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*For the 2<sup>nd</sup> consecutive year,  
The Hellenic Association of Brewers organizes an event dedicated to beer during the  
HORECA expo in Athens*

**FRIDAY 7/02/20**

**Location: BEER & SPIRITS SHOW,  
HALL 1, HORECA, METROPOLITAN EXPO**

**Time: 15.00-18.00**

**EVENT COORDINATOR: Petros Polychronidis**

## **PROGRAMME**

### **Agenda**

#### **Part A**

**Time: 15.00-16.00 - Duration: 60'**

Welcome and short presentation of the Hellenic Association of Brewers from the President, Mr. S. Panagiotou.

Followed by a panel discussion with the member brewers and microbrewers of the Hellenic Association of Brewers.

Participants:

**S. Panagiotou**, President of the Association, Founder & Co-owner of **Septem microbrewery**

**Al. Daniilidis**, Vice-President of the Association, Managing Director of **Athenian Brewery**

**P. Kougios**, Secretary of the Association, Owner of **VAP P. Kougios microbrewery**

**J. Marmarellis**, Vice President of the Association, Founder & Owner of **Siris microbrewery**

**P. Avramidis**, Member of the Board of the Association, Managing Director **Elix microbrewery**

**V. Filippou**, Insights & Innovation Manager, **Olympic Brewery**

**G. Petrou**, Owner **Pineios brewery**

## **Part B**

**Time: 16.00-16.30 - Duration: 30'**

Technical specifications for setting up a microbrewery: suggestions and guidelines from companies in the field.

Panel discussion: Professionals from the field and representatives from the member breweries of the Association

Guest speakers:

**S. Barberopoulos**, Brewery technical consultant, GR. Inox- Grekis Bros LTD

**M. Giannoukakis**, President, INOX VESSEL HELLAS-Giannoukakis S.A.

Representatives from the association:

**S. Panagiotou**, President of the Association, Founder & Co-owner of Septem microbrewery

**K. Agouridas**, Brewer, Cretan breweries-Zidianakis

## **Part C**

**Time: 16.30 -17.00 - Duration: 30'**

Introduction and tips for setting up and running a successful beer outlet / bar: equipment, staff training, types of beer, beer list.

Panel discussion: Participation of owners of successful beer outlets and representatives from the member breweries of the Association

Guest speakers:

**M. Mantzoukis**, owner of Barley cargo, Beer house in Athens

**G. Alexakis**, owner of Hoppy Pub, Beer bar in Salonica

Representatives from the association:

**P. Avramidis**, Member of the Board of the Association, Managing Director Elix microbrewery

**A. Trifilli**, Channel & Category Development Manager/On trade, Athens Brewery

## **Part D**

**Time: 17.00- 18.00 - Duration: 60'**

Beer flavors: a brief introduction to the categories, the characteristics and types of beer. Followed by a blind tasting of the main beer categories

Representatives from the association:

**S. Tsoumatidis**, Sales Trainer- Beer Ambassador, Olympic Brewery

**J. Marmarellis**, Vice President of the Association, Founder & Owner of Siris microbrewery

**Event Coordinator:** Petros Polychronidis

*End of event*

*\* The event is addressed to the professionals of the Horeca industry*

## **A few words on the Hellenic Association of Brewers**

The Hellenic Association of Brewers was founded in 2004 as the Association of big breweries. Today, it unites 15 members, both breweries and microbreweries from all over Greece.

The Hellenic Association of Brewers is a member of the European Association of Brewers, «Brewers of Europe». The «Brewers of Europe» was founded in 1958 and today unites the national brewers' associations from 29 European countries (26 countries of the European Community plus Norway, Switzerland and Turkey).

For more information on the members, the mission, the goals and the news of the Hellenic Association of Brewers, you can visit the official website [www.ellinikienosizithopoion.gr](http://www.ellinikienosizithopoion.gr).

***For more information, please contact:***

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