



Döhler to present innovative and tailored products and product applications at ANUGA 2013

As a global producer, marketer and provider of technology-based natural ingredients, ingredient systems and integrated solutions for the food and beverage industry, Döhler will be presenting their latest developments at the ANUGA trade fair in Cologne from 5th - 9th October 2013. Döhler offers a unique technology-based product portfolio for the food and beverage industry, ranging from natural flavours, colours, speciality & performance ingredients, cereal ingredients, dairy ingredients, fruit and vegetable ingredients to ingredient systems.

Natural flavours, natural flavour extracts and innovative trend flavours

Döhler has established a high level of expertise in high-quality **flavours** and **natural flavour extracts** over the past decades. Vertical integration and superb raw materials form the basis of unique FTNF/FTNJ flavours and building blocks such as flavour extracts, fractions, isolates and oils. Döhler will be presenting trend flavours in honey, beer, malt & hop, and mint flavours at ANUGA. New flavour creations made from African and Brazilian fruits such as baobab and camu-camu are opening up new taste sensations and make it possible to position products to really stand out.

Natural colours – bright colours, premium sensory properties and optimum stability in the finished product

Döhler will be presenting its extensive spectrum of natural colours at ANUGA. With many years of experience in formulating modern beverage compounds, emulsions and fruit preparations, Döhler offers colouring concentrates in addition to colouring and cloud emulsions with the greatest



stability and outstanding sensory properties for beverages and foods.

Speciality & performance ingredients

Döhler supplies a wide range of technologically superior products for the most diverse beverage innovations in its Speciality & Performance Ingredients product group. Its services in this segment include a broad spectrum of fermented alcoholic bases such as mild and fruity cider bases, fruit wine bases made from kiwi, orange and red fruits, and rice wines with a subtle taste profile. In addition to HIS and stevia-based sweetening systems, Döhler will be presenting texturisers and fabricated inclusions such as bubbles or juice-based fruit pieces. Fabricated inclusions are the ideal finishing touch for tea drinks, still drinks, smoothies and dairy products "with bite".

Cereal ingredients. For innovation in beverages and foods.

Clear malt beverages are trend products in many countries. Döhler provides beverage manufacturers and mineral water springs with access to this increasingly important segment. There is a wide variety of options for using cereal ingredients in the food industry too, for example in dairy and ice cream products. The company offers a wide-ranging portfolio of cereal ingredients, malt extracts and malt compounds from its own production.

Dairy ingredients. Pure indulgence for non-alcoholic and alcoholic beverages.

Döhler has over 20 years of experience in the development and manufacture of pH-neutral and acid-stable dairy and soy bases for non-alcoholic beverages, cream bases for alcoholic beverages and cream bases for refining foods.



Fruit & veggie ingredients. More than just juice – tailor-made for every application!

The Döhler product range includes NFC fruit juices, purees, puree concentrates, fruit juice concentrates, advanced juice concentrates, cells and pieces, as well as fruit concentrates. The broad fruit and vegetable portfolio ranges from apples and pears, red fruits and berries, stone fruits, grapes, multifruit and vegetables to citrus fruits and a wide variety of exotic fruits. "Advanced juice concentrates" are CO₂-stable, alcohol-stable, crystal-clear and decolourised concentrates. In addition, Döhler offers a new category: water-extracted juice concentrates. The product range is completed by almost every conceivable blend based on fruit juices or purees. These fruit and vegetable ingredients are formulated for alcoholic and non-alcoholic beverages, dairy applications and food.

Ingredient systems. Consistent quality, higher flexibility and optimised production processes.

Döhler's all-in-one-ingredient systems, such as **blends, compounds, fruit preparations** and **emulsions**, are customer-specific developments and provide a reliable and safe application and impressive benefits: standardised and consistent quality, guaranteed stability, reduced complexity, greater flexibility within production processes, simplification of procurement, less waste, reduced effort in quality assurance and, last but not least, a reduction in working capital thanks to savings in storage.

A wave of innovations for the dynamic non-alcoholic beverage, alcoholic beverage, dairy product, dessert and yoghurt markets, as well as the food service sales channel. Döhler will be presenting a total of 180 new developments at ANUGA 2013.

