

Press release

No. 15_2017

Date: 24.10.2017

Erbslöh receives the IFU Innovation Award 2017

And the IFU Award 2017 goes to...

Once again Erbslöh Geisenheim AG's employees have demonstrated their ability to innovate. On 4 October 2017 the team from Erbslöh's Fruit Processing division were awarded the IFU Award 2017 for their innovation at the Juice Summit 2017 gala dinner in Antwerp.

The prize was awarded for development of the concept for vegan fining and stabilisation of fruit juices and fruit-based beverages. The combined application of FloraClair® and Tannivin® Galléol has become successfully established in practice as a substitute for conventional gelatine-colloidal silica fining. There are many advantages to using the concept instead of gelatine. One is that it is virtually impossible to overfine with the combination of FloraClair® and Tannivin® Galléol, which means it is safer to use. Another is that the new concept makes it possible to focus on new customer groups, without the need to invest in costly technologies, as a result of the reliable production of vegan products. Furthermore, the fruit juice produced remains a pure phyto product, which fully complies with the demand for vegan, halal and kosher-certified products. The IFU (International Federation of Fruit Juice Producers) recognised these outstanding practical advantages and honoured the Rheingau beverage specialist's employees for this achievement.

The employees should be even prouder, as the International Federation of Fruit Juice Producers was formed by Europe's major fruit juice producers' associations and now numbers 69 members from 34 different countries. The IFU has held the Juice Summit annually in conjunction with the AIJN - European Fruit Juice Association and SGF (Schutzgemeinschaft der Fruchtsaft-Industrie e.V.) since 2013. The global conference aims to provide a genuine, dynamic forum for all the industry's players and their global suppliers. It guarantees the presence of famous industry experts working in the European and international juice industries. In view of this, Erbslöh Geisenheim AG has once again proved that it is regarded as an expert by the global industry.

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The IFU Innovation Award 2017 goes to Erbslöh Geisenheim AG.

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.