

CRAFT BEER CHINA 2021

Conference & Exhibition

2021中国国际精酿啤酒会议暨展览会 (CBCE 2021)

2021.5.12-14 上海世博展览馆

Shanghai World Expo Exhibition & Convention Center

Member of the **Beviale Family**

展后报告

Post-show Report

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展会概述 Overview

**CRAFT BEER
CHINA 2021**
Conference & Exhibition

2021上海国际精酿啤酒会议暨展览会（CBCE 2021）于2021年5月12-14日在上海世博展览馆展开为期三天的展览活动。虽然天气闷热时常伴有小雨，展会防控要求严格，本届展会仍然汇聚了207家左右的企业，涵盖精酿生产、原材料、包装、生产线及相关设备和销售等各个领域的专业展商，展出面积达12000m²，规模赶超疫情前的CBCE；共录得专业观众13134人次进场参观。展会同期举行了6场精彩纷呈的活动：引领行业浪潮的高峰论坛，精酿啤酒品鉴图书研读签售活动，美国精酿啤酒品鉴会，布鲁塞尔挑战赛获奖啤酒品鉴会，捷克产品推介会，中国精酿之旅版图等。

The 2021 Craft Beer China Conference & Exhibition (CBCE 2021) was held successfully at Shanghai World Expo Exhibition & Convention Center during May 12-14, 2021. Although it is sultry early summer with intermittent rains and COVID-19 prevention work for the exhibition was still taken seriously, CBCE 2021 attracted 207 professional exhibitors in various fields such as craft brewing, raw materials, packaging, production lines and related equipment and sales. The exhibition area reached 12,000 square meters which has surpassed the scale of CBCE before COVID-19; 13,134 person-times of professional visitors visited the exhibition in three days. 6 Brilliant events were held during the same period: Craft beer forum, Craft beer book signing event, the American craft beer tasting, the Brussels Challenge award-winning beer tasting, the Czech product promotion meeting and China Craft brewing tour territory, etc.

