

Beverages with Purpose
LOW/NO ALCOHOL BEER
TRENDS



Over 300 employees working in sales, production, research, applications, quality assurance, logistics and administrative departments.



R&D labs – for each food industry branch and QC – with microbiology lab



Competence Center - a comprehensive platform for the exchange of experiences, specialized training, courses and applications.



Specialized sales & support team, assisted by food technologists



5 facilities, HACCP and FSSC certified; ambient, cold and frozen storages; Own logistic and distribution network.



Internationally active in over 40 countries



Over

2000 Customers in Romania

Over

3500 Customers worldwide

Over

3000 Products Over

600 Deliveries weekly Over

60 Quality analyses daily Over

70 Products developed monthly



R&D

We constantly develop new products to keep pace with food industry trends and give customers a competitive advantage.

New product development
Application development
Recipes, processing suggestions; Tailor-made products;
Physical-chemical and organoleptic analyses;
Sensory evaluation; Tasting panel.

QC & QA

Quality underpins trusted, long-term cooperation with our customers and partners.

QC Laboratory
Quality Assurance Department
Physico-chemical and organoleptic analyses
Microbiological analyses
Ingredient and finished product analyses
Quality analyses in the production flow
Retention samples



PRODUCTION UNIT with ASEPTIC PACKAGING

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Total production capacity: 11 t/h

