

CRAFT BEER CHINA 2022

Conference & Exhibition

2022亚洲国际精酿啤酒会议暨展览会 (CBCE 2022)

2022.9.7-9 南京国际博览中心

Nanjing International Expo Center

Member of the **Beviale Family**

NÜRNBERG MESSE

BEER ! INK 喜啤士

展后报告

Post-show Report

www.cbcechina.com



Overview

展会概述

8000

平米产出面积
Square meters of
exhibition area

142

家专业展商
Exhibitors

5980

人次专业观众
Visitors

8

场同期活动
Accompanying events

亚太地区年度精酿盛会——2022亚洲国际精酿啤酒会议暨展览会（CBCE 2022）于9月9日在南京国际博览中心圆满落幕。尽管部分企业因疫情临时无法参展，但依然有142家设备、原料企业和精酿品牌商不畏艰难如约而至，从酿酒原料-酿酒设备-检测控制-包装-配件-打酒-精酿啤酒拳头产品等重磅新品齐齐亮相展会现场。在防疫防控及安全观展方针的指引下，展会接待观众达5980人次，举办同期活动8场：高峰论坛《破与立——精酿的跨越成长》、布鲁塞尔啤酒挑战赛获奖产品品鉴会、优秀企业新技术新产品演示论坛、《世界啤酒大观》新书推介会-中国轻工业出版社、CBCE中国精酿之旅版图、CBCE 2022“云逛展”与线上直播访谈、VIP晚宴暨“布鲁塞尔挑战赛”中国区颁奖典礼、2021布鲁塞尔挑战赛获奖微醺派对（啤酒事务局联合举办）等。

The Asia-Pacific annual craft beer exhibition – 2022 Craft Beer China Conference and Exhibition (CBCE 2022) concluded successfully on September 9 at NIEC. Although some exhibitors failed to participate due to epidemic reasons, 142 companies still overcame the difficulties to participate in the exhibition, with brand new products from raw materials, equipment, accessories and related devices and craft beer products, etc. to the show. Guided by epidemic prevention and control restriction, CBCE 2022 attracted 5,980 person-times of professional visitors and held 8 accompanying events: Conference “Breaking and Standing - The Leap-forward Growth of Craft Beer”, Brussels Beer Challenge Awarding-winning Products Tasting Event, Outstanding exhibitor demonstration forum, *World Beer Book* Promotion Meeting – by China Light Industry Press, CBCE Chinese Map of Craft Beer Breweries, CBCE 2022 online exhibition tour and live interviews, Gala Dinner and Brussels Beer Challenge China Award Ceremony, 2021 Brussels Beer Challenge Winning Beer Party (with Beer Matters).

展商领域 Fields of Exhibitors

精酿啤酒生产商
Craft beer brewery 52%

包装
Package 25%

酿酒设备
Brewing Equipment 16%

售酒配套设备
Sales and supporting system 11%

酿酒原料及辅料
Raw material and ingredients 8%

酿酒辅助系统与配件
Auxiliary brewing system & parts 7%

精酿啤酒代理商
Distributor or agent 2%



关于展商
About Exhibitors

部分展商 Part of Exhibitors

*排名不分先后
Not list in order

About Exhibitors

关于展商

设备类
Equipment



原料类
Material



酒厂类
Breweries



**CRAFT BEER
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展商评语 Comments from Exhibitors

• TWELVETAP •

莫佳妙, 台州特万太博流体科技有限公司, 销售经理
Momo Sales manager of Taizhou Twelvetap Brewing Equipment.,LTD

2022年9月南京CBCE亚洲精酿展是中国乃至亚洲最具权威的展会。台州特万太博酿酒设备是一家专注于桶装啤酒及液体食品分发设备系统的开发、设计、制造、销售、服务于一体的综合型企业。本次展会上重点展示了我们的明星产品“量子桶”，以及蒸馏桶、新一代的啤酒机、新款打酒设备等一系列产品。不断坚持创新，去发现客户的需求，解决客户的问题，赢得了在场客户一致的好评。我们会用多年的技术经验和热情服务好每一个精酿爱好者，再接再厉争取做的更好，为明年的CBCE精酿展会做好准备。