207

家专业展商
Exhibitors

12000

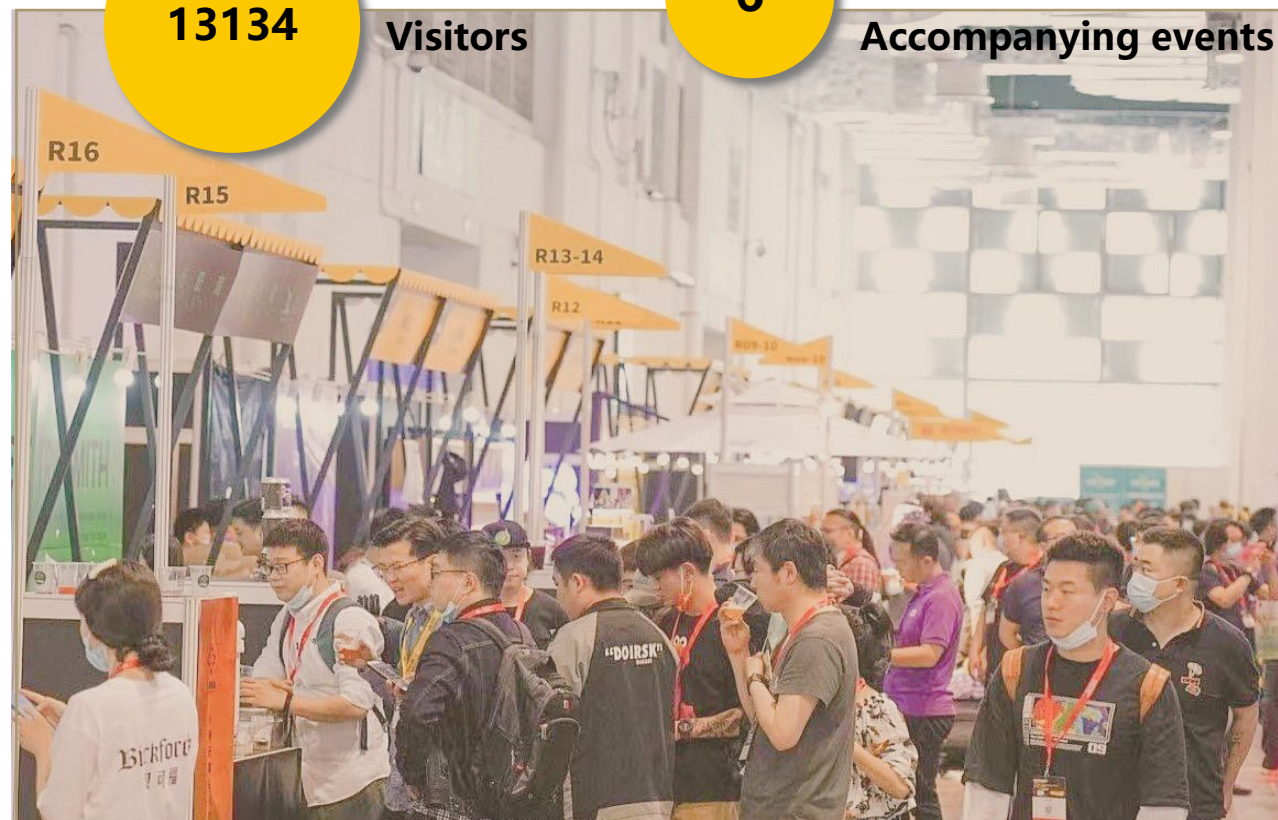
平米展出面积
Square meters of exhibition area

13134

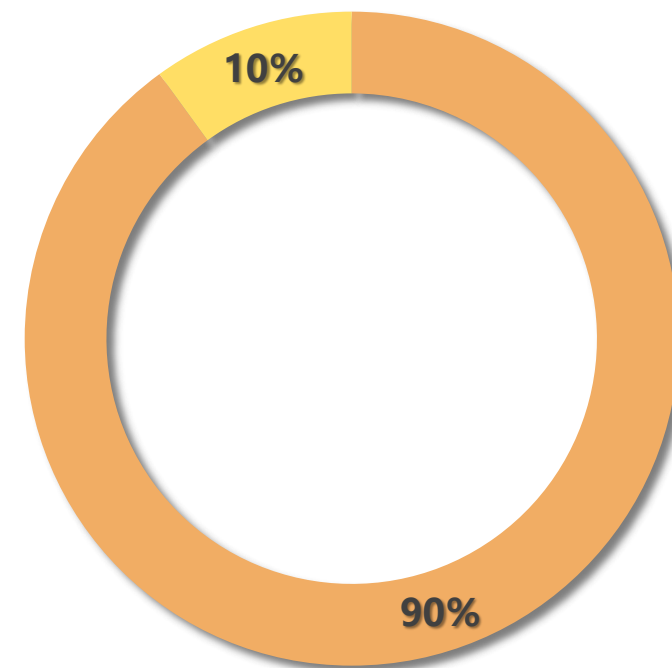
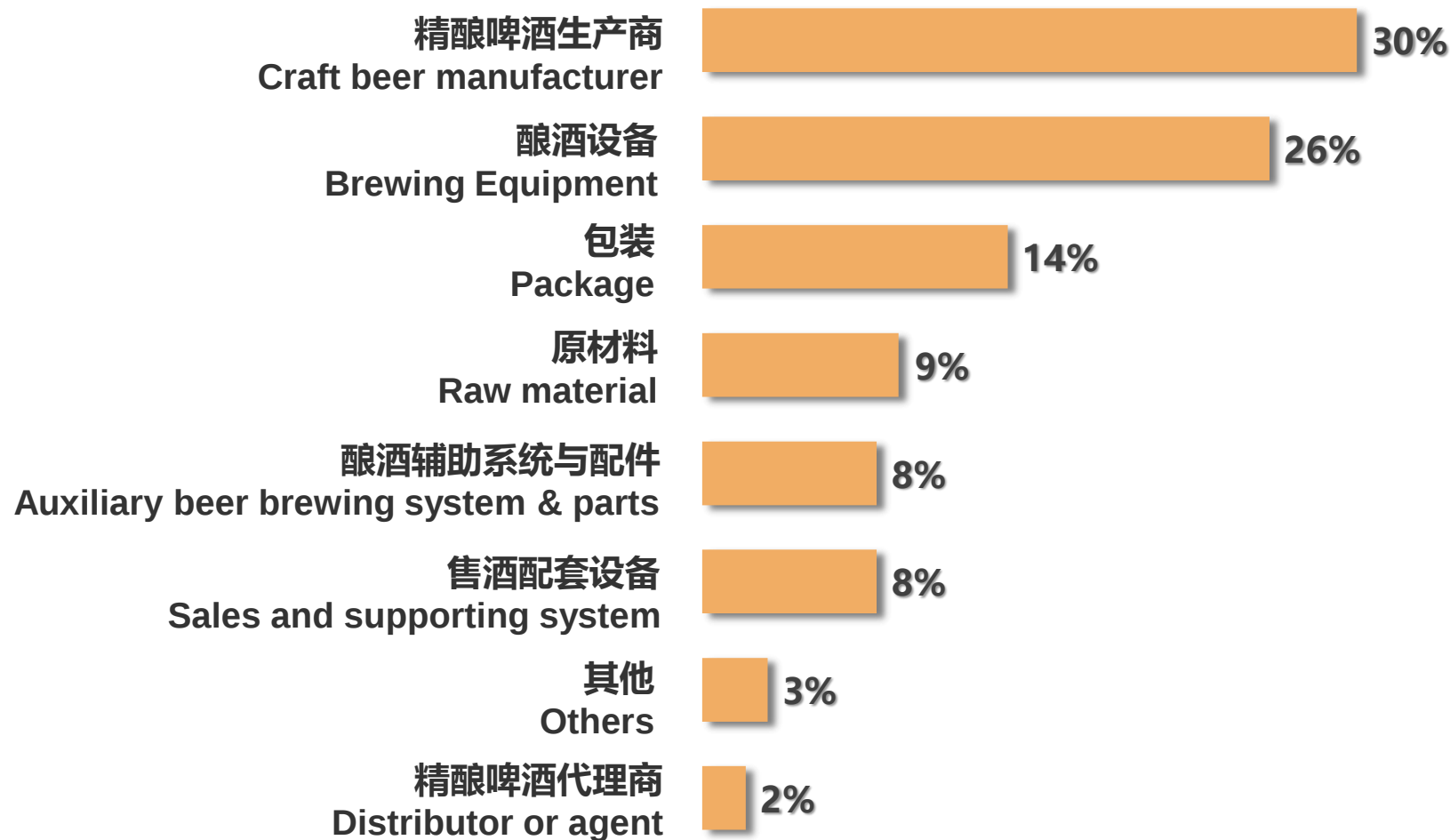
人次专业观众
Visitors

