



WINES, BEERS & DRINKS - WBD
International Exhibition & Conference
- India's Premium Alcobev, Craft + F & B Event

Concurrent Event





HEADY MIX OF TASTES

WINES, BEERS & DRINKS - WBD'20GOA is India's only combined and complete industry platform for the AlcoBev sector with related ancillary F & B industries. It has to-date and will in this 16th edition too, run concurrent with the **INDIA HOSPITALITY + F & B World Expo & Conclave**, being held from **14 - 16 June 2020** at the internationally renowned Dr. SP Mukherjee Indoor AC Stadium, **Panaji, Goa**. This is the oldest and biggest hospitality industry-event and second only to AAHAR held in the national capital.

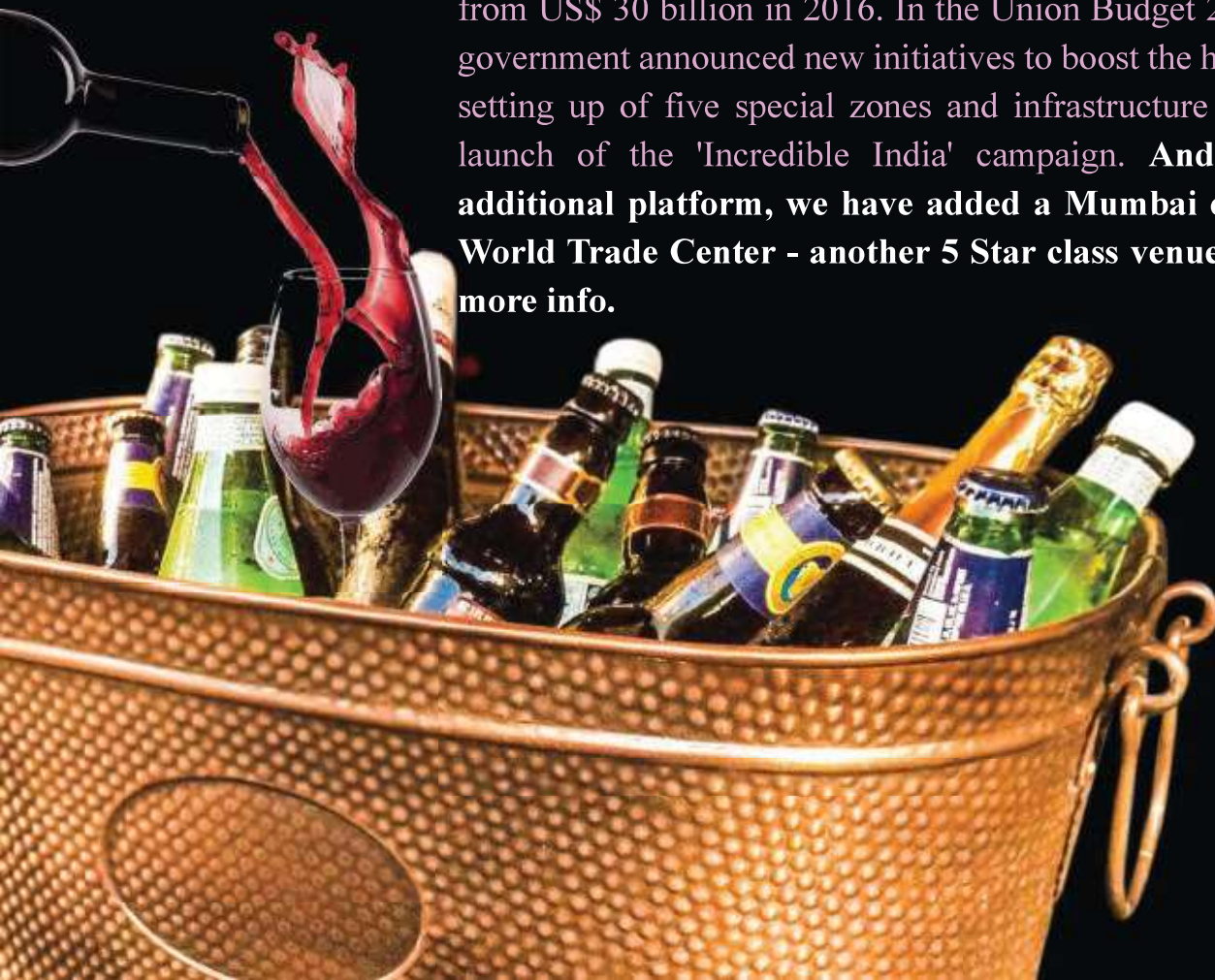
Trinity is back again with a record number of exhibitors & business visitors as we have been at it for the last 17 years - producing wine & beverage, hospitality & food, bakery & snack events in India and foreign countries. Hospitality is among the top 10 sectors in India to attract highest foreign direct investment (FDI) and **the country is poised to be ranked among the top 5 business hospitality markets globally by 2030.**



