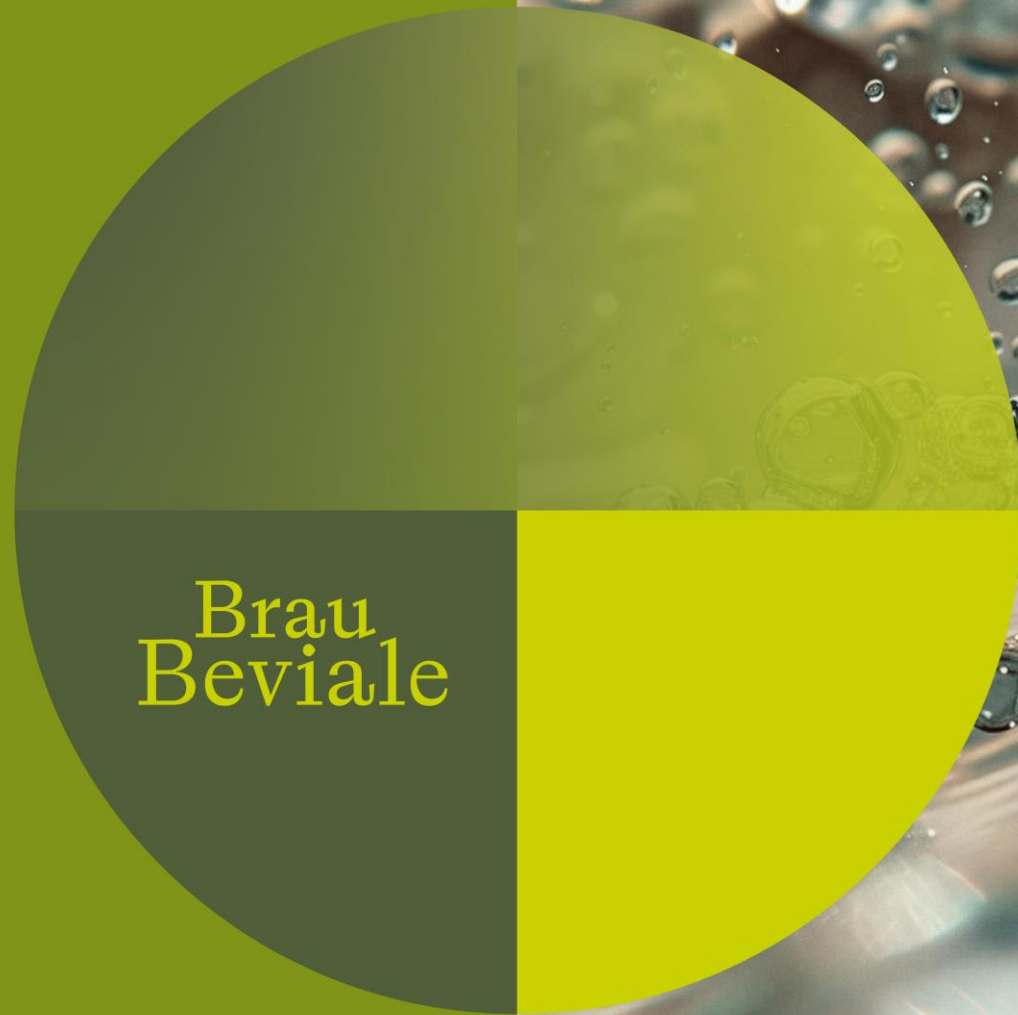


Welcome

Brau
Beviale



Our agenda for today

Introduction to the European Brewing Landscape -
Excerpts from the Independent Brewers of Europe
Report and Implications for BrauBeviale

Kilian Kittl
Private Brauereien Deutschland e.V.



Beyond Automation: Evolution towards Intelligent solutions
for the next generation of packaging lines

