

2nd EDITION

CRAFT DRINKS INDIA 2019

International Trade Fair and Conference
for Beer, Wine and Spirits Production

3 – 4 July, 2019 | Manpho Convention Centre
Manyata Tech Park Road, Bengaluru

Member of the Beviale Family

Blending Business.

www.craftdrinksindia.com

Post Show
Report

Organisers

NÜRNBERG / MESSE



CRAFT DRINKS INDIA 2019

Blending Businesses at Bengaluru

“ We have been very happy about CDI as we have received many visitors from our own country, India who were not aware of our new version of machinery that has been launched into the market. I wish all the best to CDI.

Yogesh Babbar,
General Manager,
SS packaging INC

”

The 2nd edition of Craft Drinks India encompassing a tradefair, conference, technical workshop and competitions brought the Indian Alco-Bev industry under one roof on 3 & 4 July 2019.

As the comprehensive and only tradefair for the Alco-Bev industry, Craft Drinks India witnessed world-renowned solutions, technologies and services from across the globe as exhibits. A mix of new exhibitors as well as returning high-profile brands offered an array of latest innovative products for the Alco-Bev industry.

Conference on “Grain to Glass 2.0”, offered a wealth of experience and expertise encompassing most relevant topics as well as current trends in the industry. Speakers at the conference included some of the prime movers of the Alco-Bev segment in India, drawn from across the beer, wine and spirits sectors.

Technical workshop conducted by Versuchs-und Lehranstalt Für Brauerei (VLB) from Berlin was another big draw to Craft Drinks India wherein brew masters from all over India took part for a half-day workshop. The IFBA Flair Challenge 2019, for the first time in Bengaluru, conducted the Flair and Mixology Competition and the competition brought the much-needed attention for the bartending community in India.

The event was a big hit with both the exhibitors as well as the visitors, who expressed their satisfaction with the show and unanimously expressed their interest to be part of the next 2020 edition.

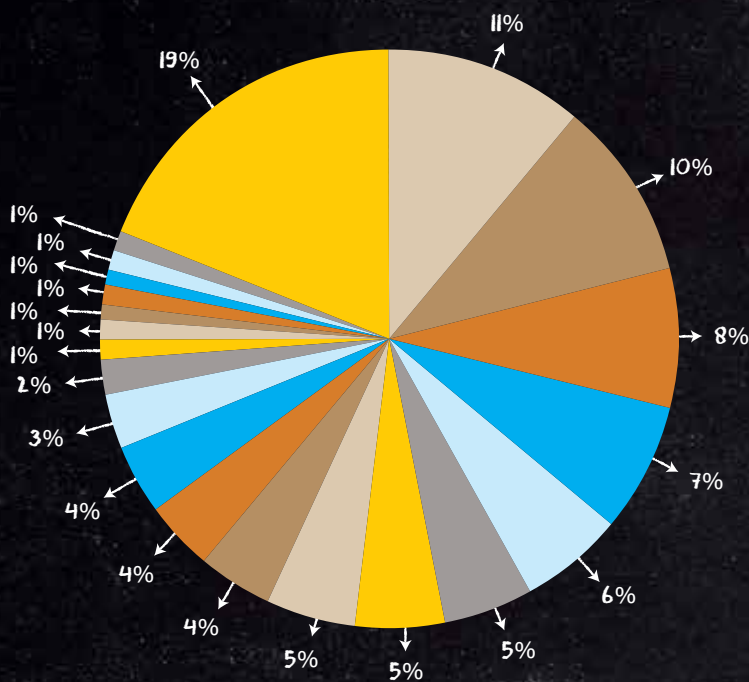


Visitor Analysis

of Craft Drinks India 2019

Over
81%
Decision Makers

Visitors by Business Activity



F & B Professionals	11%
Beer Manufacturers	10%
Brand Owners/Pubs/Clubs	8%
Hospitality Industry	7%
Restaurants	6%
Brewers	5%
Microbrewers	5%
Craft brewers	5%
Distributors	4%
Distilleries	4%
Catering Institutes	4%
Importers	3%
Press members	2%
Wine Makers	1%
Wineries	1%
Retailers	1%
Traders - Beer & Distilled	1%
Spirits (Cellar to Seller)	1%
National and Regional Chains	1%
Sommeliers	1%
Others	19%



