

news +++ Equipment, Automation and Technology Show for Food & Beverage (EATS)
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EATS 2025 BRINGS BAKERY INNOVATION TO LIFE WITH LIVE DANISH PRODUCTION

The Food Production Solutions Association (FPSA) and Messe Frankfurt Inc. today announced the participating companies in this year's bakery production line, which will manufacture fruit-filled Danish pastries live at the [Equipment, Automation and Technology Show for Food and Beverage \(EATS\)](#), taking place October 28–30, 2025, at Chicago's McCormick Place.

Participating exhibitors in this line include:

- [CMC America](#)
- [Formost Fuji](#)
- [FRITSCH Bakery Technologies, part of the MULTIVAC Group](#)
- [Handtmann](#)
- [I.J. White Systems](#)
- [Revent](#)
- [WIPOTEC](#)

This line is being organized and sponsored by FPSA member and longtime line participant in the EATS production line program, [Dennis Group](#), which is once again providing project management services for the line.

"We're excited to be returning as a sponsor and project lead of the bakery production line, which gives attendees an inside look into how everyday products are brought to life on an industrial scale," notes Dennis Group Project Manager, Chris Morse. "As the largest design firm in the food industry, this project highlights our commitment to continuing education and collaboration with key equipment manufacturers in the food industry."

This pastry line will feature hosted demonstrations throughout the show, detailing to the EATS audience how we can manufacture these products, going from simple flour in the

mixer, all the way through to a finished product, packaged and ready for the consumer. This year's show also features production lines manufacturing sliced pepperoni and fresh pet food.

"Aside from the outstanding exhibits on the show floor, the production line program has been the top draws for our show since its inception in 2017, with Bakery Council participation and a bakery production line being a consistent and central element of the program," said Chris Lyons, President and CEO of the Food Production Solutions Association (FPSA). "Due to the complexity of putting together a line featuring so many different brands, food manufacturers know that they won't see something like this at any other show in North America, making EATS truly a must-attend event."

"The bakery production line reflects the strength of this sector within EATS, bringing leading suppliers together to demonstrate what's possible when innovation meets tradition," said Sarah Hatcher, Group Show Director for EATS. "It's a powerful reminder of the role bakery plays across the food industry, and why our community continues to see EATS as the place to explore what's next."

Attendees can see the production line technologies in action, meet over 300 suppliers from the food and beverage technology industry and access 20+ education sessions over the three-day show. Registration for the 2025 edition is open. [Click here to register — Hotel and flight discounts are available.](#)

Links to sites:

[Website](#)

[LinkedIn](#)

[Instagram](#)

[Facebook](#)



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Background information on Messe Frankfurt

www.messefrankfurt.com/hintergrundinformationen

Sustainability at Messe Frankfurt

www.messefrankfurt.com/nachhaltigkeit-information

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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

Background information on Food Production Solutions Association

The Food Production Solutions Association (FPSA) is a global trade association serving suppliers in the food and beverage industries. The Association's programs and services support members' success by providing assistance in marketing their products and services, overall improvement in key business practices and many opportunities to network among industry colleagues. Programs and services to achieve these objectives include EATS - The Equipment, Automation and Technology Show for Food & Beverage (industry leading trade show), electronic media marketing, education, market intelligence, research, and advocacy of critical industry issues such as food safety, sanitary design of equipment, and global trade. FPSA members are organized in vertical industry councils which focus on specific needs and concerns that are unique to each industry sector. FPSA councils currently represent the [Bakery, Beverage, Dairy, Pet Food, Prepared Foods and Meat sectors](#)