Juan Jesús Martín,
KRONES Ibérica

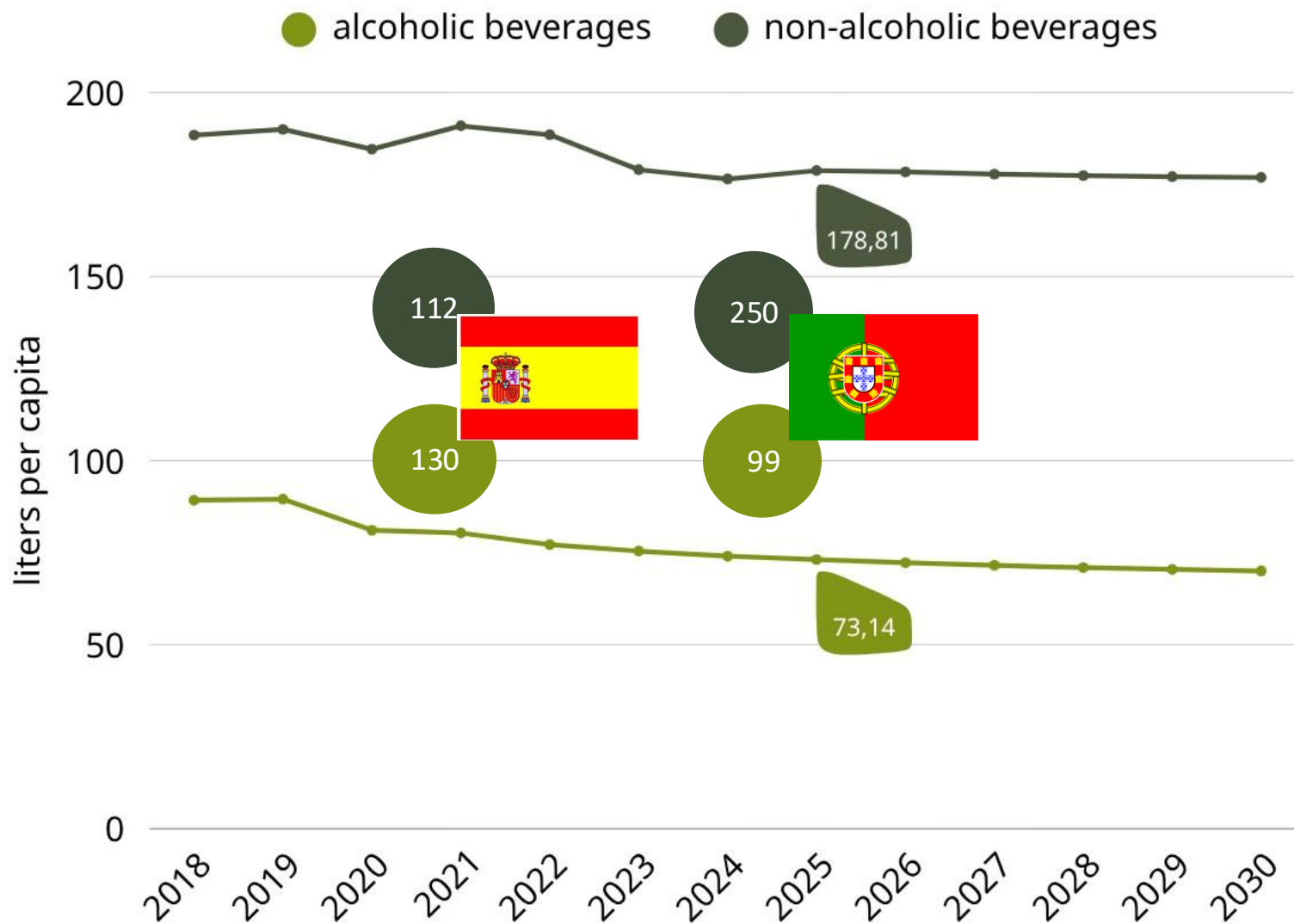


BrauBeviale 2026
– the go-to place for the forward-looking
development of Europe's beverage industry

Susanne Blüml
YONTEX







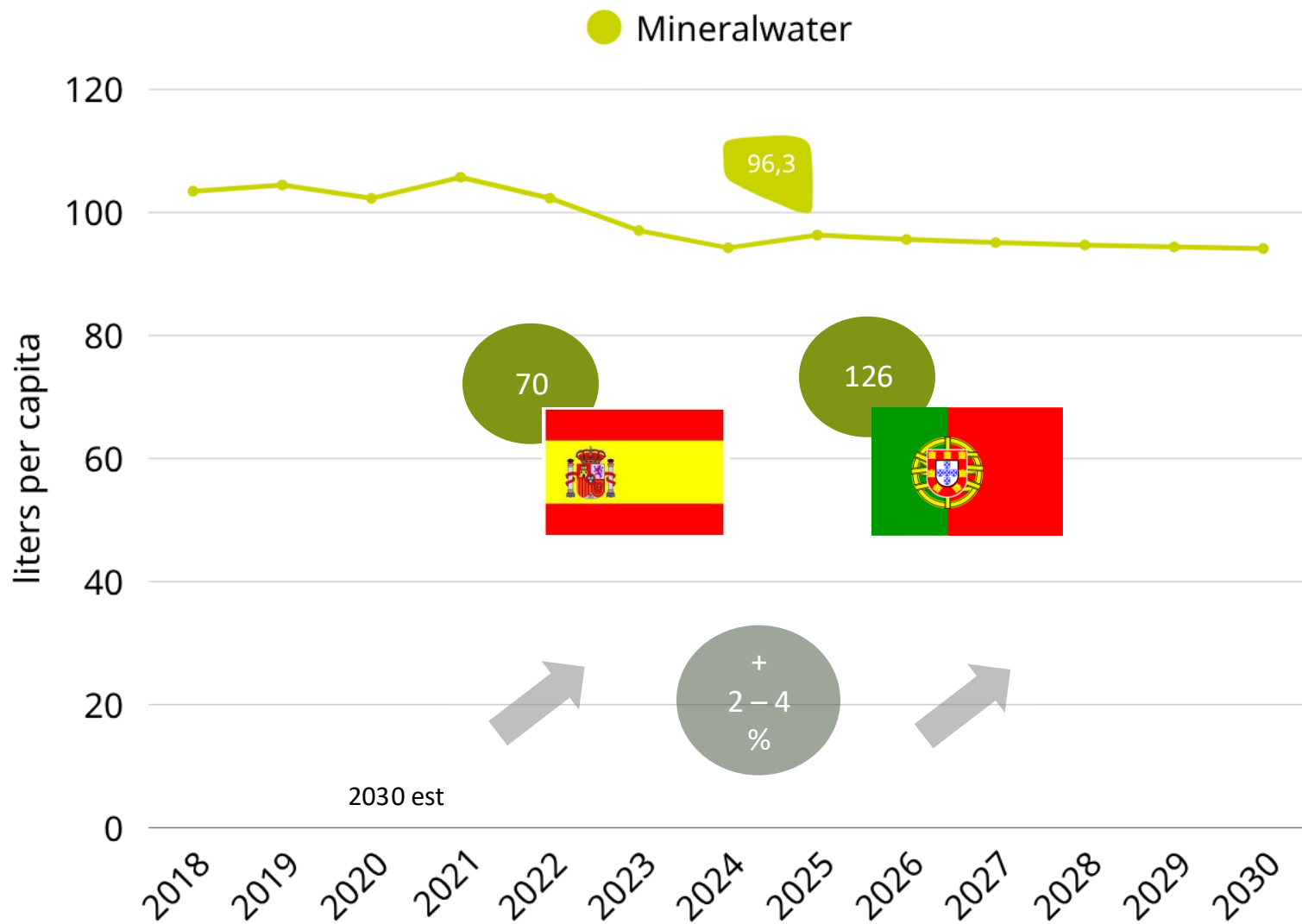
What is the per capita consumption of alcoholic & non-alcoholic beverages in Europe?

