

Press release

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Erbslöh Geisenheim AG - Innovation and tradition Monroe and other stars on Erbslöh's exhibition stand

Drinktec this year was memorable for increased international participation. Of course Erbslöh Geisenheim AG's had to be at this year's exhibition in Munich too. The Rheingau beverage specialist appeared at the trade exhibition under the banner of "Innovation and tradition". The family-run business, established in 1892, is a world leader in research and development and the manufacture of beverage treatment agents for the wine, fruit processing and beer industries.

Erbslöh's experimental beer brewed in the company's own technical brewery attracted a great deal of attention, especially from foreign visitors. The beer is based on aromatic Monroe hops. Like its namesake, the variety of hop bred from wild American hops took to the stage in an extravagant red "robe" of aroma. Its aroma is reminiscent of raspberries, whilst on the palate it tastes of cherries, summer and sun. Erbslöh developed the new HopFlower enzyme to emphasise these olfactory, gustatory and associated impressions. This is a highly concentrated β -glucosidase which is beneficial for releasing these berry aromas.

Where fruit processing is concerned, the focus was particularly on processing tropical fruit using Erbslöh special enzymes, such as Citrolase[®] NC, Citrolase[®] TS and Citrolase[®] TF CLEAR. Citrolase[®] NC is a highly concentrated liquid enzyme. Its special active complex increases yield during citrus peel extraction. Citrolase[®] TS, on the other hand, ensures increased juice yield. Finally Citrolase[®] TF CLEAR is used to fully degrade pectin and other sediment-stabilising polymers and is thus tried-and-tested for production of clear juices and concentrates. The continued strong interest in Erbslöh's vegan fining concept, based on FloraClair[®] combined with Tannivin[®] Galléol, shows that the use of phytoproteins is no longer a mere trend, but rather state of the art. This concept confirms Erbslöh Geisenheim AG's role as an international trailblazer in research and development. The numerous fruit-processing producers had an opportunity to discuss the efficacy of these products with Erbslöh's specialists.

It is hardly surprising, then, that the historic yet innovative company's exhibition stand was very popular with customers and other interested parties and its beverage engineers in great demand for in-depth discussions. This once again confirms that Erbslöh Geisenheim AG's inspirational pioneering spirit is held in global esteem.

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Erbslöh Geisenheim AG's stand at Drinktec 2017

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.