

# Diversify to thrive: How small breweries can expand their offerings with innovative mixing technology



The beverage industry is a dynamic and constantly evolving sector, with the past two decades, seeing significant changes, particularly in mixing applications.

The number of ingredients used to produce beverages has been growing, leading to a rise in new products entering the market, some of which have short shelf-lives, reflecting the industry's dynamic nature.

In this environment of dynamic global market trends, each new challenge in the sector brings fresh opportunities and Alfa Laval is at the forefront developing innovative and groundbreaking solutions to exploit these.

#### **Global market trends**

Globally, there is a clear trend towards healthier beverages as consumers are increasingly demanding a variety of options, including low and non-alcohol drinks, functional beverages, organic products, and low-sugar alternatives. This trend is not only growing but also becoming more pronounced across different regions.

Another significant trend is the focus on sustainability, with consumers preferring products from brands that prioritize environmental responsibility and sustainable production practices, including sustainable packaging.

#### **Challenges and opportunities for breweries**

These beverage trends present both challenges and opportunities for the brewery industry.

"The future of brewing lies in the ability to innovate and adapt to changing consumer demands," says Murat Boztepe, Global Beverage Industry Manager, Alfa Laval. "By leveraging advanced mixing technologies, breweries can expand their product portfolios efficiently and sustainably to meet the growing demand for diverse and healthier beverages, while also producing great beer".

"We have expertise at Alfa Laval that we are keen to share and grow through our relationships with small to mid-size breweries, and we are always happy to discuss how we can work together to transform the diversity and profitability of their operations – just as we have done for others."

Before making significant changes and adapting to market demands, breweries must consider the necessary investments. Producing beer is a more complex operation, so entering the soft drink market requires adaptation, investment, and the integration of new expertise within the organization.

One of the biggest challenges is the intense global competition. The market is dominated by large players, making it daunting for smaller breweries to enter. This often leads to hesitation and careful consideration before making substantial investments, but by using existing Alfa Laval mixing equipment there is a ready-made, energy-efficient and cost-effective way to expand product portfolios and grow product ranges with minimal investment.

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**Murat Boztepe**



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#### **Innovative mixing technology**

The deployment of Alfa Laval's industry-leading mixing technology offers an effective route to diversification, as shown by the performance of the historic Herbsthäuser brewery in southern Germany.

This traditional brewery, which is approaching its 450th anniversary, took a bold step just over a decade ago when entering the soft drink market using innovative mixing equipment.

This technology combines the mixing of liquids, carbonization, gas dissolving, and de-aeration into a single step. By utilizing existing pressure tanks, such as BBT tanks, Herbsthäuser Brauerei has significantly reduced the investment costs and risks, spending less than 10% of what a traditional soft drink process line would cost.

This approach not only helps the budget but also boosts the sustainability of performance with fewer pieces of equipment consuming less energy and generating less CO<sub>2</sub> than alternative approaches. The innovative technology allows breweries to diversify their product offerings without substantial financial outlay, making it an attractive option for those looking to enter the soft drink market.

#### **Conclusion**

Murat says: “Smaller brewers often do not have the finances to make major investments, but what they do have is water, CO<sub>2</sub> and raw materials. What we have at Alfa Laval is world-class expertise, and technology such as rotary jet mixing equipment that can transform their operations for minimal outlay and disruption, and we are ready to talk to any brewers that are looking to adapt to the changing markets and achieve success through this route.”



#### **Contact Alfa Laval**

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