

**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  
Torsten 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

**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 **Advanced Collagen Peptides for Optimized Bar Formulations**  
Dr. Margarethe Plotkowiak, 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**    **Microalgae as a Functional Ingredient in Energy Bars: Unlocking Nutritional Potential  
through Alternative Proteins**  
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**  
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