

Soft Drinks

International

THE GLOBAL BEVERAGE INDUSTRY MONTHLY

Read in over 100 countries

APRIL 2010



**VITAFOODS PREVIEW
FUNCTIONAL INGREDIENTS
ADULT SOFT DRINKS
MARKET REPORT - ASIA PACIFIC
END OF LINE PACKAGING**

WATERS ~ JUICES ~ ENERGY & FUNCTIONALS ~ CARBONATES



The Voice of the UK Soft Drinks Industry



The British Soft Drinks Association is the national trade association representing the collective interests of producers and manufacturers of soft drinks including carbonated soft drinks, still and dilutable drinks, fruit juices and smoothies, and bottled waters.

Join the BSDA today and have your say in your industry!

**Influencing Government
Communicating with the Media
Promoting Sustainability
Enhancing Skills**

If you wish to receive further information about all the benefits BSDA membership has to offer please call us on +44 (0)207 430 0356 or email jbroad@britishsoftdrinks.com.

news

Europe	4
Africa	8
Middle East	10
India	12
Asia Pacific	14
Americas	16
Ingredients	20
<hr/>	
Juices & Juice Drinks	24
Energy & Sports	26
Waters & Water Plus Drinks	27
Carbonates	28
<hr/>	
Packaging	52
Environment	54
People	57
Events	59
Bubbling Up	61

regulars

Comment	2
BSDA	IFC
Science Monitor	23
From The Past	60
Buyers Guide	62
Classified	65

Front Cover: ©Kinetic Imagery (image from Bigstockphoto.com)

Soft Drinks International

The leading English language magazine published in Europe, devoted exclusively to the manufacture, distribution and marketing of soft drinks, fruit juices and bottled water.

features**Vitafoods Preview 30**

A look at innovations to be seen at this year's functional ingredient event, to be held in Geneva next month.

A Drink To Good Health 34

DSM's Quality For Life programme continues to benefit its business and customers alike.

Beta-glucan Boost 35

Following recent EFSA summary scientific approval, the case for health benefits of beta-glucan in beverages is made all the more convincing, according to Olivier du Chatelier.

Innovative Beverage Concepts 36

Natural and healthy beverage solutions for adult taste are in ever greater demand, says Döhler.

**Juicy Solutions 38**

DSM Food Specialities, showcase a juicy selection of enzymes to meet fruit processing challenges.

Kenya Bottles Up To Alvaro 40

Following the success of its malt-based, non-alcoholic drink, Alvaro, East Africa Breweries Ltd has opened up a new and unexpected front in the battle for market share, reports Denis Gathanju.

Untapped Potential 42

The Asia Pacific region continues to record growth, and now offers opportunities for premium and added value functional drinks, reports, Brian Morgan

The Philippines 44

The energy drinks sector has stimulated the soft drinks market and future prospects look good, writes Richard Corbett.

New Opportunities 46

The installation of new Krones PET lines at Kenya's biggest Coca-Cola bottler has advanced up new possibilities.

Shrink-wrapper 50

Co-packer Framptons, install an end of line system for its new PET line.

Distributing With Fizz 51

Upgrade programmes and HMI improvements can keep product moving.

www.softdrinksinternational.com

PORTOLA
The Caps and Closures Company



38mm caps for Aseptic and fresh product , 28mm & 38mm Sports caps, Non-Spill Water Caps

Portola Packaging are a leading global supplier of plastic CAPS and CLOSURES for the Food and Beverage Industries.

For more information visit www.portola.eu.com
Or contact: sales@portola.eu.com +44(0)1302 552400

Soft Drinks International

Published by

ASAP Publishing Limited

Editor

Philip Tappenden

News Editor

Annette Sessions

Correspondents:

EUROPE

Gerard O'Dwyer

Lubomír Sedlák

Bernadette Tournay

ASIA & PACIFIC

Kelvin King

T. C. Malhotra

AMERICAS

Richard Davis

Market Analyst

Richard Corbett

Scientific Adviser

Diana Amor

Annual Subscription Rates (inc. postage)

EU Member State: £110, €150

Rest of World: £125, €170, \$200

Individual copies: £15, €20, \$27

Subscription Enquiries

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: subscriptions@softdrinksinternational.com

Editorial - News

A & S Editors

5 Gloucester Street,

Faringdon, Oxon. SN7 7JA, UK

Tel: +44 (0)1367 241660

E-mail: news@softdrinksinternational.com

Editorial - Features

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: editorial@softdrinksinternational.com

US Representative

105 South Fifth Street

Paris, Arkansas 72855, USA

Tel: 00 1 479 963 6399

Fax: 00 1 775 406 5643

E-mail: softdrinksjournal@msn.com

Advertisement Sales

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: advertising@softdrinksinternational.com

© 2010 ASAP Publishing Limited

ISSN - 1367 8302

www.softdrinksinternational.com

What price growth?

Last month saw the publication of reports either side of the Atlantic indicating how the soft drinks industry has performed in the US and UK in 2009. We may speak the same language and have endured the same recession, but our non-alcoholic drinking habits, it appears, would seem to differ.

In the US, according to data released by the Beverage Marketing Corporation, the market fell 3.1% in 2009 largely due to the weakened economy. In the UK, also suffering from the recession, the market value of sales grew 2% and volume 1% , according to the recently published *Britvic Soft Drinks 2010* report.

In the UK consumers have responded to difficult economic times by seeking out the value-for-money buy. Thus, squashes had a good year, as did carbonates and juice-based drinks. Energy drinks too enjoyed growth whilst bottled water sales were flat. Above all, consumers remained loyal to brands they have known and loved for generations: Vimto, Irn Bru, Robinsons, R. Whites, Coca-Cola, Pepsi Cola.

Meanwhile, Beverage Marketing Corporation reports that consumers in the US, although price conscious, are looking for healthier and more functional beverages. Hence ready-to-drink tea and energy drinks both grew in 2009 whilst carbonates , still the largest category, continued to lose both volume and market share. Bottled water saw a second year decline in volume. Sports drinks, however, declined both in the UK and US.

What can be read into this? Should we be concerned that in the UK the industry could remain in the doldrums with value-for-money, established brands leading growth? Or should the industry be congratulating itself on having weathered the worse of the recession, emerging with a modest growth.

It is a given that cola and carbonates will maintain their category-leading status for years to come. These drinks have an unassailable 'share of throat.' But it is also recognised that what lays behind the innovation we have seen over the past decade or so – think enhanced waters, functional drinks which energise, relax and sustain, the discovery and use of superfruits rich in health-giving antioxidants and herbal teas – is a young, entrepreneurial spirit. Consumers now have a refreshment choice unmatched by previous generations.

As both countries' economies start to pick up, albeit slowly, the challenge for the industry in the UK is not to lose sight of innovation; to bring new drinks to market, but at a price which will attract what is now a very price-aware consumer.

In the vast US industry, despite last year's fall, the worst may be over. "Beverages are likely to be one of the first categories to benefit with a job-led economic recovery because they represent an inexpensive form of pleasure," said Michael C. Bellas, Chairman and CEO, Beverage Marketing Corporation.

An inexpensive form of pleasure ... we'll drink to that.

Soft Drinks International (1997), formerly *Soft Drinks Management International* (1988), was originally founded as the *Soft Drinks Trade Journal* in 1947, incorporating *The British & Colonial Mineral Water Trade Journal* (1888) with the *Soft Drinks & Allied Trade Review*, formerly the *Mineral Water & Allied Trade Review* (1873).

The entire contents of *Soft Drinks International* are protected by copyright and no part of it may be reproduced without written permission of the publishers. Whilst every effort is made to ensure that the information contained in *Soft Drinks International* is accurate, the editor and publisher cannot accept responsibility for errors, and the views expressed do not necessarily represent those of the editor or publisher. The fact that product names are not identified as trademarks is not to be taken as an indication that such names are not registered trademarks.

Late Bulletin

● **Nestlé** workers across the UK are being balloted on industrial action over an alleged pay freeze. The GMB, one of the trade unions representing Nestlé workers said Nestlé has rejected a claim for a 2.5% pay increase for UK workers, insisting that 0% would be offered for 2010.

● US-based soft drinks group **Jones Soda** has reported an improvement in net losses for 2009 and said it will continue to seek a buyer for the company. Jones reported a 31% improvement in net losses to US\$10.5million for the 12 months of 2009. For the fourth quarter, net losses widened to \$4.5million, from \$3.4million in the same period of 2008.

● **Coca-Cola Great Britain** is launching a multi-million pound campaign for its 5 Alive juice drink. 5 Alive, which has been on sale in the UK since 1981, has not been backed by TV advertising for five years. But a rising demand for still and juice drinks has prompted the company to invest in a TV and digital campaign for the brand, the company said.

● **SkyPeople Fruit Juice** has reported a jump in full-year net income driven by sales of higher margin kiwifruit concentrates. For the 12 months of 2009, net income totalled US\$15.2million, a 51.7% increase on 2008. Net sales for the year amounted to \$59.2million, up 42.3% from 2008.

● US soft drinks maker **PepsiCo** has dropped Tiger Woods as a sponsor for its **Gatorade** sports drink. A spokesperson for PepsiCo said it “no longer sees a role” for Woods in its marketing efforts. The company added: “We wish him all the best”. PepsiCo signed a multi-year licensing deal with Tiger Woods in 2007.

● **Danone** is to join forces with US firm **Chiquita Brands** International to market fruit-based drinks for the European market. The joint venture will provide a platform for Danone to develop fruit-based products and extend its potential for growth in Europe. The products will be based on Chiquita’s Just Fruit in a Bottle drinks.

● US soft drinks maker **Coca-Cola Co** has appointed its current president of supply chain and still beverages in North America to lead the firm’s acquisition of Coca-Cola Enterprises operations in the region. Brian Kelley will become President of North America Business Integration.

● US soft drinks maker **Reed’s** saw its losses narrow in 2009 as a drop in costs offset a slight dip in sales. For the fiscal year ended 31st December Reed’s made losses of US\$2.6million, or 28 cents per share, compared with losses of \$3.8million or 43 cents per share, in 2008. Sales dipped slightly to \$15.2million from \$15.3million in the prior year. Operating expenses declined 18%.

● **Coca-Cola Pacific Group** is building a new production facility in Malaysia which it hopes to have operational by September 2011 when the current – extended – bottling agreement with **Fraser & Neave Holdings** expires. TCCC says it plans to invest more than US\$300 million in Malaysia over the next five years. The site is at Nilai, Negeri Sembilan, a rapidly growing area within easy reach of Kuala Lumpur, Putrajaya and Kuala Lumpur International Airport. More details in our May edition.



Engineering, Integration, Service



Automated Storage Technologies



Order Picking Technologies and Sorters



Logistics IT

We have the know-how

At Savoye we approach automation challenges in a totally different way. It’s not about off-the-shelf kit, but real world, tailor-made solutions that work for your business. When it comes to warehousing automation, we have the know-how to help your business.

LOGISTIC SYSTEMS & SOFTWARE

Tel: +44 (0)1509 221000

www.savoye.com/en

www.just-drinks.com

Business Knowledge Providers

Europe

Production under-way at Europe's biggest juice plant

TETRA Pak and Zumos Valencianos del Mediterraneo SA (Zuvamesa), a consortium of 57 fresh citrus producers, have begun production at one of the biggest and most modern not-from-concentrate (NFC) juice plants in Europe.

Located in Puerto de Sagunto, Spain, the 140,000 sq m facility is equipped with Tetra Pak technology and turnkey processing solutions for juice. The plant provides Zuvamesa with an efficient and cost-effective facility for the manufacture of premium quality juice for export, boosting the local juice producers' competitiveness in the international market.

Tetra Pak equipped Zuvamesa's new plant with bespoke processing solutions that include units for pasteurisation, aseptic filling and emptying of 80 stainless steel tanks, cleaning in place, blending and delivering in bulk. Zuvamesa aims to process up to 400,000 tonnes of local citrus and produce up to 100 million litres of NFC juice annually in the new multi-million euro facility.

"In selecting the processing solutions for



Tetra Pak's processing solutions.

our new plant, we had a few essential requirements: unsurpassed food safety, the finest product quality and the highest levels of efficiency at the lowest operational cost and environmental impact," said José Maria Andueza, Managing Director, Zuvamesa.

"The Tetra Pak solutions provide maximum production availability and optimisation of operational costs, thanks to a highly automated process control, which calculates production data in real time. This is exactly what we need to boost our competitiveness in the market," he said.

Tetra Pak's customised processing solutions balance economic efficiency with eco-

logical performance. Energy consumption and product losses are reduced thanks to the improved systems for energy recovery, energy saving in non-production times, automated product return recovery and aseptic energy hibernation.

- Tetra Pak has announced net sales of €8.95 billion in 2009, up 1.2% from 2008 in comparable terms. Packaging Solutions reached €8.0 billion in net sales in 2009, an increase of 1.8% over 2008 while sales of Processing Solutions, impacted by the difficult environment for capital equipment during this period, declined 3.8% in comparable terms to €917 million.

Guidelines for responsible digital marketing

UNESDA, the Union of European Beverages Associations, is introducing guidelines to ensure companies and brands act responsibly in their digital marketing communications. They extend into the digital sphere the commitments made by the industry in January 2006, to not directly target children under the age of 12 in its advertising on TV, radio, in print or online, and to not offer products for sale in primary schools across the EU27.

While the original commitments covered all forms of advertising in principle, avoiding marketing to children in the 'digisphere' always proved more difficult to self-regulate and monitor in practice. New technologies and growing marketing experience in the area have now allowed the industry to define tangible and verifiable steps to ensure compliance and to meet UNESDA's ultimate aim of ensuring control remains with parents and carers.

"These new guidelines recognise that digital communications on the internet play an

increasingly important role in the marketing mix of our non-alcoholic beverage brands," commented UNESDA President Luis Bach. "These guidelines apply to all digital marketing communications, media purchasing in Europe as well as to all brand and corporate sites."

Signatories to the UNESDA commitment in the area of digital marketing communications will ensure that internet sites, content and related technologies are designed for visitors over the age of 12. They will apply the minimum 50% over-12 audience threshold to all placements online and will only advertise on third party sites accordingly. They also commit to use independently audited data to confirm that site traffic meets these criteria and will brief their agencies accordingly. This commitment will be independently verified in collaboration with a representative industry body.

The new guidelines have been signed by seven UNESDA corporate members: The Coca-Cola Company, Coca-Cola Enterprises, Coca-Cola Hellenic, The Gerber Emig Group Ltd, GlaxoSmithKline, Orangina Group and PepsiCo.

Stephen Loerke of the World Federation of Advertisers has welcomed the initiative. "It recognises the importance of ensuring that self-regulation remains effective and rel-

evant for digital marketing communications," he said.

The original commitments, which were made to the European Commission's EU Platform for Action on Diet, Physical Activity and Health, included a pledge to offer a full variety of products for sale in secondary schools, through unbranded vending machines, and to offer variety and choice of products in the marketplace.

The UNESDA commitments resulted in the industry being publicly 'named and praised' for its actions by the then EU Commissioner for Health and Consumer Protection, Markos Kiprianou.

"We are committed to self-regulation as a fast and effective way to demonstrate that we are a responsible industry while also enabling us to use innovative and effective communications," concluded Bach. "As with all of our commitments we will review these digital guidelines on a regular basis and adapt them in line with evolution in the marketplace."



Turkish closure partnership

CLOSURE Systems International (CSI) and Istanbul-based Has Plastik have formed a strategic partnership aimed at accelerating the growth of both companies while delivering greater value to global and regional beverage bottlers in Turkey and the surrounding regions. The partnership brings together two world-class suppliers offering closures, packaging equipment and technical services. The positive benefits will include an expanded geographic footprint for customers and a greater choice of products along with superior customer service.

This partnership expands CSI's presence in the Europe region to include five manufacturing plants, multiple sales offices and a technology R&D centre.

"We welcome the opportunity to offer our customers the high performance closure designs provided by CSI," stated Unal Haspaylan, Commercial Director of Has Plastik. "The strength of our manufacturing systems and regional customer relationships



combined with the quality of CSI's product technologies, broad product portfolio, and bottler application expertise will be extremely beneficial to all stakeholders involved."

The partnership will offer closures from a manufacturing site located near Istanbul, Turkey, with shipments scheduled to begin during the first quarter of 2010.

Beverage showcase

THE important European beverage trade show, Brau Beviale 2010, takes place from 10th to 12th November in Nuremberg, Germany. It will feature some 1,400 exhibitors representing all facets of the industry from commodities/raw materials, technologies, logistics through to marketing. Over 40 countries are represented among the exhibitors, with especially strong representation from Germany, Italy, the UK, Austria, the Netherlands, Switzerland and France.

Centre stage of the trade fair will be the theme-based pavilion Energy & Water: Rising raw material prices, regional regulations and climate protection laws bring both challenges and opportunities. The pavilion – organised by NürnbergMesse in cooperation with the Competence Pool Weihenstephan of the Technical University of Munich [Technische Universität München] – will bring together providers with innovative solutions for optimising corporate energy and water management.

The PETnology Europe Convention will be held ahead of the show on the 8th and 9th November. Its theme is the value chain of PET bottle manufacture with a range of talks – from pre-form production to cap solutions and recycling.

Send your news to: news@softdrinksinternational.com

British Soft Drinks Association Industry Lunch 2010

Tuesday, 8 June 2010

12.30 – 15.00

Plasterers' Hall,

City of London



Keynote speaker:
Lord Sebastian Coe KBE

For further information

Email: jwalk@britishsoftdrinks.com

www.britishsoftdrinks.com

Organised by: **British Soft Drinks Association (BSDA)**

FOOD INGREDIENTS CENTRAL & EASTERN EUROPE



Powered by:



25–26 MAY 2010 WARSAW, POLAND

BENEFIT FROM FIE'S GLOBAL REACH AND GRAB YOUR SHARE OF THE CEE MARKET IN 2010!

Join us at FiCEE 2010, the food ingredients industry's key gateway into the rapidly emerging Central & Eastern European market which is one of the world's largest markets for food consumption.

Pre-register online, get FREE access to the FiCEE Conference and save €40 or PLN 165 registration fee! Registration now open! Register for free at: www.ingredientsnetwork.com/ficee



FiCEE 2010 to największe targi dodatków i składników do żywności, przypraw, substancji smakowych i zapachowych, polepszaczy, chemii spożywczej dla Europy Środkowej i Wschodniej.

W ciągu dwóch dni trwania targów będą Państwo mieli możliwość nawiązania współpracy z wystawcami z Polski i zza granicy. Rejestracja zwiedzających: www.ingredientsnetwork.com/ficee



WWW.INGREDIENTSNETWORK.COM/FICEE



United Business Media



Seminar addresses key drivers

THE UK-based food research organisation, Campden BRI, is holding a seminar on 25th May 2010 to discuss the innovative and growing soft drinks and fruit juices market.

"The seminar will focus on the major issues that impinge on innovation in this area, including market trends, legislation, colours and sweeteners, fortification, and packaging," said Holly Hughes, Event Director.

She added: "It is aimed at those involved in product development and marketing activities, as well as senior managers who need to know the direction this dynamic

In brief...

● From 27th to 28th April 2010 Akademie Fresenius and SGS Institut Fresenius will host the 2nd International Conference on 'Health and Nutrition Claims in Europe'. Experts will meet in Mainz (near Frankfurt) to discuss regulatory aspects, authorisation issues and challenges for the industry.

Guest speakers will talk on the current state of affairs regarding the positive list and about recent EFSA opinions providing scientific advice on health claims. Clinical trials and evidence-based medicine in the context of the authorisation procedure will be on the agenda as well as legal remedies and misleading nutrition claims. Industry representatives will report on experiences with data protection, product innovation, labelling and communication. The conference will be held in English. Details www.akademie-fresenius.de

● The UK's Fairtrade Labelling Organisations International (FLO) and the Ethical Tea Partnership (ETP) have announced they will work more closely together to drive greater positive impact for tea producers. The Ethical Tea Partnership (ETP) works to monitor and improve the social and environmental conditions under which tea is produced and to improve the lives of tea workers. FLO is a non-profit, multi-stakeholder organisation made up of 24 member organisations worldwide. It is responsible for the strategic direction of Fairtrade, the Fairtrade standards and producer support.

● Supply chain specialist Gist has taken over temperature controlled distribution operator G&S International. G&S International based in Scotland is a key operator in transport, particularly in the chill and perishables sector, operating in the UK, Holland and Spain. The G&S operations are viewed as a good strategic fit with Gist's already strong presence in the temperature-controlled distribution sector both in the UK and continental Europe. G&S International employees will transfer to Gist. Assets including trucks, IT and warehousing have been purchased by Gist.

market is heading in. There is also an accompanying exhibition, with a few remaining places for potential exhibitors."

For further information on the event contact Daphne Llewellyn Davies, d.davies@campden.co.uk Tel:+44(0)1386 842040.

Business swap goes ahead

DSM Engineering Plastics, a business group of the Netherlands-based Life Sciences and Materials Sciences company Royal DSM NV, has signed the contracts with Mitsubishi Chemical Corporation (MCC) enabling DSM to acquire MCC's Novamid polyamide busi-

ness in exchange for DSM's Xantar polycarbonate business. The transaction is subject to various external approvals. Closing is expected in Q2 2010.

For both companies the businesses they will add to their portfolios as a result of the intended swap of activities provide a strong strategic fit. DSM Engineering Plastics will be able to further reinforce its position as one of the globally leading producers of polyamide engineering plastics and expand its position in Japan, an important market where innovation and sustainability are driving growth. A number of key employees of DSM's polycarbonate business will transfer to MCC. A number of employees of MCC will be seconded to DSM. It is also envisaged that MCC will establish an R&D unit at the Chemelot Research and Technology campus in Geleen (Netherlands).



Soft drinks and juices: new product development seminar

Tuesday 25 May 2010

The soft drinks and fruit juices market is rapidly growing and developing, and is a key area for new product ideas. Smoothies and fruit juice drink mixtures have taken off in recent years and there is plenty of potential for more innovation.

The seminar will cover

- ✦ Market trends
- ✦ Legislation - including flavours
- ✦ Colours and sweeteners
- ✦ Fortification
- ✦ Packaging and the environment
- ✦ Novel processing technologies

Venue: Campden BRI, Chipping Campden, UK

Visit

www.campden.co.uk/soft-drinks-seminar.htm

or contact

Campden BRI training department

+44(0)1386 842104

email training@campden.co.uk



Africa

Zogale potential for drinks

LIKE South Africa's marula, whose diverse traditional applications led to its international popularity as a liqueur and a soft drink, the zogale – *moringa oleifera* – is evolving from traditional use and small-scale entrepreneurial sale as more research is undertaken.

Juice from the zogale is claimed to have health properties, including high calcium, vitamin, potassium and protein content. Zogale juice is sold on a micro scale in the local marketplaces of many African countries but as yet has not been taken up by a commercial producer.

The zogale, often called the Drumstick Tree from the shape of its pods, delivers so many benefits that it is sometimes called 'the helper' or 'mothers' helper'. Almost all parts of the plant are useful. Throughout Africa and Asia it is popular as a vegetable, in soup or combined in dishes. According to folklore, it has an extremely large number of medical applications, some of which are being proven at least in part by ongoing research.



Zogale in flower.

This research is being undertaken in several places, notably by the agricultural department of Bichi, in Nigeria's Kano State, which has more than 15,000 plants in its programme. They have found that the seeds can be used as lubricants or as water treatment agents. Surplus material can be processed as fertiliser.

The government of Kano State is keen to see zogale planted much more widely and has been encouraging farmers with free seedlings and information on possible uses for the crop.

For the soft drinks industry, zogale might have potential as a functional beverage ingredient, as a powdered drink or as a lighter thirst-quencher.

before the Nile Breweries announcement that Rwenzori was courting SABMiller as a source of increased capitalisation.

The brand's new owners have made it clear that they intend Rwenzori to remain at the top as the Uganda economy continues to grow. The economy is in good shape and expected to strengthen further as the oil sector begins delivering an income flow.

Competitors in Uganda include Pepsi's Peak, Dasani which is produced in Tanzania and marketed by Century Bottling, Highland Pure, Shumuk Springs which is looking more to export, and a number of other local brands.

Rwenzori's name comes from the Rwenzori Mountains, a range on the border between Uganda and the Democratic Republic of the Congo. Its highest peaks are permanently snow-capped.

Gates Foundation helps set up fruit supply

MORE than 50,000 small fruit farmers in Uganda and Kenya will benefit from a partnership between the Bill & Melinda Gates Foundation, TechnoServe, The Coca-Cola Company and bottler Coca-Cola Sabco. Their aim is to boost productivity and double the farmers' income by 2014.

Mango and passion fruit farmers will supply fruit for Coca-Cola beverages for the first time. Coca-Cola will use the new supply for juices and fruit drinks in east and central Africa where demand for still beverages has been growing steadily over several years.

TechnoServe is a US-based non-profit organisation which specialises in helping people in the developing world build businesses that break the cycle of poverty. It is supported by many major corporates, including several in the beverage industry.

This partnership is a great example of sustainability," said Nathan Kalumbu, President of Coca-Cola East and Central Africa. "By partnering with tens of thousands of local farmers, we can help increase their incomes while meeting our needs for locally sourced fruit, benefiting both the community and our business." Muhtar Kent, TCCC's Chairman and Chief Executive, said the partnership was "the type of innovative approach needed to foster economic empowerment across the globe".

TechnoServe's President and Chief Executive, Bruce McNamer, pointed to other partnerships TechnoServe had already helped set up in Africa involving a variety of crops. "This investment will drive momentum toward reducing poverty across Africa by helping entrepreneurial farmers connect to markets and get the support they need."

Sylvia Mathews Burwell from the Bill & Melinda Gates Foundation said the organisation had committed more than US\$1.4 billion overall, focused on Sub-Saharan Africa and South Asia, to strengthen the entire agricultural value chain. "Empowering small farmers to increase productivity, improve crop quality and access reliable markets is critical to addressing global hunger and poverty," she said.

Bottled water buy

NILE Breweries, a subsidiary of SABMiller, has purchased the Ugandan mineral water bottler Rwenzori Beverages. It has been renamed Rwenzori Bottling Company and will operate as an independent business unit, alongside Nile Breweries.

The SABMiller group is a major soft drinks producer in Africa, including its South Africa-based ABI unit which produces Coca-Cola brands. In recent years it has expanded its bottled water operations, including through the purchase of local bottlers, as the African market for safe water grows, alongside the global trend towards healthier beverages.

Rwenzori produces around 1.2 million hectolitres annually and is the leading bottled water supplier in Uganda; it claims to have up to 80% of the market. It also exports to southern Sudan, the Democratic Republic of the Congo, Rwanda and Burundi, as well as supplying a Ugandan in-flight food and beverage specialist.

While dominating the Ugandan market and enjoying extremely high consumer awareness, Rwenzori had been aware for some time that it needed to expand production, improve its product presentation and invest more in marketing if it was to fend off increasingly active competitors.

There had been speculation for months

**To discuss advertising opportunities in
Soft Drinks International**

**email:
advertising@softdrinksinternational.com**

or call +44 (0)1202 842222

In brief...

● Zayd Abrahams, Coca-Cola South Africa's head of sparkling beverages, has described the 'History of Celebration' TVC promoting the 2010 FIFA World Cup and Coke's heavy involvement as "not just another television commercial. It is a call to action for the world to celebrate Africa's coming of age." The ad features memorable moments on the football field, including Roger Milla, the Cameroonian striker who scored four goals in the 1990 World Cup to take Cameroon into the quarter finals. Milla (whose name was originally the more conventional Miller) was 38 at the time. His 'victory dance', fortuitously in front of a Coca-Cola sign, became a World Cup vignette and helped Milla be chosen as a Coca-Cola ambassador.

● The Rwanda Government has decided not to proceed with plans to play an active role in setting up a juice concentrate plant in partnership with private interests. With government policies leaning increasingly heavily towards fostering investment and otherwise supporting market liberalisation, as seen in its decision to sell out of the Bralirwa bottling operation, it was decided to leave the project entirely in private hands. However, the government will continue to give strong encouragement and non-investment support to building and equipping a plant which would help maximise pick-up of Rwanda's horticultural crop for value-added processing.

● Zimbabwe is concerned about a renewed surge of food and beverage brand piracy, with soft drinks one of the key targets for counterfeiters. Most of the fraudulent products are unlikely to meet health and quality requirements, raising worries that the trend might lead to widespread public health problems. At the same time, producers such as Schweppes Zimbabwe are also uneasy about brand perception when consumers find themselves drinking an inferior drink. The company has warned the public in advertisements to check the tamper-proof seal on bottles of Mazoe Orange Crush, one of the country's best-selling soft drinks, because the pirates are using genuine bottles, refilled, almost certainly under unhygienic conditions.

DrinkTECH Africa

- UK DELEGATION -

We have teamed up with the event organisers to offer SDI readers a special package of benefits

If you are interested in either visiting or, exhibiting at the continent's leading food and beverage event, contact: events@softdrinksinternational.com

EXPLORE NEW MARKETS

Great Growth Potential



International Exhibition & Conference featuring:

Equipment, technology, systems and beverage raw materials for the manufacture, filling, packaging, distribution, wholesale/retailing, trading and marketing of beverages and liquid foods such as:

- Bottled water • Carbonated drinks
- Beer, wine & spirits • Milk and liquid dairy products
- Liquid food • Fruit juices • Energy and wellness drinks • All other beverages

@ Africa's BIG Seven!

The Continent's leading Food & Beverage Industry event

Exhibitors from 39 countries • Visitors from 45 countries

CALL FOR CONFERENCE PAPERS

The prospects for growth in Africa's beverage industries have never looked better; with expansion comes competition. New generation manufacturers want to keep ahead of the game – and the opposition. If you think you could deliver a paper that puts African Business on a World Class footing we would like to hear from you. Email: director@exhibitionsafrica.com

25 - 27 July 2010

Johannesburg, South Africa

Endorsed by:



Media support by:



Exhibition Management Services
P O Box 650302, Benmore, 2010, Johannesburg
Tel: +27-11-783-7250/1/6/9 • Fax: +27-11-783-7269
eMail: admin@exhibitionsafrica.com

www.exhibitionsafrica.com

Middle East

Gatorade sponsorships

PEPSICO's Gatorade sports drink brand has been involved recently in very successful sponsorships delivering strong brand exposure while supporting key sports events. Two of these events have also generated additional benefits in Gatorade being praised for helping bring more visitors to Abu Dhabi and Qatar, thereby giving the brand even wider exposure, including international media coverage.

In the UAE, Gatorade co-sponsored the 2010 Abu Dhabi International Triathlon, a debut event organised by the Abu Dhabi Tourism Authority and endorsed by *Triathlete* magazine.