Market volume of alcoholic and non-alcoholic beverages, in liters per capita

Source: Statista Market Insights, May 2026



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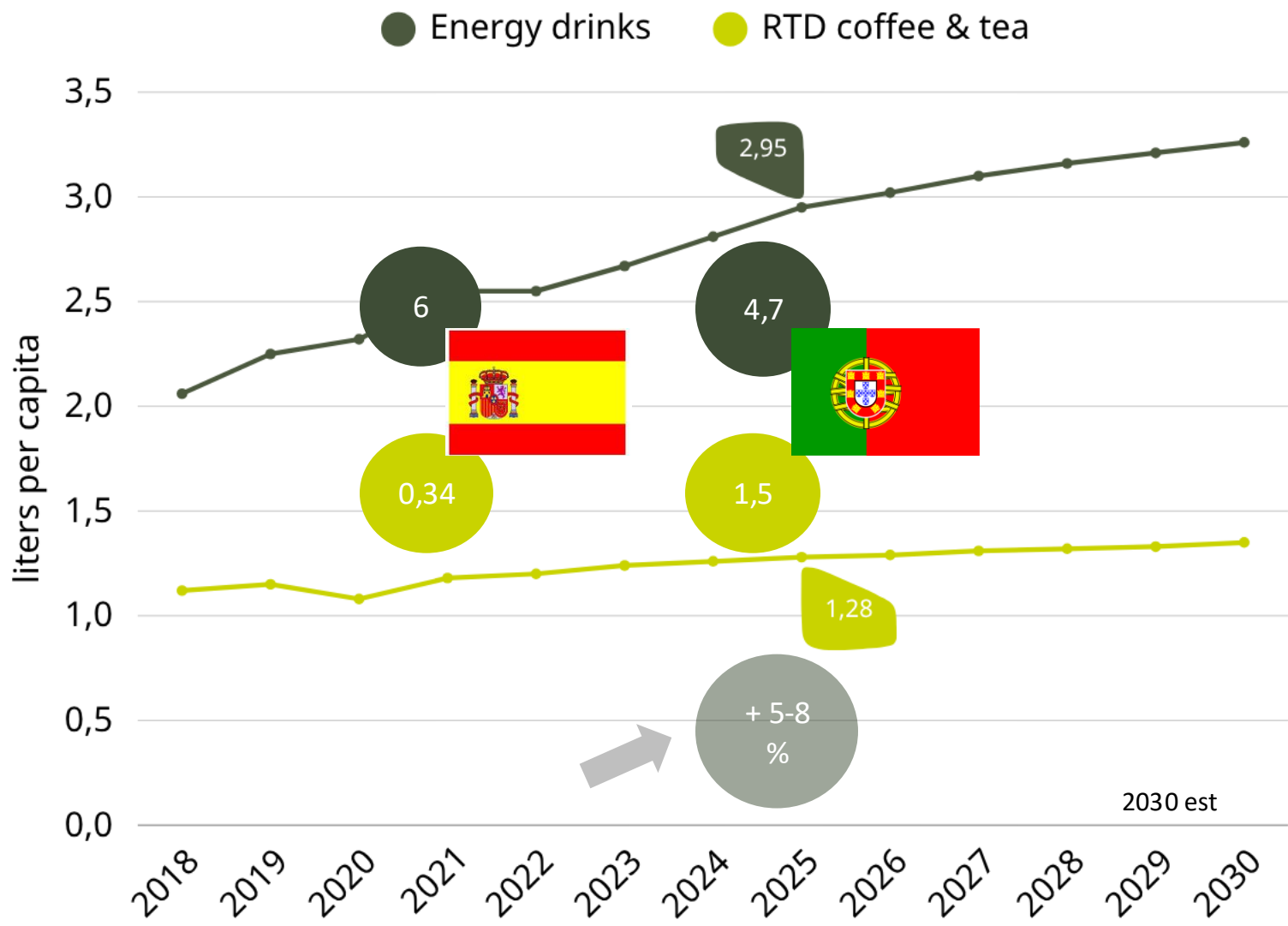
What are growth sectors?

Market volume of growth categories, in liters per capita

Source: Statista Market Insights, May 2026



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What are growth sectors in Europe?

