

Press release

No. 1
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Serbian fruit juice producers won over by Hessian cider

Erbslöh Geisenheim AG invited representatives of fruit juice producers Rauch Serbia, Varvarin Voce, Nectar and Podgorina (Grünewald Group) to take part in a specialist course from 13 to 15 April 2016. The course focussed on wider use of enzymes in fruit juice production and new possibilities for vegan stabilisation using FloraClair®. It also incorporated practical aspects, as well as numerous specialist presentations by Erbslöh beverage technologists at Erbslöh Geisenheim AG's premises. During a tour of the Heil fruit pressing and processing plant, the Serbian fruit juice producers learned of another use for apples - flavourful Hessian cider (Apfelwein) went down very well during the tasting. The meeting between the Serbian fruit juice companies, local specialists and Erbslöh's managing director and beverage technologist Christof Heil also resulted in a fruitful exchange of information. Overall this was a very successful meeting, which was welcomed by the participating fruit juice specialists.

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Representatives from the Serbian fruit juice industry with Erbslöh beverage technologists

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Erbslöh Geisenheim AG has been in existence for more than 100 years. Today our company specialises in processing and refining of fruit-based drinks and is a leader in research and development and the manufacture of treatment agents. Even Erbslöh's move into beverage technology more than 50 years ago was the result of an exceptionally innovative idea. This pioneering spirit is still what drives our family business. The challenge we face is to consistently think of the "future", both nationally and internationally. From when we were founded until today, we have been governed by the progressive opportunities which innovative products and processes open up for our customers.