



# *Planète* **BIÈRE**

SUN 27<sup>TH</sup> & MON 28<sup>TH</sup> TRADE ONLY MARCH 2022  
PARIS EVENT CENTER

**THE ODYSSEY**

MEDIA KIT



**PLANÈTE BIÈRE 8<sup>th</sup>**  
**will take place on Sunday 27**  
**and Monday 28 March 2022 at the Paris Event**  
**Center, Paris 19<sup>th</sup> district (France).**

We have come a long way since the first edition of PLANÈTE BIÈRE in 2015! Who would have imagined a beer tasting fair that departed from the traditional approach to beer consumption? And yet here we are... This annual event provides an opportunity to review trends in the beer sector, through talks, communication with journalists, and between members of the public and trade professionals during the fair. The explosion of IPAs, barrel-aged beers, the highlighting of styles, the rise of beer selections in off-licences, beer menus in bars and restaurants, the growth of craft breweries... are just some of the many trends that have been promoted through PLANÈTE BIÈRE. Our ambitions remain unchanged: to convey a modern, trending image of beer, to build on the beer sector's creativity and perpetual inventiveness and to channel its dynamism.

**Beer is thinking big. And so is PLANÈTE BIÈRE.**

**PLANÈTE BIÈRE, PRATICAL INFORMATION**

**Date:** Sunday 27<sup>th</sup> October and Monday 28<sup>th</sup> March 2022

**Venue:** Paris Event Center - 20 avenue de la Porte de La Villette (Paris 19<sup>th</sup> district)

**Opening times:**

Private visitors: Sunday 27<sup>th</sup> March from 12 p.m. to 7 p.m.

Trade visitors: Monday 28<sup>th</sup> March from 10 a.m. to 6 p.m. (by invitation only)

**Price :** From €17 to €25 per day, free for professionals (Monday, by invitation only)

**Ticket office:** [www.planete-biere.com](http://www.planete-biere.com), Fever application





## – PLANÈTE BIÈRE, THE FAIR THAT OPENS YOUR EYES –

### TODAY'S UPCOMING TRENDS WILL BE TOMORROW'S SUCCESS STORIES

Planète Bière detects, highlights and enhances trends. The fact that so many representatives of the beer industry are in the same location on the same date make this possible! Perhaps your product will be the next trend? It will be highlighted, along with others, by your presence at the fair and the beers you offer for tasting; by our communication with the press and through our social media; and through the talks given at the fair. «Low-alcohol and alcohol-free beers», «extreme beers», new label designs, cans and the development of environmentally-friendly containers: these are just a few of the dozens of topics that will be discussed at the show and broadcast over the speakers.

### AN EDITION THAT WILL GIVE PLANÈTE BIÈRE BACK THE PLACE IT DESERVES

2020 and 2021 were difficult years for the organization of trade shows. While last October's edition, that was combined with our company's other tasting events, allowed us to move on from the difficulties of the previous edition, our desire is to restore Planète Bière's independence, as an event in its own right. As you well know, an odyssey is never without pitfalls, and these are necessary to build the legend. Let us rejoice!

## – PLANÈTE BIÈRE, BRINGING PEOPLE TOGETHER –

PLANÈTE BIÈRE PARIS is the launchpad the beer sector needed to create a major event at least once a year in France. PLANÈTE BIÈRE has become a major, unifying event, bringing together all the players of the brewing world. Since its launch in 2015, the show's success has confirmed the interest of beer lovers, professionals and journalists in the wonderful world of beer tasting. Beer is bubbling with energy and life in all four corners of the world with new brands, new consumption patterns, new breweries, and new devotees.

### PLANÈTE BIÈRE: THE ATTENDEES

- 150 brands and breweries.
  - 4,000 beer fans, including beginners, regulars and experts.
  - 3,500 beer professionals, including importers/distributors, wholesalers or resellers (retailers, major supermarkets, the hospitality sector).
- Since 2015, PLANÈTE BIÈRE has been the leading French fair.



## - THE BEER MARKET IN FRANCE -

THE FRENCH MARKET HAS BEEN GROWING FOR SEVERAL YEARS, BOTH IN VOLUME AND IN VALUE, AND IN TERMS OF PRODUCTION AND CONSUMPTION.

### PRODUCTION:

France is still the **largest malt producer**, with the three world leaders: Axérial, Soufflet and Malteurop. 20% of beers are brewed with French malt.

With 24 million hectolitres brewed in 2020 (out of 400 million), **France is the 6<sup>th</sup> largest beer producer in Europe**. There are approximately 3,000 breweries operating in France.

The turnover of French brewers is estimated at just over 4 billion euros, of which just under 500 million euros is generated by craft breweries.