Market volume of growth categories, in liters per capita

Source: Statista Market Insights, March 2026

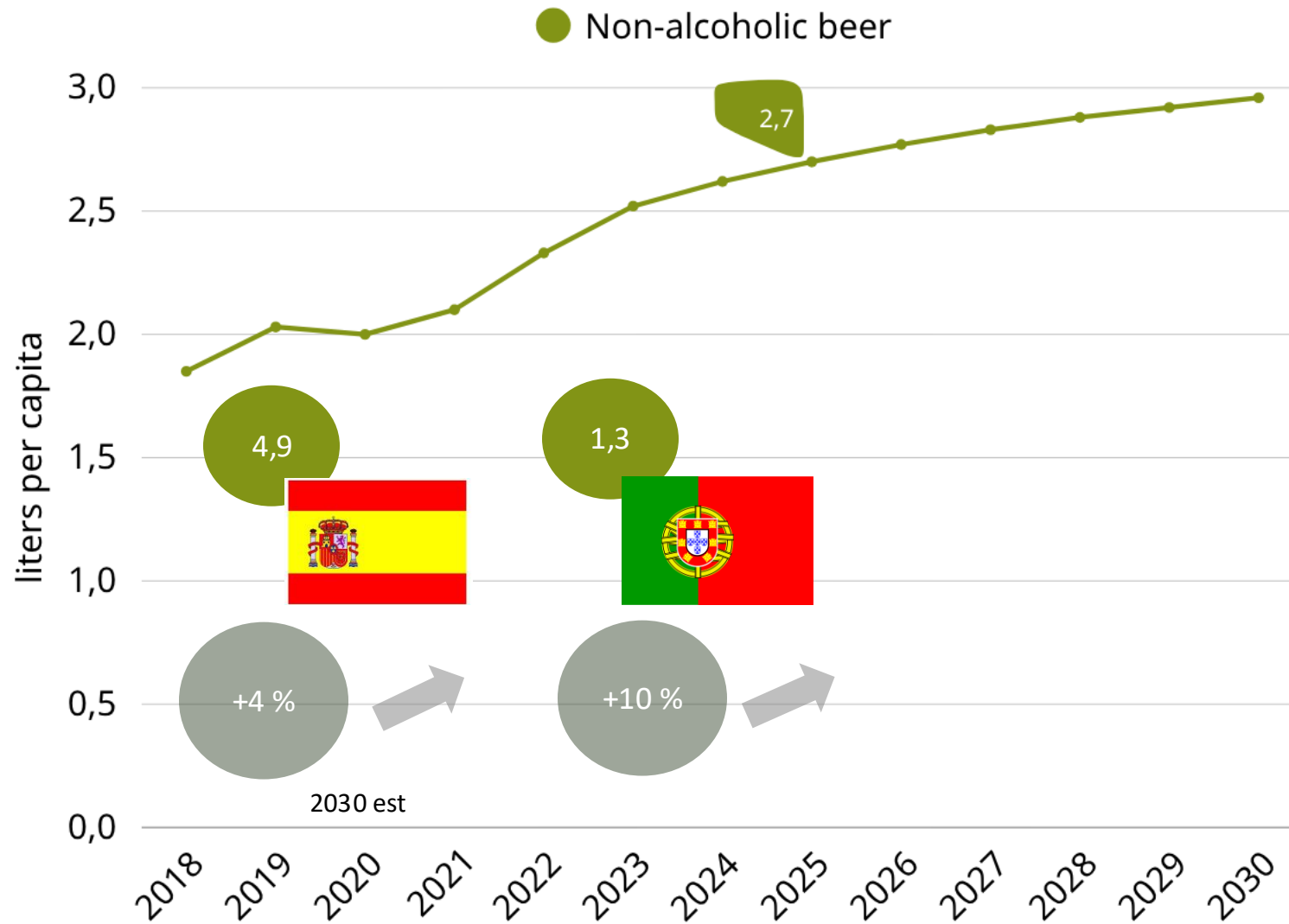


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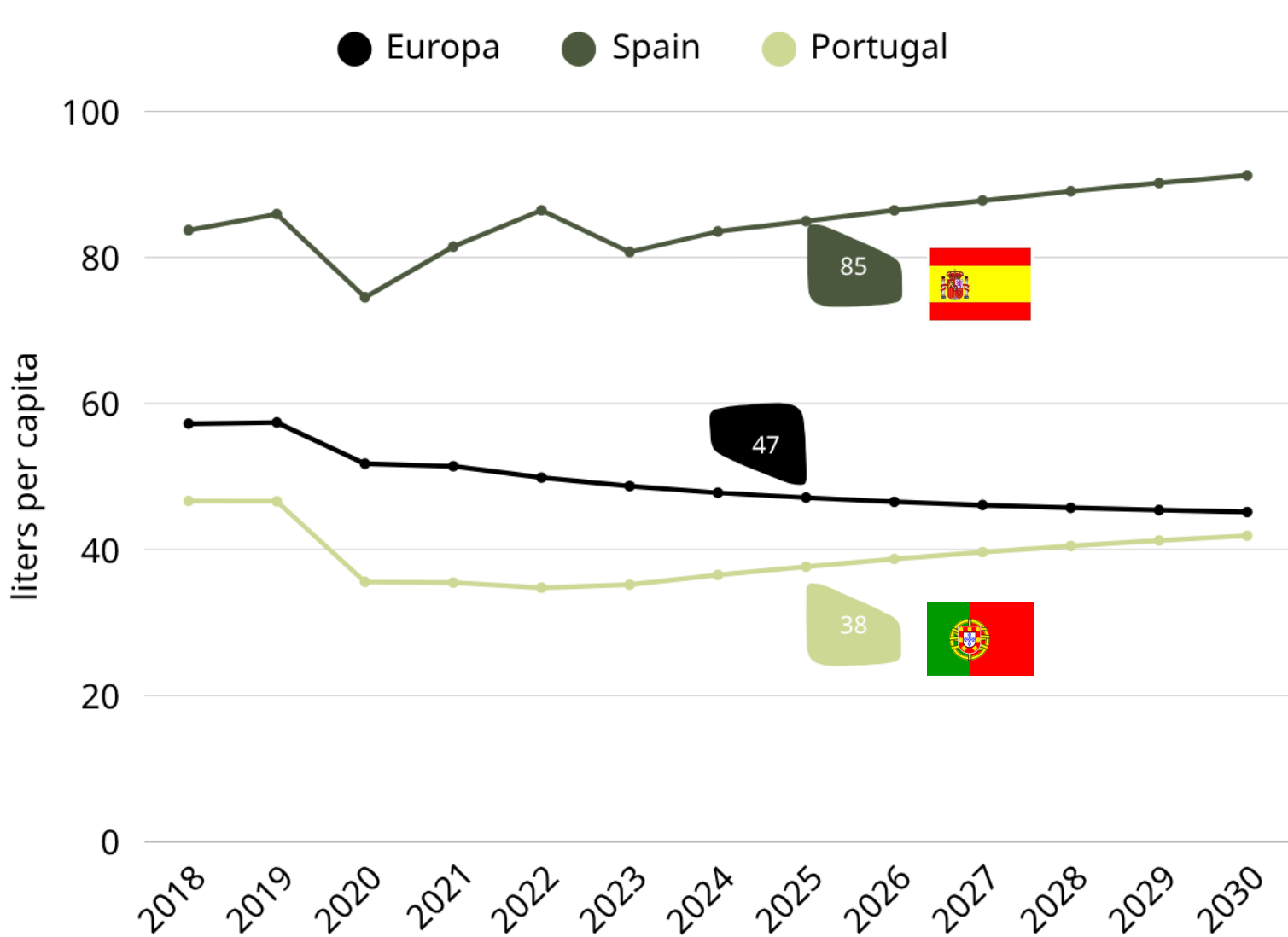
What are growth sectors in Europe?

Market volume of growth categories, in liters per capita

Source: Statista Market Insights, March 2026



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What about market volume of beer with alcohol?

Market volume of growth categories, in liters per capita

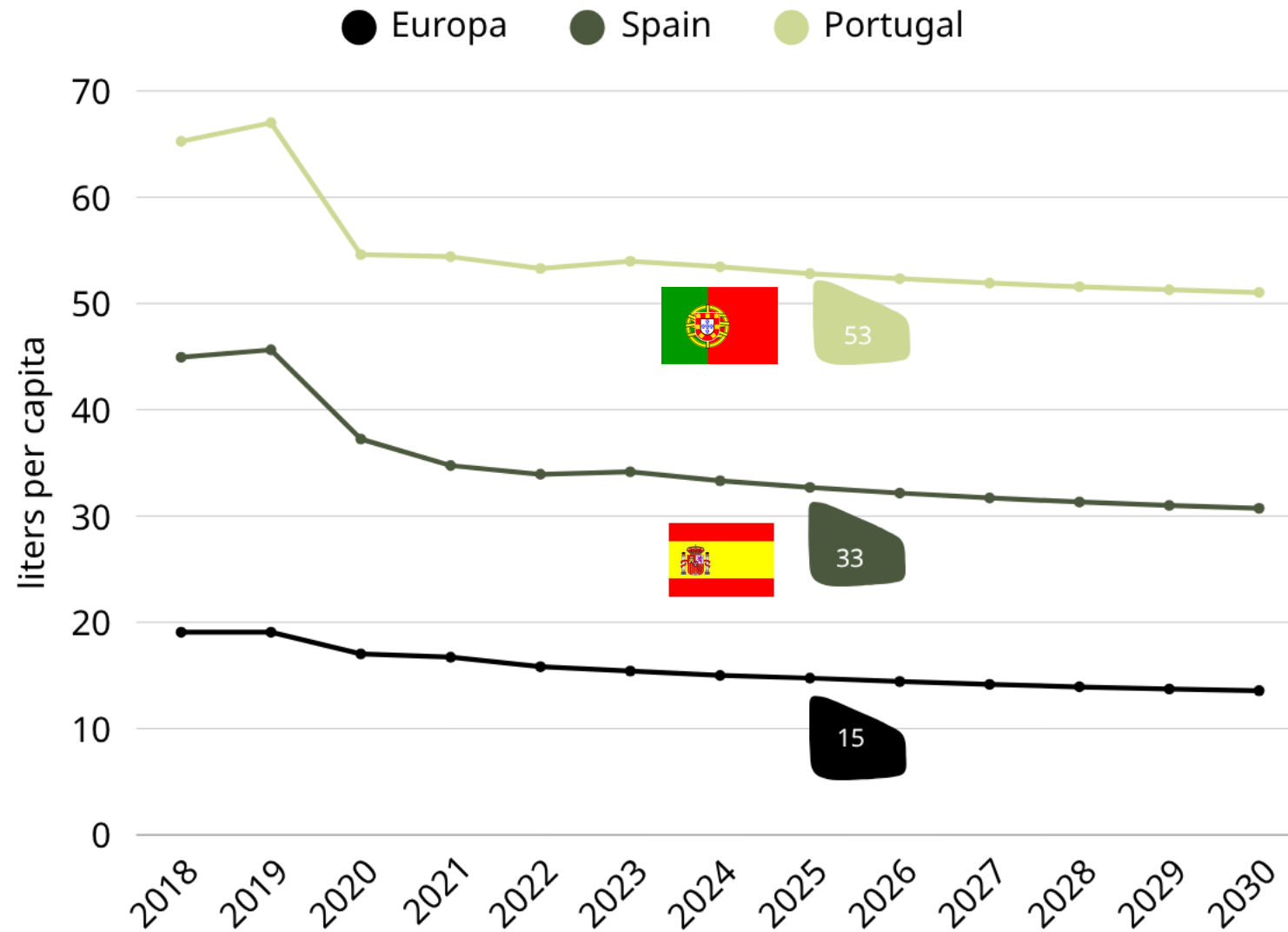
Source: Statista Market Insights, May 2026



