

International Conference, Exhibition & Awards on Beverage Alcohol Industry



# ALCOBEV

2021

Thursday & Friday 28th & 29th January 2021 | Cida De Goa Taj SeleQtions, Goa

CO – LOCATED EVENT



## SUGAR SUMMIT

International  
Conference & Exhibition on  
Sugar & Ethanol Industry

**India's No : 1 Event on  
THE BEVERAGE ALCOHOL INDUSTRY**



**Returns Bigger, Better & Grander (Incorporating Sugar and Ethanol)**

Thursday & Friday 28th & 29th January 2021  
Cida De Goa Taj SeleQtions, Goa

# The Spirit Reigns Supreme

Tefla's, the Market leader in dissemination of knowledge through Conferences, Exhibitions & Awards for the Industry & Trade, is delighted to present Alcobev 2020 - an International Conference, Exhibition & Awards on Beverage Alcohol Industry & Trade scheduled during Thursday & Friday 28th & 29th January 2021 | Cida De Goa Taj SeleQtions, Goa.

In its very first year, Alcobev - 98 provided to be a landmark event, setting the benchmark for the Industry. It is a standard that has yet to be met and surpassed by any other event of the Industry.

Many changes are impacting the Indian Alcohol Beverage Industry . Indian Companies are searching for new markets abroad, and many multinational products are seen on the Indian Shelves , Lifestyles and attitudes towards alcohol consumption are fast changing.





**ALCOBEV**

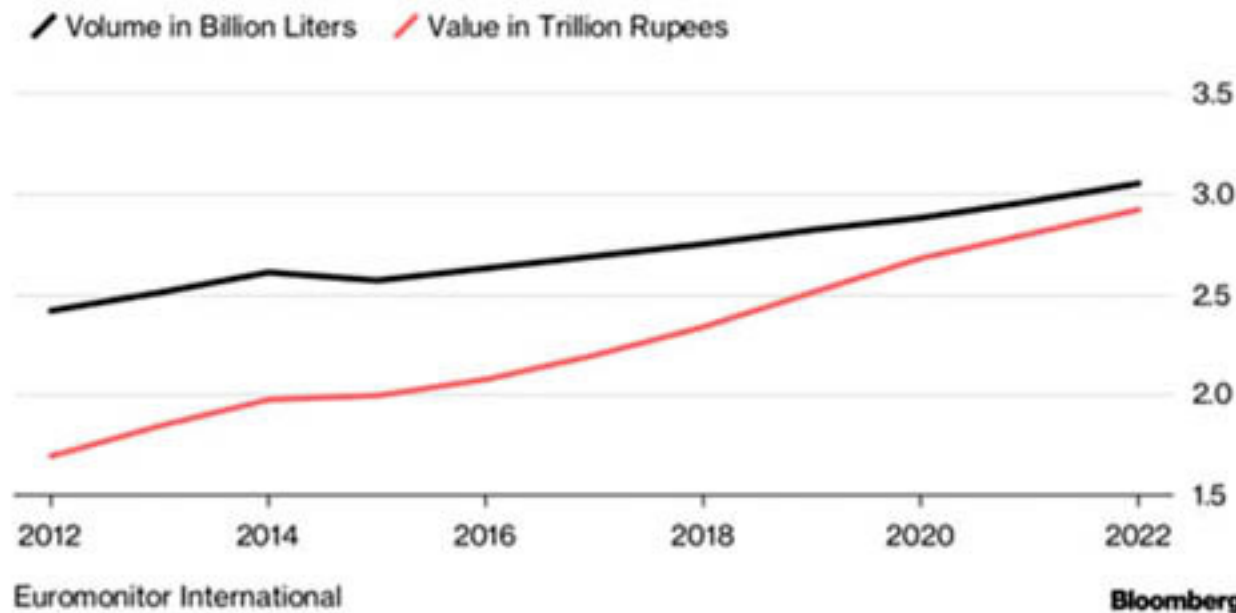
SMALL BATCH  
BOURBON WHISKEY  
AGED FOR  
**12 YEARS**  
750ML OF KENTUCKY'S FINEST

(86 PROOF)  
**43%**  
ALC/VOL



## In High Spirits

Rising affluence pushing India's alcohol consumption



The alcoholic beverages sector has been showing signs of growth, indicating that this is an industry that's on the upward swing. Part of the growth can be attributed to the evolution of the changing Indian consumer. According to AMRG & Associates, the alcoholic beverages market in India is expected to grow at a CAGR of around 7.72% over 10 years to reach a value of 5.3 trillion rupees by the year 2026.

**More cash, More booze to drive growth in India's premium spirit.**

**High taxes, Economic slump cause 2020 liquor sales to fall.**

**Liquor brands override ad bans by leveraging digital.**

Against this background Tefla's presents Alcobev 2021 in a innovative format where Policy makers , Manufacturers, Importers, Distillers, Brand Owners, Traders, F & B Professionals and Machinery suppliers related to Alcohol Beverage Industry will meet to review and rethink on wide range of issues –

**TO MAKE US FUTURE READY | TO MEET NEW CHALLENGES | TO TAP NEW OPPORTUNITIES**

Through a series of dynamic Keynotes, interactive panel discussions and intimate networking you will gain fresh ideas, trusted insight and proactive solutions to move your business forward. This edition will be different as we prepare the beverage industry to compete, advance and thrive in the new normal!