6

场同期活动
Accompanying events



展商领域 Fields of Exhibitors



■ 国内参展企业 Domestic exhibitors
■ 海外参展企业 Foreign exhibitors

关于展商 About Exhibitors

**CRAFT BEER
CHINA 2021**
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部分展商 Part of Exhibitors

设备类 Equipment



原料类 Material



酒厂类 Breweries



*排名不分先后
Not list in order

展商评语 Comments from Exhibitors



马春岭, 中德集团【山东安吉生物发酵装备技术有限公司】, 总裁

Chunling Ma, CEO Of CGET, Angie Bio-Fermentation Equipment Tech Co., Ltd.

CBCE2021是亚洲权威的精酿啤酒行业国际盛会, 中德CGET作为国内精酿装备的优秀品牌, 在本届展会上首次展示了精酿啤酒“瓶内二发”技术和LTB系列智能二发售酒系统, 用创新的技术和优质的服务迎接精酿行业的市场热潮, 始终坚持技术创新和市场推广, 不惧挑战, 24年来的行业技术积淀和真诚奉献, 赢得了客户的好评。感谢CBCE这个平台, 也衷心的希望CBCE越办越好, 期待明年再见。

CBCE2021 is an authoritative international event for the craft beer industry in Asia. As an outstanding brand of domestic craft beer equipment, Zhongde CGET presented craft beer "BT2F" technology and LTB series intelligent second selling system for the first time in this exhibition, and welcomed the market boom of craft beer industry with innovative technology and high-quality service. Always adhere to technological innovation and market promotion, not afraid of challenges, 24 years of industry technology accumulation and sincere dedication, won the customer's praise. Thank CBCE for this platform, and sincerely hope that CBCE will do better and better. I look forward to seeing you next year.



