

# AUSTRIA JUICE

*Event info/Press release*

## ***AUSTRIA JUICE at world trade fair for the food industry***

### ***19 - 23 October: Beverage and flavour specialist from Lower Austria at SIAL 2024 in Paris***

The food sector is constantly changing. Taste, health and sustainability are increasingly shaping consumer behaviour in the food and beverage sector.

AUSTRIA JUICE, the world's leading producer of apple and berry juice concentrates and flavouring specialist, will once again be exhibiting at one of the largest international trade fairs in the industry, SIAL, in Paris this year. The company will be presenting ready-made solutions for drinks manufacturers, such as a high-protein energy drink in the popular blueberry flavour and the increasingly popular non-alcoholic mocktails.

In today's world, it is of the utmost importance to identify market trends at an early stage, develop innovative ideas and build a comprehensive network on the global market. The global food industry is increasingly moving towards sustainability, and we strive to position ourselves as a trustworthy partner that prioritises transparency and reliability. At SIAL, we have the opportunity to connect with exhibitors and visitors from over 200 countries and expand and strengthen our international business relationships.

## ***SIAL 2024***

***When: 19 - 23 October 2024***

Where: Exhibition Centre Paris Nord Villepinte (France)

SIAL is one of the most renowned trade fairs in the food industry and is taking place for the 60th time this year. More than 7,000 exhibitors and 285,000 visitors from over 200 countries are expected to attend.

More information at <https://www.sialparis.com>.

## ***ABOUT AUSTRIA JUICE***

AUSTRIA JUICE is the **world's leading producer and supplier of apple and berry juice concentrates**. Around 1,000 employees at 13 locations produce fruit juice concentrates, natural flavours, direct juices and fruit wines and supply more than 750 customers in the food processing industry in 65 countries.

Founded in 1936 as 'YO - Ybbstaler Obstverwertung', AUSTRIA JUICE has been a joint venture of AGRANA Beteiligungs-AG and RWA Raiffeisen Ware Austria AG for more than ten years, with headquarters in Kröllendorf (Lower Austria) and **13 plants** in Austria, Germany, Hungary, Poland, Romania, Ukraine and China. Another mainstay is flavourings for the food sector.

**Passion you can taste.**