What about market volume of wine?

Market volume of growth categories, in liters per capita

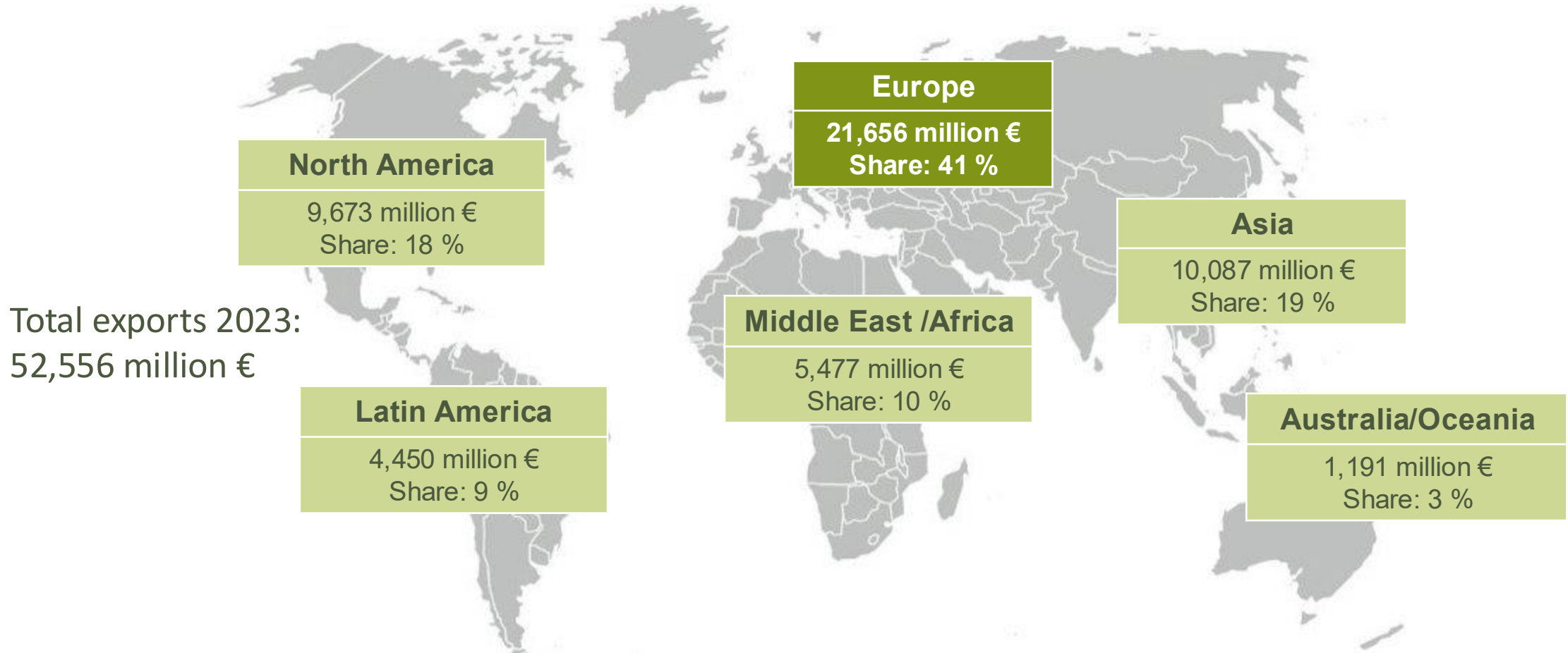
Source: Statista Market Insights, May 2026