## Topics would revolve around :

- Challenges Faced By Alcohol Beverage Industry In India
- Complicated Government Regulations
- The E-commerce Edge
- Indian beverage industry is a bizarre example of taxation and pricing controls.
- Issues In Indirect Taxation On Alco Beverages
- A Societal Approach to Alcohol.
- Branding & Packaging.







# Delegate Profile

Alcobeve is relevant to anyone involved in the making, sourcing, buying, shipping, bottling, selling and marketing of beer, wine and spirits. This event is designed specifically for key players across the multiple groceries, convenience, wholesaler, on-trade sectors as well as producers, wineries, distilleries and service providers across the private label and branded wine and spirit sectors:

## Why Attend?

### Gain the Competitive Edge

Experienced and forward-thinking beverage leaders offer an in-depth look at the consumers, the markets, the key players and emerging brands in the beverage industry.

### Overcome Your Challenges

Consult with the industry's leading product and service providers to answer your on-the-spot questions and help you find the best solutions for your business.

### Network & Gain Leads

2 days to interact with high-level executives, forge partnerships, find new customers and build lasting business connections in an intimate networking setting.



Breweries , Wineries  
Distilleries , Importers  
Distributors , Retailers  
National and regional chains  
Brand Owners / Pubs / Clubs / Restaurants  
Brewers , Distillers , Microbrewers ,  
Craft brewers, Traders – Beer & Distilled  
Spirits (Cellar to Seller)  
Wine Makers , Press members  
F & B Professionals , Catering Institutes  
Hospitality Industry , Sommeliers





# Expo 2021



## Why Exhibit?

The Exhibition has been planned with participation from the entire gamut of the Beverage & Alcohol Industry. Alcobev Expo 2021 sees it as a necessary movement for finding a commonality ground for the entire Alcohol Beverage business, within the framework of which the Beverage & Alcohol Industry operates. Alcobev Expo offers excellent opportunities for promotion of a company's products & services as well as for enhancing its corporate image & brand equity.





# Exhibitor Profile

- Raw Materials & Ingredients
- Production & Process Plant
- Packaging Equipment
- Pipework, Pumps, Valves & Associated Fittings
- Refrigeration / Cold Storage
- Cleaning Equipment, Materials & Systems
- Conveying and loading technology
- Instruments, Gauges, Meters and Calibration
- Automation and Process Control Systems
- Laboratory Equipment and Analytical Systems
- Energy, Services and Utilities
- Environmental, Effluent and Pollution Control
- Fermentation and ageing containers
- Operating Supplies and Services
- Warehouse, Distribution and Logistics
- Dispense Equipment & Bar Service
- Consultants, Professional Services & Project Management
- Marketing Publicity
- Manufacturing Engineers / Contractors
- Wine Producers
- Import / Export
- Glassware & Drinkware





# ALCOBEV AWARDS

Alcobeve awards commends exemplary performance in the beverage alcohol industry, judged by neutral and eminent jury. Awards will be presented to leading performers in the below mentioned categories at a glittering ceremony in the presence of captains of the industries, celebrities and policy makers.

## Awards Category

- Best Packaging Domestic Spirits
- Best Packaging in (Wines)
- Best Red Wine
- Best White Wine
- Best Sparkling Wine
- Largest Wine Exporter
- Largest Selling Run Brand in CSD
- Largest Spirits Supplier to CSD
- Brands of Elite 10 Million Cases Club
- Largest Selling International Brand in India
- Largest Selling International Brand Bottled in India
- Largest Selling International Scotch Bottled in India
- Largest Selling International Scotch Bottled in India - Premium
- IMFL Brand with Maximum Brand Equity in International Markets
- Largest Whisky Exporter
- Salient Service to Industry
- CEO 2021
- Distinguished Service Award







## ENTERTAINMENT EXTRAVAGANZA

An ideal social evening with Music & Entertainment - an occasion to meet old friends, to make new friends, to relax & unwind & develop new business relationships.

**JOIN US IN THE SPLENDID NETWORKING ENVIRONMENT DURING  
ALCOBEV ENTERTAINMENT PROGRAMME & FIND OUT FOR YOURSELF.**





# SPONSORSHIP & LEADERSHIP

ALCOBEV Sponsorship delivers the greatest marketing impact . The whole setup of ALCOBEV is focused on bringing the right people together to do business. With roots in hospitality, we make sure that our partners are taken care of pre-, during and post-conference by a dedicated campaign manager. Sponsorship at ALCOBEV is a unique opportunity to raise your company's profile and align your business agenda with the Industry Stakeholders. Take advantage of this gathering to promote your corporate image.

- Highly targeted marketing activations (online & offline)
- Enhanced credibility as industry expert through prominent brand positioning
- Speaking Opportunity to address decision-makers and key influencers
- Strategic positioning of stall space
- Optimized business perception and lead generation
- Positioning of products and services to a filtered target group
- Brand Awareness
- Build a Network with Sustainability Experts
- Strengthen your Company Culture
- Develop Collaborative Relationships with Current & Future Customers

Sponsorship Opportunities Available for the following:

Title Sponsor	Conference Kits
Titanium Sponsor	Lunch
Platinum Sponsor	Cocktails
Diamond Sponsor	Dinner
Gold Sponsor	Cultural Evening
Silver Sponsor	Gifts
Bronze Sponsor	Session Sponsor





# GLIMPSES OF PAST EVENTS - AWARDS & ENTERTAINMENT







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