In September 2022, CBCE is the most authoritative exhibition in China and even in Asia. Taizhou Twelvetap Brewing Equipment Co.,LTD is a comprehensive enterprise focusing on the development, design, manufacture, sales and service of barreled beer and liquid food distribution equipment systems. At this exhibition, our star product "Quantum Keg", as well as a series of products such as distillation kegs, new-generation beer machines, and new beer-making equipment, were highlighted. Our idea of Constantly insisting on innovation, discovering customer needs, solving customer problems, and winning unanimous were highly praised by customers present. We will use our years of technical experience and enthusiasm to serve every craft beer enthusiast, make persistent efforts to do better, and prepare well for the CBCE next year.



BarthHaas

刘艳丽, 巴特哈斯(北京)贸易有限公司, 销售经理
Yanli Liu, Sales Manager of BarthHaas(Beijing) Trading Co.Ltd

巴特哈斯北京公司此次在2022年南京CBCE亚洲精酿展亮相，首次展示亚洲技术中心Campus酿酒的研发啤酒，原料均来自世界领先原料商，Weyermann特种麦芽，Fermentis活性酵母系列和新品LD20，巴特哈斯品牌欧美酒花，吸引到酿酒师们品鉴。创新黑科技酒花新品，浓缩香型颗粒酒花LUPOMAX、益可多浸膏，干投神器诗杯图，带来高价值、提升效率，降低成本的功效，深受好评。值得信赖、成熟的酿造解决方案来自Campus，各原料的高质量交付，源于巴特哈斯稳定的供应链，我们公司是精酿行业伙伴！非常感谢主办方提供CBCE的平台，期待明年再见！

BarthHaas Beijing made its debut at the 2022 CBCE in Nanjing, showcasing for the first time the R&D beers of the Asian Technical Center Campus Brewing, with raw materials from the world's leading raw material suppliers, Weyermann special malt, Fermentis active yeast series and the new LD20, BarthHaas brand European and American hops, attracting brewers to taste. Innovative black technology hops, concentrated aroma granular hops LUPOMAX, Incognito, and Spectrum bring high value, improve efficiency and reduce cost-effectiveness which were well received. Trustworthy and mature brewing solutions come from BarthHaas Campus. High-quality delivery of each raw material comes from the stable supply chain of BarthHaas. Our company is a partner of the craft brewing industry! Many thanks to CBCE organizers for providing the platform, and we look forward to seeing you next year!

关于展商 About Exhibitors



李诚，迅哲（上海）电子科技有限公司，销售经理
Cheng Li, Sales Manager of Centron Electronics Technology Co., Ltd.

*排名不分先后
Not list in order

感谢CBCE提供了一个行业交流的高端平台，让我们有机会将公司的系列产品更好地推向国内市场。在展会现场，我们能和客户直面沟通、演示产品，同时结识拓展到更多的业内好友，达到了预期效果。相信CBCE会越办越好，期待明年再次合作！

Thanks to CBCE for providing such a high-end platform for industry communications so that we could better promote our series of products to the domestic market. At CBCE, we could demonstrate our products, talk with customers directly as well as make more friends in the industry at the same time, which well meets our expectations. May CBCE do better and better in future! Looking forward to our cooperation with CBCE next year!



JOYFERM LABS
酵富实验室

潘登，酵富实验室，创始人兼总裁
Justin Pan, CEO Of Joyferm Labs

2022年CBCE虽几经波折，但最终转战南京顺利举行，作为精酿届的专业展会，酵富生物从公司创立之初就坚持每年报名参加，在这里我们结交新客户，重逢老客户，加强合作伙伴关系，跟踪最新行业动态，我们从最初的无名之辈成长为精酿业内技术交流中心历时四年，相信在未来的CBCE中，酵富实验室会给国内精酿届带来更多优质液体酵母和创新酿造方案！

Although CBCE 2022 has gone through many twists and turns, it was finally successfully held by picking up Nanjing as the hosting city. Since CBCE is a professional exhibition in craft beer industry, Joyferm Labs keeps attending CBCE every year since its foundation. Here we find new customers, reunite with old customers, strengthen relationships with partners, and track new trends of the industry. It takes us four years to grow from a new participant into a technology exchange hub in the craft beer industry. We believe that in the future CBCE, Joyferm Labs will bring more high-quality liquid yeasts and innovative brewing solutions to the whole craft beer industry!



