



**THE PROGRAM  
OF THE XXIX INTERNATIONAL FORUM  
"BEER - 2020"**

**October 21 - 23, 2020**

*Organizer: "SOUD - Sochi Exhibitions "*

*Venue: Sochi, Grand Hotel «Zhemchuzhina», Exhibition Center.*



**20 October**

10.00 a.m. -8.00 p.m.	<b>Check-in and registration of exhibitors and festival. Stand's decoration.</b>
10.00 a.m. -6.00 p.m.	<b>Taking the samples for the International tasting competition of beer, soft drinks and competition of raw materials and equipment.</b> <i>Venue: Hall " Khrustalny " (VIP-hall), "Tasting Commission".</i>

**21 October**

10.00 a.m. -6.00 p.m.	<b><u>The working of the Forum «BEER-2020»</u></b>	
10.00 a.m. -6.00 p.m.	<b>The working of the International Congress of Beverage Producers: "New solutions and issues of market regulation, modern production technologies and current marketing strategies."</b>	
2.00 p.m.	<b>The beginning of the working of commission of the International Competition of Beer, Soft Drinks, Raw Materials and Equipment.</b> <i>Venue: Hall " Khrustalny " (VIP-hall), "Tasting Commission".</i>	
10.00 a.m. -6.00 p.m.	<b>The working of the festival "The Sea of beer in Sochi. Traditional and craft beer ".</b>	
	<b>Daily in the program:</b> - entertaining and dancing shows; - national tasting and fun contests; - arm wrestling competitions; - presentations of manufacturers;	- at 14.00 drawing prizes for visitors; - presentations; competitions: "Meter Beer", "Bir Pong".
<i>Venue: festival site</i>		
11.00- 11.30 a.m.	<b>The opening ceremony of the International Forum "BEER-2020" with the participation of officials. Official signing of the Agreement on cooperation between SOUD LLC - Sochi Exhibitions and the Union of Russian Brewers for 2021.</b> <i>Venue: Hall "Morskoi"</i>	
11.30 a.m.	<b>Visiting the exposition by the officials</b>	
6.00-6.30 p.m.	<b>Putting the exposition under the safeguarding.</b>	
7.30 p.m.	<b>The opening banquet of the international forum "BEER-2020".</b> Venue: Dress code: democratic. <i>Gathering at 6.45 p.m. at the central entrance of the Grand hotel «Zhemchuzhina»</i>	

**22 October**

10.00 a.m. -6.00 p.m.	<b><u>The working of the Forum «BEER-2020»</u></b>	
10.00 a.m. -6.00 p.m.	<b>The working of the commission of the International Competition of Beer, Soft Drinks, Raw Materials and Equipment.</b> <i>Venue: Hall "Khrustalnyi" (VIP-hall), "Tasting Commission".</i>	
11.00 a.m. -1.30 p.m.	<b>Seminar "The School of Brewers"</b>	
	Organizer: The Union of Russian Brewers. <i>Venue: Hall "Yantarnyi".</i>	
1.00-3.30 p.m.	<b>Round table</b>	
	Organizer: The Union of Russian Brewers, All-Russian Research Institute of the Brewing, Beverage and	

	<b>Wine Industry - Branch of the Federal Research Institute of Food Systems named after V.M. Gorbatov RAS.</b> <i>Venue: Hall "Morskoi"</i>
5.30 p.m.	<b>Excursion.</b> <i>Venue:</i> <i>Gathering at 4.45 p.m. at the central entrance of the Grand hotel "Zhemchuzhina"</i>
6.00-6.30 p.m.	<b>Putting the exposition under the safeguarding.</b>
6.00-9.00 p.m.	<b>Dinner for members of the Union of Russian Brewers and partners. (About participation, please contact the Union directly).</b>

### 23 October

10.00 a.m. -5.00 p.m.	<b><u>The working of the Forum «BEER-2020»</u></b>
10.00 a.m. - 3.00 p.m.	<b>The working of commission of the International Competition of Beer, Soft Drinks, Raw Materials and Equipment.</b> <i>Venue: Hall "Khrustalny" (VIP-hall), "Tasting Commission".</i>
since 5.00 p.m.	<b>Exposure dismantling</b>
6.30 p.m.	<b>Awarding Ceremony for the Forum participants and winners of the International Competition of Beer, Soft Drinks, Raw Materials and Equipment.</b> <i>Venue: Hall "Morskoi"</i>
8.00 p.m.	<i>Buffet table in honor of the winners of the tasting competition and the ending of the Forum.</i> <i>Festive fireworks, organized by «Tomsk beer» company.</i> <i>Dress code: evening.</i> <i>Venue: Restaurant "Vechernii", Grand hotel "Zhemchuzhina"</i>

### 24 October

09.30 a.m. -9.00 p.m.	<b>Team gaming "The Day of Pivonerii."</b> <b>Venue:</b> <b>Team gaming "The Day of Pivonerii"</b> is an amazing adventure, wonderful entertainments, unexpected surprises and impressions for the whole year till the «BEER-2021» forum! <i>Dress code: sporty. Please read attentively the memorandum of participants of the "Day of Pivonerii" and the rules of conduct at the open-air event</i> <i>Departure at 09.30 p.m. from the main entrance to the Grand hotel "Zhemchuzhina".</i>
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EXHIBITION ORGANIZER

**SOUD**

SOCHI EXHIBITIONS

**The program may be changed**  
**28.05.2019**

The Official partner  
The Union of Russian  
Brewers



Evening event Partner  
"Tomsk beer"



The General information partner

