

INTERNATIONAL
SPECIALIZED EXHIBITION



BREWER

21-23

MARCH 2012

Moscow, VVC, pavilion N° 75

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BREWER

EXHIBITION

We are proud to invite you to the "Brewer 2012" event. This is the main event for the Brewing Industry in Russia. It will take place in Russia, Moscow, VVC, March, 2012.

If you are looking for the opportunity to develop your business into new rapidly-growing area, to rise your sales, to attract more customers, so the "Brewer" is the right place to achieve your goals.

"Brewer" is the meeting point for the industry world leaders and gives undoubted advantages for its participants.

"Brewer" is the wide exposition of Beer and beer drinks producers, national malt drinks producers, equipment and components, package and labeling.

During the "Brewer" it will take place Special Exposition "Beer Snack" with the targeted auditorium of the beer snack producers.

All participants have the great opportunity to take part at the "Brewer" Award for the best Beer and best Beer Snack.

Organizer: ForExpo-Exhibitions and Conferences

Event Date: 21 - 23 march 2012

Event Place: Russia, Moscow, VVC, pavilion 75

Push your business to a new stage of development
with the "Brewer 2012"!



BREWER

THEMATIC SECTORS

BREWING

Production technology of bottling and packaging:

- Production of beer, malt and soft drinks
- Mini-breweries
- Bottling lines
- Tank Equipment
- Water treatment equipment
- Filtration equipment
- Glass, plastic and cardboard packaging
- Decorating packages
- Refrigeration Equipment
- Installation of cooling liquids
- Packaging equipment and materials
- Packaging equipment
- Labeling equipment
- Tools and systems for washing and cleaning barrels and kegs
- Industrial sanitation, cleaning equipment

BAR, RESTORAN

Finished products:

- Beer and Beer Drinks
- Champagne / Sparkling Wine
- Cognacs and brandies
- Liqueurs and cordials

- Spirits
- Soft drinks and kvass
- Mineral and table water
- Bottle water
- Refreshments
- Juices and juice drinks
- Cocktails

"Chips, snacks and appetizers":

- Smoked and dried meat snacks and chips
- Smoked and dried fish snacks and chips
- Organic chips and snacks
- Nuts
- Crunches, etc.
- Equipment for the production of snacks and snacks
- Fast food retail equipment

Equipment and Utilities:

- Utilities and equipment for bars and restaurants
- Furniture for bars and restaurants and related accessories
- Equipment for the catering and fast food
- Ventilation and air conditioning
- Design and reconstruction of shops, bars, restaurants
- Packaging and containers
- Security and safety
- Special clothing
- Interior and Design
- Lighting
- Enterprise Trade and Catering

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ABOUT EVENT

Target audience:

- Owners of breweries;
- Technologists and professionals;
- Top management of the leading retailers;
- Representatives of large and medium-sized wholesalers;
- Distributors;
- Dealers;
- Managers and owners of shops;
- Leaders and managers of restaurants, bars, cafes, etc.;

Event goals:

- Sign a new contract;
- Expand the retail market;
- Obtain new information;
- Increase sales;
- Increase qualifications;
- Investigate the market;
- Investigate consumer demand;
- Positioning the company in the market;
- Determine the competitive environment;
- Improve the image of the company.

Media campaign:

- Leading industry reports
- Leading industry magazines
- Web-Ads
- TV-Ads
- Radio broadcast
- Direct mail
- VIP invitation
- Outdoor ads & signs



International competition "The Best Drink of the Year"

The Festival of Rare and Regional Beers

Participants of the Festival: breweries, microbreweries, beer gardens, beer distributors, etc. The festival is held open tasting and presentation of different types and brands of beer.

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SUMMARY 2011

From April 26th to 28th at the hall number 2 of the IEC "Crocus Expo", 6th International Specialized Exhibition "BREWER - 2011" was held with success and was organized by the company "ForExpo-Exhibitions and Conferences" in , supported by the ELN Soyuzexperiza RCCI.



The main goal of the exhibition is to give the opportunity to show the main industry achievements of Russian and foreign manufacturers of finished goods and raw materials.

Within three days of the exhibition were attracted more than 2500 visitors and where 85% are industry specialists: directors, technologists, brewers, engineers, managers of the breweries, representatives of beer restaurants, bars, shop chains.

More than 40 companies from Russia, Hungary, Austria, Czech Republic, Germany, Lithuania and Ukraine took part at the exhibition.

The exhibition presented products of such companies as: Zip Technologies, JOH Albrecht JBT GMBH, MBA 21 Trading s.r.o, O.Salm & Co.GMBH, PSS Svidnik, Sekado, Miass Machine-Building Plant, Destila, Pacovske strojirny-Trading, Polifiltr, Brewer Izgharshev, Adamas, Avangard, Barnaul Brewery, AvtoGazTrans, company Nomas, Beer of Siberia, KvinnGroup, ProMinent and others.

BREWER 2011 showed the equipment for the production of alcoholic and nonalcoholic products and raw materials, all types of malt either finished products: beer, water, kvass and beer snacks.



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SUMMARY 2011

Within the framework of the BREWER 2011 the Competition-Tasting of the prepared products "For the High Quality of the Consumer Goods" took place. This Competition was supported by the ANO "Soyuzekspertiza" of the Chamber of Commerce of the Russian Federation. In accordance to the results of the competition the Diplomas of I, II and to III- degrees were handed to the participants.

In the nomination "For the High Quality of the Consumer Goods" were awarded:

1st place

1st degree Diploma and Gold Medal

OAO «Barnaul Brewery»

Sample of pasteurized beer «Bohemian dark»

Sample of pasteurized beer «Bohemian Light»

2nd place

2nd degree Diploma and Silver Medal

OOO «Akkom»

Sample of unpasteurized beer at the «Moravian class light 11/5%»

Sample of unpasteurized beer at the «Moravian class red 14%»

ODO «Maksel» Republic of Belarus

Sample of unpasteurized beer «Beaver wheat»

OOO « Brewer Izgharshev »

Sample fermented beverage-kvass «Alexander Nevsky»

3rd place

3rd degree Diploma and the Bronze Medal

Ltd. BeerHouse NN

Sample of unpasteurized beer «ABS-Pils light»

Sample of unpasteurized beer «ABS-Green Bamboo»

FLP Kozhan V.E., Private Brewery « Beer House » Ukraine

Sample of unpasteurized beer «Black Beer 14 of the dark»



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EXHIBITORS

Terms of participation:

Booths up to 16 sq.m. (min. 9 sq.m.)

- Equipped area 1 sq. m. _____ **250 €**
- Floor area 1 sq. m. _____ **220 €**

Booths over 16 sq.m.

- Equipped area 1 sq. m. _____ **215 €**
- Floor area 1 sq. m. _____ **185 €**

Registration Fee _____ **300 €**

Includes: Electroconnection to 1st kw, Participation in the catalogue, Pass for the period of work of the exhibition, Invitation cards for visitors

International Contest "The Best Drink of The Year" _____ **750 €**

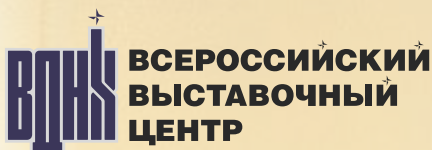
Includes: Providing Expert Commission of the "SoyuzExpertisa" of up to 3 brands for evaluation.

If you would like to participate at the exhibition, please, Register on-line or fill up the Application form at the official web-site of the event, in section "Exhibitors", and send it to the organizer by fax: +7 (495) 980-9542 or by e-mail: beer@forexpo.ru

Organizer



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