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

10TH TO 12TH NOVEMBER 2025, PONTA GROSSA, PARANÁ, BRAZIL

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

## Program

- + Brazil, Market Outlook
- + Technology & Innovation
- + Brewing
- + Beer and its Technology
- + Brewing Optimazitation
- + Sensory Workshop (13<sup>th</sup> November)

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[www.vlb-berlin.org/en/brazil2025](http://www.vlb-berlin.org/en/brazil2025)



MONDAY, 10 NOVEMBER 2025

|          |                                                 |
|----------|-------------------------------------------------|
| 10:00 to | Registration and credentials for participants   |
| 13:00    | Foyer Bourbon Hotel                             |
| 14:45    | Bus departure to Agrária, Campos Geráis Maltery |
| 21:30    | Transfer back to Bourbon Hotel                  |

TUESDAY, 11 NOVEMBER 2025

|      |                                                                                                 |
|------|-------------------------------------------------------------------------------------------------|
| 8:30 | <b>Opening words</b><br><i>Martin Dubrowsky (VLB Berlin)</i>                                    |
| 8:35 | <b>VLB – past and present</b><br><i>Dr. Josef Fontaine (VLB Berlin) / Dr. Björn Klotzbücher</i> |

SESSION 1: BRAZIL, MARKET OUTLOOK

|        |                                                                                                                                                       |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chair: | Martin Dubrowsky (VLB Berlin)                                                                                                                         |
| 9:15   | <b>Occasions that create belonging — When beer creates connections: family, friends, and self-care</b><br><i>David Fiss (Worldpanel by Numerator)</i> |
| 10:05  | <b>Minimum Controls of GMP for Breweries</b><br><i>Alinne Barcellos Bernd (Ministry of Agriculture and Livestock)</i>                                 |
| 10:35  | <b>Since 1951 - The sustainability strategy of Agrária...</b><br><i>Rodrigo Pizzato Lass (Agrária)</i>                                                |
| 11:05  | Coffee break & Exhibition                                                                                                                             |

SESSION 2: TECHNOLOGY & INNOVATION

|        |                                                                                                        |
|--------|--------------------------------------------------------------------------------------------------------|
| Chair: | Sidney Telles Belchior De Oliveira Filho (Coca-Cola Andina)                                            |
| 11:45  | <b>What if AI could analyze your entire brewery with just one click?</b><br><i>Andy Marz (Ziemann)</i> |
| 12:15  | <b>Brewery 4.0 – How to evolutionise the Brewing Industry</b><br><i>Surinder Singh (Carlsberg)</i>     |
| 13:05  | <b>Challenges of Innovation in Beers</b><br><i>Lucas Dato (Ambev)</i>                                  |
| 13:35  | Lunch break & Exhibition                                                                               |

SESSION 3: BREWING I

|        |                                                                                                                                                   |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Chair: | Jeferson Caus (Agrária)                                                                                                                           |
| 14:15  | <b>The Heineken view on the brazilien Beer market (TBC)</b><br><i>N.N. (Heineken)</i>                                                             |
| 14:45  | <b>Are tradition and innovation in the construction of a new Brewery compatible concepts?</b><br><i>Sidney Telles Belchior (Coca-Cola Andina)</i> |

|       |                                                                                                             |
|-------|-------------------------------------------------------------------------------------------------------------|
| 15:15 | <b>How the Future of Brewing Impacts the Cold Block</b><br><i>Dr. Roland Pahl-Dobrick (Pall)</i>            |
| 15:45 | <b>Net-zero becoming reality: Best practice examples for beverage producers</b><br><i>Stefan Rupp (GEA)</i> |
| 16:05 | Coffee break & Exhibition                                                                                   |

SESSION 4: BREWING II

|        |                                                                                                                                                                                                     |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chair: | Alexandre Martins Esber (Ambev)                                                                                                                                                                     |
| 16:50  | <b>Innopro EcoClear – Optimized Membrane Filtration System for Beer</b><br><i>Daniel Ulmen (KHS)</i>                                                                                                |
| 17:20  | <b>Ultra High Gravity Brewing</b><br><i>Michael Schweitzer (Krones)</i>                                                                                                                             |
| 17:50  | <b>Reducing Energy Costs and Enhancing CO<sub>2</sub> Quality &amp; Availability: The Power of In-Line Monitoring</b><br><i>Ricardo Gregori Imperial Barbieri &amp; Paulo Matias (JT + Pentair)</i> |

|       |                                                                       |
|-------|-----------------------------------------------------------------------|
| 18:55 | Bus transfer to Villagio Verde                                        |
| 19:15 | <b>Welcome Event sponsored by ZIEMANN Holvrieka at Villagio Verde</b> |
| 22:15 | Bus transfer back to the hotel                                        |