All-in-one compositions and bases for beer and mixed drinks

Bases with fruit content

Fruit purees

Fruit preparations/extracts

Compositions for energy drinks and iced tea

**The largest aseptic
packaging capacity
in SE Europe**

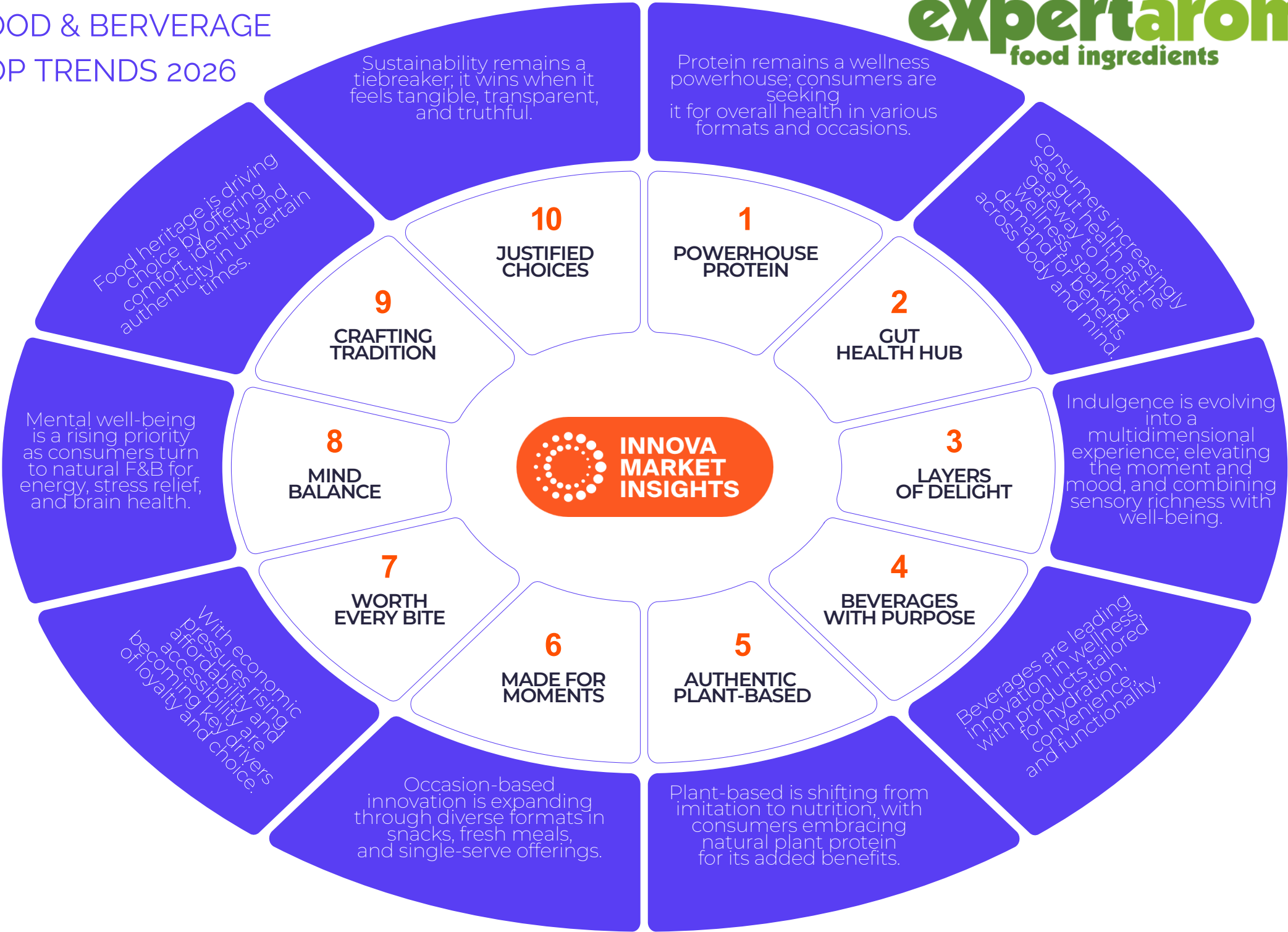


ASEPTIC PACKAGING

- Bag-in-box
- 200 kg drums
- 400 & 800 kg containers



FOOD & BEVERAGE
TOP TRENDS 2026



Less sugar 18%

Clean label

low-/no-alcohol beverages tracked for selected claims (% share Aug. 2025 – Jan. 2026)

Trend: BEVERAGES WITH PURPOSE
Beverages are leading innovation in wellness, with products tailored for hydration, convenience, and functionality.

Tonic
Energy
Tea Extract
Superfruits
Vitamins

Beverages with benefits: functional innovations shaping 2026



“ **21%** of consumers globally say I increased my beverage consumption because they are **HEALTHY**. ”

Global consumers who increased consumption of non-alcoholic beverage alternatives (beer, wine, cocktails...)