Visitor Analysis

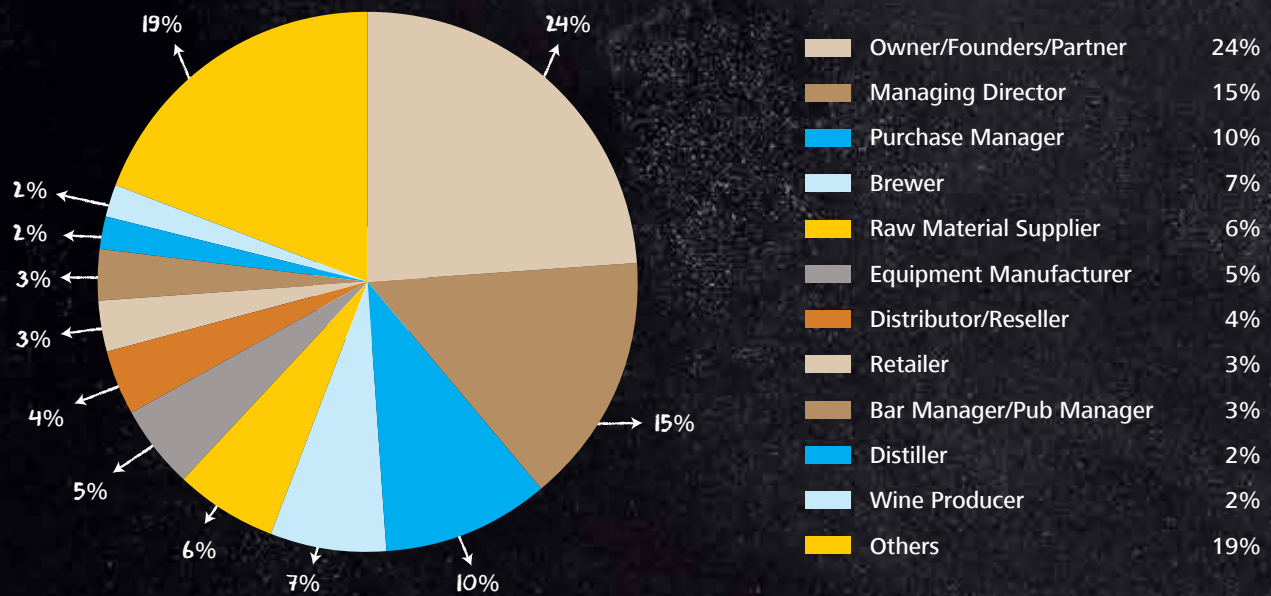
of Craft Drinks India 2019

“ This is our second Craft Drinks India attendance. Last year they had a very good start and this year is much better than last year because more and more people are coming and we not only see craft brewers but also brewers from bigger breweries, who are our main customers of course.

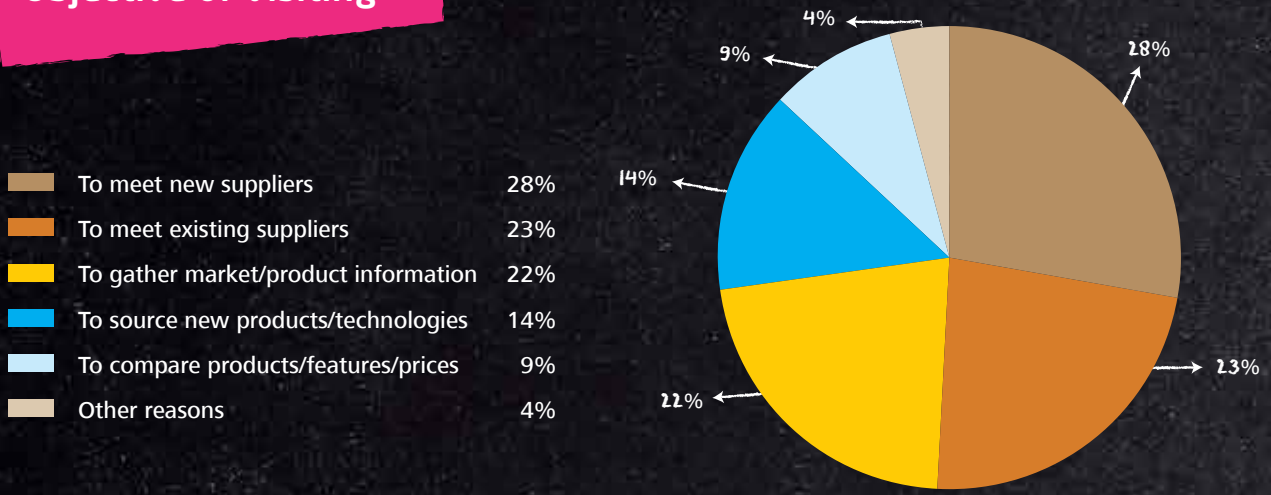
Fred Mostert,
Key Account Manager,
Micromatic, Denmark

