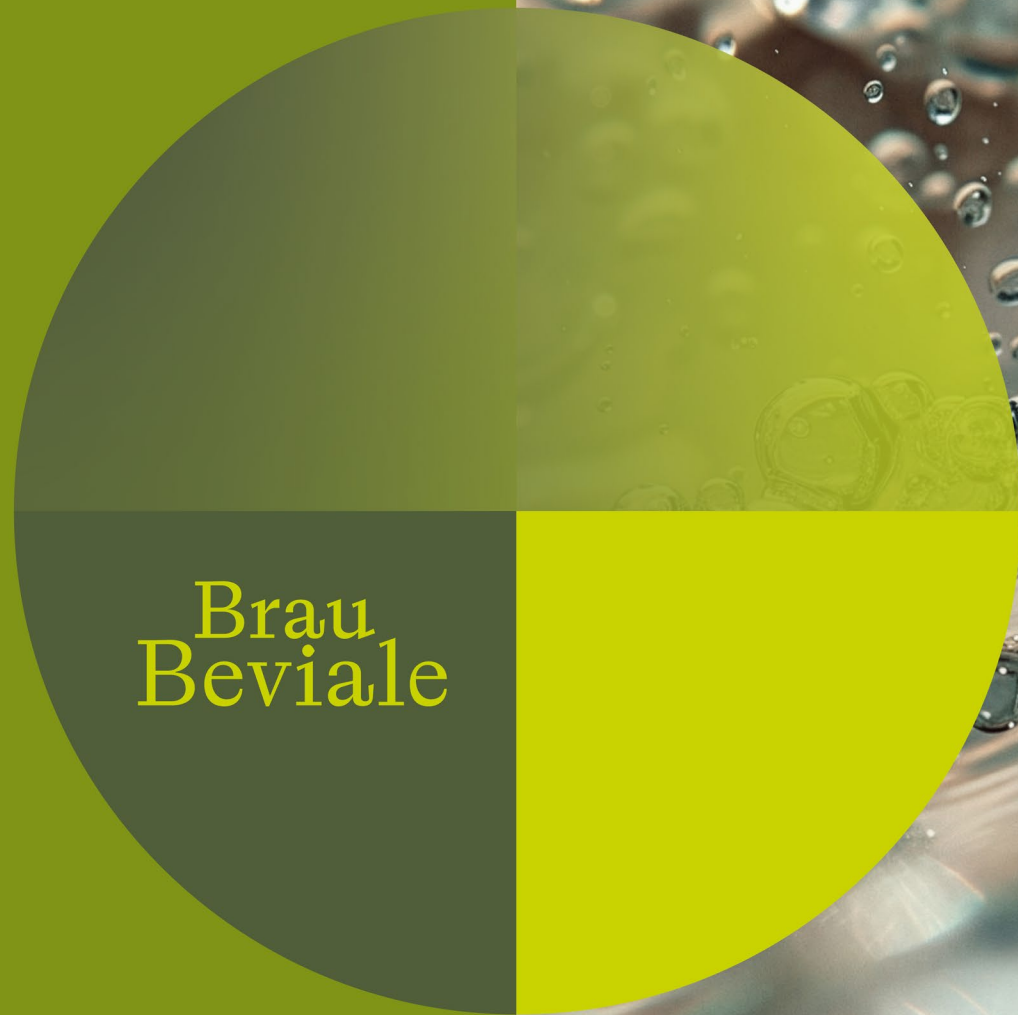


Welcome

Brau  
Beviale



# Our agenda for today

## **Introduction to the European Brewing Landscape -** Excerpts from the Independent Brewers of Europe Report and Implications for BrauBeviale

Roland Demleitner  
Private Brauereien Deutschland e.V.



## **Brewing Innovation - Every Drop Counts**

Nadhine França  
Business Development Manager of the Central European Brewers Conference

