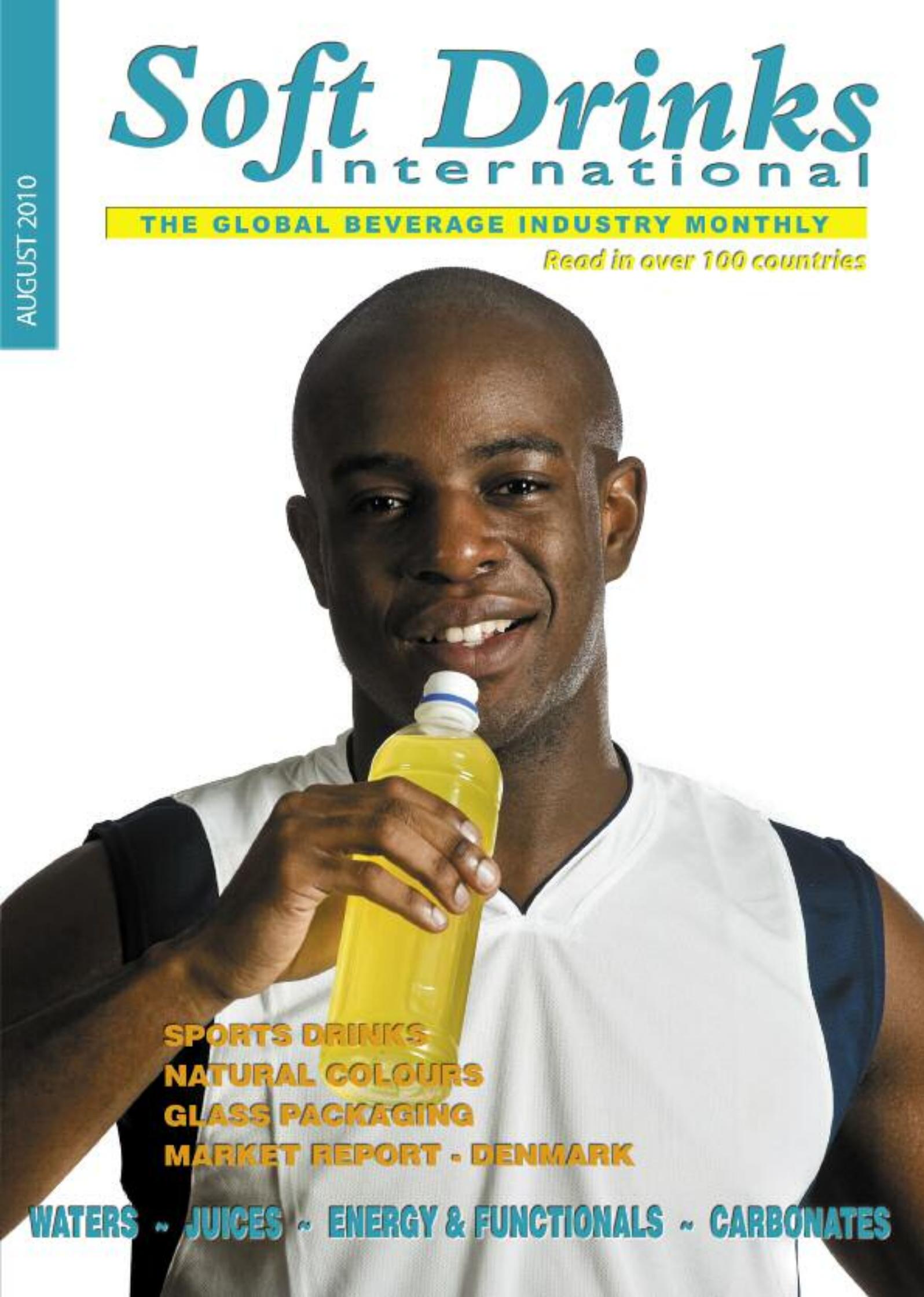


# Soft Drinks International

THE GLOBAL BEVERAGE INDUSTRY MONTHLY

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AUGUST 2010



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# 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****It's Do Or Die 38**

Projections expose a major weakness of the sports drinks category – its huge overdependence on the United States, reports Rob Walker.

**Clear Advantages 40**

Until recently, one of the barriers to whey protein in the ready-to-drink market, has been the problem of solubility in clear drinks, writes Mark Neville.

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According to Ulla Freitas, extensive clinical research has discovered that Lonza's L-carnitine, Carnipure, has a beneficial role to play in a broad array of applications.

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The wide variety of proteins used in sports drinks, and their different performances in liquids can pose a real challenge for manufacturers, writes Ilona Stoffels.

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The trend towards natural colourings will not only continue, but will grow dramatically, anticipates Hélène Möller.

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A succession of well-intentioned taxes and complex regulations has defined the soft drinks market in Denmark, reports Richard Corbett.

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Glass can play an innovative role in brand marketing according to global manufacturer, O-I.

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To ensure glass is top on the agenda, we have to continually push its boundaries, both in its manufacture and design, writes Lynn Sidebottom.

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# Solid so far

August, traditionally the month of holidays and downtime, is also the anniversary month of the credit crunch. For many countries August 2008 heralded the worst recession since World War II and that year and 2009 witnessed two abysmal summers in Europe; a combination which challenged the entire soft drinks industry.

This year the weather has been kind: a warm UK summer with heatwaves in Europe and the US. Further the latest round of company reporting points to a return to growth and profitability for many in the industry, accompanied by an air of cautious optimism.

The two global giants, Coca-Cola and PepsiCo, have both posted strong first half-year results. For Coca-Cola net profits rose 16% to reach US\$2.38 billion while sales rose 5% to US\$8.67 billion; bottler Coca-Cola Enterprises has upped its full year outlook as it recorded an increase in profits for the first half of the year. Operating profits are expected to increase in a 10% to 12% range, with mid single-digit growth in North America and high single-digit growth in Europe.

PepsiCo has also reported solid results for the second quarter of 2010, driven by the acquisition of its two anchor bottlers. Russia, Turkey, Spain, the UK and Germany recorded a strong performance for the company whilst double digit gains were achieved in Indian, Pakistan and Egypt.

Looking forward, Muhtar Kent, Chairman and CEO of TCCC and Indra Nooyi PepsiCo Chairman and CEO, have both said they are confident that growth can be sustained in the second half of 2010. In the UK leading soft drink producers Britvic, Barr and Vimto have all recorded robust profitable figures to date and are upbeat in their forecasts for the 2010 year end.

Regarding suppliers, Krones, the leading German manufacturer of beverage filling and packaging machinery, has posted a strong performance following a very tough 2009, described by the company as the most difficult in its 59 year history. Sales fell 22% on 2008 to €1,865million and the company recorded its first loss in nine years.

This year, however, Krones has reported a significant recovery in sales and profitability with a sales rise in the first half of 16.4% to €1,076.2million and growth in the second quarter accelerated to 22.8%. Reported earnings before taxes from January to June 2010 were €32million, compared to a loss of €15.8million for the equivalent period last year. For the 2010 business year as a whole, Krones now expects to deliver sales growth in the upper portion of its 10% to 15% forecast range.

Can maker Rexam has also achieved a turnaround. Net profits reached £102million for the six months to the end of June, compared to losses of £15million in the same period of 2009. The company's CEO Graham Chipchase is reported to have said the return to profitability is due to relentless cost control and a return in demand for beverage cans in major markets.

Economies are not out of the woods yet; the recovery is labelled as slow and at risk of falling back into recession. But the latest round of company results would indicate that soft drinks demand has weathered the worst of the economic storm.

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# Late Bulletin

● **Danone** has sold its shares in Russian dairy group **Wimm-Bill-Dann**. The sale will see Danone sell its 18.4% stake in the business to Wimm-Bill-Dann for US\$470million. In June, Danone announced plans to merge its Russian fresh dairy business with Unimilk. The deal will close once Danone gets competition approval in the CIS for its venture with Unimilk. Russia gave its clearance to the transaction earlier this month.

● **Coca-Cola Amatil** (CCA) has recorded an increase in net profits for the first half of the year. For the six months to 2nd July, net profits after tax rose by 12% on the same period of 2009 to A\$212.7million (US\$190.2million). Sales climbed by 4% to reach A\$2.13billion. EBIT amounted to A\$373.8million, a 10% increase on the prior year period.

● **Crown Holdings** is to increase the production capacity at its beverage can plant in Slovakia. The US-based supplier of packaging products opened the plant based in Kechnec in April. The company's business unit **Crown Bevcan Europe & Middle East** will now install a second beverage can production line at the facility.

● **Nestlé's** waters business has become more efficient, according to analysts, as the division recorded a sales climb of 2.5% in the first half. The company said that its waters business achieved positive growth in the first six months of this year in Europe, and in North America where its Pure Life brand continued to perform well. Independent industry analyst James Amoroso said the division's performance was boosted by "better weather, a better economy and less impact from ignorant 'anti-plastic' lobbying".

● The Coca-Cola Co's soft drinks bottling business in India, **Hindustan Coca-Cola Beverages Pvt Ltd**, is set to invest INR2.5billion (US\$50million) to build a new manufacturing facility in Northern Karnataka. The plant will manufacture a range of carbonated and still soft drinks.

● **Glacier Water Services** has seen its net losses worsen in the first six months of the year. In the period to 4th July, the US-based company made net losses of US\$1.7million compared to losses of \$1.4million in the prior year. Operating profits also dropped, to \$2.6million from \$2.8million in the comparable period of last year, while net sales edged up to \$48.48million.

● **Reed's** has narrowed its losses in the first-half of the year as it gained a stronger foothold in mainstream grocery stores and lowered operating costs. The US soft drinks maker reported net losses of US\$423,000 for the six months to the end of June, compared to losses of \$1.37million in the same period a year earlier.

● **Nestlé** is to acquire a majority stake in Guatemalan powdered drinks producer **Malher Group**. The firm said that the transaction fits in with its strategy to expand in emerging markets, will allow it to strengthen its position in the culinary markets in Guatemala and also enter the powdered beverages sector.

● Egyptian juice and dairy group **Juhayna Food Industries** has seen its net profits more than triple in the first half of the year. For the six months to the end of June, the firm reported profits of EGP100.4million (US\$17.7million) compared to profits of EGP29.1million in the prior year period.

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THE GLOBAL BEVERAGE INDUSTRY MONTHLY

# Europe

## Polydextrose facility commissioned

TATE & Lyle has commissioned its new Sta-Lite polydextrose line in Koog, the Netherlands. The facility, which is the first of its kind in Europe, was built in response to the increasing demand for functional food ingredients.

Jerome Tauzin, Product Manager, said: "The commissioning is an important step for Tate & Lyle. We are proud to be sole manufacturer of polydextrose in Europe which means our European customers will benefit from a shortened supply chain and further reduced costs.

"Our consumer research has highlighted that European consumers are becoming more health conscious. Many people actively manage their weight and are aware that fibre can bring health benefits, particularly in maintaining digestive health."

Sta-Lite polydextrose is a premium, low calorie bulking agent used to provide body and texture in reduced calorie, no added sugar and/or high fibre foods. It is also a soluble fibre with prebiotic properties that is very well tolerated, has a low glycemic response, is clean tasting and easy to use.

The company says that with Sta-Lite manufacturers can develop new healthier versions of a wide range of foods and beverage products at a low cost-in-use.

● Tate & Lyle PLC has signed an agreement for the sale of its EU Sugar Refining operations (EUS) to American Sugar Refining Inc. The consideration is £211 million payable in cash, subject to closing adjustments for net cash and working capital, with the proceeds used to reduce the company's net debt. EUS consists of the cane sugar refineries in London and Lisbon, the Lyle's Golden Syrup factory in London, UK, the associated sugar and syrup brands and the Tate & Lyle Process Technology consulting business.

In May Tate & Lyle announced its clear intentions to focus, fix and grow its business. The sale is consistent with those intentions and, says the company, will result in a more focused, less volatile business, and a solid platform to deliver sustainable long term growth in Speciality Food Ingredients, supported by cash generated from Bulk Ingredients.

## Healthy prospects for juice

THE first report by AIJN, European Fruit Juice Association, shows that the EU fruit juice and nectars market remains a diverse and robust marketplace. It reveals that widespread economic recession held back total fruit juice and nectar consumption in 2009, with 11,260 million litres consumed across all EU 27 countries.

"Our aim is quite simple - to offer insight and an overview of our industry. Fruit juice is well placed as a healthy beverage in the 5-a-day recommendation for fruit and vegetable consumption. We are active, enthusiastic and alert to the needs of consumers we serve, and we continue to innovate and develop new products. Juice is the base of many evolving consumer trends to suit the lifestyles of both the young and older for consumption either in the home or on the go. As a product of nature, fruit juice will continue to play an increasingly important part in our daily lives," commented

AIJN Chairman Andrew Biles.

The main findings of the report show that the combined EU 27 countries represent the largest regional market for fruit juice and nectars in the world and have the second highest intake per person globally, behind North America. Further, 2009 witnessed a 1.2% decline in total fruit juice and nectars consumption, against the poor economic backdrop, to reach 11,260 million litres.

Whilst a select number of markets contribute the majority of demand within the EU, Germany, is a clear leader with 28% of total EU consumption. France, the UK, Spain and Poland complete the top five.

The report shows that orange is the most popular juice and nectar flavour, accounting for over one third of consumption. When it comes to packaging, cartons dominate with 60% of total volume sold in this format. Take home remains the main channel, with over 70% of volume sold through this type of outlet. Amidst the recession, consumers have sought lower cost product offerings. As a result, private label has made overall gains - holding a 52% share of total volume across all EU markets in 2009.

## Beverage technology made in Germany

SOME 1,400 exhibitors are expected to participate in this year's Brau Beviiale which takes place at the Exhibition Centre, Nuremberg, from 10th to 12th November. The organisers are anticipating 34,000 visitors.

The event features a number of specialist pavilions: the 'Energy & Water' theme pavilion organised jointly with the Competence Pool Weihenstephan of Munich Technical University is devoted to the careful use of resources; and the 'Future Beverage Industry 20XX' theme pavilion looks at visions and creative ideas for the future, presented in cooperation with the Brewery Research and Training Institute (Versuchs- und Lehranstalt für Brauerei) of Berlin. The PET-nology Europe Conference takes place on Monday and Tuesday before the exhibition starts, and the 'Packaging Wall of Excellence' provides some surprising innovations along the value creation chain for PET bottle production.

According to provisional figures from the Food Processing and Packaging Machinery Association (VDMA Fachverband Nahrungsmittel-maschinen und Verpackungsmaschinen), the severe economic downturn has seen production values in this sector in 2000 drop to €9.230 billion (from €11.088 billion in 2008). Although interest in products and orders for food processing and packaging machinery are showing signs of increasing there is no firm forecast for 2010 due to uncertainties in all markets. The VDMA association hopes that the manufac-

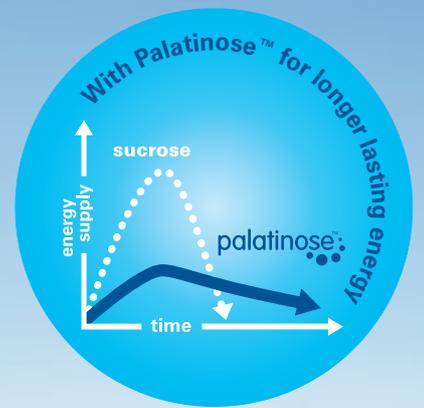
turers of food processing and packaging machinery, which is traditionally less dependent on cycles, will emerge from the crisis faster than the overall machinery construction sector.

This also applies to the German beverage equipment industry which increased production by 150% to €2.56 billion between 2000 and 2008. With an average export share of over 80 % German companies captured a greater share of the world market during this period. This sector also managed to maintain its top position and technology leadership in the world market in 2009. In general, the prospects for German manufacturers of beverage equipment continue to be good.

The largest growth markets are Asia and Latin America and the countries of Eastern Europe. In the saturated markets of Western Europe, the sales prospects for German beverage equipment are provided by product innovations, which frequently accompany new packaging variants. PET has become the established packaging material for non-alcoholic drinks. In Germany, for example, 77.5% of all non-alcoholic drinks are filled in PET bottles (Forum PET, 2008). PET is the worldwide favourite for all bottled drinks, ahead of glass, cans and cartons. Above-average international growth rates are expected for PET bottles and cans in the coming years.

As Brau Beviiale Nürnberg will show, the suppliers of beverage equipment attach great importance to reducing the complexity of the machines and installations. Another important aspect is to achieve the lowest possible operating costs throughout the whole lifetime of an installation, whilst energy and environmental issues play an increasingly larger role.

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## Less is more

MULTIPACK specialist Hi-Cone is sponsoring two international exhibitions at the famous Vitra Design Museum in Weil am Rein, Germany. The first exhibition, 'The Essence of Things – Design and the Art of Reduction' is currently running and will be followed in August by 'Hidden Heroes – The Genius of Everyday Things.' Both exhibitions will then go on tour to venues around the world.

'The Essence of Things' demonstrates how the 'less is more' principle of modern design has remained a guiding notion through the postmodernist era up to the present. The 'Hidden Heroes' exhibition will celebrate what the museum describes as the 'hidden helpers' – those imperceptible items that are hardly noticed and taken for granted, which nevertheless help people to go about their daily lives. In particular, these products are very much in tune with people's new found sense of responsibility, where environmental and sustainability benefits are as critical as functionality and aesthetics.

The Hi-Cone system will be featured alongside other examples including a paper



*Hi-Cone says that its Side Applied multipack carriers can reduce the volume and weight of can multipacks by as much as 65% compared to alternative materials and formats.*

*Each beverage can or bottle remains completely visible, enabling the primary container to perform its marketing function.*

tissue, tea bag, clothes peg, wall plug and paper clip. Both exhibitions ideally reflect Hi-Cone's own philosophy that less is better,

and at the same time demonstrate the skill and expertise required to develop these 'simple' solutions.

## Handling growth

ACCORDING to figures recently released by the German Jungheinrich Group, worldwide demand for handling equipment was up 45% in the first quarter of 2010 compared to the same period a year earlier. Asia recorded the strongest rise, advancing by 86%.

Jungheinrich expects the recovery to continue and projects that the world market for forklift trucks will reach in excess of 650,000 units in 2010 – a year-on-year increase of 20%.

The Group expects to achieve net sales of €1.7 billion and an operating profit in the double digit million euros for the current financial year.



*Jungheinrich's factory in Norderstedt, Germany, features what is considered to be the biggest reach truck production line in the world.*

## Claims overload

THE European Commission has admitted that it has been swamped by the number of requests for approval of food health claims and is failing to comply with the legal requirements it originally proposed for itself.

National governments submitted 44,000 claims from food manufacturers to the European Commission. According to British Liberal Democrat MEP Chris Davies, not one has yet been authorised, although all were supposed to have been agreed at the beginning of the year.

The European Food Safety Authority has so far made recommendations on 937 of the claims but the Commission has not yet taken any final decision. Details of the latest situation are described in a response from Health Commissioner John Dalli to a parliamentary question tabled by MEP Chris Davies.

Davies commented: "The situation is a complete mess and is leaving many hundreds of companies confused and at risk of significant commercial loss. The Commission expected just 1000 claims but will now have to evaluate at least four times that number. Given the resources available it is difficult to know how assessments can be accelerated without short cuts being taken that will result in justifiable protests about unfair judgements being made.

