



*The VLB team is everywhere:  
Dr Roland Folz (left) and Dr Deniz Bilge (right)  
with Julio Landmann (2<sup>nd</sup> from left), Landmann  
Group, Brasil, and Wolfgang Burkart*



*Andreas Hofbauer hears  
what tasks a Bavarian Beer  
Queen has to fulfil from  
the current Bavarian Beer  
Queen Maria Krieger.*



*The two managing directors of Ziemann,  
Karl Butzmann (2<sup>nd</sup> from left) and Klaus Gehrig  
(2<sup>nd</sup> from right), visited Wolfgang Burkart (left)  
and Andreas Hofbauer.*

# IMPRESSIONS OF A WORLD EVENT

## drinktec 2013



*Feeling at home at the  
Sachon stand: Cilene  
Saorin (left), President  
of Cobracem (Brazilian  
Brewers Association),  
and Katia Jorge,  
Flavor ActiV*



*Luminous appearance I: Prof Grabenweger (4<sup>th</sup> from left) with the Brazilian  
Grupo Petrópolis delegation at the KHS stand party*



*Claudia Werner (right),  
Research Consultant  
Canadean, outlines world-  
wide development and  
cause variables for beverage  
packaging to Dr Margit  
Pietzke, editor BREWING  
AND BEVERAGE INDUSTRY  
CHINA.*



*Luminous appearance II:  
KHS CSO Prof Grabenweger (centre) and  
KHS CEO Prof Matthias Niemeyer (right)  
with Wolfgang Burkart*



*Brewers to vintners:  
Karl Eichhorn, PB Valley  
Khao Yai Winery, Thailand,  
with Anita Elsäßer, Media  
Consultant Sachon Publishing*



*Spreading good vibes: (left to right) Sabine Berchten-  
breiter and the two marketing experts from Pall,  
Sandra Krell and Dr Raimund Lassek*



*Brazil Kirin I:  
Homero  
Francisco  
Guercia  
(centre)  
and Valdir  
Scavacini  
Junior (right)  
with  
Wolfgang  
Burkart*

*Brazil Kirin II:  
(left to right)  
Gero Spika  
and Peter  
Erhardt  
with  
Wolfgang  
Burkart*





The Senior Vice President of the Boon Rawd Brewery, Isara Khaola-lead (3<sup>rd</sup> from left), with colleagues Wiwat Liamkaew (2<sup>nd</sup> from left), Piyanee Boonsiriyononthachai (3<sup>rd</sup> from right) and Tavesak Sujayan, with, at each end Bernd Kantelberg (right), BfG, and Andreas Hofbauer, Sachon Publishing



Having fun in front of the "Sachon Wall": Dr Stefan Lustig, The Brewers of Europe and Executive Director Technik Brau Holding International, with Sabine Berchtenbreiter.



Photo shoot for participants in the students programme "Ziemann for young talents" in cooperation with W. Sachon Publishing (from right): Jens Fahle, Simon Schröck, and Miriam Müller were chosen this year, here together with Wolfgang Burkart.



'Old' friends: Cilene Saorin, Cobracem, with Sachon's Managing Director Wolfgang Burkart (left), Verlag Sachon, and Doemens Executive Director Dr Wolfgang Stempfli



There was good reason to celebrate at the beerbev stand: charming surroundings for the new beer sommelier world champion Oliver Wesseloh (left), here with Joachim Gunkel, CEO beerbev.



This year Krones attracted attention with many innovations: Michael Skroblin (left), Vice President Technologies Krones, USA, and Wolfgang Burkart.



Alfons Witte (left) introduced Ronny Tacacs (right), TU München, Johannes Tippmann (2<sup>nd</sup> from right), TU München, and Andreas Hofbauer, editor Verlag Sachon, to his new enterprise Bevitás.



William Grayson, Marketing and Portfolio Manager Diversey Ltd., and Sabine Berchtenbreiter share an interesting conversation.



"Plastics for longer life<sup>®</sup>" is the motto of the igus Company, which will celebrate its 50<sup>th</sup> anniversary next year. Dr Stefan Kombüchen, Director of Marketing and Corporate Communications igus, with Anita Elsässer (left), Sachon Publishing, and Dr Margit Pietzke, Sachon editor BBIC.



Alfredo Ferreira, Heineken Brazil and Kathia Zanatta present the Instituto da Cervetja Brazil.



Malt was an important topic: (right to left) Frank Nohel, Agraria, Frank Gauger, Weyermann, Prof Dr Frank-Jürgen Methner, TU Berlin, and Wolfgang Burkart



Guests from South and Central America: (left to right) Rüdiger Adelmann and Luis Porras, both Compania Cervecera de Nicaragua, Adolfo Reinoso, AR Consulting and Wolfgang Burkart.



