



## Press release result

**Salon du Brasseur** : From April 13 to 15, 2018 (from 10am to 6pm)

**Fête des Bières** : The festive evening on April 14<sup>th</sup> (8pm to midnight), **Marché Bières & Saveurs** on April 15<sup>th</sup> (from 10am to 6pm)

THE FIRST EDITION IN NANCY OF SALON DU BRASSEUR AND FÊTE DES BIÈRES :

A SUCCESSFULL TRANSFERT !

*For more than 20 years, the Salon du Brasseur (the brewer's exhibition) and the Marché Bières & Saveurs (Beer & Flavor Market) were organized by the Musée Français de la Brasserie (French Brewery Museum) to Saint-Nicolas-de-Port. With the dynamic development of the craft brewery market, this exhibition could't develop any more in premises available on Saint-Nicolas-de-Port. So, in October, 2017, the French Brewery Museum signed an agreement with Grand Nancy Congrès & Evènements for the organization of the Salon du Brasseur for the exhibition at Nancy's Parc Expo.*

**The first edition from Nancy of the Brewer's exhibition and thus the Party of Beers ended on Sunday, April 15<sup>th</sup> on an extremely positive result.**



### **Salon du Brasseur, on April 13<sup>th</sup> and 14<sup>th</sup>, 2018 :**

First technical leading event of France was intended for the professional and French independent brewers, the *Salon du Brasseur* new formula completely filled its role of leading market place. 106 exhibitors and brands settled on 4 000sqm established an unprecedented offer in France for the brewing sector.

In a beautiful conviviality, and sometimes a glass in the hand, the craft brewers went to meet exhibitors to inquire, equip itself and learn about the last proposed technologies.

During these two days of exhibition, also followed one another: workshops of detection of the false tastes, the technical conferences widely followed by a large audience, the space conference of 200 seats having almost systematically been occupied, and launching ceremonies or of valuable deliveries.

On April 13<sup>th</sup>, the Syndicat National des Brasseurs Indépendant (French association : National Syndicate of the Brewers Independents) proceeded to the official launch of its collective brand « Brasseurs indépendant » within the framework of the exhibition. A ceremony also followed by more than 200 participants. This brand, offering to the consumers : security of quality, authenticity and values, thanks to 10 criteria defined by the SNBI.

*Learn more : <https://www.brassieurs-independants.fr/le-label-brasseur-independant-est-lance/>*

Saturday, 14, the Musée Français de la Brasserie proceeded to the awards ceremony of the 22<sup>nd</sup> edition of the national Competition of beers in which 455 samples were competing. Fourquets ® of gold, silver or bronze have been attributing to the prize-winners.

*List of the prize winners : <http://www.salondubrasseur.com/concours-de-bieres-2018/>*

Despite of the French train strike, **1476 visitors** (remind that France counts approximately 1200 craft breweries.) traveled the paths of the exhibition and the activity noticed on stands testified of the interest and the business Generated by the event.

Among the visitors, a majority coming naturally from France, 8 nationalities were represented: Belgium, Switzerland, Luxembourg, Germany arrive at the head of the international visitors, proving that the development of the craft brewery is an European's phenomenon and setting up the bases for an internationalization of the exhibition



## La Fête des Bières, on April 14<sup>th</sup> and 15<sup>th</sup>, 2018:

At the end of the *Salon du Brasseur*, the Party of Beers intended for the general public took away also all the votes.

The Grand Nancy Congrès & Événement in partnership with Le Musée Français de la Brasserie introduced a new festive evening on Saturday, April 14<sup>th</sup>, and the Marché Bières et Saveurs (Beer & Flavor Market) which stood so far in the city of Saint-Nicolas-de-Port. The Fête de la Bière 2018 welcomed **4 403 visitors** come taste the production of about sixty craft breweries completed by around thirty exhibitors proposing foodstuffs of our regions.

The festive evening, for this first edition, was sold out 24 hours before its opening, the entire available places having been bought on-line. At 8 pm, a line of several hundred meters waited impatiently, but quietly, for the opening of the festivities.

The *Marché bières et saveurs* (Beers and flavor market) of Sunday confirmed this craze of the public for craft beers and many visitors left the Park charged with cardboard boxes or with bottles.

Music, conviviality, gastronomy, no doubt that the Fête de la Bière found its place among the festivities of the Metropolis of Nancy and no doubt that its next edition is already expected by the craft brewers as by the inhabitants of the territory.



**Grand Nancy Congrès & Événement will welcome to you to all amateurs of beers, suppliers, producers or the consumers in 2019 in the Exhibition center of Nancy:**



**SALON DU  
BRASSEUR**

**29 et 30 mars 2019**



**Soirée Festive 30 mars 2019**

**Marché Bières & Saveurs 31 mars 2019**

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**GRAND  
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**MFB**  
MUSEE FRANCAIS  
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SAINT NICOLAS DE PORT