With a prize pool of US\$250,000, the triathlon attracted elite runners from more than 30 countries, along with many spectators. The Tourism Authority was delighted, both in raising the emirate's profile as a visitor destination and at the sponsorship support.

"Our sponsors are doing a sterling job, which is sincerely appreciated," said Ahmed



Hussein, the authority's Deputy Director General. "This is another great example of the private and public sectors working together in a one-destination approach, which brings enhanced exposure to this event and the emirate as a whole."

"Gatorade is a key ingredient of the athletes' preparation," said Rafik El Noumeir, Gulf Marketing Manager for Gatorade.

In Qatar, Gatorade signed on as an exclusive supplier to Doha 2010, the 13th World Indoor Championships, a major athletics tournament attended by participants from some 160 countries.

"Hydration plays a critical role in keeping athletes at the top of their game, as well as enabling active people to keep up with the demands of their dynamic lifestyles," said Antesh Bakshi, Sales Director for ABA Establishment, the local Pepsi brands bottler. While Gatorade was the brand most closely aligned to the World Indoor Championships, he noted, ABA Establishment was also highlighting Aquafina and other beverages.

New bottling plant

IT'S in a precinct where only under-age workers are employed and where payment is by credit token rather than cash. But no-one is complaining about the new Coca-Cola Bottling Plant in Dubai, nor about the Lacnor Milk Factory – which also handles that brand's fruit juices – that is just around the corner in the same precinct.

That's because the two establishments are part of KidZania Dubai, a major new entertainment zone for children in the mammoth Dubai Mall, one of the world's largest.

KidZania is an international brand with a unique philosophy of offering youngsters a simulated urban environment in which to extend their knowledge and interests while enjoying themselves; the Dubai zone joins similar operations in several other countries, each attuned to local conditions.

The KidZania precinct is a veritable city with an assortment of city establishments – from banks to hospitals, universities to salons, television stations to music studios...plus shops, eating places and soft drinks 'plants'.

The entrance to KidZania Dubai features an Emirates aircraft and airport-style check-in counters where young customers are provided with a boarding pass, city map and a cheque for 50 KidZos, the zone's official currency. The kids put on uniforms to under-



KidZania Town Centre, Dubai Mall.

take real tasks, such as cub reporters writing stories for the KidZania Journal, beauticians giving customers a makeover, fire-fighters putting out 'fires' and chefs cooking delicious meals. Payment is in KidZos, which can be spent on drinks, food and a range of other merchandise.

The Coca-Cola and Lacnor (a brand of the National Food Products Company) establishments are more purveyors of beverages rather than 'employing' young patrons to bottle their goods.

"Emaar Retail, through its entertainment arm, is focused on bringing extraordinary entertainment experiences to the region and KidZania is a perfect fit to our objectives of being a front-runner in new initiatives that excite and appeal to all sections of society," said Arif Amiri, the group's Chief

Another milestone for Aujan

AUJAN Industries, the booming Middle East beverage and confectionery company, has taken another step in its much-publicised – and highly successful – growth programme. Kamel Abdallah, who became Executive Vice-Chairman temporarily to marshal the programme through a crucial period, has handed over day-to-day management reins and returned to his former position as a board member of Aujan Industries and Chief Executive of Aujan subsidiary, Rani Investments.

Now running Aujan Industries under the titles of President and Chief Executive is Kadir Gunduz who has some 21 years of experience in the beverages sector, beginning in his native Turkey. His most recent role was as Asia Division Director for Coca-Cola multi-national bottler Sabco, whose headquarters is in South Africa. In this position he was responsible for bottling operations, sales and marketing in four Asian countries, including seven plants.

"As Aujan enters a new and exciting phase of its development, we are fortunate to have Kadir Gunduz's experience and proven track record to lead an already successful and exceptional team," said Sheikh Adel Aujan, Chairman of Aujan Industries.

Executive. "KidZania is a great value addition to the Dubai Mall, offering visitors from around the world another new attraction, especially appealing to children."

Several other well known brands are evident throughout KidZania. Dubai Mall also features the Dubai Aquarium & Underwater Zoo, the Olympic-sized Dubai Ice Rink, a 22-cinema megaplex and a SEGA indoor theme park, along with a very large number of retail stores and food and beverage outlets.

To subscribe

visit:

www.softdrinksinternational.com/subscribe

email: subscriptions@softdrinksinternational.com

or

Tel: +44 (0)1202 842222

Nestlé opens TechnoPark facility

AN extensive new production facility has been opened by Nestlé Middle East in Dubai's TechnoPark. Initially this is being used primarily for powdered milk but bottled water will be added later in the year, along with repacking of chocolates.

"The Middle East region is part of the Nestlé Group's Asia, Oceania and Africa Zone, and is considered as a region having tremendous growth potential," said Yves Manghardt, Chairman and Chief Executive of Nestlé Middle East. "We have invested more than US\$400 million in the Middle East over the years and our new multi-million dollar manufacturing facility in TechnoPark is another testimonial to our deep commitment to this region."

Nestlé operates in 13 Middle East countries, including the GCC countries, Levant, Iran, Iraq and Yemen. "We operate directly – distribution and sales – in all the markets except in Saudi Arabia, Iraq, Yemen and Abu Dhabi, where we still operate through sales agents," said Manghardt.

PepsiCo Jordan backs special needs

SOFT drinks producers globally have a good reputation for their support of people with special needs, including assistance with educational programmes structured to maximise opportunities in the workplace.

PepsiCo Jordan has a policy of employing special needs workers wherever possible and furthered this recently by co-sponsoring a conference on employing qualified individ-

Afghan contract for concentrate

A BRITISH company which specialises in pomegranate juice has ordered concentrate and fresh fruit from the first fruit processing plant in Afghanistan. Pomegreat, which estimates its UK market share as being around 60% sells around 8 million litres annually.

Its Chief Executive, Adam Pritchard, points out that Afghanistan was once famous for its pomegranates before years of war cut trade routes and forced the loss of traditional markets.

Pomegreat is helping remedy the situation by ordering a minimum 500 tons of juice concentrate and 500 tons of fresh fruit from Omaid Bahar, a facility which came into production late last year. It was built with USAID support.

At the opening ceremony Asif Rahimi, Afghanistan's Minister of Agriculture, Irrigation and Livestock, observed that "today is not just the start of a factory, it is the rebirth of Afghanistan in the global economy."

The factory is set up to process both juice and fresh fruit. In addition to pomegranate, it is producing apple, melon, apricot and peach concentrates. "I am proud to have built this factory," said Mustafa Sadiq, owner of Omaid Bahar. "The commitment from Pomegreat gives me great hope for the future that I can

uals with special needs.

The conference, organised by the Rahaf Foundation, was held under the banner of 'I too can build my country'. One of the foundation's aims is to integrate people with special needs into society academically, socially and professionally. At the job fair held in conjunction with the conference, PepsiCo Jordan offered people with special needs the chance to review different employment vacancies.



Amman in spring.



fulfil the needs of international markets."

Pritchard said that "the Afghan pomegranate is the best in the world, and in 10 years sourcing pomegranates from many other countries, I have never previously encountered juice of the quality Omaid Bahar is offering."

In brief...

- The Bahrain Government has been investigating the decision by both Coca-Cola and PepsiCo to raise prices in the kingdom, which has also happened elsewhere in the Middle East this year. As reported earlier, the big producers have justified their move on the basis of having absorbed steadily increasing production and other costs for a lengthy period, to the point where a price adjustment became essential to maintain adequate profitability. Bahrain's Industry and Commerce Minister, Dr Hassan Fakhro, has promised that the results of the investigation will be made public. He stressed that he wasn't trying to impose some sort of price control but that the ministry wanted to be certain there was no cartel element or manipulation of a monopoly.

- Almarai, the giant Saudi Arabian juice and dairy group, has implemented the SAP ERP Human Capital Management system, aiming to increase workplace productivity via automation of human resource processes. "The use of a centralised database enables employees and management to access up to date, reliable information that supports HR and business-related decisions and increases efficiency, further enabling our company's growth and development," said Abdulrahman Al Turaigi, Almarai's General Manager Support Services.

India

Coca-Cola opens testing lab at Pune

THE Coca-Cola Company has opened an analytical services centre at Pune in the state of Maharashtra. Located on the premises of its bottling plant in Pirangut, the centre was inaugurated by Dinesh Trivedi, India Junior Minister for Health and Family Welfare.

Built at a cost of Rs 180 million (US\$3.9 million), the centre will offer technical and analytical support to the company's operations in India and 25 other countries in South Asia, West Asia, Eastern Europe and southern Eurasia.

The world-class laboratory is one of six locations strategically selected by the company for the creation of a global network of analytical testing facilities. The others are based in Brussels, Shanghai, Johannesburg, Mexico City and Atlanta.

The new centre will test beverages and water for pesticide residue, volatiles, vitamins, additives and so on. The company was earlier outsourcing these services through third-party arrangements.

Inaugurating the laboratory, Dinesh Trivedi said: "It is a matter of great pleasure that The Coca-Cola Company has chosen India as a centre to cater to the analytical service requirements of its product in South Asia and Eurasian countries. It is a testimony to the available infrastructure and quality of talent available in India. This centre will ensure that food safety norms are further strengthened and health issues are relegated to a thing of the past. I extend my congratulations and best wishes to the company for focusing on consumer safety and I wish healthy habits and healthy life to all."

Speaking on the occasion, Atul Singh, President & CEO Coca-Cola India, said, "The opening of this world class laboratory in Pune reiterates our commitment to provide high-quality beverages to our consumers in India. The investment also underlines our endeavour to lead India into becoming one of the strategic growth markets for The Coca-Cola Company. The technical capabilities at the new centre will be leveraged extensively across



Atul Singh, President & CEO Coca-Cola India.

many countries in South Asia and Eurasia and will provide us the necessary support to achieve our long term growth objectives.

Cloud 9 producer expands

GOLDWIN Healthcare, manufacturer and marketer of Cloud 9 energy drinks, is launching into other categories of soft drinks. An Indian business newspaper has quoted Jayesh Joshi, Group CEO of Goldwin Health Care, as saying that they are introducing caffeine-free soft drinks, juices, soda and mineral water.

"We will first launch these products in Mumbai and immediately after, we will go for a national spread," Joshi said. "Initially, we will launch juices in apple, mango, orange and lemon flavours. All the juices will be 100% natural. Besides, we will launch an aloe vera juice, a special juice for women, a first-of-its kind in India," he added.

The company is introducing these new products as a sub-brand of Cloud 9. The soda and soft drinks will launch in 200ml and 300ml cans.

The company has installed new machinery to produce these new products at its



27 acre facility located in Pune, where it manufactures the energy drink.

US \$200 million investment

PEPSICO Chairman and CEO Indra Nooyi says that the company will invest US\$200 million in India for enhancing manufacturing, products and agricultural activities. During an interview to a news channel, when asked about details of the company's planned investment in India, Nooyi said, "... investing in products, manufacturing plants, agriculture,"

Nooyi was quoted as saying that all investment will increase the company's footprint and bring technology from the world over to enhance agriculture, the country and the community.

She said PepsiCo is a big agricultural company, be it growing potatoes or citrus in Punjab, Maharashtra, or Madhya Pradesh and the firm is working to increase yields and provide sustainable production for farmers. "We are introducing new technology for agriculture like direct seeding in paddy crops," she added.

In brief...

- Coca-Cola India was the Official Beverage Partner at last month's Hero Honda FIH World Cup 2010 (Hockey World Cup). The company provided the entire range of beverages and water to all teams including the VIP Lounge and the media centre. Atul Singh, President & CEO, said the company was proud to be associated with the tournament which attracted hockey enthusiasts across India.

- The organisers of the International Food & Drink Expo have announced that the 2010 show will take place from 2nd to 4th December at the Pragati Maidan, New Delhi. This year consumer spend on food is estimated to reach US\$240million; the food market is worth more than US\$182 billion which accounts for two thirds of the total Indian retail market. Together with an 8% economic growth in 2010, this makes the India food and drink industry a real market opportunity. Details: www.indiafooddrinkexpo.com.

- In partnership with Save the Children, The Coca-Cola Foundation and Hindustan Coca-Cola Beverages Pvt Ltd, have announced the completion of reconstruction work at five schools in Araria damaged in the aftermath of the floods of 2008 in Bihar. The initiative is a part of the Project LIFE PLUS programme – a project conceived by Save the Children towards providing improved education facilities and learning material to children affected by the Kosi flood in Bihar in 2008.

- Coca-Cola India has unveiled the latest element of Coca-Cola's global Open Happiness campaign. New advertising features Bollywood actor and new Coca-Cola Brand Ambassador Imran Khan. Targeted at youth, the advertisement aims to build an emotional connect by bringing to life the silent yet unique interaction of two strangers connecting over a bottle of Coca-Cola – explained by the tagline 'Coke Khule Toh Baat Chale' (Coke Opens Up Possibilities).

Visit the UK's largest event of its kind



converting
conveying
pack design
bulk handling
logistics robotics
forming filling sealing
raw materials
testing & tracking
processing
printing labelling
containers chemicals
ingredients
coding packaging
outsourcing

The Complete Processing & Packaging Event

25-27 May 2010 | NEC Birmingham



Cosmetics / Chemicals / Pharmaceuticals / Food & Drink / FMCG / Cosmetics / Chemicals / Pharmaceuticals / Food & Drink / FMCG / Cosmetics / Chemicals /

Don't miss the UK's premier processing & packaging event. Covering all aspects from design, materials, plant, manufacturing, print and packaging, the event is your definitive opportunity to source and evaluate real cost-effective solutions to all your production challenges.

Featuring

Register NOW for free entry:
www.totalexhibition.com



Asia Pacific

Japanese awards for Tetra Pak

NINE Tetra Pak plants in eight countries have won awards for manufacturing excellence from the Japan Institute of Plant Maintenance. The institute's Total Productive Maintenance awards, recognising production facilities which fulfil the requirements of the institute's continuous improvement programme, began in 1964 and are accepted globally as being both prestigious and of high integrity.

Tetra Pak has won 46 of the awards since it joined the programme in 1999. The latest crop went to Tetra Pak plants in Foshan and Beijing, China; Lahore, Pakistan; Berlin, Germany; Gotemba, Japan; Taipei, Taiwan; Lund, Sweden; Arganda del Rey, Spain; and Budaors, Hungary.



Goals measured for the JIPM awards are improvement in quality, productivity and service. "This fits perfectly with Tetra Pak's manufacturing goals," said Alejandro Anavi,

Executive Vice-President, Supply Chain Operations. "Improving through Total Productive Maintenance allows us to deliver consistent quality and services."

CCA extends league sponsorship

RUGBY league in Australia will continue to be heavily supported by Coca-Cola Amatil, one of the country's largest soft drinks bottlers, which is also building sales in other beverage categories.

CCA recently signed a three year agreement with the National Rugby League Partnership (NRL), continuing an association which began in 2003.

Powerade, the NRL's official sports drink, will be closely aligned to both the rugby league code overall and to individual clubs, one feature being that the official season match ball will feature the Powerade brand for the first time. "Having our logo on the match ball of the NRL cements our association with one of the elite sporting codes in

the country and reinforces the brand's hydration credentials with consumers," said Warwick White, Managing Director of CCA Australia.

The NRL support also extends to individual sponsorships with an expanded number of individual clubs in New South Wales, Queensland and Canberra. Additionally, the Melbourne Storm club will be supported by Coca-Cola and Mother energy drink. CCA is also linked with the NRL to promote their work with remote indigenous communities, designed to foster healthy lifestyle choices.

"The NRL is working with us by assigning players, like North Queensland Cowboys player Matt Bowen, to our programme to help people engage with this important message," noted White. Bowen is the face of the non-branded 'Choose Water' programme being rolled out in the far north of Queensland and the Northern Territory.

Uni-President sets big goal

TAIWAN-based Uni-President Enterprise Corp has indicated that it wants to reach annual food and beverage sales of more than US\$10 billion within the next three to five years. The company is a major supplier of soft drinks, especially tea and juice beverages, in the People's Republic of China, as well as Taiwan and other Asian countries. It is also a key player in the huge but highly competitive instant noodles sector and is active in other snack categories, as well as dairy.

A free trade agreement between mem-

bers of the ASEAN grouping (Association of Southeast Asian Nations) and China, which came into effect at the beginning of the year, means that Taiwanese food and beverage suppliers to the mainland will be under increasing competitive pressure.

Company President Lo Chih-hsien said that Uni-President had developed strategies to counter this. "Brand management will be our top priority, while manufacture, research and development, logistics, trade as well as mergers and acquisitions will serve as the focuses of our business operations."

ASEAN member nations are Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

Heli-surfing with Red Bull

AS with most of the edgy sports events sponsored by Red Bull, recent heli-surf competitions in Australia were so visually appealing that spectators and media responded as enthusiastically as participants.

The concept was simple: using standard boards, those taking part had to race through the break and paddle to an off-shore buoy. First to cross the line was winched from the water aboard a helicopter in Red Bull livery, then flown to a secret spot on the New South Wales south coast to surf and hang-out with big wave great Ross Clarke-Jones. Clarke-Jones returned to Australia specifically for the competition, taking time out between Hawaiian big wave contests.

The four winners in Newcastle, Curl Curl, Cronulla and North Wollongong were also VIP guests at the Quicksilver Pro on Queensland's Gold Coast, the first contest on the 2010 ASP World Tour. Plans had been for them to be joined by two winners from Coolum and Surfers Paradise, Queensland, but unfortunately the weather didn't co-operate and those events were postponed. Red Bull Australia is arranging another competition "with an alternate ultimate surf prize"



In brief...

● From 14th to 26th August, Singapore will host the world's first Youth Olympic Games (www.singapore2010.sg) which will integrate sporting competition with a culture and education programme. Other highlights will include the YOG Carnival, Olympic Day Run, stage performances and a celebration concert and party. Coca-Cola has signed on as a major sponsor of the YOG. Like the summer and winter Olympics, the new event will be held every four years from now on – the 2014 YOG will be in Nanjing, China.

● South Australian juice producer Nippy's, which also makes dairy beverages and mineral waters as well as packing fruit, ended rumours that it was taking over the Berri, Riverland, factory being vacated by National Foods (as we reported in an earlier issue). Jeff Knispell, the company's Managing Director, said the possibility had been considered as it could have consolidated Nippy's operations in Adelaide, Waikerie and Moorook, currently with some duplication. However, it was decided the facility was unsuited to the company's needs.

● Samoa's South Pacific Water was to the fore at Pasifika 2010, Polynesia's biggest festival, an event held early every southern autumn in Auckland. Despite the change of season, the day was hot and humid, and bottles of the water sold steadily. All proceeds were donated to rebuilding coastal areas in Samoa that were devastated by last year's tsunami. Along with a variety of commercial soft drinks, most of the villages – each themed for an individual country in Polynesia, with a performance stage and a variety of retail booths – sold fruit-based drinks reflecting popular choices back home. Our Man in the Pacific reports that his favourite was a full-of-fruit pineapple and passion fruit smoothie made six at a time in the Tongan village.

● A plant is being set up on Fiji's second biggest island, Vanua Levu, to produce coconut water for commercial sale, along with virgin coconut oil and other coconut derivatives. The government-initiated facility is being funded largely by the Food and Agriculture Organisation. The project is also supported by the Pacific Community and Fiji's Coconut Industry Development Authority.

Amcor is investing NZ\$40 million in an expansion of its can-making plant in South Auckland, New Zealand. Cans are produced at the Wiri facility for soft drinks, premix RTDs and beer. Amcor says the expansion is partly a reflection of growing demand in New Zealand and improving supply to Pacific Island soft drink producers and brewers – delivery to most of the islands is easier from New Zealand than Australia, currently the main source.

Town stands firm on ban

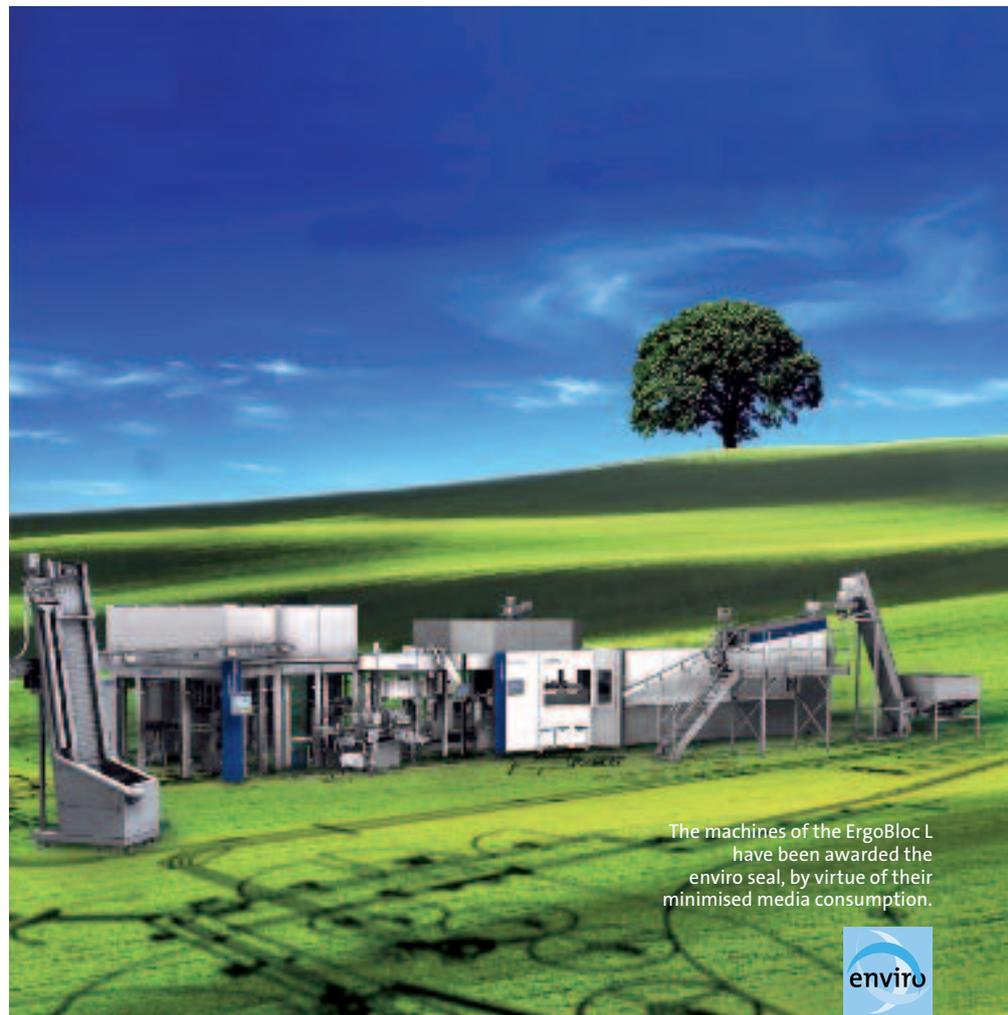
BUNDANOON, a small town in the Southern Highlands of New South Wales, Australia, hit world headlines last year when its residents voted overwhelmingly to ban commercial bottled water.

A lot of sceptics thought this was a publicity-driven promotion which wouldn't be followed through. The town is no stranger to offbeat promotions; it uses a Brigadoon theme to highlight its highland games.

But Bundanoon has proven the bottled

water sceptics wrong, having brought the regulation into effect on 26th September last year and maintained it since. Under a Bundy-on-Tap scheme, local people and visitors are encouraged to buy branded reusable water bottles which can be filled at water stations around the town and in many of its stores.

The scheme's name is a bit of a joke in its own right: in Australia, outside the Southern Highlands, 'Bundy' is usually used as an abbreviation for Bundaberg Rum, as in "I'll have a Bundy and Coke, thanks." The abbreviation is never used, however, for the Bundaberg Brewed Drinks ginger beer and other soft drinks which are a huge seller throughout Australia.



The machines of the ErgoBloc L have been awarded the enviro seal, by virtue of their minimised media consumption.



You want it? We build it!

No one knows your plant better than you yourself. That's why we customise our lines to suit your visions – never the other way round. Just tell us your destination: we'll find the route, supply the equipment, and stay with you until you arrive where you want to go. There's only one thing you'll never get from us: limitations. Because you are the sole arbiter of what's possible.

www.krones.com

We do more.

KRONES

Americas

Calories slashed in schools

THE American Beverage Association (ABA) reports that leading beverage companies have delivered on a three-year commitment with the Alliance for a Healthier Generation, a joint initiative of the American Heart Association and the William J. Clinton Foundation, to remove full-calorie soft drinks from schools across the country and replace them with lower-calorie, smaller-portion beverages. As a result there has been an 88% reduction in calories from beverages shipped to schools since 2004.

The *Alliance School Beverage Guidelines Final Progress Report* confirms that the industry's majors - The Coca-Cola Company, PepsiCo, Dr Pepper Snapple Group and their systems of local bottling companies that work directly with the school partners - have transformed the beverage landscape in schools across America. The report was prepared by the independent firm Keybridge Research, LLC, which has prepared the previous two progress reports.

"A critical component of the Alliance's

national effort to end childhood obesity has been our work with the beverage industry to reduce the amount of calories our kids consume in schools," said President Bill Clinton, founder of the William J. Clinton Foundation, who co-leads the Alliance with Governor Arnold Schwarzenegger and American Heart Association President Clyde Yancy.

"We are encouraged by the significant progress we've made and look forward to continuing our work with participating schools, companies and the American Beverage Association to give young people the options and opportunities they need to lead healthier lives."

ABA President and CEO Susan Neely said, "Our beverage companies have slashed calories in schools as full-calorie soft drinks have been removed. The beverages available to students are now lower-calorie, nutritious, smaller-portion choices."

This *Alliance School Beverage Guidelines Progress Report* marks the third and final assessment of the impact and status of the implementation of the Guidelines. Under the voluntary Guidelines, 100% juice, low-fat milk and bottled water are allowed in elementary and middle schools, with the addition of diet beverages and calorie-capped sports drinks, flavoured waters and teas in high schools. In addition to the removal of full-calorie soft drinks from all schools, the shift towards more lower-calorie, smaller-portion beverages is also contributing to the overall reduction in calories available from beverages in schools.

The *Report* shows that industry delivered on several important markers:

- Calories available from beverages in schools have been cut dramatically. In fact, 88% fewer beverage calories were shipped to schools between 2004, the last comprehensive data available prior to the agreement, and the end of 2009.

- Full-calorie soft drinks have been removed. Shipments of full-calorie soft drinks to schools have declined by 95% during that time.

- At the beginning of the 2009-10 school year, 98.8% of schools and school districts measured were aligned to the Guidelines.

Since announcing the Guidelines in 2006, beverage companies have spent thousands of hours educating and training sales forces, and have invested millions of dollars in retrofitting vending machines, repackaging products and reconfiguring production lines and equipment, among other activities.

"It was the right thing to do in 2006, and it continues to be the right thing to do today," said Sandy Douglas, President of Coca-Cola North America. "The Coca-Cola system is extraordinarily proud of what we have accomplished and how we are making it easier for schools and parents to help young people make balanced choices."

"The Guidelines are a shining example of how industry, schools, parents and non-profit organisations can work together towards the common goal of reducing childhood obesity," Neely said.

Nutrition and all-natural to drive growth

ACCORDING to a new study, *Food & Beverage Additives*, from The Freedonia Group Inc, a Cleveland-based industry market research firm, US demand for food and beverage additives is forecast to expand 3.5% annually to US\$8.5 billion in 2014.

Growth will be driven by increasing consumer interest in nutritionally-enriched products and all natural foods, which promotes demand for high value premium and natural additives. As consumers are wary of foods with artificial sounding ingredients, processors seeking to create 'clean' ingredient labels are increasingly favouring natural additives. Consumer desire for functional products that provide health benefits will support demand for additives such as probiotics and other nutraceuticals.

Flavour products and alternative sweeteners will remain the largest product types in the US food and beverage additive market. The inclusion of functional additives such as probiotics in a widening array of foods and beverages will benefit demand in this segment, as these nutraceuticals are

US FOOD & BEVERAGE ADDITIVE DEMAND (million dollars)					
% Annual Growth					
Item	2004	2009	2014	2004-2009	2009-2014
Food & Beverage Additive Demand	5720	7180	8540	4.7	3.5
Flavours & Flavour Enhancers	2035	2420	2795	3.5	2.9
Alternative Sweeteners	730	950	1150	5.4	3.9
Texturisers & Fat Replacers	679	885	1065	5.4	3.8
Nutraceuticals	450	655	890	7.8	6.3
Other	1826	2270	2640	4.4	3.1

© 2010 by The Freedonia Group Inc.

often associated with a bitter taste that must be masked by flavour additives.

Among alternative sweeteners, aspartame will continue to account for the largest share of demand, due primarily to its widespread usage in the diet carbonated soft drink segment. However, more rapid gains will be achieved by sucralose, acesulfame potassium (ace-K) and certain polyols. Further, trends favouring natural products will bode well for stevia sweeteners, which were approved for use as food additives by the US Food and Drug Administration in late 2008.

Among the various types of food and beverage additives, nutraceuticals are projected to experience the most rapid gains. Advances will be based on the growing popularity of functional foods, which contain additives that promote health and wellness. Nutraceuticals will continue to expand their presence beyond traditional applications, such as breakfast cereal, milk, bread, yogurt and juice, into a wide variety of other foods and beverages. Probiotics have found success in the yogurt segment and will increasingly be incorporated into a variety of other products, including juices.

Inspiration awarded

THE Pepsi 'We Inspire' interactive online community that encourages women to share their sources of inspiration has been recognised by an NAACP (National Association for the Advancement of Coloured People) Award for advancing positive multicultural images in advertising and media.

"We are honoured to receive this recognition from the NAACP, acknowledging the importance of Pepsi's 'We Inspire' platform in creating a meaningful experience for African-American women," said Frank Cooper, Chief Consumer Engagement Officer, PepsiCo Beverages Americas.

"We have been touched by the outpouring



Sources of inspiration, from left to right: Keyshia Cole, Queen Latifah and Thandie Newton.

of experiences, the personal trials and triumphs women are sharing in this community. Most important, 'We Inspire' demonstrates the power of every woman to inspire others, whether they have a famous name or not."

The 'We Inspire' community features icons that represent the six inspirational categories:

beauty, laughter, joy, hope, wisdom and love. Keyshia Cole, Taraji Henson, Queen Latifah, Thandie Newton, Dr Robin Smith and Raven-Symone are leading the storytelling by blogging weekly, uploading photos and inspiring women to share and learn from one another.

