Döhler at BrauBeviale 2018: Discover natural ingredients and innovative ideas for unique Multi-Sensory Experiences®!

Under the guiding principle “Turning the best out of nature into Multi-Sensory & Nutritional Excellence”, Döhler will present pioneering ingredients, ingredient systems and integrated solutions for the beverage industry to visitors at BrauBeviale, which will take place from 13 to 15 November 2018 in Nuremberg. The focus will be on innovations related to the core topics of plant-based nutrition and naturalness that satisfy the wishes of environment and health-conscious consumers, while also impressing with their unique multi-sensory product characteristics.

Beer-mixes with new flavours, customised soft drinks for adults, “superfood” smoothies and exciting premium concepts in organic quality – in line with the company slogan “We bring ideas to life.”, Döhler has developed a wide variety of applications for all beverage categories which meet the individual lifestyle of consumers. 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, dry fruit & vegetable ingredients, fruit & vegetable ingredients to ingredient systems, as well as a diverse range of certified organic ingredients.

New Multi-Sensory Experiences®

Brilliant colours, optimal texture, outstanding taste – the perfect multi-sensory product experience is in the focus of every new development at Döhler. Thanks to this holistic sensory approach, Döhler is able to provide its customers with a solution to guarantee the success of their product – a solution helping them to stand out from the crowd. At BrauBeviale 2018, the company will showcase a wide range of innovative product concepts and application-specific ingredient solutions for unique Multi-Sensory Experiences®.

Beer remains one of the world’s most popular alcoholic beverages. Primarily young consumers are looking for new flavours and individual product concepts in this segment, a fact that offers tremendous market potential for beer-mixes.
Döhler will be presenting exciting beer-mix concepts at BrauBeviale which breweries can use to shake up the market, and which can provide new impulses for growth. As well as classic flavours such as beer-mix with lemon, cloudy beer-mixes with higher fruit content are also very popular among consumers. Thus the new cloudy multi-citrus shandy is a delight for all the senses. The combination of high-quality cloudy juice concentrates in six exciting citrus flavours and fresh flavour profiles ensures an especially full-bodied and authentic fruit taste.

The “Double Brew” beer-mixes win 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% coming from fermented juices and various botanical extracts ensure that the double brew beer-mixes are less sweet with a particularly refreshing taste. Innovative craft beers that are reminiscent of a “homemade” production and excite beer fans with high-quality natural ingredients as well as with an authentic taste are becoming increasingly popular. At BrauBeviale, Döhler will be presenting a broad range of natural extracts that provide these craft beers with that special taste and underscore their unique character. Whether fruity-fresh flavours such as raspberry, orange and lemon or premium botanical extracts such as ginger, chilli, cocoa, or the trend ingredient gin – the flavourful extracts are derived from 100% natural sources and can be easily incorporated into the brewing process.

In addition, Döhler will be introducing a broad range of beer flavours which significantly improve the character of alcohol-free beers and beer-like malt beverages. MultiSense® Mouthfeel is the name of the innovative and natural ingredient technology based on 100% barley malt that make an outstanding mouthfeel possible – entirely without added sweetness. This turns alcohol-free beers and malt beverages into an authentic and wonderfully natural refreshment for connoisseurs.

Through years of experience, comprehensive industry expertise and global networking, Döhler develops customised concepts for the different consumer target groups. At BrauBeviale, Döhler will also present its extensive portfolio of adult soft drinks which are specifically tailored to the consumer requirements of adults. Using high-quality ingredients such as NFC juices,
innovative botanical extracts, fermented juices, exotic spices or malt extracts, the adult soft drinks impress with their tart, less-sweet taste profiles.

Healthy lifestyle through the power of nature

Today's consumers are increasingly aware of the nutritional properties of what they consume and so it is no wonder that the worldwide demand for plant-based and low-calorie beverages, which impress thanks to natural ingredients and healthy added value, is growing. From innovative energy drinks and reduced-sugar premium lemonades to reduced-calorie fruit and vegetable juices – Döhler will be presenting innovative beverage concepts at BrauBeviale that not only provide an outstanding multi-sensory experience, but also have an optimised nutritional value.

Smoothies are also very popular with health-conscious consumers. These delicious snacks are the ideal companion when on the road, as they cater to a health-conscious lifestyle while providing the body with valuable vitamins, minerals and fibres. However, the new generation of smoothies offers a lot more than just pure nutrients; their sensory properties are also part of the impressive package! Tropical fruits, such as persimmon and mango, add a fresh and fruity taste, kiwi seeds create an extra-crunchy mouthfeel and turmeric provides a highly natural yet brilliant colour. These innovative smoothies are a true highlight in the beverage aisle and provide unique Multi-Sensory Experiences®.

Döhler will also show a new range of MultiSense® Flavours in addition to numerous sweetening solutions that allow reducing sugar by up to 100%. The MultiSense® Flavours range can be used to achieve significant sugar reduction without having to use sweeteners or to significantly improve the taste and mouthfeel of reduced-sugar products. Multisense® Flavours create a balanced overall impression for soft drinks and dairy-based beverages which unlock outstanding taste experiences.
Naturalness – a sustainable trend

The trend for natural foods is growing worldwide and extends across all beverage categories. But naturalness no longer simply means that the end product contains natural ingredients. When choosing a product to buy, consumers also want to make an active contribution to environmental protection or fair trade – the focus is increasingly on the origin and production conditions of the food. An increasing number of consumers are choosing organically cultivated products which fit their “healthier” and “sustainable” lifestyle. As part of its comprehensive portfolio of high-quality natural ingredients, Döhler offers its customers a wide range of certified organic ingredients. Thanks to its worldwide raw materials network that comprises its own on-site fruit and vegetable processing in the growing region and agro-sustainability programmes around the globe, Döhler has a transparent supply chain and access to a broad range of ecologically grown raw materials.

Thus, Döhler will be presenting a varied ingredient portfolio and innovative concepts at BrauBeviale which breathe new life into organic products. From spicy organic fruit splashes containing up to 50% juice and ginger to high-quality organic NFC juices and smoothies to premium organic sodas, organic tea drinks and organic craft-style ciders – Döhler’s concepts not only impress thanks to a naturally fresh taste, they also provide diverse inspirations for healthy and trendy product positionings.

Visitors to Döhler’s stand can take a multi-sensory journey to collect a broad range of ideas for the next generation of successful beverages.

Hall 1, Stand 303
About Döhler:

Döhler (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. Döhler’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, Döhler 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 6,000 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, 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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