

# CRAFT DRINKS INDIA 2018

Member of the Beviale Family

Trade fair and conference for  
Beer, Wine and Spirits Production

White Orchid Convention Center, Bangalore, India  
4 – 5 July

**Blending Business.**

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

**Post Show  
Report**

Organisers

NÜRNBERG / MESSE

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trade fairs

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## Post Show Report

### India's first trade show for Brews, Spirits & Wine production technologies takes wing in Bangalore

*Craft Drinks India, the first edition of India's only dedicated trade show for Alco Bev Production technologies concluded on the 5th Of July 2018 post 2 days of energetic networking by industry professionals.*

The inaugural edition of Craft Drinks India jointly organised by NürnbergMesse India (the organisers of a globally recognised Beviale cluster of beverage events) and PDA Trade Fairs Pvt. Ltd from the 4-5th July 2018, is India's first comprehensive trade show platform for the Alco- Bev production industry. Covering wine, spirits and beverage production technology and ancillary products, the event provided a perfect platform over two days for the craft drinks ecosystem to meet, interact, deliberate and witness cutting edge global technologies.

As modern India's metro narrative is being shaped by a young well educated & well-travelled populace of achievers, there is growing demand for the finest in Dining, wining & living . To cater to this discerning group, the metros have seen a steady growth of fine dining places, restaurants, pubs and a more recent phenomenon, the brewpubs.

The inaugural edition of CRAFT DRINKS INDIA(CDI) organised at the White Orchid Convention Center played host to various exhibitors from India & overseas. Vindicating the need for a dedicated Alco-bev technology trade event, CDI drew Brewpub owners, Restaurant owners and Hoteliers, Entrepreneurs interested to invest in the hospitality sector, Brewers & technologists from across India.

Craft Drinks India's conference "Grain to Glass" on Day 1, saw renowned speakers from the industry share their wisdom and advice to the audience. Day 2 witnessed a vibrant oversubscribed workshop conducted by Versuchs- und Lehranstalt für Brauerei (VLB) from Berlin. The workshop included presentations on what went into making a great beer and detecting off flavours.

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 edition.

### ■ Features

2 day tradefair covering the whole spectrum of beverage production and marketing.

Conference on " Grain to Glass " by the leading brewers/distillers.

Workshop on Principles of Sensory and Practical block in Brewing by VLB Berlin (An institute for brewing from Germany).



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### Exhibitors:

Hypro Engineers	Sanky Technical Consulting	Ugar Sugar Works
Prodeb Brewing Technology India	Pall India	Karnataka Wine Board
DVKSP	Zytext Biotech Pvt Ltd	Rapid Bevtech Pvt Ltd
Spectraa Technology Solutions Pvt Ltd	PMV Maltings Pvt Ltd	Rinac India Ltd
Anton Paar India	Jaya Industries	Brew Force Technologies
S Brewing Solutions	Bright Beer Industries	Agave Industries India Pvt Ltd
Fermentis	Arkane Engineering	Hotelier talk
Easy Brew	Kalpataru Breweries And Distilleries Pvt Ltd	VLB Berlin
Ace Technologies	Geist Beer	Tulleeho Portals pvt ltd
Agaram Industries	Werner Finley	Chlorophyll technologies
Lehui India Engg and Equipment Pvt Ltd	Taurus Engineering	

### Conference:

Conference on "Grain to Glass" focused on discussions that helped entrepreneurs who are planning to enter the craft drinks ecosystem, either as a producer or as a supplier and also insisted on the encouragement this fledgeling sector requires. It also demonstrated how a healthy craft drinks sector in India can be of benefit to all stakeholders - consumers, farmers, manufacturing and service industries and the exchequer.

#### Presentations and Panel Discussions on:

- Alcoholic Drinks: A reflection of the Indian market and underlying consumer trends
- Native Indian Spirits and Brews - Turning the corner or still struggling  
What does it take to start a Brewpub
- Secrets of Sourcing for Boutique & Entrepreneurial Companies
- Brewpub 2.0 - With brewpubs in India approaching the 10 year mark, what's next for the sector? How do they evolve?
- Opportunities to optimise shelf life and distribution by filtration
- Talent Wars - Technical Talent - Gaps and Opportunities
- Innovation and the brand: Crafting a new AlcoBev category in a new India



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### Speakers at Craft Drinks India 2018