邵晨路, 安琪酵母股份有限公司, 国内葡啤酒销售经理

Chenlu Shao, Domestic Alcoholic Beverages Sales Manager Of Angel Yeast Co., Ltd

2021年5月上海亚洲精酿展CBCE, 新增了许多国内新的精酿品牌力量诞生。安琪展示了系列产品和应用方案, 重点讲解了《非酿酒酵母在酸啤酿造中的应用解决方案》。同时, 现场还开展了由安琪示范用户赞助的多款风味精酿畅饮活动, 吸引了众多酿酒师、意向客户前来咨询产品测试和采购事宜。首次亮相的酿酒新品风味酵母CVE-7样品, 契合行业本土化发展趋势, 测试效果优和高性价比等特点, 助力酿酒师酿造风味型酸啤, 深受用户期待, 被众多用户一抢而空。非常感谢展会举办方提供优质高效的服务, 我们明年再见!

On May 2021, there are lots of new craft brewing brands showing on Shanghai CBCE Asia Craft Brewing Exhibition. During the exhibition, Angel presented a full range of products and application solutions, focusing on the "Application Solutions of Non-Saccharomyces Yeast in Sour Beer Brewing". New flavor yeast CVE-7 debuted for the first time which meets the industry's localization development trend with excellent testing results and high cost-effectiveness, helping brewers with flavored sour beer. The yeasts are highly expected and recognized by brewers. Thank you CBCE for the excellent and efficient service. See you next year!

关于展商 About Exhibitors

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CHINA 2021
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史佳宁, Fermentis, 大中华区销售经理
Jianing Shi, Sales Manager Of Greater China, Fermentis

中国精酿市场2021焕发活力强势发展, 从业人员与消费者对于精酿细分市场的产品和酒类趋势极为关注。作为酵母供应商的领军型企业——Fermentis弗曼迪斯与CBCE紧密合作一路走来, 为精酿啤酒高品质高稳定性的生产提供优质原料和技术服务。CBCE与全方位的渠道构建桥梁为我们提供商业机, 让发酵饮料的明智之选绽放光彩, 期待在CBCE与您探索更多创新合作!

Chinese craft brewing market will develop vigorously in 2021, and practitioners and consumers are extremely concerned about the product and beer trends in the craft beer segment. As a leading yeast supplier, Fermentis has been working closely with CBCE along the way to provide good raw materials and technical services for the production of high-quality and high-stability craft beer. CBCE builds a bridge with a full range of channels to provide us with commercial opportunities, so that the wise choice of fermented beverages will shine, and we look forward to exploring more innovative cooperation with you at CBCE!



黄粤宁, 宁波乐惠国际工程装备股份有限公司, 总经理
Yuening Huang, GM of Ningbo Lehui International Engineering Equipment Co.,Ltd

上海CBCE精酿啤酒展览会, 让我们看到中国精酿行业的盛世。希望明年有更多来自全球的精酿行业人员与我们在展会相遇。也祝贺上海CBCE精酿啤酒展览会圆满结束, 明年再创辉煌。

Shanghai CBCE Craft Beer Exhibition, let us see the prosperity of Chinese craft beer industry. I hope that more craft beer entrepreneurs from all over the world will meet us at the exhibition next year. Congratulations on the successful conclusion of the Shanghai CBCE Craft Beer Exhibition and wish gloriousness for next year.

