

"Did You Know!" is a series of interesting events and changes to the ISBT and the beverage industry. If you have an ISBT insight or a "Fun Fact", send it in to tom@isbt.com

The Babylonian Code of Hammurabi, a set of 282 laws written in 1750 BCE that gave women exclusive jurisdiction over brewing beer and even tavern ownership.

The Czech Republic consumes more beer per capita than any other country.

China is the world's largest beer market, accounting for 25% of the world's beer sales. China's best-selling brand is Snow, which costs as little as 49 cents per can.

Click on the link below to learn more interesting facts about [Beverages](#) and [BevTech Europe](#)

Did You Know about the ISBT?

BevTech Europe: The first European Regional Meeting was held in Brussels on 23rd February 2006. 90 participants attended the first meeting, hearing speakers on a diverse range of subjects ranging from European Legislation, the EU sugar regime reforms, New Sweeteners, and Aseptic Packaging.

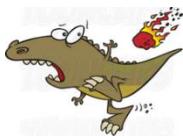
Attend [BevTech Europe 2023](#) at the Hilton Amsterdam on Thursday, September 21, 2023

Did You Know about the Industry?

Juice Train: Anthony Rossi of Tropicana invented Not-From-Concentrate (NFC) orange juice. To get the juice from Florida to his primary market in the New York City area, he bought his own rail cars and ran a unit train of 52 cars as a direct ship. The train was almost a mile long.



Beer as Pay: In ancient Iraq and ancient Egypt, scientists speculate that beer was instrumental in the formation of civilizations. Approximately 5000 years ago, workers in ancient Iraq got paid by their employers with volumes of beer. Through the construction of the Great Pyramids in Giza, Egypt, each worker got a daily payment by a couple of liters of beer, which guaranteed both nutrition and refreshment for workers.



Meteors: An estimated 40 to 100 tons of space material strike Earth every day, and most of it is very small particles, according to the European Space Agency.

The Beatles asked: "You say you want a revolution"?

- **The 1st Industrial Revolution**, 1760 – 1820, was marked by a transition from hand production methods to machines through the use of steam power and water power.
- **The 2nd Industrial Revolution**, 1871 – 1914, also known as the Technological Revolution, resulted in installations of extensive railroad and telegraph networks, as well as electricity. This led to the development of the modern production line.
- **The 3rd Industrial Revolution**, late 20th century, also known as the Digital Revolution, began the wide spread use of computer type technologies: ERP, Email, PC's, etc.

- The 4th Industrial Revolution, or Industry 4.0 was coined in 2011 from a project on the high-tech strategy by the German government. This promotes the computerization of manufacturing (equipment tied together thru networks), digitization, IoT, and AI

Did You Know about BevTech Europe?

Rice: German chemist Erich Huzenlaub invented a process of parboiling rice to keep more nutrients in the rice and lessen the cooking time. The “Huzenlaub Process” had another unexpected benefit: It stopped bug infestations. The quick-cook, bug-free rice was a big advantage during World War II, and converted rice (as it was then known) was air-dropped to American and British troops. After the war, the company rebranded itself and became Uncle Ben’s Original Converted Brand Rice, named after one of the company’s best rice suppliers. The product hit grocery store shelves in 1947.



German Chocolate Cake: The “German” part of German chocolate cake comes from an American man—not a European country. Specifically, it’s named after Sam German, who in 1852 created the formula for a mild dark baking chocolate bar for Baker’s Chocolate Company

ISO: In Germany, 77 percent of organizations provide ISO training and 82 percent provide general quality management training—the highest of any group of organizations.



Guzzlers: Which country drinks the most coffee (per capita)? Finland

Whiskey: Both the U.S. and the U.K. have storied whiskey-making traditions, but it’s France that takes the top spot for whiskey consumption per capita. The average French person consumes about 2.15 liters of the spirit per year. Recently, the country’s production has started to catch up with its tastes: A crop of new distilleries began making their own whiskeys in the past decade, and sales of French whiskey quadrupled between 2010 and 2017.

Behind France, Uruguay is the second-biggest whiskey consumer at 1.77 liters per person, followed by the United States (1.41 liters), Australia (1.3 liters), and Spain (1.29 liters). Perhaps surprisingly, the U.K. lands in the seventh spot, drinking 1.25 liters annually.



Vegan Beer: Guinness is a vegan beer.



Big: Russia has a larger surface area than Pluto.

Pumpernickel: The bread has a side effect: flatulence. German bakers of old acknowledged the bread’s gas-inducing ability with an unsavory nickname: pumpern meaning “to break wind,” and nickel for “goblin or devil.” Put together, the translation reads as “devil’s fart”



Star Wars in Real Life: In the 2011 census for the Czech Republic, over 15 thousand people listed their religion as Jedi.



French Toast: Made from Roman recipes, it was a way to use stale bread and reduce waste (an original sustainability project). In the 17th & 18th centuries, French immigrants popularized it in the US, thus creating the name, French Toast.

Want to learn more about BevTech Europe?

Contact Marie Pohler, Chair of BevTech Europe at marie.pohler@flavoractiv.com

Contact Joerg Zacharias, Co-Chair of BevTech Europe at joerg.zacharias@krones.com