

decoding drinks
crafting desire

symrise beverages 

Lemon loves Leaves

BEER MIX DRINK INFUSED BY NATURE

Whereas the beer market overall is stagnating, one segment of it is booming: flavored beer & beer mixed drinks – both of the alcoholic and non-alcoholic variety. The trend toward natural product solutions is prevalent with beer mixed drinks, as well, for example, when it comes to shandies. Based on the brewing industry's long history of using herbs and spices, we have developed an entirely new concept to offer all-natural product solutions for this segment. By adding the essences of herbs and spices (either distilled or extracted from fresh plants) to beer, we create a nicely balanced refreshing beer mixed drink – an all-natural infusion!

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FIE'17 CONCEPT
Alc. Beverages



Let's get in touch

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