

GOA

INDIA BEER LEAGUE - IBL

2021

www.winesbeersdrinks.com



Dr SP Mukherjee
Indoor AC Stadium
Panaji, GOA



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 Guinness World Record holders, celebrity chefs, experts, 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 4th Guinness World Record Attempt - after getting Largest Fish Patty (2017) & Choco Mud Pie (2018)
- 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!

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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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



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.

The Curators of The 2019 INDIA BEER LEAGUE

JENNA & HANNAN - BJCP (world beer certifying authority) Judges, USA

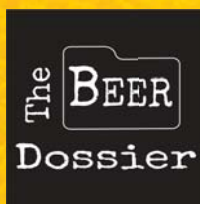


JENNA DAWN - Jenna is the first and only female BJCP Judge in India and a huge champion of bringing women into beer. Born in Kentucky USA, Jenna is a lifelong Brewer, Distiller, Zymologist and sensory training expert, with a special interest in Historical and Botanical beers. Jenna comes from a family 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 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.

SPECIAL THANKS



Professional Producers



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