

Munich, September 16, 2021

Press Release

New solutions in the beverage industry are now also digital

Webinar series signals the start of drinktec 2022

For the first time, drinktec is offering a series of webinars in the form of drinktec TALK. Innovations and solutions for the beverage industry will be presented over a total of four dates in compact, online live events covering the main topics of the trade fair. With this, drinktec is offering its customers the best possible stage to discuss innovations and developments in the industry nine whole months before the next in-person edition of the world's leading trade fair for the beverage and liquid food industry from September 12 to 16, 2022.

Markus Kosak, Exhibition Manager of drinktec, stresses: "After we had to postpone drinktec by a year due to the coronavirus, we wanted to use this format to give the community the chance to discuss innovations and technologies. In addition to this knowledge transfer, our goal is for the participants to gain new ideas and learn about current solutions at an early stage."

The series of webinars will be offered live and in English and will comprise various talks and presentations from industry experts and exhibitors. After the presentations, the participants can also engage in a dialogue with all of the speakers in an open Q&A Session. The premiere event on December 7, 2021 is all about the topic of "Water and Water Management."

The remaining dates and topics in the webinar series, spanning the complete spectrum of drinktec's four main topics, are:

January 11, 2022: Sustainable Production & Packaging

February 1, 2022: Digital Solutions & Digital Transformation

March 1, 2022: Consumer Landscape & Product Design

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You can also find more information about drinktec TALKS online at <https://www.drinktec.com/en/online/drinktec-talk/drinktec-talk-no1/>

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, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.