

**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 | <b>Welcome and Opening of the BarTech Europe 2025</b>  |
| 17:10 | <b>Interactive Voting Session - Is this a Bar?</b><br>Nadine Steiner, ZDS e.V.   |
| 17:25 | <b>What is a Bar? - Different Factors, Marketing &amp; Technology</b><br>Thomas Reinemann, RCC Consulting GmbH and<br>Thorsten Blume, The Lorenz Bahlsen Snackworld GmbH & Co KG & |
| 18:10 | <b>Hypes, Trends, Megatrends - Dynamics with the FMCG Market in Germany</b><br>David Georgi, NIQ Germany   |
| 18:40 | <b>Tapping Into the Feed: What Social Listening Reveals About UK Snack Bar Consumers</b><br>Quentin Schotte, Cargill Holding (Germany) GmbH  |
| 19:10 | <b>Bar-forming via (Co-)Extrusion</b><br>Holger Hennrichs, Aasted ApS  |
| 19:40 | <b>LIVE DEMONSTRATION of Co-Extrusion - Aasted ApS</b>   |
| 20:20 | <b>Evening Snack and Networking Event</b>  |

## TUESDAY, 16.09.2025

### PRODUCT DEVELOPMENT: CHALLENGES & INGREDIENTS

- |       |   |
|-------|---|
| 9:00  | <b>Welcome and Program Overview</b>   |
| 9:15  | <b>Innovative Protein-based Food and Off Flavors - A Challenging Sensory Approach</b><br>Prof. Dr. Simone Peschke, Berlin University of Applied Sciences  |
| 9:45  | <b>The Production and Use of Debittered Protein Concentrates from Legumes for Bars and Snacks</b><br>Dimitrios Makrakis, DMC - Dimitrios Makrakis Consulting  |
| 10:15 | <b>Pectin and Functional Fruit Fibres for Texturizing and Coating of Plant Based Bars and Snacks</b><br>Marlene Beicht, Herbstreith & Fox GmbH & Co. KG Pektin-Fabriken; Herbafood Ingredients GmbH |
| 10:45 | <b>Networking Break and Foyer Exhibition</b>  |
| 11:30 | <b>Chocolate Alternatives from Fava Beans as a Solution to Cocoa Supply Issues.</b><br>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 **Advanced Collagen Peptides for Optimized Bar Formulations**  
Dr. Johanna Schmidgall, GELITA AG
- 13:00 **Deliciously Functional – Advancing Snack Bars with Protein, Fibre & Taste Modulation**  
Leon Haberstock, Döhler GmbH
- 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

**12:15**     **LIVE DEMONSTRATION - Maschinenfabrik Seydelmann 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**





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