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Export figures

Food & Beverage processing & packaging machinery



Source: VDMA / Euromonitor

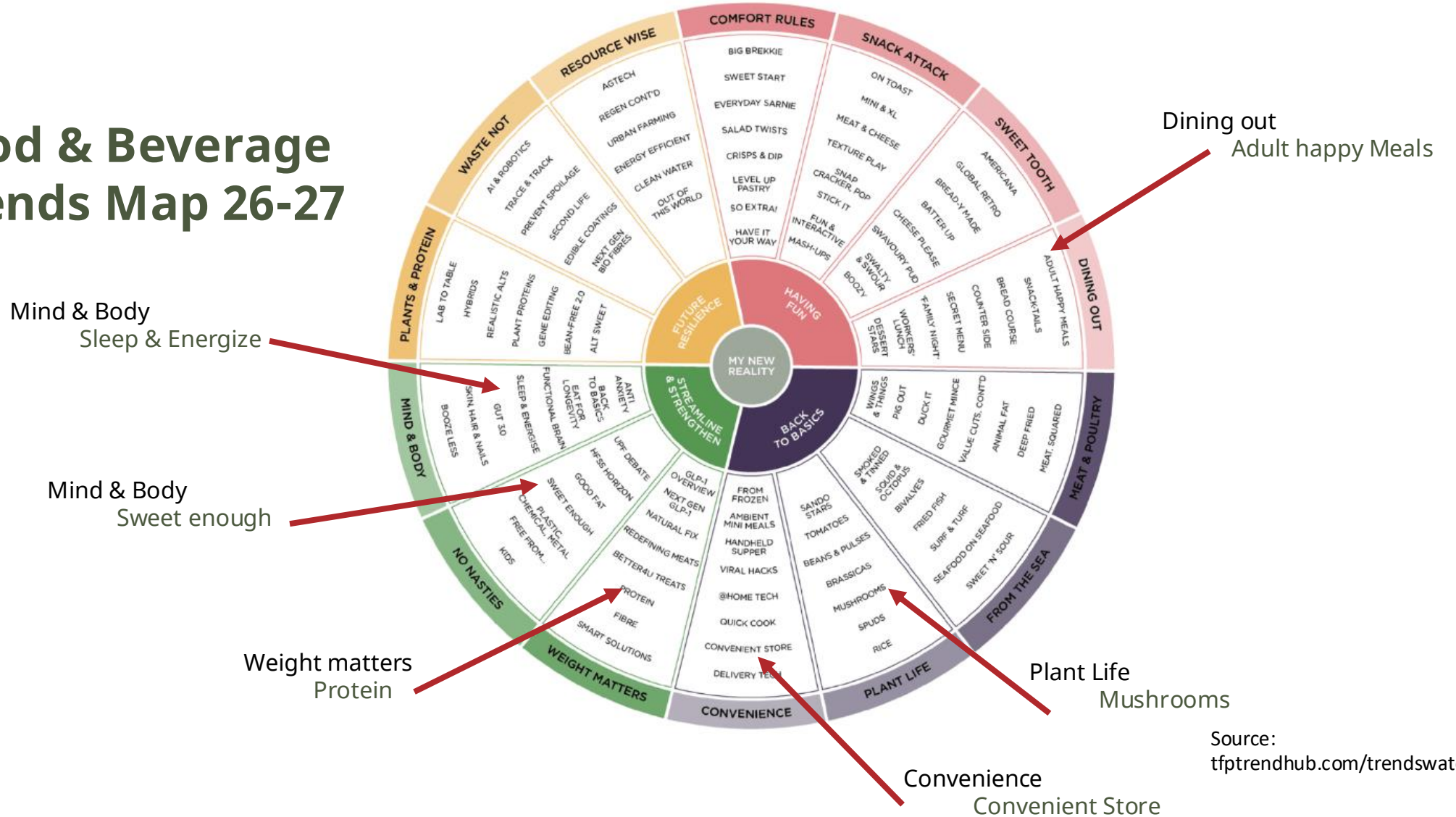
Market Insights

European Beverage Markets
Findings



To sum up – as to product development

Food & Beverage Trends Map 26-27



Source: tfptrendhub.com/trendswatching

Hops & Grapes with... and without...



Sevilla orange flavoured beer with 3.3 % ABV (UK)



Zero alcohol beer with magnesium and vitamin B12 (UK)



Beer 0.0 % flavoured with Limone di Sicilia and Arancia Rossa (UK)



Lager 1,1 % with Vitamin D (Spain)



Sparkling white and sparkling rosé RTD alcoholfree wine (UK)



Shiraz with L-theanine and magnesium (AUS)

Less of...



Additive-free, reduced sugar orange juice (Israel)



Iced Tea –mix from black & green tea with less sugar and sweeteners (US)



Flavoured sparkling water – no sugar or artificial added (US)



RTD Iced Tea with no added sugar – no calories (US)



RTD Matcha Soda with coconut – dairy free and low calorie per can (US)



Organic whey drink, fermented with bacteria (UK)

Pathways for Innovative Strategies



Collab

Mushroom-extract based

Beyond

App-Subscription

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Aligned to market's requirements





Widening the focus

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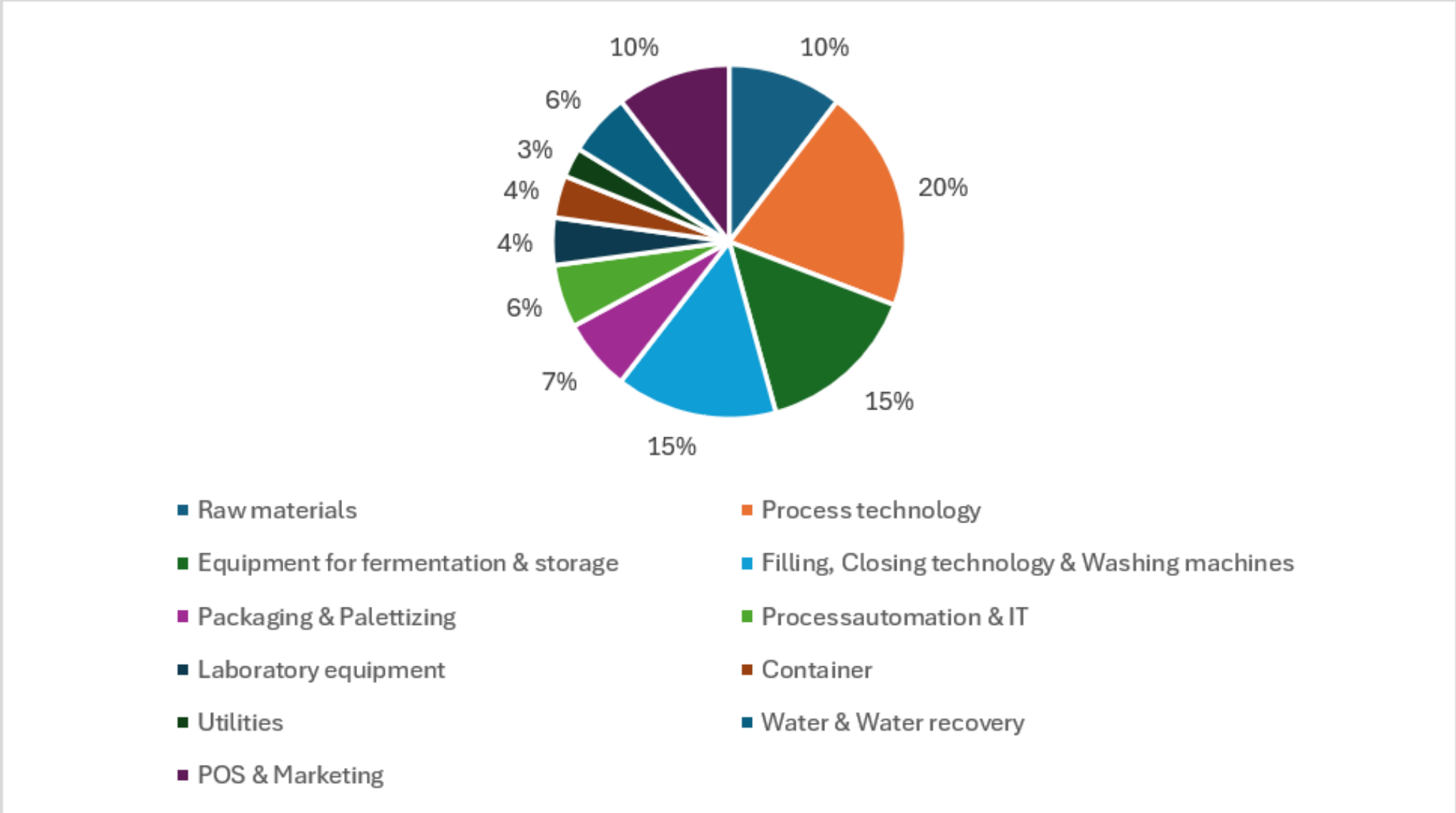
All Beverages.
One Future.



