



drinktec

Go with the flow.

September 11–15, 2017
Messe München, Germany

Profit two ways!



Now you can also experience **SIMEI**, the **International Enological and Bottling Equipment Exhibition**, at drinktec.

Visitor Guide.

Dates, Exhibitors,
Innovations.

drinktec.com

**World's Leading Trade Fair for the
Beverage and Liquid Food Industry**
Processing + Filling + Packaging + Marketing

Welcome to the industry's leading gathering.

drinktec focuses on the things that move the industry. Experience exciting world premieres, discover future trends, and let yourself be inspired and make valuable contacts.

Every four years, Munich is the international gathering for the entire industry. Global players encounter traditional family businesses in the Cosmopolitan City with Heart. All are welcome.

Thanks to the enormous diversity of drinktec's suppliers, you are certain to find the solutions you are looking for. Inspiring forums and special shows will give you a fantastic look at the future and open up entirely new prospects.

We know the industry, and we know what you are enthusiastic about. Our Team and the exhibitors are looking forward to seeing you at the industry's family gathering!

Go with the flow.

... More: drinktec.com/Profile

You can look forward to approximately **1,600 exhibitors** from more than **75 countries** in **15 halls** with more than **150,000 m²** of exhibition space and more than **70,000 visitors** from more than **180 countries**—happy to have you join us!


Sensational innovations for all sectors

A leading event where success is guaranteed: drinktec's international exhibitors present their world premieres, fascinating solutions and innovative systems for all the industry's relevant sectors and topics—from manufacturing and bottling to raw materials, logistics, packaging and marketing.

This is the place to find precise answers to all your problems.

... More: drinktec.com/ExhibitionSectors

Exhibitors have solutions for all branches of industry

- 79%** Beer, brewery sector
 - 65%** Soft drinks
 - 63%** Fruit juices
 - 60%** Wine, sparkling wine, spirits
 - 59%** Water
 - 50%** Milk, liquid dairy products
 - 50%** Liquid food
- 

Multiple shows at once.

New prospects for your branch of industry.

Networking with leading trade shows opens up entirely new prospects for you. Let yourself be inspired, and find new momentum and profitable solutions for your company.

SIMEI@drinktec—Big premiere in 2017

For the first time ever, the **International Enological and Bottling Equipment Exhibition** will be part of drinktec. Machines and systems for wine production and wine processing as well as suitable packaging will be on display in two halls. The exhibits will perfectly complement the range of technology for the wine industry. You can also look forward to a unique supporting program for this sector.

...❖ **More:** drinktec.com/SIMEI2017
SIMEI.it



New in 2017: PRO FachHANDEL

The **leading trade fair for Germany's beverage and convenience retailers** is celebrating its premiere in Munich from September 14–15. It is the perfect place to meet decision-makers and people who represent specialty retailers' interests. In meetings with prominent personalities, visitors can negotiate and hold discussions about future-oriented strategies for the newcomer market, for example, and make contacts with promising startups. This event also features an innovative element, i. e. the special BIER LIVE area, which is open to all visitors.

...❖ **More:** drinktec.com/ProFachhandel2017

PRO FachHANDEL
Sortimente. Kontakte. Impulse.

oils+fats: Also on five days

oils+fats, the **International Trade Fair for Technology and Innovations**, is Europe's only trade fair for the sector for vegetable and animal oils and fats, and this year it takes place at the same time as drinktec. Profitable synergies and high-performance solutions await you, especially in the liquid-food sector.

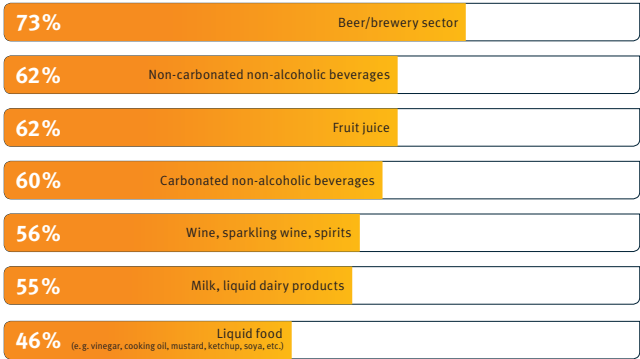
...❖ **More:** drinktec.com/OilsAndFats2017



All industries.