### DISTRIBUTION:

Most of the volume is distributed by the big names in the sector: AB Inbev, Kronenbourg/Carlsberg (and House of Beer), Heineken, Duvel-Moortgat, and a few independents who have managed to stand out from the crowd (IBB, Vanuxeem, Neodif, Difcom or DBI, La Compagnie des Boissons Vivantes, Craft Beer France, la Centrale des Bières, Guru). The wholesale networks (France Boisson, C10, Distriboissons) and cash & carry (Metro) supply the hospitality sector locally.

### CONSUMPTION:

**France drinks approximately 23.5 million hectolitres of beer annually.**

In terms of volume, this puts it in 5<sup>th</sup> place in Europe. This corresponds to 34 litres of beer per inhabitant, placing France in second to last place out of all European countries. But there is constant, sustained progression, with a **20% increase between 2015 and 2020**.

65% of beers are consumed in the home (via sales in supermarkets and specialist shops).

20% of consumption take place outside the home (cafés, hotels, restaurants, nightclubs).

15% of the volume consumed come from direct sales (breweries, taprooms, markets, festivals, concerts).

In 2019, this consumption represented sales of €3.5 billion (+8.1%). Speciality beers represent

47% / 1,638 million euros (+14.7%), special lagers: 35% / 1,212 million euros (+5.6%),

luxury beers: 13% / 451 million euros (- 5.8%), flavoured beers: 50 million euros (+30.7%),

shandy: 48 million euros (+2.7%) and alcohol-free beers: 84 million euros (+25.4%).

Craft beers sales were estimated to be 400 million euros in 2020, with a forecast of 440 million by the end of the year. For the first time, on 30 June 2018, supermarkets exceeded the one billion litre mark in sales in over the previous 12 months.

**Among France's 5,000 off-licences, 80% sell beer.** And there are 450 off-licences in France specializing in beer, for whom beer sales represent 80% of their turnover. Beer retail chains are booming, as are brewpubs.

Today, it is not unusual to find a beer list in the best French cafés and restaurants, alongside the wine and the Champagne menu. These are all signs of the development and importance of the beer market in France.







### - PLANÈTE BIÈRE, KEYS TO SUCCESS -

PLANÈTE BIÈRE is a tasting fair and not a marketplace. There are no on the spot sales. In France, there are numerous fairs based on this model dedicated to wines (Grand Tasting, le Salon de la Revue du Vin de France, etc.) or spirits (Whisky Live, Rhum Fest, France Quintessence, Paris Cocktail Festival, etc.), but PLANÈTE BIÈRE is the first and only one of this type dedicated to beer. That is what makes it unique.

- **TASTE** the widest range representing all the beers currently available on the French market: major brands or micro breweries, future stars or classics. Not to mention the latest arrivals.  
➤ **PLANÈTE BIÈRE PARIS**, the fair for tasting and discovery.
- **MEET** brewers from different backgrounds, professionals of the beer trade, prominent figures of the beer sector (experts, specialists, journalists) or beer lovers, be they novices or connoisseurs.  
➤ **PLANÈTE BIÈRE PARIS**, a place to exchange ideas.
- **PROMOTE** the work of brewers and brands by placing beer at the centre of attention and awarding beer its rightful place, at the same level as the best wines and spirits by optimising the tasting conditions.  
➤ **PLANÈTE BIÈRE PARIS**, a vector of image.
- **DISCOVER** new trends in consumption through tasting experiences that pair beer with food, initiations to the art of the beer cocktail or through innovative approaches to tasting.  
➤ **PLANÈTE BIÈRE PARIS**, a crucible for experimentation.
- **SHARE** a good time over a beer in a friendly atmosphere and a surprising setting, among friends or connoisseurs.  
➤ **PLANÈTE BIÈRE PARIS**, a moment of pleasure.

### PLANÈTE BIÈRE, A UNIQUE EXPERIENCE

#### TASTING

In order to focus the centre of attention on tasting, all exhibitors are fitted with the best equipments (tap and fridge) to offer the best tasting conditions to everyone.

#### EVENTS

Our events programme enables visitors to discover beer from another angle, by pairing or through new tasting experiences. Not forgetting our photocall or pop up bookshop dedicated to beer

#### CONFERENCES

PLANÈTE BIÈRE also offers a full programme of conferences led by the best specialists, including brewers, journalists and authors. All topics are covered: history, technique, tasting, training, legal aspects, business and lifestyle.





## PLANÈTE BIÈRE, AN AMBITIOUS COMMUNICATIONS STRATEGY

Once again **PLANÈTE BIÈRE PARIS** will develop an ambitious and targeted communications strategy. Ambitious to provide this eighth edition with all the necessary visibility; targeted because **PLANÈTE BIÈRE PARIS** does not aim to attract idle onlookers, be they professionals or members of the general public.

