

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

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NÜRNBERG MESSE

BEER ! INK

啤酒行业日新月异，发展迅猛，从啤酒1.0(工业拉格)时代已然进入到啤酒2.0(精酿啤酒)时代。如今，在精酿浪潮的不断发酵下，精酿风已经从啤酒蔓延到了烈酒领域，国内酒商也开始对这种高浓度酒精饮品产生了兴趣；后疫情时代下，消费者表现出的对健康生活越来越高的追求使得品牌商将注意力转移到了低酒精、无酒精饮品上.....中国精酿啤酒正朝着3.0时代进发！

作为亚太一站式精酿平台，2022亚洲精酿啤酒会议暨展览会（CBCE 2022）是亚洲权威的精酿啤酒行业国际盛会。相比往年，本届展会顺应精酿发展趋势，向高浓度酒精饮品和低酒精饮品两大方向做了外围延伸，精准掌握行业风向标，带领大家一同见证精酿新浪潮。届时展会将邀请到国内外行业专家和顶尖媒体介绍国内外行业现状，揭示中国精酿啤酒行业的发展趋势，带来最新的原料处理和酿造技术，并分享酒厂运营经验和品牌管理方法。

The beer industry is changing with each passing day and developing rapidly, from the beer 1.0 (industrial lager) era to the beer 2.0 (craft beer) era. Nowadays, under the continuous fermentation of the craftsmanship wave, the craftsmanship has spread from the field of beer to spirits, and domestic beer owners have begun to show interest in this high-strength alcoholic beverage; in the past-epidemic era, consumers have shown their increasing pursuit to healthy life so that beer owners turn their attention to low-alcohol and non-alcoholic beverages... Chinese craft beer is heading towards the 3.0 era!

As Asia-Pacific's one-stop craft beer platform, CBCE 2022 is an international event for the craft beer industry and leading in Asia. Compared with previous years, this year's exhibition has extended its outer boundaries in the two major directions of high-strength alcoholic beverages and low-alcoholic beverages, accurately grasping the industry's weather vane, and leading everyone to witness the new wave of craft brewing. The exhibition will invite domestic and foreign industry experts and top media to introduce the status quo of the domestic and foreign industry, reveal the development trend of China's craft beer industry, bring the latest raw material processing and brewing technology, and provide insights of operation experience and brand management methods.

展品范围 Exhibit Profiles

原料 Raw Material



- | | |
|----------|---------------------|
| 酒花及啤酒花制品 | Hops & hop products |
| 酵母 | Yeast |
| 麦芽 | Malt |
| 果浆 | Fruit pulp |
| 风味剂稳定剂 | Flavor stabilizer |

生产技术与设备

Production Technology and Equipment



- | | |
|------------|--|
| 原料储藏设备 | Storage installations for raw material |
| 原料制备设备 | Machinery for processing of raw material |
| 水处理设备 | Machinery for water treatment |
| 麦汁制备设备 | Machinery for wort treatment |
| 糖化发酵设备 | Machinery for fermentation |
| 过滤分离设备 | Machinery for filtering & separating |
| 灌装设备 | Machinery for filling |
| 酒储配设备 | Storage and distribution equipment |
| 包装材料和容器制品 | Packaging materials and container products |
| 辅助生产设备 | Auxiliary production equipment |
| 控制系统 | Control systems |
| 分析、清洗、处理设备 | Equipment for analysis, cleaning, & processing |
| 蒸馏设备 | Distillation equipment |
| 阀门、泵配件 | Valve, Pump accessories |
| 家酿自酿设备 | Home brewing equipment |

酒精饮品品牌商 Alcoholic beverage brand



- | | |
|------------|---|
| 精酿啤酒品牌厂商 | Craft beer brand owner |
| 进口商/代理商 | Importer/Agent |
| 低酒精饮品 | Low-alcohol drinks |
| 高浓度酒精饮品品牌商 | Brands of high-strength alcoholic beverages |

