

Döhler presents next-generation beverage and snacking concepts for private label portfolios at Marca Bologna 2026

14–15 January 2026 | BolognaFiere | Hall 26, Stand B122

[Darmstadt, Germany, 17 December 2025] Döhler will exhibit at Marca Bologna 2026, Italy's leading international trade fair for private label products, taking place on 14–15 January at BolognaFiere. At Hall 26, Stand B122, the company will showcase a curated selection of beverage and snacking concepts designed to support retailers and brand owners in developing future-ready private label portfolios.



The concepts on display reflect the key trends shaping today's retail market, including low- and no-sugar products, functional benefits, plant-based alternatives and non-alcoholic beverages, amongst others. They demonstrate how innovative ingredients and integrated solutions shape successful private label products that meet consumer expectations for better human nutrition.

Trend-driven beverage concepts for modern private labels

Visitors to the Döhler stand can explore a broad spectrum of ready-to-drink and functional beverage concepts, combining appealing taste profiles with contemporary positioning. Highlights include light juice drinks such as Multifruit Yellow and Multifruit Red, developed with reduced sugar while maintaining a refreshing sensory profile.

Tea-based innovation is represented by a sparkling Matcha-Lemongrass drink with natural caffeine, offering a balanced combination of flavour, functionality and energy. The growing demand for alcohol-free indulgence is addressed through Nocaholic mocktails, including Lime-Mint Virgin Mojito and Aperol 0.0%, alongside a wine-mix RTD concept featuring passionfruit and peach on a wine base.

Further beverage innovations include energy drinks in flavours such as White Peach and a sugar-free Cherry-Cranberry variant without taurine, as well as sports and hydration drinks like Orange with natural caffeine and Strawberry-Watermelon with coconut water. Plant-based drink concepts such as Pistachio-Chocolate and Oat-Matcha complete the beverage portfolio, highlighting indulgence within a plant-based positioning.

Healthy snacking with added consumer value

In addition to beverages, Döhler will present healthy snacking concepts that align with clean label expectations and mindful consumption. These include freeze-dried fruits as well as a selection of nut spreads such as pistachio, peanut and coconut, offering versatility across private label snack ranges.

Supporting private label innovation

All concepts showcased at Marca Bologna 2026 are designed to inspire customised private label developments that balance taste, nutritional considerations and consumer relevance. Döhler's expertise spans formulation, sensory optimisation and scalable solutions, supporting partners in translating trends into successful retail products.

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About Döhler

Döhler is a global producer, marketer and provider of technology-driven natural ingredients, ingredient systems and integrated solutions for the global food, beverage and life science & nutrition industry. Döhler is all about mastering sensory experience and nutritional performance. Being sustainable by nature, Döhler helps to nourish the world better: Good for people – Good for planet.®

Döhler's ingredients are derived from natural raw materials. The comprehensive product portfolio of natural ingredients ranges from natural flavours, natural colours, natural health ingredients, a broad range of plant-based ingredients to ingredient systems and end-to-end solutions.

With more than 50 production sites, 75 offices and application centres, Döhler creates value for customers in over 160 countries. More than 10,000 dedicated employees, including 1,000 people in R&D, focused on science, technology and innovation are committed to making Döhler's customers successful.

"WE BRING IDEAS TO LIFE." describes Döhler's integrated and entrepreneurial approach to innovation and value creation. Smart ideas have a way of becoming great products. This also includes innovation services, market intelligence, advice on food safety and microbiology as well as sensory & consumer science. Döhler runs its own venture unit with more than 100 active ventures. Döhler also partners with the scientific community through its own Future of Nutrition and Longevity Institute (FNL Institute).