"In my view the Commission has no choice but to continue breaking the law. It would be completely wrong to approve the health claims made for some foods while other applications are still stuck in the queue."



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## Marketing, the dragon way

PALLETWAYS UK has unveiled the world's biggest hot-air balloon of its kind, a 61ft tall smoke-breathing dragon, which will act as a marketing vehicle for the logistics provider.

Known as Slick, the dragon which represents Palletways professional and seamless national and European distribution services, is taller than an eight-storey building. It has size 116 feet, a wingspan of 14 metres and a 44 metre-long tail – longer than five double-decker buses parked end to end.

Paul Komuro, a marketing consultant to Palletways, explained: "The launch of the balloon is part of our interactive marketing strategy to increase the engagement that our own staff and customers – whether they be warehouse staff or financial directors – have with the Palletways brand.

"As the food and drink industry is one of the main users of our services, we are offering a high profile branding opportunity for companies in the sector on the large pallet, which is a major feature of the balloon. The balloon will be making appearances at major events around the country over the course



*The dragon, which features a giant pallet on its back, is also the only balloon in the UK with a glass bottom 'basket'.*

of the next year, which will present a low cost national marketing opportunity."

The dragon balloon was manufactured by Lindstrand Balloons, a UK company founded by adventurer Per Lindstrand the well-

known hot-air balloonist.

Formed in 1994, Palletways has 270 plus depots across the UK and mainland Europe and handles circa 21,000 pallets a day through eight hub facilities across Europe.

## German carton goal

IN Germany Tetra Pak plans to have produced 3.3 billion beverage cartons bearing the label of the Forest Stewardship Council (FSC) by June 2011. This represents about 50% of the annual production of Tetra Pak cartons in Germany.

"As a leading producer of food packaging we set standards for sustainable raw material sourcing. FSC certification represents another step in Tetra Pak's ongoing commitment to support responsible forest management and drive environmental

performance – and a milestone in reliable and informative package labelling," said Sven Weidemann, Managing Director of Tetra Pak Germany and Switzerland.

"Our ultimate goal is to have all supply certified to the highest standard, currently set by FSC. We are committed to increasing the number of Tetra Pak beverage cartons made from FSC-certified material as the availability of certified board increases," he said.

The FSC label guarantees that the wood fibres in the package are traceable all the way through the supply chain back to the forest and that the paperboard used in the package comes from FSC-certified forests and other controlled sources.

## Acquisition

BWT – Best Water Technology-Group, a leading European water treatment company, has acquired Culligan International (UK) Limited, one of the UK affiliates of the US-based Culligan Group and a leading UK provider of domestic and commercial water treatment products and bottled water.

Culligan International (UK) Ltd will be renamed BWT UK Limited. It will continue to operate in the core business areas and market the technological innovations that the BWT product range brings to the company's portfolio.

### In brief...

- Severn Trent Services-Apliclor, a leading supplier of water and wastewater treatment solutions, has been selected to design and install a new disinfection system for the Iznájar Drinking Water Treatment Station, which supplies 235,000 residents in the Spanish province of Córdoba. The system uses Aquadiox chlorine dioxide generators to produce chlorine dioxide on site, providing residual disinfection to prevent bacteria from forming in the distribution network. The new disinfection system, due to be completed by the end of 2010, will improve water disinfection and enable a doubling of water treatment capacity. The contract, which also includes upgrading the existing chlorine

gas dosing equipment, is valued at €370,000

- Proposals for European controls on Country of Origin labelling legislation are likely to reach a key stage in the decision-making process later this year. UK government agencies have been canvassing consumer opinion, as well as surveying what sort of origin statements are currently used on labels. Findings from these surveys are likely to influence the requirements placed on the food and drink industry. In order to help the industry keep up to date with the latest developments and ensure that their product labels will be compliant with these changes and with

new guidance, Campden BRI is holding a seminar on 17th September, 2010.

For details visit [www.campden.co.uk/country-origin-seminar.htm](http://www.campden.co.uk/country-origin-seminar.htm)

- Danone and Unimilk have agreed to merge Danone's Fresh Dairy Product businesses in the CIS area with those of the Russian company Unimilk. Spanning operations in Russia, Ukraine, Kazakhstan and Belarus, the merger covers all dairy products. It will make Danone-Unimilk the leader for dairy products in the CIS area as a whole, and particularly in Russia, where it will account for around 21% of the total market and hold strong positions in high-value, high-growth segments.

# Africa

## SANBWA meet at AB7

AFRICA's Big Seven Food and Beverage Trade Show 2010 – referred to in South Africa as either Africa's Big Seven or AB7 – proved to be a great success for the soft drink industry. The family of events included not only the first manifestation of DrinkTech Africa but also South Africa's first-ever SANBWA Bottled Water Conference.

AB7 has confirmed its status as the largest integrated food and beverage show on the African continent, with the big 2010 event – held in Midrand, near Johannesburg, in late July – setting a strong foundation for further growth in size, prestige and marketing impetus.

The bottled water conference programme ranged widely across the industry's areas of interest and concern. Charlotte Metcalf, SANBWA's Technical Manager, described the programme as covering "several key factors affecting the water industry, including the operational aspects of bottling water, market conditions, marketing and distribution issues,



the availability, sustainability and quality of source water, environmental issues, consumer trends..."

A highlight was the launch of SANBWA's new Bottled Water Standard, with a training session which offered an overview of the standard and explained its benefits to stakeholders and consumers. Concluding this was a practical workshop on how to start implementing some of the key requirements, with particular focus on food safety.

## Nestlé invests in DRC

A NEW factory is to be built by Nestlé in Kinshasa, DRC. It will produce culinary and coffee brands in the group's portfolio, as well as supporting availability of other lines.

"Nestlé is committed to unlocking the business opportunities and to promote growth of our market in the Democratic Republic of Congo," said Nestlé Chief Executive Paul Bulcke. "Since the establishment of distribution centres and sales offices in Kinshasa, Lubumbashi and Goma in 2009, we have seen a remarkable growth, which we are now responding to by strengthening our presence."

Bulcke said that local production would help Nestlé "come closer to our consumers and better adapt our products to their taste and nutritional needs".



Paul Bulcke.

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## Nampak awards

AFRICA was well served by the Nampak packaging group in the WorldStar 2010 awards, held in Beijing. Nampak divisions, in Zambia and Zimbabwe as well as South Africa, took a total of nine awards, several of them for beverage containers.

Nampak Bevcan won an accolade for the 'Talking, Shivering Can' developed to help communicate Coca-Cola's 'Brr' promotional campaign. The novel can actually shivers and says "Brr" when opened, then delivering a short promotional message.

Not surprisingly, it generated a lot of public interest when released and consumers got quite worked up looking for a winning can, contributing to a significant rise in sales during a quieter period. Spin-off publicity delivered ongoing benefits.

Nampak Bevcan shared its other World-Star 2010 award with the group's research and development division for the 250 ml Springbok Blood Energy Drink can. Designed to resemble the Springbok rugby jersey, this was praised for its impressive 360° print quality and its graphics, which glow under UV light.

Nampak commented that the can "provided the ideal platform to increase shelf shout and deliver against the customer's request for an exciting, inspiring and interactive packaging format for a once-off initiative".

Three Nampak divisions worked in partnership to create South Africa's first multi-layer, co-extruded UHT dairy bottle, designed to revitalise long-life dairy product sales in Woolworths stores.

All of the winning containers had already gained awards in South Africa.



Nampak's award winning cans.

## Award stops fine

AN AWARD is usually something a person or company receives. For Renier Janse van Rensburg, however, it was both that and a means of stopping a less welcome offering: a traffic offence fine.

Known throughout South Africa as the Pancake King, Janse van Rensburg is an enthusiastic supporter of the Clover Mama Afrika scheme which has seen the dairy and juice group help so many South African women achieve great things in the community.

Driving home after donating his time at a Mama Afrika event, Janse van Rensburg was stopped by highway patrol officers for being "a tad over" the speed limit. That might have elicited only a warning but it turned out he



Renier Janse van Rensburg with Mama Afrikas.

had left his wallet, with driving licence and all other ID, at home that day. A sizable fine and possibly arrest loomed, because he was unable to offer any identification.

But the patrolman asked what was the trophy sitting in the passenger seat. When Janse van Rensburg explained, he thought that was a good deed which deserved another and waved the errant driver on his way.

"Thank you Clover Mama Afrika for the special trophy that gave me the freedom to go home," said Janse van Rensburg.

## BEE for Famous Brands

SOUTH Africa's Famous Brands, whose wide-ranging food and beverage portfolio includes the TruFruit juices and Aqua Monte still and sparkling spring water brands, has launched a Black Economic Empowerment (BEE) owner-drive initiative.

This is structured to help develop small entrepreneurial businesses. Fortune Brands has a goal of converting half of its distribution fleet to the BEE concept within three years.

In addition to producing and packaging beverages, Famous Brands has an extensive distribution system and sells large volumes of soft drinks via its fast food outlets which are franchised throughout South Africa and other African countries. The TruFruit range is produced at a factory in Baynesfield, KwaZulu Natal, while Aqua Monte is bottled at source in the Franschhoek Valley, an area also renowned for wine.

"Famous Brands' supply chain is a significant contributor to the group's financial performance," said Kevin Hedderwick, Famous Brands' Chief Executive. "Owner-managed businesses are inevitably more productive



and more lucrative than company-owned operations. We have experienced this in our franchises and anticipate that this model will transform our proficiency in logistics to first world levels of performance."

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### In brief...

- The introduction of Mountain Dew to the Tanzanian market by SBC Tanzania will see the company increase its output and employ a large number of extra staff, according to General Manager Dave Dippenaar. He said the company has high hopes for the brand which it is rolling out nationally after an initial launch in Dar es Salaam.

- Energade, the sports drink brand produced in South Africa by Tiger Brands, is being promoted by a new TV commercial, produced by Dean Fourie of Terraplane. Its

story is of a young champ in the making and how he gets up early in the morning to race against the best, albeit as an outsider.

Coca-Cola's South African Unit President, William Egbe, has said the company intends to boost its annual investment in Africa to about US\$1 billion annually. The new strategy, applicable immediately, more or less doubles Coca-Cola's annual African investment in the past decade. A key goal, he confirmed, would be to continue increasing the production and sale of non-carbonates.

## World Cup good for Coke

FEW of the millions watching games in the 2010 FIFA World Cup could miss the fact that Coca-Cola was a key player, even if the company was not actually out on the field. The impact was even more so within South Africa itself. In Cape Town, for example, Coca-Cola branded the region's new IRT (Integrated Rapid Transport) buses with the help of specialist outdoor advertising company Provantage Out of Home Media.

The Coca-Cola fan zones were a winner, giving football enthusiasts a chance to join in the stadium action by watching on giant screens while playing vuvuzelas, enjoying a drink, playing on interactive motion-sensing systems, and enjoying a wide-ranging Coke experience.

The motion-sensing screens were supplied by Monster Media whose Managing Director, Jacques Roos, pointed out that they were available for other outdoor advertising campaigns and for events such as product launches. Monster Media also provided interactive goalposts which provided a lot of fun.

Powerade-branded futsal tables from Foozi Gaming were very evident during the World Cup. As we reported, Powerade was pleased with the target sector reaction to the tables located at stadiums during the Confederations Cup and signed up for 37 units during the World Cup. "Consumer-engaging marketing is rapidly gaining strength as it is becoming increasingly successful in breaking through the clutter," said Foozi Gaming's Damon Freeman.

And Pepsi, while not an official World Cup sponsor, built successful football-oriented marketing campaigns around the world, notably using an online game featuring its sponsored players.

Pepsi Argentina came up with something really different: it responded to Diego Maradona's pledge to run naked around the obelisk in central Buenos Aires should Argentina win the World Cup, with a promise to sell 'naked' bottles for a week. The company placed colourful media ads of an unlabelled bottle with a swing tag reading: "If the coach goes naked, we will, too. Pepsi promises."

As the world knows, they weren't called upon to honour this.

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## Calling young entrepreneurs

THE Coca-Cola Africa Foundation and Nestlé are sponsors, along with other private companies and UN agencies, of Sukuma Afrika whose 2010 Young Entrepreneurs competition is now under way.

The Sukuma Afrika Young Entrepreneurs Competition is open to Africans up to 35 years of age, presenting a for-profit business model which contributes to one or more of the Millennium Development Goals.

This year's judges include William Asiko, Director of the Coca-Cola Africa Foundation.

Amir Dossal, Executive Director of the United Nations Office for Partnerships, described the initiative, which is now in its third year, as "showcasing the extraordinary efforts of dynamic young African entrepreneurs in their fight against poverty and toward achievement of the Millennium Development Goals. They are an inspiration and example for us all."



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# Middle East

## Partnership with Ferrari World

A MAJOR new theme park in the UAE, Ferrari World Abu Dhabi, has awarded PepsiCo the rights to be the exclusive supplier of beverages and snacks. On schedule to open at the end of October, Ferrari World is claimed to be the world's largest indoor theme park and to offer the world's fastest roller coaster. It is part of an innovative development project at Yas Island, on the UAE coast between the cities of Abu Dhabi and Dubai, which also features hotels, a Formula 1 racing circuit, marinas, golf courses, mega malls and extensive residential areas.

Yas Island has been developed by Aldar Properties, a major Abu Dhabi group involved in property development, management and investment.



*Pepsi is the exclusive supplier of beverages and snacks to Ferrari World.*

"This is not a standard sponsorship deal," said Areej Al Naqbi, Aldar's Director of Strategy and Business Development. "It is an alliance, a partnership between Abu Dhabi's largest developer and one of the premier food and beverage companies in the Middle

East who have joined together to share their vision of growth and sustainability."

He explained that Pepsi was the first brand involved in the Ferrari World partnership programme which was to be extended to involve other companies.

## New plant for DRC

DUBAI Refreshment Company, the PepsiCo franchise bottler and distributor for Dubai and the UAE's northern emirates, has acquired 140,000 sq ms of land within the Dubai Investments Park (DIP) and will build a production and warehouse facility.

DIP is the largest mixed-use development in the UAE, spread across an area of 32 million sq ms. It is a self-sustaining 'city within a city', comprising industrial, commercial and residential zones.

"The new factory and warehouse represent a significant long term investment for Dubai Refreshment Company," said Managing Director Mana Al Mulla. "We required a sizable plot of land to build an integrated



*Dubai Refreshment Company's Aquafina plant in Dibba, Fujairah.*

facility that would allow us to meet our future business needs and Dubai Investments Park, with its world class infrastructure and



*Dubai Refreshment Company's warehouse in Ras Al Khaimah,*

excellent utilities network, was an obvious choice of location. The move will allow us to consolidate our services in a convenient strategic location and thereby gain a distinct competitive advantage."

DRC operates several other production and distribution facilities throughout the United Arab Emirates.

## Jordanian youth go to France

SOFT drinks companies, especially the global mega-groups, have done wonders over the past decade and longer for grass-roots football and rugby development. Pepsi Jordan recently added a new dimension to the assistance by co-sponsoring a group of Jordanian young people on an 11-day football-focused visit to Provence and Languedoc.

Organised by the Jordanian French Centre for Sports Excellence, the project involved parents, non-government organisations and other local sponsors in what was described as a spirit of solidarity.



*The footballer group in Amman preparing for their visit to France.*

The youngsters came from underprivileged areas.

"Our participation stems from the company's belief in the importance of creating a positive impact in the local community

and developing the talents of Jordanian youth with the overall aim of elevating the level of Jordanian sportsmanship," said Pepsi Jordan Executive Sufian Al Salman.

The project also gave the boys "the chance to explore and learn about new cultures in order to develop their thinking and expand their horizons," he pointed out.

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# Pepsi Football Challenge, Bahrain

THIS year's Pepsi Football Challenge in Bahrain, involving 384 teams across two age groups (12-15 and 16-21), scored an historic first: female players as well as male.

The teams of five played games in which points were awarded using a system designed to ensure speed and accuracy. The tournament began in local governates around Bahrain, with the top teams proceeding to the national final.

Mohamed Halwachi, Franchise Director for



the GCC and Iran at PepsiCo Middle East and Africa, said at the tournament's launch that Pepsi was committed to supporting Bahrain youth and helping them develop football on par with international standards.

Ali Ahmadi, Chief Executive of bottler Ahmadi Industries, said his company was proud to partner Pepsi.

# Road Rage in Israel

SOMETIMES it's the venue or event locale that's part of the news – that's certainly the case for the Red Bull Road Rage series, whose fairly short (a few kilometres or less) tracks are, to put it mildly, on the dramatic side.

Fairly typical is this year's Road Rage in

Israel, contested on the country's steepest paved road which runs from Mevo Hama to Hamat Gader, and over the border in the Kingdom of Jordan. Extreme downhill mountain biking, the Road Rage series calls for a combination of caution and risk, a challenge to all facets of a biker's skills.

Should this appeal, you can check the sport out on [www.redbullroadragenews.com](http://www.redbullroadragenews.com)



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## Coke village in demand

BILLED by Coca-Cola Israel as 'the world's first digital village', the 2010 Coca-Cola Village featured a wireless network allowing constant communication via Facebook, including the uploading of photographs to show what was happening around the village at any time.

In its third year, the summer holiday village's reputation has built up strong demand.

Brand Manager Alden Shapiro said that from early winter enquiries start coming in about whether the village is to be run again.

Registration for the village is a combination of collecting 10 codes from Coca-Cola prod-



ucts, along with a payment of 199 shekels. This covers all meals, group accommodation in air-conditioned rooms, 24 hour security, wireless and a wide range of activities including extreme water slides, beach and other sports, shows each night, movies, electronic games and much more.

Coca-Cola Village is in the Hasharon region of Israel's central coastal plain, near Tel Yitzhak.

## Success for Iran show

THE organisers of iran food + hospitality, which was held in Tehran from 20th May to 2nd June say that feedback from both exhibitors and visitors has been extremely positive and bodes well for next year's show.

Monika Schaedel, Senior Project Manager for Fairtrade, one of the joint organisers, described the trade show as "a resounding success". She said it was "the best and largest

ever and confirmed its position as the biggest and most important food, beverages and hospitality event in Iran".

Heidelberg-based fairtrade organised the show in conjunction with Iranian partners Palar Samaneh. Schaedel said feedback from the 361 exhibitors indicated that 97.4% were satisfied with their participation overall, 94.4% would recommend the event and 91.4% were happy with the visitor contacts they experienced.

The show was attended by 43,589 visitors. iran food + hospitality 2011 will be held in May; exact dates will be available soon.

### In brief...

- The Aquafina July Great Water Giveaway has become something of a tradition in Dubai. For a full month during the hot days of summer in the Gulf, Dubai Refreshment Company, the Pepsi franchise-holder in Dubai and the northern emirates, gave a free bottle of Aquafina to every bus passenger who boarded at a major station. "Commuting by bus can be quite difficult in the summer months, so we are doing our bit to make people's daily journeys a little bit more bearable," said Mana Al Mulla, DRC's Managing Director.

- Saudi Arabia is to enforce a total ban on carbonated soft drinks in hospitals and medical clinics, following a decision made by the kingdom's Health Services Council during a meeting held to plan national health strategy. Council Secretary General Yacoub Al-Mazrou, who is also the KSA Deputy Minister of Health, said that fresh juices and dairy products would be promoted as healthy alternatives. Advice would be sought from the Ministry of Education because of its success with banning carbonates in schools.