Licensing agreements finalised

DR PEPPER Snapple Group Inc has completed the licensing of certain brands to PepsiCo Inc, following PepsiCo's acquisitions of The Pepsi Bottling Group Inc (PBG) and PepsiAmericas Inc. (PAS).

As part of the transaction, DPS received a one-time cash payment of US\$900 million before taxes and other related fees and expenses. The company used a portion of these proceeds to reduce its total debt obligations to US\$2.55 billion, in-line with its target capital structure of approximately 2.25 times total debt to EBITDA after certain adjustments.

"Having achieved our capital structure target less than two years after going public, and with a focus on growing the business organically, we are now committed to returning

excess cash to shareholders over time," said Larry Young, DPS President and CEO. "We're excited to be working with PepsiCo and are confident in our continuing ability to generate strong cash flows."

Under the new licensing agreements, PepsiCo will distribute Dr Pepper, Crush and Schweppes in the US territories where these brands were formerly distributed by PBG and PAS. The same will apply for Dr Pepper, Crush, Schweppes, Vernors and Sussex in Canada, and Squirt and Canada Dry in Mexico.

The new agreements have an initial term of 20 years, with 20 year renewal periods, and will require PepsiCo to meet certain performance conditions. Additionally, in US territories where it has a manufacturing and distribution footprint, DPS will shortly begin selling certain owned and licensed brands, including Sunkist soda, Squirt, Vernors and Hawaiian Punch, that were previously distributed by PBG and PAS. The one-time cash payment of US\$900 million will be recorded as deferred revenue and recognised as net sales over the estimated 25 year life of the customer relationship.

Growth slows for single-serve fruit drink

AFTER double-digit gains early in the 1990s, US single-serve fruit beverage volume growth has slowed, according to Beverage Marketing Corporation's, recently released 2009 edition of its annual market report on the category. The report, which examines the category in the context of the New Age beverage marketplace, provides in-depth discussion of the leading companies' distribution and marketing strategies and supplies data on volume and sales of their brands.

Key findings reveal that the market staged something of a revival with fairly strong annual increases in the late 1990s and early 2000s. In 2008, however, the volume of fruit juices and drinks in sizes ranging from less than 12 ounces to 24 ounces declined for the second consecutive year.

The single-serve fruit beverages segment of the New Age beverage category (consisting of alternatives to carbonated soft drinks such as ready-to-drink tea, sports beverages and several others) was characterised by innovation in the 1990s. Convenient packaging, aided by developments in plastic bottles, contributed to its growth. More recently, economic conditions generally as well as consumer concerns about calories affected the marketplace.

Meanwhile the interest in health and wellness is reflected in the performance of the nutrient-enhanced sub-segment, which saw wholesale dollar sales enlarge by nearly 7% in 2008. Even so, the overall single-serve fruit beverage segment saw sales dip by 0.2%. (Bottled water in single-serve sizes declined at the identical rate in 2008.)

IBWA responds to tax proposals

LEGISLATORS in Olympia are considering removing Washington's sales tax exemption for bottled water in order to make headway in balancing the state budget. "Unfortunately, for many citizens of Washington, this ill-advised sales tax proposal is a major step backwards as many in the state rely on bottled water for their health and well-being," said Tom Lauria, Vice-President of Communications for the International Bottled Water Association (IBWA).

Bottled water is regulated as a food at the federal and state level and should not be unfairly singled out for taxation. It is also covered as a food item under the Women, Infants and Children (WIC) and Supplemental Nutrition Assistance Program (food stamps).

IBWA maintains bottled water is not a luxury product. The Association says it is indispensable to victims during emergency situations, such as fires, earthquakes or compromised public water systems. "Washington should not tax a product essential to sustaining victims of disaster."

Further, singling out bottled water from other food products for taxation will not provide a substantial or stable source of revenue for government funding. It will cost jobs and hurt the small bottled water companies in Washington that support their communities and contribute to the economic vitality of the state. IBWA estimates that the tax will cost more than 300 jobs in Washington. It is a high price to pay to raise less than US\$30 million (less than 5% of the revenue needed in the House proposed tax package). In addition, a tax on food, including bottled water, is regressive. It has the greatest impact on lower-income households who can least afford the burden.

HOD acquisition

DS WATERS, owner of the Sparkletts and Alhambra bottled water brands, has acquired the assets of Yosemite Waters' home and office bottled water delivery, coffee and filtration service business. Yosemite Waters began operations in central and Southern California in 1926.

As these companies combine resources, Sparkletts will assume management of the Yosemite operations in Greater Los Angeles, Orange County, San Bernardino, the Imperial Valley and the surrounding communities. Alhambra will assume management of Yosemite operations in Merced, Fresno and the surrounding communities.

"We are pleased that Sparkletts and Alhambra will continue to meet the needs of these customers for many years to come. Although we have transitioned away from the home and office delivery business, we look forward to exploring the sale of our Yosemite Waters 500ml and 1 litre



spring water on a retail basis," said Charles Soderstrom, President of Yosemite Waters.

"With the acquisition of Yosemite Waters we will be able to expand the reach of our bottled water delivery, coffee and filtration services and continue to ensure our rich history of superior water delivery service and quality," said Ray McGillis, West Division President. "We welcome these new customers to our Sparkletts and Alhambra family."

Help for mango farmers in Haiti

THE Coca-Cola Company has announced the creation of the Haiti Hope Project, bringing together a coalition of business, government and civil society partners to support the development of a sustainable mango juice industry in the country. This five-year project, currently estimated at \$7.5 million seeks to double the income of mango farmers and to raise their standard of living, while contributing to the long-term development and revitalisation of Haiti.

Announcing the initiative at the International Donors' Conference for Haiti held at the United Nations, Muhtar Kent, Chairman and CEO, said: "The Coca-Cola Company has been a part of the Haitian community since 1927 and our local bottling partner, Brasserie de la Couronne, is the largest private-sector employer in the country. Our \$3.5 million investment in this partnership will be joined by contributions from the Inter-American Development Bank (IDB). This project is a great example of how lives can be changed when business, civil society and governments work together to build sustainable communities and help to create economic opportunity."

The Project has garnered support from President Bill Clinton, co-chair of the Clinton Bush Haiti Fund and currently UN Special Envoy for Haiti, for its long-term commitment to the Haitian people, "The Coca-Cola Company responded to Haiti's urgent immediate needs with financial support and beverages," said President Clinton. "The Haiti Hope Project goes a step further and exemplifies the innovative role that partnerships with the private sector can play in the reconstruction of Haiti."

The Prime Minister of Haiti, Jean-Max Bellerive, met with Coca-Cola representatives in Haiti earlier in March to discuss the project. The Prime Minister pledged Haiti's support for the initiative, stating: "Coca-Cola has created the kind of action-oriented initiative that Haiti needs. This partnership will create jobs and new sources of revenue for the people of Haiti. We look forward to working with The Coca-Cola Company, IDB and their partners as we focus our energies on rebuilding our country and achieving sustained economic growth."

TechnoServe, a nonprofit organisation dedicated to creating income, opportunity and economic growth in the developing world through entrepreneurship, will implement this project in Haiti in partnership with local organisations and the government. TechnoServe will provide the services of its business advisors, who will help Haitian mango farmers grow their crops more efficiently, produce additional crops to boost their incomes, and create businesses that will allow them to access markets.

Consumers can contribute to this Project by purchasing Odwalla Haiti Hope Mango Lime-Aid and a similar Odwalla Haiti Hope beverage to launch early summer in Canada; 100% of the profits will be directed to the Project.



President Bill Clinton, co-chair of the Clinton Bush Haiti Fund and currently UN Special Envoy for Haiti; The Prime Minister of Haiti, Jean-Max Bellerive; and Muhtar Kent, Chairman and CEO.

Racing relationship consolidated

SPEEDWAY Motorsports Inc (SMI) and Coca-Cola North America (CCNA) are extending their long term partnership through to 2015. Under the terms of the new agreement, CCNA brands will continue as the Official Soft Drink, Official Sparkling Beverage, Official Water, Official Sports Drink and Official Enhanced Water for six SMI tracks: Atlanta Motor Speedway; New Hampshire Motor Speedway; Infineon Raceway Speedway; Las Vegas Motor Speedway; Charlotte Motor Speedway; and Texas Motor Speedway.

The agreement also features title sponsorship of the Coca-Cola 600 (the longest continuous sponsorship of any race in NASCAR) at Charlotte Motor Speedway through 2015.

"Coca-Cola and Speedway Motorsports share the same passion to refresh and enhance the racing experience for fans," said Beatriz Perez, Senior Vice-President, Integrated Marketing, Coca-Cola North America. "We've built a deep connection between Coca-Cola, NASCAR and its fans. Working with our partners at SMI, we will continue to intensify that bond by creating even more programs that bring fans closer to Coca-Cola and the sport they love."

Coca-Cola and NASCAR Coca-Cola is the official sparkling beverage of NASCAR and has been involved with stock car racing for more than 40 years. A signature part of the brand's NASCAR association is the Coca-Cola Racing Family, a group of top drivers, featured in advertising, promotions and packaging.

Second line for Rio can plant

THE Ball Corporation reports its joint venture metal beverage can plant near Rio de Janeiro, which began production in November, will start up a second production line early in the first quarter of 2011.

The new Tres Rios plant makes aluminium beverage cans for beer and other beverages. It is part of Latapack-Ball Embalagens, Ltda, which operates metal beverage packaging plants in Tres Rios, Jacarei and Salvador, Brazil.

"The Brazilian can market grew by approximately 11% in 2009, and demand is expected to continue to increase," said Raymond J. Seabrook, Chief Operating Officer, Global Packaging Operations. "As we said during our January earnings conference call, our facilities there are well-positioned to supply our customers as they grow and we had begun discussions with customers about a second line in Tres Rios. That process is underway and the second line is sold out in 2011. We have the capability to install a third line in Tres Rios when demand warrants."

Brought to you by:



America's Premier Beverage Event

Filled
With
Opportunities.

InterBev[®] 2010

InterBev.com

September 22-24, 2010
Orange County Convention Center
Orlando, Florida USA

For more information, visit
www.InterBev.com or E-mail interbev@cmgexpo.com

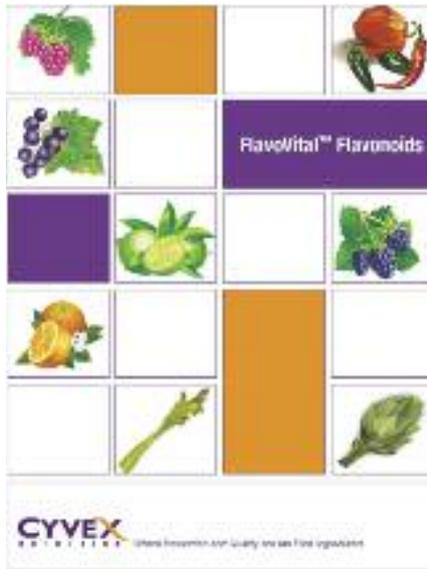


Ingredients

Flavanoids guide

CYVEX Nutrition, based in Irvine, California, has developed a comprehensive quick-reference guide for its FlavoVital Flavonoids line, which includes information on the source of each of the company's flavonoid offerings, recommended dosage, proven health benefits and applications. Flavonoids are known for their powerful antioxidant activity and ability to help neutralise free radicals that can attack the body's cells.

"This reference guide provides our customers with a quick and easy way to assess our flavonoid offerings and determine if any deliver the health benefit appropriate for the product being formulated," stated Matt Phillips, President, Cyvex Nutrition. "Cyvex has always been an innovator in the antioxi-



dant ingredient market, and our FlavoVital line is no exception. These high-quality flavonoids can be used in dietary supplements, and in a wide-variety of food and beverage applications."

Strong performance from Symrise

SYMRISE AG has announced that for its 2009 financial year sales increased by 3.2% from €1,319.9 million to €1,362.0 million. The EBITDA, adjusted for restructuring expenses, was slightly higher than in 2008. The company saw an increase in business during the second half of the year and the positive effects of the restructuring measures implemented over the course of the year. Shareholders will be paid a dividend of €0.50 per share.

Dr Heinz-Jürgen Bertram, the company's CEO said: "Symrise has demonstrated its resilience during the deepest recession in decades. We managed to maintain our above-average growth rate despite the diffi-

cult environment. Our strategic focus on large global customers, emerging markets and innovative products has paid off."

He added: "The market environment has improved in recent months, but continuously high raw material prices and the low level of consumer confidence still constitute challenges. We anticipate that Symrise will again exceed market growth and generate an EBITDA margin of at least 20% in the current financial year."

Regarding the Flavour & Nutrition division, revenues increased from €648.1 million to €679.7 million representing a 5% increase at local currency. Growth was especially strong in the emerging markets of South America (up 21% at local currency) and in the Asia/Pacific region. In North America the division outperformed the market, partially driven by acquisitions. Business in the EAME region recovered during the second half of the year following the destocking of customer inventories in the first half of the year.

Algerian partnership

NATIONAL Starch Food Innovation has strengthened its Algerian capabilities by partnering with leading ingredient supplier Alsochem Reda Foods. The collaboration combines National Starch Food Innovation's technical expertise and innovation capabilities with the convenience and flexibility of a full local infrastructure and stock supply.

Albert Doreau, Sales Manager, North Africa, National Starch Food Innovation, said: "Over the past 10 years National Starch Food Innovation has steadily increased its commitment to this key territory. For exam-

ple, we recently invested significantly into a comprehensive support network for Algerian customers. This comprises a dedicated sales manager; based in Algiers, plus French and Arabic speaking customer service and technical representatives.

"Now, by combining our ingredient expertise with Alsochem Reda Foods' extensive local sales team, we can offer Algerian customers higher levels of technical service and customer care than ever before." National Starch Food Innovation will be showcasing its extensive portfolio of specialty starches at this month's Djazagro event in Algiers.

Latin American growth

THE number of brands carrying the Beneo Label since its launch in 2006 in Latin America has grown to some 30 products. The Beneo Label Programme, which first began as a joint European-led initiative between food manufacturers and Beneo Orafiti in Belgium, is designed to communicate the health benefits of Orafiti inulin and oligofructose (prebiotic ingredients), through the use of one easy-to-understand quality label. The label provides a product with a recognisable symbol that indicates to consumers that the product contains a sufficient amount of these prebiotics ingredients to support a scientifically proven health claim.

The aim of the Beneo Label has always been to translate scientific findings into an understandable and appealing language. Since its introduction over 380 products have been launched bearing the label in 33 countries.

Further, a new website - www.beneo.com - features a 'News' section that provides users with an overview of the latest promotional activities as well as all the BeneoDigest newsletters providing further nutritional and scientific information to those in the health profession. The website is now available to view in 25 countries and in 15 different languages, including the most recent addition in Serbian, Slovenian and Turkish.



Over the last year Beneo Orafiti has seen a large increase in the number of products launched in Latin America across a wide range of categories.

Natural flavour innovations

GLOBAL flavour and fine ingredients supplier Frutarom has developed an authentic strawberry flavour in response to the growing demand for natural and more authentic profiles. The company has chosen the Cambridge Favourite variety for its specific organoleptic profile. The crop is picked, crushed and extracted within four hours. The fruit is analysed at the point of optimum ripeness to ensure a fresh and authentic strawberry profile.

The company's 95:5 flavours portfolio also includes apple, apricot, blueberry, cocoa, coffee, lemon, peach and vanilla variants. Frutarom says it is prepared to meet the requirements for the labelling of natural flavours according to the new flavours regulation EC 1334/2008, applying from 20th January 2011, across its entire flavour portfolio.

Also in response to rising raw material prices, the company has developed a natural honey replacer. Frutarom works closely with the customer to match the required honey flavour profile so that honey can either be reduced or replaced with the honey flavouring and invert sugar. The flavour is available in natural and nature-identical versions.

Frutarom has also created two natural vanillin replacers which can be used in place of synthetic vanillin. Both offer an authentic flavour profile at almost the same price as synthetic versions. They enable manufacturers to make the claim 'natural flavour' while avoiding the higher costs of natural vanillin.

Functional forum...

Fibre

CNI (Colloides Naturels International), the world leader in Acacia gum, has developed and launched Fibregum Clear, a highly purified and clarified version of Fibregum, especially developed for the fibre enrichment of beverages. It is obtained through a specific purification process.

Fibregum is an all-natural Acacia gum particularly rich in soluble fibre (minimum 90%) and claims scientifically proven nutritional properties, including a strong prebiotic effect. It helps balance the intestinal microflora and favours the growth of 'good' bacteria. The fermentation of Fibregum also induces the production of short chain fatty acids, whilst its low viscosity and excellent stability in acidic medium make it ideal for improving the nutritional profile of functional beverages and juices with no impact on their clarity, brightness and flavour.

Weight loss

OmniActive Health Technologies Inc's COO, Abhijit Bhattacharya, discussed the science supporting the weight loss promoting properties of Capsimax, an extract of hot red peppers, as part of the Slim Slam panel at Nutracon held in March at the Hilton Anaheim.

Bhattacharya said: "Given the growing concerns about worldwide obesity, there is a clear need for effective weight management solutions, and we feel that Capsimax is one solution that both manufacturers and consumers can get behind due to its strong body of scientific support and the historical daily use of hot red peppers in human health and nutrition."

Capsimax Capsicum Extract is a proprietary encapsulated form of premium, highly concentrated natural capsicum fruit extract manufactured from hot red peppers, a known food that has been a global diet staple for centuries. It uses encapsulation technology OmniBead to deliver functionally effective levels of the active principles of capsicum - capsaicinoids - while minimising the oral and gastric irritation often experienced with unprotected hot red pepper product applications. The company says a large number of clinical studies on capsicum and capsaicinoids have confirmed significant effects for diet and weight management, including increased energy expenditure, enhanced carbohydrates and fat burning and more pronounced satiety signals, as well as antioxidant effects.



*A new range
of plain caramel...*

Bringing colour to life.



SETHNESS - ROQUETTE
CAMEL COLOUR
www.sethness-roquette.com

Malt distribution

UNIVAR, the Belgian global chemical distributor, has signed a distribution agreement with Diastatische Producten, a Dutch manufacturer of quality malt extracts, to develop the growing market for malt extracts in Belgium, Poland and the Middle East. The company will provide technical expertise in application and recipe development, logistics support, and customer service.

Leiden-based Diastatische Producten manufactures 'all natural' malt products for use in a variety of food and drink products. Malt extracts are available in liquid and powder forms and provide natural colour, flavour and an improved texture to the final product.

Univar will use its reputation as a reliable supplier of high quality, natural products to the food sector, when marketing and selling these products in the new territories.

"We are very pleased to be teaming up with Diastatische, one of the oldest, most experienced and quality-oriented manufacturers of natural malt extracts," said Neil Blackburn, Univar's Supplier Director Food Ingredients EMEA. "Diastatische has a long and proven history in the field of malt extracts and is an excellent fit for Univar Food Ingredients. This association, which will extend our broad food and beverage ingredients portfolio, will further enhance our product and service offering to our customers."

Eric Ebeli, Sales Manager of Diastatische Producten, said: "We are excited to take this step with Univar and offer our natural range of malt extracts to a larger number of customers, thanks to Univar's unrivalled reach in these countries. In addition to offering excellent, consistently high-quality products, manufactured at our plant in Leiden, Diastatische Producten is concentrating on superior customer service."

In brief...

● BioGaia has signed an exclusive dealership agreement with Japan's largest food and supplier wholesaler Nippon Access, a subsidiary of Japan's fifth largest trading company, Itochu Corporation. Access, whose distribution network covers all retailers nationwide in Japan, will distribute all of BioGaia's existing own branded products, except for the chewable tablet, in Japan and will develop and launch BioGaia branded products for dairy, functional food, beverages, infant formula, baby food and food for the elderly in collaboration with BioGaia Japan.

● Nutrafiles has highlighted Litesse polydextrose from Danisco as the 'Ingredient of the Month' in its e-newsletter and gave it a high score for its market potential. Nutrafiles is a newly launched web-based knowledge centre for health ingredients that provides detailed technical and marketing information to its food industry members. One of the key benefits of Litesse is its flexibility as a soluble fibre, where its combination of physiological, technological and functional benefits bring fibre enrichment opportunities to a new generation of fortified and functional products, without compromising on taste and texture.

● Martek Biosciences Corporation has extended its multi-year sole-source licence and supply agreement with Danone. Under the terms of the amended agreement, Martek will be Danone's exclusive supplier of ARA for all of its infant formula and growing-up milk products until at least 31st December 2014. As with the current agreement, Danone may continue to use non-microbial DHA sources. In most cases, Martek will continue to serve as Danone's global supplier for its microbially-derived DHA needs for infant formula.

● The rosehips (*Rosa canina*) harvesting season is underway in South Africa. Afriplex is now taking orders for this product as part of its goal to develop novel ingredients with unique qualities. The company says the numerous health benefits of rosehips compliment its objective. The product's anti-inflammatory properties and applications in the areas of joint health are well researched and documented. During 2009 Afriplex's Rosehips 4:1 PE (water soluble powder extract) was well received by the market and specifically by the beverage industry. This prompted a processing expansion programme that is now nearing completion.

● Following the closure of the Greenwich plant in the London area, starch-based ingredient supply Syral and its partner ETEA Group (part of the Frandino Group) have confirmed their commitment to the UK market by reinvesting in the former Tate & Lyle citric acid production site located in Selby, North Yorkshire. Initially, the new plant, which will operate under the joint-venture Sedalcol UK, will focus its production on high quality grain alcohols destined to the UK market.

● Fuerst Day Lawson has acquired the activities of Regency Mowbray, including all staff and production sites. Founded in 1963, Regency Mowbray a division of FDL, as it is now known, is a leading supplier of fruit preparations. Fuerst Day Lawson, is a leading supplier of ingredients and flavourings to the food industry, with global sourcing offices around the world, including China and India. The acquisition will strengthen FDL's procurement and global sourcing. Combined with the rapidly growing flavours division at FDL the synergies between the two product areas will, the companies say, significantly benefit their customers.



ISBT Announces BevTech '10 Preliminary Program

The International Society of Beverage Technologists has announced a focus on sustainability and a new sweeteners seminar for BevTech '10

The International Society of Beverage Technologists (ISBT) has announced the preliminary program for BevTech '10, which will be held April 26-28, 2010, at the Renaissance Glendale Hotel and Spa. The 57th annual meeting will bring together local and international members of ISBT for three full days of discussion and education concerning the technical and scientific aspects of the non-alcoholic beverage industry.

This year's annual meeting will focus on sustainability and features an impressive lineup of presentations, including Sustainable Beverage Filling: A New Paradigm Through Cold, Dry Electron Beam Sterilization; BOD Waste and the Opportunity to Reduce, Remove and Reuse It at the Source; and Workplace Safety and Efficacy When Using Ozone.

BevTech '10 also will include a Sweeteners Seminar titled, Sweeteners: What Do We Know About Them? on Thursday, April 29. Industry experts will address the complete range of sweeteners used in today's beverage industry around the world, as well as the latest standards and methods for using these sweeteners. All attendees will have the opportunity to taste and discuss the sweeteners' applications in a number of beverage products.

Registered members and guests have the opportunity to participate in fishing, golf or a desert tour in Glendale and a private evening at the Heard Museum, a renowned destination for Native American Indian arts and culture.

For more information or to register for BevTech '10, please visit the BevTech page at www.bevtech.org, or call (972) 233-9107 x208.

ABOUT ISBT – The International Society of Beverage Technologists (ISBT) is the premier technical society for the beverage industry. As the only international society dedicated solely to the scientific and technical aspects of soft drinks and beverages, ISBT provides a unique, non-competitive forum for networking with other experts in the field at a technical level.

Science Monitor

Antimony found in commercial juices

RESEARCH published in the *Journal of Environmental Monitoring* highlights the elevated levels of antimony found in some commercial juices.

The work was carried out by scientists from University of Copenhagen and University of Crete. Since antimony has no known biological function there is concern about its long term effects. Antimony trioxide (Sb₂O₃) is a suspected human carcinogen and is listed as a priority pollutant by the US Environmental Protection Agency (EPA) and European Commission.

In this study, the research teams determined total Sb concentrations in 42 beverages of 16 different brands, contained in either bottles of PET, glass or in Tetra Pak cartons. The juices that were analysed were either ready to drink or cordials, and included juices of blackcurrant, mixed fruit, strawberry, raspberry, sour cherry, mint and synthetic caramel. In total 28 different products were analysed.

When analysing all the samples as one data set, there were no obvious correlations between Sb concentration and expiration date or any chemical properties (% of juice, density, carbohydrate content or pH). However, with 16 blackcurrant samples all from one brand, there was evidence that carbohydrate concentration and days from expiration both influenced the Sb concentration.

This correlation might indicate that Sb is leaching from the packing material over time, and that carbohydrate aids Sb extraction. On the other hand, the researchers noted that the concentrations in the blackcurrant juices were so much higher than for other brands. So a possible explanation is that the quality of the PET material used for bottling was poor. However, even the juices in Tetra Pak displayed elevated concentrations, which suggests that Sb was present in the juice prior to packaging. Thus, the Sb might originate from some contaminated ingredient or from the production equipment.



Picture courtesy Dohler

A monthly update from Diana Amor, Scientific Editor Food e-news.



Reading Scientific Services Ltd.

Bottled mineral and spring water regulations

THE Natural Mineral Water, Spring Water and Bottled Drinking Water (England) (Amendment) Regulations 2010 have been made and published and come into force on 9th April 2010. These Regulations provide for the execution and enforcement in relation to England of Commission Regulation (EU) No. 115/2010 laying down the conditions for use of activated alumina for the removal of fluoride from natural mineral waters and spring waters, and implement, in relation to England, Article 7.1 to 3 and 6 of Council Directive 98/83/EC relating to the quality of water intended for human consumption.

California junk food policies at schools may lower childhood obesity rates

A STUDY by researchers from San Francisco State University and published in the journal *Health Affairs*, has suggested that new policies that eliminate sugary beverages and junk foods from schools may help slow childhood obesity. The study's leading author, Emma Sanchez-Vaznaugh, is quoted as saying their study is one of the first comprehensive investigations that have studied if childhood obesity changed when new policies were introduced in California.

REPORTS that elevated levels of antimony have been found in certain fruit juices have highlighted again the risk that chemicals can leach out of packaging into food products. The research published in *Journal of Environmental Monitoring* found antimony at levels that exceeded the 'safety' limits for drinking water. Although the researchers did not conclude that the antimony contamination necessarily came from packaging, this is one potential source. Other sources include process machinery and any other plastic materials made from polyethylene terephthalate (PET) that might have come into contact with the juices.

"Antimony can be present in many different forms and there is a suspicion that the carbohydrate content of fruit juices acts as a kind of sponge to draw antimony out of the plastic," said Dr Ellen Norman of Reading Scientific Services Ltd. RSSL's laboratories routinely test juices, and other drinks and foods for trace levels of contaminants that leach out of packaging. "This latest research does not necessarily expose a new or increasing problem, but it does highlight a need for the industry to remain vigilant and to routinely monitor products for all the chemical contaminants that could possibly emerge from packaging or process equipment."

Sugar sweetened drink may increase risk of diabetes

PREVIOUS studies have found an association between daily consumption of sugary drinks and an increased risk of diabetes, besides excessive weight gain. A study presented at an American Heart Association conference has used a computer simulation model of the US national population aged 35 and older and data from epidemiological studies to demonstrate an association. Bibbins-Domingo et al. report that observational studies have found a link between higher rates of sugar-sweetened beverages and risk of incident diabetes and they have assumed that daily consumption is associated with an increased risk.

The researchers suggest that between 1990 and 2000, the increased consumption of sugar-sweetened beverages accounted for 130,000 new cases of diabetes, 14,000 new cases of coronary heart disease (CHD) and 60,000 additional life-years burdened by CHD from 2000-2010. They state that over this period this increase is estimated to have increased healthcare costs by US\$1.4 billion. They suggest that at least 7,000 excess deaths from any cause and 31,000 life years lost could be attributed to the rise in sugary beverage consumption.

In conclusion the authors say they support health policy experts who have recommended adding an excise tax of 1% per oz of sugared drink. It is suggested that this may decrease consumption of sugar sweetened beverages by 10%.

American beverage industry to make calories clear

AMERICA's non-alcoholic beverage companies are voluntarily going to make calories in their products even more clear and consumer-friendly by putting the information on the front of all their packages, vending machines and fountain machines. This is in response to First Lady Michelle Obama's asking for industry initiatives that contribute to her healthy families' campaign. Working with the Food and Drug Administration, the calorie initiative will be above what is required by the food labelling regulations and will start this year and be completed by 2012.

Juices & Juice Drinks

Twists on old favourites

UK Fuelled by a 20% uplift in sales and a growing demand for natural, additive-free drinks, Belvoir Fruit Farms has introduced five new cordials and pressés.

The new varieties are hand produced on the family farm in Grantham in Lincolnshire and are all free from artificial flavours, sweeteners and colours. They comprise: Blackcurrant & Cox Apple Cordial made with over 1/2lb of English blackcurrants and the juice of three Cox's apples in each bottle; Cranberry Cordial, a medium dry blend of cranberry, blackcurrant and blueberry juices; Raspberry Lemonade Pressé, a blend of real raspberry juice and real lemon juice and lightly sparkling Belvoir spring water; Organic Orange & Jasmine Pressé, a blend of real orange juice, lime juice and lemon juice with a hint of fragrant Jasmine; and Apple & Melon Pressé, a sweet lightly sparkling pressé made using real apple and honeydew melon juices blended with a hint



of camomile extract.

The company's Managing Director, Pev Manners, said: "Innovation is really impor-

tant to keep driving the sector forward and this year we have tried to challenge the norm with some twists on old favourites."

Jakana adds 1 litre packs

UGANDA Juice producer Jakana Foods has added 1 litre packs to its product portfolio. These long-life packs join vacuum-packed stand-up pouches. Refrigerated juices in plastic bottles are also produced, with a two-week shelf-life. Introduction of the 1 litre packs has required installation of new equipment at Jakana's modern production plant in Kawempe, Kampala.

Jakana Foods was established by Dan Jakana in 1994, after his return from university education in the US, during which he also worked part-time in food technology. Starting on a small scale from his mother's kitchen, he put emphasis on banana juice from the outset, partly because of its local popularity and partly because the Kainja/Musa varieties, which are optimum for juicing, are readily available in the region.

Jakana put a lot of work, both in Uganda and the US, into perfecting banana juice with an extended shelf-life. While he achieved this, he had difficulty in securing funds for a production plant. "I will never forget a banker who informed me that the British ruled Uganda for close to 100 years and if juice processing had been viable they would have done it way back then," he says wryly.



Jakana Foods' plant.

