

# FRUIT PROCESSING



[www.fruit-processing.com](http://www.fruit-processing.com)

Analytics

Ingredients

Inspection Systems

Maintenance

Market Data

Market Price Report

Mead

NOVEMBER/DECEMBER

11-12/2020

INTERNATIONAL JOURNAL FOR THE FRUIT PROCESSING, JUICE AND SOFT DRINKS PRODUCING INDUSTRY



## The comeback of mead

# 2 trade fairs 2 previews

Plan your media presence  
- also in hybrid form: print & online!



Press release  
Advertisement  
Banner

Preview interpack  
FRUIT PROCESSING 1+2/2021  
FLÜSSIGES OBST 2/2021

Closing date:  
21.12.20/05.02.21  
18.01.2021

Preview Anuga FoodTec  
FRUIT PROCESSING 2+3/2021  
FLÜSSIGES OBST 3/2021

05.02./03.03.2021  
12.02.2021

## Your press release

- will be published among the previews in the **FRUIT PROCESSING** and/or **FLÜSSIGES OBST** print and online magazine.
- will be published in the news section on [www.fruit-processing.com](http://www.fruit-processing.com) and/or [www.fluessiges-obst.de](http://www.fluessiges-obst.de).

## Your advertisement

- will appear in the **FRUIT PROCESSING** and/or **FLÜSSIGES OBST** print and online magazine (according to booking).

## Your banner

- will go live (240 x 120 pixels) on [www.fruit-processing.com](http://www.fruit-processing.com) and/or [www.fluessiges-obst.de](http://www.fluessiges-obst.de) (according to booking) as of 4.1.2021.

## You consider in which of the issues you want to advertise and pay only for the advertisement.

We would be pleased to submit you an individual offer. For 2021 we have reduced the advertising rates!  
**10 % combination discount for advertising in both magazines.**

Please send your press release including booth number (2000 characters at maximum, 1 photo) latest by the corresponding closing date to [editorial@fruit-processing.com](mailto:editorial@fruit-processing.com) or [redaktion@fluessiges-obst.de](mailto:redaktion@fluessiges-obst.de).

Please contact me for any question.



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### ANALYTICS

**MICA *Alicyclobacillus* by Diamidex delivers results for culturable *Alicyclobacillus spp.* in 24 hours to 48 hours, a revolution for the juice and beverage industry. . . . . 366**

*Alicyclobacillus spp.*, also known as Thermophilic Acidophilic Bacteria (TAB) was first isolated from soil. Even though it is a non-pathogenic bacterium, it can be the cause of significant microbial spoilage in acid-pH beverages such as fruit juices, juice-related products, sodas, or syrups. Its presence in consumer-packaged products has been reported to cause off-flavours and off-odours described as “antiseptic”, “hammy” or even “cheesy”. In this regard, *Alicyclobacillus acidoterrestris* is the most commonly researched species because of the taints it produces in juices and similar products. As a spore, it is strongly heat-resistant and able to partially survive the pasteurization process used in the beverage industry. Because of its inconspicuous nature that makes it very difficult to detect, large-scale spoilage incidents can occur, leading to significant financial loss ...



### MEAD

**Mead – the drink of the gods . . . . . 370**



Honey wine, better known as mead, is a beverage which is regarded as rather a niche product. Here in Germany it is usually sold cheaply as there is a lack of recognition. Most recently, however, it has experienced a comeback. The market is growing rapidly, especially in the USA. A new mead cellar opens in Europe too every week. Men who have had access to honey have produced mead since ancient times. In those days an alcoholic drink was produced as a result of spontaneous fermentation, which became the drink and gift of the gods in mythology ...

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**INGREDIENTS**

**More natural ingredients in beverages – Overview on trends, current developments and challenges . . . . . 374**

Demand for natural ingredients is on the rise and claims like all-natural, clean label and no artificial ingredients are currently quite popular. This trend also affects the pharmaceutical sector and interest for alternative medicine, such as Ayurveda, is growing since these forms are considered more natural. It seems that consumers have lost confidence in the industry and there is a general mistrust towards artificial raw materials, which often have unpronounceable names and a poor image. For this reason they turn to familiar ingredients or botanical extracts in their quest for more authentic products ...



**INSPECTION SYSTEMS**

**Small bottles with great empty bottle inspection . . . . . 378**

Haus Rabenhorst is a traditional, family-owned company in Rhineland-Palatinate and has been producing fruit and vegetable juices under the Rabenhorst and Rotbäckchen brands for many generations. The company combines holistic principles in its premium juices: from cultivation and processing to storage and transport, quality and ecological action are top priority. This principle is constantly being extended to new product innovations, so that modern juice creations are developed on the basis of the company’s traditional close-to-nature and sustainable orientation. One of the current trends in the field of fruit and vegetable juice drinks: fruit and vegetable shots ...

**MAINTENANCE**

**Expertise and data are the new currency in the field of service  
The pandemic is driving the development of technology for mobile maintenance . . . . . 382**

For years, the packaging sector has been supplementing its services for the food industry with digital offerings such as mobile maintenance. In recent months, however, the market has been experiencing a major upheaval, triggered by the Corona pandemic. What was previously considered “nice to have” has become an absolute necessity overnight for the business model to survive. This change also reveals previously unimagined opportunities – which Schubert, the packaging machinery manufacturer, is now leveraging to proactively develop its range of services ...

**REGULAR SECTIONS**

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**INSERT NOTICE: Fruit Juice Calendar 2021**

**Wishing all of you Happy Holidays  
and a successful New Year!**

