

**BarTech  
Europe**

**Smart  
Technology  
for Bars**

# BarTech Europe 2025 – Smart Technology for Bars

## Congress Program

### Highlights:

- LIVE Demonstrations
- Foyer Exhibition
- A Festive Networking Dinner
- International Product Exhibition

**Register  
now!**

**September  
15 – 17, 2025**



Die Süßwaren Akademie  
The Academy of Sweets



**MONDAY, 15.09.2025**

## **GET TOGETHER EVENING - NETWORKING EVENT & FOYER EXHIBITION**

**17:00** Welcome and Opening of the BarTech Europe 2025

### **INTERNATIONAL MARKETS & TRENDS**

**17:10** **Interactive Voting Session - Is this a Bar?**  
Nadine Steiner, ZDS e.V.

**17:25** **What is a Bar? - Different Factors, Marketing & Technology**  
Thomas Reinemann, RCC Consulting GmbH and  
Thorsten Blume, The Lorenz Bahlsen Snackworld GmbH & Co KG &

**18:10** **Hypes, Trends, Megatrends - Dynamics with the FMCG Market in Germany**  
David Georgi, NIQ Germany

**18:40** **Tapping Into the Feed: What Social Listening Reveals About UK Snack Bar Consumers**  
Quentin Schotte, Cargill Holding (Germany) GmbH

**19:10** **Bar-forming via (Co-)Extrusion**  
Holger Hennrichs, Aasted ApS

**19:40** **LIVE DEMONSTRATION - Aasted ApS**

**20:20** **Evening Snack and Networking Event**

**TUESDAY, 16.09.2025**

**9:00** Welcome and Program Overview

### **PRODUCT DEVELOPMENT: CHALLENGES & INGREDIENTS**

**9:15** **Innovative Protein-based Food and Off Flavors - A Challenging Sensory Approach**  
Prof. Dr. Simone Peschke, Berlin University of Applied Sciences

**9:45** **The Production and Use of Debittered Protein Concentrates from Legumes for Bars and Snacks**  
Dimitrios Makrakis, DMC - Dimitrios Makrakis Consulting

**10:15** **Pectin and Functional Fruit Fibres for Texturizing and Coating of Plant Based Bars and Snacks**  
Marlene Beicht, Herbstreith & Fox GmbH & Co. KG Pektin-Fabriken; Herbafood Ingredients GmbH

**10:45** **Networking Break and Foyer Exhibition**

**11:30** **Chocolate Alternatives from Fava Beans as a Solution to Cocoa Supply Issues.**  
Ross Newton, Nukoko

### **FOCUS: PROTEIN & PROTEIN ALTERNATIVES**

**12:00** **Plant-based Proteins for Bar Products- An Overview from a Business Perspective**  
Stefanie Strebel, Ceresal GmbH

**12:30** **Deliciously Functional – Advancing Snack Bars with Protein, Fibre & Taste Modulation**  
Leon Haberstock, Döhler GmbH

**13:00** **Advanced Collagen Peptides for Optimized Bar Formulations**  
Dr. Johanna Schmidgall, GELITA AG

**13:30** **Lunch**

**14:30** **Protein Bar Formulation - Factors to Consider - Dairy and Plant-based Proteins**  
Grace Calahance, Glanbia Nutritionals

**15:00** **Title will follow**  
Marie Kocialkowski, Roquette Frères S.A.

**15:30** **How Collagen Peptides Can Help Achieve a Soft Texture and Pleasant Taste in High-Protein Bars.**  
Dr. Chiara Roye, PB Leiner

**16:00** **Networking Break and Foyer Exhibition**

**16:45** **Online Presentation: Reducing Protein Bar Hardening & Protein Bar Shelf Life**  
Dr. Audrey Girard, University of Wisconsin - Madison Department of Food Science



## PROCESSING TECHNOLOGY

17:15 **Flexible, Versatile, Accurate - SOLUTIONS FOR BAR PRODUCTION - From "Start Up" to "Industrial Size"**

Andreas Betz and Alexander Schulz - Vemag Maschinenbau GmbH

17:45 **LIVE DEMONSTRATION - Vemag Maschinenbau GmbH**

18:25 **Online Presentation: Stickiness of Bar Binders**

Prof. Dr. Richard Hartel, University of Wisconsin - Madison Department of Food Science

18:55 **Festive Evening Dinner**

## WEDNESDAY, 17.09.2025

8:30 **Welcome**

## PROCESSING TECHNOLOGY

8:40 **"From Preparing the Mass to the Finished Product" - We Set the Bar High!**

Volker Günnel CHOCOTECH GmbH and Klaus-Dietrich Franzmeier SOLLICH KG

9:10 **Raw Material Savings, Sustainability and Rework Reduction in Bar Technology**

Manuel Stumpf, Hansella GmbH

9:40 **Networking Break and Foyer Exhibition**

10:30 **Tasty Bars for Better Health: Cutting Sugar, Adding Fibre, Enhancing Nutrition**

Ing. Vincent Mayon, Beneo

11:00 **Challenges in the Process of Mixing Protein-based Products**

Elisa Finck, Glass GmbH & Co. KG

11:30 **Technological Solutions to Master Bar Challenges on Small Scale, as Perfect Preparation for Industrial Scale Production.**

András Somfai and Aleksander Madej, Bühler GmbH

12:00 **Title will follow**

Krüger & Salecker Maschinenbau GmbH & Co. KG

12:15 **LIVE DEMONSTRATION - Krüger & Salecker Maschinenbau GmbH & Co. KG**

13:00 **Lunch**

## STATUS QUO - SCIENCE AND RESEARCH

14:00 **Enhancing Energy Bars with Microalgae: A Study on Nutritional, Physicochemical and Sensory Properties**

Dr. Ing. Fabio Fanari, IRTA - Institute Of Agrifood Research And Technology

14:30 **Multi-scale 3D-Printing Technology for Continuous Processing of Food Bars with Customized Textural and Aroma / Flavour Characteristics**

Prof. em. Dr. Erich J. Windhab, ETH Zürich

15:00 **Final Discussion and Farewell**

15:20 **End of Congress**

15:20 **Optional Highlight: Technical Tour of the ZDS Facilities**

Andreas Bertram, Managing Director ZDS. e.V.



## INTERNATIONAL PRODUCT EXHIBITION







**ZDS**  
Die Süßwaren Akademie  
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