

# State Side with Craft Brewers in Nashville

by BILL KAPRELIAN

The 35th annual Craft Brewers Conference played out in Music City this May with over 14,000 in attendance dazzled by over 700 exhibitors. In addition to the annual trade show and conference, this year the CBC also held the World Beer Cup in Nashville!

Teams from around the globe competed for a gold/silver/bronze ranking of their brew. Over 2,500 breweries participated this year (up 17% from 2016) from over 66 countries! Some of the notable winning German brewers included: Beck & Company, Hatz-Moniger Brahaus, Brauerei Michael Pink and SchneiderWeisse G. Schneider & Sohn. For the full list of all 302 winners please visit [worldbeercup.org](http://worldbeercup.org).

The official opening included a Keynote address from Bob Pease, CEO of the

Brewers Association, which has been the primary organizer of this craft beer event for many years. His topic "Stronger Together" included a list of recent successes such as improving tax benefits for smaller breweries, at least temporarily. Another initiative was a new certificate to recognize Independent Craft. This is an attempt to help American consumers identify an authentic craft beer from a small independent brewery. Pease was pleased to confirm around 3000 breweries have been certified and more are expected. He called for all attendees to join together for the American beer drinker: "We know who we are and what we do, but not all consumers do."

In addition to all the accolades for suds ... there was an extensive line-

up of seminars with well-chosen topics centering on the obvious Start Ups, Selling Craft Beer and Brewery Operations. The CBC's educational focus went beyond the basics of educational coverage for their members by also offering operational topics for every brewer ... Government Affairs Update, The Art of Inclusive Leadership and Meet the Legal Experts Roundtable. But it wasn't all lectures and note taking either. Dispersed across the trade show were 31 "official" Trade Show Beer Stations. I know it's a tough job but somebody had to ... I had a plane to catch and 51 miles through the Wisconsin woods home after I landed, so it wasn't for me. But for those who felt compelled (and who wouldn't surrounded by all this beer!) there was a dramatic range of pallet options; from the German



Hop Growers Association to the British Beer Export Group and of course the Hop Growers of America.

There were many new products/ services and improvements to existing processes, and two specifically caught my eye; Barry Wehmiller's new small canning system designed for craft brewers (CB100) and Flottweg's Separation Technology centrifuge system for beverages; beer, wine, fruit juice, vegetable juice, direct juice and coffee extract from coffee grounds.

Craft brewers now have the option to market their brands in cans and not just bottles. Barry Wehmiller's Pneumatic Scale Angelus company debuted the CB100 filler and seamer at this year's event. This system is an upgrade to the CB850 which was unveiled last year. It now provides an economical option for canning your brews at a rate of 100 cans per minute. "If you're looking to upgrade the technology and speed from your introductory canning line, or if you're a larger brewery looking to enter into the canning market for the first time, this is the line you need," said Adam Brandt, VP of Sales for PSA.

The name says it all (in German at least) "quick way". The net result of the Flottweg Separation Technology is a very consistent quality and an optimized yield - check it all out at [flottweg.com](http://flottweg.com). As for the motorized bike ... this company began in the 1920s building motorcycles and evolved into a manufacture of aircraft engines and other motorized vehicles. So as a statement of heritage to all of the thousands of millennial brewers walking the aisles of this trade show ... Flottweg provided a very unique reminder of where they began to where they have now arrived at centrifuge applications for the manufacture of beverages. They are expanding in North America with a new production plant near Cincinnati and with it the capability to provide parts and service for new and existing customers. Flottweg contends their process aids brewers with more flavor retention and less particulate (plus



quicker brewing turns) and it all adds up to a great glass of pilsner!

In 2019 the CBC will gather in Denver (the World Beer Cup will be held again in 2020 in San Diego) but next year's venue is certain to build on every component that was showcased in Nashville; product exhibitions, seminars (over 70 unique sessions this year) and of course the "fraternity" of brewers via roundtable discussions and beer-related evening events especially the sold-out Beer-paired Dinner.

But don't take my "state-side" view of this dynamic organization and their well-organized Craft Brewers Conference ... come learn about them first hand at Brau Beviale this

November in Nuremberg. They'll be there (Hall 1-545) and I hope to be there too!



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