews & Spirits

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IFBA FLAIR CHALLENGE 2022

By Sky Vodka

Jury Members

Shatbhi Basu

Founder STIR Academy

Rohan Carvalho

President Indian Flair
Bartenders Association (IFBA)

Sachin Gowda

Co-founder of
Flairology Bar School

Varun Sudhakar

Founder of Bar Bundle



Trade Fair and Conference for Beer, Wine and Spirits Production



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Media Coverage of Brews & Spirits Expo

Bangalore

- Deccan Herald
- Business Standard
- The Hans India
- Karnataka
- Vishwanai
- EeSanje
- Indu Sanjhe
- Sanje Prabha
- Suvarna Times of Karnataka
- Vishwavaridhi
- Bharat Sarthi

Chennai

- Trinity
- Business Standard
- News Today
- The Hans India
- Southern Mail
- Deccan Herald
- Evening Tamilnadu
- Maalai Thamizhagam
- Dinakural
- DinaBhoomi

Hyderabad

- Business Standard
- The Hans India
- Deccan Herald
- Andhra Prabha
- Surya
- Nava Telangana
- Janam Sakshi
- Vishalandhra
- Manam



Sanje Prabha

Day	Sunday	Date	July, 03, 2022
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ಬೆಂಗಳೂರಿನಲ್ಲಿ ಜುಲೈ ಆಂಡ್ ಸ್ಟಿರಿಟ್ಸ್ ಎಕ್ಸ್ಪೋ 2022!

Brews & Spirits EXPO

6 - 7 July 2022

Manpho Convention Centre, Manyata Tech Park Road, Bengaluru

ಸಮ್ಮೇಳನವನ್ನು ನಿರೂಪಿಸಿ ಬರೋನ್ ಆವರಣದ ಆಯೋಜಿಸಲಾಗುತ್ತಿದೆ. ಫ್ರಾನ್ಸ್, ಆಂಡ್ ಸ್ಟಿರಿಟ್ಸ್ ಎಕ್ಸ್ಪೋ ಸಂಸ್ಥಾಪಕರು ಭಾಗವಹಿಸಲಿದ್ದಾರೆ. ಸಂಘಟನೆಗಳು, ಫಿಷಿಂಗ್ ತಯಾರಿಕೆಗಳು, ಟ್ಯಾಂಕ್ ಮಾಡಿಂಗ್‌ಗಳು, ರಿಟಿಟಲ್ ಪ್ರಭಾವದ ವಿಷಯವನ್ನು, ಈಜು ಪದಾರ್ಥಗಳ ಪೂರೈಕೆಯನ್ನು, ಒಟ್ಟಾರೆಯಾಗಿರುವ ನಿರೀಕ್ಷೆಯಿದೆ. ಫ್ರಾನ್ಸ್, ಸ್ವೀಡನ್, ತಯಾರಣೆ, ದಿವ್ಯವಿಧಗಳು, ಮತ್ತು ಆರೋಗ್ಯಕರ ಟ್ಯಾಂಕುಗಳು, ಹೊಸ ಹಿಂದಿನ ಆವೃತ್ತಿಗಳಿಗೆ ಸೇರಿವೆ. ಈ ಟ್ಯಾಂಕುಗಳ ಮೇಲೆ ಬಹುಮುಖ್ಯವಾದ ಅಂಶ ಎಂದರೆ "ಸ್ಟ್ರಾಟ್ ಒನ್ ಗ್ಲಾಸ್ 3.0" ಕುರಿತು

