



Welcome To The
1st EMMA Conference
9th November 2018



Introduction

Welcome to Poland
a land of great traditional miód pitnys

A big thanks to Mateusz Błaszczuk for making
this happen!

Introduction



Why EMMA



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Why EMMA

2015 Poland – «tour»

Getting to know Vitalii Karvyha
Mead Judge on a Craftbeer Event

The European Idea was born

Founding of EMMA as a Swiss Association in 2017
First EMMA Mead Tasting in Marcoles, FR, 2018

EMMA as AMMA?

The American Meadmakers Association has the same main goals, but:

- We Europeans do have several countries and laws – sometimes we do have some together (EU), sometimes not.
- We do have different (drinking-) cultures and different backgrounds.
- Shipping hindrances and customs barriers.

EMMA Goals

- revitalization of mead and the rebuilding of a mead-culture in Europe.
- Assembly of European companies.
- Organization of competitions, festivals, exhibitions, forums, conferences and visits with the aim of reviving a mead-culture and promoting consummation.
- Encourage the exchange of experience between meadmakers.
- Training of meaderies and consumers about the diversity, taste and quality of mead.
- Support for meaderies to attract investors for the production and distribution of mead.
- Protection of bees.
- Help for alcohol addicts related to bees

Goal - Spot

Campaign for REAL MEAD

Certification for «Craft»-meads

Quality lable helps meadmakers & customers
(and Bees...)

Goal - Spot

European Meadmakers Sales Network

As a draft:

Meadmakers support each other selling meads

Trade network

Broader customerbase

European wide export

The future

More Members!

Building a Database and Website

Training Judges and an European
Meadcompetition

More meetups, more conferences

Your Ideas are welcome!

Thank you / dziękuję / Danke