技术与服务 Technical Services

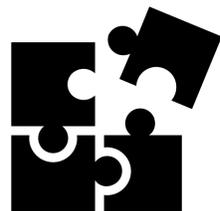


- | | |
|--------------|--|
| 售酒及配套设备 | Wine sales and supporting equipment |
| 啤酒分发设备 | Beer dispensing equipment |
| 酒吧饭店供应 | Bar & restaurant suppliers |
| 酒厂评估 | Brewery valuations |
| 技术咨询供应商 | Technic consulting providers |
| 供应链管理 | Supply chain management |
| 冷藏链物流及仓储系统 | Cold chain transportation & storage systems |
| 酒店内供酒系统及外观设计 | Hotel internal supplying systems & appearance design |
| 啤酒交钥匙供应商 | Turnkey beer suppliers |
| 酒吧设计 | Bars design |
| 酒吧订单系统 | Beer ordering systems |

市场营销与其他服务 Marketing Services & Other Services



- | | |
|---------------|---------------------------------------|
| 市场营销服务 | Marketing services |
| 标签/包装设计 | Label / package design |
| 市场营销与公关服务 | Marketing & public relations services |
| 媒体/出版物 | Media / publication |
| 物联网+营销模式策划 | IOT & marketing model planning |
| 啤酒图像设计 | Beer graphic design |
| 其他服务 | Other services |
| 法律服务 | Legal services |
| 数据公司 | Data company |
| 啤酒周边文化产品 | Peripheral and cultural products |
| 设计与供应 | Design & supplies |



15,000

平米展会总面积
Square Meters



10,000+

专业观众
Professional Visitors



300+

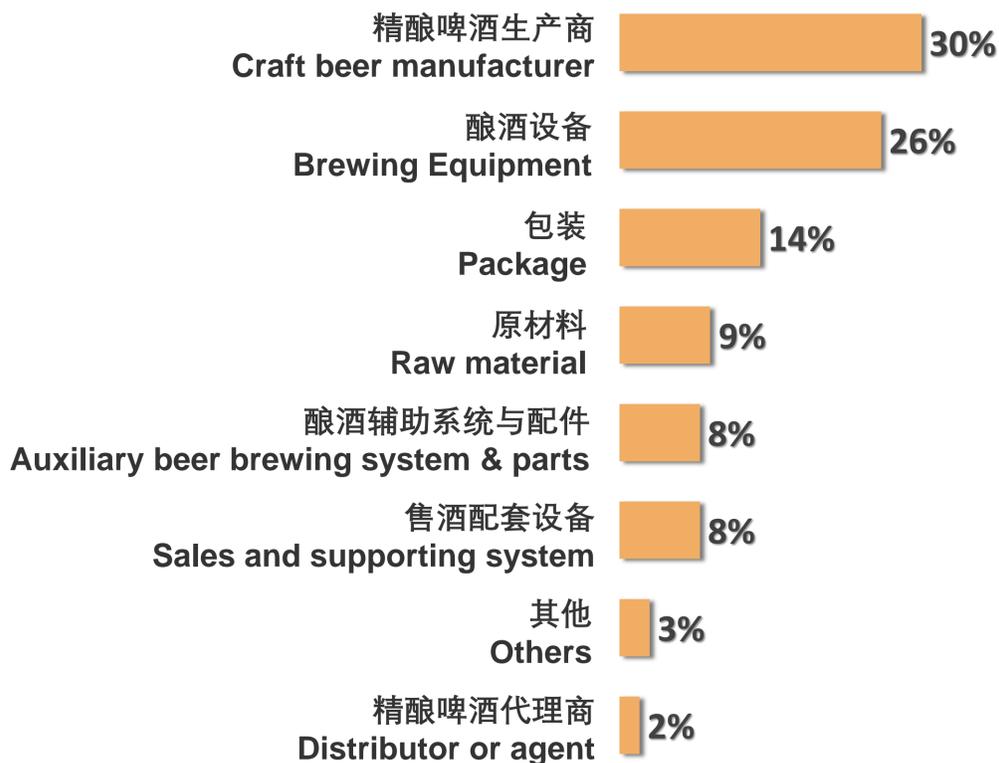
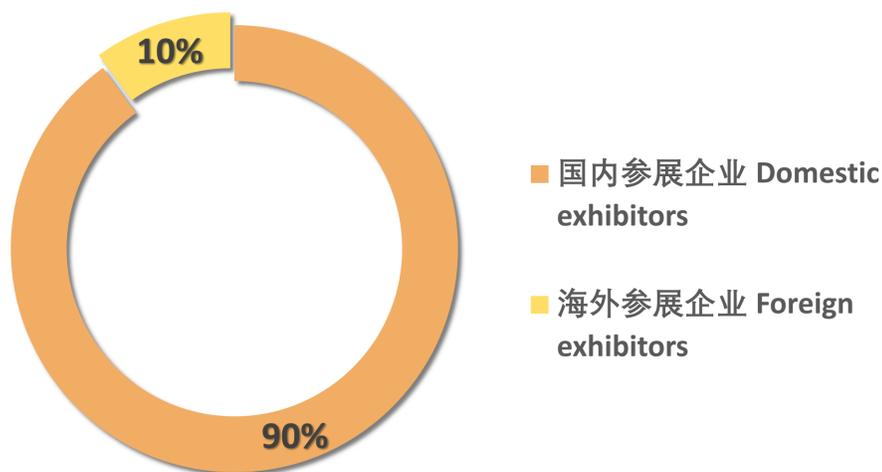
展商
Exhibitors