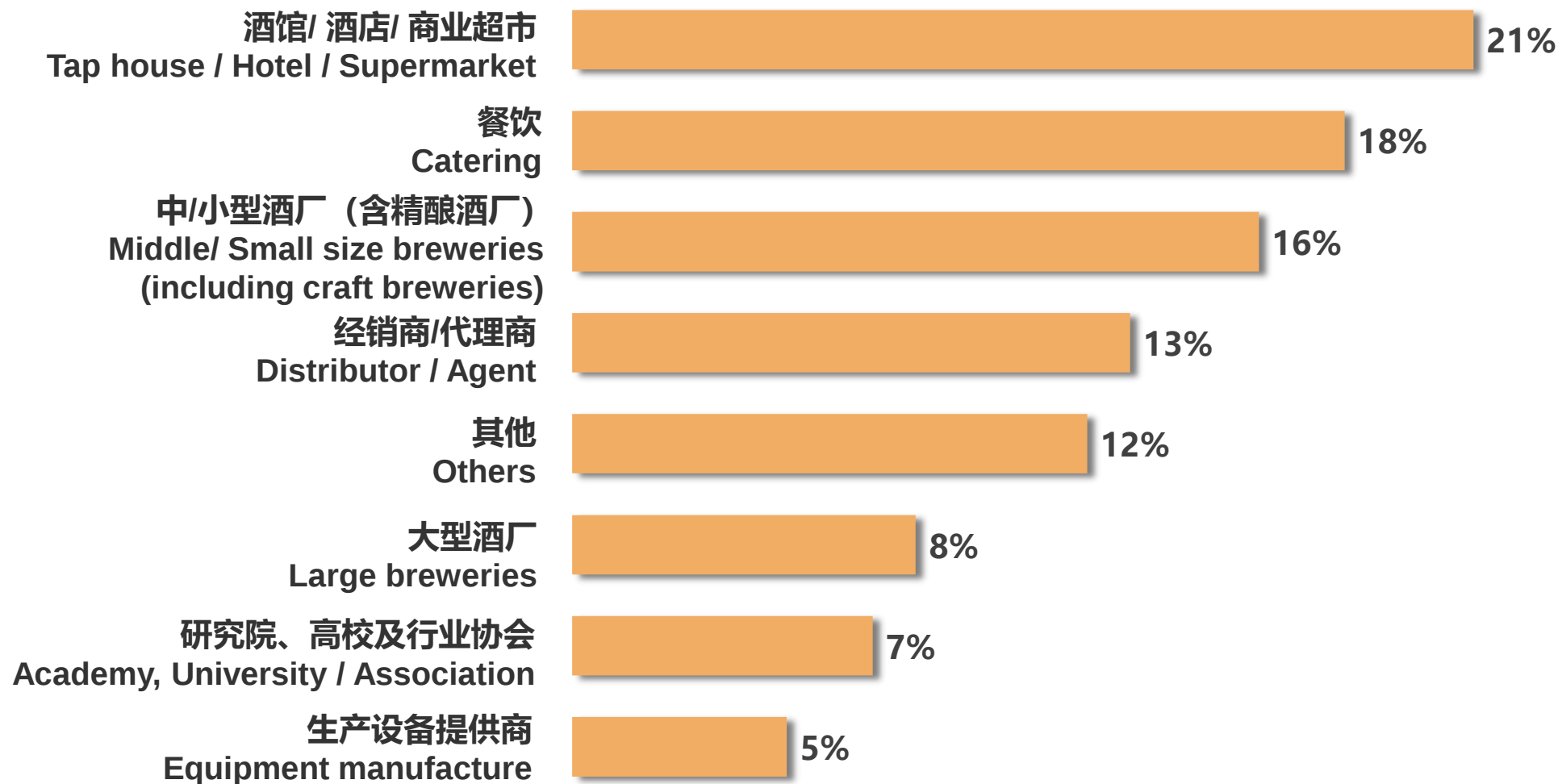


马云鹰, 塔罗斯科技股份有限公司, 大中国区营销总监
Max Ma, Marketing & Sales Director of Greater China, Talos Technology Co.,Ltd

今年的CBCE看到了不少精酿圈的新老朋友, 感谢CBCE提供这样好的一个平台, 让精酿圈每个环节的参与者都能荟聚一堂交流信息, 寻找合作伙伴。希望今后的每一届都能办的更好!

This year CBCE has met a lot of new and old friends in the craft brewing circle. Thank CBCE for providing such a good platform, so that participants in each part of the craft brewing supply chain can gather together to exchange information and find suitable partners. I wish a bright future for CBCE!