WEDNESDAY, 12 NOVEMBER 2025

SESSION 5: BEER & TECHNOLOGY I

|        |                                                                                                                                                |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Chair: | Dr.-Ing. Björn Ch. Klotzbücher (VLB Berlin)                                                                                                    |
| 8:45   | <b>Flavor, stability, and food safety of non-alcoholic beers</b><br><i>Bernardo Guimarães (University of Arkansas)</i>                         |
| 9:15   | <b>Determination of the optimal glycerol level to improve the flavor and mouthfeel of non-alcoholic beer</b><br><i>Max Krüger (VLB Berlin)</i> |
| 9:45   | <b>Hops without the buzz: Innovations for low &amp; no-alcohol beverages</b><br><i>Andrés Lefevre (Hopsteiner)</i>                             |
| 10:15  | Coffee break & Exhibition                                                                                                                      |

SESSION 6: BEER & TECHNOLOGY II

|       |                                                                                                                                                                             |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chair | Rozilene Alves de Sá (Heineken)                                                                                                                                             |
| 10:55 | <b>Do you like living on the edge – chasing quick wins? Or do you prefer a brewery that’s protected for the long run?</b><br><i>Philipp Bartelt (Ziemann)</i>               |
| 11:25 | <b>Seal the flavor, extend the shelf: TPO 5000 for Brew-masters Who Demand More</b><br><i>Reinou Olwagen (Anton Paar)</i>                                                   |
| 11:55 | <b>Unlocking the Aroma Potential of Volatile Thiols in Beers: How Conventional Ale and Lager Yeast Strains Produce Thiolyzed Beers</b><br><i>Marcelo Cerdan (Fermentis)</i> |
| 12:25 | <b>Thinking Quality and Innovation together</b><br><i>N.N. (Heineken)</i>                                                                                                   |
| 12:55 | Lunch break & Exhibition                                                                                                                                                    |



SESSION 7: BREWING OPTIMIZATION

|       |                                                                                                                                                                                         |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chair | Surinder Singh (Carlsberg New Technologies)                                                                                                                                             |
| 13:55 | <b>From Old-fashioned to Cutting Edge. How to unlock the full potential of your value chain from barley to malt and grist</b><br><i>Tobias Fluegel (Bühler)</i>                         |
| 14:25 | <b>Maximizing efficiency and sustainability: Thermo-stable Enzymatic Biosolutions as a strategic tool in wort production</b><br><i>Ana Paula Freitas Pereira de Almeida (Novonesis)</i> |
| 14:55 | <b>The impact of protein on beer stability</b><br><i>Wilson Pazotto (Prozyn)</i>                                                                                                        |
| 15:25 | <b>Exploring malted rice as a novel brewing ingredient</b><br><i>Bernardo Guimarães (University of Arkansas)</i>                                                                        |
| 15:55 | Coffee break & Exhibition                                                                                                                                                               |
| 16:35 | Bus transfer to Ambev                                                                                                                                                                   |
| 17:35 | Technical visit Ambev                                                                                                                                                                   |
| 21:10 | Bus transfer back to the hotel                                                                                                                                                          |

THURSDAY, 13 NOVEMBER 2025

SENSORY WORKSHOP

|       |                                                                     |
|-------|---------------------------------------------------------------------|
| 9:00  | Trends in Taste in Brazil                                           |
| 9:40  | Fermentis - Presentation                                            |
| 11:15 | Introduction Theory, Sensory methods and presentation of substances |
| 12:15 | Coffee Break                                                        |
| 12:35 | Recognition Test (characteristics and off-flavours in beer)         |
| 13:05 | Scaling Ageing                                                      |
| 13:35 | Triangle-Test                                                       |
| 13:50 | Lunch break                                                         |
| 14:50 | Quality Test (5-Point-Scheme, two-glass comparison)                 |
| 15:20 | VLB NAB Descriptive Scheme                                          |
| 16:00 | Distribution of Certificates to Participants                        |
| 16:30 | End                                                                 |

Registration:



Contact

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