



countdown to drinktec

1 MINUTES... 136 DAYS 6 HOURS 21 MINUTES... 136 DAYS 6 HOURS 21 MINUTES... 136 DAYS 6 HOURS 21 MINUTES... 136 DAYS 6 HOURS 21 MINUTES... 136 DAYS 6 HOURS 21 MINUTES... 136 DAYS 6 HOURS 21 MINUTES...

September 14–19, 2009
New Munich Trade Fair Center
www.drinktec.com

This Special Promotion Section was produced by *Beverage World's* Special Projects department.

scrubs, while the ExterraT industrial sweeper offers the widest dust-controlled sweeping path in the industry. (Hall A3, Stand 347)

Alfa Laval

Recently the multinational engineering group Alfa Laval released its new range of OptiLobe rotary lobe pumps: a straightforward quality solution for standard duties within food, dairy and beverage industries. For years, Alfa Laval has developed new solutions for the safe transport of fluids for hygienic applications, and based on this experience the company has delivered a number of flexible solutions like the LKH family of centrifugal pumps as well as SRU and SX rotary lobe pumps. The new

OptiLobe pump is a more clear-cut and straightforward tool for standard duties, providing Alfa Laval quality with a simpler focus. (Hall A3, Stand 323)

Anton Paar

Anton Paar produces high-end measuring and laboratory instruments for industry and research, and is the world leader in the measurement of density, concentration and CO₂ and in the field of rheometry. One of the company's recent innovations is a DPRn 427S density transducer that connects to an mPDS evaluation unit to continuously monitor the quality of liquids during production, utilizing the reliable oscillating U-tube principle. The evalua-

tion unit uses the density values to calculate the temperature-compensated density and concentration values. (Hall A3, Stand 133)

8. Restaurant and Catering Equipment, Supplies and Advertising

Restaurant and catering equipment, supplies and advertising will be exhibited in Hall A1, with mobile facilities shown in Hall B1. Much of the fountain equipment, beverage vending machines and beer dispensing equipment will be fully operational. Exhibitors also will emphasize adver-



tising opportunities that draw on new media innovations.

Gastro-Cool

Gastro-Cool will officially present its Bluetooth advertising cooler at drinktec 2009: a close-up range radio sends multimedia contents directly from an individually designed cooler with a Bluetooth transmitter to a mobile phone, free of charge. Bluetooth downloads such as movies and animated GIFs, images, screen savers, games and ring-tones can convey a multitude of messages, including logos and images of products and brands, and prompt attention for new products – “I’m new! Look in the cool-



er!” – and also communicate special offers. (Hall A1, Stand 217)

Celli S.p.A.

New environmentally friendly coolers that incorporate energy saving solutions with complete recycling at end of use will be presented by Celli S.p.A. The company also will display its new foam insulation for standard cooler series without HFC, using CO₂ as a blowing agent. Another new product is a cooling counter called “GO” that contains standard stainless steel kegs (and soon will contain 20-liter PET kegs) without using CO₂. This new system includes a disposable beer line, rendering periodical sterilization of the lines unnecessary with the line discarded and replaced at



every keg change. (Hall A1, Stand 332)

Adapt Marketing

Adapt Marketing will exhibit Speed Bar, a vending solution with five different applications. The Speed Bar can be retrofitted with any of five sets of equipment: pouring from premix draught from kegs, speed pouring, pre-mix CSD, post-mix CSD and a traditional bar counter. Custom molded colors are available with interchangeable “kwik-klik” branding frames on three sides. (Hall A1, Stand 300)



Travel Tips

Hotel Rooms:

Book your hotel now, rooms are going fast! The closest hotels to the fairgrounds with rooms available are the NH München Dornach am MCC and the Hotel Prinzregent an der Messe. You can book your room(s) and get assistance with your travel arrangements at TRADEFAIRS.com. drinktec.com also provides the hotel directory of Messe München International with links to hotels, guesthouses and travel agencies.

Tickets:

Buy your ticket for drinktec online at drinktec.com to save half the cost. A three-day ticket is half price (44 euros, about \$60). You'll receive a ticket voucher by e-mail that you can print out and bring to the fair.

Air Travel:

Munich Airport is Germany's second-largest airport, and is considered by travelers' surveys to be the "Best Airport in Europe." The fastest way to go directly from the airport to drinktec is to use the airport shuttle bus (departing every 30 minutes). Subway trains also go to the New Munich Trade Fair Center, and the station is only steps away from the terminals.

Train:

Most major European cities connect by rail to the Munich Central Station located in City Center, minutes away from the fairgrounds. Using the "Train & Auto" rental car service, you can rent a car at the Munich Central Station and drive to drinktec.