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# India

## Beverage association is formed

LEADING companies with direct and allied interests in the non-alcoholic beverage industry have come together to form the Indian Beverage Association (IBA). These companies include Dabur India Ltd, Red Bull India Pvt Ltd, Tetra Pak India Pvt Ltd, Pearl Drinks Ltd, Bengal Beverages Ltd, Jain Irrigation Systems Ltd, Coca-Cola India and PepsiCo India Holdings Pvt Ltd. The Indian Soft Drinks Manufacturers Association (ISDMA) is also a member of the IBA.

The Indian Beverage Association is the first such industry organisation in the country. It intends to act as a common voice for the non-alcoholic beverage industry and play an increasingly significant role in the growth of this sector, a sector that drives the economy by providing employment opportunities and income growth.

Arvind Varma, Secretary General, Indian Beverage Association, explained: "IBA aims

to be the national voice for the non-alcoholic beverage industry and to effectively represent the members' interests. The Association will serve as an interface between the industry, the government and the public, besides providing a unified and focused viewpoint in respect of legislative and regulatory matters. It will also serve as a platform to share and exchange knowledge and information on industry best practices related to the non-alcoholic beverage industry. We are hopeful that we will shortly be able to get other leading players of the industry to join the Association."

The key objective of the IBA, headquartered at the PHDCCI House on Siri Fort Road in New Delhi, is to address members' common concerns pertaining to the Central and State Governments, various regulatory agencies, trade associations and other stakeholders and parties. It will help facilitate the framing, development and dissemination of best practices related to environment, quality, manufacturing, and other relevant areas, with the objective of continuing the manufacture and supply of safe, healthy and high quality non-alcoholic beverages for the consumers.

The Association also aims to pro-actively interact with the Central and State Governments and other apex industry chambers for the formulation of policies and rules that may help promote and protect the interests of soft drinks.

## Football fever

IN the wake of the FIFA World Cup, Coca-Cola India, in partnership with the All India Football Federation (AIFF), has launched the 33rd Sub-Junior National Football Championship being played under the aegis of Mir Iqbal Hussain Trophy (MIHT). The initiative is part of Coca-Cola India's commitment to create a sporting culture and promote healthy active living via sport.

The grassroots level championship is being organised to discover the most promising young footballers for the Under-16

Indian football team for 2011. The Under-16 tournament takes place across 75 cities tapping over 40,000 young footballers from 1500 schools.

Alberto Colaco, General Secretary, All India Football Federation (AIFF), said: "We are delighted to have Coca-Cola India as our partners and want to thank them for their support in making this grass root football tournament a big success. This partnership for football in India will not just encourage young football talent in the country but also play a key role in encouraging youngsters to adopt football as their preferred sport."

## Tata-Pepsi partnership underway

THE newly formed joint venture between Tata Global Beverages (TGB) and PepsiCo has plans to start with developing an affordable bottled water.

The proposed joint venture between the two giant companies to develop beverages in the health and wellness space was formed in April this year. Industry sources believe that the cooperation may also offer fortified water and low-priced beverages to attract health-conscious customers.

It is understood that the proposed joint venture may price a 1 litre bottle of water below Rs 10 (\$0.21), perhaps even around Rs 5. The current standard price for most 1 litre bottled water brands, including Coca-Cola's Kinley, PepsiCo's Aquafina and Parle's Bisleri, is around Rs 15 (\$0.32).

## Self-regulation

PEPSICO has joined The Coca-Cola Co and food companies Kellogg's, Mars International, General Mills and Hindustan Unilever in signing a self-regulatory code to monitor advertising and marketing to children under 12.

The code, prevents marketing around programmes and events where more than half of the audience is under 12 years old, and aims to promote dietary choices and a more active lifestyle amongst children.

## Support from down under

AS preparations for the International Food & Drink Expo India 2010 gather pace, another leading international government body has confirmed its support. Austrade, the Australian Government's trade and investment development agency has announced its commitment to the show and the official endorsement of the Australian Pavilion.

Michael Carter, Trade Commissioner at the Australian High Commission in New Delhi says: "The Australian Trade Commission has participated at the International Food & Drink Expo India previously and is confident it provides the most effective opportunity for Australian food and beverage companies to engage with the key decision makers in the Indian retail and hospitality sectors."

Trade buyers who attend the show, which takes place from 2nd to 4th December at Pragati Maidan, New Delhi, can expect the Australian pavilion to showcase a broad spectrum of products and services including non-alcoholic beverages.



Himalayan, a premium product from TGB, is available at over Rs 20.

According to industry experts, the joint venture will not develop products related to tea, as PepsiCo already has a tie-up with Unilever on tea beverages across the globe.

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# Asia Pacific

## Investment demand high

CONFIDENCE in the prospects of Asian beverage producers continues to attract investors both from within the industry and financial circles. Among recent moves is Danone's sale of its 22.98% stake in China Huiyuan Juice Group to SAIF Partners, a private equity firm based in Hong Kong. It achieved HK\$6.00 per share, an advance on the HK\$5.79 to which Huiyuan Juice shares rose in December last year, when rumours were rife of a buy-out by Taiwan's Uni-President Enterprises.

Danone explained that it was keen to focus on the growth opportunities of its four core categories in China: fresh dairy products, waters, baby nutrition and medical nutrition. The group has 20 factories in these sectors in China, employing around 9000.

December's Uni-President rumour came to nothing when Uni-President denied hav-

ing such investment plans, although acknowledging that it was "dedicated to Asia's consumer food market and it is natural to form strategic alliances with peers and up- and down-stream players".

At that point, Uni-President held around 5% of Huiyuan Juice shares. Earlier, as is well known, The Coca-Cola Company made a cash bid for Huiyuan Juice but the deal did not proceed when Chinese regulatory authorities gave it a thumbs down on anti-competitive grounds. Since those days, Huiyuan Juice has continued to expand steadily and reported a 162.5% increase in net profit for 2009.

In another development, Singapore's Temasek Holdings sold its entire stake in Fraser & Neave – about 14.7% of the company's stock – to Kirin Holdings. "We had invested in F&N in 2006 to support its ambitions in realising its food and beverage strengths and potential," said David Heng,



China Huiyuan Juice Group.

## Nestlé commits to Malaysia, Philippines

IT was all a bit confusing for a few days, but Nestlé has made it clear that it has no intention of pulling its production facilities out of either the Philippines or Malaysia. On the contrary, it is determined to commit more funding to both countries, building on what is already a substantial operational presence.

The confusion arose from an Indonesian newspaper report which quoted a government minister as saying he believed production plants in the Philippines and Malaysia would be moved to Indonesia, primarily to be closer to raw materials. Several news outlets picked up the story, surprising Nestlé executives, especially those in the Philippines and Malaysia.

While Nestlé has indicated an interest in furthering its Indonesian operations, it has stressed that it is not planning to do so at the expense of current infrastructure. Peter Vogt of Nestlé Malaysia speedily issued a statement saying that "in Malaysia, the group continues to focus on its long term strategy of investing in production capacity as well as product innovation and renovations".

He pointed to an April announcement of further substantial funding. And Nestlé Philippines also came out with a statement saying it continued to "invest heavily in its manufacturing facilities in the Philippines to upgrade machinery and expand capacities to meet local and foreign demand for its products".

## Toymaker diversifies into tea drinks

KEEN to diversify and viewing packaged drinks as having high potential for ongoing development, a major Chinese toymaker has purchased a controlling 82.3% stake in Tycoon Beverage Group Co.

A Chinese soft drink producer, Tycoon Beverage produces and markets fruit tea drinks. Its principal place of business is Tianjin, although it is incorporated in the British Virgin Islands.

Vendor is Huang Xinzhi who owned Tycoon Beverage jointly with Wu Zhenhai, through a series of investment companies. Mr Wu remains the minority shareholder.

Sewco International Holdings, known as Sewco Toys, is listed on the Hong Kong exchange but is also incorporated offshore. It produces a large portfolio of stuffed and hard toys, many of them for famous brands such as Mattel and Bandai. In their purchase statement, the Sewco directors said they considered "that the acquisition will provide an opportunity for the group to gain access to the beverage industry in the PRC with an aim to broaden the income base of the group".

A couple of weeks later, Nestlé Philippines President and Chief Executive John Miller summed it up: "We are here to stay. We are investing here and we are investing big time."

Temasek's Managing Director, Investments. However, when Kirin approached with "an acceptable offer," he explained, "we decided, on balance, that it was a good opportunity for F&N to work with an established food and beverage company with complementary strengths".

The Government-owned Temasek is a major force in Singapore, with a mighty portfolio in a variety of sectors. Much of its profits are channelled to 'public good' activities.

Harbin-based China Kangtai Cactus Biotech has raised US\$1 million through an equity purchase agreement with Kodiak Capital Group, a private equity firm whose headquarters are in New York City. The funds are to be used for enhancing its production of cactus-based soft drinks and cigarettes.

"We are confident that the financing can help us greatly enhance our marketing efforts and business growth," said Chief Executive Jinjiang Wang.

Earlier in the year, China Kangtai Cactus signed a marketing and sales agreement with the Yongkangmen Health and Drug Chain Store group to stock its health and energy drinks, as well as other cactus products. Beijing-based Yongkangmen has more than 3000 drugstores around China.

## Sucrogen to distribute GLG stevia

AUSTRALIA's largest raw sugar producer, Sucrogen, is to distribute stevia extract products from GLG Life Tech Corporation as an ingredient to the food and beverage sector in Australia, New Zealand, Singapore and the Pacific Islands.

Leveraging its well-known CSR brand, Sugar Australia – a joint venture in which Sucrogen holds a 75% stake – has launched a reduced calorie product called CSR Smart which utilises stevia extracts in a unique and proprietary sugar blend.

"Sugar Australia has chosen to partner with GLG in the food and beverage sector to bring a new and exciting range of stevia ingredients as part of our range of sweetener solutions, as manufacturers seek alternatives in developing healthier products that meet consumers' changing needs," said Ian Glasson, Sucrogen's Chief Executive.

Sucrogen is the corporate identity for CSR Sugar. As well as sugar production in Australia and New Zealand, Sucrogen is Australia's largest renewable energy generator from biomass and has other production interests. CSR, the mother company, is publicly listed and is one of Australia's biggest conglomerates.

## Dry July

QUEENSLAND soft drink producer Bund-berg Brewed Drinks was a prime sponsor of Dry July 2010. This was an online community, health awareness and fundraising initiative which encouraged people from all walks of life to give up alcohol for a month while raising funds to assist adults living with cancer across Australia.

An enthusiastic marketing campaign, including a well-publicised website, branded merchandise and catchy ideas like calling participants 'DJs' ensured that Dry July 2010 attracted a huge number of people.

The venture began in 2008 in New South Wales, primarily around Sydney. Last year it expanded nationally and raised A\$1.27 million for beneficiary hospitals. At our deadline, teams and individual participants hadn't all reported their fundraising amounts but the



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overall total for Dry July 2010 was running at A\$2.2 million and the highest single fundraiser at A\$16,350.

## Azerbaijan producer expands

TAJ, the Azerbaijan soft drinks producer which is usually referred to by the name of Aqua Vita, one of its key brands, is to expand further with the continued help of the European Bank for Reconstruction and Development (EBRD).

The London-based bank – which, despite its name, is also financed by countries outside Europe as far afield as the US, Australia and Japan – provided Aqua Vita with a US\$4.5 financing facility in 2006, as we reported at the time. This subsequently enabled an almost doubling of sales, as well as improvements in production standards.

The latest loan, for US\$2.5 million, will be used to build a new bottling line at the

company's plant near Baku and help Aqua Vita separate its carbonated and non-carbonate lines. It will also help boost production capacity further, to around 60 million litres annually.

"We are pleased to support Aqua Vita in its strategy to further improve the quality of its products and increase production efficiency," said Francis Delaey, who heads the EBRD resident office in Azerbaijan.

TAJ/Aqua Vita is one of the few beverage companies in Azerbaijan holding international-standard quality certification.



Some of TAJ's soft drinks.

## Iced teas hot in Vietnam

IN its newly published Vietnam Soft Drinks Industry Report, Canadean says that despite the country's economy feeling some of the global economic crisis, soft drink sales increased by 16% last year. Iced teas continued to be the category leader, in 2009 accounting for more than a third of sales.

Canadean points out that iced teas have been a major contributor to the development of the Vietnamese soft drink market in recent years.

"The catalyst for the progress of iced teas was the phenomenal success of Green Tea Zero Degree in 2006 which triggered considerable new product development. The Vietnamese iced tea market has remained dynamic in 2009 and was boosted by the entry of Kirin Acecook, the big Japanese drinks player, and the rising popularity of herbal tea."

## Korean sale?

HAITAI Beverage Co, the Republic of Korea's third biggest soft drinks producer, might be going on the market. Its owner, Asahi Breweries, has indicated that it is considering this possibility, after Haitai failed to meet sales expectations, both last year and this. Another possibility is a link-up between Haitai and the giant Lotte Group.

Asahi Breweries is, however, not downgrading its foreign investments. It is eyeing various possibilities in the Asia Pacific region, as well as plans to ramp up soft drink production on the Japanese home market. More details in our September issue.

## Chinese accolade

UV disinfection specialist Hanovia has won the Ringier Technology Innovation Award for the Food and Beverage Industry (Disinfection Technology category) at a ceremony held recently in Shanghai. The Award was given for Hanovia's medium pressure UV disinfection technology which has been adopted by many of China's leading bottled water and beverage manufacturers in the last 12 months.

The Award is held annually in China and gives recognition to those who have made the most significant contributions to the industry through increased productivity, economic efficiency, production processes, and the creation of market opportunities.

*Right: Keith Watson, Hanovia's Sales and Marketing Director (right) receiving the Technology Innovation Award from Mike Hay, President of Ringier Trade Publishing Ltd.*



## Americas

### Californian factory for Yakult

YAKULT USA Inc, a subsidiary of Tokyo-based Yakult Honsha Co Ltd is establishing its first US factory in the City of Fountain Valley, California. With operations set to start in 2012, the facility will produce 250,000 bottles per day of the company's signature probiotic drink Yakult and serve California, Nevada, Arizona, Texas, Colorado and New Mexico where it is available through most major retailers. The new factory will poise the company for expansion into new regions.

"We are looking forward to the completion of the Yakult California factory since it will allow us to provide our product to more and more people across the country," said Executive Vice-President and COO Teruo Tabuchi. "In the heart of Orange County, Fountain Valley is ideal



because it is in close proximity to Los Angeles, which is our biggest market now."

The established probiotic drink was first introduced to the US general market in late 2007 and has experienced steady and promising growth. In 2009 an average of 90,000 bottles of Yakult were being consumed on a daily basis, a growth rate of 41% compared to the prior year.

The new factory will sit on 387,000 sq ft of land and have a maximum production capacity of 760,000 bottles per day. The company will continue to import the beverage from Guadalajara, Mexico, the closest plant to US borders, until the factory opens.

### Celebratory cans

ONE of the oldest major soft drinks in America, Dr Pepper, is continuing its 125th Anniversary celebration with the release of Dr Pepper made with real sugar in six collectible cans, inspired by the brand's heritage. The new packaging will be available through early September.

The anniversary cans feature legacy artwork and popular advertising slogans such as 'I'm a Pepper' and '10, 2 and 4.' In addition, 12-pack cases highlight key moments from

the brand's history from its origin at Morrison's Old Corner Drug Store in Waco, Texas, in 1885, and its introduction at the 1904 World's Fair, to the widely popular 'I'm a Pepper' advertisements first released in 1977.

"Dr Pepper has evolved for 125 years, thanks to its unique flavour and a fan base that continues to grow," said Dave Fleming, Director of Marketing for Dr Pepper. "We're honouring the brand's legacy and thanking our fans everywhere for their support by offering something special – commemorative cans depicting some of the most memorable moments in our history."

### Significant Walmart listing

SEATTLE-based Jones Soda Co has signed a deal with Walmart for its premium quirky sodas to be listed in approximately 3,800 US Walmart stores throughout the US. The deal increases Jones' total retail outlet distribution by nearly 10%, and will make the product easily accessible to millions of new consumers.

"The primary complaint through our customer service feedback is that people can't find Jones Soda near them," said Jones CEO William Meissner. "The Walmart deal allows for another one of America's premier retailers to offer Jones. Walmart greatly expands our distribution footprint and truly makes our product accessible to everyone, which is something the Jones Soda brand has always stood for. Now,



almost anyone, anywhere in the US, can seek out a nearby store or stumble upon our product and purchase it on the spot. We are incredibly energised by the growth potential this Walmart expansion brings."

The Walmart authorisation was granted following a successful test of Jones 6-packs in 750 stores.

### Virginia overrules on bottled water

THE International Bottled Water Association (IBWA) has applauded Virginia Governor Bob McDonnell for reversing the recently imposed ban on single-serve bottled water at official functions and meetings. Governor McDonnell's reversal of a directive by the previous Governor became effective immediately.

According to Governor McDonnell's communications office, "This governor is not going to put in place mandates that hurt Virginia industries."

Data from IBWA indicate Virginia has a strong bottled water market with a direct economic impact. Last year Virginia earned nearly US\$95 million in business taxes from bottled water companies and over US\$21 million in consumer taxes on the purchase of bottled water. When the economic impact of related industries, such as trucking, store clerk salaries, label producers and other induced economic spending, bottled water's overall contribution to Virginia in 2009 was US\$2.6 billion.

"We are grateful to Governor Mc Donnell for recognising the value of bottled water companies to Virginia's economy," said Joseph K. Doss, President and CEO of IBWA. "We note that with the exception of the ill-advised bottled water prohibition, Governor McDonnell is carrying over most of the 'green' policies to conserve resources and energy that were put in place by the previous administration. This means Virginia may put added emphasis on the need to recycle all consumer product containers and IBWA will be on the front line to assist in that important effort."

● IBWA has posted its newest video, *The Real Story of Bottled Water*, on its consumer-oriented YouTube channel, Bottled Water Matters, as a humorous rebuttal to misleading claims made by anti-bottled water activists. The video is among more than a dozen on the Bottled Water Matters YouTube channel aimed at addressing misinformation about the bottled water industry.

#### In brief...

● Ball Corporation has acquired Neuman Aluminum, a leading North American manufacturer of aluminium slugs used in the making of beverage bottles. Neuman Aluminum operates plants in Verona, Virginia, and Sherbrooke, Quebec. "This strategic acquisition is an investment by Ball in a business that has technology to access new markets and opportunities to grow Ball's packaging platform," said Raymond J. Seabrook, Executive Vice-President and Chief Operating Officer, Global Packaging Operations.

Neuman Aluminum had sales of approximately US\$128 million in 2009. The two plants, which employ about 180 people, will become part of Ball's metal food and household products packaging segment.

## Own label acquisition strengthens Cott

THE Cott Corporation has signed a definitive agreement to acquire privately-held Cliffstar Corporation, the leading private label manufacturer of shelf-stable juices, for cash consideration of US\$500 million, payable at closing, and subject to adjustments for working capital and other items.

Founded in 1970, Cliffstar, a privately-owned corporation headquartered in Dunkirk, New York, is one of the leading suppliers of private label beverages and the largest private label producer of apple juice, grape juice, cranberry juice and juice drinks in North America. The company has 11 facilities in the US including five bottling and

distribution operations, three fruit processing facilities, two fruit receiving stations and one storage facility, and has approximately 1,200 employees.