The exhibitors are looking forward to your visit.

No matter which sector you are from, a large number of exhibitors are looking forward to your visit to drinktec. The numbers below indicate the share of exhibitors who hope to have visitors from your branch of industry at their stand—and in all positions, from technicians to marketing decision-makers and CEOs.



❖ **More:** [drinktec.com/FactsAndFigures](https://www.drinktec.com/FactsAndFigures)



Supporting program. Five days full of highlights.

drinktec's supporting program is tailored to your exact needs. This is where questions about the industry's most important future topics are answered.

Forums and conferences

drinktec Forum

Profit from an outstanding transfer of know-how, outstanding market information and a dialog with outstanding experts about the latest techniques, production processes and automation technologies that, among other things, pertain to process engineering for safer beverages, new raw materials, Industry 4.0 and batch size 1.

New highlight: The keynotes at the Five O'clock Theme take a look at the big picture and give you visionary insights into the future.

Forum: All five days of the fair

Milk Special: September 15, 2017

Five O'clock Theme: September 11–13, 2017

Young Talents Day: September 11, 2017

❖ **More:** drinktec.com/drinktecForum



BevTech Europe Conference

The conference addresses all beverage manufacturers and suppliers. It promotes dialog about the scientific and process-related aspects of manufacturing non-alcoholic beverages. A genuine highlight, especially for technology experts.

...❖ **More:** drinktec.com/BevTechEurope

PETnology Europe Conference

Everything that pertains to the entire PET value chain: PET innovations and developments will be presented and discussed in detail.

...❖ **More:** drinktec.com/PETnology2017

European MicroBrew Symposium

This event specifically addresses microbreweries and craft breweries. It primarily deals with the technical and technological aspects of brewing craft beers.

...❖ **More:** drinktec.com/MicroBrewSymposium2017

Networking platforms

Innovation Flow Lounge

The lounge examines the future of product innovation, packaging and marketing. Decision-makers from sales and marketing and product, brand and innovation managers will encounter top-notch experts there. The lounge focuses on an active exchange about innovative beverage strategies.

...❖ **More:** drinktec.com/IFL2017



place2beer

Brewers and beer lovers will find everything related to beer here. It is a place to experience, network and experiment—with tastings, presentations, panel discussions and fresh ideas from start-up companies.

...❖ **More:** drinktec.com/Place2Beer2017



New in 2017: Home & Craft

A new special show for hobby and craft brewers at drinktec. Exhibitors present equipment, ingredients and trends—simply everything home, hobby and craft brewers need to brew beer. Presentations about techniques, raw materials and trends will round out your visit.



❖ **More:** drinktec.com/HomeAndCraft2017

New Beverage Concepts

This platform is a must for product developers, brand and innovation managers, marketing decision-makers and buyers who are looking for new ingredients or beverage concepts. Manufacturers present and explain their new developments that pertain to sweeteners, colorings, flavorings, ingredients and additives as well as treatment agents and recipes. A tasting area will round out your visit.



❖ **More:** drinktec.com/NewBeverageConcepts2017

SIMEI Knowledge & Innovation Area & SIMEI Sensory Bar

Leading experts from the wine sector will make presentations on the industry's most important topics. Representatives of the wine industry, academia and international organizations such as the CEEV, OIV, CERVIM, Stazione Sperimentale del Vetro and Unione Italiana Vini meet here.

At the **Sensory Bar**, visitors are guided through a “sensory session” to find out how their senses react to the characteristics of wine. The results of the analysis will then be shared at an Italian meal with all participants.



❖ **More:** drinktec.com/SIMEI-InnovationArea2017
SIMEI.it



Championships, competitions and awards

Beer Sommelier World Championship

The Beer Sommelier World Championship takes place in the run-up to drinktec on September 10, 2017. Six participants who made it through the international trials will compete in the finals before a panel of prominent judges.

