



Get. In.

Der Branchenkongress von GETRÄNKE ZEITUNG und INSIDE.

Versatile Fruitwine World: AUSTRIA JUICE at Get. In. Congress 2019

At the upcoming Get. In. Congress in Frankfurt, the congress for decision makers of breweries, food retailers and beverage retailers, we represent our alcoholic product division and selected flavours and once again demonstrate our competence as a full-service partner. We offer professional business-to-business solutions - from the fermentation of fruit juices to recipe development and the finished customer product on the shelf.

With cider, Secco, fruit wine cocktails and beer-mix we pick up the latest trends „**The Value of the Simple**“, „**Stay in Balance**“, „**Composed for & by me**“.

- **Stay in Balance**

Consumers are increasingly looking for physical and mental health. They are looking for products that enable them to live better and pursue their nutritional goals. In addition to functional ingredients for stress relief, to increase the immune system or to support weight loss, the reduction of alcohol consumption plays an increasingly important role. But the consumer does not want to miss out on the taste experience of his favorite drink or, alternatively, does not want to resort to a classic soft drink. To meet exactly this customer need, there are the non-alcoholic Cider variants with interesting taste profiles with which visitors to the AUSTRIA JUICE booth can refresh themselves.

- **The Value of the Simple**

There are increasing requests for products and experiences of good quality that allow consumers to express their individuality. In our fast time, through simplicity and clarity they create islands of tranquility and enjoyment.

At the upcoming Get In Congress in Frankfurt, AUSTRIA JUICE is also following this trend and offers visitors the opportunity to experience authentic taste experiences through classic ciders and natural beer-mix drinks and Seccos.

- **Composed for & by Me**

Mehr denn je ist der Verbraucher auf der Suche nach Produkten die einzigartig, maßgeschneidert, innovativ und bestenfalls noch Instagram-kompatibel sind. Produkte, die zu einem passen, mit deren Herstellung man sich identifiziert und die einen das neue Unbekannte testen und erleben lassen. Mit unserer Spicy Cider Range und Fruchtwein-Cocktails bieten wir Ihnen hierfür ebenfalls optimale Produktkonzepte.

More than ever, consumers are looking for products that are unique, tailor-made, innovative and at best instagramable. Products that fit to the lifestyle, production processes you can identify yourself with and products that let you test and experience the new unknown. With our Spicy Cider Range and fruit wine cocktails, we also offer you perfect product concepts.

Visit AUSTRIA JUICE right in front of the Congress Hall of Marriott Hotel Frankfurt and look forward to fruit wine and cider concepts as well as flavours that bear fruit!