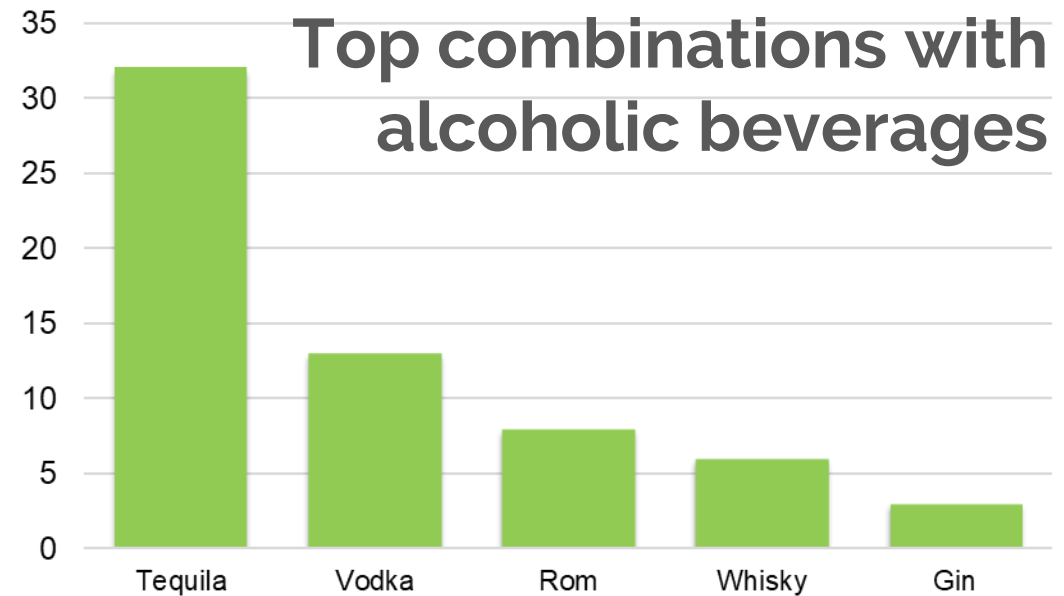
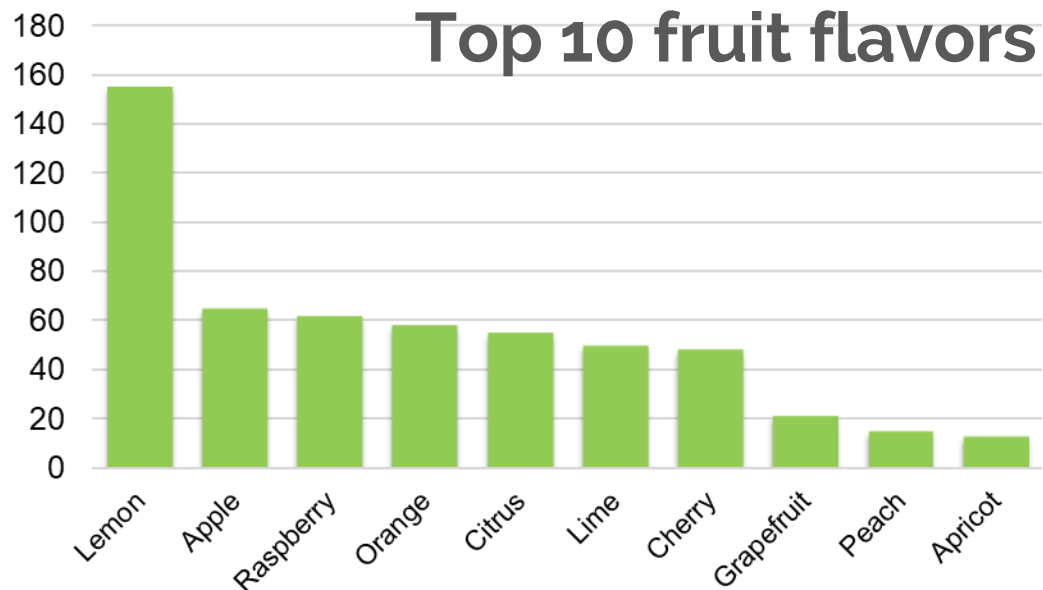
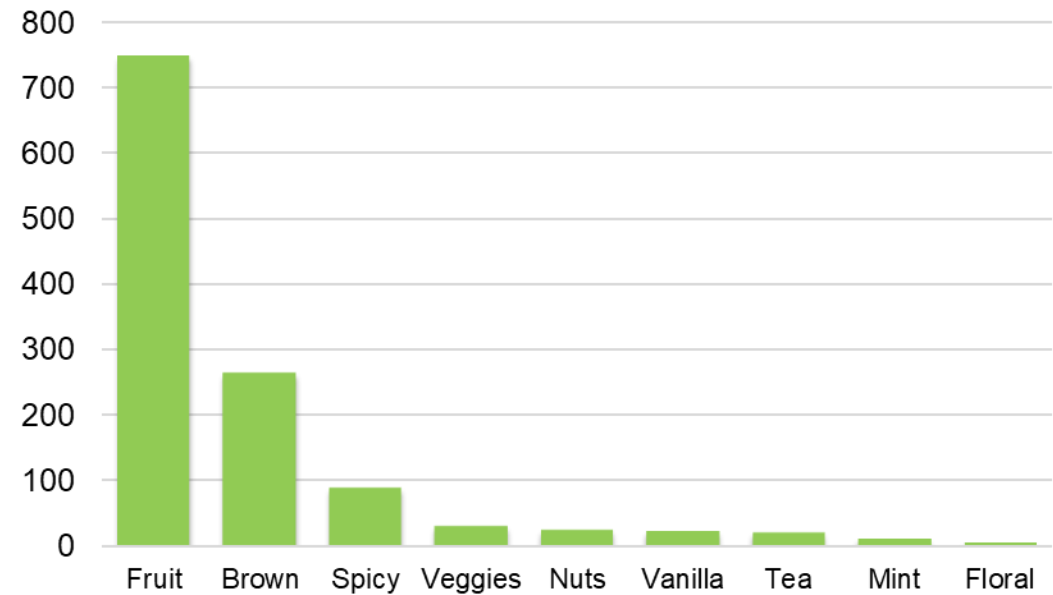
Contains <0.5% alcohol by volume
Sugar-free
Vegan & organic
100% natural
Gluten-free
Low calorie

Knock Out Alcohol Free Hoppy Pils: Pilsner

Belgium, Jan 2026

[VIEW DETAILS](#)

MOST POPULAR FLAVORS



TRENDS

FROM CLASSICS...

