

## GLOBAL DIGITAL PROMOTION STRATEGY

As part of its international expansion, the World Beer Challenge will significantly reinforce its presence across digital platforms, including Instagram, Facebook, LinkedIn, and international media channels.

- The new strategy will include:
- Brewery storytelling campaigns
- Behind-the-scenes event coverage
- International beer culture features
- Global consumer interaction
- Audience engagement rankings
- Video documentaries and interviews
- Interactive promotional initiatives

The objective is to transform the competition into a permanent international communication platform for breweries and beer professionals throughout the year.

## ABOUT THE WORLD BEER CHALLENGE

For 17 consecutive years, the World Beer Challenge has celebrated excellence, quality, innovation, and craftsmanship within the global brewing industry.

The competition has welcomed breweries and professionals from multiple continents, becoming an internationally respected platform for recognition and industry visibility.

The XVII International Brewery Awards 2027 is expected to attract one of the largest international participations in the history of the competition.

## EVENT DATES

February 23rd-27th, 2027

LOCATION Estoril, Portugal

## MEDIA, PARTNERSHIPS & REGISTRATIONS

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