

SEA BREW 2018 PRESS RELEASE

Manila, Philippines To Host Southeast Asia's Biggest Brewing Conference And Trade Fair, 20-22 June 2018

February 2018 – For immediate release

Singapore – Returning for its fourth edition, SEA Brew continues its commitment to the regions' burgeoning craft brewing scene.

As affluence in Asia grows, so too does the demand for premium beers. "This increase in the consumption of premium brand beers has seen the proliferation of new breweries and distributors entering the market in the past 2-3 years, a trend that is certain to continue for the foreseeable future" explains Charles Guerrier, SEA Brew's founder.

"The market is now witnessing a need as never before for brewing and dispensing equipment, supplies and education - and the Southeast Asia Brewers Conference (SEA Brew), now in its fourth year, is firmly established as the number one industry platform within the region for the exchange of brewing knowledge and for suppliers currently servicing or hoping to gain access to the market" continues Charles.

Following a similar trajectory as the sales of craft beer, attendance at SEA Brew 2017 in Ho Chi Minh City in 2017 increased to almost 300 influential members of the brewing community. Continuing this trend, over 400 are expected to join in Manila this coming June.

Interactivity is one of the key USPs of SEA Brew 2018, delivered across multiple sessions, including workshops, round tables and panel discussions, all led by industry experts. This has resulted in a number of new elements for the 2018 conference, including an innovation think tank, sensory sessions and a pre-conference 'Brew Day' - a fully interactive brew day led by industry experts.

The conference programme runs three tracks to engage all aspects of beer production and distribution: Brewery Operations, Ingredients, Distribution & Marketing. Plus it will play host the second annual Asian Craft Beer Associations Forum, focused on fostering experience sharing and cross-border cooperation throughout the region.

The accompanying Trade Fair will see similar developments. Aside from doubling the number of booths available for suppliers looking to demonstrate their wares, interactive elements have been added. For instance, there will be the opportunity to take the stage in a Demo Area for brands looking to showcase their product or service during the conference breaks.

Commenting on the likely appeal of this year's programme and expanded Trade Fair "In such a geographically diverse region, SEA Brew provides the ideal opportunity for suppliers to meet current and potential partners all in one place. The conference and trade fair attracts delegates from not only the ASEAN countries but from those further afield such as Hong Kong, Taiwan, China, India and South Korea."

SEA Brew 2018 will be staged 20-22 June at the Edsa Shangri-La, Manila, Philippines.

===

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.

Establish in 2015, the conference and attached trade fair remains an event for the industry, by the industry. It's 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

Charles Guerrier

Charles@sea-brew.com