Speakers Name	Designation	Organisation Name
Mr Narayan Manepally	CEO	GEIST
Mr Rahul Jawale	Consultant	Euromonitor International
Dr P. Lakshmi Narasimham	IAS	Commissioner of Prohibition & Excise Government of Andhra Pradesh
Mr Desmond Nazareth	Managing Director	Agave India
Mr Regan Henriques	Managing Partner	Rhea Distilleries
Ms Susan Dias	Founder	Native Brews Pvt. Ltd.
Mr Hansel Vaz	Founder	Cazulo Premium Feni
Mr Aniruddha Mookerjee	Conservationist and Author	
Mr Ajay Nagarajan	CEO	Windmills Craftworks
Mr Navin Mittal	Founder & Partner	Gateway Brewing Company
Mr Aditya Challa	Founder	Susegado
Mr Sibi Venkataraju	Co-Founder	Toit
Mr Prateek Chaturvedi	Founder	Ministry of Beer
Mr Vijay Kasi	Vice President	A.T. Kearney
Mr Ravi Varma	Founder & Managing Director	Hypro Engineers
Mr Gaurav Sikka	Managing Director	Arbor Brewing Company
Mr Manu Gulati	Founder	Effingut Brewerkz
Mr Sushil Kumar Eashwaran	Joint Managing Director	Prodeb Brewery Technology Belgium Pvt. Ltd.
Mr Prashant Nadagoudar	Technical Specialist India & SEA Lab & Food and Beverage BU	Pall Lifesciences.
Mr Vikram Achanta	Co-founder and CEO	Tulleeho
Mr Michael D'Souza	Master Distiller	Paul John Distilleries
Mr Anand Virmani	Co - Founder	Greater Than Gin
Mr Mathew Callahan	Master Brewer	Toit
Mr Ankit Sethi	Founder	Brew Nation
Mr Manu Misra	Chief Whip	Moonshine Meadery

### Day 2: Workshop

#### Conducted by:

Mr Jan Biering, Scientific Worker and Consultant, VLB, Institute for Beer and Beverage Analysis

- Principles of Sensory: How our bodies detect and perceive sensory stimuli Practical Block- Exercises in basic tastes and flavour thresholds
- The Fundamentals Introduction to common characteristics / off- flavours in beer, their origin and avoidance strategies Practical Block- Exercises in typical beer flavours and off-flavours
- Testing Schemes Evaluation of selected products using different testing schemes Practical Block -Testing Schemes Triangle test, duo trio test

# CRAFT DRINKS INDIA 2018

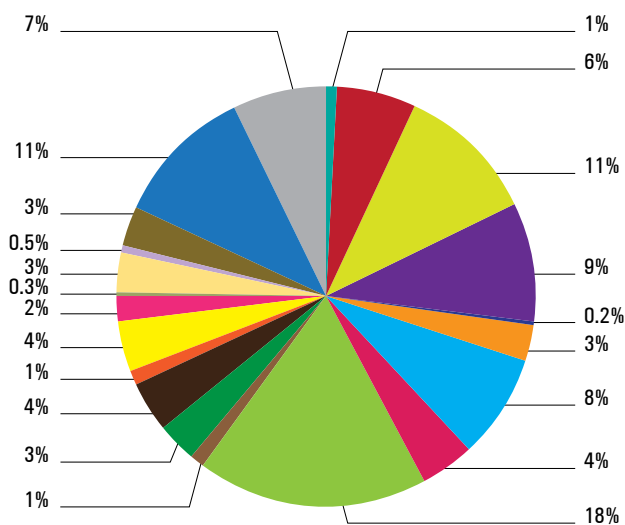
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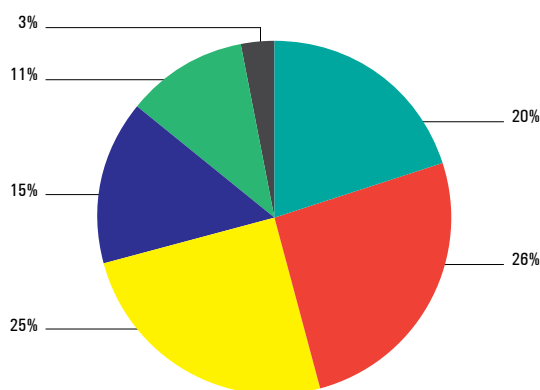
### Visitor Analysis

Visitors by business activity



- Beer Manufacturers - 1%
- Brand Owners /Pubs/Clubs - 6%
- Brewers - 11%
- Catering Institutes - 9%
- Craft brewers - 0.2%
- Distilleries - 3%
- Distributors - 8%
- F & B Professionals - 4%
- Hospitality Industry - 18%
- Importers - 1%
- Microbrewers - 3%
- National and regional chains - 4%
- Press members - 1%
- Restaurants - 4%
- Retailers - 2%
- Sommeliers - 0.3%
- Traders -Beer & Distilled - 3%
- Wine Makers - 0.5%
- Wineries - 3%
- Services & Utilities - 11%
- Financial Services, investors, Healthcare - 7%