The plant was eventually set up and was more recently extended with assistance from the US Government's Africa Development Foundation.

Introduction of the 1 litre pack is not only to meet local demand in the Kampala area but also to further Dan Jakana's plans of supplying Ugandan juice internationally. The company already sells in Kenya and Rwanda, with small quantities going to the UK and US.

In addition to banana juice, Jakana produces orange, passion fruit and pineapple juices, lemonade and mineral water. The portfolio also includes fruit cocktails and ice blocks.

The company works closely with the National Agricultural Research Organisation and the Makerere University School of Food Science Technology.

With vegetables

USA Naked Juice has launched two vegetable-rich smoothies: Berry Veggie Machine and Orange Carrot smoothies. Berry Veggie Machine is a blend of purple carrots, sweet potatoes, red beets, sweet corn, cherries, strawberries and plums. This combination provides an excellent source of vitamins A, C, E, B3, B5, B6, B12, potassium, fibre iron and calcium.

"Naked Juice Berry Veggie Machine is an excellent source of more vitamins and minerals than other leading fruit and vegetable juice blends," said Katherine Brooking, MS, RD. "As part of a balanced diet, this smoothie can help you meet your daily requirement for more than 10 important nutrients."

The Orange Carrot smoothie produces one serving of vegetables and two servings of fruit in each 15.2oz bottle.

As with all Naked Juice products, the new smoothies contain no added sugars or preservatives.



Smart Juices added to range

SOUTH AFRICA Eat Smart Organics, specialists in the preparation and packaging of superior organic convenience foods and beverages, has added a Smart Juices range to its portfolio. Four organic flavours are offered: Orange Juice, Lemonade, Blueberry Lemonade and Culinary Lemon Juice. They are made of top quality 100% organically grown fruit, with an extended shelf life of 9-12 months.

The Organic Culinary Lemon Juice is promoted as being 'for all your cooking needs – it is great as a de-greaser, freeze in ice cube trays for an even longer-lasting product'.

Eat Smart Organics is steered by a group of four South African business women, headed by Juliette Du Preez, previously a senior banker, as Chief Executive. The company is based in Montague Gardens, Cape Town. Its philosophy includes helping create



local employment and supporting organic farmers through the formation of mutually

beneficial partnerships and growing programmes.

Juice bars

MIDDLE EAST The Chiquita fruit brand, which enjoys a very high public awareness almost worldwide, is strengthening its beverage product offering, along with other lines. The range includes frozen fruit smoothies and bottled smoothies, in specific markets.

As part of what it describes as its "global innovation strategy", Chiquita Brands International has signed a master franchise agreement in the Middle East for the operation of Chiquita Fruit Juice Bars. Three bars have opened already, at stations on Dubai's new

Metro urban rail network. When this becomes fully operational there will be 11 station juice bars. The outlets include made-to-order juices, fruit cuts, milk shakes, power drinks, smoothies and other healthy snacks.

Chiquita's partner in the Middle East is the Fresh Fruits Company, well established as a major Chiquita distributor. "All our fruits are in peak condition and the drinks are all freshly prepared, which means we can offer nature-fresh, healthy and refreshing choices to consumers," said Abdul Reza Mansouri, a partner in the Fresh Fruits Company.

Right: Chiquita t-shirt, part of the brand's merchandising.



Super Fruit

SOUTH AFRICA Ceres Beverages, a division of Pioneer Foods group, has introduced new packaging for its Super Fruit Nectars and Drinks ranges, as well as extending these with additional flavours.

Super Fruit Nectars are marketed as having a high fruit content and offering good value for family consumption – one litre dilutes to five litres for drinking. Flavours include Orange (50% fruit), Peach & Apricot (35% fruit), Mango & Peach (35% fruit), Breakfast Punch (30% fruit) and Guava (20% fruit).

Super Fruit Drinks are also promoted as economical, with one litre of concentrate making seven litres of juice drinks. They are kosher certified and tartrazine-free. Flavours include Mango Granadilla, Blackcurrant, and Pine Cranberry. All contain 10% fruit.

Brand Manager Theola Conyers says that the improved design of the PET bottles gives a better grip and is easier for storage.

(Pic of drinks, no caption needed)



Energy & Sports Drinks

Gym support

NIGERIA GlaxoSmithKline's Lucozade Sports brand is renowned internationally for its practical support of sporting and fitness activities, through promotions, sponsorships, educational programmes and other assistance.

In Nigeria, where the brand is growing steadily, Lucozade Sport has introduced an innovative forum scheme to help gym owners and trainers improve their skills to meet international standards and deliver more effective assistance to clients. Brand Manager Kunle Faloye said Lucozade Sport was committed to supporting platforms that promoted healthy lifestyles and personal fitness.

Principal speaker at the first forum, held in Lagos, was fitness tutor Dr Jack Mbom who emphasised the significance of gym instructors helping clients toward total fitness, looking at all aspects such as stress reduction, reducing excess body fat and increasing energy.

Mbom is well known in Nigeria and elsewhere in Africa for his experience in health and wellness tutoring. He acts as a consultant to a number of organisations and is also one of Nigeria's highest ranking karate practitioners. Late last year he was prominent in the introduction of the HealthFirst programme developed by Cornerstone Insurance.



More Red Bull

MALAYSIA F&N Beverages Marketing, the soft drinks arm of Fraser & Neave Holdings, has begun production, marketing and sales in Malaysia of the Red Bull range. This is a significant step in the diversification of the F&M Beverages portfolio as the company moves towards the September 2011 expiry of its bottling agreement with Coca-Cola. F&N already has other strong-selling soft drinks brands and intends to introduce more.

The Red Bull deal, which came into effect on 1st April, is expected to generate about 10% of F&N Beverages' revenue in the first full year. "Red Bull is the leading energy drink in Malaysia, with a 40% market share," said Jyn Wee, Regional Director for Allexcel Trading which holds the rights to Red Bull in Malaysia. "We are confident that our new partnership with F&N Beverages will enable us to make a quantum leap in sales and distribution."

Health and fitness targeted

UK Voltz International has announced the launch of the Voltz Healthy Energy Shot to the health, fitness and sports marketplace.

"We know that B vitamins are particularly important during exercise," explained Midlands-based Pro-Fitness personal trainer, Fraser Lakin. "For example, B3 is a regulator of blood sugars and it helps in energy production by aiding the breakdown of carbohydrates, proteins, starches and fats. B6 aids the conversion of carbohydrates into energy and increases the levels of oxygen in the blood as well as helping the production of red blood cells. Voltz, made from a complex of B vitamins and amino acids, claims to be unlike other energy drinks on the market which tend to rely on calories and re-hydration agents for energy. The company says it is ideal for consumption before sports activities to give consumers an energy boost when they need it most.

"Compared with other products, Voltz is low in caffeine and does not contain sugar and so avoids the 'crash' often experienced after consumption of other energy drinks," continued Lakin.

Juice infused

USA AMP Energy is introducing its AMP Energy Juice, a 100% juice infused beverage made with a stimulating blend of taurine, ginseng, guarana and no sugar. It is said to provide an excellent source of vitamins B and C. The drink is available in 12 oz single serving re-sealable bottles in Orange and Mixed Berry flavours.

"We're really excited about the launch of our first-ever energy juice, offering consumers a different energy option to help them kick-start their day," said Dave Mingey, Vice-President of Marketing, AMP Energy. "Many core consumers told us they weren't interested in coffee to solve their morning energy needs. They needed something that went beyond traditional energy drinks. So we're answering their calls for more energy options by introducing AMP Energy Juice."

An AMP Energy Sugar-Free Lightning Drink has also been developed. This lemonade-flavoured energy drink is claiming to be the first energy brand to offer a sugar-free flavoured variant.



"With just three calories, Voltz is ideal for those exercising on a calorie controlled diet. In addition, the B12 contained in Voltz promotes energy metabolism, immune and nervous function, therefore also helping to burn calories."

Lakin confirmed that as a personal trainer he used and recommended Voltz to his clients.

Website complaint

NEW ZEALAND A website promoting Demon Energy Drink has been found in breach of the country's Code for Advertising of Food and Code for Advertising to Children. The ruling was made by a majority of the Advertising Standards Complaints Board. A minority of board members disagreed.

The complaint was laid by a Green MP, Sue Kedgley. She also complained about the energy drink's labelling, but this was not accepted by the board chairman. She claimed that the website was aimed at children under the age of 14, as well as older teenagers.

The board noted that the website carried an R16 warning on its home page, along with a 'parental advisory', and accepted that the producer featured only its generic website, and not the site in contention, on its packaging.

However, it was of the view that advertising on the website was directed, in part, at youngsters aged under 14. The board noted that the site provided a range of high caffeine and sugar drinks which it considered were not appropriate for children. A majority was of the view the site "could encourage the purchase of product inappropriate for children and actively encourage children to consume it inappropriately".

The board was unanimous in its view that the advertisement "did not observe the high standard of social responsibility required of advertising to children". The majority believed that, while the advertising "contained reference to 'edgy' behaviour and attitudes, it did not reach the threshold to be said to encourage anti-social behaviour".



Water & Water Plus

On-the-go-pack

USA Zico Pure Premium Coconut Water has introduced a new bottle for consumption on-the-go. Previously packaged in cartons, Zico is now available in a 14 oz bottle featuring a re-sealable cap, easy grip shape and increased durability. "Our new bottle blends the convenience of a sports drink with ZICO's premium, all natural product, which already provides more nutrients and better hydration," said Mark Rampolla, CEO/Founder of Zico. "The bottle, which can be thrown into a gym bag or kept in a car holder, will make it even easier for consumers to incorporate Zico into their daily lives."

The new bottle still features 100% natural coconut water, but also contains 20% fewer calories per oz and additional sodium to help prevent dehydration and muscle cramps. It is available in Natural, Lima Citron and Pomberry flavours. Further flavours will be introduced later in the year.

Lightly sparkling

UK Isklar Norwegian Glacial Natural Mineral Water has introduced a lightly sparkling variant in 460ml bottles for consumption on-the-go and a larger 975ml for fine dining in restaurants and at home. As with Isklar's still variety, the design communicates its pure and invigorating glacial origins, with a faceted bottle design, teal label and transparent cap.

The bottle design is special. Almost all sparkling mineral water bottles are cylindrical in cross section due to the internal pressure created by carbonated water, which pushes outwards. Each individual facet was analysed and modified. The combination of a unique curvature profile and a series of beading on the facet borders with a petaloidal base, provided a structurally sound sparkling bottle.



Isklar CEO, Peter Krogh, said: "We are very excited about this launch and will be backing it with a specific advertising campaign as part of our £2.5million brand investment. With its eye catching bottle, Isklar sparkling is the perfect choice for the style and health conscious consumer, especially those who want a healthy sparkling drink on the go."

Green debut

USA re:newal premium spring water made its national debut at the Green Products Expo in New York City. This follows an agreement with the Cancer Treatment Centres of America to begin distribution in hospitals across its national network.

re:newal features a 100% plant-based (PLA) bottle and label. This unique polylactide material ensures that re:newal bottles can be composted quickly. The combination of an eco bottle and natural pure water has resulted in a successful pilot across Florida and the Southeast, where the water is sourced and bottled.

As a result re:newal will begin its expansion across the country. "We want to encourage people everywhere to think differently about bottled water and make an active choice to move away from petroleum based plastic to 100% plant-based bottles," said Darren Keller, re:newal CEO. "We are already seeing a significant shift by compa-



nies in Florida to move to a more eco-friendly business model and as we grow to new markets we see a significant opportunity to help other companies who are moving in the same direction."

Natural mineral waters

UK Alfresco Drinks has introduced two natural mineral waters: 'Be' active (gently carbonated) and 'Be' still – both bottled at source at Wenlock in Shropshire, where the underground spring water has filtered through the geologically famous limestone strata of the Wenlock Edge for years.

Robin Sheppard, Founder and Managing Director of The Alfresco Drinks Company,

said: "Our emphasis at Alfresco has always been on purity, and all of our drinks - our own ranges and those we make as own-branded products - are natural and additive-free. As our own range stable consolidates and expands, it makes sense for us to have a mineral water offering, and the Wenlock Spring water is as pure as we would want."

The Alfresco 'Be' waters are available in 750 and 330 ml glass screw-top bottles. "They have been designed for the food service market," says Sheppard, "with smart and witty labelling to look good on any restaurant table."



Carbonates

Makeover

UK Vimto Soft Drinks has relaunched the Sunkist brand with a new logo, packaging redesign and new flavours. Sunkist, which is licensed and distributed by Vimto Soft Drinks in the UK, is an internationally known brand and has a brand value of over \$2 billion worldwide. The new look logo and packaging celebrates the drink's Californian roots and appeals to its youthful target audience.

Summer Fruits, Orange & Passion Fruit and Lemon & Lime flavours, which have been top selling flavours in the Still and Dilutes categories, will be introduced to the existing portfolio of Orange, Lemon and Tropical.

Brand Manager for Sunkist, James Nichols,



commented: "In its existing format Sunkist is currently in growth and we are confident of further growth with the introduction of these new flavours and packaging. The new flavours were chosen by looking at popular choices in other categories. For instance,

Summer Fruits is a top selling flavour for big brands' cordials and RTDs but there is no fizzy variant currently available."

The new flavours highlight Sunkist's desire to be known for fruit carbonates rather than simply an orange carbonate brand.

Colourful campaign

INDIA Coca-Cola India's new marketing campaign for Fanta features brand ambassador and actress Genelia D Souza. It coincides with the festival Holi, also known as the festival of colours.

The company will roll out special Holi themed gift packs and special PET bottles with Fanta - Holi Hai! insignia. A new television commercial 'Holi Hai! Toh Dikhaao Apne

Asli Rang', stars Genelia D Souza.

"The strategic initiative being rolled out across North, Central and Western India, aims to further extend Fanta's market leadership in the fruit-flavoured sparkling beverage segment," Coca-Cola India Marketing Director, Flavours, Srinivas Murthy, said in a statement.

According to industry estimates, the Indian carbonated drink market is around Rs 75 billion (\$1.6 billion), of which 54% is the fruit-flavoured drink market. It is largely dominated by Fanta, Sprite and Limca from Coca-Cola, and PepsiCo's Mirinda and 7UP.

Cricket, the 7Up way

INDIA PepsiCo India, a corporate partner of Indian Premier League (IPL), has unveiled its initiatives for IPL 2010, with the launch of the second edition of 7UP Lemon Pattalam.

The 7UP Lemon Pattalam is a unique game of 7UP style cricket – consisting of seven overs, with seven balls per over; and an opportunity for consumers to match their skills with those of the Chennai Super Kings – most of whom are their cricketing icons.

This year 7UP Lemon Pattalam will take place in 14 cities (compared to seven last year) involving some 700 teams spread over two months and reaching almost 10 million consumers. The winning team gets the ultimate prize – a chance to play the 7UP style match against Chennai Super Kings.

Ms Alpana Titus, Executive Vice-President – Flavours, PepsiCo India, said, "All our initiatives are consumer-focused, and it is reflected in the '7UP Lemon Pattalam' programme. It is a testimony to the commitment and spirit of 7UP that the brand today is one of the pioneers in promoting the game of cricket at the grassroots level – and what better way than to involve the regular cricket fans. For us at 7UP, as indeed in the country, cricket is the religion which brings together people across barriers of geography, gender and age. We are absolutely delighted to be playing a catalyst role in this innovative and memorable initiative."



USA A new diet Coke marketing campaign, which launches with a 60-second commercial centerpiece called 'Stay,' celebrates the daily achievements of the next generation of young adult diet Coke drinkers and shows how the brand helps them get the most out of life.

Festive for children

BELGIUM The Kidibul premium range of sparkling fruit juice 'festive' drinks for children, produced by Stassen, is now available in 25cl aluminium bottles. There are four variants: Hip Hop, Football, Roller, and Tennis. The bottles are printed in six colour high definition offset on a solid white base coat with cartoon-like images for stand out on shelf.

Stassen marketing and development teams worked with Boxal graphic development specialists in developing the pack. Safe, shatter-proof, aluminium bottles are said to be ideal for the children party sector; The light bottle is also 100 % recyclable.

Boxal is a division of the Exal Group, a global leader in aluminium aerosols and bev-



erages bottles. Exal employs over 1000 people with operating facilities in Europe, North and South America.

Cricket support

INDIA With the cricket season underway Coca-Cola India's Sprite Gully Cricket championship-Season 2 has been launched across Bihar, North Bengal and the North East.

The aim of this grassroots level cricket championship is to connect and engage with the youth across this part of country by tapping into their passion for cricket and to discover the young promising cricket talent in the region. The championship involves over 1400 young and budding cricket players from four states in seven cities – Kolkata, Bardhaman, Siliguri, Jamshedpur, Ranchi, Patna and Guwahati. The seven city finalists selected from the city league

matches get to win Rs 1 lakh and also form a 'Cheer for KKR Squad' at Eden Gardens in Kolkata.

According to Srinivas Murthy, Director Marketing, Flavours, Coca-Cola India, "Street cricket is the most authentic format of cricket in India. Cricket, especially Twenty20 Cricket is a huge passion amongst the youth today. Sprite has been the associate Sponsor and the Official Pouring Partner of Kolkata Knight Riders. Our new initiative, Sprite Gully Cricket Championship, is in keeping with brand Sprite's positioning of 'Seedhi Baat, No Bakwaas... Clear Hai!' Hence we are engaging with all young players to stop preaching and start playing the game."

An integrated marketing communication programme supports the programme.

The lighter side

UK Diet Coke's new campaign is aimed at celebrating "fun, fashion and fabulousness" encouraging consumers to 'Love It Light' and celebrate the lighter side of life.

New television advertising, developed by Mother, features three characters – Eleanor, Bernadette and Irene – who work for a fashion magazine. They embody the ethos of the diet Coke girl: one who is spontaneous with a light-hearted attitude to whatever life throws at her.

In the advertisement we see the girls at work but just as the clock strikes 5.30pm, their boss drops a mountain of work onto Eleanor's desk. As Eleanor sighs, her trusted friends rally round and instantly know it's a moment to lighten up and enjoy a diet Coke. A coin flies into the vending machine which lights up like a jukebox and the opening strands of the iconic 1980s track 'Maniac' start up.

As the music filters around the office, Eleanor leaps up onto her desk to dance and is quickly joined by her girls. As they jump from the desk the rest of the office join in with Eleanor leading the pack. Her final kick touches the vending machine and a diet Coke can emerges. Eleanor grins at the camera alongside the strapline 'If you love it light.'

The campaign, already launched in the UK, will extend across Europe, Australia and New Zealand. The creatives are one part of the diet Coke plan for 2010 which taps into women's passions for hot trends and fashion whilst knowing when to not take things too seriously.

Curiosity in 750ml

UK Fentimans, the North-East company known for its botanically brewed beverages, is making its Curiosity Cola drink in a 750ml serving, following consumer demand for a 'take home' bottle. The company's botanically brewed Ginger Beer and Dandelion & Burdock were the first of the range to be made available in the larger bottle, followed by the new Rose Lemonade in summer 2009.

Eldon Robson, MD and Master Brewer, explained: "Curiosity Cola is our highest selling flavour not already in 750 ml and consumer interest is high. It will be unique in the market as there are no widely distributed competitor premium cola products in a large serve. Our Cola appeals to discerning consumers of all ages, who prefer the taste of a traditional cola, without any harmful additives."

As with all of Fentimans beverages, Fentimans Curiosity Cola is botanically brewed, slow fermented for seven days and made with all natural ingredients.

Speaking of the company's plans for 2010, Robson said: "We are a small company with big ideas and it's exciting to think that we can continue to develop the business and



offer more choice to our customers by expanding our range considerably in 2010, which will include new flavours as well as new bottle sizes. The 750ml bottle has been developed from the original bespoke design of the 275ml range and the unique shape and colour will make it easily identifiable as part of the Fentimans range and also appeal

to those who have yet to try our drinks.

"As we have discovered from our other 750ml flavours that have been on the market for almost a year, there has been an incremental increase in sales, so it makes sense to offer this alternative size. We are responding to consumer demand and I see the larger bottles as a natural development of our range."

Vitafoods

it just gets better

Now in its 14th year, this show has built a deserved international reputation and an ever-increasing attendance.

Since Vitafoods was established in 1997, the show has become a must-attend global nutraceutical event. According to consumer research from Datamonitor on attitudes and trends towards functional food, drinks and ingredients, the market is entering a critical era as consumers, both young and old, seek out functional products that may reduce the risk or delay the onset of disease.

More attendees travelled to the show than ever before last year, recording a 7% increase over 2008. There was a broad international split with visitors coming from the Americas and Asia as well as across Europe.

Indeed, the international element is reflected in the number of country pavilions taking part this year. These areas make it simpler for visitors to find all products and information related to a specific country or continent. This year, there will be pavilions from France, India, China, Korea, the Americas, the Western United States Agricultural Trade Association (WUSATA) and the Wallonia Foreign Trade and Investment Agency (AWEX).

The Discussion Forum

Free to attend, the Discussion Forum will be looking at the EU Claims Regulation, examining the need for new marketing strategies in Europe. It will take place on Thursday 20th May between 9-10.30am and be chaired by Simon Pettman from EAS. Leading experts in marketing and regulation will discuss and question: what action is being taken to make the claims regulation more workable; whether the claims will make it through the system; how much investment is it worth putting into a claims application; and what alternative marketing methods are possible.

Since a large audience is expected, the organisers are offering participants the opportunity to



send their questions for the panellists in advance. To do so, email forum@eas.eu.

EAS will also be holding one-to-one free advice sessions, tailored to the specific needs of the company involved. Topics will include up-to-date regulatory and strategic advice on product formulas, labelling and claims in order to assist companies with their marketing plans.

Supplier Seminar Theatre

This feature enables exhibitors to demonstrate their latest innovations to a captive and target audience whilst customers benefit from seeing the product in action. As we go to press Fortitech Europe, Ocean Nutrition Canada, DSM Nutritional Products, Catalent, Ingredia Nutritional, Epax, Cognis, Danisco, Lonza, Lipid Nutrition and Chr. Hansen have already signed up.

VitaTrend

A joint initiative between Innova Market Insights and Vitafoods completes this year's educational programme. At the show, central trends on nutraceuticals and functional foods will be brought together in presentations indicating where we are heading in the health and wellness world.

New Products Zone

Innovation and creativity are two central themes that will be running through the New Products Zone this year. Companies with new market launches are eligible to enter their products for display in the feature, which is located in the registration area.

Conference

The Vitafoods Conference has built an international reputation within the nutraceuticals industry as a conference delivering a programme that covers the hottest topics and themes in food ingredients. Organised by Leatherhead Food Research, the conference attracts some of the leading industry figures to share their latest findings and discoveries and, last year, drew in over 250 delegates. Each year, the programme is tailored to meet the needs of an ever-changing industry and 2010 is no different. Workshops have already been confirmed on the following topics:

Day 1 (Tuesday 18th May) will look at the market for functional foods, gut health and diabetes; key



topics on Day 2 will include a look at mental performance, weight management, heart health, personalised nutrition, reproductive health and diet and immunity; finally on Day 3 Sebastian Romero Melchor a lawyer at Food Law Consultants, will delve into the topic of legal action against EFSA / European Commission, whilst Caroline Tyler from MHRA will present on medicine or food: a regulatory view of health claims.

SOME EXHIBITOR HIGHLIGHTS

Naturex will be presenting the latest addition to its NAT life range, Cereboost. An innovative ingredient for brain health, Cereboost is made from American ginseng and, in a recent scientific study, demonstrated a significant positive impact on mental function. **Stand 840.**

Solchem Nature will be presenting JointSol – a special nutraceutical blend for people suffering from joint pain and movement restriction. JointSol is a scientifically developed food supplement that helps in the treatment of joint illness, especially in osteoarthritis, but also it helps the body to build bone structure and avoid bone losses due to osteoporosis. **Stand 778.**

Fenchem will present a newly launched high quality stevia extract. Marketed under the brand NeuVia, the high purity rebaudioside A is compliant with the JECFA standards approved by FAO/WHO in 2004. NeuVia Reb A is a nice-tasting natural sweetener extracted from Stevia rebaudiana Bertoni using innovative technology. It is heat-stable, pH-stable, and does not ferment, which makes it an ideal sweetener for many foods and beverages. **Stand 946.**

Solbar Industries Ltd will exhibit its state of the art soy isoflavones extracts, designed for dietary supplement and cosmeceutical applications. The products range from 3% to 40% total isoflavones with various pharma-kinetics properties and high solubility parameters. Solgen isoflavones are applicable for tablets, capsules, dermal lotions, water based gels, dairy products, health beverages and cereals. Solbar will also exhibit a range of new soy isolate proteins for health beverages. **Stand 529.**

LycORed will highlight findings of a nutritional approach to protecting the skin against environmental damage and premature ageing. The results of these new studies support earlier clinical data,



in which it was demonstrated that oral supplementation with carotenoids positively affects skin density, thickness, smoothness, and elasticity and resistance to photo-damage. LycO-Mato Carotenoid Complex is LycORed's ingredient which supports the maintenance of healthier, younger looking skin. With the approval of photo-protective tomato lycopene as a dietary ingredient throughout the EU, the doors are open for launching new products in the cosmeceutical and functional beverage markets. **Stand 985.**

DSM Nutritional Products will launch a range of 12 bespoke Health Benefit Solutions: Defy your Age; Empower your Mind; Nourish your Beauty; Essentials for Women; Strengthen your Bones; Shape your Body; Flex your Joints; Upgrade your Vision; Essentials for Life; Enhance your Immunity; Guard your Heart; and Power your Performance. Each solution delivers a combination of nutrients via a Quali-Blend premix which is aligned with a specific health concern and backed by science. There are Health Benefit Solutions to help manufacturers respond to clear consumer demand for products which improve their health and wellbeing. **Stand 400.**

ADM will be highlighting Novasoy soya isoflavones which help with the tell-tale signs of the menopause, including hot flushes. The company's CardioAid phytosterols and phytosterol esters for reduced blood cholesterol will also be available on stand. Another highlight is Novatol, a natural source of vitamin E, which is needed by the body to protect cells and support natural defenses. Also on show will be the Decanox range of natural antioxidants for food, feed and cosmetic use. **Stand 759.**

On the Danisco stand the company's range of health and nutrition ingredients, which provide physiological benefits and enable customers to significantly enhance the health and nutritional positioning of their products, will be on display. Danisco is committed to developing value-added ingredients that address today's concerns for a healthier diet. The portfolio of innovative ingredients contribute to overall health and wellbeing and also offer specific solutions in the areas of digestive, immune and bone health, antioxidants and general wellbeing. **Stand 934.**

Continued overleaf

... help manufacturers respond to clear consumer demand for products which improve their health and wellbeing.

VITAFOODS - continued

Scientific studies carried out by Plantextrakt have shown that beverages containing green tea extract and enriched with theanine and theogallin promote concentration performance...

The herbal story...

BEVERAGES with additional functional benefits are very popular among consumers. In this context, there is also a growing demand for herbal extracts throughout the beverage industry.

Oliver Hehn of Plantextract says: "Natural herbal extracts offer many additional positive and health-promoting benefits. A large proportion of the herbs have been used in food and beverages in countries all over the world for centuries. Although consumers are familiar with the taste of herbs, they are still regarded as being out of the ordinary.

"At the same time, there are some herbs, such as guarana with its stimulating properties, which are considered to be novel and trendy. Our new SUPERHERBS product concept uses such herbs as grape seed, pomegranate and green rooibos, which all have particularly high antioxidant potential, as shown by their high ORAC scores."

Apart from the ORAC scores, do the results of any other studies provide evidence of the multifarious functional benefits of herbs?

Hehn believes they do. Scientific studies carried out by Plantextrakt have shown that beverages containing green tea extract and enriched with theanine and theogallin promote concentration performance, for example. Nowadays, a high level of mental efficiency is in growing demand among people of all ages. Apart from this, the future will see a general ageing process in the demographic development of our society, accompanied by an increasing demand for beverages with functional benefits.

Green tea extracts offer an ideal means of catering to these new demands. Unlike beverages containing caffeine, for example, green tea extracts do not have any side effects. Our study was carried out with 12 healthy human volunteers in a randomised, placebo-controlled, double blind, crossover study. The results clearly showed neurophysiological effects located in frontal brain regions, indicating an improvement of cognitive function.

"Apart from promoting concentration performance, we also found scientific evidence of herbs' positive influence on skin health. Modern, beauty-conscious people are on the look-out for products that make their skin appear healthier and more attractive. Fulfilling these needs is not simply a matter for the cosmetic industry, but also concerns the food and beverage manufacturers. The Martin Bauer Group therefore commissioned two scientific cell-based studies into the effects of selected herbal extracts on skin health. The results: extracts taken from cistus and hawthorn flowers as well as rooibos and green tea extracts are capable of inhibiting inflammation and improving cell vitality, therefore exerting a positive influence on the skin's regeneration process."



Oliver Hehn, Product Manager at Plantextrakt

The Martin Bauer Group

The Martin Bauer Group is the world's leading supplier of products associated with tea, extracts and botanicals to the food and pharmaceutical industries. Three business units - Martin Bauer, Plantextrakt and Finzelberg – operate under the Martin Bauer Group brand name.

The Martin Bauer business unit, with its national and international facilities, specialises in herbal and fruit tea, medicinal tea, flavoured black and green tea, and botanicals. The company manufactures customised teas in accordance with customers' requirements from more than 200 herbal raw materials. The Plantextrakt business unit produces herbal, fruit and tea extracts. It develops over 2,000 formulations based on more than 120 different plants and creates innovative, tailor-made product concepts. The Finzelberg business unit is a long-standing partner when it comes to the development and production of phytopharmaceutical extracts. The company's portfolio also includes extracts for dietary supplements.

The Martin Bauer Group focuses its business activities on the tea, beverage and pharmaceutical industries. All three of the business units in the Group are committed to a consistent quality philosophy at all levels. This philosophy is essentially founded on a combination of high-quality, sustainably cultivated raw materials and certified production techniques.

Oliver Hehn is the Product Manager at the Plantextrakt business unit. In charge of innovation management, he creates product concepts and follows them from the idea, through to the market launch, together with the three other colleagues in his team. Oliver Hehn is also responsible for using market research data and appropriate communication resources to support sales and marketing activities.

