

GOA

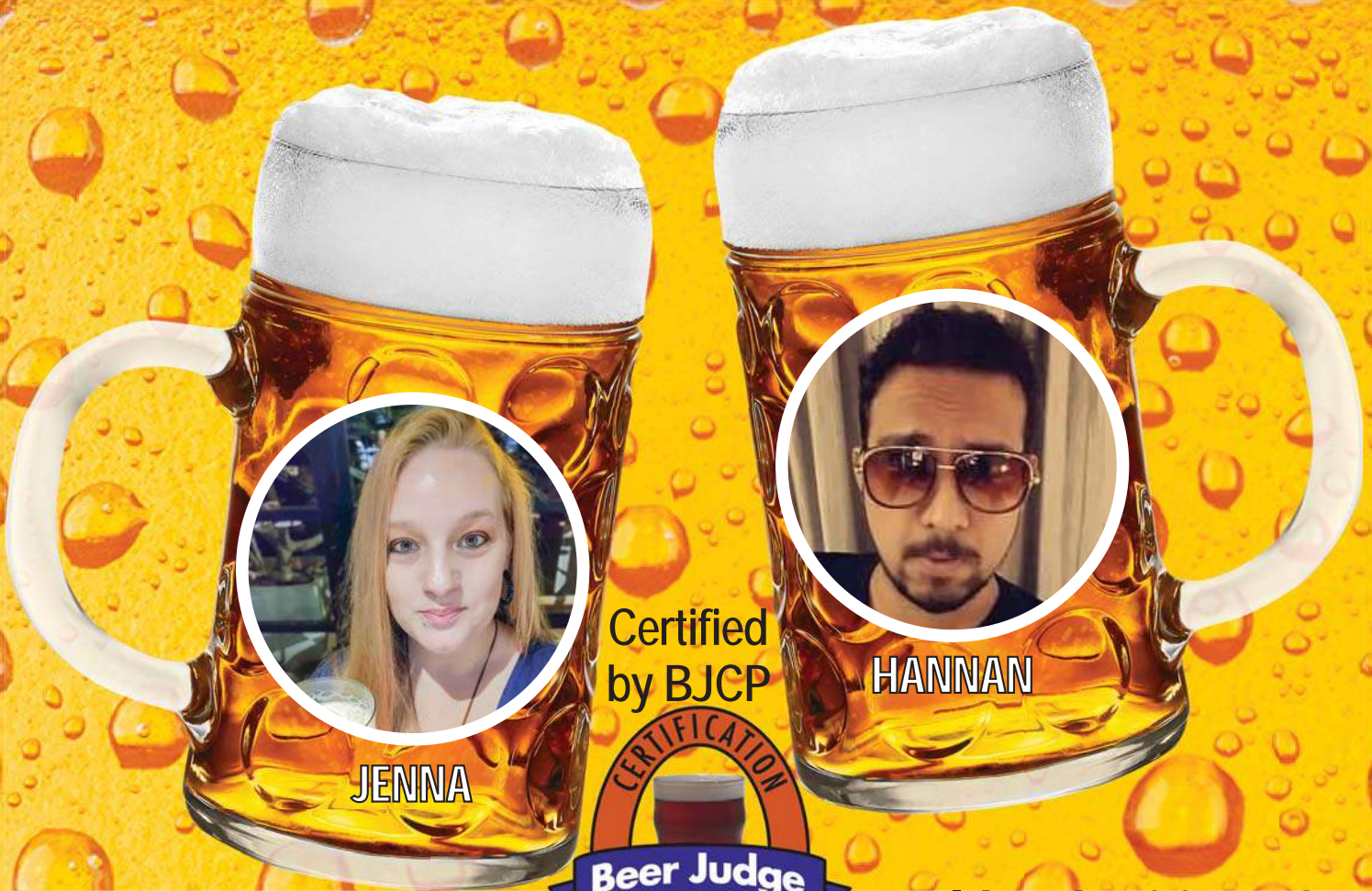
# INDIA BEER LEAGUE - IBL

14 - 16 June 2020

[www.winesbeersdrinks.com](http://www.winesbeersdrinks.com)



Dr SP Mukherjee  
Indoor AC Stadium  
Panaji, GOA



JENNA

Certified  
by BJCP

HANNAN



World Authorities, USA



AWARDS  CONTESTS  SEMINARS  MASTER-CLASSES & MORE



How do you meet over 3000 Chefs, Purchase Managers, Bartenders & Culinary Experts, Owners / Restaurateurs, Star Hotels, Enthusiasts, Fine-Dines, Pubs/Bars, HNIs, GMs...

Be there at IBL

Never has an Industry Event of this kind happened in India. The Indian Beer League (IBL) at Wines, Beers & Drinks International Exhibition & Conference from 14 - 16 June 2020, at Dr. SP Mukherjee Indoor Stadium, Panaji, Goa.

It is organized by Trinity - India's premier event producers for the alcobev industry with Culinary Forums, Hoteliers Associations, Travel & Tourism Organizations, Chambers of Commerce, etc.

## Highlights & What's New ?

- Get nominated to India's Best in Beers Award at a gala ceremony & networking dinner
- Target the untapped markets of Goa, Karnataka, Maharashtra, Western & Southern India
- Interact with Hospitality Purchase Managers at the annual meet for procurement managers
- Attend master-classes by India's only BJCP judges, Guinness Record flairologists, celeb chefs, etc.
- Participate in The Owners & GM's Conclave for directors, top managements & bulk institutional buyers
- India's Only Alcobev Industry Show for wines, beers and drinks featuring imported & Indian world brands
- Witness Trinity's 3rd Guinness World Record - after getting The Largest Fish Patty (2017) & Chocolate Mud Pie (2018)
- Guinness World Record Holders - Pankaj Kamble & Sachin Gowda, world flairologist & mixologist demonstrate latest skills
- Attend buyers-sellers meets, 1-on-1 discussions, product launches, seminars, workshops, training, update yourselves



Decision-makers!



