

**BarTech
Europe**

**Smart
Technology
for Bars**

BarTech Europe 2025 – Smart Technology for Bars

Congress Program

Highlights:

- LIVE Demonstrations
- Foyer Exhibition
- 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

INTERNATIONAL MARKETS & TRENDS

17:00 Welcome and Opening of the BarTech Europe 2025

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 of Co-Extrusion - Aasted ApS**

20:20 Evening Snack and Networking Event

TUESDAY, 16.09.2025

PRODUCT DEVELOPMENT: CHALLENGES & INGREDIENTS

9:00 Welcome and Program Overview

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**
Dr. Orla Power, Glanbia Nutritionals
- 15:00 **Pea protein in Bars**
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

PROCESSING TECHNOLOGY

8:30 Welcome

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**
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12:15 **LIVE DEMONSTRATION**

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



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