Soufflet Malt unleashes innovation in no and low alcohol beverages at BrauBeviale 2026

Paris, France, November 4, 2026 – Soufflet Malt, the world's number one maltster will challenge perceptions of what malt can do at BrauBeviale 2026. The company will showcase its malt syrup innovation for low and no alcohol beverages, celebrate its distinctive Heritage Collection of seven unique malt brands, and share an exciting new development for craft brewers across Europe.

Unleashing innovation in low and no alcohol

As brewers tap into growing opportunities in the low and no alcohol category, Soufflet Malt will present innovative malt syrup solutions that deliver on taste, body and character consumers expect. With the support of Soufflet Malt's experts and a wide range of premium malts, brewers can explore new possibilities to meet the evolving needs of their customers.

Heritage Collection, seven unique malt brands with character and taste

Soufflet Malt's **Heritage Collection** will be at center stage, putting its seven distinctive malt brands in the spotlight. The collection gives customers access to a wide range of malt varieties and brewing possibilities from North America, Europe and Australia. On the stand, visitors will be able to experience these malts through a unique sensory experience. For brewers looking for creativity and differentiation, centuries of malting expertise can still inspire entirely new creations.

Getting closer to Europe's craft community

Soufflet Malt is not only changing what it can offer craft producers; it is also preparing to change how it supports them. At BrauBeviale, the company will preview an important new development that will bring Soufflet Malt even closer to Europe's craft brewing and distilling community by making it easier for craft customers to access quality malts and ingredients as well as the expertise they need to bring their ideas to life.

Everything begins with malt

"BrauBeviale is a great opportunity to show industrial and craft brewers just how much our malts can offer. Our Heritage Collection celebrates distinctive traditions and expertise, while our latest innovation in malt syrup opens new possibilities in low and no alcoholic beverages. And we have great news to share about how we will support craft brewers across Europe," said **Guillaume Couture, President of Soufflet Malt Europe, Middle East and Africa**. "We are truly excited to present how we help our customers **Unleash the Power of Malt** at BrauBeviale."

Soufflet Malt at BrauBeviale 2026

Visitors can discover Soufflet Malt at **Hall 12, Stand 101 at the Exhibition Centre Nuremberg from 10–12 November**

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: soufflet malt.com

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