*Pentair stand parties were popular: (right to left) Olaf Müller, Pentair, with Dr Roland Folz, VLB Berlin, and Michael Jacob, Carlsberg.*



*The Grupo Petrópolis from Brazil with a strong team (from left): Wolfgang Burkart with Roland Reis, Diego Gomes da Silva, Rüdiger Görtz and Alberto Flister*



*Achim Schmithzer (left) and Gerd Wutzler, Managing Director of the Hamburg Agency In'Konzept, chatting with Anita Elsäßer. The agency looks after Ziemann International.*



*Discussing Pargem, the container malt installation by Bühler: (from left) Isabel Maganto, Bühler, Uzwil, Switzerland, Anita Elsäßer, Media Consultant Sachon Publishing, and Meike Kettler, Bühler, Beilngries, Germany*



*The drinktec was a magnet for many visitors from South America, like Juliano Rost, Sales Management – Food & Beverages Starches and Sweeteners South America, Cargill (centre), who chatted with Rolf Keller (left), Messe Nürnberg, and Wolfgang Burkart.*



*Christoph Eder (centre), EDV trainee at Sachon Publishing, and Sabine Berchtenbreiter, Sachon Publishing, show Mario Meis, Marketing Consulting Manager Sinalco International Brands, the redesigned Sachon trade magazine archives.*



*Having a nice chat: (from left) Sabine Berchtenbreiter, Anita Elsäßer, and Erich Dederichs, dederichs kommunikation*



*Sabine Berchtenbreiter, Media Consultant for international trade magazines at Sachon Publishing, receiving guests from Brazil: Reinardo Werner Emmel (right) and Leandro Edgar Emmel, both WE Consultoria*



*Getting along like a house on fire: Katrine Praest (left), Communication Manager Nvozymes AIS, and Sabine Berchtenbreiter*



*IBD Executive Director Simon Jackson (centre) with the Managing Partner of Kauzen Bräu, Germany, Karl-Heinz Pritzl (right), and Wolfgang Burkart*



*Christina Maier (left), Project Consultant Messe München International, spoke to Sabine Berchtenbreiter, Media Consultant BBII, about how the exhibition is now even more international in its orientation, with 1,445 exhibitors from 77 countries.*



*Enjoying themselves: (from right) Stephan Koch, Key Account/ Project Manager, and Mirco I. Richardson, Head of Business Development, Sales and Marketing, both Schleicher Electronic, and Sabine Berchtenbreiter*



*Bavarian meets international beer ambassador: (from right) Andreas Stöttner, owner of the private brewery Stöttner, with Horst Dornbusch, Cervisae Communications, and Wolfgang Burkart, Managing Director W. Sachon Publishing.*



*The Chinese Beverage market is a growing one. From China 1,426 visitors came, that's a plus of 45 per cent. Bernd Fuglsang (right) is a knowledgeable expert in the Chinese beer market and a close collaborator with Dr Margit Pietzke, editor of BREWING AND BEVERAGE INDUSTRY CHINA, and Wolfgang Burkart.*



*To be found at all the important international fairs and events: Dr Josef Fontaine (centre), Managing Director VLB Berlin, Dr Roland Folz (right), Manager Brewing & Beverage Science and Applications VLB Berlin and Wolfgang Burkart*



*Petra Westphal, Special Projects Manager, drinktec, who was pleased with the total of 66,886 visitors, shares her good mood with Raimond Sahn-Rastal (left), Managing Partner Rastal, Gustavo Henrique Palhares de Miranda, Brewmaster and Technology Service Specialist Centro de Tecnologia Senai Alimentos e Bebidas and Wolfgang Burkart.*



*Conrad Seidl made his traditional visit to the Sachon stand and presented his new 2013 beer guide with Viennese humour.*



*Playing World Beer Monopoly at the Sachon stand: Germain Hansmaennel (right) spoke with Andreas Hofbauer, alias "Monti," editor BRAUINDUSTRIE, about the latest developments on the world beer market.*



*Wolfgang Burkart (left) and Dr Karl Liebl, Technical Director Öttinger Brauerei, enjoying themselves*



*David Aitken, Managing Director, Asian Exhibition Services Ltd., spoke with Sabine Berchtenbreiter about the new date for the bevtec Asia in Bangkok from 6 to 8 May 2015.*



*A concentration of Weihenstephan competence with Wolfgang Burkart (left) at the Sachon stand: Prof Dr Ludwig Narziß (centre) and Prof Dr Werner Back*



*The Krones tent is a hub: Christian Müller (left), Namibia Breweries, and Dieter Pollok, Kaspar Schulz.*



*The new international orientation of Döhler, with a 50 per cent share of the Brazilian company Mais Fruta Ltd., was one topic of conversation for Martin Tolsdorf (left), Executive Director of Döhler America Latina Ltd. in Limeira, Brazil, and Wolfgang Burkart.*



*A big crowd with a world champion and Olympic winner at the Schäfer Container Systems Stand: Uwe Herzog (left), Area and Key Account Sales Director Schäfer Container Systems, Jutta Schäfer-Hillenberg, shareholder Schäfer Group, Rainer Bröcher (right), CEO Schäfer-Werke Neunkirchen, together with Markus Wasmeier (3<sup>rd</sup> from left), double Olympic medallist, Olaf Krüger (2<sup>nd</sup> from right), Master Brewer Museumsbräu at the Markus Wasmeier Bauernhof- and Wintersportmuseum Schliersee, and (former) beer sommelier world champion Karl Schiffner*