

Why exhibit in the Salon du Brasseur & de la Boisson ?

THE SALON DU BRASSEUR HAS HISTORICALLY BEEN FRANCE'S LEADING TRADE FAIR FOR BREWING.

Today, it is expanding to reflect the realities of the market and professional practices.

What this means for you:

- **A wider, more targeted audience:** brewers, winemakers, champagne houses, producers of fermented and non-alcoholic/low-alcohol drinks...
- **Common technical requirements:** equipment, processes, ingredients, quality control, etc.
- **Optimised return on investment:** the same expertise, multiple markets
- **A controlled diversification strategy,** at the heart of today's economic challenges

AN IMPACTFUL COMMUNICATION PLAN TO ATTRACT VISITORS

Partnerships with specialized magazines: BarMag, Bière Magazine, Mordu, Liquides & Conditionnement, Bière Actu, etc.

Personalized invitations sent to each exhibitor and partner, for their prospects, customers and suppliers.

Coasters with the show's colors in bar and strategic places of the Metropole du Grand Nancy

A strengthened digital reach with a LinkedIn page and a website dedicated to the exhibition.

Since 2025, the Salon du Brasseur will partner with Promosalons, the international partner network of French trade fairs, to develop international visitors, particularly from Germany, Belgium and Luxembourg.

YOU WANT TO PARTICIPATE IN THE 2026 EDITION ?

Thursday, October 15th

Friday, October 16th 2026

Entrance : **10€**

From 9am till 6pm - Catering on site

SAVE TIME AND SEND YOUR PARTICIPATION REQUEST ONLINE !

On the website :

www.salondubrasseur.com

→ **Exhibitor Area**



RATIBA HANAFI
Business Manager

rhi@destination-nancy.com
Phone Number : +33(0)6 16 90 49 84

SECTORS :

- Packaging
- Local & Laboratory fittings
- Marketing & Catering Equipment
- Auxiliary Materials



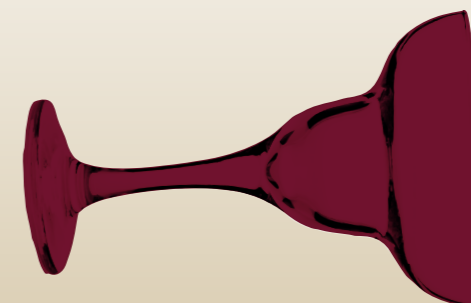
MARINE PIRUS
Business Manager

mps@destination-nancy.com
Phone Number : +33(0)6 83 96 31 13

SECTORS :

- Raw Materials
- Processing
- Services

Techniques, expertise and innovations for the drinks industry



SALON DU BRASSEUR & DE LA BOISSON

Thursday 15 & Friday 16 October 2026



THE SALON DU BRASSEUR & DE LA BOISSON: AN EVOLUTION SERVING THE ENTIRE DRINKS INDUSTRY

Established in the early 1990s by the Musée Français de la Brasserie, the Salon du Brasseur has, over time, established itself as the leading technical event for professional and amateur brewers alike.

Since 2018, co-organised by the French Brewing Museum and DESTINATION NANCY at the Nancy Exhibition Centre, the Salon du Brasseur has become a key business hub, fostering meetings, exchanges, discoveries and the development of commercial relationships between industry players

Against a backdrop of profound market shifts, growing economic challenges and accelerated innovation, the Salon du Brasseur is now evolving its positioning to provide long-term support for professionals.

➔ From 2026, the Salon du Brasseur will become **the Salon du Brasseur & de la Boisson.**

This new identity marks a strategic shift: broadening its scope to showcase techniques, expertise and innovations to all beverage professionals, whilst remaining true to its core values.

The skills, technologies and technical challenges traditionally associated with brewing are now shared by many sectors: wine, champagne, fermented drinks, non-alcoholic and low-alcohol drinks, and innovative beverages.

Fermentation, production processes, equipment, ingredients, quality control, dealcoholisation, energy efficiency and the regulatory framework are all cross-cutting themes at the heart of the event.

This evolution is not at the expense of the world of beer: it enhances its value within a broader ecosystem, conducive to synergies, diversification and innovation.

The Salon du Brasseur in 2025

140 exhibitors

35% foreign companies

15 countries represented

10 conferences

20 workshops

Key figures for the drinks industry

+32%

for the consumption of non-alcoholic or low-alcohol drinks in 2025

+168 %

kombucha sales between 2024 and 2025

8 to 10%

average annual growth in the spirits market over the next five years

A LIVELY AND FRIENDLY EXHIBITION

THE «INTER'BREW» PODCAST STUDIO

in partnership with Bière Actu to give a voice to those working in the drinks industry.

All episodes from previous series are available here:

www.salondubrasseur.com/podcast

TECHNICAL WORKSHOPS

led by professionals the drinks industry

SCIENTIFIC PRESENTATIONS

led by experts from the relevant sectors

THE BRASSINOV COMPETITION

It rewards the best innovations that best meet the societal and environmental challenges of the drink industry : from raw materials to consumers.

AND IF YOU WERE ONE OF THEM IN 2026 ?

Contact : Salon du Brasseur – Musée Français de la Brasserie
03 83 46 95 52 / mfb@passionbrasserie.com



Rules and registration form : www.salondubrasseur.com/concours