The underlying consumption potential in India isn't strong, it's extremely strong.

- Alexandre Ricard
CEO, Pernod Ricard

Business travel spending in India is alone expected to triple until 2030 from US\$ 30 billion in 2016. In the Union Budget 2017-18, the Indian government announced new initiatives to boost the hospitality sector by setting up of five special zones and infrastructure for the worldwide launch of the 'Incredible India' campaign. **And to give you an additional platform, we have added a Mumbai edition too at The World Trade Center - another 5 Star class venue. Get in touch for more info.**





INDIA'S BIGGEST BOOZE BIZ TRADE SHOW

Nothing on this scale happens here. Its India's Largest Fine & Dine Show, with all major brands from within the country and abroad participating. Under one roof will be wines, beers, alcoholic and non-alcoholic drinks, along with choice food to go along. Bartenders, Sommeliers & 5 star hotel chefs would be in full attendance to add their dash to the spirits. So lets say Cheers to a great time ahead -where business mixes with pleasure. In order to ensure the highest professional standards, WBD'20 GOA is open exclusively to adult trade, business & technology professionals with entry only to persons above 18 years of age.



HIGHLIGHTS

- International Awards
- 100 Leading Brands
- 5,000 Key Purchasers
- World Industry Leaders
- International Marketing
- Demos & Workshops
- 10,000 Target-Audience
- Country and State Pavilions
- 3,000 Foreign and Indian Visitors
- Government Boards & Councils, etc



WORLD CLASS VENUE. MOST LIBERAL STATE - GOA

The Dr. SP Mukherjee Indoor AC Stadium in India's most liberal state and a world tourist destination - Goa - will host this mega industry event, with 5 Star hotels hosting evenings for thousands of business visitors, who have annually made a hospitality pilgrimage over last 16 years to India's premium India Hospitality + F & B International Exhibition & Conference. **This brings an exclusive target-audience - not available anywhere else in the country.**





