

Press release

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Date: 26.06.2017

Gerd Erbslöh Foundation honours outstanding scientific work for the eighth time

Another two young scientists from Geisenheim University were honoured this year by the Gerd Erbslöh Foundation for their outstanding scientific performance.

The prizes were awarded to PhD candidates Dr. Anja Bettina Irmeler and Dr. Hermann Morast, in the university's Gerd Erbslöh lecture theatre, by Dr. Jörg Möller, chairman of the Gerd Erbslöh Foundation. Dr. Möller welcomed guests and hosted the event.

Dr. Irmeler's dissertation concerned the "Development of sensory evaluation and analytical characterisation of fruit and fruit and vegetable juices based on anthocyanin rich berry fruit." The paper's objective was "the production of juices and smoothies from two anthocyanin-rich fruit and fruit and vegetable juices following prior varietal screening, analytical characterisation and determination of their sensory acceptance by the 'children and adolescents' target group." This issue addresses the insufficient portions of fruit and vegetables consumed daily by children and adolescents. It would make sense to increase intake of these foods within this target group by replacing one portion of fruit and vegetables with pure fruit or vegetable juice, as young people are much more accepting of this form of administration. Dr. Hermann Morast's scientific work focussed on "Analytical and sensory investigations of oenological use of phenolic extracts in Pinot noir and Müller-Thurgau wines and consumer acceptance thereof." He examined the use of phenolic extracts. He compared their use during vinification and in wines ready for bottling with a permitted oenological tannin. Irmeler and Morast were honoured for their exceptional performance by Professor Helmut Dietrich and Professor Rainer Jung, both professors at the university and the winners' doctoral supervisors.

Günther Nessel, the afternoon's guest speaker, gave a talk on the subject of "All senses required". He talked 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.

Duo "Traute Mittlmeier & Joe Becker" provided the musical accompaniment to the academic award ceremony.

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After the official part of the award ceremony, the Gerd Erbslöh Foundation invited guests to attend a champagne reception, to give all the attendees an opportunity for further discussion.



(F.l.t.r.) Prof. Helmut Dietrich, Prof. Otmar Löhnertz, Dr. Anja Bettina Imler, Dr. Jörg Möller, Dr. Hermann Morast, Prof. Rainer Jung