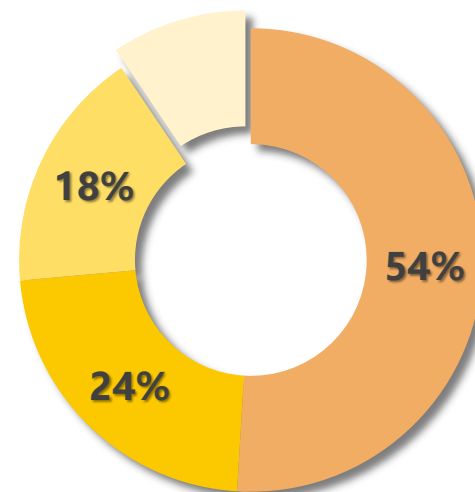
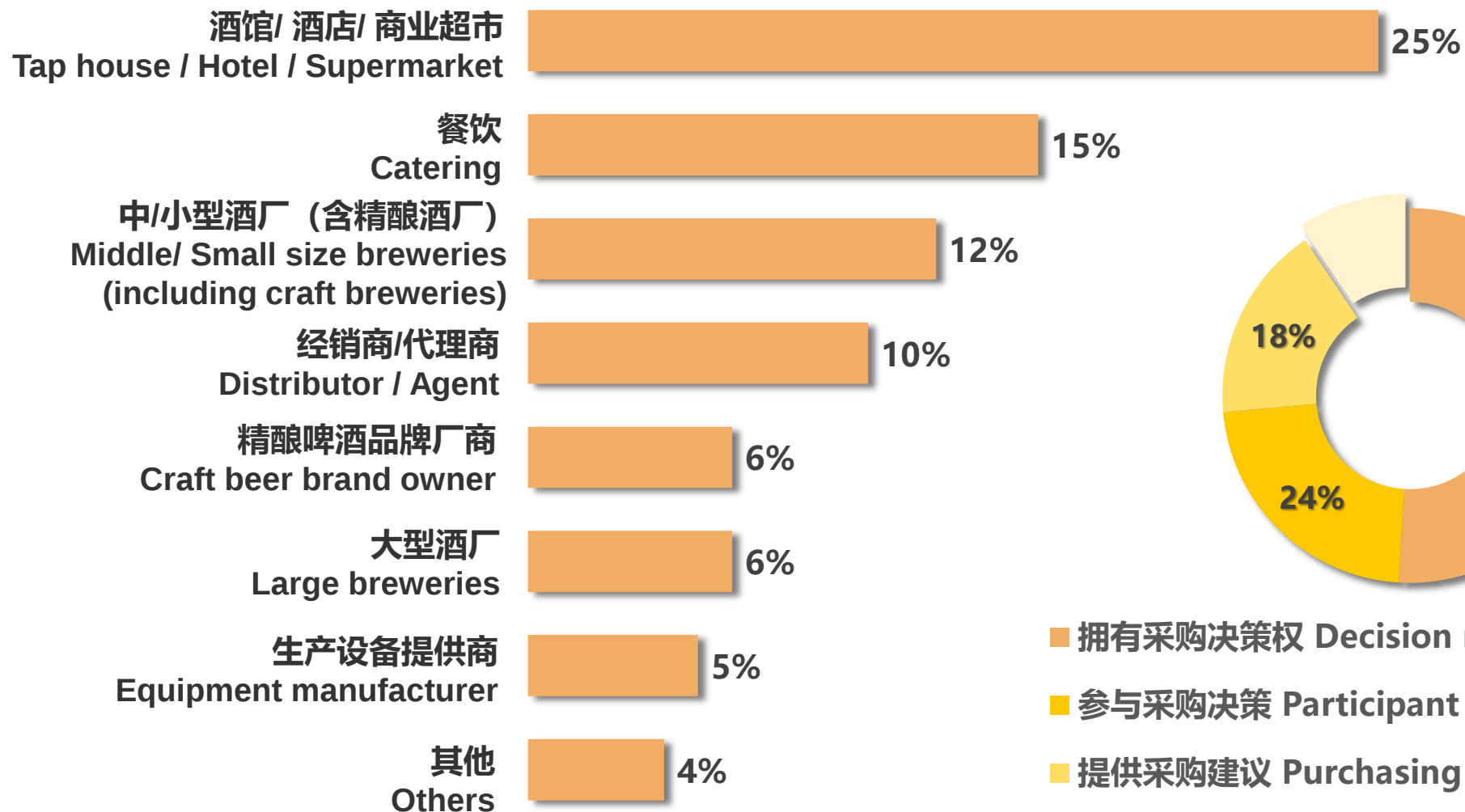
王昊天，大跃啤酒（北京）有限责任公司，品牌活动策划主管
Alvin Wang, Brand Event Planning Supervisor of Great Leap Brewery (Beijing)