Meet with SDI at Vitafoods

To schedule a meeting, email: philip@softdrinksinternational.com

The Roquette Group will be presenting its portfolio of ingredients which address wellbeing, health and nature along with the company's multi-disciplinary support service. Regarding satiety and digestive health, the company's Nutriose fibres and Nutralys proteins have a natural role to play. **Stand 974.**

The Plantextrakt Business Unit of the Martin Bauer Group will be presenting its latest concept, Superherbs. Beverage manufacturers will be able to discover the many benefits of herbal extracts. Oliver Hehn, Product Manager at Plantextrakt, explained: "Our concept opens up completely new possibilities in terms of costs: new combinations of juice and herbs can be positioned at a higher level and advertised to a better extent thanks to the use of herbal extracts - while maintaining or even lowering the costs involved." According to Mintel more than 1000 non-alcoholic beverages containing herbs have been launched onto the market in the last five years. "With this in the background, we want to encourage other manufacturers to focus on the pleasant-tasting, versatile herbal extracts," said Hehn. **Stand 870.**



Experts from Chr. Hansen will be showcasing their range of premium probiotics called Probio-Tec. The Human Health and Nutrition Division at Chr. Hansen works with probiotic offerings within Gastrointestinal, Immune, Women's, and Infant Health for the dietary supplement, infant formula and pharmaceutical industries. "At Chr. Hansen we believe there is also a large potential within other types of appealing and tasty beverages and food products with added health properties," says Sarita Bairoliya, Global Marketing Manager for Probiotic Cultures. **Stand 518.**

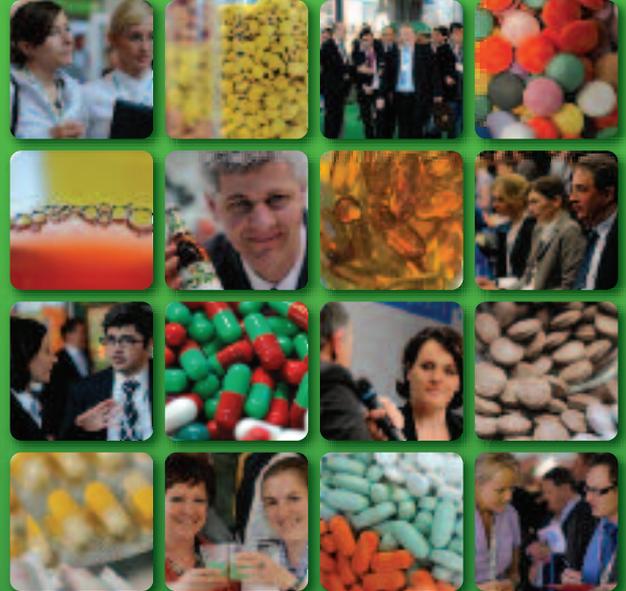
Lonza will be presenting products from its portfolio of branded health ingredients, including, Carnipure, its high quality L-carnitine. Extensive clinical research has discovered that Carnipure can play a beneficial role in many areas of health, including recovery from exercise, weight management and healthy aging. FiberAid, its premium prebiotic fibre offers benefits for gastrointestinal health combined with excellent digestive tolerance. ResistAid, is an all-natural, multifunctional product which assists in maintaining healthy immune functions, and DHAid is a purely vegetarian source of omega-3 DHA, whose health benefits include the protection and support of brain, heart and eye health. **Stand 743.**

Global flavour and fine ingredients company Frutarom, will present various ways of achieving health benefits in the fields of beauty-from-within and weight management, with either single ingredients or carefully selected combinations. **Stand 509.**

During Vitafoods 2010, Johnny Thylin, PhD, Technical Director for Fortitech Europe ApS, will be presenting a technical seminar on the fortification challenges of beverages aimed at children's health concerns. Dr Thylin's presentation will address the issues and other challenges associated with developing a dynamic premix blend. Representatives from Fortitech Europe ApS will be ready to demonstrate the company's capabilities and versatility in premix blending. **Stand 639.**

Vitafoods™

The global nutraceutical event



The Global Nutraceutical Event

18 - 20 May 2010
GENEVA PALEXPO
Switzerland

Register for **FREE** online NOW at
www.vitafoods.eu.com/sd1

& benefit from
Fast track entry



Free event guide



Save €80

Join us on **LinkedIn**

Organised by
IIR Exhibitions



an Informa exhibition



FPE
Finished
Products
EXPO

Co-located with
Finished Products Expo

A drink to good health

and Quality for Life

This is a win-win programme for DSM and its customers, reports Philip Tappenden



For more information:
DSM Nutritional Products
Emma Peyrachon
Tel: +41 (0)61 815 83 54
Fax: +41 (0)61 815 88 90
E-mail:
emma.peyrachon@dsm.com

DSM launched its Quality for Life commitment at HiE 2008. It is an interesting approach, which has clear benefits given the high profile nature of food safety today. But what do the words mean in practice?

During a recent visit to DSM Nutritional Products' headquarters, I had the opportunity to discover more. Along with a group of other journalists, I travelled to Basel, Switzerland, to find out what difference Quality for Life has made since its introduction and what it means for beverage manufacturers.

Quality for Life

For DSM, Quality for Life means the formalisation of established practices in four areas: quality, reliability, traceability and sustainability. It aims to instil, in all members of the DSM workforce, the need to incorporate these features into every step of the supply chain. DSM claims that since the launch of Quality for Life, suggestions on how to improve systems and introduce new sustainable practices have increased – illustrating how well the concept has resonated with DSM staff.

The second objective is to give customers the peace of mind they need to take products to market. By displaying confidence in its products, systems, workforce and business ethic, DSM claims to give its customers the assurance that ingredients are of the highest quality. This is particularly relevant in DSM Nutritional Products' sphere of business. Manufacturers of functional beverages are operating in a market in which they need to convince consumers of the value of their innovative products. There is a need, therefore, for a completely trustworthy supplier of functional ingredients. DSM is keen to stress this as a key selling point – emphasising that as the only vertically integrated premix supplier, its Quality for Life commitment spans the whole supply chain.

Beverages for beauty

In practice, DSM's approach aims to help manufacturers get to market faster with appealing solutions that work. The company's Quali-Blends premixes are central to achieving this goal. Quali-Blends are customised premixes that blend vitamins, minerals and a wide range of functional ingredients that work synergistically to deliver a specific health benefit. A standard range of 12 health benefit solutions is available, or DSM can tailor the nutrient mix according to customer requirements.

Health and wellness drinks are an ideal vehicle for Quali-Blends and the company is seeing success across its range of health benefit solutions.



Beverages which contain beauty-nourishing ingredients, for example, are now widely available on the shelves of mainstream retailers worldwide. 'Beauty from within' product launches, of which the beverage sector is significantly represented, have doubled over the past five years.

Skin, hair and nails have been identified as the three main areas of growth in the 'beauty from within' sector. DSM Nutritional Products has used these as a platform to build its ingredient offering and help beverage manufacturers develop new products to nourish and protect inner beauty. The company's ingredient portfolio includes vitamins, carotenoids and other functional ingredients like TEAVIGO green tea extract and coenzyme Q10 (CoQ10). All of these ingredients can be mixed according to manufacturers' specifications, working in combination to protect, repair and hydrate the skin and enhance beauty from within, in a convenient Quali-Blend formulation.

Instant beverages

The ease with which Quali-Blends can be added to beverage products is often demonstrated on DSM's booth at trade shows. The health benefit cocktail bar, not just a welcome rest stop for many a weary trade show visitor, shows Quali-Blends in action. Choose a health benefit, choose a flavour, and within minutes a tasty cocktail with a combination of nutrients customised for a particular health benefit is ready. The overriding advantage of DSM's offering seems to be its ability to deliver efficient service, while at the same time ensuring ingredients of the highest quality – two key factors for any functional beverage manufacturer. I look forward to seeing innovative new products on shelf, and the next instalment of DSM's Quality for Life commitment. ■



Instant functional beverages with Quali-Blends, at FiE '09.

Beta-glucan boost

following favourable EFSA summary of scientific opinion



The recent summary of scientific opinion issued by the European Food Safety Authority (EFSA) makes the case for the health benefits of beta-glucan in beverages even more convincing. Olivier du Châtelier (Business Development Manager at Cargill Health & Nutrition EMEA) explains why this is significant, and how Cargill's concentrated beta-glucan, Barliv™ barley betafiber, allows beverage manufacturers to deliver proven cholesterol management in a wide range of products including fruit juices and waters.

This favourable opinion is a significant step towards enabling an Article 13 health claim to be made in the European Union. Unlike the United States, where Food and Drug Administration (FDA)-approved health claims relate to an ingredient's ability to reduce the risk of a health condition, EU Article 13 allows a health claim in language relating to an ingredient's role in sustaining good health.

The opinion from the EFSA is an important next stage in moves to commercialise new products, to capitalise on the increasing demand from consumers for heart-healthy products.

Elevated cholesterol is one of the most pressing global health concerns today, due to its strong connection with cardiovascular disease (CVD). As a result, cholesterol control and reduction remain as significant objectives for manufacturers, consumers, medical professionals and health protection legislators.

One proven way to reduce cholesterol is by consuming beta-glucan, a water-soluble dietary fibre occurring in cereal grains such as barley and oats.

Clinical studies have shown that beta-glucan can deliver effective cholesterol reduction: three grams per day significantly decreased LDL cholesterol among subjects with moderately elevated blood cholesterol levels, when consumed as part of a diet low in saturated fat¹.

Accordingly, under current EC health claim regulations, food manufacturers can claim that products containing barley betafiber may help to maintain a healthy cholesterol level, thus contributing to heart health. And following the favourable EFSA opinion the potential Article 13 claim reads: "Three grams per day of barley beta-glucan, as part of a diet low in saturated fat, and a healthy lifestyle, can help manage normal blood cholesterol. A portion of this food contains 0.75 grams of beta-glucan."

(Please note that claims implying a reduction in the risk of CVD would require special submission and approval.)

Beverages are ideal for delivery

Because they are convenient and easily consumed, beverages are an ideal food category in which to deliver a cholesterol-lowering benefit.

However, it has always been difficult to achieve an efficacious dose of beta-glucan in beverages without adversely affecting quality of enjoyment. That's because traditional cereal sources contain a low concentration of beta-glucan – generally around 3% to 6%.

When used in beverages at effective dosage levels, traditional cholesterol-lowering ingredients (e.g. oat beta-glucan) confer high viscosity, a significant organoleptic characteristic.

For that reason, until now only products such as dairy beverages, which are intrinsically viscous, have been suitable for the addition of cholesterol-lowering traditional beta-glucan. However, everything has changed with the arrival of Cargill's Barliv barley betafiber. This is a concentrate containing 70% barley beta-glucan, extract, derived from specially selected barley varieties using an extraction process developed by Cargill.

Beta-glucan is the soluble fibre component of the dietary fibre found in certain cereal grains such as barley and oats. It is a polysaccharide of linear, mixed linkage (1, 3), (1, 4)-beta-D-glucans.

Barliv barley betafiber blends easily and doesn't clump; it's completely soluble; stable in low pH beverages; and it is thermally stable in UHT and extrusion. It also has no impact on taste, smell, colour or viscosity through the whole range of beverages, from water-based beverages through to fruit smoothies. For all of these reasons it is an ideal beverage ingredient.

But the most important point to note is that, because Barliv is so concentrated, you need less of it to deliver an efficacious dose of beta-glucan per serving. Using Barliv, non-dairy beverages such as juices and even flavoured waters can now deliver a proven cholesterol management benefit – without compromising consumers' traditional expectations of appearance, taste and aroma.

An example of just such a beverage was exhibited by Cargill at FiE 2009 – the Hearty Appetite juice beverage enriched with Barliv barley betafiber. In addition to wholesome apple juice, Barliv barley betafiber was added as a natural source of soluble fibre to support heart health.

Barliv overcomes previous beta-glucan limitations to pave the way for a new generation of beverage and food products, which can support not only traditional enjoyment of a refreshing drink, but also a healthier lifestyle. ■

The opinion from the EFSA is an important next stage in moves to commercialise new products.



Reference:

1. Keenan JM, et al. *British Journal of Nutrition*. 97(6):1162-1168, June 2007.

Cargill Health & Nutrition

Email:

Olivier_Duchatellier@cargill.com

or

Email:

Magdalena_Rottbeck@cargill.com

www.cargillhft.com.

Innovative beverage concepts

for the adult market

Natural and healthy beverages are in ever greater demand, according to Döhler.

The taste of adult consumers differ significantly from those of children. Beverages today should, above all, be natural, healthy and less sweet. The DöhlerGroup provides innovative beverage concepts covering all aspects of malt and fermentation which meet this demand.

A person's sense of taste is constantly changing. While children mostly prefer very sweet foods, the fondness for sweet things decreases considerably in adulthood. The reason for this lies in the taste nerves, which change over time. Alongside the question of taste on its own, the motivation of the adult consumer also plays a major role today in the choice of food. The consumer is more enlightened and knows what is good for him. This change in awareness has to a great extent characterised the beverage and food market in recent years. Natural and healthy beverages are in ever greater demand; products with a natural positioning are right on trend.

For the beverage industry this trend represents a great opportunity, as well as posing a special challenge to its product development capability. The DöhlerGroup's global presence, proprietary market research and Sensory & Consumer Science Department enable the company to identify trends at an early stage and transform them into innovative beverage concepts. This is where the DöhlerGroup comes in: 'We Bring Ideas to Life' is the DöhlerGroup's commitment to supporting its customers – from the initial idea to the finished product.



The nature of the task in creating beverage concepts for adults is to develop healthy, natural, less sweet and interesting products which awaken the consumer's desire to try something new.

Döhler has a comprehensive portfolio of innovative beverage concepts built on fermented and unfermented bases made from tea, malt and fruit juices which meet these requirements.

Malt – a natural source of energy

Malt drinks have long been popular, above all in the Middle East, where they are consumed especially as a sweet and non-alcoholic alternative to beer. A number of well-known brands have also enjoyed considerable success in Europe with far less sweet variations. Hardly surprising, malt beverages have a very good image with the consumer because the natural raw material provides a range of B vitamins, key minerals and trace elements. Malt thus represents a base which, in addition to its positive image as a natural source of energy, contains elements relevant to nutrition. Flavours such as mango, or mixtures featuring strawberry and lime, further open up modern positioning opportunities.

Döhler manufactures clarified, filtered and concentrated malt extracts which constitute a pure, acid-stable malt building block. This can be incorporated into a wide variety of beverage compounds, making it ideal for mineral water producers and beverage manufacturers no longer able to carry out filtration. The expertise for this treatment has been specifically developed at Döhler.



Non-alcoholic fermented (cultured) bases for innovative beverages

The positive effect of fermented (cultured) drinks on the human body has been known for centuries. For instance, the cult drinks “Kvass”, from fermented bread (Russia), and “Kombucha”, from fermented tea (Asia), have always been consumed as a health-promoting beverage. Fermentation can be performed with various raw materials like tea, fruit juice and malt. Depending on the raw material used, a further interesting taste nuance is achieved. Drinks with fermented fruit juices are on trend. Due to fermentation the products mostly taste less sweet, contain fewer calories and yet are natural and healthy. That is why adults especially are excited by this beverage concept. Furthermore, thanks to the tangy acidic notes and refreshing character, fermented beverages represent the next generation of carbonated soft drinks.

But what is it that makes fermented beverages so special? Besides the sensorially interesting aspects, fermented beverages are above all healthy. With the aid of lactic or acetic acid, the fermentation process produces stomach-friendly organic acids such as lactic and gluconic acid. They are credited with a positive effect on digestion and metabolism.

Aside from many innovative beverage concepts, Döhler also provides a wide range of high-quality fermentates (cultured / fermented bases) from malt, tea and fruit juices, as well as unfermented bases, with the help of the associated company ALKO International B.V. In this way the company combines traditional and modern biotechnology. The product range is continuously being enhanced.

Diverse positioning possibilities

Fermented and malt beverages can be positioned in many different ways by virtue of their variation possibilities. Thus fermented (cultured) and malt bases can be positioned as health and wellness beverages on the strength of their functionality and natural components, but also as a fashionable drink in bars and restaurants thanks to the novel taste experiences they provide.



Excellent taste profiles and interesting positioning also result from the combination of fermented malt bases and fruits, such as the superfruits cranberry and pomegranate, as well as unique combinations like mango-lime, apple-mint and grapefruit-lychee.

From the initial idea to finished product

In addition to malt and fermented (cultured) bases, the DöhlerGroup supplies fruit juice concentrates, fruit preparations, blends, compounds, ingredient systems, emulsions, flavours and colours. Natural food and beverage ingredients have long been a central theme and integral part of its range.

All ingredients are available both separately and in the form of all-in-one compounds. Additionally, the DöhlerGroup provides services such as market research and concept development as well as sensory and consumer science expertise. ■

Fermented and malt beverages can be positioned in many different ways by virtue of their variation possibilities.



Diana Wolfstädter (Marketing)
Tel: +49 6151 306-1205
Fax: +49 6151 306-8205
Email: diana.wolfstaedter@doehler.com

Juicy solutions

to meet fruit processing challenges

DSM Food Specialties highlights a juicy selection of enzymes at International Fruit World.

Saskia Nuijten
DSM Food Specialties
Telephone: +31 15 279 2685
Fax: +31 15 279 3540
Email: saskia.nuijten@dsm.com
www.dsm-foodspecialties.com

The global juice market is booming, as the current consumption reaches 29.3 million litres in UK and 42.8 million in the US.¹ According to a recent research the UK's adult soft drinks market is worth £105 million² and 75% of modern pub goers give preference to soft drinks for reasons other than driving³. Juice manufacturers are in search of innovative solutions to help them maximise their potential. DSM Food Specialties offers an exciting portfolio of fruit processing enzymes designed to help beverage manufacturers overcome production challenges and gain significant value.

Apple juice

For apple juice processors looking to increase outputs, DSM Food Specialties' Smart Concept provides an effective solution. Featuring enzymes for apple maceration, depectinisation and ultrafiltration, these products work in synergy to achieve optimum benefit in application. The Smart Concept comprises three key ingredients – Rapidase Smart, Rapidase Smart Clear and Rapidase Optiflux. Rapidase Smart is a specific pectinase-based enzyme, which has been developed for faster degradation of soluble pectin and offers higher free run juice, lower mash viscosity and better pressability. Rapidase Smart Clear is a pectinase with a broad spectrum of activities; it shortens depectinisation time and provides users with a cost effective way to generate sustainable concentrate stability. Finally, Rapidase Optiflux ensures ultrafiltration efficiency. This unique processing aid contains the optimum combination of enzyme



activities, favours degradation of macro molecules and prolongs the operating time of filtration enzymes.

Red berry and pomegranate

Rapidase Intense is another highlight. A unique pectinase preparation active at low pH, it allows processors of red berries and pomegranate to intensify extraction of colours, aroma and polyphenols while increasing juice yield. Produced by *Aspergillus niger*, this enzyme is effective in a wide range of red berries including cranberries, blackcurrant, sour cherry, raspberry and strawberry. Rapidase Intense performs direct juice clarification at the natural pH of the fruit. It also ensures the rich antioxidant properties of the berry and pomegranate colour are released into the juice or pulp and not lost during processing - a key advantage for processors using these fruits to create blends with other fruits which have a less intense colour or aroma.

With Rapidase Intense, beverage manufacturers can retain the freshness, quality and natural health benefits of these fruits whatever the manufacturing conditions. Rapidase Intense is also suitable for organic juices.

International approvals

DSM Food Specialties is a leading supplier of enzymes to the fruit processing industry. Its innovative portfolio offers reliability and performance in application and can be used to increase fruit juice yield, optimise available processing capacity, plus troubleshoot during downstream processing.

All Rapidase products are preservative free and approved as kosher and halal. They comply with all international requirements for food enzyme preparations. ■

References:

1. *NationMaster.com, Food statistics 2010.*
2. *Research published by Schloer, 2009.*
3. *Research published by Schweppes Deuce, 2010.*



Fruity brew

the WP Hopper story

For the past 15 years Neville Portelli and Gregory Watson have been running the successful branding and innovation agency Underground BLC. During this time they have worked with brands including The Coca Cola Company, Hormel Foods (SPAM and Stagg Chilli), Sports Wales and leading law firms.

Adult choice

It was back in 2008 when Nev and Greg first touched on the idea for 'WP Hopper'.

Both were highly aware of the ever-growing binge drinking issue and the negative effects of alcohol on the body. So, it was when they were sat in a local pub one evening that they started to question why there wasn't a more suitable alternative to alcohol. Why was every soft drink on offer far too sweet or fizzy? Why wasn't someone making a soft drink that was suited to a more mature pallet? A great tasting adult soft drink?

There simply wasn't a drink out there that fitted – so if no one else was making it, then why couldn't they?

Beverage development

It was then that Nev and Greg decided to set up 'Juice Brewery', putting their years of marketing and branding experience into practice. They dedicated time researching into what consumers really wanted from a soft drink. It soon became apparent that there was a huge sector just not being served adequately.

Six weeks later Nev and Greg were tasting their very first prototype.

With help from the experts they had managed to produce a drink which was brewed with malted hops and barley. They had blended in fruit juices and also added sparkling water. The result



was a drink which, when poured into a glass, produced a frothy head, just like a beer. It was the very first adult tasting, adult-looking soft drink – which they decided to call a 'Soft Brew'.

Nev and Greg chose to call their Soft Brew 'WP Hopper' and it was launched last year to a great reception. In fact, 'WP Hopper' won an IFE Innovation award and also came runner up to Pepsi-Co at the Beverage Innovation Awards.

At the moment 'WP Hopper' is available in three flavours – apple, blackcurrant and citrus, – but as the brand grows, there are plans to introduce other flavours.

From strength to strength

Sales and the popularity of 'WP Hopper' are steadily rising; the brand is going from strength to strength. 2010 has already seen some big news for 'WP Hopper'. It's been given a whole new look and feel, revealing more sophisticated packaging, yet still retaining a premium feel. From June, the drink will be available in one of the UK's most respected supermarket chains. Also, 'WP Hopper' is now available 'down under' with 7-Eleven in Australia stocking in all 350 stores. ■

Developed especially for adults, 'The Soft Drink Born in a Brewery'.

SUBSCRIBE

To receive your monthly copy of *Soft Drinks International* – email: subscriptions@softdrinksinternational.com

European Union: £110, €150 Rest of World: £125, €170, \$200



All major credit/debit cards accepted

ADVERTISE

To request a copy of the *Soft Drinks International* Media Pack or to discuss marketing opportunities – email: advertising@softdrinksinternational.com

Tel: +44 (0)1202 842222 Fax: +44 (0)1202 848494 www.softdrinksinternational.com

Kenya bottles up to Alvaro

brewer stirs up local soft drinks

Non-alcoholic beverages targeted at adult consumers have opened up a new and exciting market in Central and East Africa, writes Denis Gathanju.

When it was introduced into the local market less than two years ago, Alvaro, a malt-based non-alcoholic drink, marked a huge departure from tradition. It was meant to excite the local beverages market while at the same time was a calculated move meant to quench the thirst of an ever growing market segment that was hugely ignored by the existing products in the marketplace.

East African Breweries Limited (EABL) is the largest beer manufacturer in the entire East and Central Africa region and is one of the largest companies by market capitalisation listed on the Nairobi Stock Exchange. The beer maker boasts a wide portfolio of alcoholic beverages, including beer and spirits that have withstood the test of time. Alongside products such as Tusker, EABL's flagship beer brand, that has a near-fanatical client base in Kenya and the entire region, EABL has over the years come up with innovative products meant to water the throats of its ever expanding consumer base. With breweries, distilleries, support industries and an elaborate distribution network across East Africa, EABL leaves no doubt at all that it is not only the dominant brewer in the region, but guarantees quality products that continually roll out from its Ruaraka breweries in Nairobi.

But when it introduced its newest addition to its beverage portfolio two years ago, EABL was not only surprised at the market reception but the market equation changed overnight – forever.

Turf wars

When South African beer giant Castle Brewing Limited 'encroached' on EABL's regional turf about a decade ago, a vicious battle ensued as each side tried to gain the upper hand in the largely lucrative beer market in Kenya and the wider East African region. EABL fought tooth and nail to protect its turf and finally won the battle through aggressive marketing campaigns and continuous product development.

But few people, if any, foresaw a similar battle between East Africa's most respected beer company and Coca Cola, the world's largest soft drinks company. Coca-Cola made a swift response when it introduced Novida less than six months after Alvaro hit the marketplace. The entry of Novida, according to experts, helped carve out a new niche market that largely went unnoticed until two years ago – the adult non-alcoholic consumers. If the current market developments are anything to go by, it seems that this market is rather extensive and provides



the newest battle ground between a global soft drink maker and a local beer giant.

But the introduction of Alvaro into the regional market by EABL two years ago has not only raised the stakes higher in the regional beverage market, but has sparked off yet another turf war between two giant beverage companies. For many years EABL has enjoyed a loyal following in the region, boasting a war chest of various beer brands such as Tusker Malt Lager and Pilsner that have captured the imagination of many a local beer drinker. With such a successful following, EABL was keen on making inroads into the lucrative regional soft drinks market.

Healthy numbers

The introduction of Alvaro in 2008 was a calculated move to introduce a brand that catered for the growing adult non-alcohol consumers. According to EABL Group Strategy Manager George Karanja, Alvaro became a success with the consumers as soon as it was introduced into the market. "With an overall market share of about 65%, Alvaro has been an instant hit."

And it seems that even EABL did not anticipate the kind of reception that Alvaro has received in the last two years. According to Karanja, EABL introduced Alvaro into the Kenyan market in two distinctive flavours of Pear and Pineapple. The performance of the two has been so good that the company has this year introduced a third flavour, Passion, with plans to introduce yet another flavour before the end of the year.

"It is, however, important to note that it is not merely introducing flavours into the market, but it is a way of getting to know our consumers much better," said Kanaja.

EABL has made heavy investments in marketing, product branding, bottling and communications to ensure that Alvaro gains market dominance like the company's alcoholic brands and leaves a sweet taste with its targeted adult consumers. According to Karanja, EABL has so far invested over 100 million Kenya Shillings (Kes.) – (US\$ 1.3 million) – into making Alvaro visible in the marketplace. This has translated



Denis Gathanju is a freelance journalist, based in Kenya. dgathanju@gathanju.com

into the sale of more than 50 million bottles of Alvaro, since its introduction, or just over 16 billion litres of the soft drink having already been consumed by the local market.

Youthful drinkers

But what has made Alvaro such a darling with the consumers?

According to Karanja, Alvaro's target market is the large youthful population that doesn't drink alcohol, but who want a break from existing soft drinks. Kenya has a large youthful population between the ages of 24 and 35, many of whom are straight out of college and have their first job. Moreover, Alvaro is competitively priced at about Kes. 25 (32 US cents) per 330 ml bottle, a contributing factor that has resulted in bottles flying off the counter.

Yet it has not been smooth sailing for Alvaro as EABL has had to come out to protect its brand after it was claimed in the Kenyan Parliament that the drink was not fit for consumption, especially by young people in schools and colleges, as it contained alcohol. EABL invited a Parliamentary committee to its brewing plant in Ruaraka on the northern outskirts of Nairobi who inspected the facility and gave Alvaro a clean bill of health.

But while EABL has been accustomed to selling its products in pubs and night clubs, it was a whole new experience for the giant brewer to push its new product into the kiosks and shops where soft drinks are sold. This posed a new distribution challenge for EABL as it sought to sell its new product in the towns and cities and deeper into the rural communities.

Said Karanja: "Our biggest challenge as a company has been in getting Alvaro into regular shops and kiosks where soft drinks are mostly consumed; this is not what we are accustomed to as an alcoholic drinks maker."

Going regional

While the local market has been abuzz with the new drink from EABL, the brewer is eyeing the larger regional market; integration under the East African Community (EAC) and the Common Market for East and Southern Africa (COMESA) has pulled down trade barriers and made it easier for movement of capital, goods and services and human resources across member countries. The opportunities that lie within these new markets, according to Karanja, are immense and EABL is seeking to build new distribution channels in order to push its products into these markets.

"In the medium term and long term we are exploring new markets, with Southern Sudan, Rwanda, Djibouti, Malawi, Tanzania and Ethiopia top on our priorities," says Karanja.

EABL has already successfully launched Alvaro into the Ugandan market last year and is planning on an onshore production facility in Kampala in the next 18 months to meet demand from this market. The production facility in Kampala, notes Karanja, will go a long way in easing logistical headaches in terms of supply and distribution of products across the Greater Lakes Region that includes the eastern part of the Democratic Republic of the Congo, Rwanda, Burundi as well as Southern Sudan.

EABL is also in the process of introducing the malt-based drink into the Tanzanian market with the expectation that it will be as warmly received by consumers in this nation as Malt-Guinness, another malt-based non-alcoholic beverage from EABL.

By going regional, the brewer intends to not only seek out new markets, but underline what Kenyan consumers have confirmed – that Alvaro is the soft drink of choice for the newly discovered adult non-alcoholic drinkers. ■



Europe's leading dietary supplements, functional foods & drinks exhibition

Dedicated to boosting your business



18 - 20 May 2010
GENEVA PALEXPO | Switzerland

Register for **FREE** now at
www.finishedproductsexpo.com/sd1

& benefit from

Save €80 entrance free



Free event guide on arrival



Fast track entry

Join us on **Linked in**

Organised by
IIR Exhibitions



an informa exhibition

Co-located with

Vitafoods
The global nutraceutical event



Untapped potential

for Asia Pacific soft drinks

During the recession the region has recorded volume growth three times higher than global levels, reports Brian Morgan.

In 2009 the Asia Pacific region consumed a total, on- and off- trade, of over 395 billion litres of commercial packaged beverages, the per capita equivalent of 2 litres per week. Globally, the region displays some of the biggest disparities in levels of commercialisation in drinks. It is home to markets with some of the highest levels of commercialisation, like Japan and South Korea, but also with some of the lowest, like India and Vietnam.

The recent global economic downturn has taken a minor toll on sales in Asia Pacific countries, as the region saw a slight slowdown in total soft drinks volume growth, from 8% in 2008 to 6% in 2009. But this still represented the most growth of any region, and was three times higher than the global growth of 2% for the same year.

Share of throat

To better understand the competitive position faced by soft drinks manufacturers in the region, a comparison of overall share of throat across the last decade can be useful.

Hot tea is the dominant drinks category and accounts for one in every five litres of branded beverages consumed in Asia Pacific, fuelled by India, Pakistan, Indonesia and China. As a share of wallet, tea's participation is much weaker, equivalent to only half the expenditure on carbonates, the region's leading soft drinks category.

Within soft drinks, bottled water stole a march on beer over the past decade, emerging as the second ranked sector behind hot tea. Growth was



particularly strong in China, Indonesia and the Philippines. Carbonates ranked ahead of bottled water in 1998, but had dropped behind by 2003. This was less to do with any significant health-driven trend in the region, and more to do with increased availability of branded low-price water in bulk containers. The comparatively low share of throat for carbonates indicates significant potential going forward, particularly if purchasing power strengthens among lower income groups.