”

Craft Drinks India Visitor Profiles



Objective of Visiting



Brands at Craft Drinks India 2019



10 Downing Street	Briggs Brewery Private Limited	Join The Grid	Shangri-La Hotel
3 Monkeys Brewpub	Brindco Sales Private Limited	Jungbusch Ales India Private Limited	Shepherd House Brewing Co.
9 Degree Brewing	Brother Barley Brewing Company	Kaama Breweries Private Limited	Simba Beer
90'S Beer Cafe	Byg Brewski Brewing Company	Kalpatharu Breweries & Distilleries Private Limited	Skuas Breweries and Beverages Private Limited
Aakruthi Group	Caramba Lounge Bar	Kals Breweries Private Limited	Sona Wines
Aarpee Beverages	Carlsberg India Private Limited	Kar Breweries Private Limited	Spirited Experiences LLP
Ab Inbev Limited	Cartier Hotel & Resorts	Kati Patang Beer	Stranger and Sons
Ace Alcobev Private Limited	Cavalier Brewing Co.	Khoday Breweries Ltd	Sula Vineyards Private Limited
Adaptive Energy System Private Limited	Cazulo Premium Feni	Lambu Subu Food & Beverages	Tetrad Microbreweries Private Limited
Adinco Distilleries Private Limited	Celebrity Breweries Pvt.Ltd.	Latambarcem Brewers Private Limited	The Barge
Agave Industries India Private Limited	Communiti	Mahaveer Wine Stores	The Biere Club
Alchemy Bangalore	DBR Splendid Spirits and Hospitality Private Limited	Mannheim Craft Brewery	The Brew Estate
Alcoholwl	Dewhon Beverages	Millers Bar & Stek House	The BrewMaster
Amrut Distilleries Private Limited	Diageo India	Ministry Of Beer	The Druid Garden
Anand Spirits	Doolally Craft Beers	Mizo Brewery	The Fixx Bar
Anheuser-Busch Inbev	Drifters Breweries Private Limited	Mount Distillery Limited	The Happy Box
Anurag Wines	Eatrepeat India Private Limited	Mount Everest Breweries Limited	The Mysore Sugar Co. Ltd.
Aqua Spirits Inc	English Craft Brewing Co.	Nao Spirits	The Nettle & Fern Hotel
Arbor Brewing Company (India) Private Limited	Float Brewery	Native Brews Private Limited	The Oak Barrel
Arcadia Bars Private Limited	Gateway Brewing Co.	Naveen Distillery	The True South Company
Asav Vineyards	Geist Craft Beer	NJM Blends Private Limited	Three Dots And Dash
Associated Alcohol & Breweries Ltd.	Global Spirits	Normandy Breweries & Distillery	Titos
Attherate Retail Ventures Llp	Goa Brewcraft	Paul Resort and Hotel	Toit/Ph4 Food & Beverages Private Limited
Aurum Brew Works	Grover Zampa Vineyards Ltd	Pecos Hotels and Pubs Private Limited	Turaco Spirits Private Limited
Avy Beverages Pvt Ltd	GYLt	Prost Brew Pub	United Breweries Limited
Bangalore Brew Works Private Limited	Hammered Pub	Pump House Private Limited	Vapour & Vapour Bar Exchange
Bardiya Distillery Private Limited	Hard Rock Café	Radisson Blu Hotel	Vault Fine Spirits
Beer Chronicles India	Hoot Cafe And Brewery	Rasa	VBev
Biergarten	Hops & Barrels Private Limited	Ravikumar Distilleries Limited	Velho Microbrew Private Limited
Bira91	Huli Spirits Private Limited	Red Rhino Brewing	Wanderers Brewing Private Limited
Blyton'S	Hype	Rhea Distilleries	White Owl
Brew And Barbeque - Microbrewery Pub	Ian Macleod Distilleries India Private Limited	Rsv Food & Beverages Private Limited	White Rhino Brewing Co.
Brew Beyond Borders	Independence Brewing Company	Seven Islands Craft Brewery Private Limited	Wild Tiger Rum
Brew Craft Hospitality Private Limited	Indospirit Group	Shakesbierre Brewpub & Kitchen	Windmills Craftworks
Brew Mart	John Distilleries Private Limited		Yardhouse Brewery Private Limited
Brewdog India			Yellow Submarine
			Zencha

