

SHOWCASING INDEPENDENT BRITISH BREWERIES & CIDERIES

Reception with tasting

Date: 3rd April 2012

Venue: British Embassy Budapest, Hungary

UK Trade & Investment in Budapest is organising a reception entitled **Showcasing Independent British Breweries & Cideries**. The aim of the event is to give smaller, independent British breweries and cideries the opportunity to showcase their excellence and introduce their products to Hungarian professionals from the hospitality industry and, eventually, the general public.

Annual beer consumption stands around 60 litres/person in Hungary. While the overall volume of beer both produced and consumed in Hungary has slightly decreased over the past few years, demand for specialty products has increased.

In 2010, some 10 million litres of beer was imported into the country, forming part of 42 million litres of super premium beer consumed that year. As general consumer sophistication and disposable incomes continue to increase these figures are expected to grow further over the coming years.

While the dominance of lager (mainly Pilsner type) is unlikely to be challenged, demand for ales and specialty beers is on the rise, as is demonstrated by the recent proliferation of various Belgian, Czech and German products on the market.

Currently British breweries and their products are underrepresented in Hungary and good opportunities exist for those entering the market at an early stage.

Cider is a similarly attractive and promising niche segment in Hungary. Until very recently the category did not exist in the country and smaller cideries could benefit greatly from current consumer education campaigns by major brands such as Strongbow or Magners.

For the £666 participation fee suitable UK breweries will get:

- the opportunity to showcase products at the prestigious venue of the British Embassy
- access to hand-picked decision makers and buyers from major Hungarian distributors, wholesalers, retail chains and horeca outlets
- access to commercial officers from British Embassies in neighbouring countries
- catering provided by Residence staff, with food selected to complement beer
- advice on bulk shipping of samples to the venue
- practical assistance while in Hungary
- the opportunity to invite additional guests of your choice
- assistance with arranging and providing a venue for follow-up meetings
- hotel booking at a special Embassy rate

If you are interested in taking part, please contact:

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