



SEPTEMBER.2017

PRESS KIT



ABOUT THE BEER CALL

TheBeer Call is a special event, designed for industry professionals, dedicated to the promotion of special and craft beers, including Portuguese and imported beers, that runs during October 20th 22nd, at LX Factory in Lisbon.

This special beer culture event aims to bring together brewers and experts with catering and hotel professionals, marketing and sales professionals, to talk about the beer industry, business development, and beer distribution and marketing strategies.

During this 3 day event, it will be possible for industry professionals and members of the public to taste more than 150 brands and varieties of special and craft beer, from Portugal, Belgium, Germany, Ireland, the United States and many other countries. The programme also includes a series of lectures, debates, workshops and tasting activities in which different types of beer will be combined with gastronomic specialties.

PROMOTING BEER LITERACY: SALES AND CONSUMPTION

Between 2010 and 2015, according to the sector's Statistical Tables published by the Bank of Portugal, the number of beer production companies rose from 10 to 51 - representing over 400% growth. We can associate this increase to the new trend towards craft beer breweries and the launch of new brands in the market.

However, only a few Portuguese restaurants and bars offer separate beer lists. Even fewer have specific proposals of beers to accompany dishes on the menu, in contrast to other markets where beer, along with wine, is a key element in the complete food experience. **TheBeer Call** not only aims to disseminate the ancestral culture of beer, including its different profiles and varieties, but also beer's potential as a sensorial and gastronomic experience, together with its business potential.

“On the other hand, both the client and the end consumer must be given the necessary knowledge to enable them to recognize value in an excellent beer, focusing on the product's intrinsic characteristics and a good sensory experience. It is also important to break some established myths: such as the idea that beer is only good when served cold, in an even colder glass. We also raise awareness about how beer should be handled”, explains Barbara Marto, the event's coordinator.

These are the guiding principles of **TheBeer Call** which allows industry professionals, connoisseurs and beer lovers, and also members of the general public, to acquire the necessary knowledge and experience to make an informed purchase and enrich their gastronomic and sensorial experiences in the restaurant, bar, or at home.

More than 150 labels have been selected, spanning a wide variety of beers. This will be a unique opportunity to boost business and brewing knowledge in the same place: establishing new business contacts, talking to many producers, getting to know the latest news in detail, and discovering new business opportunities.



PRESS KIT.SEPTEMBER2017.PAGE02



THE 2017 EDITION

At **TheBeer Call** you'll be able to meet leading beer specialists - from Brew Masters to Beer Sommeliers, young entrepreneurs, and representatives of centuries-old breweries. A group of renowned national and international specialists will guide the activities. The first edition's programme is coordinated by Beatriz Carvalho, a Brewer with a long track record and a Beer Sommelier.

This edition's keynote speaker is Johan Swinnen, author of *The Economics of Beer*, who will provide a lecture on "The origins and challenges of the craft beer revolution", that will help people to understand the factors that govern the economics of this complex business and the keys to its success. In addition to the lectures there will be beer tasting sessions, guided by BJCP juries, and also by the attending brewers. Demystifying beer tasting will enable a better experience and fuller enjoyment of this drink that stirs passions around the world.

There will be dedicated workshops for professionals from the catering, hotel and brewing sectors: "Beer List", "Technical Tasting" coordinated by Beatriz Carvalho, and the "Stability of Beer", coordinated by Javier Gomez-Lopez, a consultant with long career and experience in the guidance of sensory tests, who will explain to participants how to identify defects in beer - an essential skill for ensuring the quality of the beer at the point of sale.

Until September 20, interested parties can purchase tickets for **TheBeer Call** at a reduced price of €12, with access to 10 events. For professionals, the ticket costs €20, but with access to 20 tests.

On the days of the event, the general entrance ticket will cost €18, with the same price for industry professionals. Some activities in the programme are only available to professional ticket holders, with places guaranteed upon registration. Tickets are available at thebeer-call.com or ticketline.pt.

Tickets:

12 Eur, until September 30th.

15 Eur, between October 1st and 15th.

18 Eur, from October 16th to the 22nd.

Tickets for professionals:

20 Eur, until October 22nd.



PRESS KIT.SEPTEMBER2017.PAGE03



PARTNERSHIPS

Turismo de Lisboa, Associação Nacional de Cervejeiros, Associação Portuguesa de Produtores de Cerveja (APCV), Associação e Hotelaria, Restauração e Similares de Portugal (AHRESP), Associação dos Directores de Hotéis em Portugal (ADHP), Drinks Diary, Talent App, Top Emotions e Leónidas.

SPONSORSHIPS

Câmara de Comércio Luso-Belga-Luxemburguesa e Brussels Airlines.

CONFIRMED BRANDS

Bitburger Brewery Group (GER), Boulevard (USA), Brooklyn (USA), Chimay (BEL), Chouffe (BEL), D'ASSOCIAÇÃO (PT), Deus (BEL), Dois Corvos (PT), D'Ourique (PT), Duvel (BEL), Erdinger (GER), John Martin Brewery (BEL), Korisca (PT), Kwak (BEL), La Trappe (NED), Lince (PT), Madeira Beer Lab by Coral (PT), Maldita (PT), Musa (PT), Nortada (PT), Oitava Colina (PT), Petrus (BEL), Selecção 1927 (PT), Sociedade Central de Cervejas (PT), St. Mel's (IRL), Tennent's (SCO) e Tripple Karmeliet (BEL).

ABOUT THEBEER CALL

TheBeer Call is a special event, designed for industry professionals, dedicated to the promotion of special and craft beers, including Portuguese and imported beers, that runs during October 20th-22nd, at LX Factory in Lisbon.

FOR FURTHER INFORMATION: TheBeer-Call.com

THEBEER CALL ON:

FACEBOOK: facebook.com/thebeercall

TWITTER: twitter.com/TheBeerCall

INSTAGRAM: instagram.com/thebeercall/

FOR FURTHER INFORMATION, PLEASE CONTACT:

Patrícia Roque

T: +351 916 053 083

E: patricia.roque@doctorspinpr.com