

INTERVIEW

**“We feel part of the industry,
we live the industry”**
BrauBeviale & drinktec under one umbrella

BrauBeviale 2023 has taken place for the first time under the umbrella of “Yontex GmbH & Co KG”, a subsidiary of Messe Nürnberg and Messe München, into which the entire drinktec cluster and BrauBeviale have been transferred. An innovative and disruptive move that requires solid explanations. Dominique Huret, from Cape Decision Brussels, sits down with Petra Westphal, well-known drinks industry figure and now executive vice president of Yontex, for the first of a two-part exclusive interview

What is Yontex GmbH & Co. KG?

Created last July (2023), Yontex GmbH & Co. KG is a jointly held subsidiary of Messe München GmbH and NürnbergMesse GmbH. It was founded to take advantage of synergies between the drinktec cluster events and BrauBeviale. The aim was a forward-looking evolution of the two brands which play the leading role in the beverage and liquid-food-industry.

What are the main objectives?

Our purpose is to connect the global community of the beverage and liquid-food industry in a way that everyone has access to the latest solutions for the challenges of today and tomorrow. And this is broken down into the different needs of the various sectors and countries.

It is the face-to-face encounters in combination with exhibited products that you can touch and experience that are the source of inspiration for future



Petra Westphal

Image credit: Dominique Huret

innovation. A unique mix of all global and regional players, small and medium-sized-companies, big global concerns and creative newcomers is the basis for a strong, sustainable future in all markets and segments in the beverage and liquid food production. The scope of our trade fairs covers solutions for water, beer, wine & sparkling wine, soft drinks, juice, spirits and liquid food. And we offer the whole process and supply chain for this product range: from raw materials/ingredients, process and

filling technology through to packaging, logistics, and marketing services. We invite the entire community of our multifaceted industry to be part of the Yontex cosmos at BrauBeviale in Nuremberg, drinktec in Munich and our trade fairs around the globe – either as an exhibitor or as a visitor.

What is the focus of BrauBeviale?

BrauBeviale in Nuremberg belongs to the leading trade fair shows for capital goods for the beverage industry in Europe. It is held for three days annually at the Nuremberg Exhibition Centre. BrauBeviale takes a year off in years when drinktec is held. Smaller and medium-sized companies display their wares and services here alongside start-ups and global players. The exhibitors offer products and solutions for all aspects of the process chain in beverage production, ranging from raw materials to technical concepts and components, packaging,

Visitors to BrauBeviale.
Image credit: Yontex



accessories, and marketing ideas. The Association of Private Breweries in Bavaria (Verband Private Brauereien Bayern e. V.) supports the trade fair with its expertise, its network and its flagship, the European Beer Star, as the conceptual sponsor.

We see a clear focus on visitors from the beer industry as 68 % of the visitors come from the beer industry, followed by 31 % from the soft drinks sector, 14 % from water companies and 12 % from juice producers. 24 % of the visitors refer to wine, sparkling wine and spirits. Since the trade fair emphasises Europe, its accompanying

BrauBeviale

programme of events focuses heavily on current developments in the European beverage market. From my point of view BrauBeviale is like a family gathering with a focus on both conducting business and having fun.

What are the specificities of drinktec?

Being the world's leading trade fair for its sector, drinktec is acknowledged as the global business summit for the beverage and liquid food industry. It's held for five days every four years at the venue of Messe München in Munich. Manufacturers and suppliers from all over the world attend, including large corporations that operate worldwide, as well as small and medium-sized companies. They meet with producers and dealers of

every size in beverages and liquid foods. Most of the visitors come from the soft drinks & bottled water industry with 54 %, followed by the beer industry with 46 %. Further 26 % of the visitors belong to the fruit juices sector whereas producers of

drinktec

still & sparkling wines including spirits account for 32 % of the visitors. The attendees of the milk industries range at 32 % and from liquid-food-sector at 22 %.

We see a 84% contingent of decision-makers there, which makes drinktec the world's most significant business platform in its field. The exhibitors present the full value chain in beverage and liquid food production. Solutions range from

ingredients to process technology, bottling plants, packaging equipment, and logistics solutions. Beverage marketing and packaging design round out the portfolio.

drinktec's position is clearly being the top pace-setter and source of innovation. At the 2022 event more than 700 innovations and solutions were showcased. In the event program we presented global mega trends with a strong focus on the future, including those that already demonstrate significance for the next generation. VDMA e.V. – the German Food and Packaging Machinery Manufacturers Association – continues to be the conceptual sponsor of drinktec. [more](#)

Where will the trade shows be held and when?

Both events will still be held in their customary cycles at their familiar locations – BrauBeviale at the Nuremberg Exhibition Centre and drinktec at the Messe München exhibition grounds

The upcoming event dates are:

for BrauBeviale:
November 2024, 2026, 2027, 2028

for drinktec:
September 2025 and 2029



Visitors at Drinktec.
Image credit: Dominique Huret