Exhibitors at Craft Drinks India 2019

Ace Technologies
Agaram Industries
Agave Industries India Private Limited
Alfa Laval India Private Limited
Angus Dundee India Private Limited
AV Measurement and Control India
Brew Indian Brewing Solutions
Cask Global Canning Systems
Charles Faram and Co Limited
Chembond Calvatis Industrial Hygiene Systems Limited
Chemline India Limited
Cipriani Harrison Valves Private Limited
Creative Labels Private Limited
CYBASE India
DVKSP Impex
Elephas Engineering Private Limited
Endress Hauser India Private Limited
Fosroc Chemicals India Private Limited
Geist Beer works restaurants and microbrewery Private Limited
Hambleton Bard Limited (UK)
HYPRO Engineers Private Limited
Ice Make Refrigeration Limited
Janus International Private Limited
Khushnoor Enterprises
Kitten Enterprises Private Limited
Krones India Private Limited
Lehui Finnah Engineering and Equipment Private Limited
Mettler Toledo India Private Limited
Naran Lala Private Limited
Ningbo HGM Food Machinery Co Limited
PMG Integrated Communications Private Limited
PMV Maltings Private Limited
Prodeb brewery Technology Belgium Private Limited
Pune Gasparts and Services Private Limited
S I Lesaffre
Sanky Technical Consulting Private Limited
Shridhan Automation Private Limited
Skalar Analytical India Private Limited
Spectra Plast India Private Limited
Spectraa Technology Solutions Private Limited
SSP Packaging Industries Private Limited
SY Brewtech
Techpac India
Techsol Engineers
Thermax Limited
Trigon Digital Solutions
USP Packaging Solutions Private Limited
World Pack Automation Systems Private Limited
Zytex Biotech Private Limited



“ I have come here from Germany and I am very impressed with this exhibition in India, and it's the second edition already of Craft Drinks India and we from Krones are here the first time. What I can say so far it has been a great experience. We had a lot of customers here at our booth. We had very interesting discussions with the small breweries but also with the bigger ones and we thank the CDI organisers from our side it was a great experience.

Severin Thomandl,
Sales Manager,
Krones

”

Support & Endorsement

Craft Brewers Association of India
All India Distilleries Association
Karnataka Brewers and Distillers Association
U.P. Distillers Association
All India Wine Producer's Association
All Gujarat Distillers Association
NRAI
India's Bartender's Guild
AHK Indo-German
Indian Homebrewers Association

Grain to Glass 2.0

With financial stability, a sine qua non for any business, the Craft Drinks India's Annual International Conference "Grain to Glass 2.0" started with an address on the path to profitability and elaborated on what investors look for in "crafting" goods business. Followed by a challenging topic of maintaining the ethos of craft as you scale up, panel discussions addressed different means of creating brand identities, new facets of promotion like creating brand experiences, regulatory issues, technical aspects and choosing the right equipment for a successful business.

The international conference took a deep dive into Technical Brewing, as we unravel the secrets of the "wheat beer". With the global borders shrinking, the importance of understanding an export-driven strategy from current practitioners was also explored.



