



October 13 2018: a date we will remember for a long time. During EurHop Rome Beer Festival, Unionbirrai will present a new project focused on the protection of true Italian craft and independent breweries.

In just over twenty years on the Italian market more than 700 independent craft breweries appeared, offering annually over 4000 different beers to consumers. For beer lovers, these were the most exciting years in Italian brewing history.

Before all this in Italy there were few industrial brands that for years have offered the same types of beers. Precisely because of the insistence on a monotonous and poor offer, the movement of independent craft beer was born, which gave a new twist to this market, offering a variety of products that until then had been unavailable in shops and pubs of our country.

However, this growth has not gone unnoticed by the "big guys" of beer, which have reorganized to counteract this overwhelming phenomenon: today they make beers that imitate craft products, the so-called crafty beers, confusing the consumer and acquiring craft breweries that will no longer be independent. As market research shows, beer enthusiasts love to recognize a true independent craft brewery and the consumers must be protected and properly informed, so Unionbirrai has launched the trademark "INDEPENDENT ARTISANAL UNIONBIRRAI GUARANTEE", a logo that will appear on the labels of real independent craft breweries.

**Unionbirrai offers the opportunity to all Italian brewers to finally clearly communicate their independence, directly to consumers.**

"We are totally aligned with the other countries that already have this initiative in place - says Unionbirrai General Manager Vittorio Ferraris - as USA, UK, Australia, France and Ireland, as independence is the true hallmark of Italian craft beers. Actually this is a fact that is happening all over the world, as the revolution of craft beer spreads globally.

The activity of UB in the foundation of an European association, which began few days ago, strengthens and underlines how this global phenomenon must be protected in harmony with the other EU countries and beyond. The launch of this brand will provide to producers an effective communication of their "status" as true independent craft brewers; for consumers, on the other hand, it will finally be easier to guide their purchases by clearly and unequivocally identifying what the real craft beers are, in a market where beer big industries have established a reaction, among other things, to voluntarily confuse the consumers".

During the keynote, which will be held in Rome as part of EurHop on Saturday 13 October 2018 at 3 pm, all the details, from how to use the brand, to the graphic and communication aspects will be revealed.

The Unionbirrai Board of Directors