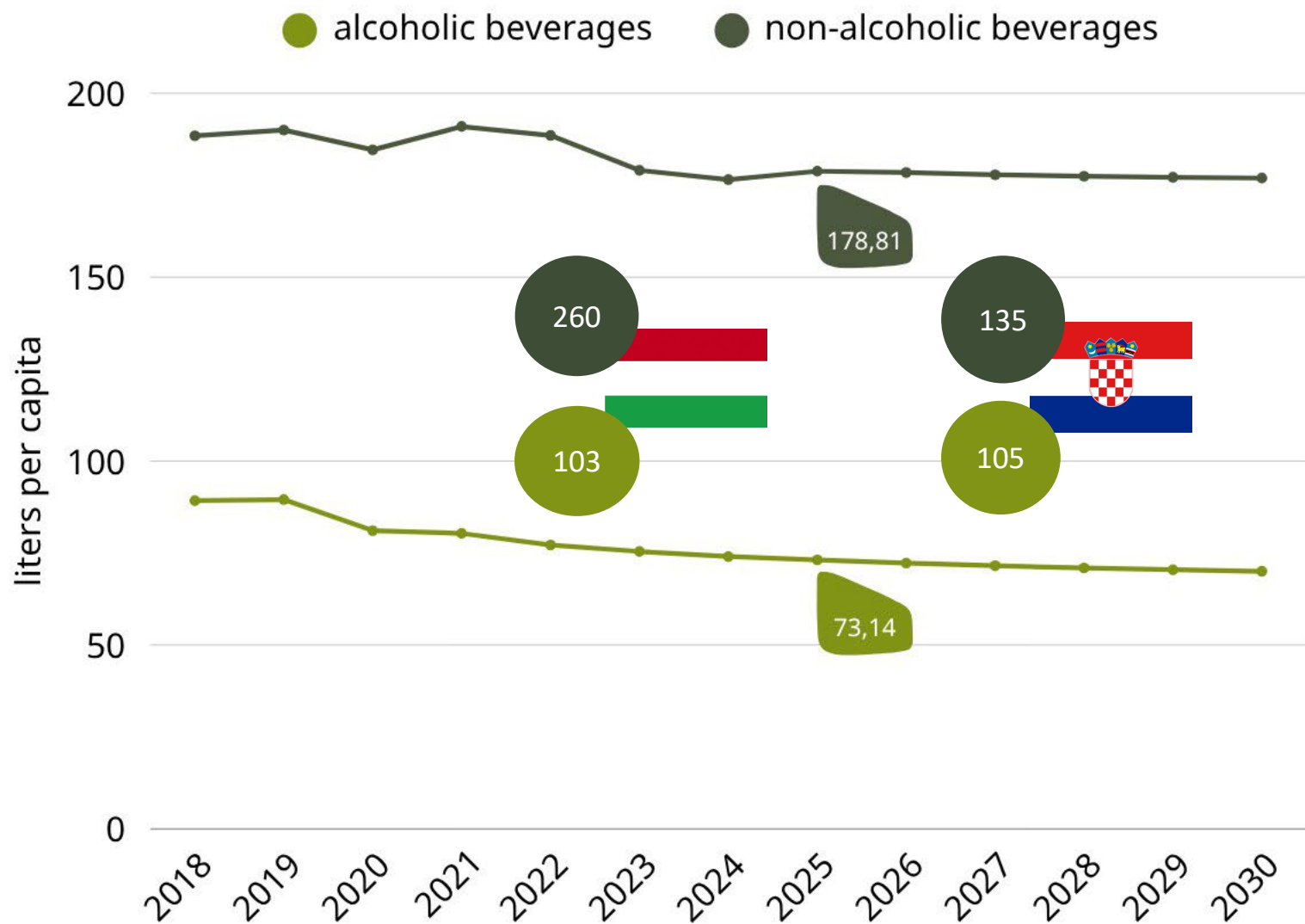


## **BrauBeviale 2026** – the go-to place for the forward-looking development of Europe’s beverage industry

Vanessa Kratzer  
YONTEX







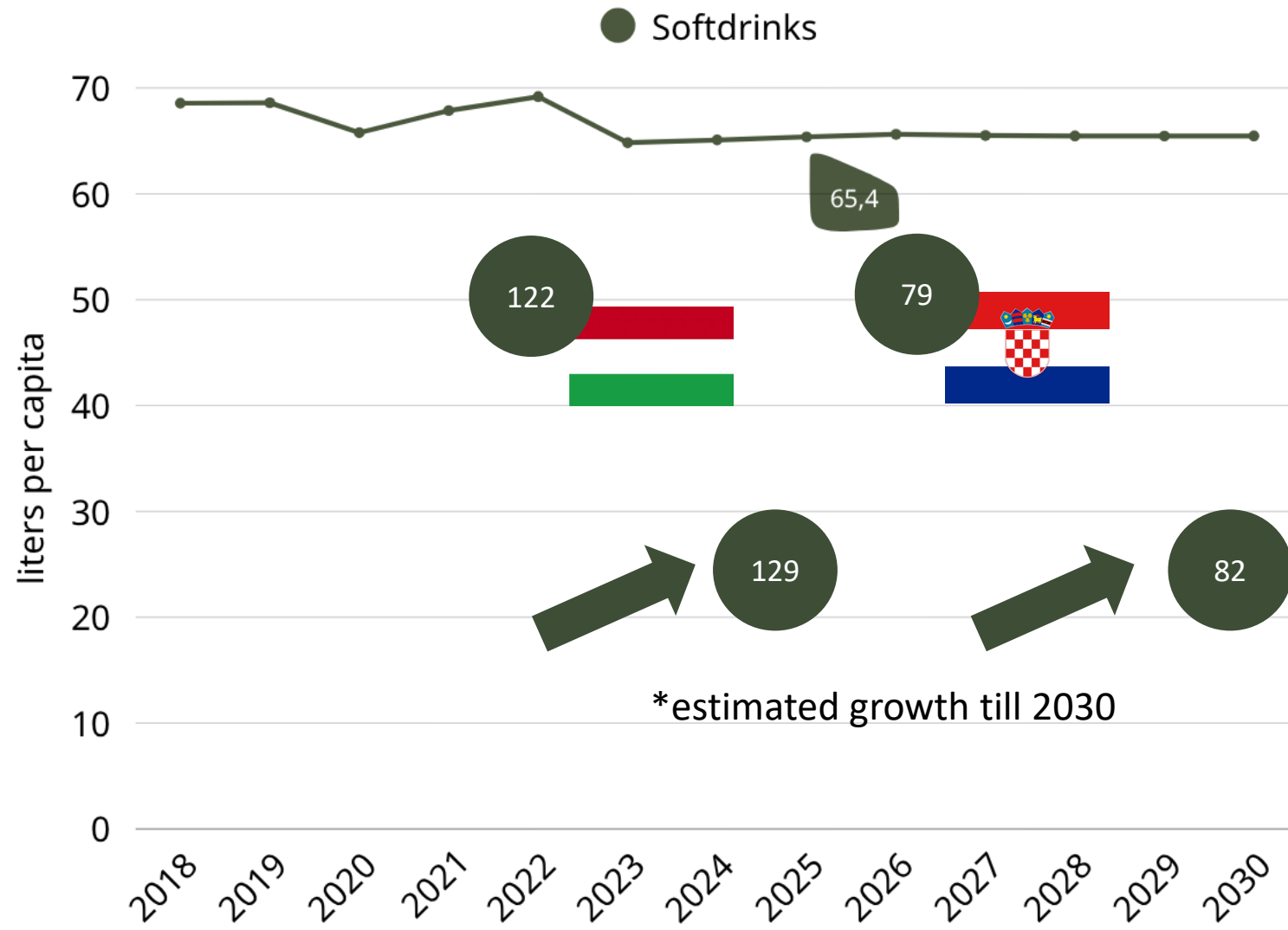
## What is the per capita consumption of alcoholic & non-alcoholic beverages in Europe?

