



XXXIII INTERNATIONAL FORUM IN SOCHI

**BEER**

**FESTIVAL "SEA OF BEER IN SOCHI"**



**MAY 21-23**  
2024

# XXXIII INTERNATIONAL FORUM BEER IN SOCHI

- **Organizer:** LLC «SOUD» – Sochi exhibitions»
- **Official partner:** the Union of Russian Brewers, Moscow
- **Supported by:** the Russian Research & Development Institute of Brewing, Non-Alcoholic and Wine Industry- a Branch of the Federal State Budgetary Institution «V. M. Gorbatov Federal Scientific Center for Food Systems» of the Russian Academy of Sciences (RAS), JSC «Rosspirtprom» Moscow, FGUP Soyuzplodimport, the National Union of Food Exporters, the Municipal Administration of the city of Sochi, the Chamber of Commerce and Industry of Krasnodar region, the Chamber of Commerce and Industry of the city of Sochi.

ОФИЦИАЛЬНЫЙ ПАРТНЕР:  
СОЮЗ РОССИЙСКИХ ПИВОВАРОВ



ПАРТНЁР  
ВЕЧЕРНЕГО ПРИЁМА



ПАРТНЁР  
РЕГИСТРАЦИИ ФОРУМА:



ГЕНЕРАЛЬНЫЙ  
ИНФОРМАЦИОННЫЙ ПАРТНЁР:





# WHY SOCHI

- Sochi is an attractive destination for many reasons.
- It is well-known as the most famous southern health-resorts in Russia. The city was developed in the XXth century as a green subtropical oasis with plenty of sanatoriums scattered along the Black sea coast.
- Another important chapter for Sochi began when it was chosen as a host city for the winter Olympic Games 2014. Since then, it has become a new business, sport and holiday destination. Sochi provides a unique opportunity to combine business and leisure in the atmosphere of a subtropical paradise





## FOR 32 YEARS OF STABLE WORK OF THE FORUM:

**3510**

- exhibitors from 31 countries and 80 regions of Russia, 55% of them are regular exhibitors

**120 200  
sq.m.**

- total area of the exhibitions

**5066**

- samples represented at the tasting competition

**337**

- highly professional international and Russian industry speakers

**117 808**

- visitors, 81% of them are specialists



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MAY 21-23

**The BEER Forum in Sochi is the optimal business format:**

- **The International Beer Exhibition**- exhibition with representatives of leading enterprises of the brewing industry in Russia, the CIS, Europe, Asia and America;
- **Festival "Sea of Beer in Sochi"**: presentations of manufacturers, entertainment and dance shows, funny contests, arm wrestling competitions, etc.;
- **International Congress of Beverage Manufacturers**"New solutions and market regulation, modern production technologies and relevant marketing strategies": scientific conferences, discussion round tables, seminar "School of brewers", training seminars, presentations;
- **International professional tasting competition** of beer, soft drinks, raw materials and equipment, the awards of the competition are considered one of the most prestigious in Russia;

**May 24<sup>th</sup>**

Team games "Pivoneers Day" (the Beer Scouts Day): exciting adventures and entertainments that strengthen the collective spirit of the participants of the brewing industry, for everyone who has done a great job at the Forum.

[Detailed information](#)



## **FOR MORE THAN 31 YEARS, THE INTERNATIONAL FORUM "BEER" IN SOCHI IS:**

- recognized by the market participants, the only specialized exhibition event in the brewing industry in Russia;
  - the main meeting place for leading representatives of the brewing industry in Russia and foreign enterprises;
  - a platform for meeting representatives of business and regulatory authorities;
  - the best business ground for entering the Russian market, for launching new brands, products;
  - the optimal format for exploring the Russian brewing market and finding new partners.
- Promotion 2024: "Celebrating the ANNIVERSARY OF YOUR COMPANY together!"
  - Promotion for cider producers: special conditions for participation in the competition.



## THE MAIN SECTIONS OF THE EXHIBITION:

beer, soft drinks, cider, raw materials and equipment for brewing, equipment for processing raw materials; logistics; mini breweries; packaging, containers and labels; refrigeration equipment; technologies and equipment for the production of beverages.



The authoritative forum "BEER-2024" opens the way for your business growing Russian market.





