



Bavarian Beverage Innovation Mission 2026

Powered by BrauBeviale – All Beverages. One Future.

08–13 November | Munich & Nuremberg

(Draft, June 20, 2026)

The Mission Objective is to connect South American beverage producers with Bavaria's leading technology providers and innovation ecosystem, exploring collaborative opportunities across the entire beverage value chain. The mission will bring together breweries, wineries, beverage producers, technology providers and industry organizations to exchange best practices in

- Sustainable production
- Energy efficiency
- Digital transformation
- Premium packaging
- Alcohol-free beverages
- Consumer trends
- Internationalization
- Circular economy
- New business models

Beyond commercial opportunities, the mission seeks to foster long-term collaboration between Bavarian and South American beverage companies, recognizing that future competitiveness will increasingly depend on innovation across the entire beverage industry rather than within individual sectors alone.

Sunday | 8 November - Munich/ All Beverages. One Future

- Arrival and hotel check-in
- Optional Welcome Dinner

Introduction to Bavaria's beverage ecosystem

- Current global trends
- Mission objectives
- Networking among participants

Monday | 9 November – Munich / Beverage Production Excellence

Technical visit to a leading Bavarian brewery. Instead of focusing on brewing itself, the visit will concentrate on industrial excellence applicable across the beverage sector:

- production efficiency
- quality management
- sustainability
- water management
- energy efficiency
- automation
- digital monitoring
- innovation culture

- Networking Lunch
- Transfer to Nuremberg



Tuesday | 10 November – Nuremberg/ BrauBeviale 2026

Beverage Ingredients & Consumer Trends

Morning Program

- Fair accreditation
- **Guided Innovation Route 1 Ingredients & Fermentation**
 - Raw materials
 - Hop innovation
 - Malts
 - Natural ingredients
 - New flavor development

Afternoon Program Alternatives

- Individual B2B Meetings
- Discovery Bar
- Pilot Area
- Main Stage
- Official Fair Networking Event

Wednesday | 11 November– Nuremberg/ BrauBeviale 2026

Smart Beverage Manufacturing

Morning Program

- Breakfast Networking Event *South America meets Bavaria*
- Fair Visit **Innovation Route 2 Smart Beverage Production**
 - Automation
 - Digitalization
 - Process optimization
 - Water
 - Energy
 - Industry 4.0

Afternoon Program Alternatives

Suggested Group Meetings

- Krones
- Steinecker
- Syskron
- Esau & Hueber
- Flottweg

Evening

- Optional Group Dinner

Thursday | 12 November – Nuremberg/ BrauBeviale 2026

Consumer Experience & Market Innovation



Innovation Route 3 Packaging & Consumer Experience

- Packaging
- Labelling
- Circular economy
- Premium branding
- Digital marketing
- Export readiness

Dedicated visit to

- Wine Area
 - Discovery Bar
 - Pilot Area
 - Main Stage
- Focus Topics
 - Premium beverages
 - Alcohol-free products
 - New beverage concepts
 - Retail trends
 - International market development

- Space for individual meetings
- Mission wrap-up dinner

Friday | 13 November – Neutraubling & Munich

Innovation Beyond Beer, Technical Visit Krones

- Kaspar Schulz
- Closing Workshop

Key Learnings

- Future collaboration
- Joint innovation opportunities
- Next Steps
- End of Mission

Strategic Message of the Mission All Beverages. One Future.

The future of the beverage industry will not be built by breweries or wineries working separately. It will be built through collaboration. South American wineries contribute decades of expertise in international distribution, premium branding and export markets. Bavarian breweries contribute world-class know-how in brewing technology, process engineering, automation, energy efficiency and the rapidly growing alcohol-free beverage segment. Together, both industries can accelerate innovation, develop new products and create sustainable business models that respond to changing consumer preferences. **Because the future is no longer about beer or wine.**

It is about the future of beverages.