ಸಮ್ಮೇಳನವನ್ನು ನಿರೂಪಿಸಿ ಬರೋನ್ ಆವರಣದ ಆಯೋಜಿಸಲಾಗುತ್ತಿದೆ. ಫ್ರಾನ್ಸ್, ಆಂಡ್ ಸ್ಟಿರಿಟ್ಸ್ ಎಕ್ಸ್ಪೋ ಸಂಸ್ಥಾಪಕರು ಭಾಗವಹಿಸಲಿದ್ದಾರೆ. ಸಂಘಟನೆಗಳು, ಫಿಷಿಂಗ್ ತಯಾರಿಕೆಗಳು, ಟ್ಯಾಂಕ್ ಮಾಡಿಂಗ್‌ಗಳು, ರಿಟಿಟಲ್ ಪ್ರಭಾವದ ವಿಷಯವನ್ನು, ಈಜು ಪದಾರ್ಥಗಳ ಪೂರೈಕೆಯನ್ನು, ಒಟ್ಟಾರೆಯಾಗಿರುವ ನಿರೀಕ್ಷೆಯಿದೆ. ಫ್ರಾನ್ಸ್, ಸ್ವೀಡನ್, ತಯಾರಣೆ, ದಿವ್ಯವಿಧಗಳು, ಮತ್ತು ಆರೋಗ್ಯಕರ ಟ್ಯಾಂಕುಗಳು, ಹೊಸ ಹಿಂದಿನ ಆವೃತ್ತಿಗಳಿಗೆ ಸೇರಿವೆ. ಈ ಟ್ಯಾಂಕುಗಳ ಮೇಲೆ ಬಹುಮುಖ್ಯವಾದ ಅಂಶ ಎಂದರೆ "ಸ್ಟ್ರಾಟ್ ಒನ್ ಗ್ಲಾಸ್ 3.0" ಕುರಿತು

ಪಾನೀಯಗಳಿಗೆ ಒಂದಾಗಿ. ಇದು 2023 ರವರೆಗೆ 6.8% ಸುಮಾರು ಸಣ್ಣ ಈ ಬೆಲೆಬೆಳೆಗುವಿಕೆಯನ್ನು ಪ್ರತೀಕ್ಷಿಸಲಾಗಿದೆ. ಆದ್ದರಿಂದ ಉದ್ಯಮದ ನಿಮ್ಮ ವಿಭಾಗಗಳಿಗೆ ಬಲವಾದ ಪ್ರೇರಣೆ ನೀಡುತ್ತದೆ. ಇದು ಪ್ರಸ್ತುತವಾಗಿದೆ ಮತ್ತು ಇದು ಉದ್ಯಮದ ಮುಂದುವರಿಯುವ ನಿರೀಕ್ಷೆಯಿದೆ. ಈ ಪ್ರಸ್ತುತವು ಉತ್ಪಾದಕರು, ವ್ಯಾಪಾರಿಗಳು, ರಿಟಿಟಲ್‌ಗಳು, ಸಂಸ್ಥೆಗಳಿಗೆ ಮತ್ತು ಸಮಸಮಯ ಕ್ರಿಯಾಶೀಲತೆಗಳಿಗೆ ಸೇರಿದಂತೆ ಹಲವಾರು ಪರಿಧಿ ಸಂವಹನ ಪ್ರದರ್ಶನಗಳಿಗೆ ಸಂಬಂಧಿಸಿದೆ.

THE HANS INDIA

Day	Wednesday	Date	July, 06, 2022
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Brews & Spirits Expo from today

Brews & Spirits Expo, organised by PDA Ventures Pvt Ltd, is all set to be held on July 6, 7, 2022, at the Manpho Convention Centre, Bengaluru. The last two editions witnessed exhibitors from around the world showcase and display products, solutions, technologies and services with a parallel conference and technical workshops by experts from several countries yielded a wealth of information on current trends in the industry and other relevant topics. Catering to the Indian-market demand, Brews & Spirits Expo, an exclusive trade show for beer, wine and spirits production technologies, was guided by prominent industry veterans in the form of an advisory committee, designing the event.

Trade Fair and Conference for Beer, Wine and Spirits Production

Brews & Spirits

EXPO

Media Coverage of Brews & Spirits Expo



Industry focussed Brews & Spirits Expo to be held on 6th & 7th July 2022

By S. S. Srinivasan | 07 July 2022, 08:00 AM



6 - 7 July 2022
Manglo Convention Centre
Mangalore Park Road,
Bangalore

July 4: The Brews & Spirits Expo, organized by PDA Ventures Pvt Ltd, is all set to be held on 6 - 7 July 2022 at the Manglo Convention Centre, Bangalore. The last two editions witnessed exhibitors from around the world showcase & display products, solutions, technologies and services with a parallel conference and technical workshops by experts from several countries yielded a wealth of information on current trends in the industry and other relevant topics.

