

Weltleitmesse für die Getränke- und Liquid-Food-Industrie
Herstellung + Abfüllung + Verpackung + Marketing
11.-15. September 2017, Messe München

World's Leading Trade Fair for the Beverage and Liquid Food Industry
Processing + Filling + Packaging + Marketing
September 11–15, 2017, Messe München, Munich, Germany

www.drinktec.com

drinktec
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1,700 exhibitors to take part in the “World’s Leading Trade Fair for the Beverage and Liquid Food Industry”

A record line-up for the start of drinktec 2017

In September 2017 drinktec will be able to boast the biggest participation figures in its over 60-year history. Around 1,700 exhibitors are expected to take part in the “World’s Leading Trade Fair for the Beverage and Liquid Food Industry”, taking place from September 11 to 15, 2017 in Munich. With the integration of SIMEL, the world’s leading international trade fair for winemaking and bottling technology, total hall space taken up by drinktec rises to over 150,000 square meters. Messe München expects more than 70,000 trade visitors from all over the world.

drinktec is the world’s leading trade fair for the beverage and liquid food industry, and as such it is the biggest global gathering of this sector—a kind of world summit. From small, family-owned firms to global players, anyone who has anything to say in the sector is putting on a presentation at drinktec 2017. The exhibitors represent the entire process chain: from the manufacture, filling and packaging of beverages and liquid food through to marketing—raw materials, beverage ingredients and logistics solutions included. Specifically drinktec 2017 encompasses the following main exhibition sections: process technology; containers/packing materials; filling and packaging technology; raw materials/ingredients; process automation; energy systems; PET technology; restaurant and catering supplies and equipment; sales promotion and marketing.

Innovations showcase and spectacular displays

drinktec is regarded as a platform for innovations. The latest solutions and entire systems are presented in Munich for the first time—and this is a unique selling

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point of drinktec. This trade fair is renowned for the spectacular displays put on by its exhibitors at their booths. Nothing is too much trouble for them when it comes to making a big impression with the global trade audience. For example, entire filling and packaging lines of all kinds (from low-tech to high-tech) are set up in the halls, bottles run past on conveyor belts, innovative PET bottles are produced live—just like in a real industrial set-up. And all of this is on view and in operation for trade visitors on all five days of the fair.

SIMEI@drinktec

In 2017, for the first time, SIMEI will be an integrated component in drinktec (see also the press release on this dated August 6, 2015). Organized by the *Unione Italiana Vini (UIV)*, “SIMEI@drinktec” will have its own dedicated area in Halls C2 and C3. The spectrum of products and technologies on show at drinktec is therefore now expanded to include all areas of wine technology. This creates a globally unique platform for the international wine industry, covering not only the wine business, but also enabling visitors to look beyond their own particular field, and experience what’s new in other segments, such as the beer industry. For the exhibitors at drinktec, around 60 percent of whom also offer solutions for the wine industry, SIMEI is a chance to reach even more potential customers. And in return, the exhibitors in SIMEI@drinktec can present their offerings to a global trade audience. SIMEI retains its two-year cycle, but its venue will alternate in future between Italy and Munich.

oils+fats – Home&Craft

Hall C1 at drinktec is shared with oils+fats, Europe’s only specialist trade fair for the oils and fats industry. Here, fifty exhibitors will be presenting their systems, components and auxiliary materials for the production and processing of edible oils, fats and lubricants—along with raw materials and quality control solutions. Also in Hall C1 is a new exhibition section called “Home&Craft”, which features technology and products for home brewing and microbrewing. Rounding off the displays in Hall C1 is a range of product-specific and cross-industry process technology for the beverage and liquid food industry.

PRO FachHANDEL

Taking place for the first time as part of drinktec 2017 is PRO FachHANDEL, the leading trade fair for the German specialist trade in beverages and convenience products. PRO FachHANDEL will take up Hall B0 and the foyer of the ICM – Internationales Congress Center München, which is adjacent to the Messe München exhibition center. This trade exhibition is an opportunity for international beverage manufacturers attending drinktec as visitors to find the right trading partners for their entry into the German market. As such PRO FachHANDEL is an ideal enhancement to the offering at drinktec.

Over 70,000 trade visitors from all over the world

More than 70,000 trade visitors from all over the world and from all areas of the beverages industry will be coming to drinktec 2017. Around two-thirds of the visitors come from outside Germany. drinktec addresses the entire industry: trade professionals from the soft drinks and fruit juice industry, from brewing, from mineral water producers, dairies, the wine and sparkling wine segment, from the spirits industry, and from beverages wholesale and retail businesses. Employees from manufacturing and production make up the biggest proportion of visitors, closely followed by plant managers and CEOs. Representatives from marketing and sales have also discovered the attractions of drinktec and come along to learn about all the latest developments and trends. In 2013 this group of visitors numbered 12,000, and in 2017 that figure is expected to rise.

