Doehler at BrauBeviale 2019: Discover natural ingredients and innovative ideas for unique Multi-Sensory Experiences®!

In line with the company motto “Turning the best out of nature into Multi-Sensory & Nutritional Excellence”, Doehler will present pioneering ingredients, ingredient systems and integrated solutions for the beverage industry to visitors at BrauBeviale, which will take place in Nuremberg from 12 to 14 November 2019. The focus will be on innovations which combine plant-based nutrition, naturalness and sugar reduction with unique Multi-Sensory Experiences® and satisfy the wishes of environmentally and health-conscious consumers.

From reduced-sugar adult soft drinks in innovative flavours, to fruity and fresh NFC juices, to refreshing fruit-infused water and full-bodied, alcohol-free beers, visitors to the Doehler stand can discover inspirational ideas for their next successful product. All innovation concepts are based on a comprehensive portfolio of natural ingredients ranging from natural flavours, natural colours, health ingredients, pulses & cereal ingredients, dairy & plant-based ingredients, fermented ingredients, fruit & vegetable ingredients to ingredient systems, as well as a diverse range of certified organic ingredients.

Unique Multi-Sensory Experiences®

Bright colours, optimal texture, outstanding taste – the perfect multi-sensory product experience is the main focus of every new development at Doehler. Thanks to this holistic sensory approach, Doehler is able to provide its customers with innovative solutions to guarantee the success of their product. At BrauBeviale 2019, the company will showcase a large number of new product concepts and application-specific ingredient solutions for unique Multi-Sensory Experiences®.

The next generation of beer-mix drinks

Beer remains one of the world’s most popular alcoholic beverages. Primarily young consumers are looking for diverse product concepts in innovative flavours, a fact that offers tremendous market potential for beer-mixes. Doehler will present exciting beer-mix concepts at BrauBeviale 2019 which producers can use to shake up the beer market. Alongside classic beer-mixes with lemon or grapefruit flavours, reduced-sugar beer-mix variants are
currently in high demand. The sugar-reduced beer-mix lemon product impresses with its authentic taste and full-bodied mouthfeel, while using 30% less sugar compared to other common beer-mix beverages. Doehler's MultiSense® Flavours enable the sugar content in alcoholic and non-alcoholic beverages to be reduced significantly, while simultaneously retaining the full taste.

“Double brew beer-mixes” are also winning over consumers with their authentic taste profiles. Perfectly balanced and refreshing beer-mixes combine two brewed components: beer and brewed lemonade. A fruit content of up to 6% derived from fermented juices and various botanical extracts ensures that the beer-mixes are less sweet and have a particularly refreshing taste. Visitors to the Doehler stand will have the opportunity to try the double brew beer-mix with a hint of lime.

**Gluten-free beers – full beer taste**

Whether for health or lifestyle reasons, ever more people are deciding to purchase gluten-free products. Until recently, the only way to produce gluten-free beers was to use raw materials, such as millet, buckwheat, rice or corn which do not contain gluten. However, these products could not match the taste of traditionally brewed beers, which is why Doehler has developed a special and patented technology which enables almost all the gluten to be removed from beer, while still retaining the full taste. The process adds enzymes to the beer during the brewing process, and it is these enzymes which filter out the gluten.

**Reduced-sugar and refreshing – soft drinks for every taste**

Through years of experience, comprehensive industry expertise and global networking, Doehler develops customised concepts for the different consumer target groups. At BrauBeviale, Doehler will also present its extensive portfolio of adult soft drinks which are specifically tailored to the consumer requirements of adults. Using high-quality ingredients from Doehler such as innovative botanical extracts and distillates, brewed and fermented ingredients or high-quality NFC juices, the adult soft drinks impress with their tart, less-sweet taste profiles.
Doehler also has different solutions to reduce the sugar content in soft drinks. By using MultiSense® Sweet Aroma, the refreshingly light soda tastes fruitier and less sweet while having a sugar content of less than 5 g per 100 ml. The lemonade combines the sour and fresh taste of lemon with a hint of peach and is presented in the trend colour of coral. Consumers looking for another lemonade with a less sweet, more “grown-up” taste profile should try Doehler’s brewed soda with its special flavours of brewed ginger and brewed lime. Thanks to a natural sweetening solution using a stevia tea brew, the drink has a sugar content of just 4.1 g per 100 ml.