Featuring a focused Trade fair, Conference on "Grain to Glass 3.0": Innovation for Disruption, Technical Workshop by VLD Berlin on Sensory Training & Beer Styles, IFBA Mixology & Flair Challenge and curated Master Classes, Brews & Spirits Expo is expected to bring together technology providers, equipment, component manufacturers, brand owners, digital influencers, raw materials suppliers; brewers, winemakers, distillers, distributors and retailers of alcohol; food and beverage experts from the hotel, restaurant and entertainment sector; as well as for connoisseurs of spirits and wine.

India's alcoholic beverage industry, estimated at USD 52.5 billion, is one of the biggest in the world. It is expected to grow at a CAGR of 6.8% till 2023, says the Indian Council for Research on International Economic Relations (ICRIER). The market is expected to show a 12.2% growth in volume to reach 14,712.6 million litres by 2025. Even the nascent craft beer segment is expected to grow at 108.59% in volume.

In recent years, the immense market potential has led to several brewpubs, microbreweries, and innovative craft spirits burgeoning across the country. 5-star hotels and restaurants are also upgrading their facilities to cater to the rising demand and a customized menu of delectable cuisines.

Owing to this growth surge, a strong premiumization trend is now prominent in all sections of the Alco-Bev industry and is expected to advance further. The trend is linked to several interlinked businesses, including the production, packaging, labelling, storage, and flavouring industries.



Industry focussed Brews & Spirits Expo to be held on July 6 and 7, 2022



New Delhi (India), July 4: The Brews & Spirits Expo, organized by PDA Ventures Pvt Ltd, is all set to be held on July 6-7, 2022 at the Manglo Convention Centre, Bangalore. The last two editions witnessed exhibitors from around the world showcase and display products, solutions, technologies and services with a parallel conference and technical workshops by experts from several countries yielded a wealth of information on current trends in the industry and other relevant topics.

Featuring a focused Trade fair, Conference on "Grain to Glass 3.0": Innovation for Disruption, Technical Workshop by VLD Berlin on Sensory Training & Beer Styles, IFBA Mixology & Flair Challenge and curated Master Classes, Brews & Spirits Expo is expected to bring together technology providers, equipment, component manufacturers, brand owners, digital influencers, raw materials suppliers; brewers, winemakers, distillers, distributors and retailers of alcohol; food and beverage experts from the hotel, restaurant and entertainment sector; as well as for connoisseurs of spirits and wine.

India's alcoholic beverage industry, estimated at USD 52.5 billion, is one of the biggest in the world. It is expected to grow at a CAGR of 6.8 per cent till 2023, says the Indian Council for Research on International Economic Relations (ICRIER). The market is expected to show a 12.2% growth in volume to reach 14,712.6 million litres by 2025. Even the nascent craft beer segment is expected to grow at 108.59 per cent in volume.

The immense market potential has led to several brewpubs and micro-breweries, as well as innovative craft spirits, burgeoning across the country in recent years. 5-star hotels and restaurants are also upgrading their facilities to cater to the rising demand and a customized menu of delectable cuisines.

Owing to this growth surge, a strong premiumization trend is now prominent in all sections of the Alco-Bev industry and is expected to advance further. The trend is linked to several interlinked businesses, including the production, packaging, labelling, storage, and flavouring industries, among others.

Brews currently are moving beyond the conventional ones and seeking innovations that resonate with the trending demands of the Indian Alco-bev industry. However, are gaining immense traction thanks to the influence it has on the present consumers, and several industry specific trends are waiting to be explored and cultivated.

Catering to the Indian-market demand, Brews & Spirits Expo (www.brewsandspiritsexpo.com), an exclusive trade show for beer, wine and spirits production technologies, was guided by prominent industry veterans in the form of an advisory committee (described below).

