

5<sup>th</sup> Trade Fair and Conference  
for Beer, Wine and  
Spirits Production

**4 – 6 September 2024**  
**KTPO Convention Centre,**  
**Whitefield, Bengaluru**

**Brews  
&  
Spirits**

**E X P O**

# Crafting Collaborative Opportunities

Trade Fair • Conference • B2B Meetings • Technical Workshops • Master Classes & Tasting  
Networking Events • Flair & Mixology Challenge • bbb Awards

Organised by:



Official Publication:

**Brews & Spirits**

Conference Partner:



[www.brewsnspiritsexpo.com](http://www.brewsnspiritsexpo.com)

# Brews&Spirits Expo:

Brews & Spirits Expo, now in its 5th edition, is a dedicated trade fair and conference for the production of beer, wine, and spirits. Since its inception in 2018, the Expo has served as a vital conduit in the dynamic alcobev market, seamlessly connecting innovators, 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.

The past four editions of the Expo featured exhibitors from around the world showcasing products, solutions, technologies, and services for beer, wine, and spirits production. The fifth edition, scheduled to be held from September 4-6, 2024, in Bengaluru, aims to add value to the alcobev ecosystem by providing a platform to foster partnerships within the industry.

## India's thriving alcobev sector

The country is at an inflection point and according to the International Spirits and Wines Association of India (ISWAI), its alcoholic beverage industry, which is currently contributing 2% to the country's GDP, is poised to reach \$64 billion in the next five years, driven by factors such as rising incomes, urbanization, increased access, premiumization and a younger consumer base (100 million new legal drinking age consumers are projected in the next 5 years). It is anticipated that India will become the fifth-largest global market for alcoholic beverages in the near-medium term.

## Startup boom and innovation

The Indian alcobev industry is undergoing a premiumization journey, with alcoholic beverage startups experiencing a boom. These innovative players are disrupting the market with authentic, high-quality local and traditional craft liquors, carving niches in premium and semi-premium segments. Leveraging advanced production techniques, indigenous ingredients, and global collaborations, they position themselves as leaders in the global market.

## Segmental trends and premiumisation

Dynamic changes are observed across segments, with whiskey remaining dominant while beer gains popularity as a result of social drinking trends and the rise of craft breweries. Wine and Gin, experiencing a global resurgence, also show impressive growth, reflecting a consumer shift towards premiumization and experimentation.

## International influence and FTAs

Major international brands entering the Indian market further contribute to the growth of the premium segment. The Free Trade Agreement (FTA) with Australia, signed in 2022, is expected to boost foreign investment by reducing tariffs on imported alcoholic beverages, making them more affordable for Indian consumers.

In the heart of this thriving landscape, the Brews & Spirits Expo acts as a catalyst, propelling India's alcobev sector into new dimensions by fostering connections, knowledge exchange, and showcasing the latest innovations. The trade fair and conference play a pivotal role in steering the industry towards unparalleled growth.

# Brews & Spirits EXPO



I wanted to extend my heartfelt gratitude for your continued collaboration with us. The recently concluded exhibition was an outstanding success, and your support and partnership played a significant role in achieving this milestone.

We received positive feedback from attendees, exhibitors, and industry experts, highlighting the value you brought to the exhibition.

**Jitendra Khater**  
Co-Founder, Cocktails India





## Exhibitor Profile

- Alcobev Brands
- Automation, Robotics & Control Systems
- Flavours / Hops / Malts / Chemicals/ Extracts
- Glassware, Crockeries, Bar Refrigeration, Dispensing Equipment, Tools & Supplies
- Laboratory Equipment & Analytical Systems
- Manufacturers of Equipment, Technologies and Services for Alcohol Production
- Manufacturers of Equipment, Technologies and Services for Filling & Packaging
- POS, Apps & Inventory Management Software
- Industry Association Embassies, Training Institutes & Academia
- Warehouse, Distribution & Logistics



Great Occasion to Showcase our brands and let the industry know of our presence, had good quality footfalls.

**Aditya Khoday**  
Director, Khoday India Limited

## Visitor Profile

- Brand Owners / Pubs
- Clubs / Bars & Restaurants
- Breweries
- Catering Institutions
- Digital Influencers & Media
- Distilleries & Distillers
- Distributors
- F & B Professionals
- Government, Regulators and Excise Departments
- Hospitality Industry
- Importers
- Industry Associations
- National & Regional Chains
- Production Designers
- Research Institutes / Training Institutes
- Resellers
- Retailers
- Sommeliers
- Traders- Beer & Distilled Spirits (Cellar to Seller)
- Vineyard Owners
- Wine Clubs
- Wine Makers
- Wineries



It was our first time exhibiting at Brew & Spirits Expo and it has definitely been worthwhile. The number of visitors who came to our stall along with the insights we have collected has far exceeded our expectations and we are really excited to start planning our next steps as an organization for the future.

**Abhishek Vohra**  
General Manager - Marketing,  
Inbrew Beverages

## Why Exhibit?

Participating in the Brews & Spirits Expo as an exhibitor is not just about showcasing products; it's a strategic investment in the future success of your brand. It provides a comprehensive platform to not only present your innovations but also gather critical market intelligence, establish collaborations, and refine your business strategies for sustainable growth in the dynamic Indian alcobev market.

## Why Visit?

The Brews & Spirits Expo is relevant to anyone involved in the making, sourcing, buying, shipping, bottling, selling, and marketing of beer, wine, and spirits. This show is designed specifically for key players across multiple groceries, convenience, wholesaler, and on-trade sectors as well as producers, wineries, distilleries, and service providers across the private label and branded wine and spirit sectors.

If you are interested in the latest developments in beverage production and would like to establish new contacts, then you should visit the Expo.





## Other Events

Conference, technical workshops, and masterclasses are featured alongside the Expo, focusing on topics and issues relevant to the Indian Alcobev sector. Case studies, panel discussions, and workshops will revolve around industry developments, highlighting best practices, production trends, and technologies.

Awards will be presented to the Best Brands in Bars determined through a survey among the 120 best bars in India.



## About the Organiser

### PDA Ventures Pvt Ltd

(A wholly owned subsidiary unit of PDA Trade Fairs Pvt Ltd)

PDA headquartered in Bangalore, India has forged its forte and domain expertise for over two decades in organising niche and industry specific B2B international trade fairs and conferences in India and overseas. With a proven track record of organising multiple, cyclic editions and very successful trade exhibitions for the marine, woodworking, banking, wind energy, airports, fitness, alcobev tech and beauty industry verticals, PDA Ventures is one of India's largest homegrown private sector professional trade fair and conference organisers.



Supported By:



### PDA Ventures Private Limited

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