首先，非常感谢受邀参加2022CBCE亚洲精酿展。此次展会除一些知名精酿厂牌外，我们也看到了众多新生厂牌的力量。大跃作为北京本土第一家精酿品牌，自我发展的同时也见证了中国精酿圈的光辉历程。从不被大众接受到小众文化，从小众文化到逐渐被大众接受，这永远离不开所以精酿人的每一份力。在此，感谢CBCE提供了这个舞台，让各厂牌可以一同举杯畅饮。期待明年再见。

First of all, we are so appreciated for being invited to CBCE 2022. In addition to some well-known craft beer brands, we also saw the power of new local brands at the show. As the first local craft beer brand in Beijing, Great Leap, while developing itself, has also witnessed the glorious history of Chinese brew scene. From craft beer being accepted by few people to turning to a niche culture, and to gradually being loved by public, this can never be done without every effort of craftsman in craft beer industry. I would like to thank CBCE for providing this stage for all the craftsman in craft beer industry to raise their glasses and drink together. We look forward to seeing you next year.

CRAFT BEER
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观众领域 Fields of Visitors

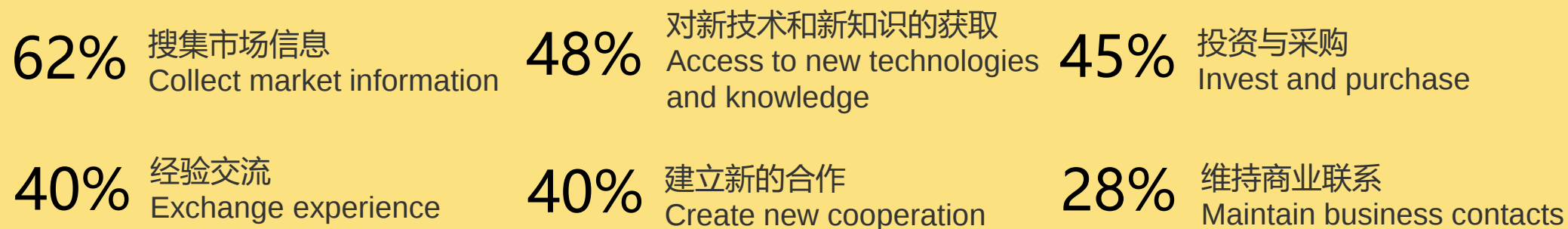


- 拥有采购决策权 Decision maker in purchasing
- 参与采购决策 Participant in purchasing
- 提供采购建议 Purchasing advisor

关于观众
About Visitors

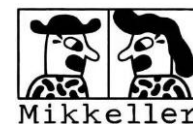
观众采购决策权 Visitor Roles in Purchasing

观众参观目的 Purposes of Visiting



部分观众 Parts of Visitors

*排名不分先后
Not list in order



**CRAFT BEER
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About Visitors
关于观众

观众评语 Comments from Visitors

李志豪, 华润雪花啤酒技术研究院新产品研发
Zhihao Li, New Product Developer of Institute of Technology,
China Resources Snow Breweries