Fruit/vegetable juice was a key growth story of the second half of the decade, driven by China, where the category increased by 156% between 2003 and 2008. This trajectory sheds light on why Coca-Cola was so keen to buy Hui Yuan, the biggest national player. China's Ministry of Commerce rejected the US\$2.4 billion bid on the basis that the combined participation of the two companies would be too powerful.

Spectacular economic growth over the past decade, above all in China and India, has strengthened purchasing power and expanded the urban middle class. Many people who were formally excluded from consumer goods markets have been brought into the fold, dramatically increasing the core base. Increased purchasing power means there will be greater opportunity for a variety of premium carbonates and juices or added value functional drinks. The region's future demographics present a mixed picture. Japan, for example, is ageing, while India and Indonesia each have very youthful populations. Product launches will need to vary across countries in the region, or have enough flexibility with flavours and subbrands to appeal to different demographics in different areas.

2009 and beyond

Looking at 2009 in terms of absolute volume growth in Asia Pacific, bottled water was again the big winner, buoyed by the growing penetration of branded large-size containers. The difficulty of distribution in key markets, notably China, India and Indonesia, is the biggest obstacle to realising growth potential across all the main sectors. Despite this, bottled water is forecast to consolidate its position as the dominant drinks category both in throat and wallet terms, reflecting a sizeable market for large containers. Demand, in turn, will be supported by weak potable water infrastructure.

Fruit juice and RTD tea made important niche gains, reflecting huge absolute growth in China,



the biggest growth market in the world for both sectors over the past decade. Good-for-you categories of soft drinks like fruit juice and RTD tea are winning share-of-throat ground from carbonates, which have underperformed in key niche markets, especially Vietnam, South Korea, the Philippines, Malaysia and Indonesia. This is expected to continue, with fruit juice driving a forecasted 7.5 billion litres of new consumption and \$US10 billion of new spending to 2013, some four times higher than carbonates.

Segmentation and distribution are key to further growth

As companies continue to venture into product categories where they were not previously present, non-alcoholic drinks became more concentrated and less fragmented with the same big companies operating in almost all product categories. In 2009, this trend was seen to be motivated by the manufacturers' quest to take advantage of the fastest growing product categories. For instance, in the Philippines The Coca-Cola Export Corp has cashed in on energy drinks through its Samurai brand. On the other hand, Asia Brewery Inc which has long dominated still bottled water was also seen to ride the wave of health consciousness and the vibrant performance of juice drinks and functional bottled water. Thus, expanding product lines have allowed companies to take advantage of opportunities in fast growing product categories, thereby allowing them to diversify their portfolios and offset the effects of declining categories.

Strong penetration by local companies is also a reflection of their distribution capacity within smaller, non-chained retail outlets such as Indonesia's warung (small family-run businesses) and kiosks, which collectively account for a high proportion of drinks sales. Domestic companies are able to reach into the furthest points of the Indonesian archipelago, which makes them potentially highly prized acquisition targets for multinational players looking to strengthen their positions in Indonesia.

But multinationals can also have a role in this market dynamic in the future. As consumer culture modernises, arguably the biggest challenge for the drinks industries will be enticing the newest generation of young adults in countries like Indonesia and India. For example, the tea industry will need to keep in step with the growing Western-style advertising profile of Indonesia's soft drinks and dairy drinks industries, and this is precisely where multinationals could bring some added know-how to the table.

Looking to drinks for new functionality

Reaching an aging population will be just as important to soft drinks manufacturers for many of the Asia Pacific markets where the demographics project to be older. The concept of using nutrition to prevent diseases and also for more immediate health benefits is luckily accepted by consumers in this region, perhaps more than any other. As a result, functional beverages with additives that move beyond antioxidant content and general health are increasingly prevalent.

The year 2009 witnessed the proliferation of products which are fortified with L-carnatine, a



compound marketed for its energy-giving properties. The Coca-Cola Export Corp launched Nестea Fit in the Philippines during the year, a powder tea concentrate infused with apple flavour and enhanced with L-carnatine. Zest-O Corp followed suit through its introduction of Orchard Fresh, a fruit/vegetable drink fortified with Co-Q and L-carnatine. Universal Robina Corp also took advantage of the popularity of L-carnatine through its newly launched brand Envidia.

Asia Brewery Inc on the other hand has taken fruit/vegetable juice to a new level through the introduction of Feelgood which is fortified with prebiotics. RFM Corp launched a new variant of VitWater in 2009 called MultiVit, a functional water fortified with vitamins and minerals which could be found in a tablet of multivitamin. This new innovation is geared towards the health-conscious, middle-aged, on-the-go customer. The product eliminates the hassle of buying bottled water and separate multivitamins.

The launching of fortified brands is indicative of the growing health consciousness among buyers in the region. The acceptance of these brands is a testament to the growing preference of middle-income consumers for healthier soft drink alternatives, highlighting the significance of soft drinks not just as refreshment but as a health drink. With most players going after consumers through L-carnatine fortification, health benefits is an emerging important platform of competition, thereby intensifying rivalry among soft drink product categories.

Additionally, the growing holistic view of health and beauty will shape the trend towards healthier products with manufacturers fortifying products not just to enable customers to have energy, stronger immune systems and disease resistance, but also to attain a more attractive physique. Nutrients like collagen and vitamin E which beautify the skin are expected to emerge during the forecast period and indeed can already be found in several examples of bottled waters and cereal-based drinks, as well as in packaged foods like chewing gum and jellies. As soft drinks manufacturers look for ways to grab market share in highly developed categories, products positioned for cosmetic benefits still represent a largely untapped opportunity. ■

Increased purchasing power means there will be greater opportunity for a variety of premium carbonates and juices or added value functional drinks.

Brian Morgan is Beverages Analyst at Euromonitor International.
www.euromonitor.com

Energy drinks

stimulate soft drinks market

The Philippines should be bursting with potential, writes Richard Corbett.

More than 87million people live among the 7,107 islands that make up the Philippines; it is a marketplace that stretches from the south of China to the northern tip of Borneo. Its people live in a hot, humid and tropical climate very compatible with soft drinks consumption. Of interest to soft drinks marketers is the fact that 31% of Filipinos fall into the critical 10-24 age group. This market should really be bursting with potential, but Canadean's annual Philippines report suggests that at around 60 litres of soft drinks per capita, levels have not budged since the turn of the century. This statistic might seem strange when you consider that prior to the global fiscal troubles of 2008 the economy was growing by more than 7%.

Shift from carbonates

There has not been a great shift away from one beverage sector to another; soft drinks accounted for 43% of commercial beverages consumption in 2000, a figure that remains the same today. The poor performance can, in fact, be traced to the carbonates category, which has slipped by more than 10 litres between 2000 and 2008. Filipinos have been shunning the fizzy drinks of the carbonates sector and migrating to other soft drinks categories. In spite of this, Filipinos have a sweet tooth and carbonates are still a traditional favourite, the beverage of choice at parties and family occasions. Carbonates account for half of all soft drinks traded in the country.

The Filipino consumer is, however, becoming more and more educated on health and wellbeing issues and this may be underpinning the recent performance of the category. A worrying trend for the industry is the banning of carbonates in some school canteens in favour of healthier alterna-



© Jiri Moucha (image from BigStockPhoto.com)

tives. Concerns have prompted the penetration of low calorie drinks to increase, but these products still make up a very small part of the overall carbonates market.

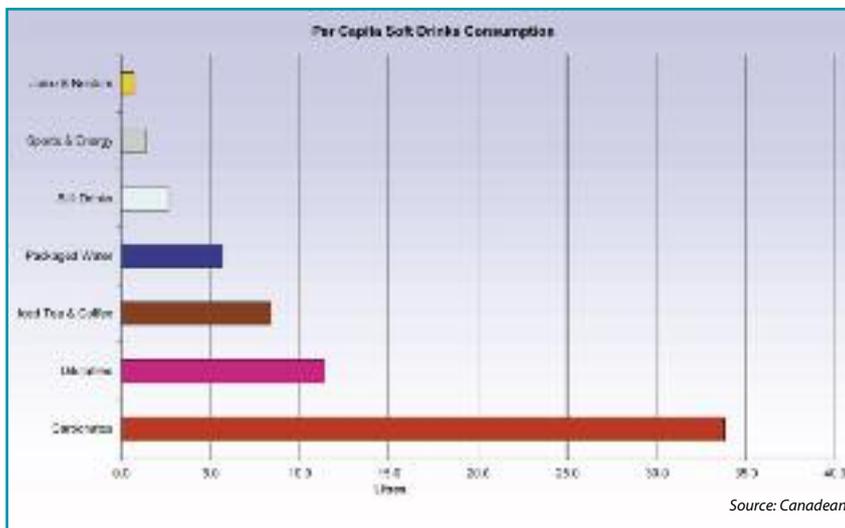
Packaged water growth

Approximately three of the litres lost from the carbonates category seem to have gone to the packaged water category, but it is more complex than that; it is hygiene factors that are behind the rise of waters and not consumers switching from one category to another. At just five litres each and with growing health awareness and question marks over the quality of municipal water, the prospects for water remain very good. The importance of clean water for a healthy and active lifestyle is the message on TV, radio and posters from all the major players. The market is dominated by still waters which register a share of 98% of total water sales; Filipinos are reluctant to pay a premium for sparkling water. Of note in the Philippines is the trend for packaged water to be used by mothers to dilute powdered milk for babies. Distilled water is preferred, as it is seen as purer and therefore safer for the baby.

The rise of iced teas

The bulk of the carbonated soft drinks losses can probably be accredited to the rise of iced teas. Iced tea consumption has jumped from one to seven litres per capita between 2000 and 2008 and the category has been one of the success stories of the Philippines soft drinks sector. With iced teas attracting so many carbonates consumers, you might have expected the carbonated iced tea segment to be well represented but these have all but disappeared from the market, and the market is divided between powdered iced teas which make up just over two thirds of volumes and still iced teas which account for just under a third. RTD iced teas have proved very popular in the on-the-go category and availability is widespread in street stalls.

Undoubtedly, the involvement of some of the global beverage heavyweights has contributed to the stunning progress of iced teas in the Philippines. Nestlé's Nestea and Unilever's Lipton are both present. The iced tea formula



Carbonates may have fallen, but sales still account for more than half of consumption.

works in the Philippines because iced teas are perceived as being healthy and are widely available. The area is also a very price sensitive marketplace and the price of iced teas makes them very attractive to the local population. Canadean figures suggest that the average price for a litre of a carbonated soft drink is PHP43.01, in contrast to PHP12.33 for a litre of iced tea; this statistic goes a long way to explaining the shift from carbonates to iced tea. Canadean is optimistic that the iced tea curve remains firmly upwards and the market will continue to make good progress.

Powdered drinks

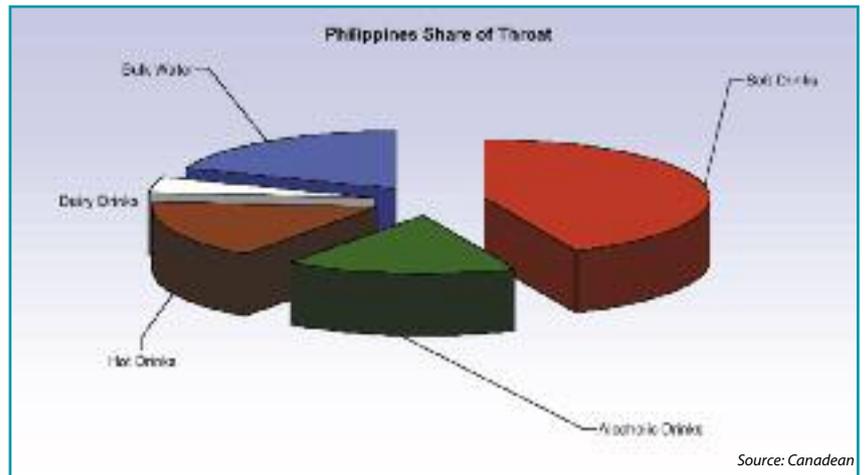
At PHP10.28 per litre, the fruit powder segment is an even more economical form of refreshment than iced tea and while the category has not enjoyed the spectacular growth of iced teas, most of the remaining lost carbonates volume has moved to this category. As with iced tea, the participation of big companies like Coca-Cola (Eight O' Clock) and Kraft (Tang) is a key factor behind the size of the category, providing the investment to maintain the category's profile among consumers. Again, fruit powders have a healthy reputation and the leading fruit powders are perceived as healthy with a number of brands, including Tang and Eight O'clock, being enhanced with added vitamins. At 11 litres per capita, fruit powders are the second biggest soft drinks category in the Philippines. Filipinos actually view powdered iced teas and fruit powders as being very similar.

Juice and juice drinks

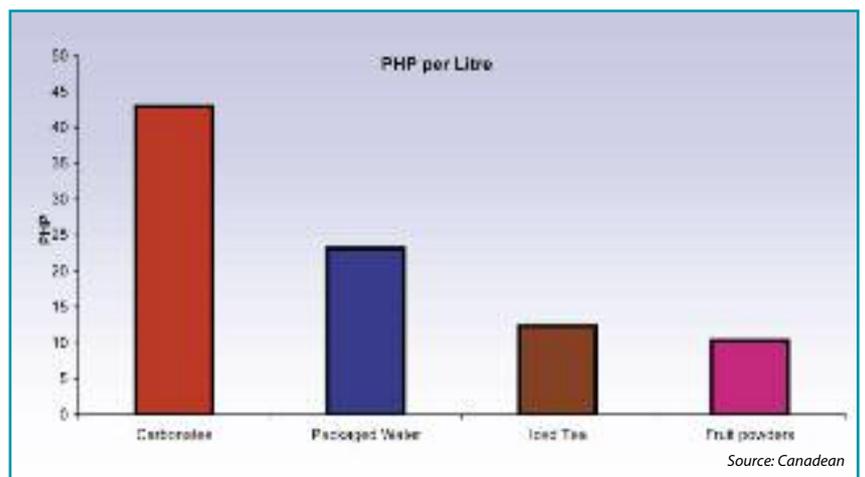
Between them, carbonates, water, iced teas and fruit powders make up 84% of soft drinks sales in the Philippines. Juice, nectars and still drinks account for much of the rest of the volume. Filipino consumers view all beverages that contain juice as juice drinks and with their lower juice content making them cheaper, the still drinks category is the biggest of these three categories. Growing health awareness and safety concerns amongst Filipinos are the driving factors behind the increase in juice-based drinks which are considered to be (or are advertised as) healthy drinks.

Sports and energy drinks

Sports and energy drinks are also viewed as healthy, functional drinks and consequently have



The tropical climate contributes to the high soft drinks share.



Price is very important in the Philippines.

been recording very encouraging results. In the Philippines the line between sports drinks and energy drinks is blurred; sports drinks are sometimes perceived as energy drinks by consumers, which provides sports drinks with a wider consumer base. Energy drinks, however, are very popular with night shift workers as they are believed to aid alertness and reduce the effects of long nights at work. Energy drinks are also starting to gain popularity as mixers with alcoholic drinks, particularly gin and rum. Some Filipino consumers also believe that energy drinks can reduce the effects of a hangover. One of the key stories of the 2009 Filipino soft drinks market has been the stunning performance of the energy drinks category. Such drinks have a broad audience helped by affordability and the perception that they can quench thirsts as well as deliver a boost to energy levels. The energy drinks category is a hotbed of innovation.

Looking forward

In 2010, the key to understanding the soft drinks sector in the Philippines is to appreciate the importance of price and the growing emphasis being put on health and wellbeing by consumers. If soft drinks per capita are to start growing again, then the industry will need to be conscious of these two themes. Canadean's global forecasting tool suggests that the prospects for soft drinks in the Philippines are good. ■



Richard Corbett is a Strategic Analyst at UK-based Canadean Ltd, the leading global beverage research consultants.
Email: richard.corbett@canadean.com

New opportunities

for Nairobi Bottlers

Installation of new PET lines, opens up new possibilities for Kenya's biggest Coca-Cola bottler.

By commissioning its first PET bottling line, Nairobi Bottlers Ltd (NBL) in Kenya has opened several doors into the future for itself in one clean stroke. To start with, this is the first time that this beverage bottler has installed PET capacities in-house. Second, this PET line provides an option for NBL to fill Coca-Cola's international Dasani water brand on its own premises. And third, this Coca-Cola anchor-bottler is thus tapping into new opportunities on the market, specifically with key accounts like the big supermarket chains. The new PET line, featuring an integrated blow-moulder/filler BLOC configuration and rated at 22,000 containers an hour, was supplied in its entirety by Kronos and went into operation in late 2008.

Kenya is a country where a bottle of Coca-Cola is as cheap for consumers as almost nowhere else in the world: they have to pay a mere 20 Kenyan shillings for a 300ml bottle of soft drinks, which corresponds to 20 eurocents. This extremely low price is the only possible way to create a sensible presence on the market. The price of a new glass bottle is almost just as high.

"Hakuna Matata – no problem" is the most popular colloquial phrase, and that even though their daily struggle to survive is for many Kenyans nothing short of ultra-problematical. Sergio Fernandes is the Country Supply Chain Manager of Nairobi Bottlers Ltd in Nairobi. Coca-Cola South African Bottling Company (Coca-Cola Sabco) owns a majority holding in NBL. Sabco, in its turn, is an anchor bottler in the Coca-Cola system, operating 25 filling plants in 12 countries, divided up into the three divisions of north-east Africa (Ethiopia, Kenya, Uganda, Tanzania and Mozambique), southern Africa (South Africa and Namibia) and Asia (Sri Lanka, Nepal, Laos, Vietnam and Cambodia).



The products are packed by a Variopac Pro PFS non-returns packer.



The biggest Coca-Cola bottler in Kenya

In 1995, Sabco, together with its partner Centum (ICDC), which owns a minority holding, purchased Nairobi Bottlers directly from The Coca-Cola Company. Back then, there were three Kenyan facilities, two of which were closed down in 2004. And 2005 saw the entire production operation being concentrated in a new building in the suburb of Embakasi, located at Nairobi's airport. NBL is not the only Coca-Cola licensee in Kenya; there are another seven bottlers handling CC products. But NBL is the biggest company, producing about half of Coca-Cola's entire soft drinks volume in Kenya. The volume filled by NBL comes to roughly 20 million physical cases (32 million unit cases) or 170 million litres, or 4.25 litres per head. And here NBL is largely concentrating on the region in and around Nairobi, plus the Nakuru region to the north, and the Machakos region to the south east, thus supplying around one third of Kenya's population.

A classic returnables market

Kenya's soft drinks market has traditionally always focused on returnables. Even one year after the start-up of its non-returnable-PET line, about 92% of NBL's production is still being filled in returnable bottles, and a mere 8% in non-returnable PET. In view of the pricing, there are almost no cans at all on the Kenyan market, except some minimal imported quantities, and almost no non-returnable glass bottles, either. And the Coca-Cola licensees have a well-nigh unique position on the soft drinks market.

Novida makes its debut in Kenya

The picture is quite a different one for the other non-alcoholic beverage segments. There are more than 50 companies bottling water in Kenya: in this market Coca-Cola's Dasani brand accounts for around 20%, which makes it the market leader. Coca-Cola's Minute Maid product range's share of the fruit juice market is likewise one-fifth. Here,

however, another brand processing the fruits of domestic farmers is significantly stronger. Moreover, this market, with its over 100 bottlers, is even more fragmented. As a world premiere among the Coca-Cola bottlers, NBL has launched a beverage called 'Novida', a malt-based carbonated soft drink, available in the four flavours of pineapple, tropical fruits, apple and orange. Within one short year, the production output of Novida was already accounting for five per cent of NBL's overall production volume, and for 50% of Kenya's entire (still-young) malt-based drinks market. So all in all, Nairobi Bottlers Ltd is the undisputed number one in Kenya's soft drinks market.

A strategic shift towards complete lines

Whereas Sabco specifies both strategy and corporate policies from a central location, the country teams are relatively free in their decisions relating to investments and national market development. NBL employs more than 1,000 people, 660 of whom work in supply chain (production). The facility operates nine lines, including one premix line, a small manual bottling unit for a lime-based mixed drink, and six returnable-glass lines, plus the new PET line. Whereas NBL used to put together bottling lines itself on the mix and match principle, 2007 saw a shift in strategy and a decision to give preference to complete single-sourced lines in future. And NBL premiered this strategy with a complete 36,000-bph glass line from Krones, which went into operation in 2007. The majority of the returnable glass bottles handled on this line comprise a variety of 300ml sizes. And still, NBL has to manage more than 50 different SKUs (stock-keeping units).

"It's simply availability on the market that boosts demand"

The decision in favour of PET was taken just one short year after installing this glass line. "It's always been our firm conviction that with this new line we're creating new markets for our-



A Contiflow mixer has been installed for beverage blending.



The blow-moulder/filler BLOC, featuring a Contiform S12 and a Volumetric filler in a cleanroom, solved some exigent space problems.

selves", says Sergio Fernandes. A conviction validated by success. Although you have to pay 40 eurocents for a 500ml Coca-Cola PET bottle, and only 28 eurocents for the same contents in glass, PET is a popular choice. "We're recording high growth for soft drinks in PET and are now for the first time able to fill Dasani water here on our premises. It's simply availability on the market that boosts demand." Previously, Dasani had to be imported from Tanzania to meet the demand, and the bottling of soft drinks in PET handled by another Coca-Cola bottler in Kenya.

Blow-moulder/filler BLOC solves space problems

For its new PET line, NBL opted for a blow-moulder/filler BLOC configuration, comprising a Contiform S12 and a Volumetric filler accommodated in a cleanroom. "This enabled us to solve our space problems", explains Production Manager Mwenda Ruona Kageenu. The PET bottles are dressed by a Contiroll wrap-around labeller, and packed in a Variopac Pro PFS non-returnables packer. Palletising, too, has been automated and is handled by a Pressant. A Contiflow mixer has been installed for beverage blending. "In view of space constraints, we don't keep any preforms in stock, either, but are taking just-in-time deliveries from the preform producer on a daily basis", continues Mwenda Ruona Kageenu. And he adds: "It's very interesting to observe how Krones is continually expanding its product portfolio, as most recently by the water treatment system. That's one option which might at one point in the future be of interest to us as well."

Exploiting performance reserves

"Originally, we had a slower line in mind, but purchase costs don't rise in proportion to line performance, which is why we opted for a higher output straight away", explains Sergio Fernandes. "The idea behind this was – among other things – to be able to exploit performance reserves and to deliver 2 litre containers to Uganda. In addition, demand always peaks in December, and that's the

Continued on page 49.

Previously, Dasani had to be imported from Tanzania.



As the first Coca-Cola bottler worldwide, NBL has launched an entirely new beverage called 'Novida', a carbonated soft drink based on malt.



IMHX 2010

the exhibition to
hook new customers

It's easier to hook big fish when they're all in one pond. Where else can you go to meet all of your customers – existing and potential – under one roof? IMHX gives you a completely captive audience. Can you afford to miss out?

Book your space at the show: call Rob Fisher on **01895 454 442**, or email robfisher@quartzltd.com

Inspiring Materials Handling eXcellence

eXhibit



www.imhx.biz

NEC BIRMINGHAM, 16-19 NOVEMBER

Sponsored by

albury asset rentals

BNP PARIBAS GROUP 

NEW OPPORTUNITIES - continued



"It's very interesting to observe how Krones is continually expanding its product portfolio", says Production Manager Mwenda Ruona Kageenu.

crucial month for us. You see, our Coca-Cola products have a shelf life of only six weeks, so we can't produce for the warehouse. Moreover, we've once more come up against the limits of our glass capacities, despite the new line installed in 2007, and so if there's additional demand we simply fill in PET. What we did learn, however, was that with nine different packaging variants run on the PET line we've almost bitten off more than we can chew. It means that there are frequent interruptions for change-overs, which does, of course, reduce the line's output."

Excellent local support from the Krones LCS Centre

Despite its satisfaction with the complete Krones glass line, NBL left no stone unturned before deciding on the investment. "We scrutinised four different vendors. And Krones was not the cheapest. You see, what's really a very big problem for us in Kenya is the continued shift in the exchange rate against the dollar and the euro. In the period from order placement to PET line commissioning alone, we lost 20% by devaluation against the euro. In the final analysis, however, the determinant factors were the good relations we've had with the Krones staff over many long years and also the excellent local support from the LCS Centre in Nairobi, which guaranteed an efficient partnership. We're in good hands with Krones."

Intensive training at the Krones Academy

NBL sent 10 operators and maintenance staff, each of them for 30 days, to the Krones Academy in Neutraubling. "That's what we did for the glass line as well, and it worked out fine", emphasises Sergio Fernandes. "We're benefiting greatly from this. The members of staff trained in this way take possession of the line, so to speak, they demand progressively more of themselves. And what's more, they were able to familiarise appropriately their colleagues from the other shifts once they were back home. During the four weeks of commissioning, we released them from other duties, enabling them to devote their entire working hours to the new machines, together with the Krones fitters."

The money channelled into the PET line has already paid off. In 2009, output rose by 10% over the preceding year. This means that cooperation with Krones has already proved its worth and is the best evidence for a correct decision. Hakuna Matata (there are no worries).

Horst Meixner, Krones AG. Tel: +49 9401 70-3301 www.krones.com

AETNAGROUP^{UK}

94.000 MACHINES AND SYSTEMS INSTALLED

worldwide sales network of over 450 distributors and agents continue to offer one of the most comprehensive ranges of packaging machinery, systems and service provision anywhere.

PALLET STRETCH WRAPPING
BANDING SYSTEMS



SHRINK WRAPPING SYSTEMS



ROBOPAC^{UK} ROBOPAC^{UK} DIMAC^{UK}
SISTEMI

We pack your business!
www.aetnagroup.com

AETNA GROUP UK LTD - Packaging Heights
Highfield Parc - Oakley - Bedford MK43 7TA - England
tel. (+44) 0 1234 825050 - fax (+44) 0 1234 827070
colin.barker@aetna.co.uk - www.aetnagroup.co.uk

Shrink-wrapper

solution for new PET line

The Dimac from Aetna was the right choice.

The Shepton Mallet (UK) based family-owned contract packer is now well into its second century. Much has happened to the business but 2009 was something of a milestone.

Clive Frampton, the fourth generation Chairman of the business, said: "In 2009 we have made some major investments and have significantly increased our processing and filling capabilities. It was a busy year for our outstanding team who relish the challenges that our business growth presents."

Framptons have long been a leading independent co-packer and have developed considerable experience in liquid food processing. They process and pack a wide range of products in extended shelf life (ESL) gable top and ambient cartons, currently operating six Tetra lines, with two more to come on stream this year. Working with brand owners Framptons provides everything from product development through to delivery of the final products, with a current portfolio of products ranging from cows and goats milk, fruit juices and smoothies, dairy alternatives including soya, rice, oat and coconut, and a range of egg products.

When the Sun Juice operation ceased in the early part of 2009, Clive Frampton was quick to spot an opportunity by purchasing the PET line so that the business could add ESL bottling for existing and new customers. So by acquiring the wet end Federal line, coupled with a 20,000 sq ft factory adjacent to the existing site, the company then looked at the labelling and packing areas of the line.

The right choice

Derek Tiley, Engineering Manager, who had experience with Gaymers, Strathmore and Hildon Water (who also have a Dimac st@r), discussed with Clive the options available to offer the best variation of secondary pack to the current and future customer base.

Tiley explained; "We wanted to stay with paper self adhesive labels so we chose a Graham Captain unit, and we stuck with Videojet to provide the coding requirements. The case erector and shrink wrapper had to be a versatile machine with quick change over and therefore minimum downtime. I

had experience of all the major German and Italian manufacturers but my main aim was flexibility and reliability, plus a UK support team. We needed a machine that could offer tray or pad, film only, and print registered film, in a number of pack configurations of 8x2, 6x2, 3x3 and 2x2.

"I was very impressed with the design and build quality of their Dimac St@r One machine that is capable of 30 ppm.



"Aetna were well known to Framptons, having supplied three Robopac semi auto pallet stretch wrappers, so their ability to support a customer with after sales support, service and spares, certainly helped in the decision to acquire the Dimac. Furthermore, when the machine arrived at Shepton, it was fully up and running within three days and hasn't missed a beat since."

Design and support

The 'we can do' attitude at Framptons is very much echoed by Aetna both in the UK and Italy. As Framptons are co-packers, they have to have line and equipment efficiency at the highest levels. Without it they would struggle to maintain the business.

Colin Barker, General Manager of Aetna UK Ltd said, "Framptons are a natural fit for us as machine suppliers. We have invested heavily in the UK and Italy, in both machine design and support services. Aetna completely redesigned their Dimac range in 2008."

The St@r range is their most advanced series of machines to date and is available in three designations, Blue, Green and Gold. All machines are single roll, continuous movement machines without sealing bars. The 'top level' electronic management system ensures high production performance. Designed to be operator friendly, the colour touch screen panel can be used to control all machine parameters, record production statistics, manage and modify size changes as well as control tunnel temperatures for individual applications.

The machines are pre-prepared for connection to a centralised production data management network if required, and remote monitoring is available via an optional modem to allow fault diagnosis, programme setting adjustments and up-grades to be made remotely on-line.

The newly designed tunnel provides high shrinking performance and increased thermal insulation to save power and a new cooling fan at the exit of the tunnel provides improved pack presentation and integrity.

The machines in the St@r range include centralised lubrication, air conditioned electrical cabinet, two film antistatic bars, and two film reel holders with disk braking, newly designed film flight bars for high precision and reduced vibration. The new fan, optional on Blue St@r, located under the shrink tunnel maintains the mesh conveyor belt travelling through it, at a constant temperature. High capacity blank magazine, 400 blanks for Blue St@r and 800 blanks for Green and Gold St@r machines, are hand wheel adjustable

www.aetnagroup.co.uk



Distributing with fizz

for Britvic

In the current climate, many businesses are faced with making the most of their legacy warehouse systems. Without the easy availability of finance, major capital expenditure budgets are likely to be rare luxuries for some time to come, so the old adage of 'make do and mend' has taken on a new currency among supply chain practitioners. One company that has worked hard to improve its existing legacy systems is Wincanton, which operates a 275,000 sq ft national distribution centre (NDC) at Lutterworth for soft drinks manufacturer, Britvic.

Britvic's high bay storage area is served by 17 individual cranes, which were originally controlled through two PLCs (programmable logic controllers). These worked in tandem with each crane's individual Siemens S5 controller. After several months use, it became clear that greater operational efficiencies could be achieved in aspects of the system's monitoring, maintenance and repair, by utilising a more bespoke solution.

