

SEA BREW 2018 PRESS RELEASE

Internationally renowned brewers Mikkel Borg Bjergsø and John Palmer join this year's Keynote Speaker line up at SEA Brew 2018

April 2018 – For immediate release



Singapore – The line-up of speakers for the 4th Annual South East Asia Brewers Conference & Trade Fair (SEA Brew 2018), to be held 21-22 June in Manila, Philippines has been announced.

Among the growing list of stand-out speakers are two keynotes from Mikkel Borg Bjergsø of Mikkeller, and John Palmer of Palmer Brewing Solutions Inc.

Mikkel Borg Bjergsø is internationally acclaimed as one of the most innovative brewers and beer entrepreneurs in the world. Mikkel was a math and physics teacher originally, who started experimenting with hops, malt and yeast back home in his kitchen in Copenhagen. Today Mikkel 'gypsy' brews his beers all over the world and exports to over 50 countries. He also runs a range of other businesses including: restaurants, a beer and a music festival, and a worldwide running club.

"Asia as a beer market is very interesting to us, which is the reason that we currently have five Mikkeller Bars in Asia - the biggest representation of any international craft brewery" explains Mikkel Borg Bjergsø, the Founder of Mikkeller. He continues "Not only do I see a big potential in the future for the Asian craft beer market, but I also love to travel in Asia exploring beer, food and culture."

John Palmer is a hugely respected home and professional brewer and is the widely published author of "How to Brew" as well as the co-author of "Water", the definitive brewers guide to water science. His company "Palmer Brewing Solutions, Inc" consults to breweries throughout the Americas.



Mikkel Borg Bjergsø
Mikkeller



John Palmer
Palmer Brewing
Solutions Inc

In his keynote, Mikkel will share the benefits, and pitfalls, of not owning a physical brewery and instead brewing in breweries in different parts of the world. While John will be reflecting on the growth of the craft market in the USA, the highs and lows and how Asia can learn from what has gone on before.

The conferences' extensive list of speakers features more than 25 other leading industry luminaries, including Rohit Dugar of Young Master from Hong Kong, who shall also be delivering a Keynote address; Paul Holgate of Holgate Brewhouse from Australia; Youichi Kiuchi of Hitachino Nest Beer from Japan; and Carl Setzer of Great Leap Brewing from China. They will all be discussing the theme for this year: how to harness the huge potential as the Asian beer market develops. As founder, Charles Guerrier, explains "It is critical for brewers and distributors to adopt the latest processes and best practices in production and sales/ distribution in order to realise the benefits of this trend, all whilst remaining true to their brand heritage."

This year will also see the staging of the 2nd Annual Craft Beer Association Forum, led by representatives of the region's various brewers associations. The theme for this year's forum will be "Crafting Progress – Is there a role for Associations in the Asian craft market?" An open dialogue on the issue of what role, if any, brewers and craft beer associations have to play in the modern marketplace, the Forum will be open to anyone at SEA Brew 2018.



Interactivity remains a key feature of the programme again this year, with sensory sessions conducted by ingredients experts, as well as more in-depth technical break-out sessions. Marketing & Distribution will also feature heavily, reflecting their importance in the value chain. Presentations and discussion groups cover topics as diverse as creating an export strategy, delivered by Christopher Roberts of Constellation Brands; market analysis by Steve Rannekleiv of Rabobank; and what the future holds, by Youichi Kiuchi of Hitachino Nest Beer. Beer distributors will find a wealth of experience and information available at SEA Brew to help their teams capitalize on the rapidly expanding Asian premium beer market.



Far more than just a conference, SEA Brew in 2018 sees an expansion of the associated Trade Fair. Double in size compared to 2017, the now sold-out exhibition houses the latest innovations in ingredients, processes and equipment. Accessible by conference delegates only, this is SE Asia's only platform for the industry to meet, discover new products and services, as well as develop valuable networks.

Dennis Seah the Commercial Director Asia Pacific of Cargill reaffirms the event's value: "There is no question that SEA Brew has become the preeminent gathering place for craft brewers not just in South East Asia but also the region."

Last but not least, it wouldn't be a SEA Brew without experiencing first-hand what the host-city has to offer. Both nights of the conference will see events held around Manila, as the city's craft beer establishments open their arms to welcome the delegates of SEA Brew 2018.

Brewers, distributors and suppliers interested in joining the 300+ expected delegates at SEA Brew 2018 can find out more by visiting www.sea-brew.com or contacting the team on info@sea-brew.com. SEA Brew 2018 will be staged 21-22 June at the Edsa Shangri-La, Manila, Philippines.

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About SEA Brew

The annual Southeast Asia Brewers Conference and Trade Fair (SEA Brew) attracts brewers, distributors and investors from across Asia. They come together to exchange ideas and gain insights from global experts into the latest technological innovations in order to keep up with the fast-paced developments of the industry.

Established in 2015, the conference and attached trade fair remains an event for the industry, by the industry. Its founder, Charles Guerrier, a veteran of the F&B scene across multiple countries in Asia, created the event to support the growing demands on both production and marketing in a rapidly developing industry.

In line with being a truly regional event, SEA Brew moves to a new host city every year.

www.sea-brew.com

For more information

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