Aligning the journey



The complete portfolio for beverage experts

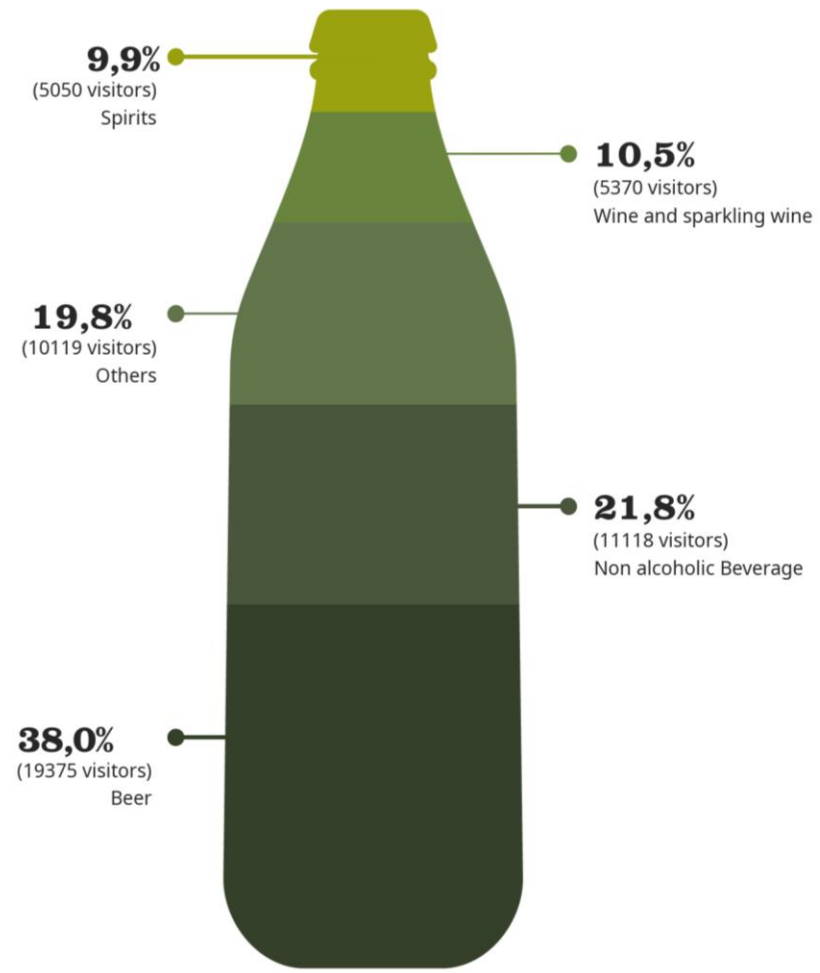


Attendees from all beverage sectors

Visitors branches

To which industry does your company/organization belong to?

(*Multiple answers possible)



Sharing knowledge

Main Stage



Pilot Area



Focus
Corner



Sharing Knowledge – Main Stage

Going Beyond Beer or Taking Beer Beyond?

Charles Nouwen
Innovation consultant



As consumers are evolving, exposed to so many other choices of drinks, **beer needs to be ready to adapt while being true to what made it the world's most popular alcoholic beverage.** Let's have a look beyond beer and see how beer approachability, sessionability and affordability can take advantage of it!

The Beverage Foresight Play Book - Trends, Tensions, and Untapped Opportunities

Charles Banks
The Food people



The biggest shift in beverages isn't just what people drink—it's why they drink. Wellbeing, moderation, functionality, sustainability and experience are reshaping every category from beer to soft drinks.

Sharing Knowledge – Pilot Area

What happens when side streams evolve to scalable production resources?

EATBEER



A modular, container-based production platform for utilising industrial by-products will be presented. Material streams such as brewery by-products are converted into high-quality food ingredients or bio-based products using data-driven process control. The aim is to achieve flexible, scalable and circular production.

How can thermal energy storage systems in breweries and industrial plants provide process steam in a flexible manner, and how does this increase the proportion of renewable energy used in process heat generation?

Fraunhofer UMSICHT



The ISSDEMO project is developing an ultra-dynamic high-temperature heat storage system based on a special metal alloy. It is designed to provide flexible supplies of process steam from renewable energy sources for industrial use.