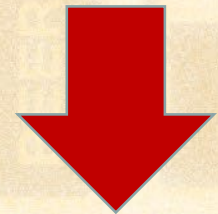
## **AN EXCLUSIVE PARTNER FORUM BEER-2024!**

Using partner and advertising opportunities will allow:

- to present your company / brand / products / services to the widest possible target audience long before the start of the event and for another year after – before the start of the next Forum
- position yourself as a market leader and conduct a full-scale advertising campaign during the event

Types of partnership:

- General Partner - 590,000 rubles
- Business partner - 450,000 rubles
- Forum registration partner - 150,000 rubles
- Partner of the festival "Sea of Beer in Sochi" - 250,000 rubles
- Security partner - 150,000 rubles
- Partner of the Forum's business program - 180,000 rubles
- Partner of the evening reception - 350,000 rubles
- Partner of the team games "Pivoneers Day" - 150,000 rubles
- Premium package of the participant - 30,000 rubles
- Branding partner of the "Charging Zone" - 80,000 rubles
- Partner "Official water of the Forum" - 150,000 rubles



**DETAILED INFORMATION**



"OPEN YOUR OWN WEBSITE ON THE FORUM  
WEBSITE"!

# PREMIUM PACKAGE OPTION

use a chance to promote your company's  
page as a full-fledged separate website or  
an additional online advertising platform

DOWNLOAD TECHNICAL  
REQUIREMENTS FORM



**Союз российских пивоваров – некоммерческая организация, объединяющая производителей пивоваренной продукции и представляющая интересы почти 200 предприятий пивоваренной отрасли Российской Федерации. В Союз входят предприятия различных форм собственности и различной производственной мощности: от минипивоварен до крупных промышленных производств.**

Союз создан 15 сентября 1999 года решением Всероссийской (федеральной) конференции производителей пивоваренной продукции в Москве. В работе этой конференции участвовали делегаты от 66 предприятий отрасли из 52 регионов Российской Федерации.

За 20 лет работы Союз выстроил успешные взаимодействия с органами государственной власти, профильными министерствами и ведомствами, так он эффективно представляет интересы пивоваренной отрасли.

**Наши цели:**

- Создание единых правил оборота пивоваренной продукции на территории Российской Федерации. Любые государственные ограничения в регионах следует закрывать на федеральном уровне.
- Создание единой минимальной розничной цены на пиво. Это позволит убрать дельтов с рынка, который препятствует развитию пивоваренного бизнеса.
- Создание действующих стандартов, технических регламентов и пивоваренной продукции и создание единой системы контроля качества пивоваренной продукции.
- Создание единой системы контроля качества пивоваренной продукции, в том числе пива, на территории Российской Федерации.
- Дифференцирование ставок акциза. Для крупных компаний нужно на несколько лет «заморозить» действующую ставку акциза, а для малых и средних – существенно уменьшить. Делать это предприятия малого и среднего бизнеса в пивоварении до того, как они перейдут на производство пива.
- Обеспечение таможенных ставок на оборудование и сырье, используемое в пивоварении.
- Развитие отечественной сырьевой базы пивоварения: отечественной отрасли, импортеров, производителей АПК, ориентированных на производство пивоваренных сырья и ингредиентов.

#### Контакты:

СОЮЗ РОССИЙСКИХ ПИВОВАРОВ  
Россия, 119021, Москва, ул. Роговская, 7, офис 408  
тел.: +7 (499) 245-50-01  
факс: +7 (499) 245-71 64, 245-05 67

[beerunion.ru](https://beerunion.ru) [info@beerunion.ru](mailto:info@beerunion.ru) WhatsApp





**See you at the forum in Sochi!**  
**May 21-23, 2024 Grand Hotel «Zhemchuzhina»**



**Contacts: LLC «SOUD» - Sochi exhibitions»:**  
**Russia, Sochi city, Komsomolskaya str., building 1, hotel «Zhemchug», 3-d floor**

**General director: Inna Zakharchenko**  
**+7(862) 262-26-93, +7(988) 231-88-89, mail: inna@soud.ru**

**Manager Elena Reznikova:**  
**+7(862) 262-25-38, +7(928) 448-00-84, mail: alf@soud.ru**

**Manager Elena Selyukova:**  
**+7(862) 262-31-79, +7(918) 405-51-75, mail: lena@soud.ru**

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