The 2 day trade fair and conference that runs concurrently is titled "Grain to Glass 3.0": Innovation with Economics International as Knowledge Partner, Tutorials as conference partner consists of key note speeches, insightful panel discussions, special addresses and technology presentations by senior executives, industry leaders, academics and other subject matter experts such as: **Mr. Rajeev Singh, MD & CEO, Duggan India, National Veterinary, Co-founder, Sansi Brewing, Bangalore, (India); Co-founder, Polaris and P&G Hospitality, Kattur, Bangalore; Founder, Stillwatering Spirits Pvt Ltd, Mysuru; Co-founder, Global Brand Ambassador, Paul John, Sri Venkateswara, Co-founder, Sri Vikram Deheshwar, Chief Innovation Officer, Duggan India, Harsco India; Founder, Cabala Farm, Kolar, Karnataka; Co-founder & Director, Advertiser Spirits, Asset Gages; Owner, North East Agro Products & Services, Pimpri, Maharashtra; Co-founder, H&J Winery, Shivajinagar, Bangalore; Founder, Sanyal Winery, Shivajinagar; Co-founder, Sanyal & Sons, Mysuru; Founder, Blue Ocean Beverages, Angul, India; Co-founder & CEO, Food Talk India, Vijaya Nagar; Co-founder, The Whiskey Company, Shillong, India; Founder, Sri Aravind, Madhavika Dist., Mysuru & Davanur, Karnataka; Founder, The President Restaurants, Bina B1 and many more.**

An exclusive workshop by VLD Berlin will be taking place on the 7 July on "Sensory: The key to bring your Beer true to type" followed by curated masterclasses conducted by senior professionals and brands such as Stone Island Wine Academy, Stone Zoo, Karnataka Wine Board, Cotary and others will be part of Brews & Spirits Expo.

The expo is supported by Karnataka Brewers and Distillers Association, Contribution of retail to curative, Beverage Companies, Craft Brewers Association of India, Wine & Spirits Club of India, Grape Growers Association of India, National Restaurant Association of India, IFT (Chefs) Association, Fragrances & Flavour Association of India, Indian Flair Bartenders Association, Karnataka Wine Board, Apex Wine Club India and more.

The Brews & Spirits Expo, organized by PDA Ventures, is the off-shoot media partner and the agency between the magazine and the event will play a catalytic role in the success of the Expo.

[Link](#)

Business Standard

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ThePrint

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India's alcoholic beverage industry, estimated at USD 52.5 billion, is one of the biggest in the world. It is expected to grow at a CAGR of 6.8 per cent till 2023, says the Indian Council for Research on International Economic Relations (ICRIER). The market is expected to show a 12.2% growth in volume to reach 14,712.6 million litres by 2025. Even the nascent craft beer segment is expected to grow at 108.59 per cent in volume.

The immense market potential has led to several brewpubs and micro-breweries - as well as innovative craft spirits - burgeoning across the country in recent years. 5-star hotels and restaurants are also upgrading their facilities to cater to the rising demand and a customized menu of delectable cuisines.

Owing to this growth surge, a strong premiumization trend is now prominent in all sections of the Alco-Bev industry and is expected to advance further. The trend is linked to several interlinked businesses, including the production, packaging, labelling, storage, and flavouring industries, among others.

Trade Fair and Conference for Beer, Wine and Spirits Production

Brews & Spirits

EXPO

Media Coverage of Brews & Spirits Expo

ಭಾರತ ಸಾರಥಿ

Bharat Sarathi

Day	Sunday	Date	July, 03, 2022
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ಬೆಂಗಳೂರಿನಲ್ಲಿ ನಡೆಯಲಿರುವ ಜೀವ್ಸ್ ಆಂಡ್ ಸ್ಪಿರಿಟ್ಸ್ ಎಕ್ಸಪೋ 2022!