**Innovative juice drinks – natural, reduced-sugar and delicious**

Reducing the sugar and calorie content in alcoholic and non-alcoholic beverages is currently in the spotlight. The demand for reduced-sugar beverages is continuously growing, particularly when it comes to juice and juice drinks: every third juice on the market is now an NFC juice. These juices are derived from natural sources and have authentic “home-made” tastes. Reducing sugar content is one of the biggest challenges facing manufacturers. “NFC Naturally Light” are innovative product concepts from Doehler which can solve this problem. The “light” juices from Doehler – such as the “next-generation apple juice” which is made from apple juice and coconut water – not only consist entirely of NFC juices, but also contain less sugar and fewer calories than conventional juices and impress consumers with their refreshing and fruity tastes. Thanks to our wide range of high-quality fruit and vegetable ingredients, we can present product concepts to trade fair visitors which satisfy every taste.

**The next generation of energy drinks**

Many consumers are on the lookout for beverage concepts with functional added value. The next-generation energy drinks from Doehler stand out from the crowd thanks to their natural ingredients and low calorie content, and are therefore a perfect additional source of energy which can easily be integrated into the active lifestyles of consumers. The concepts range from a guayusa energy drink, to a tea and hemp energy drink, all the way up to a cola-flavoured zero-sugar energy drink.
Natural ingredients for a healthy lifestyle

Many consumers consider the nutritional properties of the products they purchase. This is resulting in growing worldwide demand for beverages containing natural ingredients and which have a positive effect on health. No other beverage better combines the trends of naturalness and health than fruit-infused waters. At BrauBeviale, Doehler will present innovative concepts such as fruit-infused water in apple lemon or raspberry mint variants. Water with different flavours is enjoying ever greater popularity: enriched with natural fruit infusions and agave, these trend drinks are impressing consumers around the world with their taste – while containing less sugar or sweeteners and fewer calories.

Visitors to Doehler’s stand can also discover exciting concepts for other lifestyle beverages. Sparkling waters with fruit or botanical extracts are part of the company portfolio, as are revitalising mineral waters with caffeine and ingredients such as ginseng, moringa or guarana extract. A hint of juice also provides the beverage concepts with a light and fruity flavour.

In addition, Doehler will also present its diverse ingredient portfolio at BrauBeviale 2019: this provides great potential for further exciting product concepts and breathes new life into the beverage industry. From functional sport drinks containing magnesium and which are available in different flavours, to authentic tea drinks in organic quality, to alcohol-free beers and malt drinks with a typical beer character – the concepts not only impress thanks to their natural and fresh tastes, but also provide diverse inspiration for different product positionings.

As a provider of complete ingredient systems and integrated solutions, Doehler’s primary focus is on the development of innovative concepts. In line with the company slogan, “We bring ideas to life.”, Doehler develops custom complete solutions, processes and innovations for its customers – from the field to the supermarket shelves.
Hall 1, Stand 303

About Doehler:

Doehler (www.doehler.com) is a global producer, marketer and provider of technology-driven natural ingredients, ingredient systems and integrated solutions for the food and beverage industry. Doehler’s integrated approach and the broad product portfolio are the optimal basis for innovative and safe food & beverage applications. The product portfolio of natural ingredients ranges from natural flavours, natural colours, health ingredients, pulses & cereal ingredients, dairy & plant-based ingredients, fermented ingredients, dry fruit & vegetable ingredients, fruit & vegetable ingredients to ingredient systems.

Headquartered in Darmstadt, Germany, Doehler is active in over 130 countries and has more than 40 production sites, as well as sales offices and application centres on every continent. More than 7,000 dedicated employees provide our customers with fully integrated food & beverage solutions from concept to realisation.

“WE BRING IDEAS TO LIFE.” briefly describes Doehler’s holistic, strategic and entrepreneurial approach to innovation. This comprises market intelligence, trend monitoring, the development of innovative products and product applications, advice on food safety and microbiology, food law as well as Sensory & Consumer Science.

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