

CARRYING THE TORCH

Craft Beer Italy – Milan, second edition

Craft Beer Italy once again demonstrated that craft beer, or birra artigianale, is still on the rise in Italy. Over 900 visitors came to Milan's exhibition center MiCo on March 27 and 28, 2019. A larger exhibition space was needed for this return performance and 74 international exhibitors were ready to bring participants up to date about current products and services. Like last time Doemens Academy and VLB Berlin were responsible for the speakers' program which was very well received.

At the opening of the event, everyone involved agreed that the craft beer trend in Italy continues to grow. Opportunities, however, bring new challenges for Italian brewers. Andrea Kalrait, events manager at BrauBeviale and International Product Manager of the Beviale Family, Dr.-Ing. Werner Gloßner, Doemens Academy, and Dr. Deniz Bilge, VLB Berlin, stressed the importance of Craft Beer Italy as an important B2B event. Teo Musso, veteran of the Italian craft beer scene and founder of Baladin, one of Italy's most successful craft breweries, spoke about the unique challenges the Italian craft beer market holds for brewers. Stefania Calcaterra, NürnbergMesse Italia, was pleased that participation had significantly increased due to positive

responses to the first edition, thus necessitating a larger facility for exhibitors from across the craft beer spectrum.

Conference program – Valuable contributions from research and practice

Doemens and VLB Berlin were again responsible for the symposia. Response to the lectures was, yet again, consistently positive. A mix of international and local industry experts shared their considerable knowledge and vision based on extensive research and practical experience with visitors.

Two conference rooms full of participants featured speakers who addressed a broad variety of topics



The Italian Championship of Beer Sommeliers, which took place on the evening of the first day of the fair, was a visitor magnet. Giovanna Berloni from the brewery IBeer was crowned champion.



The conference's many lectures, programmed by VLB Berlin and Doemens Academy, were well received across the board.

covering all aspects of the craft beer world. Topics ranged from raw materials procurement and handling to malt and hops processing, focusing on technology in the brewery, yeast management and filling systems as well as marketing and ancillary business areas such as craft spirits.

Quality control received special attention. Burke Dignam of the Trilium Brewing Company in Boston/USA and Pietro Di Pilato of Brewfist in Italy, for example, offered examples of how craft brewers on both sides of the Atlantic face similar challenges to consistent quality maintenance. These two speakers presented ways in which micro-enterprises with limited resources can ensure the highest possible product qual-

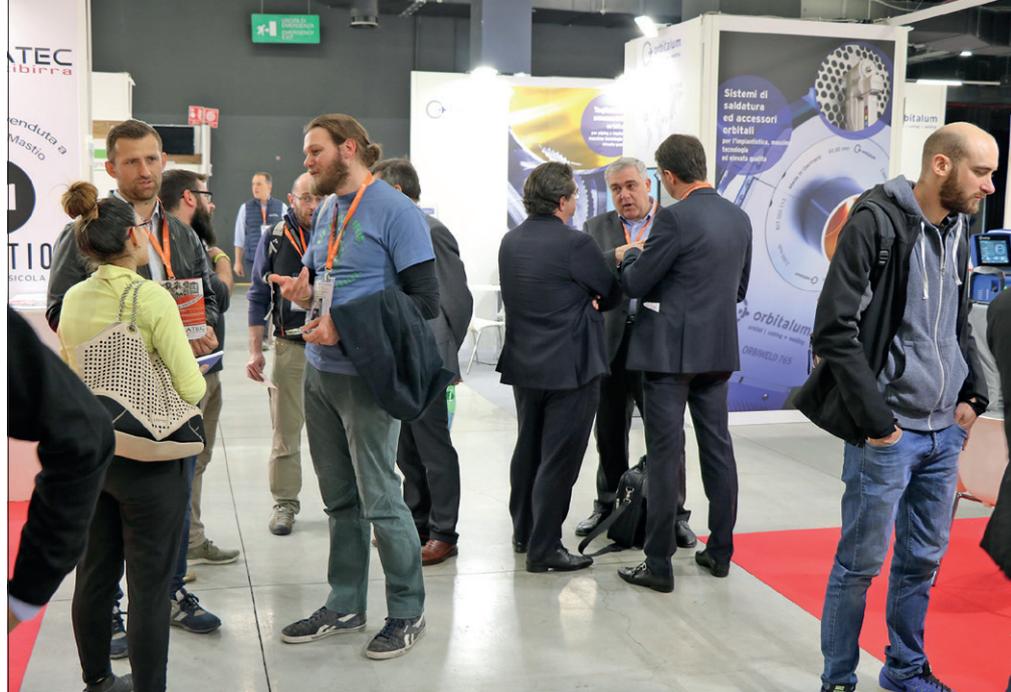


Craft Beer Italy moved to the MiCo exhibition center in Milan this year due to its more generous exhibition space.

ity, despite the many risks associated with wild yeasts. Both companies are now using PCR technology in the laboratory for timely detection of contamination with wild yeast or *S. diastaticus*.

Tastings and competitive events

In addition to lectures by experts, the four Taste It! areas were also open for visitors to experience the diversity of the Italian craft beer world in tastings led by UnionBirrai and Doemens' beer sommeliers. In a much-anticipated event, visitors also witnessed the finale of the Italian Championship of Beer Sommeliers live, in which Giovanna Berloni from IBeer prevailed against four other sommeliers. She will represent the Italian



The hustle and bustle around the suppliers' booths at Craft Beer Italy 2019. 74 exhibitors presented their products and technology innovations to more than 900 visitors – from raw materials to process and filling technologies to marketing.

beer sommelier team this fall at the World Championship of Beer Sommeliers in Rimini.

For the first time, the “Best Craft Beer Label” contest, organized by NürnbergMesse Italia in cooperation with Tic Tac Stampa, took place. Awards are given for the three best craft beer labels in terms of design, environmental sustainability and consumer information coverage. First prize went to the Birrificio Vetra brewery, with their “Vetra Pils.” “Tangie” from the Ritual Lab brewery was the runner-up. The brewers of Birrificio Lambrate were pleased with their third place result for two beers: “Tiramisu” – a stout – and “Barrel # 2.”

The homebrewing forum organized by Movimento Birra premiered this year, providing home brewers with

the necessary know-how for producing tasty beers in their own four walls.

Summary

With this year's event, which was a rousing success, Craft Beer Italy has solidified its position as a B2B meeting place for Italy's craft beer world. In contrast to other events in the country, the focus here is on synergies between brewers and suppliers. Opportunities for professional development through lectures and discussions certainly contributed to the success of the event. In the land of pizza and wine, craft beer is still on the rise and Craft Beer Italy is in a strong position to support Italy's craft brewers as they grow their market. (cs) □