...❖ **More:** drinktec.com/BeerSommelierCup

European Beer Star

European Beer Star is one of the industry's toughest competitions. The 3 best beers are selected in 57 categories. The public tasting takes place on September 12, and the award ceremony is on September 13, 2017.

...❖ **More:** drinktec.com/BeerStar2017

World Beverage Innovation Awards

This competition honors leading achievements and innovations in all areas of the global beverage industry. Categories range from finished products and packaging to technologies, marketing and sustainability. The award ceremony is on September 14, 2017.

...❖ **More:** drinktec.com/BeverageAwards2017

SIMEI Innovation Challenge

As part of the fourth Innovation Challenge, this award honors SIMEI exhibitors' most innovative and future-oriented pioneering achievements and solutions. The award ceremony is in Hall C2 at 16:30 on September 12, 2017.

...❖ **More:** drinktec.com/SIMEI-InnovationChallenge2017
SIMEI.it/Innovation_Challenge

In focus.

What we offer your industry.

The combination of the exhibition, special shows and the supporting program is tailored to your exact interests. That way, your visit gives you a targeted overview of and information about all industry innovations.

Wineries and winemakers

Discover the wine sector at drinktec: In conjunction with SIMEI@drinktec, we have created a platform for the international wine sector that is unique the world over.

SIMEI@drinktec in Halls C2 and C3 | A large number of exhibitors in the other halls also have solutions for the wine industry | Special supporting program at SIMEI@drinktec | Innovation Flow Lounge featuring topics related to marketing, packaging and product innovations | Newcomers Market at PRO FachHANDEL | Parallel event: oils+fats.

...❖ **More:** drinktec.com/Focus-Wine

Breweries

Exhibitors present innovations and solutions for companies of all sizes— from traditional and large-scale breweries to start-ups.

An entire hall on processing technology for beer and malt | New special show: Home & Craft | An entire hall with hops, malt and ingredient manufacturers from around the world | place2beer: The meeting place for beer lovers with live tastings and a forum area | Innovation Flow Lounge featuring topics related to marketing, packaging and product innovations | Presentation of the European Beer Star | Beer Sommelier World Championship | BIER LIVE and Newcomer Market at PRO FachHANDEL | MicroBrew Symposium

...❖ **More:** drinktec.com/Focus-Beer

Dairies/Liquid-food manufacturers

You will not find a larger range of exhibitors and presentations covering the entire process chain for milk and liquid food in the entire world.

Exhibitors and products in all drinktec halls | On Friday, the entire day at the drinktec Forum revolves around milk | Innovation Flow Lounge | Special show: New Beverage Concepts | Parallel event: oils+fats | Newcomer Market at PRO FachHANDEL

...❖ **More:** drinktec.com/Focus-DairiesLiquidFood

NAB manufacturers

Approximately two-thirds of drinktec exhibitors present products and solutions for the non-alcoholic beverage market. No other trade fair in the world has such a wide range of events and exhibitors for this sector! You can look forward to:

Special show: New Beverage Concepts | Innovation Flow Lounge featuring topics related to marketing, packaging and product innovations | Lectures and discussions at the drinktec Forum | World Beverage Innovation Awards Ceremony | Newcomer Market at the parallel event PRO FachHANDEL

...❖ **More:** drinktec.com/Focus-NonAlcoholicBev

Marketing

drinktec revolves around the future of beverage marketing. A range of exhibits that is correspondingly extensive awaits you:

Innovation Flow Lounge with topics pertaining to marketing, packaging and production innovations | A hall devoted to beverage marketing and sales promotion | Special show: New Beverage Concepts | Special area: World of Labels | Exhibitors and products in the packaging materials sector | place2beer | Newcomer Market at PRO FachHANDEL | Beverage Innovation Awards

❖❖❖ **More:** drinktec.com/Focus-Marketing

Retailers/Specialty retailers

For the first time ever, PRO FachHANDEL is being held at the same time as drinktec! It is the leading trade fair for German specialty retailers. International beverage manufacturers can make contacts here for access to the German market. Other solutions for specialty retailers and the trade sector are available in nearly all the halls at drinktec.