"Cliffstar is an ideal partner for Cott as we strengthen our position in private label beverages," said Jerry Fowden, Chief Executive Officer of Cott. "A combination with Cliffstar expands Cott's product portfolio and manufacturing capabilities, enhances our customer offering and growth prospects, and improves our strategic platform for the future. Combined with Cliffstar, Cott will be a more diversified company with long term advantages for our shareholders and retailer partners."

"In Cott, we have found the right long term strategic partner for Cliffstar," said Stanley Star, Chairman of the Board and co-founder of Cliffstar. "Cott, like Cliffstar, has a long history of private label excellence and quality as well as close partner-

ships with its customers and suppliers. In addition to a strong position in juice and various new age growth segments, Cliffstar brings expertise in juice ingredients, processing and bottling that are complementary to Cott's strengths in carbonated soft drinks. I believe the combination will be beneficial for Cliffstar's employees, customers and suppliers into the future."

"We expect the combination with Cliffstar to be accretive to our shareholders on a cash basis," added Fowden. "In addition to strategic and operational upsides, the transaction is expected to generate significant tax benefits and synergies. Adjusting for these factors, we believe the purchase price is favourable relative to comparable transactions. This transaction will transform Cott into a multi-category beverage producer which we believe will benefit our customers and create value for our shareholders."

## Functional distribution

PEPSICO Beverages Americas (PBA) has signed an agreement with The FRS Company of Foster City, California to distribute its FRS Healthy Energy brand of products, which contain a patented formula of what is claimed the highest purity quercetin available (QU995), green tea extract and essential vitamins. The deal follows similar ones with other fast-emerging brands such as Tampico, Muscle Milk, and ONE.

Under the terms of the agreement, PepsiCo will be the exclusive distributor for FRS' ready-to-drink beverages, powders, and soft chews in select channels spanning markets outside the Western US, where the brand has posted strong growth for several

years. The agreement is effective immediately and PBA will begin distribution in September.

"PepsiCo's robust go-to-market system is the perfect choice for FRS to further accelerate our already rapid growth, which is being fuelled by growing recognition of the strong science behind quercetin and our passionate base of loyal users," said Carl Sweat, President and CEO of The FRS Company. "Like us, PepsiCo is passionate about bringing innovative products to consumers, and their flexibility in exploring hybrid distribution strategies is rare for a company of their scale."

"By teaming up with FRS, we are continuing to show the ability of our go-to-market systems to fuel various growth segments," said Tom Greco, Executive Vice-President and Chief Commercial Officer PepsiCo Beverages Americas.

## CSR targets set

DR PEPPER Snapple Group has announced five-year goals for improved environmental and social performance across the company's operations and released *Sustainability in ACTION*, its inaugural corporate social responsibility (CSR) report.

The 2015 corporate social responsibility goals address the company's operations throughout North America and the Caribbean. They also provide the framework for the inaugural CSR report, now available on the company's website, [www.drpeppersnapple.com/sustainability](http://www.drpeppersnapple.com/sustainability).

"Our evolution into an integrated beverage business has strengthened our ability to serve our customers and consumers while maintaining our responsibility to serve the needs of society and the planet we all share," said Larry Young, DPS President and CEO. "Setting and achieving long term goals to improve our environmental and social performance is a vital part of achieving sustainable growth, because these goals reflect the best interests of the people who make, sell, buy, invest in, and enjoy our brands every day."

The company's five-year targets focus on the areas of environmental sustainability, health and wellness, philanthropy, workplace environment and ethical sourcing.

*Sustainability in ACTION* details the progress made since DPS became a public company listed on the New York Stock Exchange in May 2008. It also discusses current initiatives that will help the company achieve its long term CSR goals.

## Coconut demand met

VITA Coco, the best selling fresh coconut water brand, has increased production capabilities, via a new partnership with Fresh Fruit Ingredients Inc, the Philippines-based producer of coconut products, including coconut water.

The new 10 year agreement with Fresh Fruit was confirmed by Vita Coco co-founder and CEO Michael Kirban. The deal augments Vita Coco's existing production partnerships in Brazil, and allows the brand to meet the growing consumer demand for fresh coconut water.

"Vita Coco's sales saw triple-digit increases in the first quarter of 2010 as the brand became synonymous with coconut water in the US," said Kirban. "Fresh Fruit is an ideal partner: the company has been a leader in coconut products for the past cen-



ture, and they bring the sourcing, production and quality standards we need as Vita Coco grows from a national brand into a global brand."

Vita Coco produced by Fresh Fruit will be on shelf this month. The partnership also presents new product development opportunities.

"Many of the flavours in our roster came to be because of consumer demand. Our new relationship with Fresh Fruit will enable us to accelerate innovation – in terms of new flavours, new products and new packaging," said Kirban.

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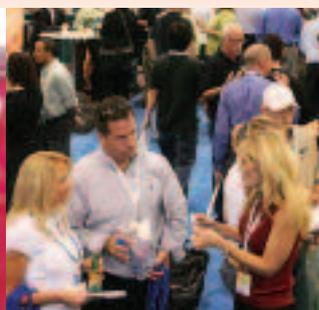
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## Coca-Cola to import Russia's favourite

IN RECOGNITION of President Dmitry Medvedev's historic visit to the US, Coca-Cola has announced that it will import Kvass, the staple Russian fermented beverage and launch it in the New York City area

Opening a bottle of Kvass, says Coca-Cola, releases a fragrant bouquet reminiscent of freshly baked bread cooling on a windowsill. Malty with a sweet finish and light sparkle, Kvass is based on a traditional Russian recipe. Coca-Cola created and launched Krushka & Bochka Kvass in Russia in 2008. Since that time, Krushka & Bochka Kvass has become one of Russia's best-selling brands in the fast-moving non-alcoholic fermented beverage category.

Deryck Van Rensberg, President and General Manager, Venturing and Emerging Brands, Coca-Cola North America, said: "Importing Krushka & Bochka Kvass directly from Russia allows us to provide the New York metro area with a unique beverage of the highest quality, steeped in Russian culture and enjoyed for a thousand years."

Available exclusively at Whole Foods Market stores in the New York metro area, Kvass is fermented with high quality rye and barley and flavoured with natural sugar for a clean, sweet finish. Kvass's fermentation is closely monitored to ensure the alcohol level falls within the Food and Drug Administration's guidelines for a non-alcoholic beverage.



*The 16.9 oz embossed bottle design suggests freshly harvested stalks of wheat.*

### In brief...

- Alcoa has committed to reducing the energy intensity of its downstream manufacturing operations in the United States by 25% by 2020 as part of the US Department of Energy's Save Energy Now leader initiative. Save Energy Now is a national initiative aimed at reducing industrial energy intensity by providing US companies with access to technical support and expertise to help them take steps toward becoming more energy efficient. Alcoa has placed all US manufacturing locations other than aluminium smelting in the programme.

- Ecolab Inc has entered into an agreement with DuPont to market new antimicrobial coating technologies for the food and beverage processing industry that will reduce the risk of environmental contamination by enhancing food facility hygiene. "Ecolab is committed to bringing new innovations to customers that help reduce their food safety risks. This new technology provides an industry-leading antimicrobial coat-

ing solution that is easily applied and removed from surfaces in the food processing environment," said Thomas W. Handley, Ecolab's President, Global Food and Beverage. Limited-scale market trials are under way in Europe and North America. The parties are currently working with regulatory agencies to obtain additional necessary approvals in the US, Canada and the EU.

- Ryt-way Industries LLC has acquired from Cloud Holdings LLC the food and beverage contract packaging and equipment manufacturing businesses of Cloud Packaging Solutions comprising Cloud Packaging Services, Cloud Equipment Company and Toll Packaging. The combined businesses will create one of North America's leading contract packaging companies with approximately US\$200 million of combined revenues across six facilities, and long term relationships with many of North America's leading consumer packaged goods food companies.

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# Ingredients

## Health claims support

DSM Nutritional Products is offering health claims support to its customers. Following positive opinions from EFSA for many of its vitamins and other ingredients, DSM maintains it is uniquely positioned to offer nutritional concepts in line with the EU health claim provisions. Available across DSM's 12 Health Benefit Solutions, this service will aid the formulation and promotion of functional foods, beverages and dietary supplements, ensuring scientifically-proven products get to market faster.

Anthony Hehir, Market Development Manager at DSM Nutritional Products, said: "Maintaining the momentum of innovation is vital to ensure the continued success of the functional ingredients industry, and the food, beverage and supplements industry as a whole. Our extensive experience with regulatory requirements enables DSM to support manufacturers throughout the complex inno-



vation process – from new product development using our nutrient portfolio through to suitable labelling. DSM's assistance helps manufacturers continue to innovate within the fast-moving regulatory environment."

The Health Benefit Solutions provide a premium mix of Quali-Blends nutrients aligned with a specific health benefit. DSM's Quality for Life seal helps protect brand value and consumer loyalty.

## Spanish tastes

CONSUMER research from Beneo has shown that Spanish consumers look for energy, wellness and sports recovery when buying functional drinks. The focus group research revealed that mental alertness as well as prolonged and balanced energy were the benefits most required.

Beneo, producer of the functional carbo-

hydrate palatinose, said that in discussions it became obvious that Spanish consumers choose energy drinks primarily to increase mental alertness and they are particularly consumed as a 'going-out' drink, often combined with alcohol. As would be expected, sports drinks are used to replace energy lost during exercise. A key factor in the choice of product is its taste and whether it delivers a constant energy level, rather than a 'boost and crash effect'.

Beneo's research has been supported by a recent report from Euromonitor on the Spanish soft drinks sector, which shows that the trend towards healthy products will continue, with those brands which manage the balance between health and pleasure performing better than the rest. Consumers, says the report, are looking for guilt-free products, capable of delivering a pleasurable experience, but at the same time delivering benefits and added value linked with health.

## From the garden

RESPONDING to the current consumer demand for home grown produce with a renaissance among fruits such as red currant, quince and plum, Wild has introduced three different juice concepts based on domestic fruit.

The portfolio includes: apple/cherry/plum, apple/red currant/rhubarb and apple/apricot/quince. There are no limits to the possible combinations, and the Wild palette covers products in a variety of colours.

This range of domestic fruits features every shade from dark purple to red to yellow so manufacturers can create appealing options. The Garden Fruits range is available both as a concentrate and as 100% juice. Neither option contains any added sugar.

*Right: New members of the Wild portfolio: apple/cherry/plum, apple/red currant/rhubarb and apple/apricot/quince.*

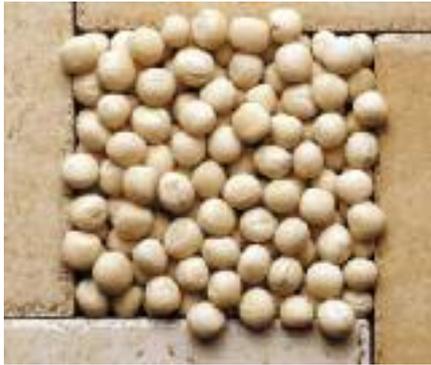


## Milk alternative

VEGETAL Booster, unveiled at Vitafoods 2010 by Roquette, offers a new milk-like, vegetable drink. One hundred per cent vegetable in origin, a source of fibre, and free of lactose, gluten, isoflavones and GMOs, Vegetal Booster features a number of nutritional properties. The new beverage is based on Nutralys pea protein and Nutriose prebiotic fibre.

Unlike some other vegetable alternatives to milk (obtained, for instance, from soya beans, hazelnuts, almonds, etc), it does not contain any major allergens. Combined with a pear/vanilla flavouring specially developed by Symrise, the concept produces a soft and fruity vegetable drink free of any vegetable notes or bitter aftertaste.

Vegetable milks are often recommended to people intolerant of dairy products and lactose. One of the objectives of the Vegetal Booster concept, says Roquette, is to excite greater consumer interest, especially among those who wish to maximise the role of



*The new beverage is based on Nutralys pea protein and Nutriose prebiotic fibre.*

vegetable products in their daily diet. Vegetal Booster's protein content is high and slightly higher than that of cow's milk or soya milk. It can be consumed by vegetarians and vegans and is recommended for people unable to tolerate lactose, soya bean or other major allergens. Furthermore, the inclusion of Nutriose prebiotic fibre in the recipe makes Vegetal Booster a 'source of fibre'.



## Caramel for Europe

D.D. Williamson has developed an acid-proof, Class One caramel colour for its European customers. This darkest Class One caramel colour provides stability below pH 2.5 and in alcohol up to 65% ABV. Customers may label 'Colour Plain Caramel' or 'Burnt Sugar' depending on the function the product is serving in the food or beverage application.

"Flavour and beverage developers can now select a darker, Class One with acid

stability," said Greg Kreder, Product Development Scientist. "It is minimally processed and demonstrates superior stability in acid compared to standard Class One caramel colours."

If colour represents the purpose of the new product in the customer's application, then 'Colour Plain Caramel' is a label option. If flavour represents the purpose, then 'Burnt Sugar' is a label option. The European Technical Caramel Association, chaired by D.D. Williamson's Barry Foley, agreed on 'decision-tree' labelling of Burnt Sugar in November 2009.

## Soy innovation

SOLAE reports that its Alpha 5800 product line of soy protein concentrates is now available for use in foods and beverages globally. The range has been developed using patented membrane technology, which, according to Solae delivers a superior taste and smooth texture.

"The Alpha 5800 product line is a great solution for alternatives or complements for dairy proteins," said Michele Fite, the company's Vice-President of Global Marketing and Strategy and Specialty Business. "These

products help food manufacturers achieve ingredient cost savings and margin improvement while providing high-quality ingredients, great taste and nutritional benefits for the end consumer."

This line of soy protein concentrates can be used for ready-to-drink and dry blended beverages. Proprietary membrane technology processing with water extraction gives attributes that differentiate it from whole bean extract: naturally lower in sodium, fats and carbohydrates, and higher in protein.

Solae LLC is a world leader in developing soy-based ingredients and is headquartered in St. Louis, Missouri, US.

## Natural burnt sugar

FRENCH caramel maker, Nigay, has been producing more than 10 references of burnt sugars for 40 years. These natural caramels, obtained by the controlled heat treatment on food sugars without any chemical product, can be considered as alternative products to the use of caramel colours E150a, b, c and d which are manufactured with catalysts.

Burnt sugars provide taste and colour to beverages such as cola. Labelling is quite simple: 'caramel (caramelised sugars, water)'. If the burnt sugar only provides colour, then labelling will show: 'colour: E150a'.



## GRAS approved

CYVEX Nutrition reports that its BioVin Full Spectrum Grape Extract, and BioVin 20 Grape Skin Extract, have successfully achieved self-determined GRAS (Generally Regarded as Safe) status and can be safely used in a wide-range of functional foods and beverages. The process involved an intensive

review of safety and toxicology data by an independent panel of experts.

"With this GRAS designation for our BioVin extracts, manufacturers can now transform conventional food and beverage offerings into functional products that deliver powerful antioxidant and heart health benefits," stated Matt Phillips, President, Cyvex Nutrition.

BioVin is a full spectrum grape extract

manufactured from whole red wine grapes from the Rhone Valley in France. By using the grape in its entirety – including stems, seeds and skin – all the beneficial phytochemicals can be extracted including anthocyanidins, proanthocyanidins, trans-resveratrol and polyphenols.



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## Rooibos boost

A STUDY by scientists at four international research facilities has found the first clinical evidence that drinking rooibos tea significantly increases the antioxidant capacity in human blood, thereby boosting the body's natural defences.

The researchers in Rome and Glasgow found that the antioxidant capacity in the blood of 15 healthy volunteers peaked one hour after drinking 500ml ready-to-drink rooibos tea. Both traditional (fermented) and green (unfermented) rooibos tea had a significant effect.

"On the basis of the results of our study, we conclude that rooibos tea is able to deliver antioxidant ingredients to the body, thereby stimulating the body's internal redox network," said Professor Mauro Serafini, leader of this research project and Head of the Antioxidant Research Laboratory at INRAN, a nutrition research institute in Rome, Italy.

"It is highly possible that, once absorbed in the circulatory stream, the unique ingredients of Rooibos may display other biological activities in the human body. That is why we are planning further intervention studies in humans to investigate the effect of rooibos tea on the body's strategy of defence to counteract the development of heart disease.

Numerous studies over the past few decades have helped scientists to understand the complex and unique blend of antioxidants found in rooibos. They have also proved that the active compounds in rooibos are bioavailable and are metabolised (converted) in the body. The significance of the latest study is that it provides the first direct evidence that rooibos boosts antioxidant levels in the blood of healthy humans. Summaries of the most recent studies can be found at [www.sarooibos.co.za](http://www.sarooibos.co.za)

## Functional forum...

### Weight management and heart health

Continuing their strategic cooperation Cognis and InterMed Discovery (IMD) report that Cognis has now exclusively licensed two new active ingredients for weight management and cognitive performance from IMD. Tests on the products Cognis has already acquired from IMD are already said to be delivering promising results.

One of the candidates is a new ingredient that is showing promising benefits for weight management in different test systems. The second new ingredient is a product for improving brain health, as in vivo tests have shown potential on cognitive performance. Cognis plans to carry out further in vivo tests and research studies for these ingredients later this year.

Cognis has already licensed four other ingredients from IMD targeting weight management and heart health. Clinical studies for one of these projects will begin later this year. The other licensed ingredients are currently in advanced preclinical testing and scale-up process.

"Developing breakthrough innovations that are backed by strong science and deliver proven health benefits is a crucial part of our value-driven innovation strategy. We are following a holistic approach to create new concepts that meet consumer requirements. This generates added value for our customers allowing them to differentiate themselves from their competitors," said Bernhard Müller, Director Global R&D/Technology Cognis Nutrition & Health. "These latest ingredients will further strengthen our product portfolio in impor-

tant global growth markets. We expect the first product to hit the market within the next year."

### Neural and brain health

A review of the extensive science and literature published on citicoline, a compound with strong neuroprotective and neuroregenerative properties, was published in the June 2010 issue of the *Natural Medicine Journal*. This comprehensive review provides: an overview of citicoline and how it is absorbed and used in the body; a summary of clinical studies conducted using citicoline for specific health conditions; and dosing and safety data.

"Citicoline acts at multiple levels to support and maintain neural health and optimal cognitive function, and given its widespread activity on neural tissue, it should be considered a comprehensive, therapeutic agent for supporting brain health," noted study co-author Irfan Qureshi, ND, Vice-President, Technical and Regulatory Affairs for AIBMR Life Sciences and naturopathic physician scientist for VMN Research in Enumclaw, Washington. "Based on evidence from clinical trials, citicoline is safe for use in both paediatric and adult populations."

Kyowa Hakko USA offers a branded citicoline ingredient, Cognizin, which is produced through a proprietary fermentation production technique. Cognizin was used in several of the studies highlighted in the *Natural Medicine Journal* review. Cognizin can be used in functional foods and beverages at a recommended dose of 250 mg per serving.

## In brief...

- Multipower, provider of supplementary nutrition for athletes, and Lonza have signed a multi-year, exclusive supply agreement for Carnipure. Lonza's pure crystalline L- Carnitine. "We have been buying Carnipure for many years and we display the Carnipure quality seal on all our products containing L-Carnitine. The quality seal signals to consumers that we only use ingredients of highest quality," said Michael Karstens, Nutritionist at Atlantic Multipower Germany. L-Carnitine plays an important role in fat and energy metabolism. It is produced in the body and can be found in some foods. It transports long-chain fatty acids into the cells' mitochondria, where they are transformed into energy.

