

Press release

No. 9_2017

Date: 06.07.2017

Erbslöh Geisenheim AG and Innovation Day in Berlin

In May, at the invitation of the German Federal Ministry for Economic Affairs and Energy, some 300 SMEs and industrial research institutions from all over Germany presented their innovations at this year's show, celebrating the innovative achievements of SMEs, based at AiF Projekt GmbH's open-air site in Berlin-Pankow. The well-attended event, which attracted 1,800 visitors, including 27 Members of the German Bundestag, was home to many varied and interesting innovations, such as a marzipan 3D printer.

Erbslöh Geisenheim AG was represented here too. In keeping with the motto of „Research gives you the edge“ the Rheingau company presented the new Erbslöh® LA-C (low alcohol concept) yeast nutrition concept, using Oenoferm® LA-HOG yeast. The innovative concept, developed by Dr. Jürgen Fröhlich's team at Erbslöh, can be used for both red and white wines. It also promises to improve mouthfeel through increased formation of glycerol at the expense of ethanol. The company received the special prize in the “Products to counteract the effects of climate change” category at INTERVITIS INTERFRUCTA HORTITECHNICA 2017 for this development. Immediately after delegates from the Federal Ministry's Central Innovation Programme for SMEs (ZIM) had visited the beverage specialist's exhibition stand, Erbslöh was asked about wines on the market that had been produced using this method.

With support from the Central Innovation Programme for SMEs (ZIM), Erbslöh Geisenheim AG, as medium-sized company with its own research and development department, and its employees, have once again proved their ability to innovate and their expertise.

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(From l. to r.) Dr. Sebastian-Tim Schmitz-Hertzberg (EuroNorm GmbH, Federal Ministry of Economic Affairs project sponsor), Antonia Bürger (Ministry of Economic Affairs junior lawyer), Isis von Ulardt (Humboldt University Berlin's Institute for Agricultural and Urban ecological Projects), Dr Jürgen Fröhlich (Erbslöh Geisenheim AG)

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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.