Brews Spirits EXPO
6 - 7 July 2022
Manpho Convention Centre, Manyata Tech Park Road, Bengaluru

ಬೆಂಗಳೂರಿನಲ್ಲಿ ನಡೆಯಲಿರುವ ಜೀವ್ಸ್ ಆಂಡ್ ಸ್ಪಿರಿಟ್ಸ್ ಎಕ್ಸಪೋ 2022, 6 ಮತ್ತು 7 ಜುಲೈ 2022 ರಂದು ಮಂಘೋ ಕನ್ವೆನ್ಷನ್ ಸೆಂಟರ್, ಮನೆಯಾ ಟೆಕ್ ಪಾರ್ಕ್ ರೋಡ್, ಬೆಂಗಳೂರಿನಲ್ಲಿ ನಡೆಯಲಿರುತ್ತದೆ. ಈ ಘಟನೆಯು ಜೀವ್ಸ್ ಮತ್ತು ಸ್ಪಿರಿಟ್ಸ್ ಉದ್ಯಮದಲ್ಲಿ ಅತ್ಯಂತ ಮುಖ್ಯವಾದ ಘಟನೆಯಾಗಿದೆ. ಈ ಘಟನೆಯು ಜೀವ್ಸ್ ಮತ್ತು ಸ್ಪಿರಿಟ್ಸ್ ಉದ್ಯಮದಲ್ಲಿ ಅತ್ಯಂತ ಮುಖ್ಯವಾದ ಘಟನೆಯಾಗಿದೆ. ಈ ಘಟನೆಯು ಜೀವ್ಸ್ ಮತ್ತು ಸ್ಪಿರಿಟ್ಸ್ ಉದ್ಯಮದಲ್ಲಿ ಅತ್ಯಂತ ಮುಖ್ಯವಾದ ಘಟನೆಯಾಗಿದೆ.

Evening Tamilnadu

Day	Sunday	Date	July, 03, 2022
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Industry focussed Brews & Spirits Expo to be held on 6th & 7th July 2022

Brews Spirits EXPO
6 - 7 July 2022
Manpho Convention Centre, Manyata Tech Park Road, Bengaluru

Chennai: The Brews & Spirits Expo, organized by PDA Ventures Pvt Ltd is all set to be held on 6 - 7 July 2022, at the Manpho Convention Centre, Bangalore. The last two editions witnessed exhibitors from around the world showcase & display products, solutions, technologies and services with a parallel conference and technical workshops by experts from several countries yielded a wealth of information on current trends in the industry and other relevant topics.

Featuring a focused TradeFair, Conference on 'Growth in Glass 3.0', International Diagnostic, Technical Workshop by VLB Berlin on Brewery Training & Beer Styles, IPA Mastering & Beer Challenge and curated Master Classes, Brews & Spirits Expo is expected to bring together technology providers, equipment, component manufacturers, brand owners, digital solutions, raw materials suppliers, brewers, vineyarders, distillers, distributors and retailers of alcohol, food and beverage experts from the hotel, restaurant and entertainment sectors, as well as consultants of spirits and wine.

Subin alcoholic beverage industry, estimated at US\$ 12.3 billion, is one of the biggest in the world. It is expected to grow at a CAGR of 4.8% till 2023, says the Indian Council for Research on International Economic Relations (ICRIER). The market is expected to show a 12.7% growth in volume to reach 16,71.2 million litres by 2023. Even the nascent craft beer segment is expected to grow at a rate of 108.59% in volume.

The immense market potential has led to several startups and micro-breweries - as well as innovative craft spirits - burgeoning across the country in recent years. 5-star hotels and restaurants are also upgrading their facilities to cater to the rising demand along with a customized menu of delectable cuisines.

Owing to this growth, a strong promotional trend is now prominent in all sections of the Alcohol industry and is expected to advance further. The trend is linked to several interrelated businesses including the production, packaging, labelling, storage and financing infra, among others.

Brews & Spirits Expo is also offering a parallel conference and technical workshops by experts from several countries yielded a wealth of information on current trends in the industry and other relevant topics. The expo is supported by Karnataka Brewers and Distillers Association, Confederation of Indian Alcoholic Beverage Companies, Craft Brewers Association of India, Wine & Spirits Club of India, Grape Growers Association of India, National Restaurant Association of India, UP Distillers Association, Fragrances & Flavours Association of India, Indian Flair Bartenders Association, Karnataka Wine Board, Apex Wine Club India and more.