- Symrise is reporting on its corporate social responsibility (CSR) work and sustainability in its new publication, *Perspectives*, the first issue of which was published in May 2010. The flavours and fragrance company will be documenting progress during the

year in this combined corporate magazine and traditional CSR report. Symrise says its primary objectives are caring for nature, respecting people, serving society and securing success. Initiatives vary ranging from the use of renewable resources to energy-saving technologies, talent management programmes and nutrition projects for children.

- Stratum Nutrition's parent company, Novus International Inc, has acquired the IQF Group, a Spanish producer of nutritional additives for the feed industry, as well as a range of carotenoids for foods, beverages and supplements. The Stratum product portfolio will be acquiring some of these carotenoids as new functional ingredient product offerings. IQF's current portfolio consists of Betacol a nature-identical beta-carotene, Canthacol canthaxanthin, and Lutecol, a natural lutein product. Stratum Nutrition will keep these brands in place as they merge into the existing functional ingredient side of the portfolio. Said Jeremy

Moore, Director of Marketing for Stratum, "Our strategy is to offer both functional ingredients, like carotenoids and minerals, for fortification and general health as well as specialty ingredients to address condition-specific needs."

- The global demand for proteins is soaring. By 2050, it is expected that protein consumption will not be met by the current production technologies and substantial shortages will occur. New opportunities for plant-based proteins will appear, as well as for new sources like fungi, single cell-based proteins. Examining these issues is The Protein Summit – for a sustainable future – which takes place on 25th and 26th November 2010. The Dutch event will address the latest issues and views related to business opportunities, sustainable challenges and research and innovation. The Dutch Minister of Agriculture, Nature, and Food Quality, VION, GfK, Premier Foods and DSM, will be keynote speakers.



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# High caffeine drinks

## A responsible approach to marketing energy drinks

One of the most exciting and notable features of the soft drinks market in recent years has been the growth of stimulant energy drinks. A new category has emerged almost from nowhere to take the public imagination by storm.

Containing functional ingredients such as caffeine (about as much as in a cup of coffee), taurine, and glucuronolactone, and typically sold in slimline 250 ml aluminium cans, they offer a boost to mental and physical alertness that suits many people's busy lives.

Sales in the UK last year were up 5.4% to 390 million litres, according to the BSDA 2010 UK Soft Drinks Report (figures from Zenith International), with double-digit rates of growth in 5 out of the last 7 years. Consumption of energy drinks is now nearly twice what it was in 2003, compared with growth of only 2% for the soft drinks market as a whole.

This combination of rapid growth and new ingredients has naturally attracted the attention of scientists and regulators. Caffeine itself is one of the most thoroughly examined ingredients used anywhere in the food and drink industry, even though it has been used safely in the diet for hundreds of years, but the use of caffeine in sufficient quantity to have a stimulant effect was treated as new.

A European regulation requires that soft drinks containing caffeine at levels of more than 150 mg per litre have to say 'high in caffeine' on the label, but other suggestions to impose new restrictions within the EU, for example a recent German proposal to add an additional health warning, have been rejected because they are not justified by the science. Soft drinks high in caffeine can be consumed safely.

## Marketing to children

Accompanying the excitement of the products themselves has been stylish, edgy marketing, aimed at the young adults who are energy drinks' principal consumers. But this has led to a concern about the possible take-up of these products by children.

While high caffeine drinks are not intended for children, nor marketed to them, it is not impossible that some children might choose to drink them.

This needs consideration because children are not able to deal with the functionality of energy drinks in the same way as adults. Children tend to have a lower body weight and tend also to be less habituated to caffeine, two factors which have been known to increase susceptibility to its

Richard Laming,  
Media Director at the British Soft Drinks Association introduces the BSDA's new code of practice for high caffeine energy drinks.



effects. Those effects are nevertheless transient, but even so this can be a matter of concern.

For example, some schools have noticed their students' behaviour deteriorating after consuming high caffeine soft drinks. A few retailers have decided that they would prefer not to sell these drinks to children, and some parents have voiced similar concerns.

## BSDA code of practice

In the light of this public concern, BSDA set about drawing up a code of practice for the promotion and marketing of high caffeine soft drinks. It thought that it would be appropriate for an industry to support retailers, parents and others who wished to take a position on the subject.

BSDA members have agreed that they should put on the label of their high caffeine products the phrase 'Not suitable for children, pregnant women and persons sensitive to caffeine' and they have also agreed not to advertise, market or promote their products to persons under the age of 16. It has also published detailed information on its website about high caffeine soft drinks and its code of practice.

This code will make it easier for parents and others to make informed choices about the type of drinks they consume. Its view of caffeine is taken strictly on a precautionary basis, in saying that the soft drinks industry considers that high caffeine content soft drinks should not be consumed by children. However, this does not mean that the drinks are unsafe, and the soft drinks industry firmly believes that parents should decide what is right for their families.

Note that this is a code of practice for the promotion and marketing of these drinks, not for their sale. BSDA members are not retailers and so it is not in their hands to specify to whom their products might be sold. It is for each retailer to make

a decision about the policy for its own stores. The point of the code is to support retailers who wish to adopt such a policy, not to force them to do so. BSDA members have agreed as part of the code that any guidance to retailers on in-store merchandising should include the strictures about under-16s that apply to their own marketing and promotion.

The BSDA code has been followed, at European level, by a similar code adopted by UNESDA. This ensures that throughout Europe, manufacturers will be following the same principles of responsibility.

## How has the code been received?

Retailers have broadly welcomed the code. It helps those who want to have a policy themselves to do so, without obliging them to do anything they do not want to do. There have been one or two voices saying that BSDA ought to go further and prohibit the sale of high caffeine drinks to children altogether, but this action would not be justified in the light of the scientific evidence referred to earlier and would also go beyond the scope of a trade association that represents manufacturers and not retailers.

## Energy shots

Another question that many people have asked relates to energy shots. These are products containing perhaps 50 or 60 mg of liquid, with high levels of caffeine, taurine and other ingredients and often positioned as brand extensions of well-known energy drinks. Are these also covered by the code?

The answer to that one depends on how the energy shots are defined in law. If the manufacturer chooses to define them as soft drinks, then they would be covered by the BSDA code as with any other high caffeine soft drink. If, however, they are defined as food supplements – and most of them are, in fact – then the law on the labelling of food supplements applies instead. Those food supplement labelling rules are comparable to those that apply in the BSDA code, so parents and schools may rest assured that energy shots are not exploiting any kind of regulatory loophole.

## Future review

Members of BSDA have agreed to review the code after 12 months to check that the wording stands the test of time and that the guidance on implementation answers all the questions that are asked.

You can find more information about the code of practice, including guidance for retailers and consumers, here: <http://www.britishsoftdrinks.com/Default.aspx?page=712>

Companies that produce high caffeine soft drinks but who have not yet joined BSDA might well find it useful to do so. Information on membership can be found here <http://www.britishsoftdrinks.com/Default.aspx?page=296> ■

# Juices & Juice Drinks

## Fusion

**USA** The Campbell Soup Company is expanding its V8 V-Fusion line of beverages with new V8 V-Fusion +Tea juice beverages. These beverages provide a combined serving of vegetables and fruit in each 8oz glass, along with the antioxidants and natural green tea. There are 50 calories per serving.

The range comes in Raspberry Green Tea, Pomegranate Green Tea and Pineapple Mango Green Tea flavours. Each meets the American Heart Association's criteria to display its heart-check mark and contains no artificial colours, flavours or preservatives. In September Americans can visit [www.facebook.com/V8VFusion](http://www.facebook.com/V8VFusion), where the brand will be giving away 1,000 free samples a week before the juice beverages become available nationwide in October.

"People love V8 V-Fusion beverages for their fruit flavour and the convenience of drinking their vegetables," said Dale Clemis, Vice-President, Beverage Marketing, V8 Beverages. "Now we're giving people a new reason to enjoy our beverages by introducing a juice beverage with a hint of natural green tea - an increasingly popular light and nutritious beverage choice. The result is a unique combination of refreshing taste and nutrition you can't get from any other beverage on the market."



## Taking to the skies

**UK** The Feel Good Drinks Company has secured three major new accounts with top UK holiday airlines, Thomson Airways, Thomas Cook and Viking Airways.

Thomson Airways introduced Feel Good's range of 100% natural juice drinks for children onboard late last year and in June this year added the brand's Good Cloudy Lemon Juice Drink. Thomas Cook and Viking Airways have also launched the

## Booming

**CHINA** The packaged fruit juices produced by SkyPeople Fruit Juice under the Hedetang brand have boomed since the Xi'an-based company extended its distribution network earlier this year.

SkyPeople, which is internationally-owned, arranged a distributor for the Greater Beijing area which is both heavily populated and enjoys high living standards, with significant expenditure on food and beverages.

In the past, Hedetang had been sold



regionally in Shaanxi Province and in cities near Xi'an.

Included in the Hedetang packaged range are kiwifruit and mulberry juices, as well as kiwifruit and mulberry ciders.

The company is also a major supplier of concentrated apple juice to trade customers, including soft drinks producers, in China and globally. Last year it established a vegetable and fresh fruit division for the domestic Chinese market.

## Hawaiian holiday

**USA** Premium juice producer Bolthouse Farms of the San Joaquin Valley in California has introduced Hawaiian Holiday Passion Orange Guava juice. Inspired by a local Maui recipe, the beverage is a blend of passion fruit, premium Valencia oranges, and guava.

The company is aiming to capture the

fresh, on-the-island tropical flavour of a Hawaiian vacation in each bottle. The juice is all-natural, with no preservatives, no sugar added, no artificial colours or flavours and is gluten free. The Hawaiian Holiday Passion Orange Guava juice from Bolthouse Farms comes in a 32oz bottle.



## Horse racing deal

**UK** Britvic Soft Drink's leading J20 juice drink is to sponsor a new summer flat race series, following an agreement signed with Jockey Club Racecourses. The nine race series, known as the 'J20 White Blend Summer Series', runs from 6th August to 25 September 2010 at Haydock Park (two fixtures), Nottingham, Sandown Park, Carlisle, Newmarket, Warwick, Epsom Downs and Kempton Park.

The competition will climax with the 'J20 White Blend Summer Series Final' at Haydock Park on 25th September 2010, which is scheduled to be televised live.

As part of the deal, Britvic will receive a package of rights, including branding on trackside signage, the presentation podium, number cloths, winners' blankets and media



materials; advertising on the big screen and in the racecard; allocated tickets; hospitality facilities; and associated marketing rights. The company will also present a cash reward to the stablehand in charge of the 'Best Turned Out' horse in each race.

Britvic is already a Jockey Club Racecourses 'pouring partner', supplying soft drinks and mixers to Jockey Club Catering, which is a joint venture between the racecourse group and Compass.

Paul Fisher, Chief Operating Officer of Jockey Club Racecourses, said: "It's fantastic to be working with Britvic on this exciting flat race series, which takes our existing relationship to a new level. Racing is Britain's second most popular attendance sport and offers great value to commercial partners and a big opportunity to see strong returns on their investment.

"Recognised brands like Britvic and its J20 White Blend range can make all the difference in helping to market our sport to new customers, while supporting its financial health."

Feel Good Kids Drinks onboard from the beginning of June along with Cloudy Lemon Juice Drink.

Thomson Airways commented: "We're really pleased to have introduced the new kids and PET Feel Good Drinks range onboard, which really appeal to customers when they are off on holiday and on the move. Feel Good Drinks is a brand which consumers love because they deliver great quality drinks which are good value for money and provide that all important refreshment you need when travelling."

## Drink to success

IT'S official: the UK is a nation of food and drink lovers. Our love affair with all things regionally produced is stronger than ever. The increased popularity of speciality and artisanal produce has been encouraged by TV shows such as the *Great British Menu* which have inspired the nation's passion for the richness and diversity of regional produce from the UK or indeed overseas.

And when it comes to our love of soft drinks, things couldn't be more passionate. In 2009 the market grew by 1.79%, achieving a retail value of £13.224 billion according to the British Soft Drinks Association. Overall, we consumed 14,140 million litres last year, equating to 229.1 million litres per person, meaning there is certainly plenty of demand for all things beverage-related. Great news for all of the soft drinks exhibitors at Speciality & Fine Food Fair this year.

The show, which is the market-leading national event for local producers and fine food and drink buyers, has been so inundated with companies keen to exhibit their latest fine food and drink, that it has expanded its floor space to make it the largest event in its eleven year history.

Over a third of exhibitors are attending the show this year for the first time making the event a unique opportunity to find new suppliers and source new products on a scale not possible anywhere else in the UK in 2010. Exhibitors offer visitors a selection of interesting, creative premium products that could provide that all-important point of difference to their business.



*The Speciality & Fine Food Fair takes place 5th to 7th September 2010 at Olympia, London.*

The show will be open from Sunday to Tuesday, allowing visitors a greater opportunity to sample the wares of over 550 producers from around the UK, Europe and further afield. Representatives from all of the UK's main national and Regional Food Groups will be present with an array of natural, organic and fine food and drink.

But it's not just the UK-produced food and drink that has proved popular at previous instalments of Speciality & Fine Food Fair. The international contingent has established a strong presence at the show with visitors

keen on developing their offering to appeal to a wider audience base. In addition to regular participation from the culinary gastronomes France, Italy and Spain with their tasty regional specialities, this year the show will also feature new companies from further afield including Ecuador and Hungary, all hoping to tempt the taste buds of the UK market.

### New beverage showcase

As ever, there will be a huge selection of brand new beverages on show for visitors to see, touch, taste and compare including non-alcoholic cocktails, cordials, juices, smoothies and waters. And here is a small selection of the companies hoping to do just that:

**The Original Food and Drinks Company**, stand 1053 will be showcasing its range of speciality organic soft drinks at this year's event. Of particular interest will be the company's Rochester Organic Ginger Beer, Organic Lemonade, and Organic Orange.

**Love for Local** stand 348, will be tempting visitors with **Castle Farm** Apple Juice. Castle Farm has an established orchard of rare and delicious eating apples including the Norfolk Royal. Crisp, juicy and bright red, the skin develops a natural waxiness as a sign that it is ripe. You won't find Norfolk Royals in the supermarkets – only in Castle Farm's orchards.

Tradition-inspired drinks company **Breckland Orchard** stand 207e, will be launching two more flavour combinations, Pear & Elderflower and Strawberry & Rhubarb.

**Chegworth Valley Juices**, stand 1138, will be exhibiting a selection of the company's very latest flavours including apple and rhubarb, cox and bramley apple, beetroot and apple and organic pear juice. The products are pressed in small batches using only the best hand-selected fruit grown on the family farm in Kent and presented in attractive 250ml and 1litre glass bottles, ensuring superior quality from blossom to bottle.

**Orient Drink**, stand 940, will be launching Night Orient, a sparkling non-alcoholic beverage made from the finest white grape and aimed at Muslim consumers.

**Cotswold Fayre**, stand 424, will be present at this year's show with an extensive selection of locally produced beverages. **Belvoir** Elderflower Cordial and **Belvoir** Organic Handmade Lemonade will be joined by **bottlegreen's** Elderflower Cordial and **Fentiman's** Victorian Lemonade.

Commenting on the growth of this year's show, Speciality & Fine Food Fair Event Director Toby Wand said: "Speciality food and drink retailing is competitive and the most proactive businesses recognise that sourcing new products and suppliers is key to differentiating their offering in order to attract new customers and grow. The show represents the very best opportunity to see thousands of new products and keep up with what's new in the industry all in one place, in one day. We are delighted to have attracted the most suppliers we have ever managed as visitors will have the broadest and most diverse list of suppliers to meet ever." ■



# Energy & Sports Drinks

## V now available

**EUROPE** The V energy drink brand, which in its home territory of New Zealand and Australia has evolved into a wide-ranging portfolio of variants, is now being marketed in Europe. It is already available in some parts of Asia, the South Pacific and elsewhere.

Brand owner Frucor Beverages has launched Frucor Brands International, setting up a base in Amsterdam to introduce V and other brands to various European markets.

The new operation is headed by Scott Johnson, as General Manager Europe. He was previously Sales and Logistics Director in New Zealand.



## Beetroot first

**UK** James White Drinks has introduced an organic energy shot made from beetroot, called Beet It. The company says that scientists have revealed that drinking beetroot juice could boost stamina by up to 16%. As a result beetroot juice has become an essential performance enhancer for elite sports professionals.

Lawrence Mallinson, Managing Director of James White Drinks said his company was supplying some of the country's top sporting professionals directly.

The latest research, from the University of Exeter, and headed by leading sports scientist Professor Andy Jones, revealed how beetroot juice's high level of dietary nitrate turns to nitric oxide in the body, leading to a reduction in oxygen uptake and making exercise less tiring.

The Beet It Stamina Shot delivers a 25cl



boost of beetroot juice – the amount that now most recent researchers use – in a 7cl bottle. It is made with only concentrated organic beetroot juice with lemon juice added to counter the natural sweetness. Due to the shot's concentration, it is also the smallest authorised one of your 'five a day' on the market.

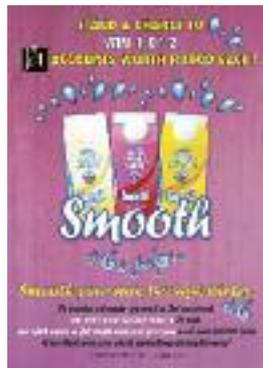
## Winter promotion

**SOUTH AFRICA** Continuing its tradition of supporting retailers with a winter initiative in addition to its famous summer competitions, Mageu Number 1 Smooth has undertaken a huge sampling programme in South Africa.

Organised in association with *Jet* magazine, the sampling also involved a purchasing incentive – buying two packs put consumers in the draw for magazine subscriptions worth R150.

Mageu Number 1, owned by the Foodcorp group, is a market leader in this category of non-alcoholic, maize-based fermented energy drinks.

The winter promotion also featured another competition: using an entry form



handed out in-store or cut from *Jet* magazine, entrants attach 10 Smooth barcodes and post to the magazine for a chance to win one of two R3000 cash prizes.

## Racing launch

**GERMANY** Monster, the leader in the energy drink segment in the US, is entering this market at high speed. The brand is using

the Formula 1 Grand Prix in Hockenheim as its launch pad in Germany and is the official partner of the Mercedes GP Petronas F1 team. Drivers Nico Rosberg and Michael Schumacher wear the Monster logo on their helmet, race suits and water bottles.

The Heidelberg-based Trend Beverages Vertriebs GmbH is distributing and marketing the energy drink



which comes in two flavours – Energy and Ripper. The latter, pictured, contains 50% fruit. Both come in the 500 ml can and will be targeting male consumers aged 18 to 35 with a strong interest in (motor) sports and music.

Globally Monster is the No 2 energy drink and is market leader in the US. It is also distributed in the UK, France, Benelux and Sweden.



## Fuel for student march

**SOUTH KOREA** The 13th Great Cross-Country March sponsored by Korea's Bacchus energy drink got under way in late July. The itinerary takes the 144 students – 72 of each sex – 553km from Ganjeolgot Cape in Ulsan to Tongil Tower in Goseong, via Gyeongju, Yeongdeok, Uljin, Donghae and Gangneung.