Market volume of alcoholic and non-alcoholic beverages, in liters per capita

Source: Statista Market Insights, May 2026



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## What are growth sectors?

Market volume of growth categories, in liters per capita

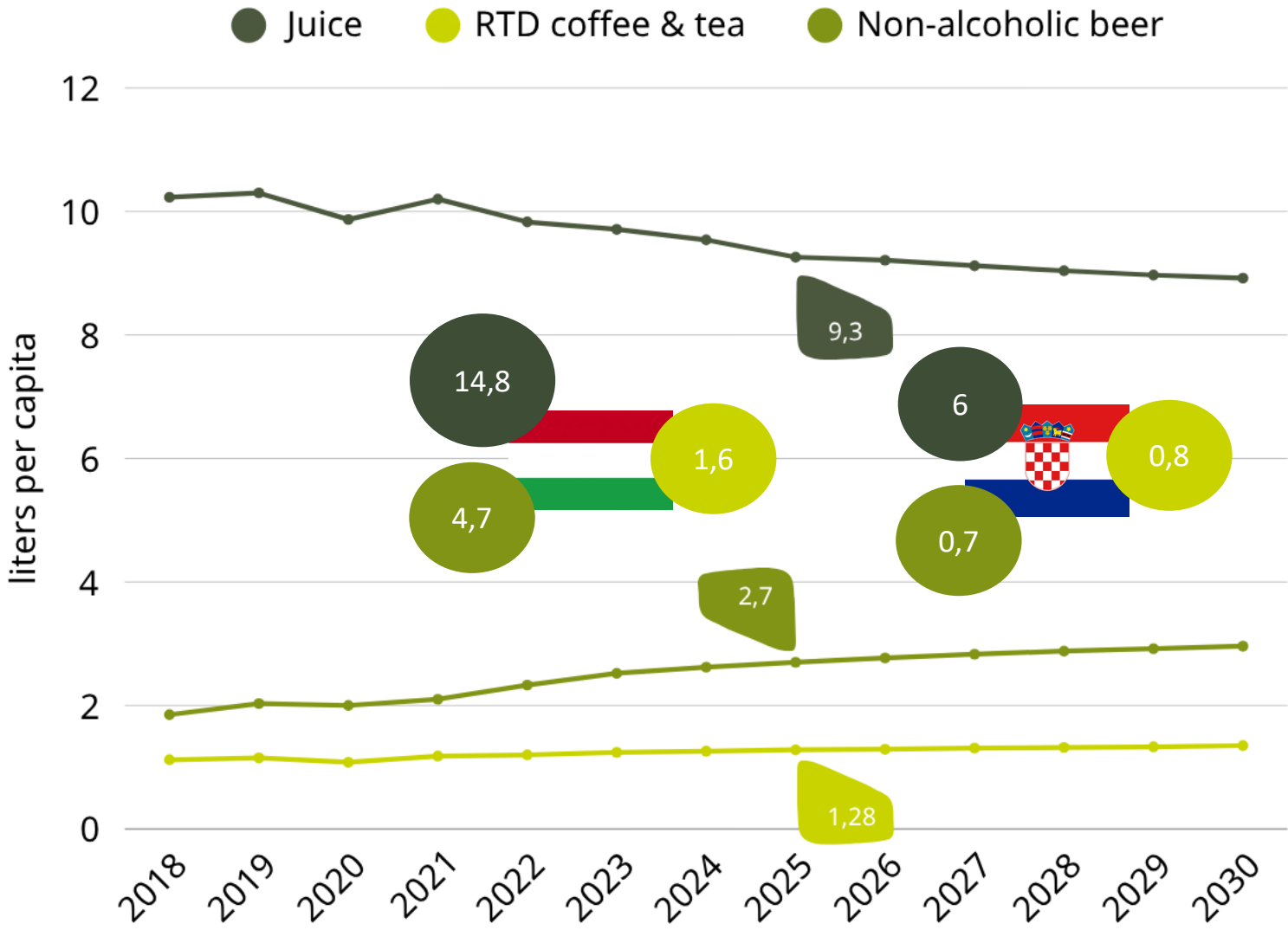
Source: Statista Market Insights, May 2026