Parallel event PRO FachHANDEL | Innovation Flow Lounge featuring topics that pertain to marketing, packing and product innovations | place2beer: The gathering for beer lovers with live tastings and forum area | Parallel event: SIMEL including a winetasting area | European Beer Star Award

❖❖❖ **More:** drinktec.com/Focus-Retail

Our program partners. Professionals who help put together your program.

We are looking forward to the active support of several recognized trade associations, organizations and the media! With the help of these magnificent people, we can offer you an unrivalled supporting program.



Die deutschen Brauer
Deutscher Brauer-Bund e.V.



Doemens



isbt | international society of
beverage technologists



Our services.

Expedient before, during and after the fair.

New and unique: The solution directory

Starting this summer, besides the usual search functions, our website will also feature a new function that allows you to search for solutions to your most important problems. With a click of the mouse, the new solution directory, which is unique in the industry, will show you which exhibitors have solutions for “conserving packaging materials” or for the “efficient, sustainable use of water,” for example.

The **online catalog** and our **matchmaking tool** allow you to search the entire range of exhibits according to solution categories, making your visit to the 2017 fair an even greater success.

❖❖❖ **More:** drinktec.com/SolutionDirectory

New: The Innovation Guide in the app

Exciting new developments and genuine world premieres await you at drinktec. The new Innovation Guide, which is part of the drinktec App, will help ensure that you don't miss anything and can experience sensational events live. As soon as you enter the halls, you will receive information about the exhibitors' innovations directly on your smartphone. So make sure that you don't miss anything and download the app (available as of this summer).

❖❖❖ **More:** drinktec.com/InnovationGuide2017

The perfect way to prepare for your visit: Social media and the Newsletter

Become part of the community and find out about all the news and highlights that pertain to markets, technologies and the fair. Our social media channels will help keep you up to date.

The drinktec blog is the central hub. This is where insiders and experts on the beverage and liquid-food industry publish their detailed reports and insights.



drinktec.com/newsletter



blog.drinktec.com



facebook.com/drinktec



twitter.com/@drinktec_2017



linkedin.com/company/drinktec



youtube.com/drinktec

This is the place to save time and money.

Getting there

Getting to the Messe München trade-fair center is quick and easy using all modes of transportation, i.e. by plane, train or automobile. We have negotiated **special fares** for **Lufthansa** passengers and those travelling with **Deutsche Bahn**.

❖❖❖ **More:** drinktec.com/GettingThere

Tickets

The Print@home-Ticket saves you time waiting at the box office when you get to the fair and **saves you up to 50%**. Simply register online, print out your ticket, and you're done!

❖❖❖ **More:** drinktec.com/Tickets

Accommodations

Demand for hotels, guesthouses and private accommodations in and around Munich is very high during events like drinktec. Therefore, we recommend booking early!

❖❖❖ **More:** drinktec.com/Accommodation

Date and location

September 11–15, 2017
Messe München, Germany

Opening hours

Mon.–Thur. 09:00 to 18:00
Fri. 09:00 to 17:00

Organizer

Messe München GmbH
Messegelände
81823 München
Germany

Contact

Tel. +49 89 949-11318
Fax +49 89 949-11319

Organizer

SIMEI@drinktec

Conceptual

sponsor

Conceptual sponsor

VDMA Food and
Packaging Machinery
Manufacturers Association
vdma.org

Your contacts around the world

drinktec.com/Contact

*All survey results mentioned here are based on the TNS Infratest survey of exhibitors at drinktec. Statistics about exhibition sectors are based on currently registered exhibitors. Last update: January 2017. Multiple responses are possible in some cases.