Organised by the producer of Bacchus, Dong-A Pharmaceutical, through a committee headed by the group's Chairman, Kang Shin-ho, the cultural march has become a major event in South Korea, attracting substantial publicity and community interest.

There is very strong competition for the 144 places, with applications via a special website opening in April. Applicants undergo a rigorous screening process.



*The Great Cross-Country March with Bacchus.*

# Water & Water Plus

## Forecourt focus

**RUSSIA AND CHINA** Icelandic Water Holdings, producer of the carbon neutral natural spring water Icelandic Glacial, has signed two significant distribution agreements. The first is with Russian beverage distributor; ZAO Nectar-Trade, the official beverage arm of Moscow-based MG Logistics, a major supplier of premium products to garage forecourts. The second is with Chinese bottler and beverage distributor; China Water & Drinks.

In Russia Icelandic Glacial has started its roll-out, beginning in the areas surrounding Moscow and St. Petersburg. Petrol station stores including TNK-BP and Lukoil will stock 1litre and 500ml varieties of Icelandic Glacial in both the refrigerated and ambient aisles.

"The agreement with ZAO Nectar-Trade opens up another significant door for Icelandic Glacial," said Jon Olafsson, Chairman and Co-founder, Icelandic Glacial. "Since the brand's launch we have maintained a very strategic

approach, focusing on key markets and territories that align with the core values of the brand. Russia has a host of traits that fit perfectly for Icelandic Glacial and, as an evolving marketplace showcasing positive trends, we hope that our stylish and sustainable natural spring water will keep Russian consumers well and truly refreshed this summer."

Kirill Kulev, Commercial Director of ZAO Nectar-Trade, said: "ZAO Nectar-Trade prides itself on delivering superior products to outlets across Russia. Icelandic Glacial's stylish appearance, great taste and leading environmental credentials give the brand unique and innovative qualities that will resonate with on-the-go consumers seeking healthy and natural refreshment options."

China Water & Drinks is a subsidiary of US-based Heckmann Corporation Inc, a leader in buying and building companies in the water sector. With the newly signed agreement, Icelandic Glacial will begin its roll-out across a country with a high demand for clean, reliable drinking water:



The first shipment arrives in Shanghai this autumn to coincide with Expo 2010 where Iceland's former Miss World, Unnur Birna will help launch the brand. John Cheng, Chief Executive Officer of China Water and Drinks said that demand for natural and pure drinking water throughout China is a vast.

## Billboard-based

**UK** Glacéau vitaminwater, the enhanced water from New York, is running a summer campaign asking people to 'show us their vits' and 'join the vitpack'.

Billboards and famous sites such as London's Piccadilly Circus are displaying multiple formats including billboards, 6 sheets, rich digital formats and lcds which feature the distinct glacéau rainbow and feature everyday people from across the country each

representing one of the eight variants in tone, personality and functionality.

The campaign's call to action is to 'bring hydration to the nation' asking consumers to 'show us their vits' which gives them the chance to feature in their very own billboard later in the year.

'Show your vits' is part of a global vitaminwater campaign, where consumers have demonstrated their love of the brand through personality and tone, appearing on billboard, from Tokyo and Paris to South Africa.



## Dasani back

**UGANDA** The highly competitive, but growing, bottled water market in the country has taken on further impetus in recent months with the return of Coca-Cola's Dasani brand.

While Dasani built a good consumer following in its earlier appearance in Uganda, stocks were imported from Kenya which made pricing a problem as other brands cut



margins to grow market share. Century Bottling Company, the Coca-Cola franchisee, also experienced difficulties in maintaining stocks at an adequate level to sustain marketing thrusts.

The completion by Century Bottling earlier this year of new facilities at its Namanve, Mukono, branch has made local production of Dasani feasible at a competitive retail price. The new plant is also being used for juice and carbonate drinks.

Send your news to:  
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## Pump support

**MALAWI** This Water, the UK's fruit-based water, has entered into a partnership with Pump Aid, one of the country's leading water and sanitation charities. The collaboration will help alleviate the water crisis in Malawi: every bottle of This Water sold gives one person access to clean drinking water for a month.

Pump Aid was established to combat the global water crisis establishing sustainable supplies of clean water in Malawi, Zimbabwe and Liberia. The charity provides clean water through its unique 'Elephant Pump' design, a simple but effective device which lifts water from as deep as 50m and produces 1 litre of water every second. It can also be maintained by poor rural communities without any assistance. Pump Aid's technology has won the St. Andrews prize and the World Bank award for engineering.

This Water is funding a project in the central region of Malawi where PumpAid will be installing 60 pioneering 'Elephant Pumps' and building 50 WC facilities. In addition, the project will cover six community training workshops in pump maintenance and five health and hygiene education workshops.



The 'Elephant Pump' – simple, but effective.

## Pedal power

**UK** Juice Doctor, the naturally isotonic every day hydration drink, has been named as the official sponsor of an ambitious charity bike ride challenge from John O'Groats to Land's End which takes place this month. The team aims to reach Land's End on 28th August. But it's not just any bike ride. Those taking part will be riding a seven-seater circular bike, all in aid of Cancer Research UK.

Juice Doctor has been chosen as the official drinks sponsor of the challenge to keep the team hydrated throughout the event. Co-founded by five times Olympic gold medalist Sir Steve Redgrave, the drinks help restore and maintain healthy levels of hydration. He has recently completed RAAM (Race across America) cycling from the West to the East coast in seven days and three hours. The brand's national consumer



The core team of four is led by Ed Greig, 25. He has called for members of the public to join the team en route to make up the seven needed to pedal the bike.

campaign 'Keep It Light!', launched earlier this year to raise hydration health awareness, is also supporting the bike ride.

## Modhesh labels

**UAE** Mineral water and juice producer Masafi has leveraged its sponsorship of the high-attendance Modhesh World 2010 entertainment plaza, a prime feature of the Dubai Summer Surprises festival, by introducing a co-branded Modhesh label for its 500ml bottles.

"Dubai Summer Surprises and its main attraction, Modhesh World, have assumed iconic significance among various sections of society in the entire region over the last 12 years," noted Masafi Brand Manager Makram Haidar.

"Masafi's association with Modhesh World demonstrates our social commitment to the summer festival and provides us a unique chance to be the exclusive provider of co-branded water.



Masafi Modhesh label.

"We are confident that this opportunity will go a long way in further reinforcing and strengthening our market leadership and presence."

To discuss advertising opportunities:

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**UK** Britvic's new advertising campaign for drench and juicy drench spring water is aimed at reminding consumers to stay hydrated. The 60 second advertisement features Cubehead, a man with a Rubik's style puzzle for a head, and uses stunning special effects to bring to life the message that brains perform best when hydrated. By keeping his brain topped up with juicy drench he manages to solve the puzzle.



# Carbonates

## Turning pink

**UK** Over the years Bottlegreen has been supporting Breast Cancer Awareness Month with local fund-raising activities. This year, however, the company has decided to step things up and team up with Breakthrough Breast Cancer as one of the charity's principle sponsors.

In this regard the Pomegranate and Elderflower cordial and sparkling presse range will be turned pink and renamed Bottlepink. Fifty thousand bottles of bottlepink cordial and 61,000 bottles of bottlepink sparkling presse will be produced and available to the public in Sainsbury's, Tesco, Waitrose, Morrisons and Budgens from 15th September to 15th November, 2010. Ten per cent of the retail price will be donated to the charity.



## Simple

**UK** Britvic and PepsiCo's 7Up summer on-pack promotion, The Simple Pleasures campaign which runs until 4th October, is offering consumers the chance to win a Polaroid Two digital camera every hour. To enter the prize draw, consumers simply have to log onto the 7Up website and enter the prompted four digits from the barcode on the back of a bottle or can of 7Up. Each code will give them a chance to win the first portable digital camera and printer combination of its kind.

Lucy Harman, 7Up Brand Manager at Britvic, explained: "This new promotion will look to remind consumers of how they can take some time out to enjoy some of life's simple pleasures, like capturing and sharing moments with friends and family.

"Perfect for summer, the on-pack activity

will aim to build on the success of the 7Up brand, which recorded double digit growth last year and is still the fastest growing lemon and lime fruit carbonate in the UK market."



## Warning!

**NEW ZEALAND** 'Don't Dew this at home,' warns the website created for the Mountain Dew Code Red promotion organised by New Zealand's Pepsi bottler, Frucor Beverages. The website features an array of wakeboard, BMX and skateboard stunts, each hosted by a youthful expert in the field. There is also a 'behind the scenes' section.

To participate in the Code Red competition, young Mountain Dew consumers registered for Code Red alerts, sent by mobile phone text or Facebook, advising them that the special 'gear room' was open for a specified number of minutes. Those who



made their way into the unlocked room during these brief periods were eligible for a variety of merchandise, with 20 winners for each period. Prizes included snowboards, cameras, a ski resort pass, clothing and a skateboard.

All who responded to the alerts went into the draw for a major prize pack featuring snowboard, BMX bike, camera, headphones and a year's supply of Mountain Dew.

## School compliant

**UK** Calypso Soft Dinks has launched Rapidz, a carbonated fruit juice drink for children, in time for the start of a new school year. The school compliant range includes cola. According to the BSDA Soft Drink Report, carbonated drinks account for 43% of all soft drink sales in the UK and cola is the most popular flavour with a 53% share.

Richard Cooke, Sales & Marketing Director said: "We are excited and very positive about this totally new carbonated brand – Rapidz will deliver the most popular and growing flavours that children already enjoy in a healthy, carbonated juicy water format. Initial feedback from key buyers is overwhelmingly positive and it also means that students can get the drinks they like without leaving school grounds."



*Available in three flavours: Cola, Iron Brew and Lemonade, Rapidz is made with 50% fruit juice with no added sweeteners.*

## Adding 'sparkl'

**SOUTH AFRICA** The Appletiser lifestyle website for South African consumers – www.sparkl.co.za – has been further revamped, offering a stylish new appearance and several extra functionalities. Since the site was introduced in September 2009 it has proven very popular and gained favourable comments throughout lifestyle magazines.

A key aspect of the site is its well-utilised party planning tool which helps registered members organise an event of almost any size, including menu options with recipes, decoration ideas, activities, personalised invitations and even an RSVP system.

"We are proud to bring our members, new and old, a host of tips and tools to add 'sparkl' and convenience to their lives," said Appletiser Brand Manager Candice Voutyritsas. "It is our aim to remain ahead of trend as far as possible and to continually improve on our offering."



# By The Case Load

## Taoism branded

PARIS Hilton and her famous Taco Bell Chihuahua dog Tinkerbelle get more offers than they can shake a stick at; apart from her simple life persona, she is still the financial 'Walt Disney' of brand licensing.

Beanstalk's current roster of celebrity clients, including Paris Hilton, are 'literally' printing money with their John Hancock signature, via Jack and The Beanstalk Group, that pursue new celebrity clients looking to license their names around the world. The Paris Hilton designer fashion line has increased its presence in Europe as well as two independent Paris Hilton brand retail shops in Russia with several more planned for the coming year.

The 'Jack' making this Paris Hilton fairy tale come true is Michael Stone, the President and CEO of Beanstalk, saying that, "An increasing number of celebrities and media personalities have come to the smart conclusion that becoming a 'brand' is among the most profitable business decisions they can make."

Under the watchful eye of its 20 ft tall golden Buddha at the trendy TAO restaurant and nightclub in Las Vegas, Paris Hilton celebrated her 29th birthday. On hand were sticks of ZizZazz 'Fairy Dust' which Paris Hilton mixed with bottles of Fiji water and drank before her birthday bash.

Each single stick packet of ZizZazz turns your favourite bottled water into a delicious flavourful vitamin fortified sugar-free caffeinated energy drink. The ZizZazz sticks, which fit easily into



Paris Hilton mixes the ZizZazz sticks.

Richard Davis reports on what a famous celebrity can bring to a brand and an initiative at PepsiCo which seeks out entrepreneurs.



Gucci designer hand bags, are perfect for social jetsetters like Paris Hilton who only have access to bottled water on their private Learjet 85.

After dinner the birthday girl commanded a VIP table in the nightclub at TAO's Opium Room. The TAO is the place to find your inner-self: modern day Taoist are dedicated to enlightenment and spirituality using Lao Tzu principles of Taoism which includes philosophy and religion of the Tao. Claiming to be the essence of the TAO is the TAO Energy Drink.

"Bringing TAO to Las Vegas seemed like a natural," said owner Richard Wolf. "But we wanted to make a statement, Vegas style, so we decided to make it four times the size of the New York TAO. "TAO is located in the Canal Shops level of the Venetian Hotel. The TAO Energy Drink comes in 250 ml cans with Lao Tzu inspired graphics.

## Entrepreneurial opportunity

PEPSICO has closed the lid on its version of Mark Burnett's 'Shark Tank' called PepsiCo10, an open call for promising start-ups in media, communications and technology.

In this unprecedented initiative, PepsiCo will select up to 10 aspiring entrepreneurial groups, match them with industry mentors, and join with them to activate pilot programmes with PepsiCo brands. Thirsty entrepreneurialists have embraced the Pepsi plan wholeheartedly.

The 'Shark Tank' TV show is a panel of five super-rich business people, including New York real estate queen and Daily News columnist Barbara Corcoran. They sit behind a long desk, and listen to presentations from people who have what they're sure is a great idea, but lack the money to develop it,

market it or expand it.

Each of the Shark Chumming Capitalist fishing for venture capital financing come in with a specific proposal, usually offering some percentage of the company in return for cash up front. The multimillionaire Sharks need a little coaxing to lure them to your boat show, a little blood, sweat and tears in the water may get them to bite!

As humiliating, as it is raising money from corporate investors, this is no charity television event, the sharks are real and are making real life business assessments, deciding whether they think your idea has potential and could make money for the Sharks.

In the PepsiCo10 'Shark Tank' entrepreneurs are asked to focus submissions on one of four innovation segments: social media, mobile marketing, place-based and retail experiential marketing, or digital video or gaming. Proposals will also be evaluated on their ability to impact brands and/or further PepsiCo's corporate Performance with Purpose priorities, which include health and wellness, environmental sustainability, and talent development.

Following two rounds of rigorous assessment, 20 finalists will be invited to PepsiCo headquarters in Purchase, New York, for a two-day PepsiCo10 event, during which they will present their ideas to PepsiCo marketing executives and a variety of partner media and investment agencies. PepsiCo teams will then evaluate the presentations and potential of each company and hear keynote addresses and panel discussions from top media, communications and technology visionaries. Following the presentations, up to 10 entrepreneurs will be named the inaugural PepsiCo10. These organisations will have the opportunity to execute a pilot project with one of the elite PepsiCo brand teams.

"The PepsiCo10 offers an outstanding opportunity to identify and work with emerging start-ups that are driving the next wave of innovation and entrepreneurship across the globe," said Bob Davis, General Partner with Highland Capital Partners. "We're excited to work with PepsiCo and lend our expertise to the programme," said Davis. ■

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# It's do or die

## for sports drinks

No category is under more competitive pressure than sports drinks, reports Rob Walker.

**G**lobal consumption of sports drinks contracted 1% in 2009, the category's worst performance in more than a decade, according to data from Euromonitor International. Only sparkling water and 100% juice suffered a bigger loss of confidence. Weak consumer purchasing power in mature markets exerted strong downward pressure on demand. But, arguably the category is also battling a fundamental identity crisis that might yet unhinge its future.

### Don't believe the hype

It is a tough global operating environment for beverages, and no category is under more competitive pressure than sports drinks. As a case in point, the aggressive and fickle world of sports drinks marketing highlights the thin line separating success from failure. Consider the recent endeavours of Coca-Cola's Powerade; the world's second ranked sports drink after PepsiCo's Gatorade.

Powerade won kudos for being designated official drink of the 2010 Fifa World Cup, the biggest sporting event on the planet with a cumulative television audience estimated at 26 billion. On this unrivalled marketing platform, there was a window of opportunity to usher in a new era of consumption dynamism not only for Powerade but also, by implication, for the sports drinks category as a whole.

Endorsement stars are often pivotal to marketing strategy in sports drinks. In its bid to rein in archrival Gatorade, Powerade has, over recent years, signed up a feast of sporting celebrities. None was more important in 2010 than the England football team's Wayne Rooney. Although ostensibly a UK-driven endorsement, Wayne Rooney counts as an international star, thanks to widespread coverage of the English premiership, so the global marketing upside from a strong World Cup performance would have been highly significant.

Unless you are from Spain or South Africa, the World Cup will probably seem like a distant memory, save perhaps the buzzing of a million



vuvuzelas. You will remember, though, that most of the tournament's big-name and heavily endorsed players failed to impress. Rooney was no exception, failing even to get a shot on target let alone score a goal. As a result, Powerade's innovative Rooney-driven advertising became a lame duck as early as the group stages. In fact, the disappointment of Rooney on the pitch was a fitting reflection of the recent fortunes of the 10 billion-litre sports drinks market: great prospect, huge international under-achiever.

Endorsement of sports stars is always a high-risk strategy, albeit a prerequisite for big brand sports drinks marketing. When Gatorade signed golfer Tiger Woods, one of the biggest names in sport and, to most minds, a likeable and squeaky-clean role model, the company's marketing executives must have been overjoyed. What could possibly go wrong?

As it transpired, everything could and did go wrong. Private life revelations saw Woods fall spectacularly from grace, and not only did Gatorade axe his contract in December last year, but adding insult to injury the golfer was spotted at the 2010 US Open with a bottle of Powerade peaking conspicuously from inside his bag. It was a marketing double-whammy for Gatorade and another example of the category's run of bad luck.

### New kids on the block

So, what does the future hold for sports drinks? According to a new report from Euromonitor International, Global Functional Drinks Opportunities, the prognosis does not look good. For example, over the next five years the category is forecast to leak over 700 million litres in its flagship North American market. And while growth is projected in Asian and Latin American markets, as well as a cluster of Western European stalwarts, it will not be enough to undo a global volume contraction to 2014.

Euromonitor International's projections expose a major weakness of the sports drinks category, its huge overdependence on the United States. This is particularly evident in the profile of brand leader Gatorade, which counts on the USA for over three-quarters of its volume (77.5%). To put this in context, the company's flagship Pepsi cola brand relied on the USA for a modest 28% of global sales in 2009, which made for a far more regionally balanced business.

#### Sports Drinks: Absolute Growth Forecasts by Region, 2009-2014

Region	Absolute forecast volume growth 2009-2014 (Million litres)
Asia-Pacific	250
Latin America	227
Western Europe	186
Eastern Europe	15
Australasia	13
Middle East & Africa	7
North America	-738
<b>Net Global Growth</b>	<b>-41</b>

Source: Euromonitor International

Coca-Cola's sports drinks sales are more evenly weighted (through Powerade and Aquarius) than PepsiCo, but in the big picture its global volume participation is low impact. Powerade, for example, represented a mere 3% of the total sales volume of regular Coke in 2009, according to Euromonitor International.

Sports drinks sales have been stuck in limbo since 2006. We are not talking about a precipitous decline, more a wheezing grind to a halt as though the category has run out of ideas. Over the corresponding period, it is no coincidence that functional bottled water, flavoured bottled water and RTD tea have each made big consumption gains. In the USA, for example, those three categories generated collectively some 2.5 billion litres of new business between 2006 and 2009, while sports drinks slipped backwards.

