



32° Salone internazionale del biologico e del naturale  
32<sup>nd</sup> International exhibition of organic and natural products

**THE WORLD GLUTEN FREE BEER AWARD COMES TO BOLOGNAFIERE:  
ALL SET TO RAISE A (GLUTEN FREE)  
GLASS TO THE RECOVERY  
AT SANA RESTART IN THE FREE FROM HUB**

Bologna, 4 September 2020 - The prestigious **World Gluten Free Beer Award**, the only prize in the world dedicated exclusively to gluten-free beer is back in style with some important new features.

The first new feature is the location: the presentation of the seventh edition of the award will take place on Sunday 11 October in the **Free From Hub** at **Sana Restart** at BolognaFiere from 9 to 11 October 2020.

The second concerns the categories of the award: these will number six in total and will include the new entry dedicated to gluten-free cider. The other categories are: low alcohol beer (<5.5% vol.), stronger beers (≥5.6% vol.), hoppy beer, dark beer and spiced & special beers.

The third is the introduction of the special prize “Best Bio Beer” reserved for the best organic beers and ciders entered in the completion.

The award is organised by Nonsologlutine in collaboration with the Free From Hub.

The jury, composed of beer tasters, experts from the sector and journalists, will carry out blind tastings and will be made aware only of the inspiration for the beers, their alcohol content and particular spices and aromas used.

Applications to take part are already being accepted and it will be possible to enter your brewery until 30 September (for further information [www.wgfb.com](http://www.wgfb.com)).

Since its launch the World Gluten Free Beer Award has become an international reference point for the sector of gluten-free beer and has managed to involve a growing number of beers from every corner of the world.

According to the latest market research, the gluten free beer compartment is experiencing **annual growth** estimated at around 15% and a market share that in just a few years could reach 651.6 million dollars. And that's not all.

In recent years, in fact, the market has not only grown, but also transformed thanks to innovations in research and development. While just a few years ago the number of gluten free beers available could be counted on one hand and these beers did not possess particular organoleptic characteristics, nowadays consumers are spoilt for choice. An increasing number of breweries are now offering one or more gluten free beers within their product ranges.



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C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

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This change is also reflected in the evolution of the award that, as has been mentioned above, is set to include six different categories in addition to the special prize for organic beer. In fact, the combination of gluten free and organic is becoming increasingly important in the drinks sector in particular thanks to the artisan breweries that are offering gluten-free beers to consumers and the ho.re.ca sector. When it comes to taste, these products rival “conventional” beers; what’s more, they are made using quality organic ingredients, often with a view to environmental sustainability.

To find out more about the world of gluten free beers visit **Sana Restart** and the **Free From Hub** from **9 to 11 October 2020**.

[www.sana.it](http://www.sana.it)

[www.freefromhub.eu](http://www.freefromhub.eu)



is a project by *BolognaFiere and BOS*



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