

Soufflet Malt Returns to Brew Asia 2026 Showcasing the Heritage Collection

Paris, France. October 14, 2026. Soufflet Malt, the world's largest maltster, will once again exhibit at Brew Asia 2026, on October 28-29 to connect with brewers, customers and industry partners from across the region. Brew Asia is the premiere conference and trade fair for brewing in APAC and will be hosted in Ho Chi Minh City, Vietnam.

Driven by the theme "*Brewing Smart, Scaling Strong*", Brew Asia's conference program addresses the everyday technical and business challenges of an ever-changing industry.

Visitors will find the **Soufflet Malt team at Booth H5**, where the company will showcase its Heritage Collection of malt brands including Barrett Burston Malting, Castle Malting, Bairds Malt and Durst Malz.

The Heritage Collection brings together established malt brands with long standing histories and expertise across a diverse portfolio of malt styles and brewing applications. For Brew Asia, the collection provides a connection between local and international malt expertise. Barrett Burston, with its Australian heritage and local production, offers a particularly strong connection to the region, while Castle Malting, Bairds and Durst Malz bring their own established traditions and expertise to the European portfolio.

"The theme of Brew Asia 2026, *Brewing Smart, Scaling Strong*, reflects exactly what our Heritage Collection delivers," said **Cyril Charzat, APAC President, Soufflet Malt**. "Each of our brands is deeply rooted in its malting traditions and heritage. Together, they give brewers access to unique malt characteristics and proven local expertise, all supported by the scale, innovation and reliability of the world's largest maltster. We look forward to showcasing the collection, sharing ideas and continuing to build relationships with the brewing community across the region."

Visitors to the Soufflet Malt exhibit will have the opportunity to taste two beers brewed exclusively with malts from the Heritage Collection showcasing their flavor, character and overall beer quality. Existing and prospective customers are invited to join the **Soufflet Malt team at Booth H5** to discuss malt selection, brewing applications and the Heritage Collection.

Visit Soufflet Malt at Brew Asia

Event: Brew Asia 2026

Dates: 28–29 October 2026

Booth: H5

About Soufflet Malt

About Soufflet Malt Soufflet Malt is the world's leading maltster, with 35 malting plants across 20 countries in Europe, Asia, Africa, Australia and America. Employing more than 2,200 employees, Soufflet Malt has a production capacity of 3.6 million tons of malt annually to meet the demands of its customers: large, global breweries and artisan craft brewers, distillers and other food and beverage manufacturers around the world. Building on its local farming roots and global reach, including distribution through Country Malt Group in North America and Cryer Malt in Asia, Soufflet Malt acts as a trusted supplier of quality malt, serving customers through brands such as Canada Malting, Great Western Malting, Durst Malz, Bairds Malt, Castle Malting, Tchecomalt and Barrett Burston. With a commitment to pioneer sustainable malt solutions, Soufflet Malt remains steadily focused on innovation across its entire value chain.

Our vision: **Unleash the power of malt.**

For more information: souffletmalt.com

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