Key themes

The key themes at drinktec 2017, which are covered in all the exhibition halls and affect almost all sections, are: energy and resource efficiency, water and energy management, hygiene and product safety and process optimization/flexibility (see also the press release on this at www.drinktec.com).

Highlights from the supporting program

- **Special Area New Beverage Concepts, Hall B1:** In a special exhibition area in Hall B1 manufacturers of sweeteners, colorants, ingredients, additives and flavorings, treatment agents and recipes will be presenting

their new products and solutions. The “Special Area” has an open and interactive design. Product developers, brand managers as well as marketers and buyers will be able to try out new ingredients and beverage concepts at the bar, and also search the flavor providers for new ideas.

- **Innovation Flow Lounge (IFL):** Following its highly successful premiere in 2013, the IFL will be continued in 2017, but with a new concept: High-caliber experts will discuss the topical themes of importance for the future of the industry in the areas of product innovation, packaging and marketing. IFL and the Special Area New Beverage Concepts will have a joint space at the show, so that topics from the area of new beverage concepts, such as beverage ingredients and ideas, are also addressed and dealt with in the IFL. The IFL is targeted at product, brand and innovation managers, as well as decision-makers and managers in the fields of marketing and sales. Thanks to the interactive concept with various action modules, exchange and networking are always in the foreground, for example also at the Beverage Innovation Bar.

drinktec Forum: The Forum in Hall A2 is dedicated on all five days of the fair to key issues affecting the future of the sector. Independent experts from research and industry will be giving answers and presenting pioneering approaches and practical solutions. The focus is on themes to do with technology, production processes and automation. In cooperation with the *Zentralverband Deutscher Milchwirtschaftler* (German Dairy Professionals Association) the last day of the fair is dedicated to the theme of milk. There will be simultaneous interpretation (German-English) of all the lectures. Also in the Forum, on the Monday, is the careers day for the beverage professionals of tomorrow: young_talents@drinktec.

- **place2beer:** This is the further development of the Brewers' Meeting Place, which celebrated its successful premiere at drinktec 2013. At drinktec 2017 the place2beer in Hall B1 is sure to be a big magnet for brewers, beer lovers and all those who have anything to do with beer. And there will be plenty on offer for them here: Beer lovers can taste, free of charge, beers from all over the world and find out about the latest

qualities in hops, malt and yeast, while inspecting or trying out the products for themselves. Successful brewers will tell their stories and present their beers at a live tasting. And start-ups will be presenting their innovative ideas to the international trade audience for the first time. In addition, William Reed Business Media will be organizing lectures and panel discussions on themes such as food and beer, women and beer, popular styles of beer, packaging and branding, and lots more.

- **Competitions and award ceremonies:** drinktec 2017 also features many competitions and award ceremonies. On the day before the start of the show, the World Championships for Beer Sommeliers will take place. The organizer is the Doemens. Also, the best beers from all over the world will be fighting it out for the title of “European Beer Star”, a competition organized by *Private Brauereien Bayern e.V.* (an organization of private breweries in Bavaria) and being held at drinktec for the second time. Also presented at drinktec are the “Beverage Innovation Awards” for creative and innovative ideas. The organizer is Foodbev Media.

Further information on the supporting program:

www.drinktec.com/Rahmenprogramm

Further, general information on drinktec: www.drinktec.com

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About drinktec

drinktec has been held in Munich since its premiere in 1951. A four-year event cycle was introduced in 1985. drinktec is the most important trade fair for the sector. Manufacturers and suppliers from all over the world meet up here with producers and distributors of beverages and liquid foods. All sizes of company are represented at drinktec: global operators and SMEs alike.

The future is mapped out at drinktec. This event is regarded as the number one platform for launching new products on the world market. Here manufacturers present the latest technology for processing, filling and packaging all kinds of beverages and liquid food—raw materials and logistics solutions included. The themes of beverages marketing and packaging design round off the portfolio.

drinktec 2017, which takes place at the Messe München exhibition center in Munich from September 11 to 25, 2017 expects to attract around 1,700 exhibitors and 70,000 visitors. Around two-thirds of the visitors come from outside Germany. drinktec 2017 will take up 14 exhibition halls, covering a total of 150,000 square meters of space.

About SIMEI

In 2017, SIMEI, the world's leading exhibition for wine technology, is being held for the first time as an integral part of drinktec. Organized by the Unione Italiana Vini (UIV), SIMEI has a long tradition. It has been held in Milan since 1963. Following an agreement with Messe München, SIMEI will be retaining its two-year cycle, but its venue will alternate between Italy and Munich. At drinktec 2017, on a dedicated SIMEI exhibition space comprising at least 20,000 m², SIMEI will be showcasing all kinds of machinery, technology and equipment for the production and processing of wine, plus also packaging solutions.

About Messe München

Messe München is one of the world's leading trade-show companies. It organizes about 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and about two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.