

Press release

**No. 6:
19th July 2016**

Erbslöh's new web shop on board with craft beer trend

The current hot topic on the beer market is the fashion for craft beers. It's on the lips of everyone associated with beer, whether brewer, consumer, retailer or beverage technologist - this new market segment trend is the subject of lengthy discussion by every specialist. It goes without saying that Erbslöh Geisenheim AG is on board with the craft beer trend. Erbslöh is supporting the brewing industry with its new portfolio of innovative products and solutions ranging from a series of new Erbslöh enzymes under the "CraftZYM" label, via new clarification and stabilisation products, such as CraftSol, to five new yeasts (known as BrewMaster) and yeast nutrients. The result is a comprehensive assortment from the market-leading Geisenheim beverage technology company.

Erbslöh Geisenheim AG has further responded to the beer market's trend towards creativity with its SPECIALITIES range, which in particular meets the requirements of international technologies. The range includes new products for beer foam quality stabilisation, together with innovative beverage treatment products aimed at improving flavour and odour, flavour stability and beverage decolourisation.

The company is also innovating in areas other than new product development. Erbslöh has also taken a closer look at craft beer product marketing and distribution and embarked on a new course.

With effect from 20th of July 2016 it will be possible to obtain all craft beer products from Erbslöh's new web shop, www.erbsloeh-craft-brewing.com.

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Brewing needs confidence:
THE NEW CRAFT-BREWER'S PORTFOLIO

ERBSLÖH
Progress is our future

HOME PRODUCTS BREWING ABOUT US SHOP

Craftbeer is our strenght
FROM A TO Z – THE PERFECT COMPACT RANGE:

Erbslöh not only offers excellent quality with its new product range developed specifically for craftbrewers, but the comprehensive variety of products also offers plenty of scope for creativity. A one-stop shop for products which come in practical quantities, tailored to achieve a specific effect.

Enzymes
Indispensable for consistently high quality despite fluctuations in raw materials and especially when using alternative forms of grain. The specific effects of Erbslöh enzymes meet every requirement.

Clarification and stabilisation
You decide which technology to use in the brewing process for clarification and stabilization – Erbslöh provides you with support and an optimum solution.

Dried yeasts and nutrients
An even, optimum fermentation is ensured by minerals and essential vitamins. The dried yeast determines the beer's subtlety and character.

Specialities
Perfection requires attention to detail. Uniqueness and individuality are at the heart of every craft beer. Erbslöh has everything covered with its craft brewer's portfolio.

NEWS
Brau Beviak 2016
November 8-10, 2016
Nuremberg
www.brau-beviak.de/en
Hall 7-219

Detail

Check our new Craft-Beer-portfolio www.erbsloeh-craft-brewing.com