疫情反复之下, CBCE坚持移师南京如期举办实属不易。尽管规模有所缩减, 但展会质量不逊以往, 是今年疫情下办得相对成功的专业展会。今年的CBCE不仅是个行业沟通交流的优质平台, 更是一场久别重逢的老友盛会。感谢CBCE伴随行业成长从未缺席, 期待明年上海再见!

Under the continuous influence of epidemic, it was not easy for CBCE to insist on moving to Nanjing and holding it as scheduled. Although exhibition scale has been reduced, but the quality is no lower than before. I can say it is comparatively successful among the professional exhibitions being held this year. CBCE 2022 was not only a quality platform for industry communication, but also a long-awaited event for old friends to gather together. Thanks to CBCE for never being absent along with the growth of craft beer industry. Looking forward to meet you in CBCE in Shanghai next year!

王雪琨, Fever主理人及福鹿家啤酒厂首席品控官
Xuekun Wang, Founder of Fever and CPO of Fulu Beer

每年都参加CBCE精酿展, 今年依然不能错过。本次展会看到了精酿厂牌的新发展, 无论技术进步, 新技术尝试, 还是向更下沉的用户群扩展, 都有十分精彩的内容; 在设备方面我们也开了眼界, 做了选购, 本次精酿展对我们建设新厂有非常大的帮助; 在原料方面我们看到各厂家的新品, 对未来的开发也很有助益。CBCE在疫情时代依然艰难努力, 这也让我们精酿人很感动, 祝未来的CBCE越来越好!

We attend CBCE every year, and of course we couldn't miss it this year. We saw new developments in local craft beer brands on the exhibition. Whether the new technology or the expansion to lower-tier user base left us deep impression. In terms of equipment we also broadened our horizons and have made several purchases, helping us a lot in building our new plants. For raw materials, we saw new products from various companies, which was also beneficial for our future development. We are so moved that CBCE is still working hard in the epidemic period. Wish CBCE a bright future!



《破与立——精酿的跨越成长》 Breaking and Standing – The Leap-forward Growth of Craft Beer



洞见机遇 乘势而行

Foresee Opportunities and Follow the Trend

酒精饮料行业趋势

Trend of Alcoholic Beverage Industry

工艺烈酒，精酿酒厂的新探索？

Craft Spirits, New Exploration of Craft Brewery?

“从100到101” - 酒厂的建设之道

Starting a Craft Brewery 101

酒馆业态创新与连锁经营方法论

Innovation of Taproom Business Pattern and
Methodology of Chain Store Management

新锐精酿品牌的新机会

Microbreweries, Macro Opportunities

暴利的精酿啤酒，却长不出“巨头”？

No "Giant" in Profitable Craft Beer Breweries ?

短保产品运作难？新零售时代，如何争“鲜”？

Strive for "Freshness" in New Retail Era?

国际环境复杂多变情况下，如何保证供应链稳定？

How to Keep the Supply Chain Stable Under the
VOCA Era?

【供应链管理指南】精酿品牌撬动B端业务增长

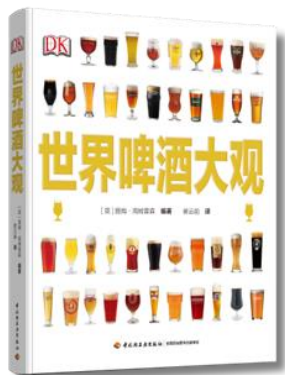
[Guide for Supply Chain Management] Craft Beer
Brands Leverage ToB Business Growth

布鲁塞尔挑战赛获奖产品品鉴会

Brussels Beer Challenge Awarding-winning Products Tasting Event

由主持人巴特哈斯金牌酿酒师张磊为大家解读2021年布鲁塞尔国际啤酒挑战赛10余款中国酒厂获奖酒品，现场观众一饱口福，感受中国精酿的巅峰之作。

The host Lei Zhang, Brewmaster of Barthhaas, introduced over 10 award-winning beers of the 2021 Brussels Beer Challenge from Chinese breweries. The audience had the opportunity to taste the pinnacle of Chinese craft beer.