# What are growth sectors?

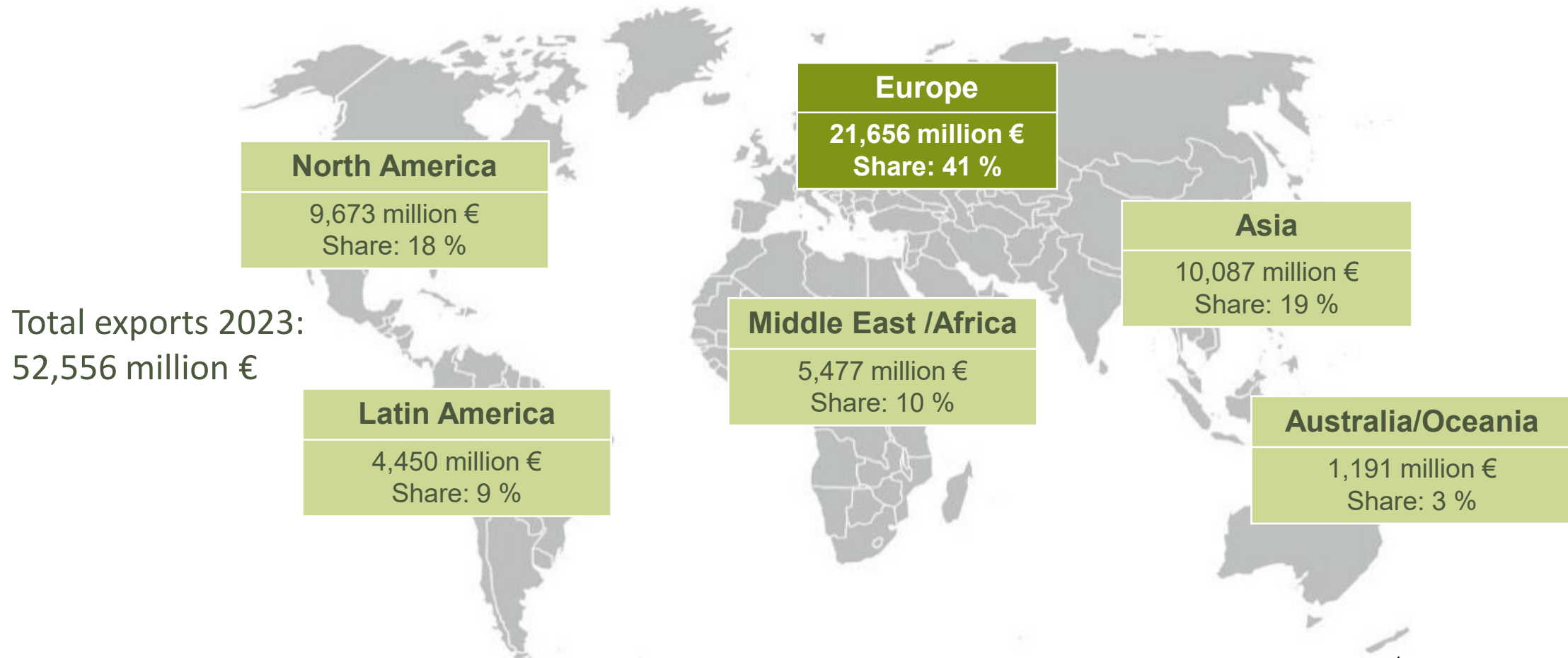
Market volume of growth categories, in liters per capita