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RADLER



BEER + LEMON/LIME



BEER + COLA



BEER + CITRUS



TRENDS

...TO NEW FLAVORS

BASES FOR BEER + EXOTIC FRUITS

- PINEAPPLE
- MANGO
- PASSION FRUIT
- EXOTIC
- TUTTI FRUTTI
- JACKFRUIT
- SAPODILLA



TRENDS

BASES FOR BEER + HERBAL EXTRACTS

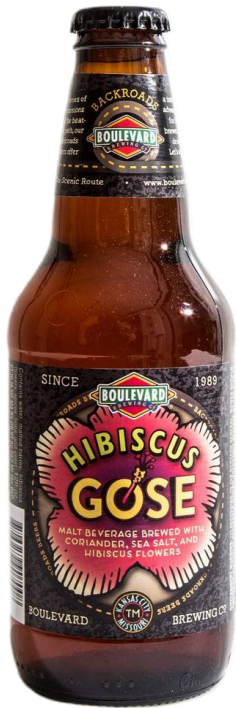
- STRAWBERRY + BASIL base
- JÄGERMEISTER-TYPE HERBAL EXTRACT
- UNICUM-TYPE HERBAL EXTRACT
- RAMAZZOTTI-TYPE HERBAL EXTRACT
- SWEDISH BITTER-TYPE HERBAL EXTRACT
- ALMDUDLER-TYPE MOUNTAIN HERBAL EXTRACT
- Other herbal extracts



TRENDS

BASES FOR BEER + FLORAL NOTES

- LEMON + LAVENDER COMPOSITION
- LEMON + ROSE COMPOSITION



TRENDS

IMMUNITY

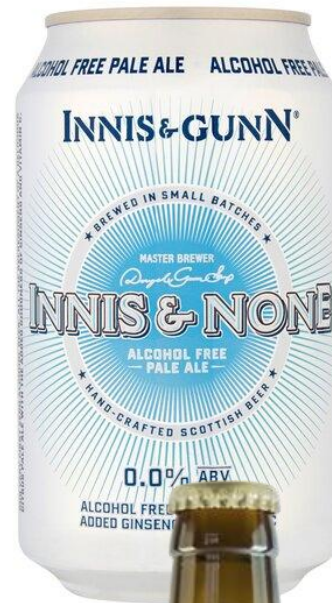
FROM SUPERFRUITS

- POMEGRANATE
- CRANBERRY
- AÇAÍ
- ALOE VERA
- ARONIA; etc.

FROM VITAMINS

- VITAMIN A, C & E BLEND (15% of NRV)
- VITAMIN C + Zn (15% of NRV)

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TRENDS

BASES FOR BEER + COCKTAIL/MOCKTAIL

- MOJITO
- HUGO
- PINA COLADA
- APEROL
- MARGARITA
- LONG ISLAND etc.

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TRENDS

BASES FOR BEER + TONIC

TONIC BASE + BLACKCURRANT

NON-ALCOHOLIC BASE + TONIC + BLUEBERRY

NON-ALCOHOLIC BASE + TONIC + GRAPEFRUIT



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The tonic beverage trend has evolved from a gin mixer into a **PREMIUM, ARTISANAL AND DIVERSIFIED CATEGORY** focused on refined **sensory experiences** and **natural ingredients**.

TRENDS

BASES FOR BEER + ENERGY DRINKS

- CAFFEINE
- TAURINE
- ENERGY BLEND
- GUARANA
- GINSENG



A vibrant advertisement for Expertarom food ingredients. The background is a teal gradient with white water droplets and splashes. In the foreground, four tall, condensation-covered beer glasses are lined up on a dark wooden surface. From left to right: the first glass contains a reddish-orange beer topped with a lime wedge and mint; the second contains a golden beer topped with a lemon slice and mint; the third contains a dark stout topped with a lemon slice and mint; the fourth contains an orange beer topped with a lemon slice and mint. A whole green lime sits on the surface in front of the second glass. The text 'Step into expertarom WORLD of TASTE!' is centered over the glasses in a white, sans-serif font.

Step into
expertarom
WORLD of
TASTE!

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