The trend towards **natural and healthy beverages** has an impact on all categories. The



spectrum of product applications stretches from **flavoured water** and **aqua plus beverages** to a wide range in the large **carbonated soft drinks** segment. Alongside classic products, the focus is on applications with a reduced calorie content, zero calorie and formulations with natural ingredients and a higher fruit content. At ANUGA, Döhler will be presenting innovative flavours such as **brewed elderflower lemon** and **guarana**, the success story from Brazil. **Brewed teas** with natural tea infusions instead of tea extracts offer impressive taste sensations in tea beverages.

Energy drinks is among the most successful beverage segments. Alongside the classic formulations, **new taste applications**, **juicy energy** beverages and **natural caffeine sources** are providing a constant stimulus for growth in this dynamic market. Döhler will be introducing exciting new flavours such as **ginger** and **blueberry** at ANUGA.

A wide range of **beverages containing fruit** will also be available for tasting at the Döhler stand. The newly-developed product applications include **aqua fruit** beverages, **fruit splashes**, natural and **still fruit juice beverages**, **nectars** and **fruit juices**. The company is clearly documenting its great expertise in fruits here. As well as calorie reduction, the focus is on increased **mouthfeel** and entirely new taste combinations, such as those using previously unknown fruits from Africa and Brazil.

As the leading, technology-driven supplier of high-quality malt extracts, Döhler is presenting products such as **malt lemonades** for adults, **fassbrause**, **malt and fruit beverages**, and **malt beverages with beer taste** and 0.0% alcohol.



Within the traditional beer mix segment, **cloudy beer mixes** with a higher fruit content are in high demand among consumers. In cloudy shandies, Döhler is presenting new flavours such as **blood orange**, **rum-honey** and **ginger**. An entirely different taste spectrum is being opened up by **cider mix** and **wine mix** applications from Döhler, which are breathing new and long-lasting life into the market for low-alcohol beverages in many countries. New applications include a cider mix with **red fruits and chilli**, a wine mix with **grapefruit** and **lavender** and Asian flavours. For the **spirits and liqueurs** market, Döhler is presenting many newly-developed applications such as **cream liqueurs** in **orange-cranberry**, **cocktail** and **whisky-honey** flavours.

For customers in the dairy industry, Döhler offers a wide range of **milk mixes**, **drinking yoghurts**, **spoonable yoghurts** and **desserts**. New applications such as malt milk, gelatine-free fruit preparations, bubbles and whipped fruit preparations offer plenty of potential for innovation.

Food service solutions. Tailored solutions for food service companies.

Döhler is presenting newly-developed products for the growing out-of-home market, including syrups for coffee and cocktails, as well as fruit preparations for the catering segment, such as toppings for ice cream creations and desserts. Fruit juice concentrates and syrups as bag-in-box systems provide the finishing touches to the food service portfolio.

Döhler launches INNOVATION PLATFORM with DÖHLER EQUITY and SEED PROGRAM

As an important driver of innovation for the food and beverage industry, the company is now launching an innovation platform at www.we-bring-ideas-to-life.com where external idea providers are integrated into the innovation process in a targeted

Press release



way. The objective of the innovation platform is to initiate partnerships with entrepreneurs, researchers, inventors and scientists in order to breathe life into ideas from the entire food and beverage spectrum. As a reliable investor with a long-term vision, Döhler wants to help in establishing new and successful companies and is providing an initial EUR 25 million in equity capital to this end. To speed up the go-to-market of innovations and ideas, Döhler has also developed the "Seed Program". The Döhler team at ANUGA will be happy to answer any questions in more detail.

ANUGA Cologne, 5th - 9th October 2013 Hall 8, Stand A010

About Döhler:

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

Headquartered in Darmstadt/Germany Döhler has 23 production sites, 48 sales offices and application centres as well as sales activities in over 130 countries. More than 3,000 dedicated employees provide our customers with fully integrated food & beverage solutions from concept to realisation.

"WE BRING IDEAS TO LIFE." briefly describes Döhler's holistic and strategic 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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