Source: Statista Market Insights, May 2026



# Export figures

## Food & Beverage processing & packaging machinery



Total exports 2023:  
52,556 million €

Source: VDMA / Euromonitor

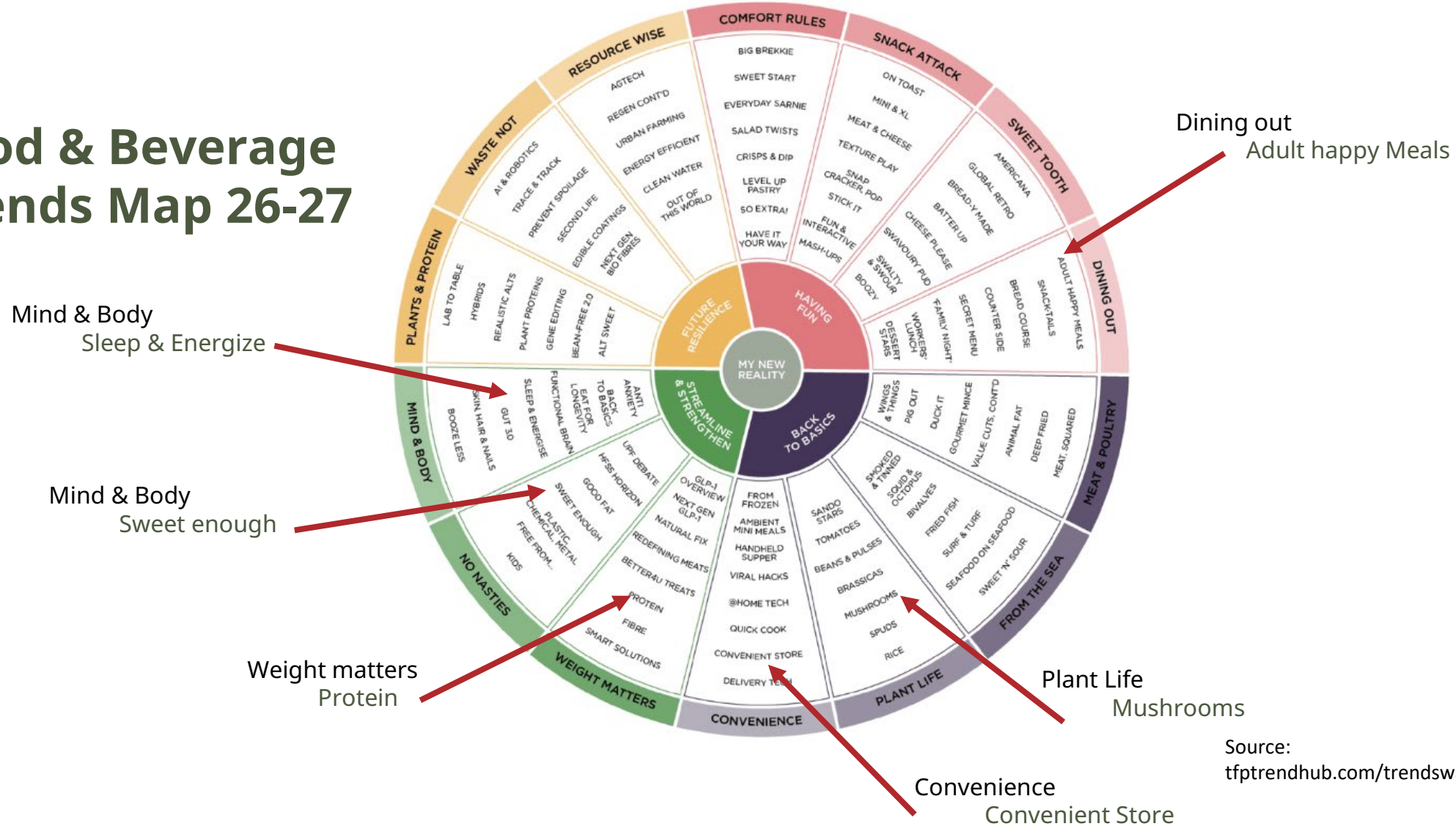
# Market Insights

European Beverage Markets  
Findings



To sum up – as to product development

# Food & Beverage Trends Map 26-27



Source: [tftrendhub.com/trendswatching](http://tftrendhub.com/trendswatching)

# What is possible?



# Pathways for Innovative Strategies



Collab



Mushroom-extract based



Beyond



App-Subscription

# BrauBeviale 2026

Aligned to market's requirements





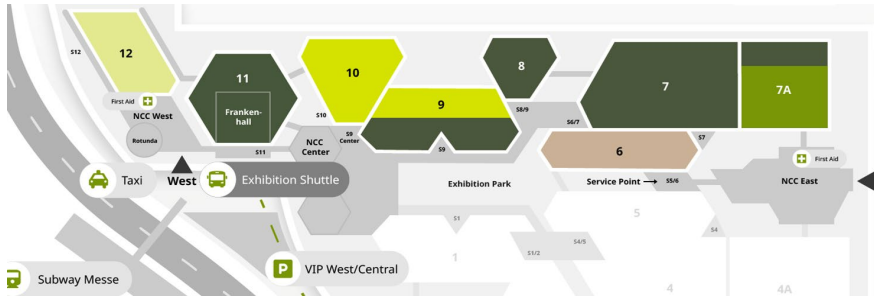
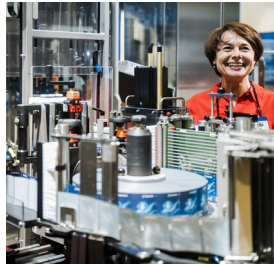
Widening the focus