《世界啤酒大观》新书推介会

World Beer Book Promotion Meeting

《世界啤酒大观》详尽介绍了世界上800多个国家和地区的啤酒厂及其经典啤酒品种，并向读者详细描述其口味特点和配餐建议，既突出了啤酒的工艺特点，也有浓郁的啤酒文化气息。

World Beer provides detailed descriptions of breweries and their classic beer varieties from more than 800 countries and regions around the world, as well as detailed descriptions of their taste characteristics and pairing suggestions, highlighting both the craft characteristics of beer and the richness of beer culture.

CBCE中国精酿之旅版图

CBCE Chinese Map of Craft Beer Breweries

CBCE精酿之旅版图在精酿社区再次上线，涵盖所有参展本届CBCE精酿啤酒品牌的地理分布图清晰地呈现了近年来中国本土精酿品牌百花齐放的发展态势，引来众多观众拍照留念。CBCE Chinese map of craft beer breweries once again set up in the craft beer community. The geographical distribution map covering all the craft beer community exhibitors clearly presents the blossoming development of Chinese local craft beer brands in recent years and it becomes a welcomed spot in CBCE 2022.



CBCE 2022嗨啤精酿晚宴

CBCE 2022 Craft Beer Gala Dinner

为答谢在疫情中仍然给予我们支持和信任的各位展商和嘉宾，CBCE在首日展会结束后举办了嗨啤精酿晚宴，行业精英齐聚一堂，共同见证2021年布鲁塞尔国际啤酒挑战赛14家中国酒厂获奖高光时刻，9金7银2铜及1个最佳啤酒奖，取得空前成绩的中国军团让在场的嘉宾掌声雷动。万未、蓝枪鱼、燕京、牛啤堂、懒人、斑马、拾捌、蜂狂、华酿工坊、千岛湖、北平机器等布鲁塞尔挑战赛获奖的十余款精酿陈列在晚宴酒单中供品尝，大家在舌尖兴奋之余感叹中国精酿近年来的蓬勃发展，期待中国精酿在国际舞台能够大放异彩。

In order to thank all the exhibitors and guests who still gave their support and trust during the epidemic period, CBCE held a banquet in the evening of Sept. 7th. Industry friends gathered to witness the highlight moments of 14 Chinese breweries winning the 2021 Brussels Beer Challenge, 9 golds, 7 silvers, 2 bronzes and 1 Best Beer Award. The unprecedented achievements of the Chinese delegation won the applaud of guests present. More than 10 Brussels Beer Challenge award-winning craft beers from Wanwei, Blue Marlin, Yanjing, NBeer, Lazy Guys, Super Zebra, 18 Brewery, Buzz, Sinobrew, Cheerday and Beerjoy were sponsored on the banquet for everyone to enjoy. While enjoying the freezing beer, guests endorsed the booming development of Chinese craft beer industry in recent years and expected that Chinese craft beer will be more dazzling on the international stage in near future.



同期活动 Accompanying Events



2021布鲁塞尔挑战赛获奖微醺派对 (啤酒事务局联合举办)

2021 Brussels Beer Challenge Winning Beer Party (with Beer Matters)

除面向行业精英的开幕晚宴外，CBCE 2022还与啤酒事务局联合追加一场面向精酿爱好者的精酿派对。现场提供包括2021布鲁塞尔啤酒挑战赛获奖酒品在内的二十余款现打鲜啤，与晚风、美食、故事、音乐激情碰撞。

Besides Gala Dinner, CBCE 2022 also held a party for craft beer lovers together with Beer Matters. More than 20 kinds of craft beer including those winning 2021 Brussels Beer Challenge served in the bar, mixed well with evening breeze, delicious food, stories and music.

