

Press release
Munich, 14 September 2009

New world sensation from Harboe:

New method for faster production of beer and soft beverages

Harboe is now able to present two new barley malt extracts at the Drinctec Trade Fair – namely Barlex BEER and Barlex CLEAR. The extracts allow for simpler and more stable production of beer, non-alcoholic beer, malt beverages and soft beverages. Harboe expects a considerable increase in revenue, not least in the Middle East, where the sale of non-alcoholic malt beverages is experiencing phenomenal growth.

In recent years Harboes innovation and development activities have focused on malt extract products. The latest additions to the product range are *Barlex BEER* and *Barlex CLEAR*. Both products offer beverage producers a new set of possibilities, as Barlex BEER and Barlex CLEAR can be easily incorporated into the production of beer, non-alcoholic beer, malt beverages and other soft beverages. The barley malt extracts can be adapted to individual customer requirements and technical equipment is only needed for mixing and tapping.

Major market in the Middle East

Harboes Barlex CLEAR, clear barley malt extract, is a unique product based on a special means of production for which Harboe is currently seeking global patent approval. The clear barley malt extract is made from the finest raw ingredients, is 100% water soluble, can immediately be incorporated into production, and is therefore ideally suited for use in a wide range of drinks. Managing Director at Harboe, Bernhard Griese, sees a great potential for the clear barley malt extract, especially in the Middle East:

“We are currently witnessing explosive growth in the market for non-alcoholic malt beverages for adult and child consumption. And given the fact that malt beverage production based on clear barley malt extract is totally different from alcohol production, this opens up a whole new range of possibilities for local production in the countries. Our Barlex CLEAR is halal-approved, which is why we naturally have great hopes for the Middle Eastern market.”

Not only is clear barley malt extract a versatile product that is easy to use in production, it also reduces production costs, as it is not necessary to filter clear barley malt extract prior to tapping. This translates into a substantial cost savings in relation to processing and equipment.

Focus on health results in increased demand

Despite the growing market in the Middle East, Harboe is currently focusing on other markets:

“The increased focus on lifestyle problems and health in general in many parts of the world has resulted in a growing demand for products made with natural ingredients and natural flavour additives. Clear barley malt extract lives up to these parameters and at the same time contains important vitamins, minerals and fibres. We are therefore convinced that there is a tremendous market for Barlex CLEAR – and not least a substantial market for beverages based on the extract. We are therefore greatly looking forward to introducing the product into the market. Several of our beverage customers have tested Barlex CLEAR in production and their response has been extremely favourable.”

For further information:

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