

news +++ Equipment, Automation and Technology Show

28 – 30 October 2025, Chicago, IL



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EATS Develops Strategic Partnership with drinktec for its Beverage Sector, promising Innovation and Growth

The Equipment, Automation and Technology Show for the Food & Beverage (EATS) solidifies its position in the industry with the support of the global trade fair leader in beverage and liquid food.

The [Equipment, Automation and Technology Show for Food & Beverage \(EATS\)](#), announces its newest industry alliance with [drinktec](#), the distinguished world leader in the global beverage and liquid food market. EATS is scheduled to take place October 28 – 30, 2025 at McCormick Place Convention Center in Chicago.

drinktec brings the industry together in Munich every four years over five days. It presents the entire value chain of beverage and liquid food production creating a platform for solution providers and suppliers from all over the world to meet national and global producers of beverages and liquid food. drinktec 2025 will take place from September 15-19 at the Munich Exhibition Center.

“We are thrilled about our blossoming relationship with Messe Frankfurt and EATS”, stated Petra Westphal, Executive Vice President at YONTEX and since long in various functions responsible for drinktec. “This alliance creates a dynamic synergy that will redefine industry standards, foster a higher level of innovation, and drive global growth”.

The 2025 edition of EATS will embody many new changes including the segmentation of the show floor by sectors. This innovative approach allows exhibitors to tailor their presence, connect with professionals passionate about their industry, and elevate their brand in the right market. In addition to the in-booth product showcase, the Beverage Sector will offer a range of demonstrations and interactive experiences, attracting a greater flow of buyer traffic, engagement and networking opportunities.

Delivering unparalleled value to exhibitors and attendees alike, the level of international participation and emerging global trend showcases are expected to rise with the collaboration between EATS and drinktec. Exhibitors will benefit from increased visibility, expanded reach, and meaningful connections facilitated by the combined influence and expertise of both organizations.

"We are excited to join forces with a powerhouse such as drinktec," said Kristy Meade, Vice President, Technical Shows, Messe Frankfurt Inc. "Our relationship represents a significant milestone in our mission to provide an elevated platform for the food and beverage equipment community. Together, we will create an even more impactful experience for exhibitors and attendees, fostering collaboration on a global scale."

Exhibiting opportunities are still available. To see booth options, or learn more about the event, visit www.theeatsshow.com.

Links to sites:

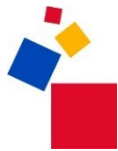
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Background information on Messe Frankfurt

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Sustainability at Messe Frankfurt

www.messefrankfurt.com/nachhaltigkeit-information

Background information on Messe Frankfurt Inc.

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Food Technologies Brand:

Messe Frankfurt is supporting the dynamic growth of the food industry with four trade fairs on four continents. The industry meets at the events in Argentina, Thailand, the USA and Germany. The international trade fairs showcase trends and innovations and bring together experts from all over the world.

Find out more at: www.food-technologies.messefrankfurt.com