

## XCELLENT BEERS EVENT PROGRAMME - TASTING AREA

### SUNDAY 12 APRIL

10:00 - 11:30 **Beers from the Italian supply chain.** Presentation of breweries and product tastings to buyers selected by Veronafiere. In English.

12:30 - 13:15 **Master class: Serving.** Correct ways to highlight quality beers perfectly. Coordinated by UDB professional tasters and publicans. With a tasting of two products.

14:00 - 14:45 **Catering ideas: farm beer, from the field to the glass.** Reasons for preferring great Italian-sourced products and how to promote them with your customers. Tasting and pairing.

15:30 - 16:15 **Beer and tourism.** Stunning breweries and where to find them: a brief tour of fantastic locations to enjoy and savour. Discover a selection of magical brewing centres, described by local exponents and their creations.

17:00 - 17:45 **Beers in grand style: when students surpass teachers.** IPAs and their many offshoots, featuring hops from various sources and classic to extreme characters. A journey described and tasted through ingredients, production philosophies, and territories.

### MONDAY 13 APRIL

10:00 - 10:30 **Beers, cuisine and territory:** craftsmanship and creativity join forces for catering. Tasting reserved for FIC - Federation of Italian Chefs (province of Verona). Guest of honour Lorenzo Dabove, aka Kuaska.

11:00 - 12:00 **Italian beer style.** Presentation of breweries and product tastings to buyers selected by Veronafiere. In English.

12:00 - 12:30 **Inaugural toast** of the Xcellent Beers Show Hall: the great home for high quality beers. Celebrating together 30 years of the craft beer movement in Italy.

12:30 - 13:30 **Umbria Lup & Beer: experience Umbria, experience its beers.** Organized by the Umbria Chamber of Commerce and the Umbria Region.

13:30 - 14:30 Talk & insights: **The Craft Beer Market in Italy: from the retail and distribution point of view.** Speakers include Germán Müller (beer specialist at Minerlabirra di Parma), Fabrizio Ferretti (CEO of the Mosto di Napoli group) and Lorenzo Dabove "Kuaska" (Italy's leading expert on beer culture). Moderators: Mauro Pellegrini (Beer Tasters Union) and Carlo Vischi (Horeca Channel Italia).

15:00 - 16:00 Presentation of the **"Italian Ambassadors of Brewing Culture and the Territory"** Awards to pubs and restaurants distinguished for their contribution to the spread of Italian brewing and gastronomic culture. **30<sup>th</sup> anniversary edition of Italian craft beer.**

16:30 - 17:30 **Beers in grand style: when students surpass teachers.** *Lagers* in Czech and German styles between tradition and innovation. Special guest Lorenzo "Kuaska" Dabove will investigate the details and stories of this fabulous world of beer.

## TUESDAY 14 APRIL

10.00 - 11.30 **Ideas for international hospitality.** Presentation of breweries and product tastings to buyers selected by Veronafiere. In English.

12.30 - 13.30 **Sustainable Pints:** Stefania Raspa of the "Associazione le Donne della Birra" (Women of Beer Association) will reveal the secrets of sustainability in the brewing sector. Several companies distinguished for their awareness on the topic will take part together with the presentation of Hopazia 2026 in collaboration with Cascina Don Guanella.

14.30 - 15.30 **Beers in grand style:** Italian Grape Ales and fine Italian gastronomy. Food for thought and pairing.

16.30 - 17.30 **Catering ideas:** great meditation beers: How to amaze customers and leave with indelible memories of their experience at your venue.

## WEDNESDAY 15 APRIL

11.00 - 11.45 **Master class: Serving.** Correct ways to highlight quality beers perfectly. Coordinated by UDB professional tasters and publicans. With a tasting of two products.

12.30 - 13.15 **Catering ideas.** Hop revolution: the thousand faces of hopped beers, from Italian Pils to new-generation IPAs. Fine and successful beers rewarded by consumers and critics.

14.30 - 15.30 **Beer and tourism.** Breweries that also have bars as well as authentic pubs where you can enjoy home-made products. A brief tour of fantastic locations to discover and savour.

16.30 - 17.00 **Greetings and a toast** together with the great creations on show at Xcellent Beers 2026 - and save the date for the next edition.