Gaining Inspiration – Discovery Bar



Gaining impulses...



ment Plants

Water Treatment Plants

SKE Making Brewing

Efficient

Bereprod

94

BrauKoll

Carlsberg

BEWA

The World of Water Treatment

Moeschle

RIEGER

MEURA

BUCHER unipektin BUCHER exzel BUCHER denwel BUCHER merk

9-324

Leading process technology for the beverage and food industry

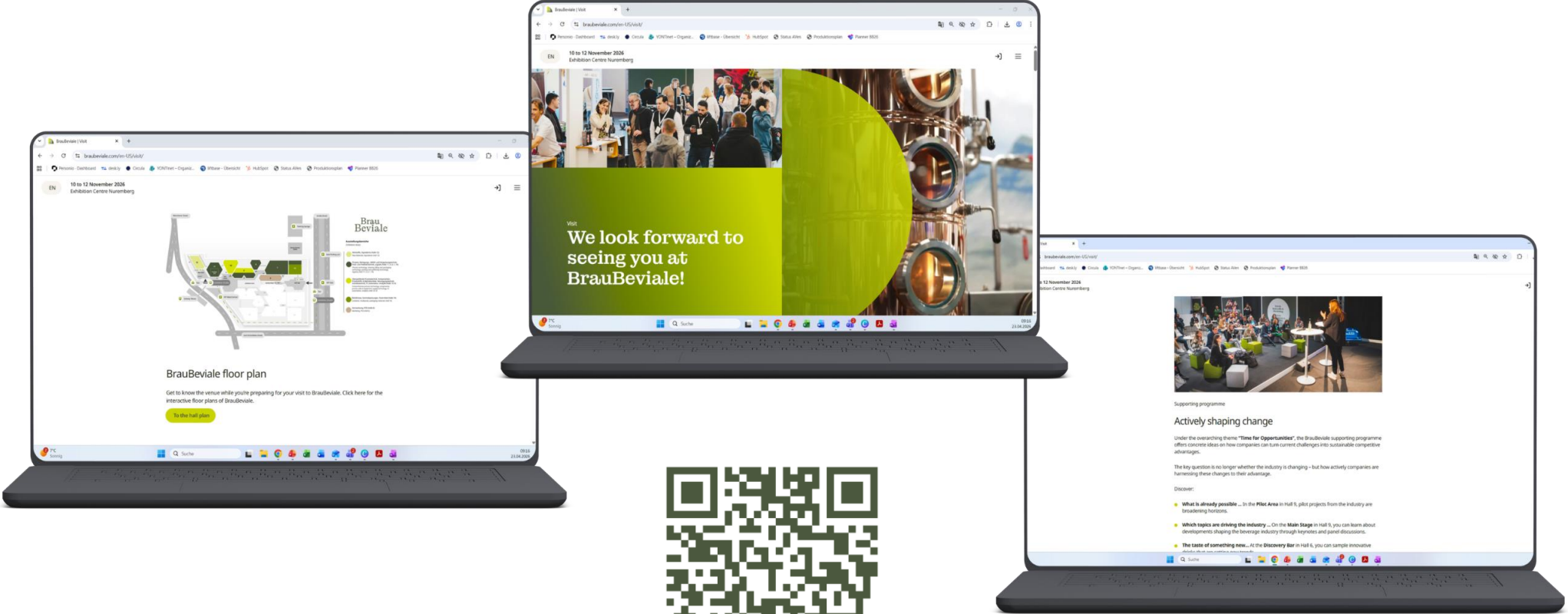


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Preparing the visit

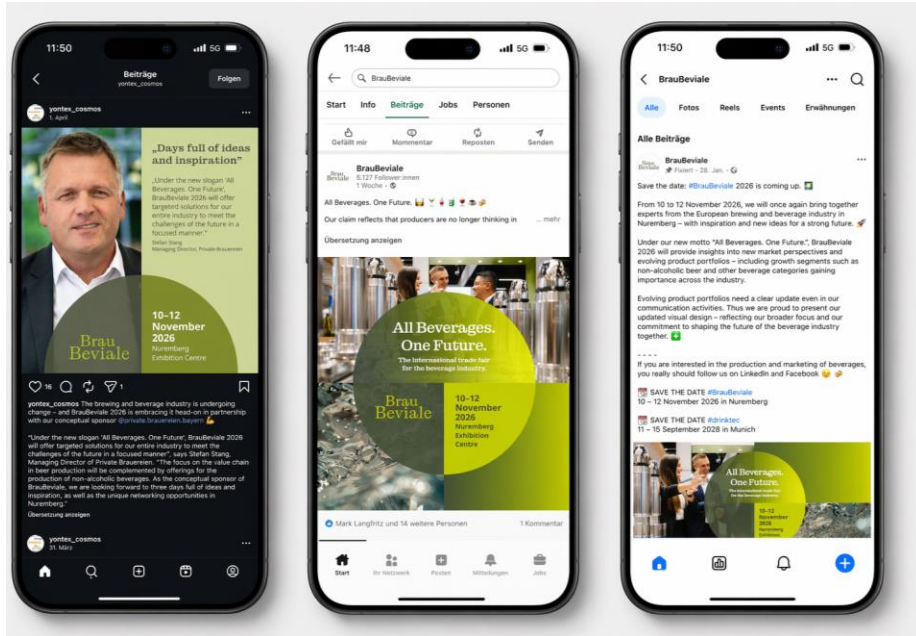


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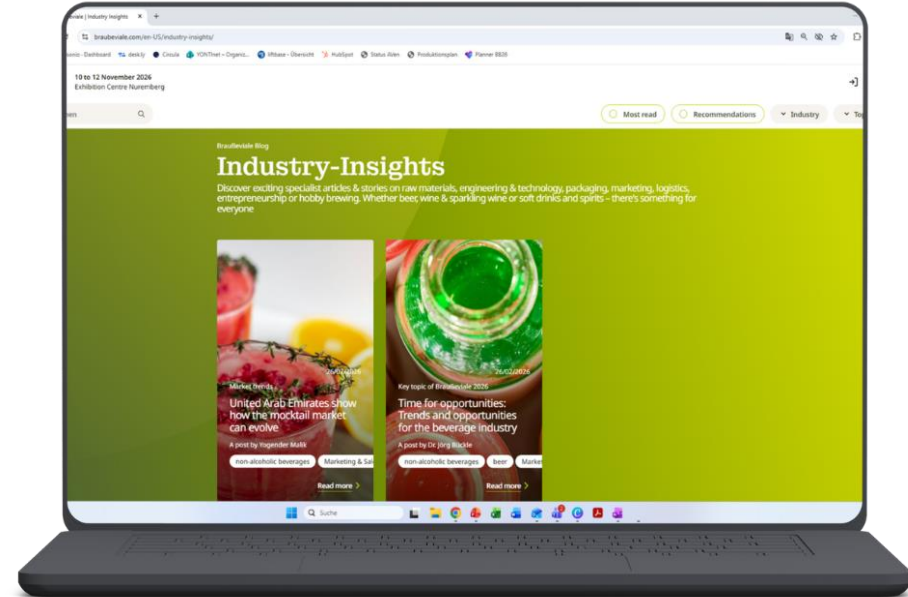


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Ticketshop is already open





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Beviale

Willkommen | Welcome

Ost Eingang Entrance

**10-12
November 2026**
We look forward to
meeting the
European beverage
experts in
Nuremberg