Distillers!



Market-leaders!



Brewers!



Professionals!



Tastings!



Craft Beer!



Pairings!



Suppliers!



Demos!

## About the Curators

BJCP (world beer certifying authority) Judges, USA



**JENNA DAWN** - Jenna is the first and only female BJCP Judge in India and a huge champion of bringing women into beer. Born in Kentucky USA, Jenna is a lifelong Brewer, Distiller, Zymologist and sensory training expert, with a special interest in Historical and Botanical beers. Jenna comes from a family of brewers and distillers that goes back over a 100 years and has immense experience in this space, from brewing and distilling - beers, spirits, wines, ciders, meads and more, to intensive sensory training and judging, spanning over a decade. She is also an expert in pairing food and drinks and is constantly pushing a culture, to see beer less as just a drink, and more as a culinary experience - to be enjoyed and paired with food, just like Wine. Jenna is now helping uplift the craft beer culture for everyone the world over. Having travelled all her life, she has seen the world and is now helping uplift the craft beer culture for everyone, but specially women in the industry and in beer culture. She is also a Co-Founder of 'The Beer Dossier' and helps push craft beer culture, wherever she goes.

**HANNAN HASHIM** - Hannan is India's first ever BJCP 'Certified' Judge and holds the highest rank ever held by an Indian Beer Judge. He is also the founder and point of contact, for BJCP in the country. Having been exposed to craft beer at a very early age, thanks to his frequent International trips, Hannan has been pushing and promoting craft beer and craft beer culture in India in various roles, since craft beer has existed in India.

A long time Brewer and Zymologist himself, Hannan is a sensory analysis expert and has extensive experience in judging beer at reputed International competitions and is also the only Indian to judge Ciders and Meads at officially sanctioned global competitions. He has also worked with several beer festivals globally, hosted workshops/tasting sessions with reputed breweries and distilleries worldwide. Hannan is part of many reputed beer-centric clubs abroad and has collaborated with breweries internationally to brew special limited batches of beer. He is also a Co-founder of 'The Beer Dossier' and 'Bangalore Beer Club' that talks about and promotes beer, craft beer, craft beer culture and the community that drives this movement in the country.

## Be part of the action

As a leading beer company, you can support the INDIAN BEER LEAGUE (IBL) in many ways:


1. Book a 3 x 3 mt booth at Rs. 1,12,500 + GST only all incl for 3 days at the mega show.
2. Sponsor the IBL at a minimum of Rs. 2 Lakhs, which includes a publicity & branding package.
3. Get with activities during IBL at Rs. 1 Lakh or give us your budget to customize an activity for you.

## Master-classes & Activities


Beer brands can opt for:

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3. Get with activities during IBL at Rs. 1 Lakh or give us your budget to customize an activity for you.

 Beer Pong

 Beer Yoga

 Malt Tasting

 Foraging for Beer

 Cooking with Beer

 Off Flavor Tasting

 Decoding Beer Menus

 Beer Cocktail Classes

 Beer And Food Pairing

 Making Soap with Beer

 Beer Appreciation Class

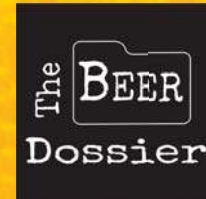
 DIY Beer Pairing dinners

 Ancient Beer History and Styles

 History of Beer & Women in Beer



## SPECIAL THANKS



## Cost-Effective Rates

- Raw Space - Rs. 12,000 /- per sq.mtr ● Built-up Shell - Rs. 12,500 /- per sq mt
- Overseas Exhibitors ( Tariffs in US \$ or Euros ) • Space - US \$ 200 or Euro € 170 per sq mt. • Shell - US \$ 215 or Euro € 185 per sq mt.
- Shell includes table, chairs, lights, panels, carpet, fascia, plug, etc.
- 15 - 20 % Premium on Corner Stalls. 18% GST applicable.

**Guinness World Flairologists at Trinity's Event**

**MEET THEM @**

**PANKAJ** **SACHIN**

**1-3 AUGUST 2019**  
**Dr SP Mukherjee Indoor AC Stadium, Panaji, Goa**

**WINES, BEERS & DRINKS INDIA '19**  
 Exhibition & Conference

**Highlights**

- Contests
- Bar Awards
- Master Classes
- World Class Demos
- Flairology & Mixology

The **16<sup>th</sup>** International Edition

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TRINITY Global EVENT

### Special Thanks

	All India Association of Industries	All India Food Processors' Association (AIFPA)	Association of Food Scientists & Technologies	Federation of Hotel & Restaurant Associations of India	Hotel And Restaurant Association (Western India)	Retailers Association of India	WESTERN INDIAN CULINARY ASSOCIATION Western India Culinary Association	Hospitality Purchasing Managers' Forum
Association of Hotel And Restaurant India	I Professional Housekeepers Association	Poona Hoteliers Association	Culinary Forum of Goa	Goa Chamber of Commerce & Industry	Travel & Tourism Association of Goa	Goa Hotel & Restaurant Association	GOA STATE INDUSTRIES ASSOCIATION	

### Professional Producers

	Certified by <b>American National Standards Institute International Conformance Veritas</b>	<b>REGISTERED COMPANY</b> Ministry of MSME, Govt. of India	<b>SUBSIDY POSSIBILITY</b> NSIC	<b>PATRON MEMBER EU INDIA CHAMBERS</b>	<b>ASSOCIATE MAHARATTA CHAMBER</b>
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