

Press release

No. 11

Date: 13.12.2016

Erbslöh Geisenheim and Intervitis Interfructa Hortitechnica... Two established, successful business partners together in Stuttgart!

Once again ERBSLÖH Geisenheim AG demonstrated that it remains true to its motto of “Research provides advantage” at INTERVITIS INTERFRUCTA HORTITECHNICA 2016. This is not only proved by receipt of the innovation prizes for the Erbslöh® LA-C fermentation concept and Trenolin® BouquetPLUS aroma enzyme, the Rheingau family business’s media image set new standards at the international trade fair in Stuttgart. The beverage specialist’s new exhibition stand very clearly and consistently represented the Erbslöh Group’s two brands: Erbslöh Geisenheim and La Littorale. This new concept genuinely attracted international trade visitors to the exhibition stand. Professional wine tastings of more than 70 wines all vinified using Erbslöh’s products also helped. Customers and interested parties were encouraged to discuss the results with Erbslöh employees. Visitors were then given an expert overview of Erbslöh’s products and the Erbslöh and La Littorale brands.

All things considered Erbslöh Geisenheim AG’s attendance at this year’s exhibition was a complete success which set the benchmark for the future.

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Erbsloh Geisenheim AG at Intervitis Interfructa Hortitechnica 2016

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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 as well as 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.