啤酒事务局 - 2022《中国精酿酒吧行业白皮书》问卷调查报告 Beer Matters - Report for Chinese Brewery Industry in 2022

啤酒旅行社 - 中国精酿酒吧一周畅饮体验

One-week Drinking Membership for Chinese Craft Beer Brewery

CBCE与啤酒事务局联合为精酿从业者及爱好者准备惊喜好礼：《2022中国精酿酒吧行业白皮书》问卷调查报告现场首发，为帮助疫情下中国精酿酒吧共享行业最佳实践，共度难关；以及内含全国300多家优质精酿酒吧的限量版地图，到场即可扫码专享一周会员试饮体验。

CBCE and Beer Matters work together to prepare surprise gifts for craft brewers and beer lovers: first release of "2022 Chinese Brewery Industry" report to help Chinese brewery owners share industry best practices and tide over the difficulties during epidemic period; One-week drinking membership of over 300 Chinese quality craft beer breweries that could be achieved on the exhibition.



展会媒体

展会媒体全阵容集结，国内外专业媒体深入报道，主流媒体造势宣传，自媒体渠道全方位覆盖人群广，展前展中展后持续曝光，综合提升展会影响力。

江苏电视台



扬子晚报



中新网



腾讯新闻



国际在线



部分大众媒体
Public Media

荣格工业



食品饮料工程



Imbeer



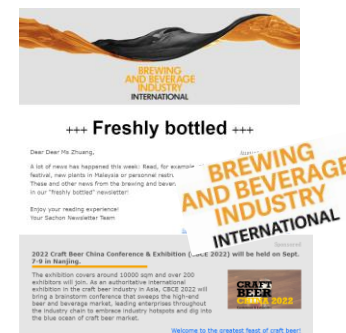
啤酒板



啤酒事务局



Verlag W. Sachon GmbH



部分行业媒体
Trade Media

CBCE微信公众号



CBCE视频号



抖音 (foodex360) 快手 (foodex360)



自媒体
We Media

CBCE media assembly: public and trade media both from home and abroad as well as official we media continuously expose CBCE before, during and after the exhibition, comprehensively enhance the exhibition influence.

CRAFT BEER CHINA 2022
Conference & Exhibition

现场直播 Live Broadcast

2场
线上“云逛展”

2场
线上圆桌访谈

3200+ 人次
观众

展会亮点之一便是为期两天的现场直播活动。首日“云逛展”直播活动由重量级嘉宾带领大家参观各展位，对酿造原料与设备技术做细致分析与讲解，对众多精酿啤酒品牌及其头号产品做了详细介绍，使得无法亲临现场的精酿爱好者们在轻松愉快的氛围中既了解到精酿的酿造原理又学会了如何品酒、鉴酒，更引来了评论区的小伙伴积极发言踊跃提问。次日的直播活动以两场圆桌访谈的形式拉开序幕，线上观众有机会与众多业内领先品牌商同步大脑，受益匪浅。盛大的布鲁塞尔挑战赛获奖产品品鉴会也以直播的形式呈现给大家，无法亲临现场的精酿爱好者们虽不能品鉴到醇香的精酿，但也了解到了国际精酿赛事的分类与评判标准，可谓收获良多。两日的直播活动共吸引了多达3200人次观众，真正实现线上云逛展、云讨论。

One of the biggest highlights of this exhibition is CBCE live show. On the first day, heavyweight guests were invited to visit booths and give a detailed introduction to raw material and equipment technology as well as craft beer brands and their top products, making it possible for craft beer lovers who could not attend the show in person to learn about the brewing principles of craft beer as well as how to taste and identify beer in a relaxed and pleasant atmosphere. The second day started with two online panel discussions. Online audience could have the opportunity to brainstorm with leading brand founders and benefit greatly. The grand Brussels Beer Challenge Awarding-winning Products Tasting Event was also presented in the live broadcast. Although online audience could not taste the mellow craft beer, they could learn about the classification and judging standards of international craft beer events. The two-day live broadcast attracted over 3,200 viewers in total, truly realizing online exhibition tour and cloud discussion.



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