The likes of functional water and RTD tea are the new kids on the block and a thorn in the side of sports drinks. With their sports cap bottles, trendy flavours as well as favourable health and hydration credentials they have seized initiative and made the more traditional sports drinks category look tired.

The success of functional bottled water also dispels the theory that the sluggishness of sports drinks is a reflection of premium positioning. In fact, the average unit price of functional bottled water hovered around US\$2.00 per litre between 2006 and 2009 (globally and in the USA), against US\$1.80 for sports drinks (or US\$1.50 in the USA), according to data from Euromonitor International. The wider reason for the disappointing growth curve of sports drinks lies, therefore, elsewhere.

### Time to shake things up

Poor consumer perception goes to the heart of why sports drinks have failed to live up to growth expectation and is a fundamental challenge for brand leaders going forward, especially in potentially high yield untapped markets. Quite simply, there are too many consumers who are unclear as to why and when they should consume a sports drink. Is it for a sports occasion, for daily hydration or for the school lunch box? Am I too old for a sports drink?

This issue of identify is also why the new generation of functional and flavoured bottled water



Sport Drinks vs. Key Competitor Categories, 2006-2009 (Million litres)

	2006	2007	2008	2009	CAGR %
<b>WORLD</b>					
Sports Drinks	9,701	10,031	10,072	9,997	1.0
Flavoured Bottled Water	5,531	6,524	6,974	7,288	9.6
Functional Bottled Water	2,578	3,254	3,863	4,342	19.0
RTD Tea	21,864	24,093	26,026	27,896	8.5
<b>USA</b>					
Sports Drinks	4,919	5,003	4,918	4,720	-1.4
Flavoured Bottled Water	753	820	858	872	5.0
Functional Bottled Water	1,149	1,770	2,254	2,632	31.8
RTD Tea	2,775	3,194	3,362	3,566	8.7

Source: Euromonitor International

brands have stolen a critical march, because they have developed a much clearer multi-occasion consumption profile, while also appealing to a broader cross-section of consumers, from school kids to taxi drivers to bankers. In simple terms, they have an uncomplicated category identity.

Having lost the initiative, sports drinks urgently need not only to win back exiled consumers but also to bring new consumers on stream. It is an obvious point, but one that leading brands have seemingly failed to make happen. It is all well and good flexing marketing muscle with big name endorsement stars, but the proof of the pudding is in the eating. And sports drinks are starting to look out of touch and out of favour.

The priority for sports drinks should be to maximise consumption occasions, and develop brand personas that are more multi-user friendly. Historically, Gatorade has played its segmentation strategy well. But, something fresh is now needed. Sports drinks should not try to be all things to all men, but neither should they be a niche sports-specific product. Their future lies somewhere in between.

What seems abundantly clear is that the category would benefit from channelling heavier investment into the emerging markets, which are the sweet spot of soft drinks opportunity into the long term. Euromonitor International identifies niche opportunity for new sports drink development in second tier markets as diverse as Indonesia, Thailand and Peru. Equally, the category needs to raise its game in big hitting emerging markets such as Brazil, Russia, India and Mexico.

Total consumption of sports drinks in those four first tier emerging markets reached a paltry 367 million litres in 2009, according to Euromonitor International. That was 2% of total cola sales in those same countries. The category has to aim higher. That might require a new and globally more ambitious strategic programme, tailored to untapped opportunity markets. If the category fails to come up with something new, it could drop off the functional drinks face altogether.

It is down to Gatorade and Powerade, two brands with hugely powerful commercial capacity, to take the category forward and unshackle it from a crisis of consumption identity. By the time the football World Cup arrives in Brazil in 2014, sports drinks will need to have reached a new global tipping point in the international soft drinks arena. Either that or they risk becoming also-rans. ■

It is down to Gatorade and Powerade, two brands with hugely powerful commercial capacity, to take the category forward...



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# Clear advantages

## of protein-fortified beverages

Mark Neville, explores the benefits of whey protein in sports beverages.

The market for sports and energy drinks stretches from the elite sports professionals, through the regular amateur club players, to those who are trying to pursue a more active lifestyle through regular or sporadic exercise of any kind. With European governments backing initiatives to get their nations fitter as a means of tackling obesity, together with the approach of the London Olympics, exercise is on the minds of increasing numbers of people.

A key influence on the market is obviously the elite athletes, whose behaviour and product endorsement carry weight and influence all the way down to the grass roots of sport. But at all levels the environment is changing very rapidly, due to a combination of market-led product innovations and technological developments.

### Why use whey protein in support of sports training or an active lifestyle?

Protein is needed for muscle recovery following any kind of activity. A moderate level of physical activity can at least double the recommended daily requirements of protein and high intensity training can require as much as 2g of protein per kg of body weight per day. Furthermore, research has shown that a minimum of 10g of whey protein per serving taken immediately after any form of exercise – the equivalent of a small chicken breast fillet – is required to obtain optimal results.

The best timing for protein intake is during or after exercise. One advantage of using whey protein is its fast absorption due to its efficient digestibility and its ability to provide rapid nourishment to help muscles recover after exercise. It is also a rich source of essential amino acids which are required for overall muscle protein synthesis. In addition, whey protein is a rich, natural



dietary source of branched chain amino acids (BCAA) including leucine which stands out for its ability to stimulate muscle protein synthesis.

Whey protein's high amino acid score, high digestibility, solubility and convenience, combine together to make it a practical source of natural protein for those engaging in physical activity.

The Volactive range of nutritional whey proteins is ideally suited to consumer markets where taste, ease of application and convenience are key requirements.

### Combining on-the-go nutrition and hydration

To date, one of the barriers to whey protein in the ready-to-drink market has been the problem of solubility in clear drinks – linked with the consumer's demand for convenience in a refreshing beverage for post-exercise consumption. To appeal to the active nutrition market manufacturers know they need a nutritional protein that can withstand pasteurisation, that doesn't cloud the drink and that has a good shelf life.

Volac's deep specialist expertise in the formulation of nutritional whey protein ingredients has enabled it to develop Volactive Hydrapro specifically for the ready-to-drink market. This enhanced, fat-free whey protein isolate combines high solubility with heat stability. These characteristics enable Volactive Hydrapro to withstand the soft drinks pasteurisation process without denaturation. They also confer a distinct nutritional advantage and an extended product shelf life when formulating clear beverages.

So with its complete solubility, transparency and nutritional impact, Volactive Hydrapro addresses an important market category that is set to experience particularly rapid growth within the overall sports drink sector: near-water and light fruit functional protein beverages for muscle recovery purposes.

Another opportunity to explore is the combination drink with nutritional whey protein. Traditionally, sports drinks have provided energy, stamina and rehydration through a beneficial combination of carbohydrates and electrolytes. The process of recovery requires carbohydrate, fluids and protein. The inclusion of whey protein in this equation can enhance the recovery process



### Volac leads growth in Informed-Sport quality assurance programme

In the year since Volac became the first raw ingredients supplier to adopt the Informed-Sport Standard, there has been strong growth in the number of companies registering with the scheme and a total of 68 products now carry the Informed-Sport logo.

Mark Neville, Head of Lifestyle Ingredients, Volac, says: "For Volac's customers, the Standard has brought a new level of quality assurance for whey protein ingredients, which translates into consumer confidence at all levels of the active nutrition market."

The Informed-Sport quality assurance programme for sports nutrition products certifies that supplements and/or ingredients have been tested for banned substances by the world class sports doping control laboratory, HFL Sport Science.

From the athlete's point of view, the individual is responsible for anything that is found in their body as a result of a doping control test, regardless of whether they were aware of the existence or source of contamination. No wonder, then, that professional sports people are advised by their respective industry bodies to use an accredited manufacturer's products.

Even trace levels of inadvertent contamination with a banned substance can have significant consequences and this requires a sensitivity of testing way beyond routine quality control systems. Contaminants in this context (similar to allergens) may include elements which are legal and acceptable in standard food production.

Volac has over 40 years experience in specialist whey protein production, and over ten specifically in the sports nutrition market. Rigorous testing has always been part of the company's quality assurance procedures. However, by meeting the highly sensitive and sector-specific testing requirements of Informed-Sport, sports nutrition product manufacturers can be reassured that even trace amounts of banned substances would be identified through the testing of all products in the Volactive range of nutritional whey protein concentrates and isolates with Informed-Sport.

by enabling muscle protein synthesis to be targeted in addition to fluid levels and energy reserves. For this reason, protein is of particular benefit in the post-exercise recovery phase.

Outside the sports arena, whey protein fortification of clear beverages or near waters can also help manufacturers address the wider market concerns for health, wellness and natural ingredients. This is particularly relevant to the broad 'active nutrition' sector, comprising individuals who are exercising primarily for general fitness or weight management reasons, rather than competitively.

#### Different strengths for different sports objectives

Given the constant drive for improved health, we know the mass market sector for sports drinks will increasingly demand lower calorie, low sugar variants of sports beverages, plus proven functional health ingredients within an all-natural refreshing and convenient fruit juice or water base.

The lower carbohydrate content and addition of protein makes products in this category ideal for recovery and therefore also appealing to those taking part in moderate or irregular exercise.

In addition, whey protein supplementation can help to support body tone and lean muscle mass

for casual exercisers and those on weight-loss programmes. This in turn helps even moderate exercisers ensure that their efforts are well targeted, and helps them find a drink with the correct balance of carbohydrate and protein.

#### An opportunity for the taking

Looking to the future, protein will undoubtedly be the next key development in ready-to-drink sports beverages. Backed by sound science and the trend to reduce the sugar content in beverages, together with the availability of superior performance whey protein ingredients such as Volactive Hydrapro, protein-fortified beverages will help manufacturers in the sector to keep pace with and anticipate changing consumer requirements.

These new-generation sports nutrition ingredients can provide enhanced levels of convenience and technical refinement to further stimulate the mainstream market's appetite for healthy, low fat nourishment and on-the-go hydration.

From professional sportspeople to those at the starting-blocks of making improvements to their lifestyle in the interests of better health, Volactive Hydrapro enables manufacturers to grab hold of the lucrative potential in this market with innovative, effective and distinctive products. ■



Whey protein fortification can also help address concerns for health, wellness and natural ingredients in other beverages.

Mark Neville, Head of Lifestyle Ingredients at Volac.  
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# Message on a bottle

*'contains Carnipure'*

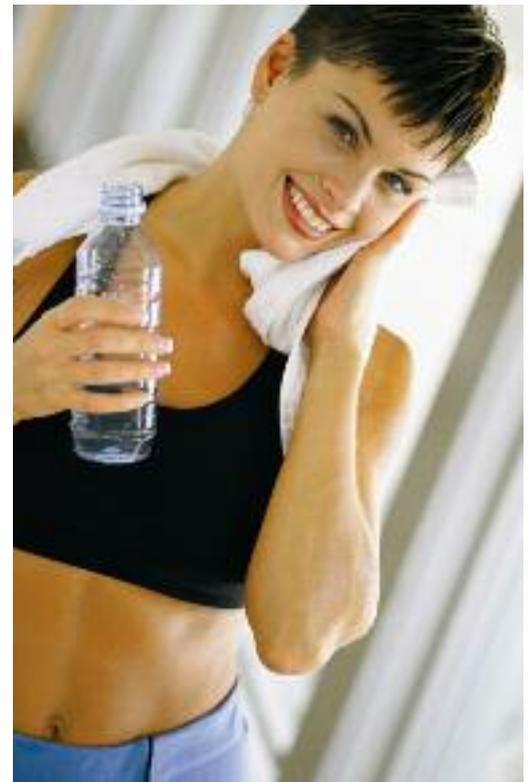
Ulla Freitas discusses the advantages of L-carnitine.

To date, the majority of health claim applications have received a negative advice from the European Food Safety Authority (EFSA). For the industry the uncertainty about the outcome of the assessment process and potential adverse publicity in the event of a claim's rejection appears to have become a significant hurdle for innovative research into the health benefits of foods and ingredients.

With little change in sight in the European Union's new stringent health claims system, industry is being urged to get creative. In the end, the winners will be those health ingredients that have high consumer awareness already, and that can be explained easiest to the end consumers. Carnipure™ can be regarded a winning ingredient in this regard, as its health benefits can be explained in very simple words.

## What is Carnipure?

Carnipure is a special grade of L-carnitine, manufactured by the Swiss life sciences company Lonza. Products carrying the Carnipure quality seal on the packaging show the consumer that they contain pure Lonza L-carnitine. 'Contains Carnipure' is a content claim that will be always allowed on packaging, no matter what the outcome of the EFSA evaluation on the submitted health claims.



## What is L-carnitine?

1. The human body contains about 20 – 25 g of L-carnitine, with the vast majority being present in skeletal muscles and the heart. Small quantities of this ingredient are synthesised in the body every day, if the precursors (essential amino acids and some vitamins and minerals) are available.
2. L-carnitine is naturally present in the human diet in a variety of food sources, particularly red meat. A well-balanced, non-vegetarian Western diet is estimated to provide 100-300 mg of L-carnitine each day. In Europe and the US, however, dietary L-carnitine intake has decreased by about 20% over the last decade, mainly as a result of a decrease in beef consumption.
3. L-carnitine is an important factor in energy metabolism and therefore is frequently referred to as the 'energy nutrient'.
4. The main function of L-carnitine is to transport fatty acids into the mitochondria, where they are broken down for energy generation.

## Weight management and recovery after exercise

Thanks to its very central role in metabolism, L-carnitine has a broad array of health benefits. Lonza has conducted several human studies on the effectiveness of Carnipure in many different areas.

Most importantly, Carnipure supplementation was actually found to increase the oxidation of fatty acids in healthy human subjects. This leads to the conclusion that this nutrient can be beneficial to all people who care about their weight or participate in any weight management programmes.

Researchers further observed a decrease in the production of free radicals, less tissue damage and reduced muscle soreness after exercise in recreationally trained athletes following three weeks of Carnipure tartrate supplementation. These effects were found to be dose-dependent, and could be



observed in young and old, male and female subjects.

In addition, Carnipure was found to have beneficial effects for vegetarians who have very low plasma levels of L-carnitine, and for the elderly whose endogenous synthesis is reduced.

### Different forms of Carnipure

Under the Carnipure brand, Lonza is offering not only Carnipure crystalline, which is 100% L-carnitine, but also Carnipure tartrate. In the early 1990s Lonza researchers developed this non-hygroscopic alternative for solid and liquid applications. Carnipure tartrate consists of 68% L-carnitine and 32% L-tartaric acid, which is the highest L-carnitine concentration of any current commercially available non-hygroscopic salt form. Carnipure tartrate is self affirmed as GRAS (Generally Recognized as Safe) and listed in the European Commission Directive 2004/5/EC on foods for particular nutritional uses.

### Carnipure for soft drinks

User-friendliness and stability of certain nutraceuticals will ultimately drive where most products can be successful in the future. Both Carnipure crystalline and Carnipure tartrate are manufacturer-friendly: they are bright white, pH- and heat stable, highly water soluble and form colourless solutions. Carnipure crystalline is tasteless, while Carnipure tartrate has a slight tart taste, coming from the tartaric acid. In water, the tartrate immediately dissociates into L-carnitine and L-tartaric acid. When Carnipure tartrate is added to formulations, it may be necessary to reduce the amount of citric acid added due to the tartaric acid, but normally, Carnipure can be added to formulations without changing the recipe. Lonza has been collecting formulation expertise over many years and is happy working in partnership with its customers to develop the best formulation.

### Market examples

Nestea Fit by Nestlé Philippines is a great example of how Carnipure can be used without any health claim. An instant iced tea drink with Carnipure tartrate, it merely states 'with L-carnitine' on the front packaging and contains 300 mg



of L-carnitine per serve. This refreshing product is available in a 30g sachet that makes three glasses of drink.

UK's Attitude Energy Drink is a new product that is rich in antioxidants and free from caffeine, taurine, artificial flavours, sweeteners and preservatives. This product provides Carnipure and 50% of the RDA of vitamins. It has a low GI index and is said to be suitable for vegans and diabetics. It retails in a 330ml recyclable can which delivers 500 mg L-carnitine. Bodystyle from Swiss company Diwisa is a non-alcoholic lifestyle drink that contains 500 mg L-carnitine as Carnipure, no sugar and no fat. All these do not make explicit health claims on L-carnitine but rather benefit from the general awareness of this ingredient.

Chinese Jianlibao's Next Sports Drink is, on the other hand, clearly positioned for strenuous exercise. It is available with a Blueberry flavour and contains Carnipure. The product is available in a 500ml bottle and delivers 300 mg L-carnitine.

Radenska's Plus Body Shape is another bottled drink containing Carnipure that has been very successfully launched in Slovenia.

### At a glance

**Proven Efficacy:** Extensive clinical research has discovered that Carnipure has a beneficial role to play in a broad array of applications, including sports nutrition, weight management, cardiovascular health and healthy aging.

**Excellent Safety Profile/Full Traceability:** EFSA's safety evaluation has concluded that up to 2g L-carnitine/day are safe for human consumption. Lonza's Carnipure products are HACCP certified and offer full traceability.

**Easy Integration into Formulations:** Carnipure crystalline and Carnipure tartrate are stable under common processing conditions.

### Your partner in functional food development

With global experience, Lonza's technical, research, sales and marketing staff are happy to work in partnership with customers and potential customers to ensure the successful development and production of Carnipure-enriched functional foods. ■



Easy communication to consumers: 'Carnipure turns fat into energy!'



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# Instantising lecithin

*for protein-based sports drinks*

Ilona Stoffels introduces Metarin EWD NGM, a powerful instantising lecithin for protein-based sports drinks

Sports drinks, which are designed to provide effective rehydration, boost sports performance and aid muscle recovery, have established themselves as a lucrative sector, broadening out in appeal from their core consumer group of professional athletes to encompass recreational exercisers and lifestyle users.

The global sports drinks market is currently growing by 10% per annum, according to market analyst Zenith International; the European sports nutrition market, which is growing at a faster rate than the North American market, is predicted to grow beyond €4 billion by 2010, according to a recent report published by 3A Business Consulting.

The industry-sponsored Scientific Advisory Board (SAB) on sports nutrition and performance concluded in 2006 that the addition of protein to carbohydrate-containing sports beverages provides superior benefits to beverages based on carbohydrates alone. According to the SAB, adding protein to carbohydrate enhances the efficiency of carbohydrate utilisation, improves muscle tissue repair and reduces muscle fibre damage.

## **Powdered protein – a texturising challenge**

Proteins are now widely used in sports drinks. However, the wide variety of powdered protein products and their different performances in liquids poses a real challenge for anyone involved in sports drink manufacture.



Whey protein concentrate and whey protein isolate are the most common sources of proteins used in sports nutrition worldwide. These powders typically contain protein levels of between 60% and 90%, a concentration which strongly influences their reconstitution characteristics.

The higher the protein level, the more hydrophilic the powder becomes and the more challenging the behaviour of the powder during reconstitution. A gelatinous layer forms at the interface of the powder and water and this barrier prevents the water from penetrating the powder particles. Consequently, the powder does not disperse but remains on the surface of the liquid and lumps form during stirring.

## **Technologies for instantisation**

Manufacturers of protein powder products typically use different technologies to facilitate reconstitution with instantised whey protein powders. Two technologies in particular are used:

- 1) Agglomeration, which results in an increased particle size and a more porous powder structure that improves the penetration of the liquid;
- 2) Use of a surface-active agent, which compensates for the inconvenient surface behavior of the powder.