HAPPY DAYS & NIGHTS - INDIAN FACTS & FIGURES

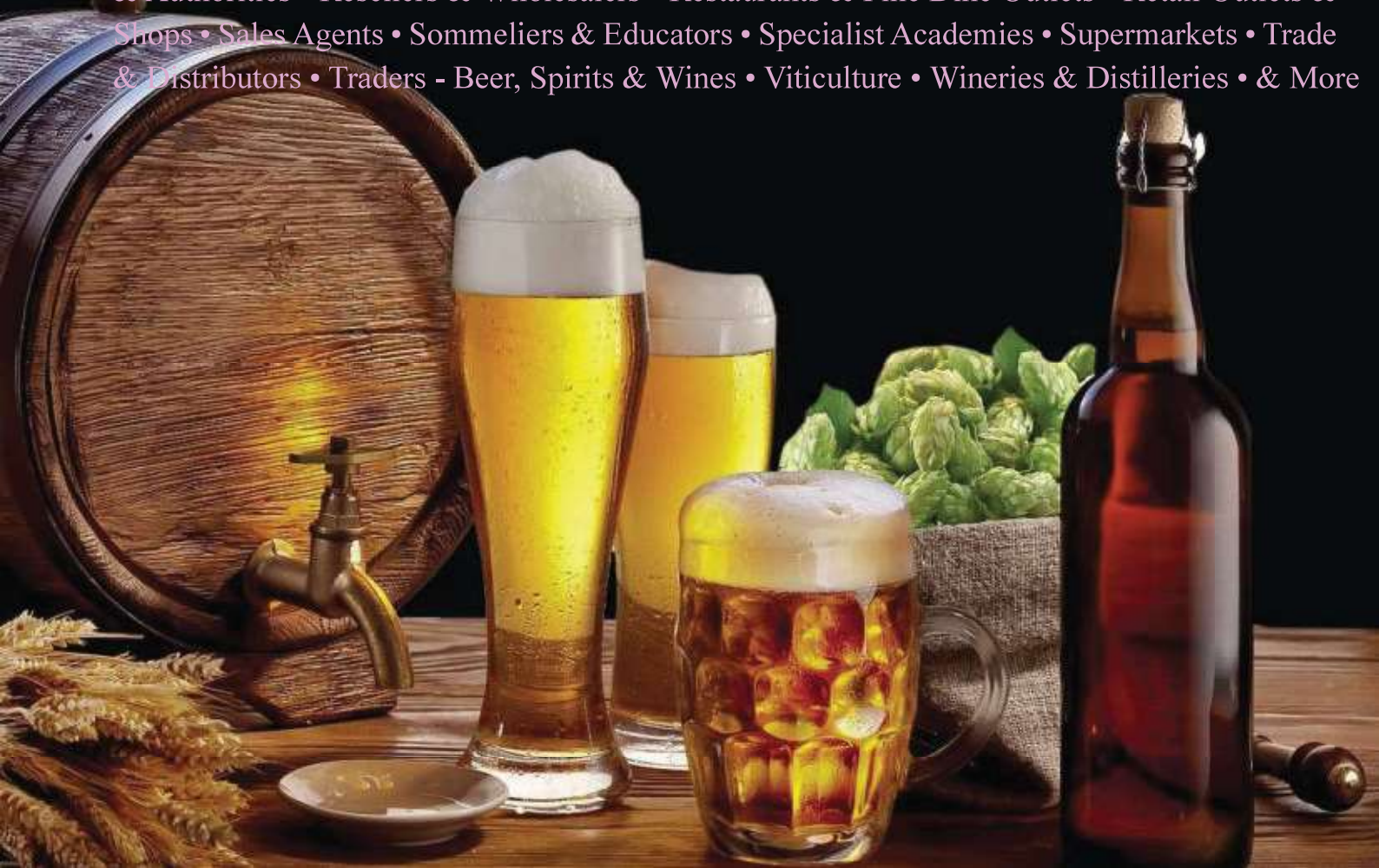
- India is the 3rd largest liquor market in the world
- Retail market size USD \$ 40 Billion per annum approx.
- Currently, over 600 million people of legal drinking age
- Goa is the largest alcoholic drink consuming state in the country
- Alcohol consumption in India has risen by 55% over a period of 20 years
- Alcoholic beverages market alone is expected to be INR 5.3 Trillion Rupees by 2026
- Huge rise in brew pubs, microbreweries and innovative other craft spirits with a CAGR of 7.7% plus
- Over 100 brewpubs opened in Goa, Pune, Mumbai, Chennai, Gurgaon, Bengaluru, Kolkata, Hyderabad, Chandigarh, etc.



BUSINESS VISITOR PROFILE

Purchase decision-makers & thousands of target audience from among...

- Accessories Dealers • Affiliated Food Retailing • Bartenders & Service • Beverage Warehouses • Breweries & Manufacturers • Brewers & Distillers • Chefs & Culinary Experts • Cafés & Bars • Catering Facilities • Catering Institutes • Consumable Suppliers • Craft/Micro Brewers • Designers & Interior Designers • Duty-free Shops • E-commerce & Portals • Enthusiasts & Learners • Exporters & Trade • F & B Professionals • Foreign Trade • Government & Excise Departments • Hospitality Industry • Importers & Foreigners • Importers & Exporters • Liquor Malls • Mail Order Companies • Management Institutions • Manufacturing Industry • National & Regional Chains • Non-alcoholic Vendors • Organic Supermarkets • Party Service • Press & Media • Processed Food Distributors • Producers & Distillers • Product & Label Designers • Production Personnel • Pubs & Hotels • Regulators & Authorities • Resellers & Wholesalers • Restaurants & Fine Dine Outlets • Retail Outlets & Shops • Sales Agents • Sommeliers & Educators • Specialist Academies • Supermarkets • Trade & Distributors • Traders - Beer, Spirits & Wines • Viticulture • Wineries & Distilleries • & More





