

Great British Beer Festival

7-9 September 2017, Slovenia

Slovenia Drink

sector overview

The food and drink sector in Slovenia is well developed market with 2 million consumers. Retail trade of food and drink products amounts to around 4 billion Euros annually. Since the economic situation in Slovenia is improving, consumer purchasing power is expected to increase, meaning purchasing habits are predicted to return to pre-crisis ones. The aggregate of agro-food commodities accounted less than 3 percent of total exports and about 6.5 percent of total imports of Slovenia.

After some years of stagnation the drinks sector in Slovenia has seen increasing growth in demand since 2014. The retail revenue in beer sector stood at about 156 mio EUR in 2015. The market is still dominated by large domestic producers (70-80% in 2015), however the market share of foreign breweries in Slovenia is on the increase, with Germany commanding the largest share at 11% (2015).

Beer consumers in Slovenia prefer their beer in a bottle (81%), and in 500mL size (66%). Among consumption of alcoholic beverages beer comes second (40%), preceded only by wine. An average adult drinks 115 litres i.e. 230 pints of beer a year (NIJZ, 2015). Since the introduction of microbreweries and craft beer to the market, the Slovenes have developed a more diverse taste, with 70% reporting that they often buy new types of beer or attend beer tastings. The major factor in selecting a beer is taste, type of beer (light, dark, IPA, etc.) and recommendations by friends. The price is no longer a major factor, as Slovene consumers are prepared to pay more for a quality product.



81%



18%



1%

66%



16%

Sources:
GfK Panel Survey



Sources:

- Institute for public health (NIJZ), 2015
- GfK Slovenija, Panel Survey, May 2015
- Statistical Office of Slovenia, 2016
- Changes in beer drinking culture, Ivan Mesarič, 2016

7-9 September 2017

GREAT British Beer Festival in Ljubljana will

- Introduce your craft beer and real ale to the Slovenian market and wider region
- Showcase 10-15 UK breweries and their selected brands
- Attract 3,000 to 4,000 visitors
- Host 40 B2B meetings with 70 SLO (CRO/AUT/ITA) managers of specialised beer shops, distributors and specialised pubs

Festival programme**



Day 1:

- 09:00 - 16:00: B2B meetings
- 16:00 - 23:00: Festival open
- 18:00 - 19:00: Official opening

Day 2:

- 09:00 - 16:00: B2B meetings
- 16:00 - 23:00: Festival open
- 18:00 - 19:00: Round table: What is real ale (UK speaker)

Day 3:

- 11:00 - 23:00: Festival open
- 16:00 - 17:30: Beer tasting workshop
- 20:00 - 21:30: UK band gig

How can this event help your company

- Introduce your brand to Slovenian market and wider region
- Get expert insight into the market
- Meet your future partners through match-making meetings
- Use this event for networking

What you get

FREE

- Registration fee
- 2 nights' accommodation with breakfast for 1 person in select hotels
- Organisation of up to 5 meetings
- Transport of your product to Slovenia*
- Your product showcased and sold on a shared stand, presented by hostesses
- Product showcased on price list and on organiser's digital platforms

Register now

Book your place at the **GBBF** by **4 July 2017**:

beerfestival@british-embassy.si. Number of places is limited.

REGISTER NOW

To participate at the festival companies will be required to provide a designated quantity of product for sale at the festival. The exact amount will be set as soon as possible. We will share information on format and other requirements by end June.

The festival will take place at Kino Šiška - Centre for Urban Culture, Ljubljana.

*The cost covered will be from a Eurogate Logistics Ltd distribution centre in Bradford or in Dagenham to Slovenia.

**The programme is subject to change.