Southern Mail

Day	Tuesday	Date	July, 05, 2022
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Industry focussed Brews & Spirits Expo to be held on 6th & 7th July 2022

Brews Spirits EXPO
6 - 7 July 2022
Manpho Convention Centre, Manyata Tech Park Road, Bengaluru

Chennai: The Brews & Spirits Expo, organized by PDA Ventures Pvt Ltd is all set to be held on 6 - 7 July 2022, at the Manpho Convention Centre, Bangalore. The last two editions witnessed exhibitors from around the world showcase & display products, solutions, technologies and services with a parallel conference and technical workshops by experts from several countries yielded a wealth of information on current trends in the industry and other relevant topics. The expo is supported by Karnataka Brewers and Distillers Association, Confederation of Indian Alcoholic Beverage Companies, Craft Brewers Association of India, Wine & Spirits Club of India, Grape Growers Association of India, National Restaurant Association of India, UP Distillers Association, Fragrances & Flavours Association of India, Indian Flair Bartenders Association, Karnataka Wine Board, Apex Wine Club India and more. The Brews & Spirits magazine, published by PDA Ventures, is the official media partner and the synergy between the magazine and the event will play a catalysing role for the success of the Expo.

ಸಂಯುಕ್ತ ಕರ್ನಾಟಕ SAMYUKTA KARNATAKA

Day	Monday	Date	July, 04, 2022
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ಬ್ರೀವ್ಸ್ ಪ್ರದರ್ಶನ

ಬೆಂಗಳೂರು: ಪಿಡಿಎ ಆಯೋಜಿಸಿರುವ ಬ್ರೀವ್ಸ್ ಆಂಡ್ ಸ್ಪಿರಿಟ್ಸ್ ಎಕ್ಸಪೋ ಇದೇ 6 ಮತ್ತು 7 ರಂದು ಬೆಂಗಳೂರಿನ ಮನೆಯಾ ಕನ್ವೆನ್ಷನ್ ಸೆಂಟರ್ ನಲ್ಲಿ ನಡೆಯಲಿದೆ. ಗ್ರೋಸ್ ಟು ಗ್ರಾಸ್ 3.0 ಕುರಿತು ಸಮ್ಮೇಳನವನ್ನು ವಿಎಲ್‌ಡಿ ಬರ್ಲಿನ್ ಆವರಿಂದ ಆಯೋಜಿಸಲಾಗುತ್ತಿದೆ. ಬ್ರೀವ್ಸ್ ಆಂಡ್ ಸ್ಪಿರಿಟ್ಸ್ ಎಕ್ಸಪೋ ತಂತ್ರಜ್ಞಾನ ಪೂರೈಕೆದಾರರು, ಸಲಕರಣೆಗಳು, ಘಟಕ ತಯಾರಕರು, ಬ್ಯಾಂಡ್ ಮಾಲೀಕರು, ವೈನ್ ತಯಾರಕರು, ಡಿಸ್ಟಿಲರಿಗಳು, ವಿತರಕರು ಮತ್ತು ಅಲ್ಕೊಹಾಲ್ ವ್ಯಾಪಾರಿಗಳು, ಹೋಟೆಲ್, ರೆಸ್ಟೋರೆಂಟ್ ಮತ್ತು ಮನರಂಜನಾ ವಲಯದ ತಜ್ಞರು ಎಲ್ಲರೂ ಪಾಲ್ಗೊಳ್ಳುವ ನಿರೀಕ್ಷೆ ಇದೆ ಎಂದು ಪ್ರಕಟಣೆ ತಿಳಿಸಿದೆ.

Trade Fair and Conference for Beer, Wine and Spirits Production

Brews & Spirits

EXPO

Brews & Spirits Expo 2022



Trade Fair and Conference for Beer, Wine and Spirits Production

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Brews & Spirits Expo 2022



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&
Spirits**

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Opportunities**



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