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Presseinformation

drinktec 2022

Faster, higher, stronger

- **Digitalization is a central topic for the alignment of the beverage and liquid food industry**
- **Exhibitor portfolios feature innovation based on machine learning**
- **drinktec Inspiration Hub supporting program offers wealth of inspiration**

Does the beverage and liquid food industry also have Olympic aspirations? Manufacturers of beverages and liquid food and machine manufacturers have long since recognized the potential. Digitalization and digital transformation are one of the four main topics at drinktec 2022, which will be held in Munich from September 12 to 16, 2022. With its range of exhibitors and supporting program, the world's leading trade fair for the beverage and liquid food industry offers broad views and focused approaches aimed at helping the industry become faster, achieve stronger results and intensify its focus on sustainable plant concepts in the next years.

And the strong momentum around data use and process improvement is not only on the manufacturer side; retailers and consumers have long been active in these areas: Merging virtual and real worlds at the point of sale of the future is aimed at improving contact with consumers. One way to achieve that is through automation and networking with supply chain management, multimedia shopping environments for an individualized customer approach or online retailing.

An international study by the consulting firm PWC puts "digitizing products and services" in second place among the top ten challenges of the next few years. The study by the German Engineering Federation (VDMA) on the future of food processing machinery also points in this direction: A supporter of the drinktec

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trade fair, the VDMA identifies digitalization and concepts for intelligent networking and data use as a major focus for the industry's future alignment until 2035.

Solutions for different perspectives

Digitalization in the world of beverages and liquid food offers real added benefits for many users. One area that benefits is process engineering, where precise temperature profiles in the manufacturing process can seamlessly track production and identify quality parameters during the early stages of production. The best example of this is in the brewing process: In collaboration with equipment manufacturers and breweries, researchers used machine learning to model an efficient and more sustainable malt yield, and identify significant influencing factors for the malt yield.

Real time is another keyword. At this fall's drinktec, machine manufacturers will offer numerous solutions for obtaining real-time information from machines: The online tracking of production and filling processes can yield higher performance, predictive maintenance, efficient conversion processes, an overview of consumption values and clear data on product quality. Providers of software solutions, such as manufacturing execution systems (MES), can already give preliminary estimates of the optimization potential: Efficiency gains of up to 20 percent are possible for line operations, overall equipment effectiveness (OEE) is improved through maintenance cycles that are up to 30 percent longer, and product changes can be made at the planned time with 99 percent certainty.

While these solutions often require "only" extensive data collection and recording, another supplier goes even further: Thanks to more accurate detection of water droplets, an empty glass inspector trained in deep learning significantly reduces the output of glass bottles identified as defective. Needless to say, this saving can also be directly converted into CO₂ savings: Depending on the line output, 25 to 100 t of CO₂ can be saved through this improved rejection rate.

The possibilities of machine learning software also raise the expectations for maintenance tasks: One exhibitor at drinktec is already using this digital tool to

detect anomalies in separator machinery. Condition-based maintenance with AR data glasses seems to have been taught almost everywhere and has been widely adopted by machine suppliers.

Every digital application is also another checkmark on the sustainability list. This is particularly clear in the case of cleaning technology, which uses optical real-time detection of contamination even inside containers and tanks and enables highly specialized cleaning cycles. A machine learning tool ensures that individual contamination levels are learned, detected and treated correctly.

More inspiration in the supporting program

drinktec 2022 brings together the full scope of innovation for the beverage and liquid food industry: In addition to the exhibitor portfolio, including a directory that lets visitors find providers of solutions to digitize production operations and their supply chain, visitors can also look forward to the supporting program when planning their visit: With presentations on the key topic of digitalization at the drinktec Inspiration Hub in Halls A3 and B3, exhibitors and visitors will have the opportunity for in-depth interaction: Concentrated expertise and innovative applications offer fresh impetus for the future-oriented alignment of the industry.

Tickets are now available online at [Ticket purchase and ticket prices \(drinktec.com\)](https://www.drinktec.com/tickets)

More information about drinktec can be found online at www.drinktec.com

About drinktec

drinktec has been held in Munich since 1951 and every four years since 1985. It is the most important event in the industry. Manufacturers and suppliers from all over the world, including global concerns and SMEs, meet here with producers and retailers of all sizes in the beverage and liquid food sector. The future is shaped at drinktec. The trade fair is regarded as the No. 1 platform for world premieres. Manufacturers showcase their latest technologies for the production, filling and packaging of all kinds of beverage and liquid food – including raw materials and logistics solutions. The themes of beverage marketing and packaging design round out the portfolio.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales

Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.