8

同期活动
Accompanying Programs

展商领域 Fields of Exhibitors



部分展商 Parts of Exhibitors

设备类 Equipment	CGET®	LEHUI First for value	Talos 塔罗斯	HGMC 汇冠	TECH CRAFT	Canaan 迦南比逊	中辰轻机 HFZHONGCHEN
	WEMFLC	HGM 沪港	京德 Jingde	NaQuan	BEST 贝斯特	TWELVETAP	远航科技 YUANHANG TECH
原料类 Material	Fermentis by Lesaffre	AEB	Angel安琪®	YAKIMA CHIEF HOPS®	Castle Malting®	DÖHLER NATURAL FOOD & BEVERAGE INGREDIENTS	BarthHaas®
	SBI 思啤爱	XSAST	富勒生物 Fuller Biotech	Malteurop	中粮 COFCO	AB EXTRA MALT®	NGSHENG BIO. TECHNOLOGY
酒厂类 Breweries	Pilsner Urquell 博世纳	CHEERDAY 千岛湖啤酒	斑马精酿 ZEBRA CRAFT	BOXING CAT 蒙田猫	GOOSE BEER CO. ISLAND	ZINNBACH 辛巴赫精酿	LIONCAT CRAFT BEER 狮子猫精酿啤酒
						拾捌	或不凡 HOP FAN

*排名不分先后 Not list in order

展商评语 Comments from Exhibitors



马春岭, 总裁
中德集团【山东安吉生物发酵装备技术有限公司】
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, 国内葡啤酒销售经理
安琪酵母股份有限公司
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土精酿畅饮活动，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。非常感谢展会主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!

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)啤酒、酿酒设备及饮料设备技术展

2022年3月29-31日

俄罗斯·莫斯科

CRAFT BEER CHINA

亚洲国际精酿啤酒会议暨展览会

2022年7月27-29日

中国·上海

KIBEX*

SEA Brew*

beviale.com

BEERX*

CRAFT BEER ITALY

意大利精酿啤酒展览会

意大利·米兰

BevialeMexico

墨西哥(国际)啤酒、酿酒设备及饮料设备技术展

2022年

墨西哥·墨西哥城

Feira Brasileira da Cerveja*

Expo Wine + Beer*

全球啤酒、酿酒及饮料设备技术展

祝您开拓无限海外市场!

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*International cooperation partners

International Sponsors: Doemens



NÜRNBERG MESSE



史佳宁，大中华区销售经理

Fermentis

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!



First for value

黄粤宁，总经理

宁波乐惠国际工程装备股份有限公司

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.