观众领域 Fields of Visitors



观众观展意向完成度

Intention of Visitors



96%

搜集市场信息
Collect market information

88%

发现原料及酒类新产品信息
Find new product information
in raw material and craft beer

85%

经验交流
Exchange experience

80%

投资和购买设备前的考察
Inspect before equipment
investments and purchases

77%

建立新的合作
Create new cooperation

70%

对新技术和新知识的获取
Access to new technologies
and knowledge

部分观众 Part of Visitors



*排名不分先后 Not list in order

观众评语 Comments from Visitors

张浩, 楚门津酿餐饮管理 (天津) 有限公司, 联合创始人
Zhang Hao, Co-founder, Trueman Brewing Co.

一直以来都非常关注CBCE精酿展, 今年依然办得风采无限。本次展会看到了许多独具创新的酿酒设备和各种独特风味和质地的原料, 收获颇多。感谢CBCE为广大精酿从业者提供了广阔交流平台, 也让我们对中国精酿行业的未来发展充满信心。期待明年CBCE盛会, 见证中国精酿的下一个高度!

I have always paid close attention to the CBCE, and this year it was still very elegant. We could find innovative wine-making equipment and various unique flavors and textures of raw materials in the exhibition. We all gained a lot. Thanks to CBCE for providing a broad communication platform for the majority of craft brewing professionals and also giving us full confidence in the future development of Chinese craft brewing industry. Looking forward to seeing CBCE 2022 brings Chinese craft beer industry to next new level!

黄佳, 华润雪花啤酒 (中国) 有限公司上海分公司, 制造部技术质量
Huang Jia, Technical Quality of Manufacturing Department, Shanghai Branch of China Resources Snow Breweries Co., Ltd.

今年CBCE展会来了很多优质的原料设备商, 酒厂也毫不逊色, 在现场品尝到各种创新的啤酒风味, 为我司日后的发展提供了许多灵感。感谢CBCE构筑了这样的高端平台, 让我们在沟通交流中不断学习与探索, 祝CBCE越办越好!

This year CBCE has attracted many high-quality raw material and equipment suppliers, and the breweries were not inferior as well. A variety of innovative beer flavors on the exhibition provided a lot of inspiration for our company's future development. Thanks to CBCE for building such a high-end platform where we could continue to learn and explore through communication. Wish CBCE better and better!

《高端啤酒引领行业浪潮》 Premium Beer Leading the Industry

- 精酿行业政策及趋势研讨
- Policy and Trend Research of Craft Beer Industry



2021年精酿行业政策透析及发展趋势预测
Policy Analysis and Trend Projection of the Craft Beer Industry in 2021

疫情环境下经济发展趋势解析
Analysis of Economic Development Trend During COVID-19 Pandemic



2021年中国精酿啤酒发展新趋势
New Trends of Craft Beer in China in 2021

全球精酿啤酒市场-趋势、创新和思考
Global Craft Beer Market: Trends, Innovation and Thinking



解锁中国精酿行业密码，勾勒擘画未来市场蓝图
Unlock the Code of China's Craft Beer Industry and Outline A
Blueprint for Future Market

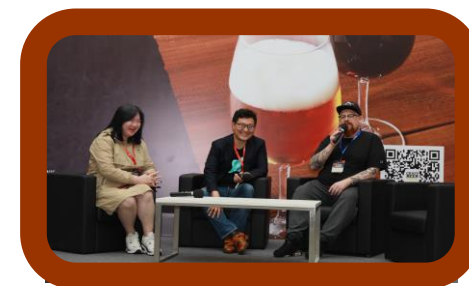
《高端啤酒引领行业浪潮》 Premium Beer Leading the Industry

- 精酿啤酒品牌运营及营销专场
- Brand Operation and Marketing of Craft Beer



精酿酒厂的多元化产品机遇
Diversified Product Opportunities for Craft Beer Breweries

精酿啤酒如何成为餐饮业“跨界”新宠
How Does Craft Beer Become A New Favorite in the Catering Industry



探索新营销时代精酿的增长创意
Tap into Growth Ideas for Craft Beer in the Era of New Marketing

精酿品牌运营论坛之区域品牌的崛起
Rise of Regional Brands at the Craft Beer Brand Operations Forum



