



For Love or Beer: Markus Betz on the Industry He Loves.



Ahead of the International Beer Strategies Roundtable Forum, I spoke with Markus Betz on what he loves about the beer industry and the message he's bringing to this much anticipated event on 30th June.

Markus Betz has been with Ammersin for 16 years and is currently category manager for Craft Beer, Craft Cider and Craft Mead. He's responsible for the retail shops including Beer Lovers, a downtown Vienna masterpiece he refers to as a 'content store' with a small brewery inside and 1500 beers to choose from.

"Beer Lovers is a beer driven store which we started in 2015. Every single corner is built for beer, from a walk-in fridge, to a brewery, to an area for home brew ingredients," said Betz.

As part of his role in category craft he finds and buys new products, and considers it a dream job. "I really love what I do and the people I work with- it's a fairly transparent driven business with people frequently exchanging ideas and helping one another."

Markus most enjoys it most when individuals connect with a new taste experience. "It's always a pleasure to see people getting excited about new and different products, both consumers and professional alike."

Betz's most predominant message is to be open to every new flavor and taste. "I'd recommend trying everything that's available", he said.

What trends does he see? "Consumer trends continue to include hazy IPAs, which are tropical and fruity and extremely smooth. Consumers find them not too complex, easy to drink, refreshing and just good fun".

Markus will be on a panel discussing the changing tastes and expectations in terms of beer choices, purchasing decision influencers, trending ingredients and brewing styles, and the post pandemic future for small craft beer and niche brands.

Join him and Tom Young (Nøgue), Peter van der Arend (Morebeer) and Maria-Elisabeth Laimer (Freedl) at the panel discussion 'For the Love of Beer: Niche, Craft, Industrial- Beer Gets Bigger'. Interested in attending? There are still a few remaining places and you can [register here](#).



The poster features a dark purple background with a blurred image of a beer glass and a tap. The text is white and centered. At the top left is a circular logo with a gear-like pattern. At the top right, the word 'VIRTUAL' is written in a bold, sans-serif font, with '30th June 2021' underneath it. The main text is in a large, bold, sans-serif font. At the bottom left is the hashtag '#IntBeerVirtual' and at the bottom right is the 'ARENA' logo.

International Beer Strategies
Roundtable Forum

VIRTUAL
30th June 2021

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BREWERS ACROSS THE GLOBE TO
IDENTIFY KEY DRIVERS OF GROWTH IN
THE BEER INDUSTRY.**

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