塔罗斯

马云鹰，大中国区营销总监

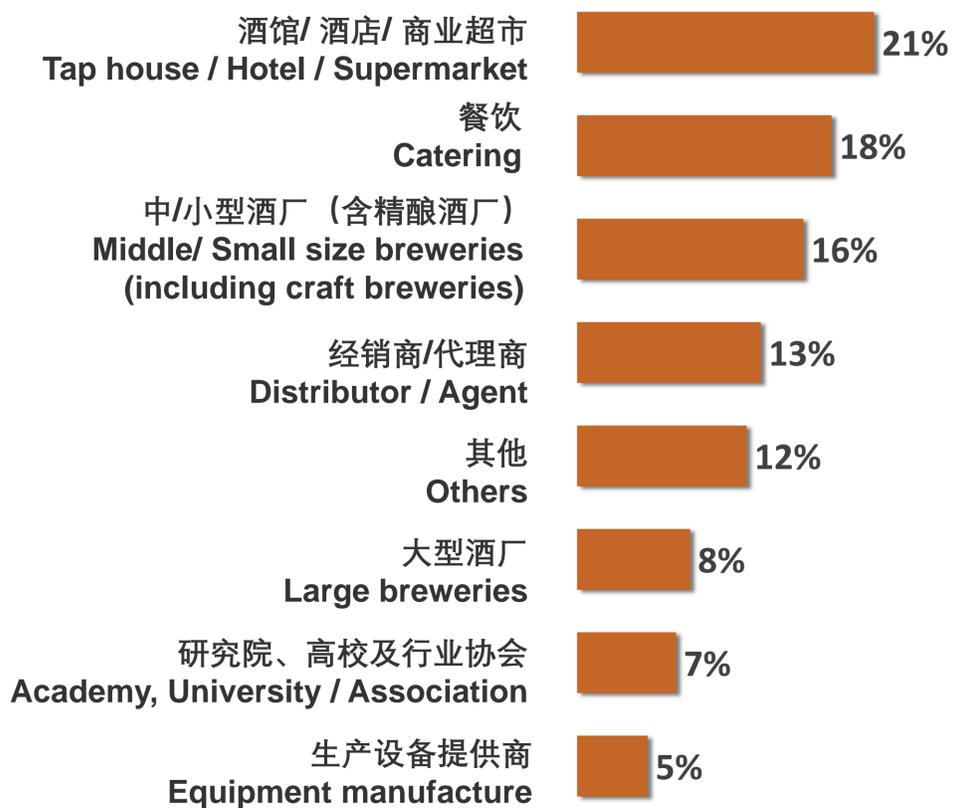
塔罗斯科技股份有限公司

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



部分观众 Parts of Visitors



*排名不分先后 Not list in order

观众评语 Comments from Visitors

张浩，联合创始人
楚门津酿餐饮管理（天津）有限公司
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的平台，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！

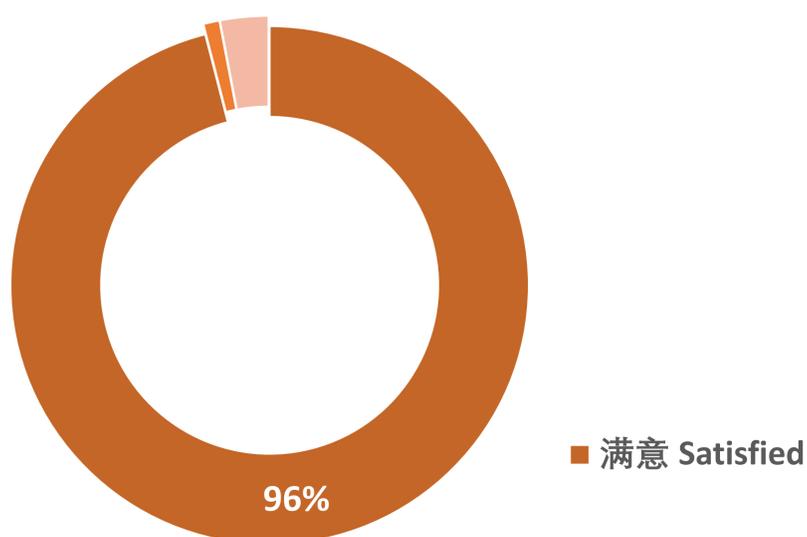
I have always paid close attention to the CBCE, and this year it was still very elegant. We could find innovative wine-making equipment and various unique flavors and textures of raw materials in the exhibition. We all gained a lot. Thanks to CBCE for providing a broad communication platform for the 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，制造部技术质量
华润雪花啤酒（中国）有限公司上海分公司
Huang Jia, Technical Quality of Manufacturing Department,
Shanghai Branch of China Resources Snow Breweries Co., Ltd.