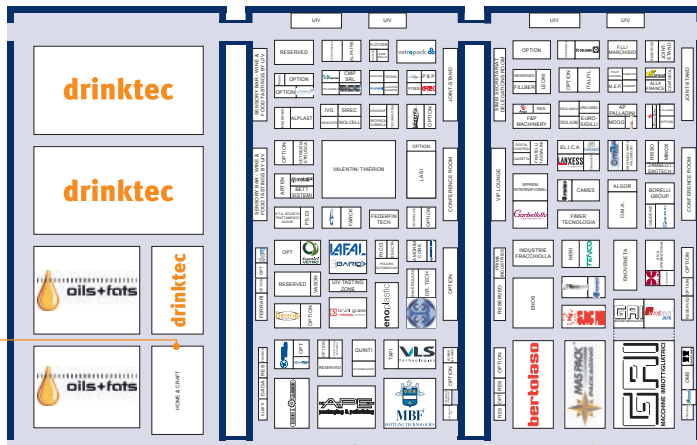


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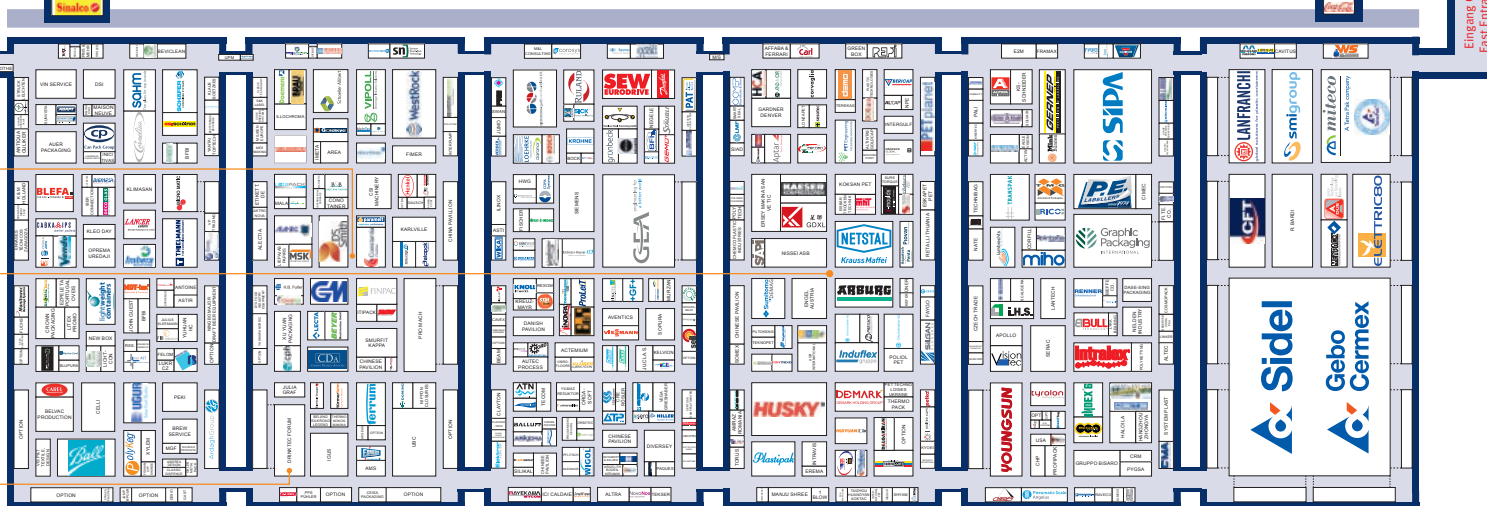
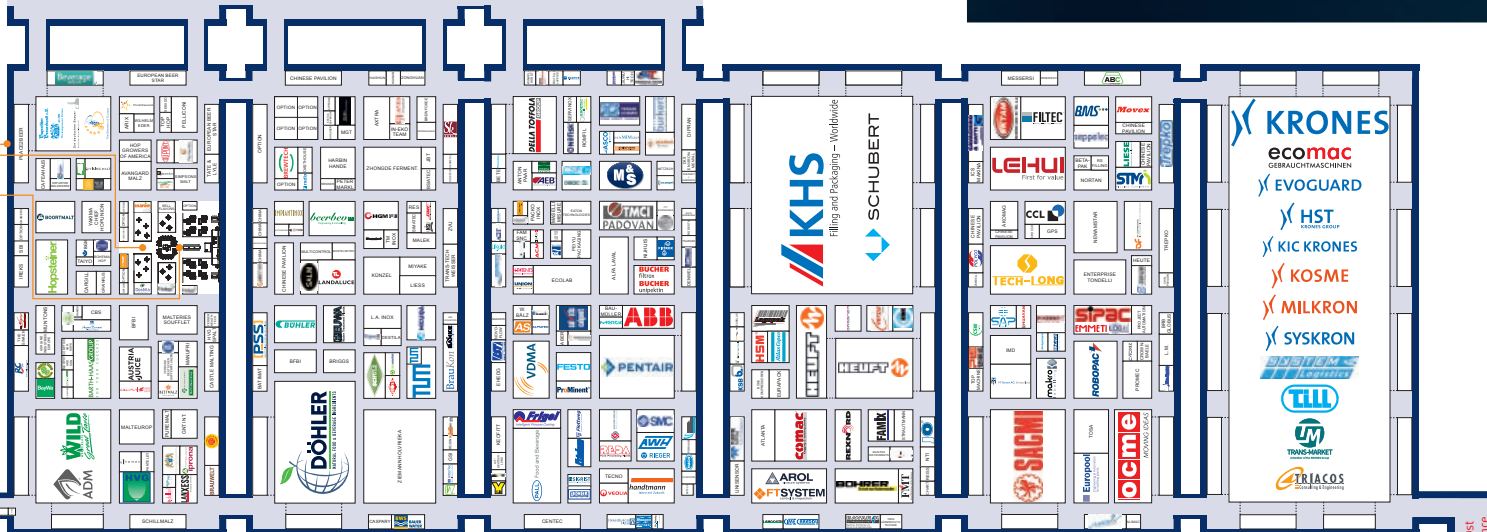
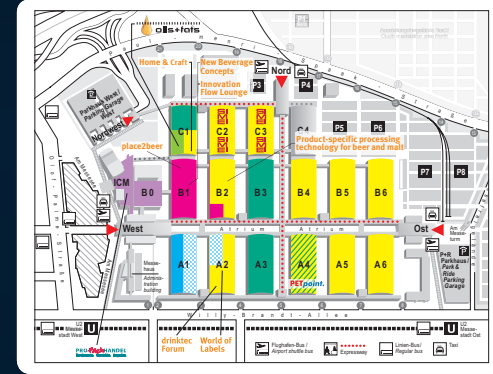