《高端啤酒引领行业浪潮》 Premium Beer Leading the Industry

-精酿酒厂建设及运营管理专场

-Construction and Operation Management of the Craft Beer Brewery

【政策法规解读】助推精酿啤酒品牌快建

[Interpretation of Policies and Regulations] Promote the Rapid
Construction of Craft Beer Brands



「入局精酿 选品有道」论产品矩阵打造的重要性
Cracking Craft Beer Industry and Selecting Products in A Proper
Way: On the Importance of Building Product Matrix



啤酒工厂建设指南
Guide for Construction of Beer Factory



【精酿啤酒=爆款产品 新终端店】2021年精酿啤酒行业营销观点分享
[Popular Product New Store] 2021 Marketing & Promotion
Concept for Craft Beer Industry



有效的目标管理凸显工厂供应链的运营水平
Effective Management by Objectives Highlighting the
Operational Level of the Factory Supply Chain





美国精酿啤酒品鉴会

American Craft Beer Tasting

由主持人历届BJCP品饮考试考官沈立斌为大家介绍来自美国的6款精酿啤酒，与现场观众一同品鉴，赞许纷纷，反响热烈。

The host Shen Libin, BJCP judge, introduced 6 craft beers from the United States to the audience and tasted together. Great praises and enthusiastic responses were received during tasting conference.

布鲁塞尔挑战赛获奖产品品鉴会

Brussels Beer Challenge Awarding-winning Products Tasting Event

由主持人沈阳精酿啤酒协会会长董弋平为大家介绍2020年布鲁塞尔国际啤酒挑战赛7家中国酒厂获奖酒品，观众尽情享受冰啤带来的酒香、酒色、酒味于一体的通感盛宴，现场热闹非凡。

The host Dong Yiping, President of Shenyang Craft Beer Association, introduced the award-winning beers of the 2020 Brussels Beer Challenge from 7 Chinese breweries. Attendees enjoyed the synesthetic feast brought by the aroma, color and taste of the beer and the atmosphere was quite lively.



同期活动 Accompanying Events

**CRAFT BEER
CHINA 2021**
Conference & Exhibition

捷克企业商贸配对会

Products Exhibition & Business Match Making – “Brewing Like Czechs Do”

与捷克领事馆合作开展的产品推介会，助力二十余家企业成功匹配合作，从酒花到麦芽，从啤酒到技术设备，一应俱全，帮助中国精酿行业飞速发展。

The product promotion conference jointly held with the Czech consulate helped more than 20 enterprises conduct cooperation in terms of supply from hops to malt, from beer to technical equipment, which led Chinese craft beer industry to rapid development.



《精酿啤酒品鉴与配餐指南》签售会

Tasting and Catering Guide for Craft Beer Signing Session

通过对《精酿啤酒品鉴与配餐指南》的详细介绍与解读，让精酿爱好者了解如何品鉴精酿啤酒的同时也学会如何搭配与之风味互补相辅相成的配餐，不仅体现了精酿啤酒口味的独特性，也强调了精酿啤酒在餐饮界越来越高的地位。

Through the detailed introduction and interpretation of Tasting and Catering Guide for Craft Beer, craft beer lovers can learn both how to taste craft beer and also how to match the food with complementary flavors, which not only reflects the uniqueness of the taste of craft beer and also emphasizes the increasing status of craft beer in the catering industry.



中国精酿之旅版图

Chinese Map of Craft Beer Breweries

精酿社区设置的中国精酿之旅版图清晰地呈现了近年来中国本土精酿品牌的成长之路，也成为本届展会热门的打卡圣地。

The map of Chinese map of craft beer breweries set up in the craft brewing community clearly showed the growth path of Chinese local craft brewing brands in recent years, and it had also become a welcomed spot in CBCE 2021.