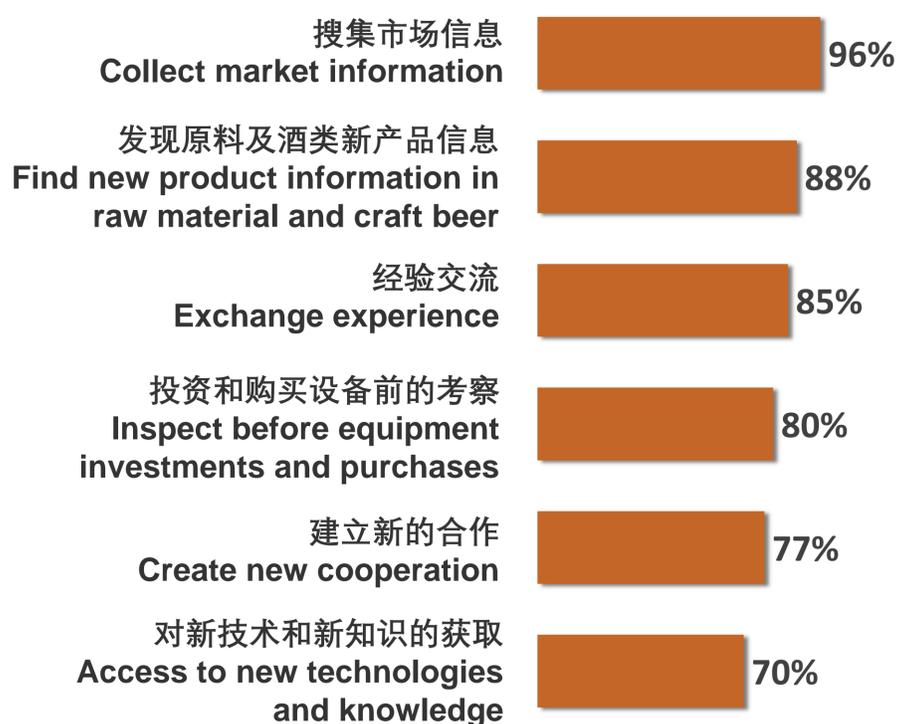
今年CBCE展会来了很多优质的原料设备商，酒厂也毫不逊色，在现场品尝到各种创新的啤酒风味，为我司日后的发展提供了许多灵感。感谢CBCE构筑了这样的高端平台，让我们在沟通交流中不断学习与探索，祝CBCE越办越好！

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!

观众满意度 Satisfaction of Visitors



观众观展意向完成度 Intention of Visitors



同期活动 Accompanying Events

高峰会议

Conference

邀请到高端权威的专家透析国内外啤酒行业发展趋势，分享全球尖端酿造技术。High-level industry experts are invited to analyze the development trend of beer industry and share the world's top brewing technology.

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.

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.

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.



展会信息 Exhibition Information

时间: 2022年9月7日-9日

展馆: 南京国际博览中心9号馆

地址: 南京市建邺区江东中路300号

Date: Sept. 7-9, 2022

Venue: Hall 9, Nanjing International Expo Center

Address: No. 300, Jiangdong Road (Middle),
Jianye District, Nanjing, China



CBCE微信公众号
CBCE Official Wechat