INTERNATIONAL CONFERENCE

The theme of the 3 Day Wines, Beers & Drinks (WBD GOA'20) talk shop would be **Heady Mix of Indian & World Tastes** - a must attend conference for those in or planning to enter the AlcoBev sector - chefs, farmers, start-ups, producers, distillers, brewers, businesses, bartenders, F & B professionals, manufacturers, connoisseurs, pub-bar owners, culinary experts, service providers, government & stakeholders, fine-dine restaurant decision-makers, catering & hotel management faculty, etc.

World class speakers would dwelling on the following:



- Foreign Tie-ups
- Case Studies & Panels
- Brewpub - What Next?
- Craft Drinks Ecosystem
- Sourcing Products of India
- Micro Brewing & Distilleries
- Trends, Demand & Lifestyles
- Impex & Government Initiatives
- AlcoBev Production & Technologies
- Equipment & Engineering Solutions
- Success Stories & Expert Consultancy
- Workshops, Tastings & Accompaniments



BARS AND PUBS GROWING FASTER THAN CAFES

The figures for 2019 are expected to be way much higher. **Bars and pubs have grown faster than cafes over the past two years driven by younger consumers, competitive pricing and a proliferation of options. Bars and pubs as a category grew 23.5% against 21.6% in cafes in 2014-16.** Also, a vast number of pubs, breweries, microbreweries, and bars have opened across markets, while there has been a stagnation in the number of specialised coffee stores being set up by organized players. The consumer segment frequenting cafes and bars is mainly in the age group of 18-35 years. This is the primary workforce of the country, with higher disposable incomes, fast-paced lives, and consumers who are more comfortable with the idea of grabbing a quick lunch, dinner, or drink.

Other industry data points to a similar trend. According to an NRAI - Technopak report for 2013-16, cafes serving coffee and tea have seen a compounded annual growth rate of 6.9% for standalone and 5.9% for chains during 2013-16. In contrast, pubs, bars, liquor-serving cafes and lounges (PBCL) have witnessed the highest compounded annual growth rate at 25.4%. The report adds that while overall cafe revenues jumped from Rs 5,915 crore to Rs 7,175 crore, the PBCL segment grew from Rs 8,955 crore to Rs 11,545 crore during 2013-16. **In terms of outlets spread across urban India, the PBCL numbers have gone up from around 5,300 in 2013 to around 6,700 in 2016.**

- Euromonitor.

FEW OF THE INDUSTRY'S WHO'S WHO



Abhishek Khaitan
Radico Khaitan Ltd.



Anand Kripalu
Diageo India



Ankur Jain
B9 Beverages



Anuj Bakshi
Northern Spirits



Ashish Gupta
Rejoice Hospitality



Ben Verhaert
AB InBev India



Ishan Grover
Master Brewer



Jeetendra Hemdev
Allied Blenders & Distillers



Kapil Mohan
Mohan Meakin Ltd



Mayank Chaudhary
Dark Horse Beverages



Paul John
John Distilleries.



Rahul Singh
The Beer Café



Rajeev Samant
Sula Vineyards



Rakshit Jagdale
Amrut Distilleries Pvt Ltd



Rohan Jetley
TGI Fridays



Shekhar Ramamurthy
United Breweries



Vidyut Arte



Vijay Subramaniam
Bacardi India



Vivek Chandramohan
Grover Zampa Vineyards



Yodissen Mootosamy
Treasury Wine Estates



COST-EFFECTIVE RATES

- **Raw Space** - Rs. **16,500** /- per sq.mtr
- **Built-up Shell** - Rs. **17,000** /- per sq mt
- Overseas Exhibitors (Tariffs in US \$ or Euros)
 - Space - US \$ 200 or Euro € 170 per sq mt.
 - Shell - US \$ 215 or Euro € 185 per sq mt.
- Shell includes table, chairs, lights, panels, carpet, fascia, plug, etc. 15 - 20 % Premium on Corner Stalls. 18% GST.