drinktec

Go with the flow.



All exhibitors at a glance.



Eingang West
West Entrance

Eingang Ost
East Entrance

World of Labels

PETpoint.

drinktec
Forum

- Product-specific process technology for non-alcoholic and alcoholic beverages, milk and liquid food, filling and packaging technology, control and inspection systems, labeling technology, conveying equipment, commissioning, storage and vehicles
- PETpoint. Machines and raw materials for the production of plastic containers and closures, recycling
- Non-sector-specific process engineering for all product categories, components for process technology, robotics, process automation, IT solutions, laboratory, process and production supplies, building technology, energy management, water and wastewater technology
- Raw materials, additives, agents, process and production supplies
- Restaurant and catering supplies, mobile facilities, sales promotion and marketing
- Containers, packaging materials, packaging accessories and closures
- SIME@drinktec
- oils+fats
- International Trade Fair for Technology and Innovations
- PRO FachHANDEL, September 14–15, 2017
- Leading trade fair for Germany's beverage and convenience retailers

Trade press, research and training, planning, consulting, work safety, services and trade associations can be found in all exhibition halls.

*** The Expressway allows visitors to reach the North-South and West-East halls quickly and conveniently.

Perfect opportunities for your business: drinktec 2017.

- 15 halls with more than 150,000 m² of space
- Approximately 1,600 exhibitors from more than 75 countries
- More than 70,000 visitors from more than 180 countries

drinktec.com

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