# Brau Beviale

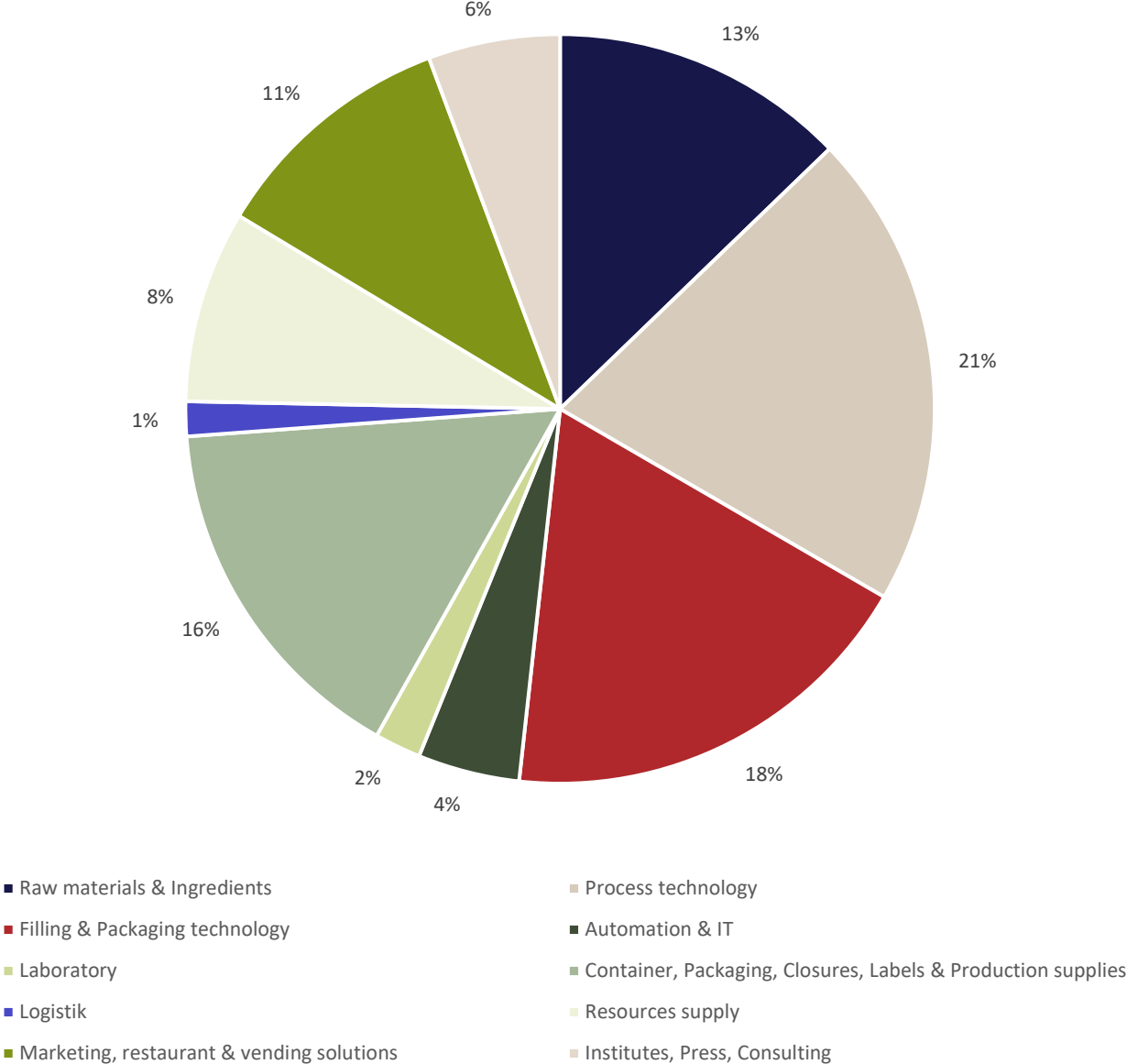
All Beverages.  
One Future.



