**Registrations now open for the 2022 edition of the Solobirra Contests**

**Focus on the enhancement, flavour and image of the craft brewing sector**

*Events and awards in person at Hospitality – the Welcome Salon, in the special Solobirra area*

*Riva del Garda, 14th October 2021 –* Registrations now open for the 2022 edition of the **Solobirra** contests, the special area of **Hospitality – the Welcome Salon** dedicated to the **craft brewing sector.**

Following the **success** of the previous edition with the participation of over 350 beers, labels and packaging, there’s the return of **Solobirra**, **Best Label** and **Best Pack:** the technical and graphic design contests which test the quality and creativity of the best Italian and international breweries.

There’s time **till 19th December 2021** to participate in the **Solobirra technical contest** which evaluates the flavour and aroma characteristics of the unpasteurised and unfiltered craft beers created by **Breweries,** **Beer Firms**, **Brewery Rents** and **Brew Pubs**. A jury of expert beer-tasters will judge the participating beers and assign the top three positions in each of the **24 competition categories**, as well as the **“Beer of the year 2022”.**

In the two graphic design contests **Best Label** and **Best Pack** there is space for **graphic design and communications studios, designers, printers** and **papermakers** as candidates in the awards for **labels** or **packaging** for craft brewery production. For **both contests** entries will remain open **until 31st December 2021**. The jury will focus special attention on high impact communication projects, able to communicate the **brand values** coherently using **sustainable materials and support.**

Also confirmed for the 2022 edition is the collaboration with **Fedrigoni**, the leading group in Italy and Europe in the production of special papers and high added-value products for packaging and graphic design, through its **Fedrigoni Paper** and **Self-Adhesives** divisions.

The awards ceremony for the three contests is scheduled for Monday 31st January 2022 at the Trade Fair Area, Riva del Garda, during **Hospitality – the Welcome Salon,** the leading event for the Ho.Re.Ca sector. The winning beers will remain on show from **31st January to 3rd February 2022** in the Solobirra area, as well as being promoted throughout the year in the dedicated **online showcase** on the website and social media channels of the event.

**The terms and conditions of entry and how to enter** are available on the Solobirra website or on the eventbrite platform. The programme of events and exhibitors is regularly updated on the Hospitality website and the social media channels @HospitalityRiva.

**Solobirra 2022;** [**https://bit.ly/30fo8aN**](https://bit.ly/30fo8aN)

**Best Label 2022;** [**https://bit.ly/3iSktpU**](https://bit.ly/3iSktpU)

**Best Pack 2022;** [**https://bit.ly/3BrDRBc**](https://bit.ly/3BrDRBc)

**Information on** [**Hospitality – the Welcome Salon**](https://hosp-itality.it/it)

Organised by Riva del Garda Fierecongressi, Hospitality – previously Expo Riva Hotel, boasts an exhibition area of over 40,000 square metres. The 2020 edition of the salon saw record numbers: 561 exhibitors, 21,431 sector professionals and more than 28,500 visitors. The 46th edition will be held in Riva del Garda from 31st January to 3rd February 2022.

[www.hospitalityriva.it](http://www.hospitalityriva.it/) @HospitalityRiva

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