

Bar Convent – from Berlin to Brooklyn to Brazil!



Article date: 31/07/2018

Hot on the heels of its sold-out Brooklyn launch, Bar Convent Berlin is taking its market-leading bar and beverage brand to Brazil.

Originating in Berlin 11 years ago, Bar Convent began as a meeting between 16 brands and little more than 500 professionals. Acquired by Reed Exhibitions in 2015 it is, today, the world's leading international event attracting more than 12,000 visitors from 32 different countries in 2017.

Bar Convent Brooklyn, the first international brand extension, took place in June to great industry acclaim. Now the event is heading to São Paulo, where RX Brazil will deliver the launch in collaboration with the Berlin team.

There are a number of reasons why Bar Convent is extending its brand into the land of the Caipirinha* explains [Fernando Nagamine](#), Project Manager for BCB - São Paulo (pictured): "The premium spirits market in Brazil is growing and diversifying with consumption expected to grow 3% in volume annually in 2018 and 2019. The popularity of the cocktail party has made a qualitative and quantitative leap over the past decade, and the inevitable trend of urbanization is generating a greater demand for alternative leisure and night time entertainment."

"One of our key missions is to help Brazil to have greater representation on the list of the 100 best bars in the world" adds Fernando. "But the backbone of BCB - São Paulo is to expand knowledge, trends, relationships, experiences and business by bringing together leading international drink and spirits brands with Brazil's fast-growing universe of bartenders, bar owners and managers. We aim to reproduce in full the highly successful DNA of the Berlin event which combines the friendly and dynamic atmosphere of a world-leading bar with new product tastings, panel discussions and master classes with opinion leaders from the global bar and beverage industry."

BCB - São Paulo hopes to attract 80 exhibitors and up to three thousand entrepreneurs and bar specialists in its first year. This past June, the first BCB - Brooklyn gathered 155 exhibitors and 3,100 visitors while the flagship Berlin event in October is expanding to three days to meet growing market demand after exhibit space and visitor tickets for the 2017 event completely sold out.

"The launch of Bar Convent São Paulo is systematically continuing the internationalisation of Bar Convent" says [Petra Lassahn](#), Director of Bar Convent Berlin. "We are looking forward to expanding our offer to the industry and bringing together providers and users in this exciting market for direct talks. It is particularly important to us to bring the structure and unique atmosphere of BCB in Berlin to São Paulo. This includes the concentration on premium spirits, beer, fillers and coffee, international standards, and an extensive supporting program with international peripherals in their fields of expertise."

For more information contact [Fernando Nagamine](#).

**Brazil's national cocktail, made with cachaça, sugar and lime.*

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