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Green Week 2019: Food industry is looking for new trends

BVE and BLL are in Hall 22a, presenting the flavours of the future

“What will be the flavours of the future?” – Answers are being provided by the German Federation for Food Law and Food Science (BLL) and the Federation of German Food and Drink Industries (BVE) in Hall 22a at the International Green Week Berlin 2019 (IGW, 18 – 27 Jan.).

As the chief executive of BLL/BVE Christoph Minhoff explained: “The future will be tasty – thanks to the food industry and its innovations. Everyone involved is making sure that this is one of Germany’s most innovative industries, from well-established international businesses to new, ambitious startups. We will be using the International Green Week 2019 to present this diversity along with some fascinating responses to questions about the flavours of the future. However, it is not just a question of flavours but also concerns sustainability, health and social responsibility.”

The impetus is coming from the following companies from the sectors of industry, commerce and systems catering for the food start-up scene:

- McDonalds Germany is offering a virtual tour around the restaurant of the future, with the focus on quality and sustainability aspects.
- Nestlé Germany is providing some answers about a responsible attitude to water.
- Danone is giving visitors an opportunity to sample new, nutritionally improved products from its range of dairy products.
- REWE is presenting clear examples of why a reduction in the volume of plastic is right at the top of the agenda in the future plans of this commercial undertaking.
- 3Bears is making a name for itself with a variety of different kinds of porridge containing pieces of fruit, wholegrain oats and no additives or added sugar.
- Joybräu has developed the world’s first non-alcoholic protein beer.
- Laia’s protein hemp, hemp seeds rich in protein that can be enjoyed in many different ways, in muesli, as a spread, in salads or smoothies, roasted, baked in bread or just on their own.
- NearBees supplies honey from the local beekeeper, directly to your mailbox.
- The Haehnlein project consists of a group of ecologically active enterprises dedicated to supplying organic eggs and products obtained from chickens.

There are opportunities to sample these products not only on the stands but also at the “Cook & Talks” event in the Küppersbusch display kitchen. Visitors can enjoy the



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combination of fascinating interviews and some delicious tasting sessions. The attractions will include Jacky F., who is bringing jackfruit to Germany from Sri Lanka, and the algae expert Jörg Ullmann, who will be explaining the many different ways of using micro-algae.

The annual International Green Week Berlin is the world's leading consumer fair devoted to the subjects of food and agriculture. In 2019 the IGW will be taking place from 18 to 27 January on the Berlin Exhibition Grounds. The BVE is the non-commercial sponsor of the IGW. The food industry's combined stand at the IGW 2018 is supported by Landwirtschaftliche Rentenbank.

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