# Aligning the journey



# The complete portfolio for beverage experts

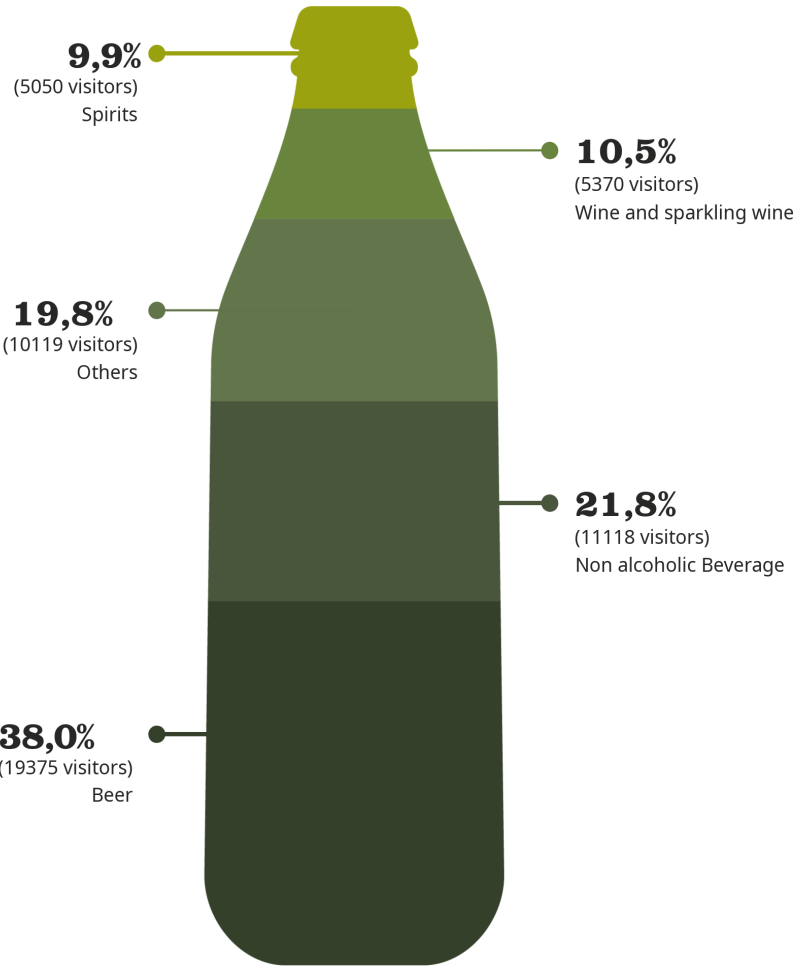


# Attendees from all beverage sectors

## Visitors branches

To which industry does your company/organization belong to?

(\*Multiple answers possible)



# Sharing knowledge



# Sharing Knowledge – Main Stage

Going Beyond Beer or Taking Beer Beyond?

Charles Nouwen  
Innovation consultant



As consumers are evolving, exposed to so many other choices of drinks, **beer needs to be ready to adapt while being true to what made it the world's most popular alcoholic beverage.** Let's have a look beyond beer and see how beer approachability, sessionability and affordability can take advantage of it!

The Beverage Foresight Play Book - Trends, Tensions, and Untapped Opportunities

Charles Banks  
The Food people



**The biggest shift in beverages isn't just what people drink—it's why they drink.** Wellbeing, moderation, functionality, sustainability and experience are reshaping every category from beer to soft drinks.