EXPO PROFILE

Alcohols & Additives • Bar Tools, Bartending & Service • Bar-coding & Labeling • Bars & Pubs • Beers - Lager, Strong & Premium • Bottling • Brandy • Buckets / Holders • Champagne • Cheese & Dairy Products • Cleaning & Hygiene • Cocktail Shakers • Cocktails Colours • Confectionery • Consultancy & Professional Services • Chillers & Coolers • Corkscrew Openers • Crockery & Tableware • Decanters • Distillers & Ferments • Effluent & Pollution Control • Energy Drinks • Energy, Services and Utilities • Engineering & Contracting • Fruit Beers & Aerated Drinks • Fermentation and Aging Processes • Filtration & Distillation • Flavours, Effects & Chemicals • Fridges & Refrigeration • Gin Ice Buckets • Glassware & Accessories • Health Beverages & Supplements • Importers / Exporters • Industrial Flooring • Ingredients & Naturals • Instrumentation & Calibration • Juices & Herbs • Labeling & Automation • Laboratory Equipment & Analytics • Liquors & Alcohols • Logistics & Loading • Materials & Systems • Media & Press • Mixes, Colours & Extracts • Mocktails & NA Drinks • Operating Supplies and Services • Organics Packaging • Packaging & Bottling • Preserved Food • Process Control Systems • Processed Foods • Production Machinery • Project Management • Pub / Bar Decor & Interiors • Pumps, Valves, Plumbing & Fittings • Racks & Shelves • Raw Materials • Rice & Fruit Wines • Rum - Red, Dark & White • Scotches & Bourbons • Snacks & Sake • Seafood & Soju • Spaghetti / Pasta • Sparkling Wine • Spirits & Mixes • Spittoons • Stools / Seating • Stoppers Storage & Logistics • Storage & Warehousing • Syrups & Synthetics • Tequila • Test & Measuring • Trade Associations • Vodka • Waste Disposal & Re-use • Whiskies & Malts • Wine Tourism • Wineries & Outsourcing • Wrappings & More



TRINITY - INTERNATIONAL EVENT BENCHMARKS

The event producers – Trinity Group incorporated in 1994, has over the last almost 25 years emerged as India's pioneers and premium producers of International B2B exhibitions and specialized events. **Trinity has been official event managers for world shows, including for the Government of Sri Lanka & has also produced Made in India Expos with the Government of Mauritius, inaugurated by H.E. Vyapoori, the Mauritian President.**

Over the last 16 years, Trinity has organized the Region's Oldest and Biggest Showcase for the F & B, Hotel & Catering Industry - India Hospitality + F & B Pro International Exhibition & Conference.

Joseph Dias, Chairman of Trinity Group and Mg. Director, Import, Export & Health Chamber, along with hundreds of 5 Star Hotel Chefs, is holder of two Guinness Records for the creating the World's Largest - 1. Largest Fish patty/fritter (cutlet), about 300 Kg, 4 feet in diameter and 1 feet in height - 2017 and 2. Largest Chocolate Mud Pie (brownie/cake), which weighed 1345 Kgs and 6 feet in diameter - 2018. This year, the group and its chefs are aiming at a hat trick.

Trinity Ventures is an ISO 9001 : 2015 company, recognised by the American National Standards Institute (ANSI) for “organising trade and business exhibitions, event management, media and publications”. Trinity events for MSMEs / SSIs (Micro, Small & Medium Enterprises) are supported by NSIC (National State Industries Corporation) subsidies. Trinity is also a member of number of trades, professional and industrial associations – European Union Chambers of Commerce, Mahratta Chamber of Commerce, Industries and Agriculture, etc. and works actively with these agencies.

More info at www.trinityworld.biz

