

The art of brewing meets business.



Be there –
at INTERNORGA 2019

International trade fair for
hospitality, food service,
bakeries and confectioneries
INTERNORGA.com

Innovative. Inspiring. International.
Hamburg | 15–19 March 2019



CRAFT BEER Arena

HOTSPOT FOR THE FOOD SERVICE AND WHOLESALE BEVERAGE INDUSTRIES

The CRAFT BEER ARENA is the highlight of INTERNORGA – around 30 breweries are a magnet for the food and hospitality services. With this innovative offering, INTERNORGA underscores its position as the leading trade fair and trend show for the entire out-of-home market.

VISITOR HIGHLIGHT

Be there at the largest get-together on the craft beer scene, and meet top decision makers in the food service and wholesale beverage industries at INTERNORGA.

This is where craft beer first-timers and experts from the food and hospitality services discover how they can optimise their opportunities by expanding their offerings with craft beer!

The extensive supporting programme also gives visitors valuable information about craft beer and perfectly completes the presentation of your products.

GOOD REASONS TO BE THERE

- Reach new target groups
- Network and exchange information with industry visitors and experts on the scene
- Gain top industry contacts
- 93,000 visitors, of which:

28,830

food service professionals

16,740

bulk consumers | caterers

3,720

purchasers from food retail | wholesale beverage



REGISTER NOW AND MEET YOUR
POTENTIAL CUSTOMERS!

TOP MARKS FROM VISITORS

100% were satisfied with
INTERNORGA 2018.

THE RIGHT MIX

90% are involved in
company decision-
making processes.

BEST MARKS

85% of visitors rated the
CRAFT BEER Arena as
'good' and 'very good'.

RECIPE FOR SUCCESS

64% made new business
contacts.

GERMANY-WIDE

63% travelled over 100 km
to attend.

Source: INTERNORGA 2018 trade fair study independently
conducted by Institut Gelszus Messe-Marktforschung GmbH

This is what others are saying.

GETRÄNKEZEITUNG

'A SOURCE OF INSPIRATION FOR THE ENTIRE INDUSTRY.'

LEBENSMITTELZEITUNG

'TREND FACTORY FOR CRAFT BEVERAGES.'

MARKUS HOPPE, MASTER BREWER AND MANAGING DIRECTOR, HOPPEBRÄU GMBH:

'IT'S OUR FIRST TIME AT INTERNORGA AND ARE IMPRESSED BY THE NUMBER AND CALIBRE OF VISITORS. THE CRAFT BEER ARENA IS A GOOD PLATFORM FOR US TO PRESENT OUR PRODUCTS AS A BREWERY, AND WE'VE BEEN ABLE TO MAKE IMPORTANT BUSINESS CONTACTS. OUR AIM IS TO EXPAND OUR SALES NETWORK AND INTERNORGA IS THE IDEAL PLATFORM FOR THIS.'

CHRISTOPH BARRE, MANAGING DIRECTOR, PRIVATBRAUEREI ERNST BARRE GMBH:

'INTERNORGA HAS A FANTASTIC ATMOSPHERE, AND IN SUCH A GREAT ENVIRONMENT, OUR SPIRITS WERE HIGH, TOO. THE FLOW OF VISITORS TO OUR STAND WAS IMMENSE. THEY WERE VERY INTERESTED AND OPEN TO NEW IDEAS. THE TRADE FAIR OFFERS THE IDEAL PLATFORM FOR SPEAKING WITH NEW AND EXISTING CUSTOMERS ABOUT PRODUCT INNOVATIONS. WE ARE ABLE TO MEET WITH THE MAJORITY OF OUR CUSTOMERS HERE AT INTERNORGA, AND THAT ALONE SPEAKS TO THE IMPORTANCE OF THIS TRADE FAIR.'

STEPHAN BUTZ, BEER SOMMELIER, SCHNEIDER WEISSE G. SCHNEIDER & SOHN GMBH:

'A WIDE RANGE OF DIFFERENT GUESTS VISITED OUR STAND. WE CONVERSED WITH EVERYONE FROM CONVENTIONAL FOOD SERVICE PROFESSIONALS TO TRENDY BAR MANAGERS AND MAJOR CORPORATE CUSTOMERS. THE CRAFT BEER ARENA IS IDEAL FOR US. WE MEET EXISTING CUSTOMERS HERE AS WELL AS LOTS OF POTENTIAL NEW CUSTOMERS. THIS IS A PLATFORM THAT MUST BE USED.'

Registration is simple.

SECURE YOUR PLACE NOW: THE ALL-ROUND CAREFREE PACKAGE

- Your own ready-to-use counter area in the CRAFT BEER Arena
- Tap system for two kegs
- Fridge at the stand as needed
- Craft beer glasses
- Presentation shelves and logo placement behind the bar
- 3 kW power connection
- Stand cleaning and waste disposal
- Service employees for coordinating glasses
- Shared storage room with chilled spaces and dishwasher for glasses
- Separate access control
- Two free exhibitor passes
- Media package (entry in catalogue, online directory, app, social media, etc.)
- Extensive PR and marketing activities for the CRAFT BEER Arena by Hamburg Messe

FROM €1,700

Price of attendance is €4,000 for companies with annual production of 10,000 hl or more.

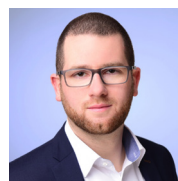


5 DAYS OF CHEER



REGISTER TODAY!

[INTERNORGA.com/craft-beer](https://internorga.com/craft-beer)



Andreas Forberger

+49 (0)40 3569 2432

andreas.forberger@hamburg-messe.de

Hamburg Messe und Congress GmbH

Messeplatz 1 | 20357 Hamburg,

Germany

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