

# It's Crystal Clear

## A Guide to Hard Seltzer Filtration



The raw materials, color and flavor are the key to giving Hard Seltzer its intense flavor, crystal clear appearance and just the right amount of carbonation.

*What tastes cool and refreshing but not too sweet? An ice-cold Hard Seltzer.*

Due to the refreshing and intense flavor without added sugar or calories, it's crystal clear why Hard Seltzer is becoming the new drink of choice. The lower calorie count and reduced alcohol content make this fermented beverage a more appealing option for people striving to lead a healthier and more active lifestyle—whether it be focusing on fitness and physical well-being, nutrition or even weight control.

As traditional alcoholic beverage companies make their way into the market, production might create a new learning curve. Hard Seltzers are often thought to be a more natural and purer product and are typically odorless and clear in color. This can be a highly marketable attribute—when the right filtration technology is in place to make it possible.

The challenge is that the quality of the raw materials, as well as in the fermentation and flavoring processes, can cause the liquid to become hazy, take on color or even alter the flavor.

Eaton's multistage filtration process can play a vital role through clarification, color removal and flavor correction to obtain a flavorful but clear result. The clarification process removes yeast and any haziness, as well as other solids that might be present, while flavor correction is achieved with filter media containing activated carbon. Eaton's filtration process offers manufacturers maximum process and product safety and enables them to produce a Hard Seltzer that is visually pleasing as well as delicious.

Throughout this guide, you will find various recommended products that will meet the unique filtration needs of alcoholic beverage companies. Product specifications for each step will help you easily select the right system for your filtration process.



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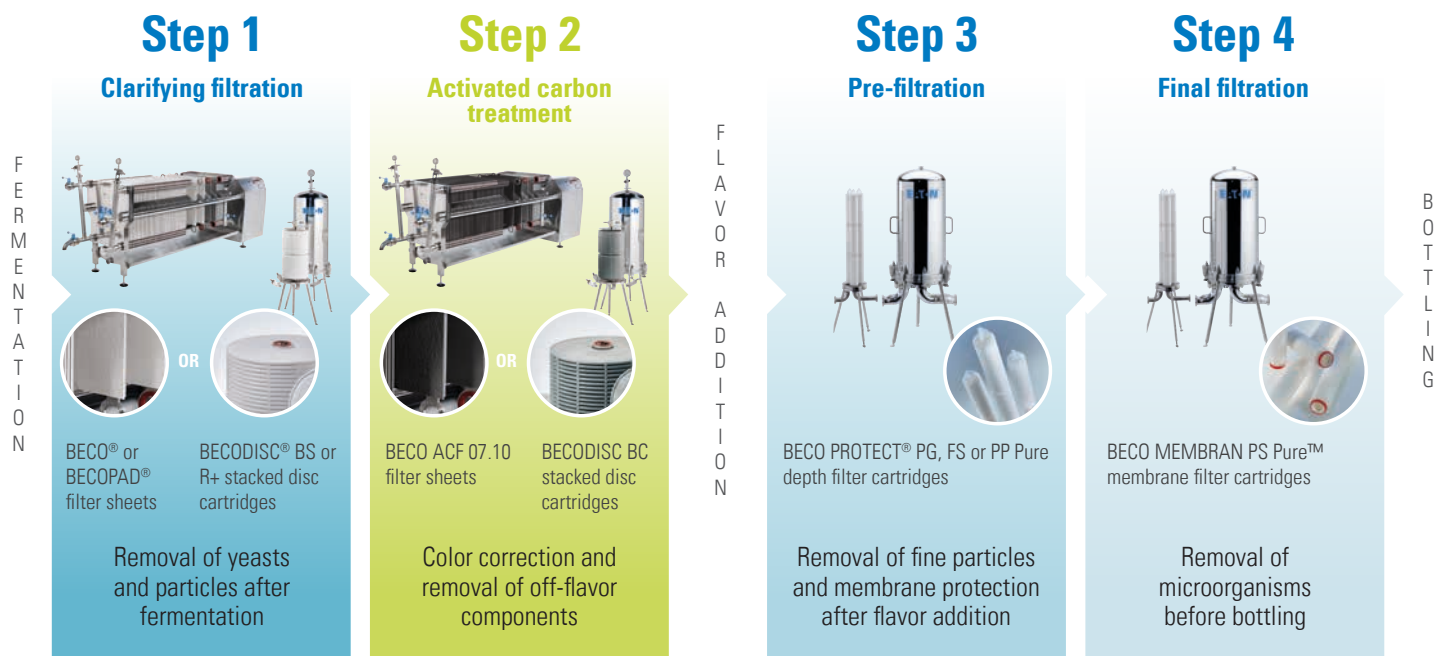
# A multistage filtration process for a nearly endless number of flavor possibilities

The origin and quality of the raw materials, fermentation conditions and addition of flavorings have a significant influence on the appearance and taste of Hard Seltzer products. Eaton has set up a multistage filtration process to offer manufacturers maximum process and product safety. Its key area is attached to the decolorization and flavor correction with filter media containing activated carbon.

Below is an overview of Eaton filtration technologies that shows how to manufacture a crystal-clear, tasty and stable Hard Seltzer product.

**How activated carbon embedded filter media help manage Hard Seltzer filtration:**

- High adsorption capacity for decolorizing and aroma correcting
- Improves process hygiene
- Allows almost dust-free and easy handling
- Short set-up times



Eaton products meet national and international quality standards, such as the LFGB standard (German Food, Commodity and Feed Act) in Germany and FDA guidelines (Food and Drug Administration) from the USA. The plastic components meet European Directive (EU) 10/2011.

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09-2021