



Technology: An ally for a more sustainable, safe, and efficient beverage industry

Food 4 Future - Expo Foodtech will bring together leading companies in the sector such as Nestlé, Heineken, Danone, or Coca-Cola in Bilbao, Spain, from 16 to 18 April

Sustainability, quality control, regenerative agriculture, water management technologies and the digitization of the supply chain will be some of the topics for discussion

Madrid, March 7th, 2024 – The beverage industry will meet at the new edition of [Food 4 Future - Expo Foodtech 2024](#). The leading trade fair for the food industry, which will be held **from 16 to 18 April in Bilbao, Spain**, will bring together representatives of leading companies and associations in the beverage segment to address the challenges and trends facing in terms of sustainability, decarbonization, food safety and resource efficiency, and how technology is key to meeting these challenges.

Food safety and quality in a beverage factory will be the subject of debate by Nadia Khaled, head of the Digital Food Safety Department at **Nestlé**, and María Paredes, from **Hijos de Rivera (Estrella Galicia)**. Both will analyze the advances in sensor technology, quality control systems and real-time monitoring tools to guarantee the highest levels of food safety in beverage factories.

Sustainability will also be a main topic at the Food 4 Future World Summit. Candela Aldao, Head of Sustainability at **Mahou San Miguel**, and Pablo Mazo, Director of Communication and Institutional Relations at **Heineken**, will present some examples of sustainable sourcing, production and packaging methods, with a special focus on the technical aspects of environmentally friendly practices. Carmen Gómez-Acebo, Director of Sustainability at **Coca-Cola Europacific Partners Iberia**, will focus on 360º sustainability, which promotes sustainable practices that minimize waste, conserve resources and ratify the commitment to the principles of a circular economy.

Along the same lines, but focusing on the wine sector, Carlos Alberte, director of R&D at **Viña Costeira**, will present the practices of regenerative agriculture, which pursues a two-fold approach: more sustainable processes than traditional ones and better soil health, biodiversity and the general resilience of the ecosystem. In terms of digitalization, although there have been important advances in recent years in the wine sector, there is still great potential to be developed. Eva Navascués, director of the R&D&I Department at **Alma Carraovejas**, Rubén Arce, director of digital transformation at **Bodegas Familiares Matarromera**, Andrea Casquete, R&D&I technician at the **Wine Technology Platform**, and Alberto García Carmona, head of digitalization at the **Spanish Wine Federation (FEV)**, will discuss the latest advances being made in the Spanish wine sector, as well as the main opportunities for digital transformation.

The dairy sector will have its place at Food 4 Future. Ignacio Quintanilla, CEO of **Leche Gaza**, will share strategies for optimizing water efficiency, ranging from conservation, sustainable practices and technology applications for successful water management. In addition, Soledad Camacho, Vice President of Marketing at **Danone**, and Enrique Rodríguez, from **Vichy Catalán**,



will explore new consumer preferences and the demand for sustainable, healthy and affordable options.

Leaders from companies such as **Pascual, CAPSA, or Grupo Iparlat** will also address challenges such as sustainable sourcing, smart logistics and the integration of digital technologies to optimize supply chain processes. There will also be a place for agrifood-technology sector initiatives that promote open innovation for the transformation and evolution of the food and beverage industry.

Food 4 Future - Expo Foodtech 2024 partnerships with numerous national and international associations of the beverage sector such as the **Spanish Wine Federation (FEV)**, the **Spanish Federation of Spirits (FEBE)**, the **Association of Soft Drinks (ANFABRA)**, the **National Association of Juice and Gazpacho Manufacturers (ASOZUMOS)**, the **International Fruit and Vegetable Juice Association (IFU)**, the **Association of Spanish Home Brewers (ACCE)**, the **National Federation of Dairy Industries (FENIL)** and the **Multisectoral Association of Food and Beverage Companies (AME)**, among others.

About [Food 4 Future – Expo Foodtech](#): F4F - Expo Foodtech (April 16-18, 2024, Bilbao, Spain) is the innovation event for professionals of the entire food industry value chain. For three days, F4F - Expo Foodtech will bring together, at the Bilbao Exhibition Centre (BEC), more than 8,000 food industry professionals and 250 exhibiting firms to present the latest solutions in foodtech, robotics and automation, processing and packaging machinery for the different segments of the food industry, as well as food safety and food science. In addition, it will host the Food 4 Future World Summit, the largest European congress in which to discover the latest trends, success stories and tools to transform the food and beverage industry from the hand of more than 450 international experts. F4F - Expo Foodtech is organized by NEBEXT and AZTI. This year, F4F - Expo Foodtech 2024 will be held simultaneously with Pick&Pack for Food Industry, the only event in Spain specializing in packaging and logistics solutions for the food industry.