Chris Dockree, General Manager for Wincanton, explained: "Whilst the original system worked well, with the advancement in PLC technology, we realised that by installing individual control systems for each crane – in this case Siemens S7s – we could more closely monitor crane performance, without the need to shut half the operation down should repairs or planned maintenance be needed."



Human-machine interface

The Lutterworth site has also benefited from an ongoing HMI (human-machine interface) project, which has seen minor, yet important changes to vital areas within the warehousing function. Warehouse systems specialist Savoye was involved in implementing several of the retrospective systems at the Lutterworth site.

Systems support engineer at Savoye, Russell Jesson commented: "By introducing a number of HMI improvements to the system, engineers no longer have to leave the central control room to visit the actual location of the issue. Before the installation of the series of localised LED devices, operators would have to go down onto the floor to reset whichever of the lanes was out of action. Now they can quickly diagnose problems far more quickly." He adds: "Although this was a relatively small project, it has really paid dividends by speeding up repair time and improving system efficiency."

In a similar vein, 'talking HMIs' have also been introduced to Britvic's central control room, which were initially greeted by the team with some scepticism, but soon proved their worth. "We realised that the operators already had enough monitors, alarms and warning lights to monitor, so we decided a simple text-to-voice system would reduce the potential for information overload," explained Bob Symons, Logistic Solutions Manager for Britvic. "Since installation, it's worked really well, with most faults being able to be quickly resolved with the team having to move away from their screens. It has made the process a lot more user-friendly."

Performance improvement

Although it is inherently difficult to match incremental system upgrades to improvements in performance, the upgrade programme has clearly paid dividends for Britvic. One simple measure of warehouse performance used by the team is known as accumulation time – the number of minutes it takes for an order to be processed, loaded onto pallets and made ready for dispatch. Following the retrospective upgrades, accumulation times at the Lutterworth site have been reduced by approximately 50%. ■

Operational efficiencies can be achieved through upgrade programmes and HMI improvements, according to Savoye.



Packaging

Faster mould change

KRONES AG, Neutraubling, Germany, has developed a system called MouldXpress Advanced, which reduces the change-over time for moulds in the Contiform. The semi-automatic system integrated into the blowing wheel shortens the change-over time from about 3.5 minutes to less than one minute per blow-moulding station.

The different mould sets are kept securely in a design-enhanced, human-engineered changing trolley. Easy identification of the moulds using appropriately designated compartments reduces the risk of installation errors. Thanks to a rotating function principle, the removal position is always the same for the operator.

MouldXpress Advanced is used in Contiform blow-moulding machines of the S16 to S28 series for the standard process, and for relax-type moulds with neck-cooling. The semi-automatic system reduces the preparation time by up to 75%, thus creating a higher level of overall equipment effectiveness. Another advantage is that mould change-overs are always carried out with the same consistent quality, and since no tools whatsoever are required they are less



The semi-automatic MouldXpress Advanced system integrated into the blowing wheel of the Contiform stretch blow-moulding machine

onerous and less time-consuming for the operator.

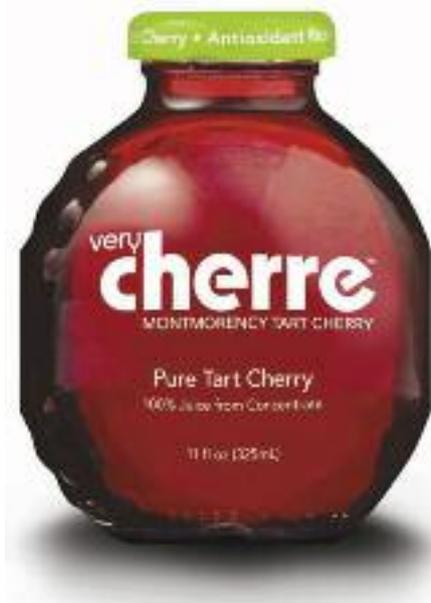
Message in a closure

OLD Orchard has adopted coloured twist closures from Crown Closures Americas for its new range of Very Cherre Montmorency Tart Cherry juices. The juices come in squat glass bottles provided by Saint-Gobain.

Although this shape gave a premium feel to the brand, it also put limitations on how much information could be communicated on pack to consumers. With the help of Crown's two-colour printing process the package's closure was used to communicate key health benefits and messages to consumers around the skirt of the closure, including the words 'Antioxidant Rich' and 'Super Premium.'

The flavour name and the company's website address also appear on the skirt of the closure. Colours differentiate the four Tart varieties: Cherry Blueberry (blue), Cherry Cranberry (red), Cherry Pomegranate (purple) and the original Tart Cherry (green)

"We developed the Very Cherre line to fill a void in mid-priced, premium super fruit products that would strike a chord with young, health-conscious consumers," said



Kevin Miller, Vice-President of Marketing, Old Orchard Brands. "The closure played a crucial role in communicating the brand's nutritional benefits to consumers, so it was imperative to work with a supplier that possessed printing expertise and could deliver in a short timeframe. Crown delivered on all counts."

Can performance in Europe

NEW statistics from Beverage Can Makers Europe have revealed that the UK remains the largest market for drinks cans in Europe, with total shipments of empty cans in 2009 at 8,778 million; up 250 million or 2.9% on 2008. The carbonated soft drink sector performed particularly well with shipments of 4,315 million cans, an increase of 471 million cans or 12.3%.

Commenting on the UK figures, Chairman of the Can Makers Vince Major said:

"It is extremely encouraging to see that the UK market continues to thrive, despite a challenging economy. Cans continue to be a popular choice for consumers as they offer good value and are 100% and infinitely recyclable. Forecasts for this year look encouraging, and by maximising opportunities such as this summer's World Cup, we hope that this healthy performance will continue in 2010."

In the rest of Europe, the market remained stable despite the economic crisis. Total can shipments reached 51.5 billion, a decrease of 2.4% compared to 2008. This slight drop can largely be attributed to the unexpected decrease of 1 billion cans (17.5%) in the CIS (Commonwealth of Independent States) due to the impact of reduced disposable income in the region.

Western Europe was steady with a 0.3% decrease on 2008, while the Eastern European market experienced a 9.3% drop, or a 2.2% decrease excluding CIS figures. The UK market was followed closely by Iberia, the Benelux and the CIS. The UK and Iberia make up 30% of the European can market while the four regions combined represent a 50% share.

Commenting on the soft drinks market, BCME Marketing Committee Chairman Caroline Archer-Reed said: "The beverage can's cost-effectiveness spurred growth, notably in multi-pack can sales. While canned soft drinks overall remained strong in 2009, largely due to megabrands, traditional beverages fared better than premium drinks in the current market conditions."

Send your news to

news@
softdrinksinternational.com

Total expands

TOTAL Processing & Packaging 2010 has increased its floor space for a second time as companies continue to sign up for the UK's largest processing and packaging exhibition. Organiser Reed Exhibitions has made a further 745.5m² available.

The first allocation of additional space that was released at the start of the year has already been filled and has led to the doubling in size of the Packaging Innovation Hub, which will focus on packaging materials, containers, pack design and marketing, smart and intelligent packaging and sustainable solutions.

"We are delighted at the strong exhibitor take-up," said Group Exhibition Director Ian Crawford. "It is clear that although the economic situation remains tough, many companies are realising that there is still business to be had and that it is therefore important to promote themselves as effectively as possible and put themselves in front of their prospective customers."

Additional highlights will be a series of dedicated free seminars in both the Packaging Innovation and Interphex hubs, and the



Design Challenge where designers and pack and machinery manufacturers work together to explore opportunities for the creation of new products, market applications and consumer experiences.

Total Processing & Packaging 2010 takes place at the NEC from 25th to 27th May.

In brief...

- The 5th European Bioplastics Conference will take place on 1st to 2nd December 2010, at the Hilton Hotel in Düsseldorf. Visitors can expect excellent networking opportunities and a product exhibition of the latest innovations. European Bioplastics is the European association representing the interests of the industry along the complete bioplastics' value chain. Its members produce, refine and distribute plastics that are either biobased, compostable, or both.

- At this month's Chinaplas 2010 show taking place in Shanghai from 19th to 22nd April, Sacmi Imola's Closures & Containers Division is presenting the CCM48S designed and developed for the single-piece cap market. The company claims it offers the most competitive solution for the production of mineral water; hot filling and cold aseptic filling caps. The unit makes 1,200 plastic caps per minute with just 48 moulds. It features a mould ideal for the production of S30-14-type single-piece HDPE (high density polyethylene) caps with a diameter of 30 mm, weighing just 1.9 grammes.

- Pregis Corp, a leading supplier of protective packaging solutions, has acquired IntelliPack Inc, of Tulsa, Oklahoma. IntelliPack is known for its innovative foam-in-place packaging technology.

"By integrating IntelliPack's talented people, cutting-edge technology and service platform into the Pregis portfolio, the company will be in a unique position to increase value to its customers through a more extensive offering," said Kevin Baudhuin, President, Pregis. IntelliPack was founded in 2003 by protective packaging veterans who wanted to develop improved foam-in-place technology and offer the marketplace an alternative supply source. The acquisition will become part of Pregis' protective packaging division which is headquartered in Deerfield, Illinois.

Call for entries

THE major world competition exclusively devoted to packaging design, Pentawards 2010, will be judged by an international jury (Europe, the Americas, Asia-Pacific) composed of eminent marketing specialists and designers. The jury will give out five types of Penta awards: Bronze, Silver, Gold, Platinum

and Diamond. In order to judge comparable creations, the presented works will be grouped in five major categories and more than 40 sub-categories.

The Pentawards ceremony will be presented on 4th October 2010 in the European Pavilion of the Expo Shanghai 2010. Registration for entrants will be open online from the 5th April to 21st May 2010 for all packaging, or line of packaging, created or placed on the market since 1st January 2009, anywhere in the world.

PET hot-fill

AMCOR Rigid Plastics, has launched a 12oz ring neck PET bottle as a glass replacement option for ready-to-drink (RTD) teas and juices. The company says it breaks new ground because it offers a PET alternative that delivers significant performance and cost advantages including portability (no breakage), light weight, and reduced transportation costs.

The 12oz ring neck bottle features Amcor's PowerFlex technology – a patented panel-less design which claims to take hot-fill (185° F) bottle options to a new level. The structural design eliminates the panels, and provides a large, completely panel-less label panel. Amcor uses design and manufacturing techniques to create a bottle that absorbs vacuum via a patented designed base. A unique diaphragm within the base draws upward as the liquid cools. It has the geometric characteristics to enable the inverted cone-shaped diaphragm to deflect upward as the vacuum is created.

PowerFlex bottles are easy to label since they do not have sidewall vacuum panels.



PROCAP has developed a GreenCap range which cuts production costs and reduces environmental footprint. The range features new thin-wall injection-moulding technology, which limits raw-material input. These ecological caps are 30% lighter than conventional ones.

According to Propcap the goal has been to create a virtuous circle; lighter caps considerably shrink transport volume (especially by enabling stacking) and reduce carbon dioxide emissions.

Environment

Coca-cola supports fuel cells test

THE Coca-Cola Company has agreed to test fuel cells powered by environmentally friendly biogas to power its Odwalla juice packaging plant in Dinuba, California. The company has become a Foundation Partner with Bloom Energy, a California-based firm that manufactures fuel cells that can generate electricity from a variety of energy sources, including natural gas.

The core technology, called solid oxide fuel cell (SOFC), was originally developed for NASA. It is said to be one of the most efficient devices available for converting hydrocarbon fuels, such as natural gas, into electricity.

Five Bloom Energy Server fuel cells will be installed late this year at the Dinuba plant. The fuel cells, which will run on re-directed biogas, are expected to provide 30% of the plant's power needs while reducing its carbon footprint by an estimated 35%.

"This new fuel cell technology has great promise and represents an important step for Coca-Cola in continuing to grow our business without growing the carbon footprint," said Brian Kelley, President and General Manager, Coca-Cola North America Still Beverages and Supply Chain. "The Coca-



Cola Company has committed to hold its overall worldwide manufacturing carbon emissions flat through 2015 from its 2004 level. We intend to do this while actually reducing emissions in the US and other developed markets, improving energy efficiency and using cleaner forms of energy, like these fuel cells."

Tetra Pak Arabia helps drive educational programme

A CARTON collection and recycling awareness campaign is under way among school children in Dubai, driven by a partnership between Tetra Pak Arabia and Emirates Environmental Group.

The project partners are placing specially created waste bins in schools around the emirate, as well as working with teachers on classroom activities and learning. Every participating school will receive a certificate of appreciation, while the top three recyclers will earn significant prizes.

Mohammed Angawi, Environment Manager for Tetra Pak Arabia, says the company is pleased to be working with EEG "to raise environment awareness amongst children and to do our part in educating them to become responsible members of society. In line with our motto, 'Protects what's good', we are committed to protecting the envi-



Mohammed Angawi (left) and Habiba Al Marashi (right) with a young helper at the carton recycling campaign launch.

ronment and this initiative is a step forward in that direction."

Habiba Al Marashi, EEG's Chairperson, says her organisation "is strongly committed to the protection and preservation of our environment, which is why we've created this initiative with Tetra Pak Arabia for students to understand the environmental benefits of recycling Tetra Pak carton packages."

EEG has been in operation within the United Arab Emirates since 1991.

Airline recycling surveyed

A REPORT from Green America, an environmental group, says that US airlines aren't doing very well in recycling onboard passenger waste material. It cites statistics from the National Resource Defense Council claiming that US airlines throw away sufficient aluminium cans every year to build 58 Boeing 747 aircraft.

Soft drinks – including carbonates, juices and waters – feature heavily in the make-up of in-flight waste, along with drinking cups, food plates, newspapers and magazines.

Entitled *The Sorry State of Recycling in the Airline Industry*, the report claims that about 75% of airline passenger trash is recyclable but on average only about 20% does move along the recycling chain.

As we report on these pages from time to time, some airlines are putting a lot of work into developing efficient recycling systems and training staff to make them a success, as well as educating passengers.

But Green America reckons that while some US airlines are starting to pay attention to recycling, most have a long way to go. "While airlines may face some challenges in creating effective recycling programmes, evidence shows that working systems can be implemented," said Todd Larsen, the organisation's Corporate Responsibility Director.

"Our report demonstrates that several airlines are significantly ahead of their competitors in taking these steps, and it is clear that comprehensive recycling programmes can be implemented effectively and economically."

The report awards B- grades to Delta and Virgin America, while Virgin Atlantic and Southwest both earn a C. At the bottom of the list are United and US Airways.

The airline recycling report is available at: www.greenamericatoday.org/go/AirlineRecyclingReport

Can Craze competition

SOUTH Africa's Collect-a-Can company, which is supported by soft drinks producers and others in the supply chain, is to run another Can Craze competition from June to September.

This will require schools to collect a minimum of 300 cans and use them to build something of their own design. Prizes will be awarded for the most creative, with winners showcased at Collect-a-Can's annual school awards ceremonies.

A new competition this year, running through to May, encourages school pupils to interpret the theme 'Used beverage cans, in perfect harmony with nature', through a drawing or painting.

Water support for Polish tree planting

ZYWIEC Zdroj, a Polish water brand of Danone, has launched the second phase of its award-winning 'My Strong Tree' programme. Started in 2009, this initiative aims to increase public awareness of the importance of environmental sustainability, highlighting in particular the key role of trees.

Thanks to the cooperation of ywiec Zdrój and the Our Earth Foundation, one million trees were planted last year in the Beskidy Mountains region of Poland (the region from which ywiec Zdrój natural spring water is sourced).

The tree planting initiative will continue in 2010 whilst educational activities are also being conducted across the country, to encourage high, primary and kindergarten schools to develop and implement environmental projects in their local communities. Free training in ecology and sustainability issues are also being offered to teachers to ensure that they are comfortable with the subject and can deliver effective and enjoyable classes. Competitions with prizes for the most interesting project or lesson are also on offer to all participants.

Trees are an important symbol in the Polish culture, and artistic activities also feature heavily within this year's programme. Polish



artists Beata Konarska and Paweł Konarski, have created a work of art entitled 'A house on a tree', (pictured) which will be open to the public throughout the year as a constant reminder of the importance of acting responsibly in the environment.

Consumers are invited to participate via an interactive website, www.mojesilne-drzewo.pl, where everyone can choose their own tree, which foresters will plant on their behalf in the Beskidy Mountains.



Further commitments unveiled

THE targets that form the second phase of the Courtauld Commitment - the voluntary agreement between the UK's Government-funded WRAP (Waste & Resources Action Programme) and major grocery retailers and brand owners - have been announced.

Using 2009 data and working to a 2012 deadline, Courtauld Commitment 2 moves away from solely weight-based targets and aims to achieve more sustainable use of resources over the entire lifecycle of products, throughout the whole supply chain.

The three new targets are:

- Packaging – to reduce the weight, increase recycling rates and increase the recycled content of all grocery packaging, as appropriate. Through these measures the aim is to reduce the carbon impact of this grocery packaging by 10%.
- Household food and waste – to reduce UK household food and drink wastes by 4%.
- Supply chain product and packaging waste – to reduce traditional grocery product and packaging waste in the gro-

cery supply chain by 5% - this includes both solid and liquid wastes.

Twenty-eight major retailers and brand owners have already signed up to Courtauld Commitment 2 to help WRAP deliver the targets. These include AG Barr, Britvic, Danone Waters, Innocent Soft Drinks, Nestlé and Vimto.

The announcement of the new targets follows the original Courtauld Commitment which was launched in 2005. Courtauld has succeeded in stopping growth in packaging despite increases in both sales and population in the UK. Some 500,000 tonnes less packaging was used over the period 2005-2009 – enough waste to fill a queue of refuse trucks, bumper-to-bumper, stretching from Southampton to Newcastle.

Liz Goodwin, WRAP CEO, said: "One of the biggest challenges society faces over the next decade is reducing the environmental impact of the things we buy. This new agreement will bring about changes ranging from more efficient methods of production right through to the impact of household consumption.

"It's no longer enough to look at the impact of packaging alone – that's why Courtauld Commitment 2 takes into account the environmental impact of product waste in the supply chain as well as at household level."

Aluminium can recycling target

ALCOA is providing 50,000 recycling bins to organisations and communities throughout the US as part of its 2010 Recycling Bin Programme. "Alcoa and the Aluminium Association have a goal of increasing the recycling rates of aluminium beverage cans in the US from the current 54% to 75% by the year 2015," said Greg Wittbecker, Alcoa Director of Recycling. "This bin distribution programme is just one way that we're trying to make it easier for people to recycle."

As it has done for the past two years, Alcoa is partnering with state recycling organisations to establish individual allocations based upon locally-identified needs.

Recycled aluminium cans can be used, recycled, and back on shelf as a new beverage can in less than 60 days. Further, it takes 95% less energy to make a can from recycled aluminium than from raw materials.

"If we could get each American to recycle just one more can per week over what they already do, we could reach our 75% recycling goal," said Wittbecker.

Alcoa Recycling first started providing bins in 2008 and has given bins to municipalities, colleges, Native American tribes, and community-based organisations in 19 states.

Collect-a-Can keen to spread

SOUTHERN Africa's can recovery and recycling company, Collect-a-Can, is looking to spread its coverage in South Africa by appointing agents outside the regions where it currently operates. Collect-a-Can is well supported by soft drinks producers in southern Africa.

The company has five strategically positioned branches within South Africa: three in Gauteng Province (Pretoria, Johannesburg, Vanderbijlpark), one in Cape Town in the Western Cape and one in Durban in KwaZulu-Natal. It also has branches in Gaborone, Botswana, and Windhoek, Namibia, and is in the process of establishing can recovery facilities in Angola.

Collect-a-Can's Mathabo Phomane says the company could work with scrap metal dealers, multi-recycling companies or any other businesses interested in becoming involved and having the appropriate infrastructure. "We are particularly in need of agents in the Eastern Cape, Limpopo and Mpumalanga regions. We have had a lot of enquiries from individuals and schools in these areas that would like to become collectors and they would greatly benefit from having a collection point in their area."



COLLECT-A-CAN
Do well, while doing good.

Run on green

THE production facilities of German packaging film manufacturer alesco at its main Langerwehe site have been running exclusively on green electricity from hydro-electric sources. The company has been extruding, tailoring and printing its biofilms exclusively with green electricity since 2008. Since the beginning of 2010 alesco's administrative unit has also been using this ecological source of energy.

With the switch to green electricity, alesco is demonstrating that a medium-sized manufacturing company can operate successfully and profitably with an environmentally-friendly strategy. "In this respect we want to deliberately support pioneering technologies that focus on the issue of sustainability," said alesco green packaging Managing Director Philipp Depiereux. And this is why alesco's development department is continually working on optimising all the company's plastic products.

The switch to green, hydro-electric power has led to an improvement in the company's overall CO₂ balance. "By utilising green energy, the CO₂ emissions caused by our use of electricity at the Langerwehe plant will fall by more than 90%," said Depiereux. In other words, the company will release 10.5 million kilograms less CO₂ every year. In terms of overall emissions resulting from the company's activities in Langerwehe, this equates to a reduction of

more than 17% and the corresponding figure for the entire company is 10%.

The reason for the emissions not being reduced to zero by the use of hydro-electric power is that there are still some indirect emissions included in the equation. "These relate, for example, to the construction of the power station, as well as to maintenance work and the transportation of electricity to alesco," explained Katharina Völker-Lehmkuhl, Head of the Scientific Department of ClimatePartner Germany. This corporate consultancy independently calculates CO₂ emissions for alesco. "Just ignoring such values would not give a credible and serious calculation," added Völker-Lehmkuhl.

www.softdrinksinternational.com

More help with water resources

FUNDING for specific water resource projects in Bahrain is to be provided by Coca-Cola as part of the group's global commitment to improving water quality and availability. This was announced during the signing in Bahrain of the Regional Water Governance Programme for Arab States.

Rugby on recycled bottles

ALTHOUGH recycling in public places has stepped up globally in recent years, glass bottles aren't welcome in many sports venues, for obvious reasons. But Trafalgar Park in Nelson, New Zealand (which has an enduring love affair with the admiral by dint of its city name), will have juice, carbonated soft drink, beer and wine bottles to the fore during matches from this winter onwards – including games and training sessions during the 2011 Rugby World Cup.

This is because it has scored what it believes to be a world first in using sand made from recycled bottles as the foundation for its new turf, part of a major redevelopment project.

The grass turf is all-natural, rooting strongly into the recycled glass sand carpet.

Ten of the world's most water-scarce countries, including Bahrain, are located in the Middle East. Along with the kingdom's climate and increasing population, the availability of quality water supplies is a serious long term challenge.

The United Nations Development programme's Regional Bureau for Arab States has initiated a wide-ranging water governance scheme; Coca-Cola's initiative will operate in tandem with this.

Human Resources

APPOINTMENTS

PepsiCo has announced that Chief Financial Officer **Richard Goodman** has been succeeded by **Hugh Johnston**, a 23-year company veteran, formerly Executive Vice-President of PepsiCo Global Operations. Goodman has been reappointed Executive Vice-President responsible for business information systems, global procurement, global operations, and post-merger integration.

The Coca-Cola Company has announced a series of management changes: **Beatrice Guillaume-Grabisch**, former head of Coca-Cola in Germany, has been appointed Chief Executive Officer of Beverage Partners Worldwide, its joint venture with Nestlé. Guillaume-Grabisch is replaced by **Hendrik Steckhan**, former President and General Manager of carbonated drinks for Coca-Cola North America. Replacing Steckhan is **Katie**



John Thuestad (left) and Marcos Ramos (right).

Bayne, former Chief Marketing Officer for Coca-Cola North America. Bayne will be succeeded by **Beatriz Perez**.

New York-based Alcoa has elected **John Thuestad** Executive Vice-President and Group President of Global Primary Products, following **Bernt Reitan's** retirement. He will have overall responsibility for the management of Alcoa's alumina refineries and primary aluminium smelters worldwide and

accountability for Alcoa's primary products growth projects, including the recently announced partnership with Ma'aden to develop the lowest-cost, fully integrated aluminium complex in the world in Saudi Arabia.

In a further appointment, Alcoa has named **Marcos Ramos** President, Alcoa Europe, succeeding **Rudi Huber**, who is retiring. Ramos will be responsible for coordinating the activities of Alcoa's locations throughout Europe. He also continues as President, Global Primary Products – Europe, leading the company's smelters and refinery in Iceland, Italy, Norway and Spain.

Vezio Bernardi has been appointed Managing Director of Italian Sacmi Filling to oversee the company's integration into Sacmi Beverage, the new umbrella organisation combining Sacmi Filling, Sacmi Labelling, Sacmi Packaging and Sacmi Imola into one division. **Giovanni Nervo** has also been appointed Plant Engineering Manager.

US functional ingredient producer Kemin Health LC has announced the appointment of Dr **Michael Ceddia** to Vice-President of Research and Development, based in Des Moines, Iowa.

Graduate first

THE first six Master Study participants (pictured below with diplomas) have received their degrees at the German IPI International Packaging Institute in Neuhausen am Rheinfall. The Masters study programme was launched in 2006. The Minister of the Department of Education of the Estate of Schaffhausen, Rosmarie Widmer Gysel, officiated at the ceremony. She underlined the importance of the IPI International Packaging

Institute supporting the packaging companies in the area and bringing added value to the region.

Professor Dr Bernd Wilke, Head of the IPI Scientific Board and Head of Engineering & Technology Support at Bosch Packaging, reminded everyone about the importance of qualified employees and lifelong learning. He said that the IPI's Master study programme with its part time concept, the width of the subjects and the English tuition language perfectly meets the requirements of the packaging industry.

FTSE4Good Index award

DOMINO, producer of in-line product identification, traceability and variable data printing solutions, has been accepted into the prestigious FTSE4Good Index, having been measured against a range of benchmarks, including environmental sustainability, developing and maintaining positive relationships with stakeholders and upholding and supporting universal human rights.

Nigel Bond, Group Managing Director, said: "We are delighted that Domino has met the criteria to be included in the FTSE4Good Index. Domino continuously reviews its policies and management systems to ensure open communication with customers and staff, and achieve the highest environmental sustainability standards. Receiving this award proves we are serious about our corporate responsibility and we continuously look to raise the bar even higher."

Nigel Bond, Group Managing Director (left) and Andrew Herbert, Group Finance Director at Domino with the FTSE4Good award.



From left to right: Peter Braun, Alessandro Galata, Markus Hochuli, Stefan Kraft, Georg Metzger und Theodoros Zontanos received their diplomas from Roland Luxemburger and Ingo Büren.

E-learning support

HALO Ltd has entered into a partnership agreement with the Process and Packaging Machinery Association (PPMA) to offer a range of innovative multimedia based 'On Demand' e-learning and support packages to members and end-users. The On Demand Training (ODT) and On Demand Support (ODS) products may be used to support individual pieces of equipment, complete production lines or process systems.

Supplied simultaneously with new installations or developed for existing systems, ODT and ODS make extensive use of advanced multimedia techniques such as animation, video, screen captures and searchable documents for improved usability.

Chris Buxton, PPMA's CEO, said: "As more and more PPMA member companies find themselves under pressure to introduce greater efficiencies into their operations, any new facility which enables more efficient training of staff and operation of production processes both in-house and in the field can only be a great asset. The On Demand product which is now available from Halo through the PPMA is one such powerful tool and I would encourage members to review the possibilities that it presents."

"We are delighted to be joining forces with the PPMA," said John Craig, Managing



John Craig, Managing Director, Halo.

Director of Halo. "Halo needed to find a partnership to support its continued sales and marketing activities. What better than the PPMA with its extensive 400-strong membership network of suppliers and end users?"

www.softdrinksinternational.com

Schools challenge

THE Scottish Food and Drink Federation (SFDF) has been awarded £180,000 from the Scottish Government to fund a national programme aimed at promoting the food and drink manufacturing industry as a career for children and young people.

Flora Mclean, Director of SFDF, said: "This is a significant investment by the Scottish Government, and SFDF is proud to continue to have a central role to play in helping to make the food and drink manufacturing sector a career destination of choice. It is crucial for the industry's future growth and success that we attract an adequate supply of skilled people.

"We now plan to roll out a robust programme of activity across both primary and secondary schools. The national programme will be designed to inspire and help school children make the connection between the food on their plates, what they are learning in school and employment in our dynamic industry. With rewarding careers in roles as diverse as engineering, marketing or new product development, our industry really is a world of opportunity."

SFDF has already produced its careers film 'A World of Opportunities' which highlights a few of these roles and features interviews with leading figures from some of Scotland's best known food manufacturers.

Flooring Problems?

Here's the solution...

www.conren.com

Hygienic Coatings & Screeds, High Friction Anti-Skid, Car Park Coatings & Safety Surfacing

Qualification first

A NEW qualification designed to drive improvements in productivity and efficiency in the workplace is being launched this month in England, Wales and Northern Ireland.

The Food Manufacturing Excellence qualification will be the first Improve Proficiency Qualification (IPQ) to be available to food and drink employers. IPQs are a new family of work-based qualifications being developed with employers by the food and drink sector skills council, Improve.

The qualification has been designed so that it can be adapted to suit any workplace improvement and training strategy to increase the performance of employees working in all roles and at all levels. The qualification is designed to be flexible so employers can implement it in a way that works best for them. Improve says the qualification will support food and drink companies' constant drive to boost performance in all areas of processing and manufacturing.

In brief...

- Six new training providers have joined the UK's National Skills Academy for Food and Drink Manufacturing. Manchester Metropolitan University, London South Bank University, the Manufacturing Institute, Festo, Food Dialog and NSF CMI have been approved as National Skills Academy network members after submitting formal applications earlier this year. Each will focus on a particular specialism under the academy banner. The Manufacturing Institute joins the lean manufacturing network, while Northampton-based training provider Festo will spread its capabilities across two networks – robotics and automation and leadership and management.

Manchester Metropolitan University, London South Bank University, Suffolk-based Food Dialog and NSF CMI from Oxfordshire will join the general food and drink network.

