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BARCELONA BEER FESTIVAL

22, 23 and 24 March 2024



InnBrew
THE BREWERS CONVENTION

22 and 23 March 2024



XII EDITION BARCELONA BEER FESTIVAL

The Barcelona Beer Festival (BBF) is a craft beer festival and has become the reference event in southern Europe. Since the first edition, in 2012, there have been **eleven editions** that consolidate the success of this event, with more than **15,000 unique visitors**.

The BBF was born in 2012 in Barcelona, it was held in an emblematic space: el Convent de Sant Agustí, leaving evidence that it had to move to a larger location. A few years later and after passing through Les Arenes, 3 years in the Museu Maritim and after 5 editions at La Farga de L'Hospitalet, last year, the Barcelona Beer Festival returned to the city that was born, looking for more space to host a large festival with broader needs and with excellent communication.

After last year's success, the Festival repeats its location in Fira de Barcelona-Montjuïc, one of the most important trade fair organizations in Europe, which hosts more than 150 events throughout the year and a good showcase of the country's business potential.

The new location means a remarkable qualitative leap and provide visitors with a much more satisfactory experience.



What also remains firm is the objective pursued by the festival: **to bring craft beer to the general public, spreading the gastronomic culture inherent to it and boost the sector's momentum, through a trade fair for professionals with meetings, conversations and innovation.**





MORE ABOUT THE BBF:

The following figures explain how the Festival has established itself as the largest craft beer event in all southern Europe.

During previous editions:

- More than **15,000** unique visitors
- Thousands of **accredited professionals**
- Hundreds of **meetings** between brewers
- Wide **variety of taps** where you will find beer for everyone
- Gathering of the **best breweries** from around the world to showcase new trends, styles and beer innovation
- **Gastro Show**, the good gastronomic pulse of the city with proposals for traditional and international cuisine with beer pairings.

These are just a few facts about the Festival, but in a qualitative sense, the festival receives a very positive return from the participants, and obtains a loyal and appreciative audience, which continues to support Barcelona Beer Festival and who share the same passion as the creators themselves.





InnBrew

THE BREWERS CONVENTION

For the XII edition of the BBF (2024) and to offer the maximum for the sector and the public, the **InnBrew: The Brewers convention**, will be held together and almost simultaneously at the BBF, sharing space and days.

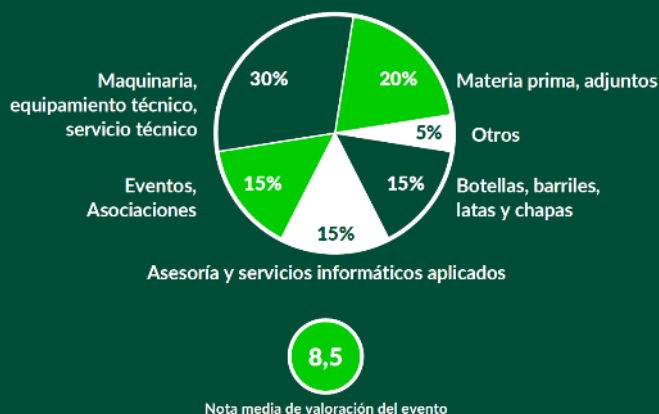
InnBrew is an exclusively professional event designed to meet the needs of companies dedicated to the beer sector. Under this nomenclature all the actions that are sought from the organization are grouped, in order to maximize the opportunities for all the attending professionals and make the InnBrew experience as profitable as possible: **MEETING, TRAINING AND BUSINESS.**

The InnBrew is the natural evolution of the BBF PRO, an event that after 6 years of its appearance and supported by a clear trend of constant growth, it is committed to remaining the main professional event in the country.

In addition, it will take place again in La Fira Barcelona – Montjuïc, a prestigious and logistically impeccable space.



For this fourth edition, the event develops a schedule of conferences in different fields, providing training and business growth to the 1,500 professionals who meet to squeeze all the business opportunities offered.



Why attend InnBrew:

- It is the annual meeting point for professionals in the sector
- Increase networks and contacts through InnMeet
- Meeting of great professionals who offer strategic and operational keys for the development of your company in InnTalks.
- In one place, all the most influential professionals in the sector
- Presentation of the latest applied technologies
- Share experiences and knowledge with other attendees, creating a network.
- Make yourself known among other companies and professionals in the sector.
- Bring together visits to clients throughout the year in 2 days.



