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MEXICO  
2024

Versuchs- und Lehranstalt für Brauerei in Berlin (VLB) e.V.

2<sup>ND</sup> TO 4<sup>TH</sup> SEPTEMBER 2024, CIUDAD DE MÉXICO, MÉXICO

# 14<sup>th</sup> VLB Ibero-American Symposium

## Program

- + Raw materials and its influence on the brewing process
- + Brewhouse: Innovations and process aspect to consider
- + Fermentation and maturation, yeast management
- + Innovations in the brewing process and their impact in the sustainability
- + Process control and digitalization in the brewing industry
- + Filling technology, logistic and transport of beverages
- + Innovations in the brewing industry and their contribution to the brewing process

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 VENUE: MARQUIS REFORMA HOTEL & SPA, PASEO DE LA REFORMA 465, COL. CUAUHTEMOC, MEXICO, CDMX

 LANGUAGES: ENGLISH & SPANISH



### MONDAY, 2<sup>ND</sup> SEPTEMBER 2024

- 10:00 to 13:30 Registration and credentials for participants  
Place: Lobby Hotel Marquis Reforma
  - 14:00 **Bus departure to visit Cervecería Heineken México, Toluca\***
  - 19:00 Return to the hotel
- \*Limited places. It is mandatory to carry the industrial safety equipment. Access will not be allowed without safety shoes. Access will not be allowed in dresses and / or shorts

### TUESDAY, 3<sup>RD</sup> SEPTEMBER 2024

- 8:30 **Opening words**  
*Roberto Biurrun (VLB Berlin)*
- 8:45 **VLB, past and present**  
*Roberto Biurrun (VLB Berlin)*
- 9:00 **What's brewing in the Ibero-American beer market in 2024 and beyond**  
*Diego Borjas (Euromonitor International)*

### SESSION 1: RAW MATERIALS AND ITS INFLUENCE ON THE BREWING PROCESS

- Chair: Roberto Biurrun (VLB Berlin)
- 9:30 **Perspectives for the Latin American barley market and the main impacts of supply and demand on the global market**  
*Cesar Pierobom (BMS)*
- 10:00 **Evaluating the malting quality and brewing potential of different rice varieties**  
*Scott Lafontaine (University of Arkansas)*
- 10:30 **Cultivating the future: Sustainable hops for a greener tomorrow**  
*Richard Shaye (Hopsteiner)*
- 11:00 **"Digital quality barley"**  
*Miguel Angel Esquivel (Heineken Mexico)*
- 11:30 Coffee break with technical exhibition

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### SESSION 2: BREWHOUSE: INNOVATIONS AND PROCESS ASPECT TO CONSIDER

- Chair: Rodrigo Pantoja (AB-Inbev)
- 12:00 **Dynamic Lauter Mode (DLM)**  
*Michelle Mayorga (Ziemann Holvrieka)*
- 12:30 **Discover different ways to boost the mash filter performance through grist composition**  
*Tobias Flügel (Bühler)*
- 13:00 **Water quality from a biological perspective – Microbiological risks in water treatment, storage and distribution**  
*Martin Hageböck (VLB Berlin)*
- 13:30 Lunch break with technical exhibition

### SESSION 3: FERMENTATION AND MATURATION, YEAST MANAGEMENT

- Chair: Luis Damas (Heineken Mexico)
- 14:30 **Sour NABLAB through fermentation: a technical approach to mitigate wort notes**  
*Kevin Lane (Fermentis)*
- 15:00 **Understanding the long-term stability of non-alcoholic beers**  
*Christian Schubert (VLB Berlin)*
- 15:30 **Premature yeast flocculation - It's not the yeast's fault!**  
*Martin Hageböck (VLB Berlin)*
- 16:00 Coffee break with technical exhibition

### SESSION 4: INNOVATIONS IN THE BREWING PROCESS AND THEIR IMPACT IN THE SUSTAINABILITY

- Chair: Fernando Aguirre García (Constellation Brands)
- 16:30 **"Spent grains – They heat the brewery and chill the Beer" and other sustainable and water-saving solutions**  
*Konstantin Ziller (Ziemann Holvrieka)*
- 17:00 **The future of beer filtration – Sustainable beer production to appeal the end consumer**  
*Roland Pahl (Pall)*
- 17.30 **Divergan® contributes to net carbon zero targets**  
*Thorsten Schmeller (BASF)*





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- 19:00 **Come together en Prime Steak Club Angel de la Independencia**  
*A courtesy of Ziemann Holvrieka / Constellation Brands / Rovi Ingeniería*
- 21:30 End of the event (*Individual return, no transportation foreseen*)

**WEDNESDAY, 4<sup>TH</sup> SEPTEMBER 2024**

**SESSION 5: PROCESS CONTROL AND DIGITALIZATION IN THE BREWING INDUSTRY**

Chair: Roberto Biurrun (VLB Berlin)

- 9:00 **The importance of correctly digitizing process information to maximize its value in decision-making systems**  
*Alfredo Leal (Proleit)*
- 9:30 **Carbon costs and footprint reduction through in-line monitoring**  
*Ricardo Rodríguez (Pentair- Rovi Ingeniería)*
- 10:00 **Automating Routine Analysis**  
*Reinou Olwagen (Anton Paar)*
- 10:30 **Modern Brewing Process Control – Key to efficiency, security and profitability**  
*Sergio Salinas González (Siemens)*
- 11:00 Coffee break with technical exhibition

**SESSION 6: FILLING TECHNOLOGY, LOGISTIC AND TRANSPORT OF BEVERAGES**

Chair N.N.

- 11:30 **Sustainable processing and filling systems and solutions**  
*Rüdiger Adelman / Andreas Zeller (KHS)*
- 12:00 **Comprehensive Pallet Inspection System**  
*Marcelo Chyu (F&P International)*
- 12:30 **The importance of Track & Trace and data collection for Beer Industry**  
*Jalber Nunez and Dario Contreras (Filtec)*
- 13:00 Lunch break with technical exhibition

**SESSION 7: INNOVATIONS IN THE BREWING INDUSTRY AND THEIR CONTRIBUTION TO THE BREWING PROCESS**

Chair Roberto Biurrun (VLB Berlin)

- 14:00 **Gen. "Z": Physiological & emotional entry barriers for beer consumption**  
*Fernando Aguirre García (Constellation Brands)*
- 14:30 **Steinecker Brewnomic modules for water saving and upcycling**  
*Michael Schweitzer (Steinecker / Krones)*
- 15:00 Coffee break with technical exhibition
- 15:45 Closing words
- 16:00 Toast (surprise at Salon Palacios)
- 17:00 End of the Symposium

**Download our Event-App:**



**Contact**

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