

FRUIT PROCESSING

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CSD's, Ice-Tea, Energy
Drinks & Co.

Events

Labelling

Market Price Report

Marketing

Science & Research

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**The impact of social media
on beverage innovation**

LABELLING

More flexibility in wine-bottle labelling

New generation of labellers impresses winegrowers' cooperative **222**

Rhineland-Palatinate in Germany has an affiliation with wine production, one that remains unmatched by practically all the other federal states. The state emblem even bears a crown of vine leaves. Six of the 13 German cultivation areas belong to Rhineland-Palatinate: Ahr, Middle Rhine, Mosel, Nahe, Palatinate and Rheinhessen. Here, 6,550 wineries produce around six million hectolitres of wine on a total of 64,845 hectares of land each year. This means that every third bottle purchased in Germany stems from this region. A pioneer of viticulture in Rhineland-Palatinate is the winegrowers' cooperative Vier Jahreszeiten Winzer eG in Bad Dürkheim. Founded in the year 1900, it was one of the first cooperatives of its kind in this area. Today it joins together 300 wine producers and four cooperatives, all of whom have one thing in common – a focus on providing high quality ...

SCIENCE & RESEARCH

An improved analytical approach based on μ -QuEChERS combined with LC-ESI/MS for monitoring the occurrence and levels of patulin in commercial apple juices. **224**



Food contamination with toxigenic molds has attracted rising attention, especially over the past decade. Mycotoxins are secondary metabolites of fungi that are well-known to contaminate several food products, both at pre-harvest and/or during storage¹. Patulin (4-hydroxy-4H-furo[3,2c]pyran-2(6H)-one, PAT) is an acetate-derived tetraketide mycotoxin generated by numerous molds, particularly *Aspergillus*, *Penicillium* and *Byssoschlamys* species, in several food products (e.g., apples, apricots, grapes, peaches, pears, olives, cereals). It is the most

common mycotoxin detected in apple-derived products (e.g., cider, compotes, fruit, juice) and other food intended for young children ...

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MARKETING

Trendbite:

How TikTok trends are driving beverage innovation 232

Social media has been a game-changing force in shaping consumer preferences and driving market trends for well over a decade, and TikTok has taken this power to new highs. With more than 800 m monthly users globally, TikTok’s moreish short-form video format has captivated millions – and its ability to drive viral trends has extended beyond entertainment into countless industries, including the beverages market. These trends can rise and fall within the space of just a few days, while others build steady momentum and can last for weeks or months –with even the longest trends on TikTok still being shorter than a traditional product innovation process ...



CSD’S, ICE-TEA, ENERGY DRINKS & CO.

MOUNTAIN’S GOAT bitter sweet, naturally sassy – Alpen Tonic disrupts the Tonic Water Market 234



High up in the Alps, above the tree line, brave climbers free from giddiness can be found, but also aromatic bitter herbs like wormwood and mugwort thrive. Eternal ice from glaciers melting in the summer sun and making its way down to the valley. Green meadows in the sunshine and a completely untouched nature. No wonder the mountain goats are happy here. Anyone who has had the chance to breathe the clear air in the Austrian Central Alps knows the feeling of freedom and connection to the earth. Magical moments in full harmony with nature is what people seek and find in this region. For all those who want to taste this feeling, there is now MOUNTAIN’S GOAT Alpen Tonic ...

EVENTS

BrauBeviale in top form 236

After a 4-year break in its exhibition schedule BrauBeviale in Nuremberg will start again from November 28-30, 2023. With a diverse range of exhibitors, precisely designed special areas and a broadly- based support program, visitors from the beer, soft drinks and mineral water industries, as well as from the wine, sparkling wine and spirits industries, will find practical solutions for their operational requirements in process technology, filling and packaging, or in logistics ...

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