Communication budget= 70 k.

### A DEDICATED WEBSITE

[www.planete-biere.com](http://www.planete-biere.com) is the showcase of the fair.

### PRESS RELATIONS

Born To Be Wine agency, directed by Aurélie Rovnanik, will be in charge of the fair's public relations.

### MEDIA PARTNERS

With key media players of the beer world.

### SIGNAGE AND DISPLAY CAMPAIGN

Street marketing and a poster campaign in the Paris Metro will be deployed.

### THE VISITOR'S GUIDE

25,000 copies distributed from the 15<sup>th</sup> of March.

## MEDIA KIT

# - PLANÈTE BIÈRE, THE REASONS FOR EXHIBITING -

## EXPLOIT THE POTENTIAL OF THE FRENCH MARKET

The beer market is still booming. Breweries and brands are multiplying, the shelves are expanding and opening up to all beers, the drink specialist retailers network is seeking new growth drivers, the horeca sector wants to recover its attractiveness. The consumer is in constant search not only of new products but also new tasting experiences. And we are only at the beginning.

## GOING UPMARKET

Consumers drink less and better. This has deeply modified consumption habits but also directly affects brand positioning. All categories of beverages (beers, wines and spirits) are concerned. The race for premiumisation demands innovation and quality but must also be supported by reliable influencers and positive communication.

## RECRUITING CUSTOMERS

Faced with the diversity of the present-day beer market, recruiting new customers and retaining existing customers, whether they be consumers or professionals, requires energy and inventiveness. Exhibiting in a trade fair means meeting prospects and professional customers in a friendly setting, outside of their usual working environment. And the cost of the contact is much lower.

## SEDUCING BEER LOVERS

There is nothing like presenting your beer at a tasting fair for the public to discover it. Thanks to direct contact with the producers and the best specialists, visitors obtain all the information necessary for optimum enjoyment, which will encourage them to introduce it to their friends and relatives. All visitors to paying tasting fairs become the best influencers for the brands they have tasted and appreciated.

## TEST YOUR QUALITIES

You must know what is good to know what is best. There are as many right answers as there are tasters. For some, it will be taste, for others it is the quality/price ratio or the regularity of production. This gives all the beers on show the same chances if the tasting conditions are good and identical.

## MEET YOUR PEERS

Participation in an event like **PLANÈTE BIÈRE** provides an opportunity to meet your customers, whether they be beer lovers, wholesalers or resellers. It is also an opportunity to meet your peers. The beer world is too small for its players to try to avoid each other and there are not many occasions to exchange views between responsible players, large or small – in fact, only once a year. That leaves enough time for competition during the rest of the year.

*Planète*  
**BIÈRE**





## - PARIS EVENT CENTER -

**PARIS EVENT CENTER** is located in a modern and fast-changing district of Paris. It is a major new venue for events in the east of the city. It contributes to the development of the district and is part of the Greater Paris project.

**PARIS EVENT CENTER** is easy to access: tramway, metro, bus and the RER E «Rosa Parks» train station (20 minutes away on foot or 2 tramway stops away).

- 4,000m<sup>2</sup> of floor space. All exhibitors are reunited in the same space.
  - 2 conference rooms, 1 rest room reserved for exhibitors, 2 offices, 2 stocks, 1 cloakroom.
  - 1 car park of 300 places.
- **PARIS EVENT CENTER IS PRACTICAL AND ACCESSIBLE.**



## - THE ORGANISERS -

The AMUSE-BOUCHE company was created by two professionals from the world of communications, publishing and events management, both long-established and recognised players in the world of convivial beverages.

The company organises

**PLANÈTE BIÈRE,**

**FRANCE QUINTESSANCE** (launched in 2015)

et **PARIS COCKTAIL FESTIVAL** (purchased in 2016),

**LIQUID GOLD** (2018),

**LIQUID PASSION** (2020),

**BRADIS** (launch in 2022).



## - DÎNER DES ÉPICURIEUX -

Like a great wine, beer can be a great companion throughout the meal. From the starter to the dessert, with meat or fish, beers are playing on all the range of tastes. They can also perfectly conclude the best meals. Without forgetting to find them in a more classic register, as an aperitif.

The DÎNER DES ÉPICURIEUX will be served into four courses (starter, main course, cheese and dessert), with only fresh ingredients. It is the reason why, the menu will only be revealed on the very day of the event. An unforgettable experience.

SERVED ON SATURDAY 26<sup>TH</sup> MARCH

### Your contacts at Amuse Bouche

Philippe JUGÉ – philippe@ab-event.fr – Tél. +33 6 81 82 49 49  
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### Your contact at Born To Be Wine

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**WWW.PLANETE-BIERE.COM**  
An Amuse-Bouche event