Automobile:

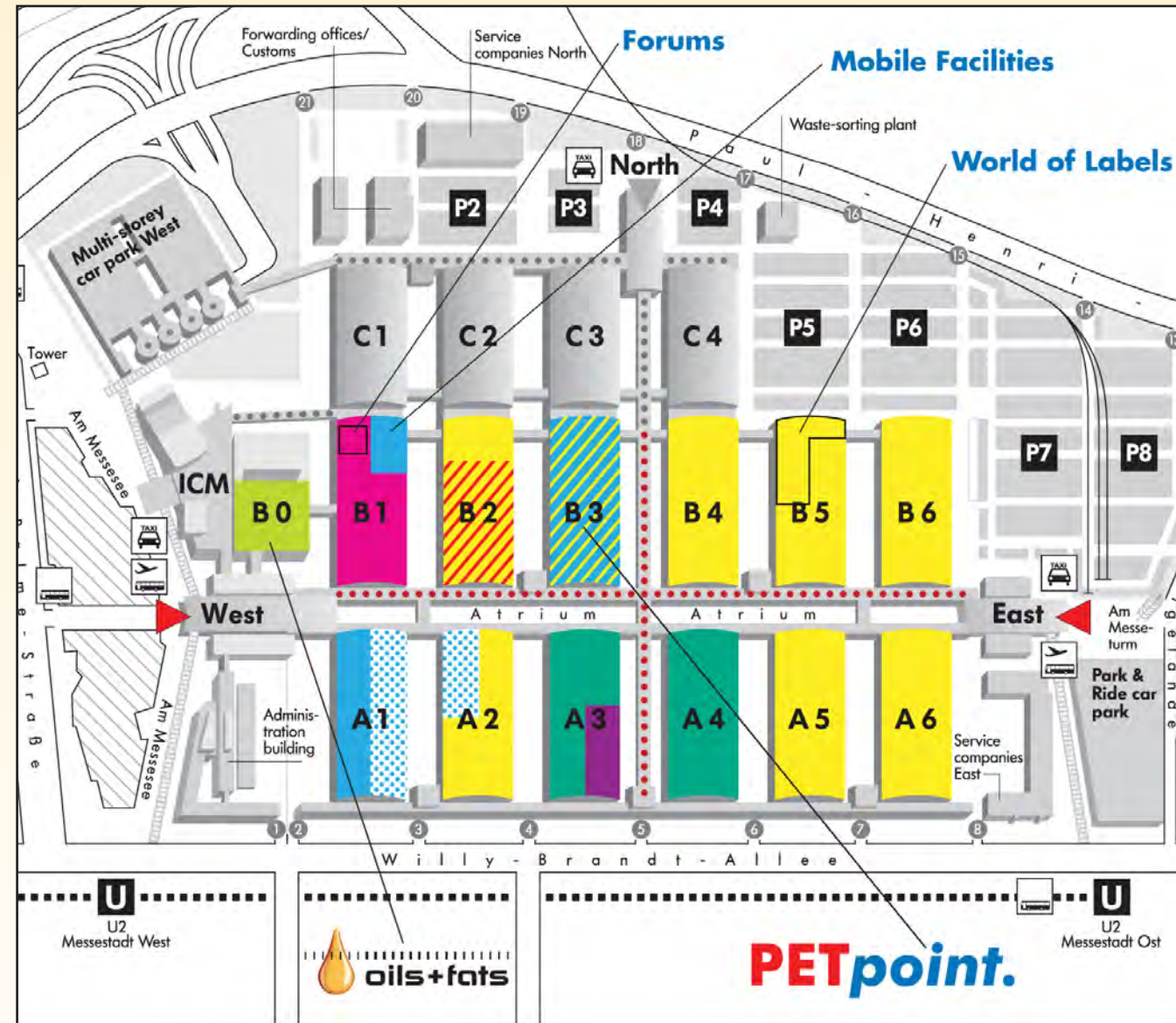
The New Munich Trade Fair Center is adjacent to the easy-to-use A94 motorway. Limousine and transfer services travel to and from the airport with passengers getting off and on at designated locations along the way.

Public Transportation:

With your online purchase of an admission ticket for drinktec, your voucher entitles you to use public transportation on the local underground and Munich rail network (U-Bahn and S-Bahn) from the day before until the day after the fair.

Go to drinktec.com to arrange your trip!

Hall Plan for drinktec 2009



.....EXPRESSWAY
THE EXPRESSWAY ALLOWS VISITORS TO REACH THE NORTH-SOUTH AND WEST-EAST HALLS QUICKLY AND CONVENIENTLY.

- Product-specific processing technology to non-alcohol drinks, fruit juices, water, wine, sparkling wine, spirits, milk and liquid foods; cleaning, filling and sealing technology for containers, kegs and casks; aseptic systems; inspection and sorting machines, monitoring equipment; labeling, finishing, printing and marking machines; palletizing, depalletizing and discharging equipment; conveyors and magazines; order picking equipment, storage systems, in-house transport vehicles and transport vehicles; machines and raw materials for the production of plastic containers and closures, recycling
- PETpoint
Machines and raw materials for the production of plastic containers and closures, recycling
- Product-specific processing technology for beer and malt
- Cross-industry process technology: mechanical separation technology and stabilization; thermal processing technology; cleaning systems for plant; installations for measurement recording; pumps; fittings and piping systems; process automation and control; IT solutions, laboratory
- Raw materials, additives and agents
- Process and production supplies; energy systems, utility systems compressed air and gas supplies; emissions reduction and building systems; water and wastewater
- Restaurant and catering equipment, supplies and mobile facilities, advertising
- Containers, packaging materials, packaging accessories and closures
- oils+fats September 16-18, 2009
International Trade Fair for the Production and Processing of Oils and Fats made from Renewable Resources

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