

Birra Peroni brews with the heat of the sun using Absolicon solar collectors in Bari, Italy

Starting in summer 2023 Birra Peroni, part of Asahi Group, is brewing with the heat of the sun through the commissioning of Absolicon solar thermal field at Bari production site in Italy. The pilot installation marks a key step towards the decarbonisation of the brewery and Asahi target to become carbon neutral within its breweries by 2030.

Enrico Galasso, Managing Director of Birra Peroni: “In line with our long-term sustainability goals, we are committed to go zero emissions in our breweries by 2030. Sustainability performance in our Bari plant is already on the right track and thanks to the Absolicon technology we will take another big step closer towards our destination”.

The installed patented solar collector Absolicon T160 and plant integration provides Birra Peroni with solar heat to run the pasteurizer in the Bari brewery. The 400 kW solar thermal field will cover part of the brewery’s annual thermal energy demand. During sunnier summer months, the collectors will ramp up their solar thermal contribution to satisfy a larger part of the thermal energy demanded for the pasteurizer process.

During a one-year evaluation period the solar installation will provide first-hand experience on how Absolicon concentrating solar technology replace dependency on fossil fuels in Birra Peroni plants.

The evaluation period serves as basis to define the scope and detailed design for a potentially bigger project.

Joakim Byström, CEO Absolicon: “We at Absolicon aim to revolutionize the energy supply and envision a sustainable industry. Birra Peroni, as part of Asahi group, has high climate ambitions and we look forward to Absolicon technology contributing to Birra Peroni reaching their goal in achieving zero carbon in their production.”

BIRRA PERONI, is an Italian company with over 170 years of tradition of producing beer. Birra Peroni is part of the Asahi group, a large international group with a presence on 5 continents and in 90 markets. Asahi Europe and International, founded in 2016, is the European branch of Asahi Group Holdings

Absolicon Solar Collector AB was established in 2005 as a research and development company in solar technology. Today, Absolicon is a publicly listed company with more than ten years of operational experience from all parts of the world. Absolicon specializes in providing tools for the transition from fossil fuels, providing a profitable, easy-to-install, and emission-free energy solution using solar thermal resources as well as complete robotic production lines for the solar collectors.

Joakim Byström vd Absolicon Solar Collector AB
Email: ceo@absolicon.com
Phone: +46 611-55 70 00

Press: <http://www.absolicon.com/press-news/press-material/>

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