### Objective of visiting Craft Drinks India 2018



What is the purpose of your visit to CRAFT DRINKS INDIA 2018

- To meet existing suppliers - 20%
- To meet new suppliers - 26%
- To gather market / Product information - 25%
- To source new products / technologies - 15%
- To Compare products / features / prices - 11%
- Other (please specify) - 3%

Visitors from **67** Cities | **21** States | **12** Countries

Attended Craft Drinks India 2018

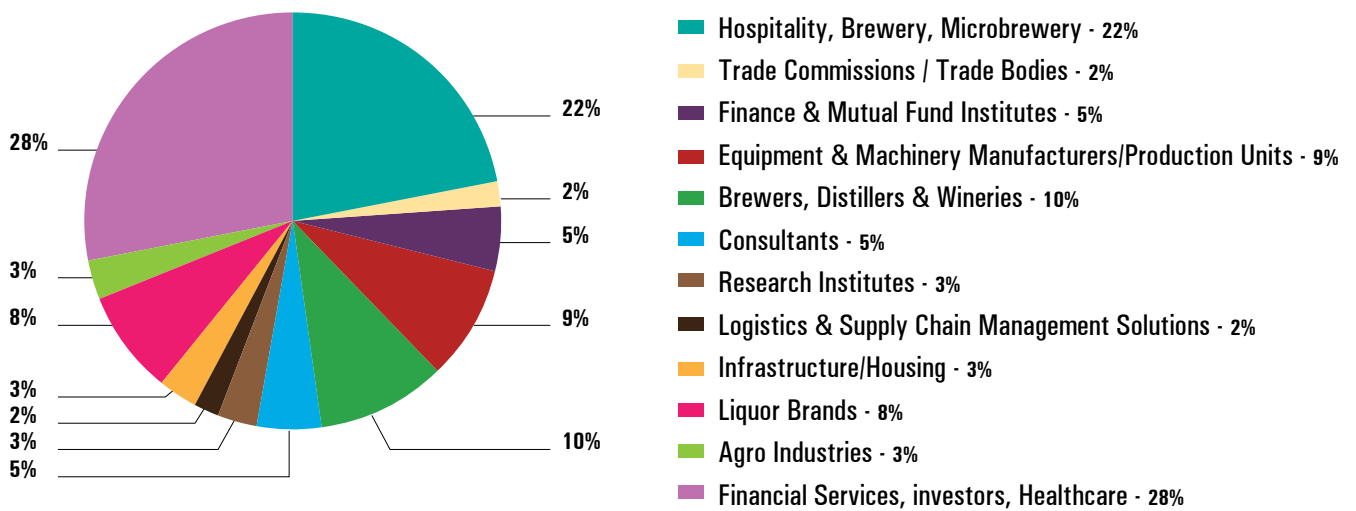
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### ■ Delegate Analysis



### ■ Advisory Committee

#### Chairperson

**Mr Narayan Manepally,**

Founder & CEO, Beerworks

Restaurants & Microbrewery Pvt. Ltd.

#### Members

**Mr Arvind Raju**

Founder, The Biere Club

**Mr Sibi Venkataraju**

Co-Founder, Toit, Bangalore

**Mr Gaurav Sikka**

Managing Director,

Arbor Brewing Company

**Mr Ajay Nagarajan**

CEO, Windmills Craftworks

**Mr Navin Mittal,**

Founder & Partner, Gateway

Brewing Co

**Mr Matthew Callahan**

Head Brewer, Toit Brewpub

**Mr Aditya Challa**

Founder, Susegado, Goa

**Mr Vikram Achanta**

Co-Founder & CEO, Tulleeho



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### 2018 Glimpses



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**SIBA BEER X**  
in cooperation with Beviale Family

**BrauBeviale**

**BevialeMoscow**

**CRAFT BEER ITALY**

**CRAFT DRINKS INDIA**

**CRAFT BEER CHINA**

**PROPAK ASIA**  
in cooperation with Beviale Family

**SEA BREW**  
CONFERENCE & TRADE FAIR  
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2<sup>nd</sup> EDITION

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3 – 4 July, 2019

Manpho Convention Centre,  
Manyata Tech Park Road,  
Bengaluru, India

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