“ This is our first time at a trade show in India. We are marketing our canning systems to craft brewers. So far the show has been great. We have had a lot of people interested in our product. The craft brewing industry in India is growing quite dramatically. But it is still in its early stages so we are anxious to come back to craft drinks India next year.

Mr Peter Love,
CEO,
Cask Global Canning Solutions

”

Key Note Speakers at Craft Drinks India 2019



Shri Venkata Raja IAS
Addl Commissioner of Excise,
Govt of Karnataka



Matthias van der Straeten
Deputy Head, Economic Affairs,
German Consulate Bangalore



Michael Vachon
Co-founder,
Maverick Drinks



Narayan Manepally
Founder & CEO,
Geist Beer



Jan Biering
Scientific Consultant,
VLB-Berlin

Speakers at Craft Drinks India 2019



Aditya Challa
Founder,
Susegado



Ajay Nagarajan
CEO,
Windmills Craftworks



Amit Mishra
Co-Founder,
IG Brewtech



Amulya Pandit
Senior Research Analyst,
Euromonitor International



Anand Virmani
Co-Founder & CEO,
Nao Spirits



Appadurai
Country Manager,
Hewlett-Packard
India Sales Pvt Ltd



Ashok Chokalingam
Head-International Operations,
Amrut Distilleries



Charnelle Martins
Head- Distillery Operations,
Stranger and sons



Dr. Ashtavinayak Paradh
Co-Founder and Chief Brewer,
Goa Brewing Co



Dr. Gaurav S. Ghosh
Senior Manager,
Tax & Economic Policy,
Ernst and Young



Gaurav Sikka
Managing Director,
Arbor Brewing Company



Gautom Menon
Director,
Wild Tiger Rum



Hansel Vaz
Founder,
Cazulo Premium Feni



Heemanshu Ashar
Head - Marketing,
Paul John Indian
Single Malt



Ishaan Puri
Founder,
White Rhino Brewing



Jaikishan Pati
Sr. Manager,
Tax & Economic Policy,
Ernst and Young



Keshav Prakash
Director,
Vault Fine Spirits



Michael D Souza
Master Distiller,
John Distilleries



Nitesh Chhapru
Chief Innovation Officer,
Diageo



Oliver Schauf
Co - Founder,
Doolally Craft Beers



Pratekk Chturvedi
Co-Founder,
Ministry of Beer



Pushpanjali Banerji
Director,
Taali Creative



Regan Henriques
Managing Partner,
Rhea Distilleries



Severin Thomandl
Sales Manager,
Krones



Sibi Venkataraju
Co-Founder,
TOIT Brew Pub



Suraj Shenai
Founder & CEO,
Goa Brewing CO



Susan Dias,
Founder,
Native Brews



Vedvati Rajee
Corporate Marketing Head,
Thermax



Vidya Kubher
Head Brewer,
Geist



Vikram Achanta
Co-Founder & CEO,
Tulleeho



Technical Workshop by VLB, Berlin

The 2nd edition of Craft Drinks India hosted a Technical Workshop on Microbial Quality Assurance Plan and Beer Spoilage Bacteria by VLB, Berlin. The workshop covered the basics in applied microbiology with an introduction to typical beer spoilage microorganisms.

The Workshop offered a basic overview as to how to set up a quality assurance plan about microbiology in a brewery. Thereby allowing breweries to effectively address quality questions or uncover potential problems.



Bartending

Flair Bartending is the practice of bartenders entertaining guests, clientele or audiences with the manipulation of bar tools and liquor bottles in tricky, dazzling ways. Organised for the first time in Bengaluru since its inception, the IFBA Flair Challenge 2019 hosted some of the top bartending professionals from India.





“ This is the first time we have been in India and it has been a great platform to meet and interact with potential customers and make our products know. We are definitely going to be back for Craft Drinks India 2020 ”

Fischborn Tobias,
R and D Manager and
Brewing Expert,
Lallemand Brewing Canada

SIBA BEER X
in cooperation with Beviale Family

BrauBeviale

BevialeMoscow

CRAFT BEER ITALY

CRAFT DRINKS INDIA

CRAFT BEER CHINA

KOREA INTERNATIONAL BEER EXPO
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BevialeMexico

Feira Brasileira da Cerveja
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SEE YOU AT
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Organised by:

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