PARTICIPATING BREWERS

The selection of beers to be tasted at the BBF is the result of a careful selection process that is carried out throughout the year according to quality criteria. **quality, style and origin.**

The goal is to always offer the best local and international beers. One of the attractions of the Festival is the unique opportunity to taste beers that are rarely available to the public because they are not part of the usual distribution circuits. The BBF has always stood out for having top-notch international brewers. In recent editions, brewers like **The alchemist, Les Trois Mousquetaires, Mikkeller, Evil Twin and Ales Agullons (among others)** have been invited to create a special edition beer.

The BBF now has more stands. More than fifty! The top breweries that have been collaborating with the BBF for years have their own stand to be able to be present all three days. As usual, there are stands from invited countries and there is a wide representation of local beer.





The Barcelona Beer Challenge(2024), an international competition that has contributed, along with other initiatives, to placing quality beer on a new level of recognition and visibility, **will present the awards ceremony within the InnBrew framework**, bringing together beer professionals.

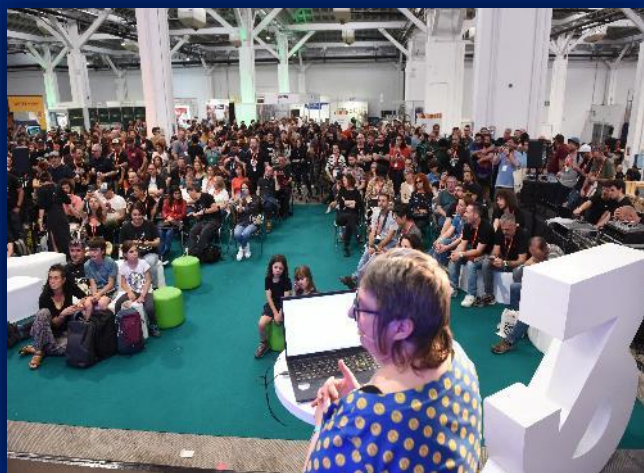
The IX edition of the most outstanding contest in southern Europe returns with strength. **In 2023, 181 breweries were registered, submitting 1,126 beers from 17 countries to the contest.**

The contest returns loaded with news: presenting the Sustainability award and the second edition of the Amateur Award, which would like to encourage and support the homebrewer.

The recognition of the quality of the valued beers will materialize in some awards endowed with the legitimacy granted by a selected and internationally recognized jury. These awards will contribute to the visibility of the awarded beers in front of final consumers, intermediaries and professionals in the sector.

The awards of the Barcelona Beer Challenge are divided into seven categories

1. Medals to the best breweries by style
2. Platinum Award
3. The Best Brewery award
4. The Best Rookie Brewery award
5. Innovation award Molina for Brewers





GASTRONOMY AND CULTURE

GASTRO SHOW

We understand beer as gastronomy and gastronomy as culture. Gastronomy, always accompanied by a beer, is once again a focus in this edition of Barcelona Beer Festival. We present the second edition of the GASTRO SHOW, where a total of 10 chefs will each offer a dish, showing the good gastronomic pulse of the city with proposals for traditional and international cuisine from renowned Barcelona restaurants, and demonstrating the maturity of a sector that wants to work side by side with gastronomic creators.

This gastronomic proposal is accompanied by several pairing ACTIVITIES. And some POP UP where you will try the good relationship between some gastronomic products and beer: ice cream, oysters or cheese are some of the chosen ones.





IMPACT OF THE FESTIVAL

In Barcelona, during the BBF, there is a double effect: the city becomes the European capital of craft beer with the visit of professionals and fans from all over the world and, on the other hand, beer acquires a prominent role, given its high presence in the media.

During the last editions, we had more than 68 accredited journalists to cover the event in situ and a total of more than 182 media impacts were recorded.

In addition to the media coverage, the festival receives a significant online presence, thanks to its own activity on social networks, establishing a dialogue and feedback with visitors and followers.





HOW TO TAKE PART

The BBF consists of different work areas to adapt to each professional who wants to participate. It is, without a doubt, the best showcase for a brewer or a company in the sector interested in publicizing their products:

The experience of tasting several beers for the 15,000 visitors allows the brewery to become known to the general public and obtain a direct impact for the brand itself.

You will find all the details of the requirements and deadlines to participate in each of the areas, on our website. For any additional information, if you like it, do not hesitate to contact us.



BBF

www.barcelonabeerfestival.com



The Barcelona Beer Festival is a project of the company
SL Beer Events, specialized in the management of events
related to craft beer.