



FRUIT PROCESSING

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Filtration &
Separation

Flavours &
Ingredients

Maintenance &
Servicing

Marketing

Market Price Report

Process Technology &
Tanks

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**Citrus fruit and flavour –
always a popular taste**

FLAVOURS & INGREDIENTS

Citrus flavours take centre stage in low-to-no alcohol beverages 294

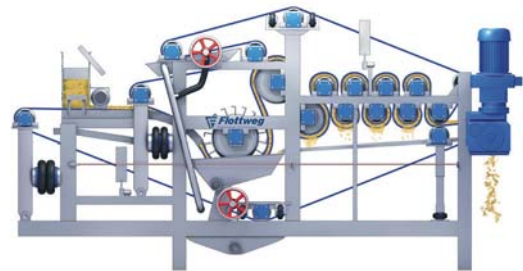


The citrus fruit, hailed as one of the more widespread flavours worldwide and arguably the king of the refreshing beverage category, continues to thrive. The global market size for citrus flavours reached USD 2.7 billion in 2019 and is projected to reach USD 4.2 billion by the end of 2029¹. Known for their refreshing taste, citrus flavours boast widespread consumer appeal and are generally well-liked by many. The versatile application of citrus flavours also makes them a popular choice in low-to-no alcohol beverages ...

FILTRATION & SEPARATION

**From fruit to juice
Expert interview with Sales Engineer Ronald Haupt 298**

Separation technology plays a key role in juice production and helps to preserve the valuable ingredients of fruits and vegetables. Ronald Haupt, sales engineer at Flottweg tells in the interview about the current trends in the market, the production process of juices and the use of Flottweg's separation technology ...



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MAINTENANCE & SERVICING

Right up close

With its KHS2025 strategy programme the turnkey supplier is intensifying its customer relations 302

The chief objective of the KHS2025 strategy programme is to get even closer to the customer by expanding the company’s global footprint. The most important requirement here is that KHS is permanently perceived as a reliable supplier and partner across the globe. With production sites, service hubs and sales companies installed around the globe, in this respect the Dortmund systems supplier is ...



PROCESS TECHNOLOGY & TANKS

Building on tradition and looking towards the future

Interview with Managing Director Florian Schneider 306

Ziemann Holvrieka has been supplying process technology and tanks for the brewing, beverage and liquid food industries for more than 170 years. Despite its success, the company group has never stopped moving forward, and it has now modernised its corporate design. Managing Director Florian Schneider, in charge of sales and marketing, explains what this means for the future and how plant operators will benefit ...

MARKETING

Beyond the label:

Crafting stories and emotions with your fruit juice brand name 308

Welcome to a landscape where every aspect plays an essential role in engaging consumers, where brand names play a fundamental part in drawing people in and creating lasting brand relationships. In such an arena as fruit juice, brand names become more than mere labels: they become vehicles for stories, emotions, and connections that spark wanderlust and foster brand relationships that last beyond mere labels alone ...

EVENTS

Strong participation and top-class event programme at Anuga 2023. 310

The world’s largest and most important trade fair for the food industry, Anuga, is bouncing back in 2023 with a strong participation: According to the current status more than 7,800 exhibitors from 118 countries are taking part in the trade fair from 7 to 11 October in Cologne on exhibition space covering around 300,000 m² at the fully-booked fair grounds ...

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