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“same but different”: the Trendshow for Craft Spirits, Craft Beer & Cider @ProWein

Trendsetter Dansk Industry brings bar & Masterclasses / Beer: a culinary delicatessen

Especially geared to the hip and trendy gastronomy and bar community, the Trendshow “same but different” (sbd) is the highlight at the heart of ProWein 2023. To the tune of 120 exhibitors from 26 countries will present a varied range of the very latest Craft Spirits, Craft Beer and Cider in Hall 7.0. Thanks to its special “recipe” this Special is fully booked yet again. Its success formula and hallmark are the unique spirit and atmosphere of the activities in this exhibition hall. This clearly sets sbd apart from other events. As different as the exhibitors’ pitches may be, they all share the same goal of resource-saving, sustainable and creative processing of raw materials, great craftsmanship and know-how, often the principle of regionality – and, of course, a strong passion for the product and new trends.

Trendsetter from Denmark

A good example of trendsetting is Denmark. Although a comfy “hygge” lifestyle is of paramount importance here, the country’s beverage producers make for added dynamism and panache. With his Copenhagen Sparkling Tea Company (Hall 7.0 / C 09) renowned sommelier Jacob Kochemba brings his innovative combination of tea and “perlage” into play. Kochemba rose to fame as a sommelier at the star-rated ‘Herman’ restaurant in Copenhagen, where he excelled at pairing food with convincing no-alcohol teas. Now he “marries”



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teas from mild to strong with wine & juice to form a new category of beverages, with and without alcohol, and brimming with aromatic diversity – and all of this presented in elegant bubbly bottles.

The Dansk Mjød brand from Billund transports the old tradition of mead into a new age. Be it matured in casks, classic or enriched with hibiscus as ‘Viking Blood’, the Danes have brewed domestic ingredients according to historical recipes since 1994. (Hall 7.0 / D 50).

Even whisky is going Danish now. In Stauning we see one of the currently successful Nordic brands being presented at ProWein (Hall 7.0 / C 55). This modern, all-glass distillery uses regional grain varieties and has revived the almost extinct tradition of direct kettle firing. Though the rye and peat aromas may be very familiar, Stauning adds a very personal touch that is not easily forgotten. Guaranteed to prove another highlight in the Trendshow is the programme by Dansk Industry. At their central bar visitors can do some tasting and deepen their knowledge in the Masterclasses offered there.

Exotic exhibits from Israel, Finland and the Balearic Islands

A familiar yet exotic experience also comes care of the Milk & Honey Distillery from Israel (Hall 7.0 / B 47). Located near Tel Aviv, this distillery sets special impulses emerging from the region. 300 days of sunshine make for a special maturing climate, regional wine-growing estates make special casks available; some of them are stored next to the Dead Sea at a depth of 430 m, the lowest place on earth.

Other specialities come care of Shaman Spirits from Finland (Hall 7.0 / B 38), bringing you their Finnish homeland with vodka, tar, sage or blueberries distilled in a bottle. Hailing from



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the Balearic Islands is Saline Drink (Hall 7.0 / B 45) who add the aroma of Ibiza's salt water to their vodka.

But you don't always have to go so far afield. German distillers are also both perfectionists and creative. Right now gin is a must-have – be it from the Sauerland Distillers (Hall 7.0 / B A39) with their Woodland Gin, which is available in a special mushroom edition, or from Dr. Jaglas in Berlin (Hall 7.0 / C 02). This brand looks back on a pharmacist's tradition marrying its gin with a special touch of ginseng. Add to this, other elixirs containing herbs and fruit – and as an absolute novelty the brand-new 'San Limello', a no-alcohol Limoncello.

Also hailing from Berlin is the Deutsche Spirituosen Manufaktur (Hall 7.0 / C 32) whose distillates are guaranteed to set special accents in cuisine and at bars with their intense ginger, lemon, basil or grapefruit aromas. And to specially accentuate cocktails the selection of Cocktail Bitters by The Bitter Truth is a real must (Hall 7.0 / A 11); just a few drops give cocktails that decisive twist.

Beer steps up the culinary ladder

Another voyage of discovery is offered by the brewers at ProWein 2023. Diversity in beer is trending and increasingly getting the attention of the food service sector. This means beer is no longer viewed as a thirst quencher but rather a luxury drink; as an elegant accompaniment for foods or a fancy delicacy with a sharp bite, tropical hops flavours or barrel ageing. Beer is given a new stage and the audience is fascinated. Brasserie Meteor (Hall 7 / D30), one of France's oldest beer breweries, is managed as a family business in the eighth generation and sets itself apart with 'Blonde du Garde', one of the probably most French of all beers, or the 'Blanche', a wheat beer with fruity-spicy notes. Celebrating a premiere



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here is the beer bar Maisels & Friends from Bayreuth, which is synonymous for creative brewing concepts.

This year special attention will be paid to one category that really deserves more exposure – Craft Cider. Apples in their most enticing form are staple food in France and Great Britain – while still niche products here in Germany. Now cider producers from around the world want to change this and invite visitors to taste their way around the cider, cidre and sidr world. What about an exotic version from Sabiles Sidrs from Latvia (Hall 7.0 / C 37) or Thirsty Fox from India (Hall 7.0 / D 38)? Or maybe a more classic taste as presented by numerous suppliers from France? Or something domestic and regional following Hessian cider tradition at Frankfurt's Cider World (Hall 7.0 / D 40)?

For current information on ProWein, an overview of the workshops as well as visuals visit www.prowein.de.

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