

Munich, 03.07.2017

Press Release

drinktec: Also a hotspot for the milk industry

Milk discovers its diverse facets

Milk is diversifying. Mixed milk drinks now already generate annual retail sales of around EUR 100 billion on the global market, i.e. roughly as much as the international market for standard milk products. The market for mixed milk drinks is growing rapidly, especially outside Europe. Market experts will therefore also examine this area during drinktec, the World's Leading Trade Fair for the Beverage and Liquid Food Industry, in Munich from September 11 to 15, 2017. That's because drinktec is now also the world's leading trade fair for the milk industry.

The development of the global market for dairy products is closely linked to the economic growth in countries where milk consumption is rising enormously at times. At present, these countries are primarily located in Asia and the Middle East. Vietnam, for example, had practically no milk industry twenty years ago. However, the country has been experiencing annual growth rates of around 20 percent for two decades. According to figures from Vietnam's Socio-Economic Development, the Vietnamese currently consume 30 times more milk products than in 1990. A large proportion of the milk is also supplied from traditional milk producing countries in Europe, the USA and New Zealand in the form of milk powder. Due to far-reaching demographic changes, China is another important driving force for the baby food industry. A development from which German milk producers can also gain above-average advantages.

■ **1 in 2 exhibitors will present solutions for the milk industry**

More than half of all exhibitors at drinktec 2017, i.e. exactly 55 percent, announced during the run-up to the trade fair that they would present solutions for the milk industry.

Johannes Manger
Projekt PR Referent
Tel. +49 89 949-21482
johannes.manger@messe-muenchen.de

Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de

drinktec 2013 was attended by more than 12,000 visitors from the areas of milk and liquid milk products. This represented an increase of 58 percent compared with the previous event. During drinktec 2017 exhibitors will present the entire range of treatment of milk, whey and liquid food. This will extend from cooling and storage by means of thermal preservation, and separators and equipment for skimming, standardization and homogenization through to complete systems for milk and liquid milk products. However, suppliers of raw materials and additives such as fruit and vegetable juice concentrates, soya products and other milk alternatives will also exhibit their products in the exhibition halls.

■ **New milk-based ideas**

The soft drinks segment is also providing milk producers with new possibilities. Carbonized refreshments have become a topic for discussion, keyword “obesity/adiposis”, on account of their frequently high sugar content. Large dairies regard this as an opportunity and are now attempting to supply more milk drinks as a healthy alternative to soft drinks in future. A fizzy drink containing milk and fruit juice, a drink comprising milk and tea or a high-protein energy drink are some examples of new milk drink ideas with which the European dairy cooperative Aria Foods is aiming to triple turnover from the current figure of EUR 230 million in this segment of the beverage market by 2020—outside the standard range of milk products.

Other dairies also see highly promising prospects in this area and are combining, e.g. like Ennstal Milch, top-quality Alpine milk with Japanese organic matcha green tea. Drinks should not only look good nowadays, but also be healthy and innovative. In the area of drinking whey and mixed whey products the market is also characterized by new products, e.g. the Austrian company NÖM AG with a fasting vital drink in attractively designed plastic bottles with a full body sleeve. All these new milk drinks can compete for the Beverage Innovation Award@drinktec which will be presented again during drinktec 2017. The coveted prizes in numerous categories for creative and innovative ideas and solutions are awarded, for example, for the “Best dairy drink”.

■ **Pasture grazing, hay flowers—or textile fibers**

In the standard milk range dairies increasingly want to score points with consumers by offering organic products: fresh milk from pasture grazing, milk from cows eating domestic and regional feedstuffs without genetic engineering or hay flower milk as a natural alternative, which stands out due to extremely high animal husbandry standards, can be found to an increasing extent on shop shelves.

Milk, or to put it a better way, the components of milk can also naturally be used in entirely different ways. The company Qmilch IP has developed, for example, a biopolymer made of casein (milk protein). The casein is produced from raw milk which can no longer be marketed. In Germany alone, two million liters of raw milk are disposed of every year. The fibers thus obtained are used for clothing, home textiles, in the automobile industry and in medical technology. Another way in which to market milk.

■ **Supporting program for milk producers**

During drinktec 2017 Hall B1 alone will have 11,000 square meters of exhibition space for the areas of raw materials, ingredients, additives and treatment agents. In this ideal environment, the special area “New Beverage Concepts” will also be an excellent place for visitors from the dairy industry to obtain suggestions for their future innovations. An ideal place for product developers, brand and innovation managers, and marketing managers and buyers to test new beverage concepts and look for new ideas. At the last drinktec in 2013 12,000 visitors alone came from the sales and marketing segments. The Innovation Flow Lounge was also established for these visitors at drinktec 2013 and will now be continued during drinktec 2017 with a new concept as a source of inspiration for marketing, packaging and product innovation. The last day in the drinktec Forum will be devoted solely to the topic of milk. The themes will range from microwave processes in pasteurization and preservation methods through to fractionation of milk protein by means of microfiltration (see also the Press Release “Highlights from the supporting program”, dated June 1, 2017). In the afternoon, the Central Association of German Dairy Farming (ZDM) will hold its festive event with the presentation of awards to the Best of the Year in training in the dairy industry.

Page 4

Torsten Sach, Managing Director of ZDM, said: “Milk is at home all over the world just like milk processors. What could be more natural than to visit drinktec in Munich where the beverage bottling industry meets.”

You can find further information on drinktec [here](#).

Photos of drinktec are available for download [here](#).

drinktec on [Facebook](#), [Twitter](#) and [YouTube](#)

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 1,600 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 together with 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.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the

Page 5

exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.