Events Diary

APRIL

26th – 28th USA

BevTech
Renaissance Glendale Resort & Spa
Glendale
Arizona
USA
www.bevtech.org

MAY

18th - 20th SWITZERLAND

Vitafoods + Finished Products Expo
Geneva Palexpo
Geneva
Switzerland
www.vitafoods.eu.com

25th UK

Soft Drinks and Juices: NPJ Seminar
Campden BRI
Chipping Campden
UK
www.campden.co.uk

25th – 26th POLAND

FiCEE – Food Ingredients Central and Eastern Europe
Warsaw International Expocentre
Warsaw
Poland
www.ficee.ingredientsnetwork.com

25th – 26th USA

The Beverage Forum
Grand Hyatt
New York
USA
www.beverageforum.com

25th – 27th UK

Total Processing & Packaging
NEC
Birmingham
UK
www.totalexhibition.com



2nd - 4th CHINA

Fi Asia China (Hi+Ni)
Shanghai New International Expo Centre
Shanghai
China
www.fiasiachina.ingredientsnetwork.com

8th UK

British Soft Drinks Association Industry Lunch
Plaisters' Hall
London
UK
www.britishtsoftdrinks.com

8th – 11th USA

IBWA Board of Directors & Committee meetings
Park Hyatt Hotel
Washington DC
USA
www.bottledwater.org

14th SLOVAKIA

Bacillus Subtilis and Sporeformers - Scientific Symposium
Doubletree by Hilton
Kosice
Slovakia
www.probiotic-conference.net/bacillus-subtilis

16th UK

British Fruit Juice Association AGM/Luncheon
The Innholders' Hall
London
UK
www.bfja.org

JULY

14th – 16th CHINA

Propak China
Shanghai New International Expo Centre
Shanghai
China
www.propakchina.com

17th – 20th USA

IFT10 – Annual Meeting and Food Expo
McCormick Place
Chicago
USA
www.am-fe.ift.org

25th – 27th SOUTH AFRICA

Africa's Big Seven / Drinktech Africa
Gallagher Convention Centre
Johannesburg
South Africa
www.exhibitionsafrica.com

events@softdrinksinternational.com

SEPTEMBER

7th – 10th CHINA

China Brew & Beverage
China International Exhibition Center
Beijing
China
www.chinabrew-beverage.com

13th – 15th USA

International Dairy Show
Dallas Convention Center
Dallas
USA
www.dairyshow.com

14th – 16th BRAZIL

TecnoBebida
Transamerica Expo Center
Sao Paulo
Brazil
www.tecnobebida.com.br

14th – 17th RUSSIA

World Food Moscow
ZAO Expocentr
Moscow
Russia
www.world-food.ru

20th – 21st USA

IBWA Board of Directors & Committee meetings
Orlando
USA
www.bottledwater.org

22nd – 24th USA

InterBev
Orange County Convention Center
Orlando
USA
www.interbev.com

OCTOBER

8th – 10th UK

Fi South Africa
Expo Center Norte
Sao Paulo
Brazil
www.fievents.com

17th – 21st FRANCE

SIAL
Paris Nord Villepinte
Paris
France
www.sial.fr

27th – 03 NOV GERMANY

K Show
Messe Düsseldorf
Düsseldorf
Germany
www.k-online.de

100 Years Ago

From the *Mineral Water Trade Journal* of April 1910

Why not an inquiry?

Is not the position – and I put this question with all due deference to the President – one rather for definite scientific inquiry and authoritative experiment? The sugar situation is really a deplorable one. We are – as a consequence of the present shortage in the sugar supply, and the machinations and manoeuvres of the market cornerers – face to face with the prospect of a possible sugar-famine. Ordinary refined sugar is, at the moment of writing, 19s. 6d. per cwt. in London as compared with 14s. 6d. at the corresponding date of 1909. Unfortunately, too, it does not seem that we have come to the end of these inflated values. Any supplemental source of supply should be enthusiastically welcomed. Any effort that would remedy a position in which the demand is greater than the supply should be conceded every practical encouragement. But – I ask this in fear of trembling – is the position so indubitably clear as to be beyond all question? Remember that of the

representatives of one of the classes most vitally interested in this culture – the titled landlord-class – only thirty-three out of six hundred presented themselves in the House of Lords during the recent debate. Their absence is assuredly not traceable to the conviction that the profitable pursuit of this culture has been placed on the basis of certainty. Were this the case, they would by their presence have swelled the demand for sympathetic aid.

(Home-grown beet sugar potential was under political discussion at the time -S.F.)

Hull soda waters

The Hull city analyst has just reported the result of his examination of twenty samples of soda water. He stated that from a bacteriological point of view the results of this examination proved that the soda waters sold in Hull were decidedly purer than those sold in London in 1907. The fault was in the insufficient care taken in washing the bottles and in the storage of the water. The report concluded: "I would suggest that while, on the whole, the results of the investigation are fairly satisfactory, yet the purity of these waters might in many cases be increased if the dangers of contamination were, by means of a circular or in some other way, brought to the

notice of the makers. In such a circular mention might be made as to the best type of bottle and the dangers of deteriorated rubber rings as outlined in this report. The avoidance of wooden tanks and wooden covers in the mineral water factories and the use of proper types of filters, if any, might usefully be called attention to, as was done in London. More frequent inspection of these factories, if it were possible, should also yield good results."

A Chiswick 'human document'

Edwin Free was driving a three-horse van laden with mineral water. Edwin himself appears to have been laden with something quite different. There was a gangway fixed for the safety of foot passengers where the road was up in High Road, Chiswick, and Edwin's cart, after colliding with and damaging this structure, pulled up without prejudice in front of a coffee shop. Constable 45 T.R. (which stands for T. Division Reserve, and not for Tariff Reform) had seen the collision, came up to investigate, and informed Edwin that he would be arrested for being drunk while in charge of three horses and a van. "Let me go and have a cup of tea, and I shall be all right," said Edwin. He said at Acton that he had been taught a lesson, and the magistrate, telling him to drink mineral water instead of beer, fined him 20s. or fourteen days.

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal* of April 1960

Emergency – Ward 10

Many soft drinks manufacturers watched with great interest the 'Emergency – Ward 10' television programme on Friday, 11th March.

In that programme, a little girl accompanying a daily help drank bleach which had been put into a ginger beer bottle. She was rushed to hospital and her life saved only by an emergency operation.

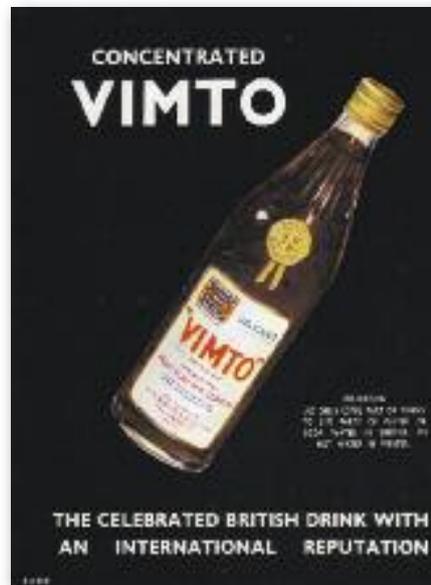
The daily help explained that her husband had helped himself to some bleach from the laundry at which he worked and he had put it in the ginger beer bottle to take it home.

Throughout the programme, several stern warnings were given of the grave danger of using soft drinks bottles for such purposes and it is to be hoped that the lesson registered with the large viewing public who regularly watch that programme.

The script writer was Miss Jean Scott Rogers and the producer, Mr Rex Firkin.

'Wonderful World'

'Wonderful World' is the title of the latest film produced by Coca-Cola for showing to



youth organisations, churchgroups, schools, business groups, etc.

This excellent colour/sound film runs for 43 minutes and presents an armchair tour of the world. Thirty-one countries in all parts of the world are visited and glimpses of the sports, music, architecture and ways of life of the peoples of many nations are seen.

The film includes shorts of 43 of the world's most colourful cities and many famous landmarks of the modern world linking them with glimpses of five primitive civilisations – those of the Toltecs,

Aztecs, Egyptians and Arabians – and of three capitals of the ancient world. Also included are the songs and dances of 10 countries and the favourite sports of 14 nations.

'Wonderful World' took three camera crews 14 months to film. During that time the crews travelled 190,000 miles; shot more than seven miles of film footage; used a cast of over a thousand; directed action in 23 different languages and dealt in 19 currencies.

The commentary has been translated into eight different languages including two version of English – one for North America and one for Britain and the Commonwealth.

Precarious caries contentions

Mr B. J. Setori at a recent Australian Federal Conference discussion stated: "Dentists have become very bombastic with their pseudo-scientific pronouncements. Actually, the average dentist knows no more about the theory of carbohydrate influence on dental decay than the average soft drink bottler. We should do nothing to become embroiled in this argument on soft drinks and dental caries." This arose from comment on a toothpaste firm's competition in which newspaper readers had been asked to list various foodstuffs in order of demerit in regard to their influence on dental caries, the Dental Association having supplied the details on which the efforts were to be based. Soft drinks were included in the list. ■

bubbling up

A focus on equipment and services

INFORMATION AS SUPPLIED BY THE MANUFACTURERS OF THE PRODUCTS AND SERVICES FEATURED

Fighting micro-organisms



THE fight against surface microbial growth in laboratories has helped maintain Priorclave's position as a leading autoclave manufacturer whose entire range of autoclaves help reduce the risk of cross contamination. The surface coatings of the cabinets contain a silver-based, BioCote® technology, dramatically reducing microbial growth.

BioCote® technology aids the fight against infection by inhibiting the growth of a wide range of micro-organisms, including E.coli, Pseudomonas, and MRSA on the exterior surfaces of the equipment. BioCote® has been proven to work many times through environmental studies across many disciplines, the most recent of which have been undertaken within the food industry.

Priorclave Ltd
129-131 Nathan Way
London SE28 0AB, UK

Tel: +44 (0) 208 316 6620

email: sales@priorclave.co.uk

www.priorclave.co.uk

rPET boost



ARTENIUS PET Packaging Europe (APPE) is to offer a range of preforms and containers with increased levels of post-consumer recycled PET (rPET) following the signing of an exclusive agreement with plastics recycling specialist AWS Eco Plastics.

Under the agreement, AWS will become sole supplier of rPET pellets to APPE, delivering around 13,000 tonnes annually to the APPE plant in Gresford. APPE is investing in excess of £250,000 in a new mixing facility at the site, where the pellets are combined with virgin material. The mixing takes place offline before being introduced into APPE's injection moulding machines, enabling the company to produce containers with a recycled content that can be varied according to the needs of individual customers.

Artenius Packaging UK Ltd
Gresford Industrial Park Wrexham
North Wales LL12 8LX, UK

Tel: +44 (0)1978 856111

email: Martene.Spencer@arteniuspackaging.com

www.laseda.es



IT pallet labeller



Logopak International Limited
Clifton Moor Industrial Estate
York YO30 4XE, UK

Tel: +44 (0) 1904 692333

email: salesonweb@logopak.net

www.logopakprintandapply.co.uk

LOGOPACK International has announced a new compact print & apply pallet labelling machine, developed to suit a broad range of applications as standard and bring reduced capital cost though the economies of volume production.

Capable of 100 pallets an hour the Logopak 800 provides a comfortable operating margin over the 60-80 pallet an hour requirement of most production lines, although the Logopak 920 series remains in production for speeds up to 150 an hour. The machine incorporates Logopak's new PowerLeap 3 control system, which provides a comprehensive link with different warehouse management systems and production line PLC controls using, for example, Ethernet data and internet web browser solutions. A ten year warranty is testament to the 800 series' reliability.

Loosening bulk solids



flexicon

Flexicon (Europe) Ltd
89 Lower Herne Road
Herne Bay Kent CT6 7PH, UK

Tel: +44 (0) 1227 374710

email: sales@flexicon.co.uk

www.flexicon.co.uk

BULK solids handling specialists, Flexicon (Europe) Ltd has announced a new Sanitary Bulk Bag Conditioner for loosening bulk solids material that has compacted during storage and shipment, allowing discharge from bulk bag unloaders through the bag spouts.

The stainless steel conditioner features two hydraulic rams with specially-contoured end plates that press opposite sides of bulk bags. An optional hydraulically-actuated, variable-height turntable allows conditioning of the bag at all heights on all sides. The number and pressure of hydraulic ram actuations, the height of the turntable and the number of 90-degree rotations are user adjustable. The unit measures 2210 mm H x 3380 mm W x 1980 mm D and accommodates bulk bags of all popular sizes.

Bag-in-box eco logo



BAG -in-box specialist Rapak has developed a unique, eye-catching logo which can be printed on both the bag and the box to convey the message that 'bag-in-box technology is green'. Rapak says the logo has been introduced to help companies who use bag-in-box provide valuable reassurance to their customers while at the same time contributing to an enhanced brand image for their products.

The independent Life Cycle Assessment of bag-in-box packaging, commissioned by Rapak from PIRA, has confirmed that bag-in-box has excellent environmental credentials that are at least competitive with, and in many cases superior to, alternative packaging formats.

Rapak
Clifton Road
Rugby CV21 3RQ, UK

Tel: +44 (0) 1788 570612

email: stephanie.humez@rapak.com

www.rapak.com

Security investment



Payne
Giltway, Giltbrook
Nottingham NG16 2GT, UK

Tel: +44 (0)115 975 9000

email: stephanieturner@payne-

worldwide.com

www.payne-worldwide.com

FILTRONA's Coated & Security Products Division has underlined its commitment to its Payne and Payne Security businesses with an extensive expansion and modernisation of its Nottingham-based research, development and technical service facilities, thus providing the environment and equipment necessary to drive business forward. With a major presence in several FMCG markets, including beverages, Payne and Payne Security is at the cutting edge of security and tear tape technology.

The project required substantial building work within the current laboratory space. Now double in size, the new Technology Centre incorporates a temperature and humidity controlled analytical room and an engineering room for work on proprietary systems and reading devices, such as those used in Payne Security's authentication technologies.

Closures



CLOSURE SYSTEMS INTERNATIONAL
 csiclosures.com
 North America 800-311-2740
 Mexico (52-55) 5506-8445
 South America 55 11 4134-2500
 Europe 34 93 891 82 49
 Middle East, India & Africa 973-17-458-988
 Japan 81-3-5511-0036
 Asia / Pacific 98-22-26972277

Contract Bottling



VILA
 Your Natural Beverage Partner
 + Since 1885 +
 First class quality, sensible prices, and many labelling/sleeving/processing and capping options.
 - PET at Vila Drinks, Switzerland
 - GLASS at Bottling Solutions, Stockholm
 Email: robert@viladrinks.co.uk or phone Richard +44 (0)191 516 3201
 We do one stop shops for all your bottling needs

Flooring



Flooring Problems?
 Here's the solution...
 www.conren.com

Ingredients

BEVERAGE INNOVATION

The UK's largest blender of fruit juice ingredients
 Concentrates, Purees, NFCs, Organic and Fair Trade



david berryman
 Orchard Estate, Common Road
 Kensworth, Bedfordshire, LU6 2PP
 United Kingdom
 t: +44 (0)1582 873636
 www.davidberryman.co.uk



DÖHLER
 NATURAL FOOD & BEVERAGE INGREDIENTS
 DÖHLERGROUP
 Riedstrasse 7-9
 64295 Darmstadt
 Germany
 Phone +49 6151 306-0
 Fax +49 6151 306-278
 www.doebler.com
 mailbox@doehler.com



Juicevibe
 Juice Creations
 from Concept to Launch
 www.juicevibe.com
 T: (44) 151 358 9590
 Juicevibe is part of
 Green Food Group Ltd
 Wood Park, Nantonn
 Cheshire CH84 7TB

CITRIC ACID



ADM Specialty Ingredients
 Pickerings Road
 Widnes, Cheshire WA8 8XW
 Tel: 0151 424 2513
 Fax: 0151 420 7062
 ADMSIDsales@admworld.com



Delivering Innovative Flavours, Colours, Ingredient Systems and Process Technology Solutions to the Food and Beverage Industry

Rudolf Wild Ltd.
 900 Capability Green
 Luton, LU1 3LU
 E-mail: info@wild.de
 Phone: + 44 (0) 1582 875 300

www.wild.de

COLOURS



KANEGRAD
in touch with nature
 ★ NATURAL COLOURS
 ★ EXTRACTS
 ★ EMULSIONS
 (For soft drinks)
 Contact Sales
 Kanegrade Ltd
 Ingredients House
 Caxton Way
 Stevenage, Herts SG1 2DF
 England
 Tel: +44 (0)1438 742242
 Fax: +44 (0)1438 742311
 Email: info@kanegrade.com
 Website: www.kanegrade.com

www.softdrinksinternational.com

COLOURS - CARAMEL



Colour With Confidence
 Tel: +44 161 886 3345
 Tel: +353 21 4353 821
 E-mail: info@ddwillmson.com
www.ddwilliamson.com



SETHNESS-ROQUETTE
 CARAMEL COLOUR
Bringing Colour to Life
 Tel: +33.328.50.00.50
 Fax: +33.328.50.11.55
 e-mail: sethness-roquette@sethness-roquette.com
www.sethness-roquette.com

COLOURS - NATURAL

www.riku.com
 BRIGHT IDEAS IN NATURAL COLOUR
 Ringe & Kuhlmann GmbH & Co. KG
 Natural and nature-identical food colouring

Delivering Your Imagination.
 Colouring Foodstuffs & Natural Colours



Sensient Food Colors Germany GmbH
 Geesthachter Str. 101 - 105
 21502 Geesthacht
 Tel. +49 (0) 4152-8000 0 | Fax -5479
 Sfc-eu@eu.sensient-tech.com
www.sensient-fce.com
SENSIENT
 FOOD COLORS

ESSENCE & FLAVOURS



Bell Flavors & Fragrances
 Europe

Bell Flavors & Fragrances

Schimmelstrasse 1,
 04205 Leipzig (Miltitz), Germany
 Tel.: +49-0)341-94510
 Fax: +49-(0)341-9411669
 e-mail: info@bell-europe.com

Product information and sample requests at:
 Web: www.bell-europe.com



claremont

Claremont Ingredients Limited
 Unit 2B, Aspect Court
 Silverdale Enterprise Park
 Newcastle-under-Lyme
 ST5 6SS, UK
 tel: +44 (0)1782 623883
 fax: +44 (0)1782 623773
 email: help@claremont-ingredients.co.uk
 web: www.claremont-ingredients.co.uk

The SDI Buyers' Guide is also available on line – visit: www.softdrinksinternational.com

ESSENCE & FLAVOURS - cont.



DÖHLER
NATURAL FOOD & BEVERAGE INGREDIENTS

DÖHLERGROUP
Riedstrasse 7-9
64295 Darmstadt
Germany
Phone +49 6151 306-0
Fax +49 6151 306-278
www.doehler.com
mailbox@doehler.com



FDL
Fuerst Day Lawson
fdlworld.com

SPORTS DRINK BLENDS
VITAMIN BLENDS
SWEETENERS
PRESERVATIVES
ACIDULANTS
FRUIT JUICES
VITAMINS
FLAVOURS
AMINO ACIDS
CONCENTRATES

+44 (0)207 488 0777
fdlgroup@fdl.co.uk
Broom House, 58 St Albans Road, London, E1W 1LP, UK



Frutarom (UK) Ltd
Turnells Mill Lane,
Denington Industrial Estate,
Wellingborough,
Northamptonshire
NN8 2RN

Tel: +44 (0)1933 440343
Fax: +44 (0)1933 440267
Email: info@uk.frutarom



KANEGRADe
in touch with nature

- ★ FLAVOURS
- ★ ESSENCES
- ★ AROMAS
- ★ EMULSIONS/CLOUDS

Contact Sales
Kanegrade Ltd
Ingredients House
Caxton Way
Stevenage, Herts SG1 2DF
England
Tel: +44 (0)1438 742242
Fax: +44 (0)1438 742311
Email: info@kanegrade.com
Website: www.kanegrade.com



KERRY

Ingredients & Flavours
FTNF FLAVOURS
CITRUS & EXOTIC
FRUIT FLAVOURS
NATURAL INGREDIENTS

Draycott Mills, Cam
Dursley, Glos GL11 5NA
United Kingdom
Tel: +44 (0)1453 541300

EMEA beverage sites in
Italy, Netherlands & UK

www.kerry.com



WILD
WE CREATE
Great Taste

*Delivering Innovative
Flavours, Colours, Ingredient
Systems and Process Technology
Solutions to the Food and
Beverage Industry*

Rudolf Wild Ltd.
900 Capability Green
Luton, LU1 3LU
E-mail: info@wild.de
Phone: +44 (0)1582 875 300

www.wild.de

www.softdrinksinternational.com

FRUIT JUICE CONCENTRATE AND EXTRACTS



Cobell
Ingredient supplier of processed fruit

- Specialist in NFCs, purees, concentrates and bespoke blends
- Blends of citrus, tropical, apple, pear and red fruit
- Supply bags in 1.5, 10, and 20 lbs packed at our in-house facility
- In-sourcing and blending service
- B1L, Grade A fresh fruit
- Next day delivery
- Excellent stock purchase
- Organic, Fair Trade and Rain Forest Alliance

Tel: +44 (0)1352 431 250
Email: info@cobell.co.uk
Website: www.cobell.co.uk



KANEGRADe
in touch with nature

- ★ FRUIT JUICE CONCENTRATES (Citrus, Tropical & Red)
- ★ NATURAL COLOURS & EXTRACTS
- ★ FRUIT AROMA/ESTERS
- ★ BOTANICAL EXTRACTS (e.g. Kola, Guarana, etc.)

Contact Sales
Kanegrade Ltd
Ingredients House
Caxton Way
Stevenage, Herts SG1 2DF
England
Tel: +44 (0)1438 742242
Fax: +44 (0)1438 742311
Email: info@kanegrade.com
Website: www.kanegrade.com

The SDI Buyers' Guide
- print and on-line

To reach buyers in more than 100 countries

email:
advertising@softdrinksinternational.com

or call: +44 (0)1202 842222

FRUIT JUICE BLENDS

The UK's largest blender of fruit juice ingredients
Concentrates, Purees, NFCs, Organic and Fair Trade



david berryman

Orchard Estate, Common Road,
Kensworth, Bedfordshire, LU5 2PP
United Kingdom
Tel: +44 (0)1582 873636
www.davidberryman.co.uk



FDL
Fuerst Day Lawson
fdlworld.com

SPORTS DRINK BLENDS
VITAMIN BLENDS
SWEETENERS
PRESERVATIVES
ACIDULANTS
FRUIT JUICES
VITAMINS
FLAVOURS
AMINO ACIDS
CONCENTRATES

+44 (0)207 488 0777
fdlgroup@fdl.co.uk
Broom House, 58 St Albans Road, London, E1W 1LP, UK

Citrus, Soft Et Exotic Fruit Concentrates, Comminutes Et Purees, Organics Et Custom Blends



Gerald McDonald Ltd
Powers Farm, Road, Haslemere, Surrey GU27 2ET
Tel: +44 (0)1252 244000
Fax: +44 (0)1252 244970
www.geraldmcdonald.com
www.geraldmcdonald.com



UREN
PURE INGREDIENTS

NFC Fruit Juice
Fruit Juice concentrates
Fruit Purees
Fruit Puree Concentrates



juices@uren.com
www.uren.com
UREN FOOD GROUP LTD
Wood Park, Welton
South Lincoln
LN4 1TB
Tel: +44 (0)1509 80305

FRUIT JUICE CONCENTRATES Blends, Purees and NFC

www.kiril-mischeff.com

+44 (0)1844 239 508



DÖHLER
NATURAL FOOD & BEVERAGE INGREDIENTS

DÖHLERGROUP
Riedstrasse 7-9
64295 Darmstadt
Germany
Phone +49 6151 306-0
Fax +49 6151 306-278
www.doehler.com
mailbox@doehler.com

FRUIT JUICE CONCENTRATES Citrus,
Tropical and Red



DÖHLER
NATURAL FOOD & BEVERAGE INGREDIENTS

DÖHLERGROUP
Riedstrasse 7-9
64295 Darmstadt
Germany
Phone +49 6151 306-0
Fax +49 6151 306-278
www.doehler.com
mailbox@doehler.com

Citrus, Soft & Exotic Fruit
Concentrates, Comminutes
& Purees,
Organics Et Custom Blends



ADM Specialty Ingredients
Pickering Road
Widnes, Cheshire WA8 8XW
Tel: 0151 424 2513
Fax: 0151 420 7062
ADMSIDsales@admworld.com

HERBAL EXTRACTS



RANSOM
NATURAL EXTRACTS

William Ransom & Son plc
Burymead Road, Hitchin,
Herts SG5 1RT, England
Tel: +44 (0)1462 437615
Fax: +44 (0)1462 420528
Email: info@williamransom.com
www.williamransom.com

*The SDI
Buyers' Guide*

Advertise here
for 12 months
£120 per column cm

email: advertising@
softdrinksinternational.com

POTASSIUM SORBATE



ASCORBIC ACID
ASPARTAME
CAFFEINE
POTASSIUM SORBATE
QUININE

AMC Chemicals (UK), Ltd.
Cap House, 9-12 Long Lane
London EC1A 9HA
Tel: 020 7466 5460 Fax: 020 7466 5461
amchems@amchemicals.co.uk
www.amchemicals.co.uk

SODIUM CITRATE BP



ADM Specialty Ingredients
Pickering Road
Widnes, Cheshire WA8 8XW
Tel: 0151 424 2513
Fax: 0151 420 7062
ADMSIDsales@admworld.com

SPORTS DRINK INGREDIENTS



DÖHLER
NATURAL FOOD & BEVERAGE INGREDIENTS

DÖHLERGROUP
Riedstrasse 7-9
64295 Darmstadt
Germany
Phone +49 6151 306-0
Fax +49 6151 306-278
www.doehler.com
mailbox@doehler.com



FDL
Fuerst Day Lawson
fdlworld.com

SPORTS DRINK BLENDS
VITAMIN BLENDS
SWEETENERS
PRESERVATIVES
ACIOLANTS
FRUIT JUICES
VITAMINS
FLAVOURS
AMINO ACIDS
CONCENTRATES

+44 (0)207 488 0777
fdlgroup@fdl.co.uk



WILD
WE CREATE
Great Taste

*Delivering Innovative
Flavours, Colours, Ingredient
Systems and Process Technology
Solutions to the Food and
Beverage Industry*

Rudolf Wild Ltd.
900 Capability Green
Luton, LU1 3LU
E-mail: info@wild.de
Phone: + 44 (0) 1582 875 300

www.wild.de

SWEETENERS - ASPARTAME



FDL
Fuerst Day Lawson
fdlworld.com

SPORTS DRINK BLENDS
VITAMIN BLENDS
SWEETENERS
PRESERVATIVES
ACIOLANTS
FRUIT JUICES
VITAMINS
FLAVOURS
AMINO ACIDS
CONCENTRATES

+44 (0)207 488 0777
fdlgroup@fdl.co.uk

www.softdrinksinternational.com

Labelling

LABELLING MACHINERY

Harland Machine Systems
2 Michigan Avenue
Salford
Manchester M5 2GY
Tel: 0161 848 4800
Fax: 0161 848 4830
Website: WWW.harland-hms.co.uk
Email: enquiries@harland-hms.co.uk

Processing

Bottleworks Ltd
The One Stop Shop for Container Processing
The Only Comprehensive Secondary Processing Service Provider



Tel: 01924 896975
Fax: 01924 895373
Email: sales@bottleworks.co.uk

High Speed sleeving applicators, full body/partial body/tamper evident and special promotions.
High Speed Pressure Sensitive "no look label" labelling applications, full wrap, front, back & neck etc.
Spray Coating, Specialist glass container finishing
Contract Packing, Multi-Packing, Cluster Packing, Add on promotional Packing, Quality Re-pack and specialist developments

Bottleworks Ltd
Unit 19 Innes Business Centre
Ripley Drive,
Normanton
West Yorkshire WF6 1QT

Vend/Dispense

"BAG IN BOX" RACKING

STP Drink Equipment
Unit 3, Greenwood Court,
Ramridge Road, Luton,
Bedfordshire LU2 0TN
Phone: 01582 481649
Fax: 01582 451265
Email: paul@stpequip.freemove.co.uk
Website: www.stpequipment.co.uk

Plant & Machinery

FILTERS



PALL Food and Beverage

Europa House, Havant Street, Portsmouth,
HANTS. PO1 1SD, UK
Tel: +44 (0)23 9233 3333 • Fax: +44 (0)23 9233 3333
process@pall.com • www.pall.com

FILTER SYSTEMS



BEGEROW

E Begerow GmbH & Co
An den Naheweisen 24
55450 Langenlonsheim, Germany
Phone (+49) 6704 204 0
Fax (+49) 6704 204 121
http://www.begerow.com
e-mail: info@begerow.com



domnick hunter
PROCESS FILTERATION

Domnick Hunter
Durham Road,
Birtley,
Co. Durham DH3 2SF
Phone: 0191 410 5121
Fax: 0191 410 5312
E-mail:
process@domnickhunter.com
Website: www.domnickhunter.com

**The SDI
Buyers' Guide
Directory
is also available on-line**

visit
www.softdrinksinternational.com

To list your product or
service
in the directory

email: advertising@
softdrinksinternational.com

or
tel: +44 (0)1202 842222

FOR SALE



SIDEL PET Recyclen Preform Injection machine with different mould 23 upto 45, 90 gram, water, Milk & Juice Preform with 28, 38 & 48 Neck complete line in running condition 20 to 30% Recycling material (Cooling, conditioning)
Price without mould & Cooling Euro 98,950.00



PET Machine Messeneuheit
PET Teddy Bear/Beer Can Multilayered
PET CAN-LINE 400-1.000/h
PET Can and PET Container in any form Coke etc. in stretch-blowing with standard closure made of aluminium, plastic or steel

Voehringer engineering

Kornbergstrasse 53-55 D-72805 Lichtenstein

Tel: +49 (0) 175 6876071, Fax: +49 (0) 7129 60 395 web:voehringer-web.de

e-mail:info@voehringer-engineering.de

www.youtube.com/voehringereng

USED EQUIPMENT BUYING? SELLING? CALL US!

Process equipment (tanks, filters, premix...)

Preform injection

PET Blow moulders (SIDEL, ADS, Kronen...)

PET bottling lines

Glass bottling lines

WALLART

USED EQUIPMENT FOR THE BEVERAGE INDUSTRIES

Tel. +33 320 93 66 71
www.wallart.fr

Fax: +33 320 92 80 74
info@wallart.fr



THINK FRUITY. THINK DÖHLER.

Fruitful potential for your business.



STILL DRINKS

Still Drinks may not be the largest category in terms of volume, but they are growth leaders. Outstanding natural colours and flavours, functional ingredients and delicious fruit cells form the basis of Döhler's diverse Still Drinks product concepts. For you that means:

- products with excellent price/performance potential
- outstanding flavours even at low juice content levels
- high growth rate ability through fine tuned product concepts

We deliver one-stop solutions – from first product idea to fruit juice concentrates, functional ingredients, high cloud emulsions and natural colours, right through to all-in-one compounds. We will bring your still drinks concept to life. **Interested? Get in touch with us! We Bring Ideas to Life!**

Leading in Integrated
Food & Beverage Solutions



