

# CRAFT BEER CHINA 2023

Conference & Exhibition

**2023亚洲国际精酿啤酒会议暨展览会 (CBCE 2023)**

2023.5.30-6.1 上海新国际博览中心  
Shanghai New International Expo Center (SNIEC)

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CBCE2023 全面升级



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主办单位：

Organizers:

NÜRNBERG / MESSE

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## CBCE 2023展会介绍 Introduction

- 作为亚洲权威的精酿行业国际盛会，2023亚洲精酿啤酒会议暨展览会（CBCE 2023）为行业构筑从酿酒原料、装备制造再到终端消费的聚合双平台，倾力打造一站式供需对接及商洽交流圈。

As an authoritative international event for craft beer industry in Asia, 2023 Craft Beer China Conference & Exhibition (CBCE 2023) builds a aggregated dual platform for the industry from brewing equipment, raw material to end-user and strives to create a one-stop exchange circle for supply and demand connection.

- 精准把握市场动向，CBCE 2023将拓展以威士忌、金酒为代表的蒸馏酒领域和以硬苏打、无醇啤酒为代表的低度酒领域，引领精酿行业新浪潮。

Precisely grasping market trend, CBCE 2023 will expand into the distilled spirit segment represented by whiskey and gin as well as the low-alcohol beverage segment represented by hard seltzers and non-alcohol beer, leading a new wave in craft beer industry.

- 行业瞩目的精酿啤酒高峰会议，从行业趋势分析到起盘赋能，从专家详解到现场答疑，从运营经验到避坑指南，一场全方位、多层次、高密度的精酿风暴！

The well-known craft beer conference is an all-round, multi-level, high-density brainstorming from industry trend analysis to business empowerment, from experts' instructions to on-site Q&A and from operation experience to pitfall avoidance guide!



**18,000+**  
平米展出面积  
Square Meters



**12,000+**  
专业观众  
Professional Visitors



**400+**  
展商  
Exhibitors



**8+**  
同期活动  
Accompanying  
Programs

## 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
封口、贴标设备	Sealing, Labeling Machine
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 <b>New</b>	Distillation equipment
橡木桶 <b>New</b>	Oak Barre
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  
蒸馏酒（白兰地、威士忌、伏特加、朗姆酒、金酒） **New**  
低酒精饮品（低酒精气泡水、低度果酒及茶饮、特调鸡尾酒） **New**  
进口商/代理商



### 技术与服务 Technical Services

售酒及配套设备	Beer 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	Bars ordering systems
精酿配餐	Food pairings for craft beer



### 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

Craft beer brand owner  
Liquor (Brandy, Whisky, Vodka, Rum, Gin)  
Low-alcohol drinks (Hard Seltzer, Low-alcohol fruit wine and tea, Cocktail)  
Importer/Agent

## CBCE 2022 回顾 Review

### 关于展商 About Exhibitors



## 展商领域 Fields of Exhibitors



## 部分展商 Parts of Exhibitors

### 设备类 Equipment



### 原料类 Material



### 酒厂类 Breweries



## 展商评语 Comments from Exhibitors

\*排名不分先后 Not list in order



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.



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俄罗斯·莫斯科

CRAFT  
BEER  
ITALY  
意大利精酿啤酒展览会  
意大利·米兰

CRAFT  
BEER  
CHINA  
KIBEX\*  
亚洲国际精酿啤酒会议暨展览会  
2023年5月30-6月1日  
中国·上海

BevialeMexico

墨西哥(国际)啤酒、酿酒设备及饮料设备技术展

墨西哥·墨西哥城

SEA Brew\*

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Expo Wine + Beer\*

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\*International cooperation partners

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 Twelvetaap 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 Twelvetaap 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.



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.

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!



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!

\*排名不分先后 Not list in order



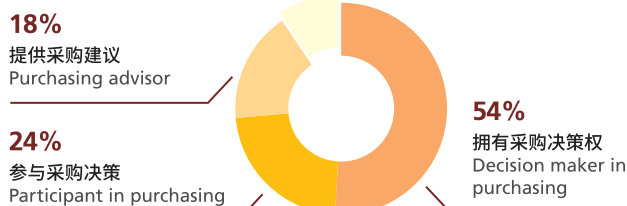
## 关于观众 About Visitors



## 观众领域 Fields of Visitors



## 观众采购决定权 Visitor Roles in Purchasing



## 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!

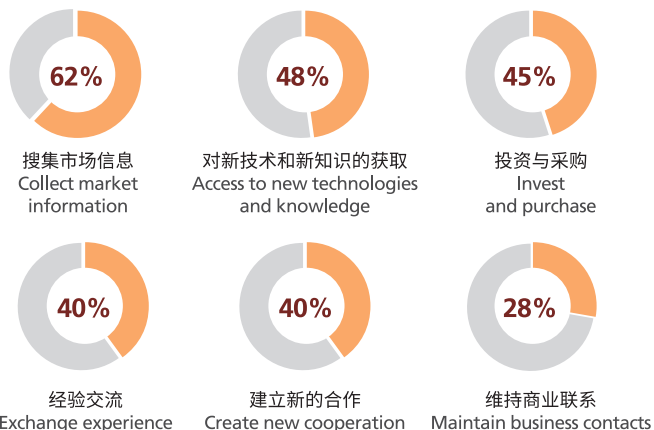
Under the continuous influence of epidemic, it was not easy for CBCE to insist on moving to Nanjing and holding it as scheduled. Although exhibition scale has been reduced, but the quality is no lower than before. I can say it is comparatively successful among the professional exhibitions being held 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!

## 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

## 同期活动 Accompanying Events

### 高峰会议 Conference

邀请到高端权威的专家剖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.

### 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余款中国酒厂获奖作品,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.

### 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.

### 现场直播 Live Broadcast

展会亮点之一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、设备技术及各大精酿品牌做详细介绍,引来了评论区踊跃提问。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头脑,受益匪浅。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 is CBCE live show. On the first day, heavyweight guests were invited to visit booths and give a detailed introduction to raw material, equipment technology and top products of craft beer brands. 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 two-day live broadcast attracted over 3,200 viewers in total, truly realizing online exhibition tour and cloud discussion.

### 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。万来、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。

CBCE held a banquet to thank all the exhibitors and guests for their support and trust during epidemic period. 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 BBC award-winning craft beers were sponsored on the banquet. 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.



## 展会信息 Exhibition Information

时间: 2023年5月30日-6月1日

展馆: 上海新国际博览中心E7馆

地址: 上海市浦东新区龙阳路2345号

Date: May. 30-Jun. 1, 2023

Venue: Hall E7, Shanghai New International Expo Center

Address: No. 2345, Longyang Rd., Pudong New District, Shanghai, China



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