

# Press release

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## 8th Gerd Erbslöh Foundation Prize

On 20th June 2017 the Gerd Erbslöh Foundation Prize will be awarded for the eighth time. Two Geisenheim graduates will be awarded the Gerd Erbslöh prize for their outstanding doctoral theses. The guests will be welcomed into the Gerd Erbslöh lecture theatre on the Hochschule Geisenheim University campus by Dr. Jörg Möller, Erbslöh Geisenheim AG's Managing Director, at 16.00. Günther Nessel, the afternoon's guest speaker, will talk about brand building and brand loyalty in the digital age. Nessel, the Managing Director and proprietor of the TASTE! Group, founded the established food and beverage brand agency, which now employs 60 people, in 1992 out of his personal passion for food and drink.

The two prize winners will be honoured for their exceptional performance by Professor Helmut Dietrich and Professor Rainer Jung. Duo "Traute Mittlmeier & Joe Becker" will provide the musical accompaniment to the award ceremony. After the official part the Gerd Erbslöh Foundation will invite guests to attend a champagne reception.