同期活动 Accompanying Events

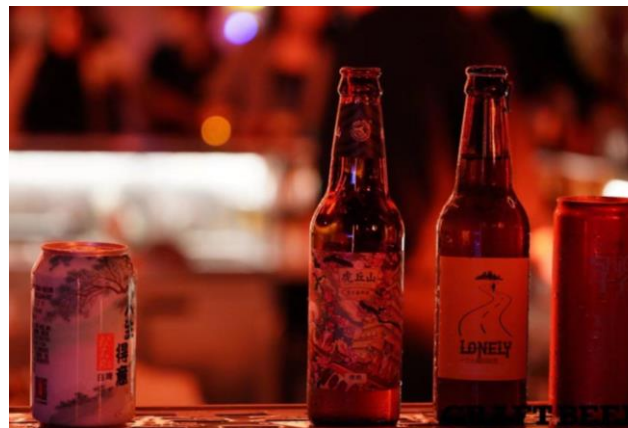
CRAFT BEER
CHINA 2021
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CBCE 2021国潮夜宴

CBCE 2021 Craft Beer Banquet

为答谢风雨同舟的各位精酿行业人举办的CBCE国潮夜宴，现场摆放了由大跃、或不凡、鲸酿、阳春、望和啤酒赞助的以及布鲁塞尔挑战赛获奖的二十余款精酿啤酒供大家享用。大家共同见证2020年布鲁塞尔国际啤酒挑战赛7家中国酒厂获奖高光时刻，2金1银4铜及1个最佳啤酒奖。中国军团的骄人成绩代表了中国精酿市场的卓越发展趋势，期待中国精酿在国际舞台能够更加璀璨夺目。

In order to thank the exhibitors and guests for their support, CBCE held a banquet providing craft beer sponsored by Great Leap Brewing, Hop Fan, Whale Brew, Yangchun Beer, Wanghe and the brands winning prizes of the Brussels Beer challenge. All witnessed the highlight moments of 7 Chinese breweries winning the 2020 Brussels Beer Challenge, 2 golds, 1 silver, 4 bronzes and 1 Best Beer Award. The outstanding achievements of the Chinese team represent the rapid development trend of Chinese craft beer. We expect that Chinese craft beer will be more dazzling on the international stage.



展会媒体 Media

**CRAFT BEER
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大众媒体 Public Media



新民晚报



新华社



东方网



中国经济网

专业媒体 Professional Media



弗戈工业



啤酒日报



Imbeer



食品商务网

*排名不分先后
Not list in order



2 场品酒会直播

3 场线上圆桌论坛

5000+ 人次观众

全球精酿视野直播活动是本次展会亮点之一。首日CBCE邀请到重量级大咖亲临各个展位直播现场盛况。次日两场热闹盛大的啤酒品鉴会也以直播的形式呈现给大家；最后线上圆桌论坛将直播推到了最高潮，使得观众有机会与众多业内领先品牌商同步大脑。本次线上直播活动吸引了多达5082人次观众，真正实现线上云逛展、云讨论。

The biggest highlight of this exhibition is the live streaming of global craft beer vision, which was held by CBCE in the same period. On the first day, CBCE invited the heavyweights of the leading craft beer brands to the booths for live broadcast of the grand event. The next day, two grand tasting conference were presented in the form of live broadcast; the online roundtable forum pushed the live broadcast to a new climax where the audience had the opportunity to synchronize with many leading brand owners in the industry.

The online live broadcast attracted as many as 5.082 person times, truly realizing online cloud exhibition and cloud discussion.



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BrauBeviale

国际啤酒、酿酒设备及饮料设备技术展
2022年11月8-10日
德国-纽伦堡

BevialeMoscow

莫斯科(国际)酒类及饮料工业技术展
2021年3月23日-25日
俄罗斯-莫斯科

KOREA
INTERNATIONAL
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**CRAFT
BEER
ITALY**

意大利精酿啤酒展
2021年7月
意大利-米兰

**CRAFT
DRINKS
INDIA**

印度精酿啤酒及工艺饮品展
2021年
印度-班加罗尔

**CRAFT
BEER
CHINA**

亚洲精酿啤酒会议暨展览会
2021年5月12日-14日
中国-上海



BevialeMexico

墨西哥酒类及饮料工业技术展
2021年3月2-4日
墨西哥-墨西哥城

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CBCE 2022
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2022中国国际精酿啤酒会议暨展览会 (CBCE 2022)

2022.5.11-13 上海世博展览馆

Shanghai World Expo Exhibition & Convention Center

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