# Gaining Inspiration – Discovery Bar



# Gaining impulses...



ment Plants

AV  
Water Treatment Plants

SKE  
QUALITY & INNOVATION

Making Brewing

Efficient

www.skegroup.com

Bereprod

94%

BrauKönig  
für Bier mit Charakter

Carlsberg

BECK'S

KAJAMA

The World of Water Treatment

Moeschle

WATER TREATMENT TECHNOLOGY

AMSTERDAM  
NEVER

IN FLOW WITH YOUR PRODUCTION

RIEGER  
Global Drinking Group

MEURA

BUCHER unipektin  
BUCHER exzel  
BUCHER denwel  
BUCHER merk

9-324

Leading process technology  
for the beverage and food  
industry

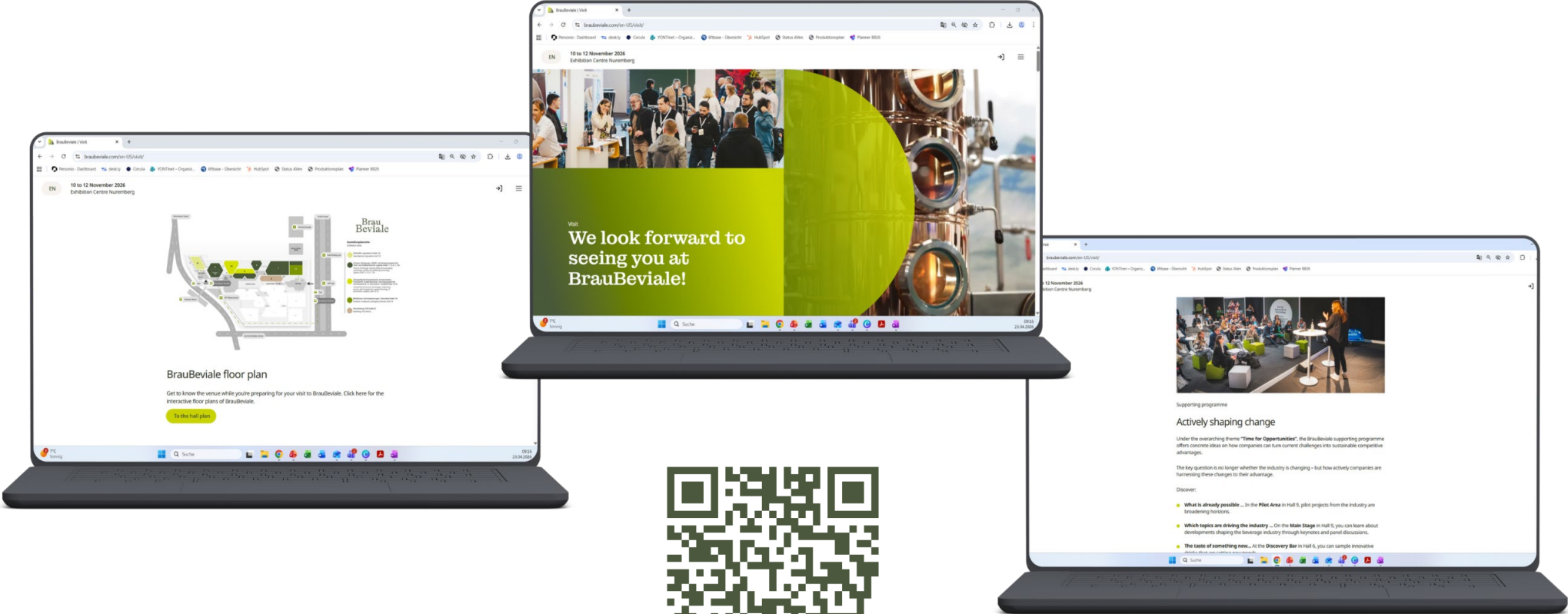


# BrauBeviale 2026

Preparing the visit

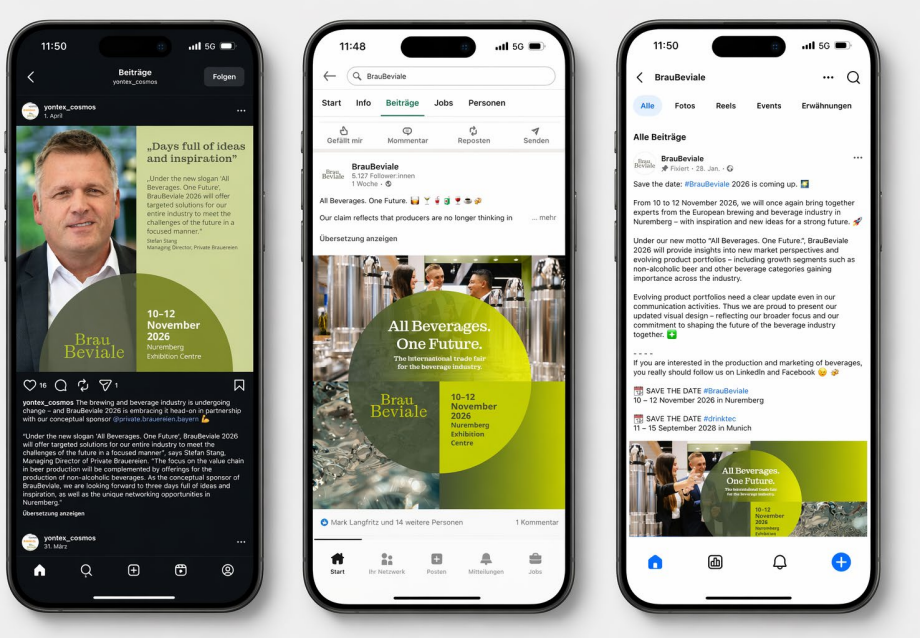


# Stay informed – Use the website

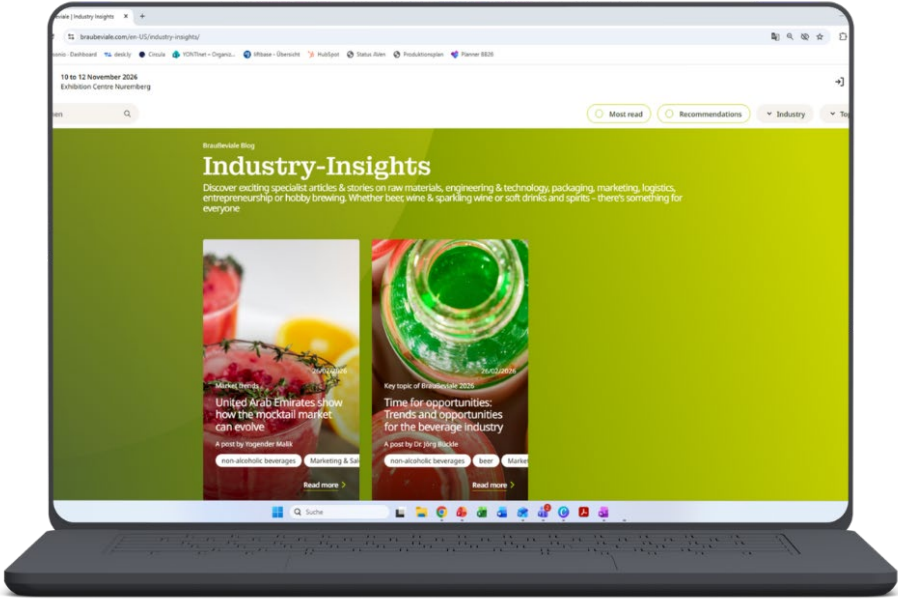


www.braubeviale.com

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Click on the icons to visit our social media channels



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# Ticketshop is already open





Willkommen | Welcome

Brau  
Beviale

Ost Eingang Entrance

**10-12  
November 2026**  
We look forward to  
meeting the  
European beverage  
experts in  
Nuremberg