## **A combined approach**

Lecithins are nature's principal emulsifying agents; in the dairy industry lecithin has for decades been the traditional emulsifier used for instantising whole milk powder. There are many different types of lecithin but the active components they all have in common are phospholipids. These consist of hydrophobic long chain fatty acids counterbalanced with polar, hydrophilic phosphates. A concentration of phospholipids at the oil / water interface lowers the surface tension and makes it possible for emulsions to form. Once this occurs, the phospholipids at the surface of the oil or water droplets form barriers to prevent the droplets from coalescing.

The rising demand for perfectly instantised protein powders in sports drinks has prompted Cargill Texturizing Solutions to develop a high performance lecithin specifically for this purpose. Metarin™ EWD NGM is an enzymatically hydroly-



used, liquid soybean lecithin of guaranteed non-GM origin which has been designed for use with highly concentrated protein products.

Metarin EWD NGM is the ideal emulsifier for improving the wettability and dispersibility of powdered protein products in liquid, since it provides a combination of both agglomeration and surface-active properties, resulting in a fast and effective instantisation of the protein powder.

#### Different functionalities and applications

Thanks to its excellent hydrophilicity, Metarin EWD NGM enables the protein powder to disperse very quickly. Metarin EWD NGM itself is both easily dispersible in water and soluble in oil, which allows it to be used in two main ways:

- If the spray-drying technology already provides an appropriate particle size, particle structure and particle density, Metarin EWD NGM can easily create an instant effect just by spraying it onto the powder. As a result of this process, it is possible to instantise proteins like whey proteins or soy proteins.

- If after spray-drying the powder is still fine and dusty, an additional agglomeration step is required. Metarin EWD NGM can then easily be dispersed in water, and sprayed over the powder in a combined one-step agglomeration and lecithination process. Typical applications of this process are calcium caseinate and powder mixtures like sport drinks, which contain different ingredients having dissimilar reconstitution behaviours.

#### Quality considerations

Due to the fact that lecithin is typically applied to the powder at the latest stage of instantisation processes with no additional downstream preservation stage the lecithin used has to fulfill the highest quality standards.

Recent cases of pathogen contaminations of foodstuffs (e.g. Salmonella in chocolate and Enterobacter Sakazakii in infant formulas) have resulted in heightened awareness of the need for stringent food safety standards. Cargill has 70 years' experience in lecithin processing, during which its entire range has invariably followed the highest quality standards required by the processing and conditioning of different food formulas.

#### In conclusion

Cargill Texturizing Solutions provides a full range of lecithin product types which offer unique functionality for several powder systems, ranging from cocoa drinks and whole milk powder products to more exotic instant applications such as coconut milk powder.

Metarin EWD NGM with its specific functionality dedicated to protein powders is one product within a full range of high grade lecithin products that is particularly suitable for very sensitive applications.

The versatility and performance of Cargill's Metarin EWD NGM provides sports drinks manufacturers with a product that will enable them to confidently innovate with protein-rich formulas in this lucrative market sector. ■

There are many different types of lecithin but the active components they all have in common are phospholipids.

*Ilona Stoffels is Lecithin Product Specialist, Product & Process Development at Cargill Texturizing Solutions.*  
[www.cargilltexturizing.com](http://www.cargilltexturizing.com)

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# Paving the way

## with natural colours

### Naturally derived colours from Wild Flavors.

**N**atural ingredients in beverages and foods are a critical factor when consumers make decisions about which products they want. The demand for colourings from natural sources is continuing to grow steadily, and manufacturers are taking this to heart. Increasingly, as manufacturers are developing and marketing their products they are replacing synthetic colourants with natural alternatives, and they can choose between colouring foodstuffs which allow them to create 'clean labels' and colourings from natural sources that have E-numbers.

The rising demand for food colourings from natural sources has been influenced by new EU guidelines and the current discussion about artificial colourants. The debate received even more attention when the findings of the Southampton Study were released in 2007. The study found a correlation between hyperactivity in children and six artificial dyes: tartrazine (E102), quinoline yellow (E104), sunset yellow (E110), carmoisine (E122), ponceau 4R (E124) and allura red AC (E129). A new EU directive went into effect on July 20, 2010, and it states that products which contain the controversial 'Southampton colours' must be labelled with the name or E-number of the dye(s) as well as the warning 'may have an adverse effect on activity and attention in children.'

As a result of the new directive manufacturers are currently rethinking their use of artificial food colourings because they want to offer 'clean labels.' "An increasing number of food producers are substituting synthetic dyes with natural alternatives," states H el ene M oller, Ingredients Product Manager at Wild Flavors. "We welcome this development – it complements our corporate tradition of nearly 80 years of creating natural



ingredients for foods and beverages. In the future we anticipate that the trend towards natural colourings will not only continue, it will grow dramatically."

#### Distinctive colour properties

Colours from natural sources have special properties that have to be taken into consideration during processing. H el ene M oller explains: "Key parameters here are heat, light, oxygen and pH-value as well as enhancing the finished product with vitamins or minerals". Other factors are especially important when using colourings in beverages, such as: How is the product processed? Is it bottled in PET or glass containers? At what temperatures is it stored? Colour applications in beverages are extremely complex because of these factors and the way they interact with each other.

When processing foods, manufacturers must keep in mind that every product has its own set of technological challenges. Major differences in pH levels mean that a dye or colouring foodstuffs will behave very differently in a food with gelatin, for example, versus how it may perform in a dairy product. Consequently, it is vital for natural products to be custom-tailored to each application and its specific requirements. "We extensively consult with manufacturers to generate the ideal colour for them, and we create individual product samples," M oller says of the Wild Flavors' service and expertise. "What's more, we use the appropriate kinds of test methods to simulate how the colours will react within each product and its packaging."

Another challenge comes from the process of standardising colours that come from natural sources. The intensity of the colour in natural raw materials can vary greatly, since nature does not produce standardised quality. Among many other things, weather can have a major impact on crops. Vertical integration is one approach that Wild Flavors takes to compensate for these fluctuations in natural colourants. "The products' high quality is ensured because we carefully select raw materials on a global basis, cultivate our own fruits and plants, work closely with suppliers of raw materials, and process directly on site using special technology.

"Beyond that, fluctuations in the intensity of colours can also be corrected by using and processing different varieties of a plant," M oller



The Wild Flavors center of excellence for natural colours, in Berlin.

explains. “At Wild Flavors, we standardise the products in our portfolio, which lets us provide consistently stable tints and shades.”

Once manufacturers have decided to work with natural colourings in their products, they can choose between colouring foodstuffs and colours from natural sources.

### Clean labelling with colouring foodstuffs

Colouring foodstuffs are natural colourants — extracts or concentrates derived from edible sources such as vegetables, plants, fruit or spices. The natural raw material is used in its entirety, and the pigments it contains are not enhanced.

The final formulation has to reflect the distinctive sensory and colourant properties of the respective raw material. Using colouring foodstuffs lets manufacturers sidestep the need to place E-numbers on their lists of ingredients which helps them meet clean label standards – a trend that is having a growing impact in Europe. Wild Flavors identified this trend early on and responded by expanding its portfolio to include seven new colouring foodstuffs. “These colours each represent the kind of fruit they are named after,” Möller says.

“The newest products in our portfolio are the colours banana, mango, mandarin orange, strawberry, red currant, elderberry and lime. Our R&D team researched new sources of raw materials to create these natural colourants, and they carefully selected the plant matter based on their colourant properties,” she explains. Wild Flavors' colouring foodstuffs are especially ideal for use in all kinds of candies such as hard candies, coated dragées, ice cream and gelatin sweets.

### Natural sources that create rich colours

Colours from natural sources are colourant pigments that have been selectively enhanced. They are often obtained via extraction from their natural source. The label for the finished product has to list these ingredients by their E-number or the name of the food dye. Wild Flavors features a large selection of colours from natural sources and colouring foodstuffs that are made of 100% colour-intensive fruits and plants. These stable, intense and highly concentrated products are available as water- or oil-soluble liquids as well as powders; they can be used in multifaceted ways throughout the entire beverage and food industry.

Wild Flavors works with a variety of sources of raw materials, depending on the application and the desired colour. These products include antho-



At Wild Berlin, specialists create customised colour samples for a wide range of different applications.



Wild Flavors' natural colours and colouring foodstuffs create a brilliant effect and an appealing look in beverages.

cyanins, different carotinoids, copper chlorophyllin, beta carotene, carmine and betanin (beet red).

Anthocyanins, for example, can be used to create red to purple shades. They can be extracted from several different kinds of fruits and vegetables, such as aronia and elderberries. Black carrots, red cabbage, hibiscus blossoms and grape skins are also valuable sources of anthocyanins. Wild Flavors' specialists take these anthocyanins from widely varied raw materials to create balanced blends which can colour non-alcoholic beverages, candies, cereals and more.

These products feature high stability and intense brightness in all colour shades.

Carotinoids create yellow to orange-red shades. They are frequently used in the beverage industry, but are also ideal for candy. Chlorophyll-based colours can be used for a brilliant green that creates rich, full hues in candies, dragées, ice cream and dairy products.

Ingredients expert Möller summarises the market trend by saying, “The current discussion about artificial food colourings, the extensive changes in the EU directives about food dyes, and the increased consumer demand for natural solutions all indicate that the future of food colouring is natural.”

### Wild Berlin: Natural solutions for foods and beverages

The Wild Flavors centre of excellence for natural colours is located in Germany's capital city. The colour specialists there test sources of raw materials and develop new products such as the seven colouring foodstuffs which Wild Flavors is currently offering the industry. The experts at Wild Berlin also conduct numerous tests to evaluate the stability of colourants in many different applications. The Colours from Nature® product range allows Wild Berlin to provide a wide range of shades — purple, green, yellow, orange, red and brown.

All of these colourants meet the high standards of manufacturers and consumers alike, giving foods an appetising look. ■

“Key parameters here are heat, light, oxygen and pH-value as well as enhancing the finished product with vitamins or minerals”

On July 29, 2010, a global structure was created for the companies which were owned by Dr. Hans-Peter Wild and were part of the Wild Flavors' affiliated businesses. The newly established company, Wild Flavors GmbH, headquartered in Zug, Switzerland is one of the world's leading suppliers of natural ingredients to the food and beverage industry.

Hélène Möller is Ingredients Product Manager at Wild Flavors.  
www.wildflavors.com

# Legislation and regulation

## shape Danish drinks market

Well intentioned taxes have defined the soft drinks market, writes Richard Corbett.

In most markets climate and culture are generally the key determinants of beverage consumption and behaviour. To a degree this is of course true in Denmark but there is one other very influential factor in Danish refreshment habits: the government. The hands-on approach of the Danish Government has helped to shape the direction of the soft drinks market and given Danish soft drinks operators an interesting ride over the last decade.

### Soft drinks tax

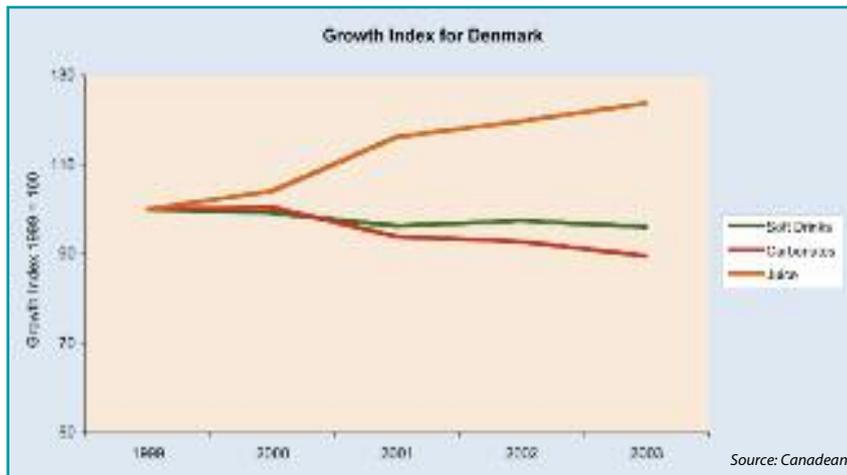
It was the increase to 1.65DKK (€0.22) per litre in the soft drinks duties back in 2001 that was to prove particularly influential. The well-inten-



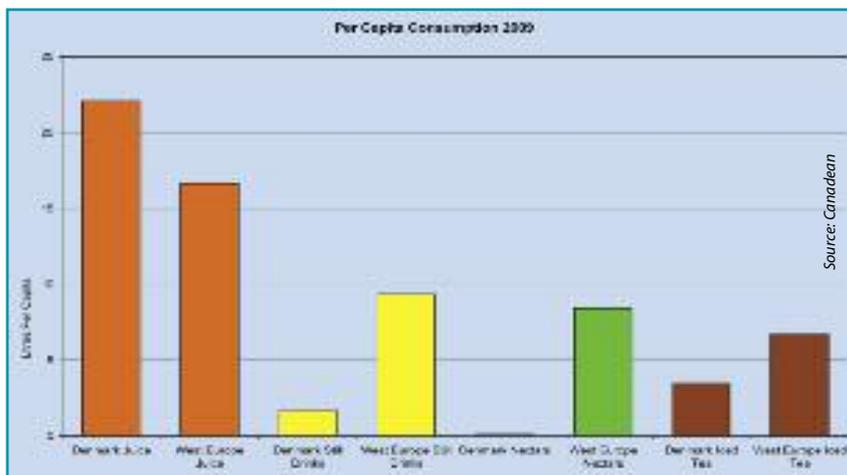
tioned tax increase impacted on flavoured waters, iced teas, still drinks, sports drinks and carbonated soft drinks. The consumer response, in what is a price sensitive market, was an inevitable drop in soft drinks sales. The effects of the tax were however far from short term and although the tax rate was to be reduced in subsequent years the knock-on effects have been significant.

Normally, one associates personal imports with alcoholic drinks caused by variances in alcohol tax rates between two neighbouring countries, but in Denmark's case a sizeable border trade has built up in soft drinks. The size of the soft drinks border trade can only really be estimated because soft drinks sales in the border trade are not exclusive to Danes; the Swedes certainly account for some of this volume even if the bulk of the customers are Danish. The Danish Government itself estimates the volume in 2009 to be around 100million litres, but Canadean believes the figure to be twice this level. Even if the government is correct in its assessment, it is a considerable volume and it creates the bizarre scenario where soft drinks operators in Denmark are exporting their drinks to Germany in order to sell them to Danes to privately import them back into Denmark. Although punishments are strict, the new tax also created a problem with less scrupulous retailers selling cheaper imported soft drinks.

The tax rise was good news for juice and, not surprisingly, juice consumption per capita in Denmark is almost a third higher than the West European average. In contrast with the nectar market, the still drinks and the iced tea market have been stunted by the tax; they struggle to compete on price with juices and subsequently per capita levels are very small. Nectars in particular are almost non-existent and are generally limited to a few premium imported brands. The last attempt to launch a mainstream nectar product was a 'light juice' which lasted only a few years. To get around the tax, the brand was packed in a 1 litre carton but only filled up to 90cl the extra 10cl going towards the tax. Consumers were said to have felt short-changed when they opened the carton to discover it not full up.



The increase in soft drinks duties in January 2001 hit carbonates and helped juice in Denmark.



The soft drinks tax has stunted the growth of the still drinks, nectar and iced tea categories but boosted juice consumption levels.

Free school milk in Denmark would probably have restricted the school lunch box market where still drinks are normally strong but in many other markets where carbonated soft drinks are shrinking, consumers have often switched to the still drinks category, often in the convenience or impulse channels. Efforts to launch ready to drink still drinks have generally had a muted effect with only a few exceptions. Consequently, still drinks per capita in Denmark is less than 2 litres compared to the West European average of more than 9 litres. It seems that the still water market has benefited instead and convenience sales of still waters have risen dramatically in the last decade.

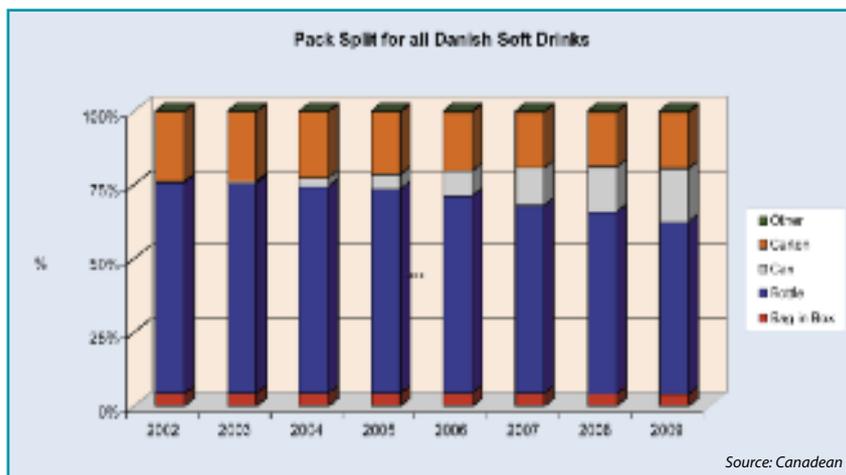
### Healthy bias

The government had begun to be swayed by the argument for reducing the tax and there were two subsequent tax reductions (the soft drinks tax was reduced in October 2003 to DKK 1.15 (€0.15) per litre and again in January 2007 to DKK 0.91 (€0.12) per litre) but a newly elected Government in November 2007 set up a new health commission and soft drinks were under scrutiny again, this time along with other sectors of the food and drinks industry. In late February 2009 the health commission put together a series of proposals that were geared towards reducing fat and sugar intake. Initially this was due to apply to full fat and half fat white milk, but this was later withdrawn. (A proposal on introducing a special tax on saturated fat is, however, agreed but the technical details are still being discussed). The tax is planned to take effect in 2011. A proposal to increase the soft drinks tax on regular drinks was however approved and on January 1st 2010 the tax increased to DKK1.08 (€0.13) - the original plan was to increase the tax to DKK 1.15 (€0.15) - but to counter this, in a ground breaking strategy, the government at the same time lowered the tax on so called 'light' drinks to DKK 0.57 (€0.08).

It is too early to say whether the differential is having an effect but the tax variance between regular and light carbonates was initially reflected in price differences in the retailers, with light drinks being marginally cheaper than regular drinks. The difference caused some confusion among retailers as to how to operate price promotions on the effected drinks. By mid 2010 though, many retailers were just charging the same for regular and light carbonated soft drinks. It is a dangerous game to play because by not making the 'light' drinks more attractive in price, the Danish Government may conclude that the gap is not wide enough and further increases in the tax on regular drinks could come about.

### Fortification restricted

The impact of Danish Government regulations and legislation has not just been limited to tax levels. There are very strict regulations on adding vitamins or other enhancements to juice; as a result you will not see enhanced juice products in Denmark. It is not just enhanced juices that have fallen victim to these rules; an enhanced water brand variant and even a cola with added vitamins have been withdrawn in recent years for falling foul of the rules or even the interpretations of the regulations by retailers.



The beverage can has enjoyed much success since the can ban was lifted in September 2002.

### Packaging preference

What format Danish soft drinks are packed in has also historically been influenced by legislation. Until as recently as September 2002 drinks in cans were outlawed in Denmark. Since it was permitted the can has gained a significant share of both beer and soft drinks markets. Most recently it was a new deposit on plastic still water bottles (including iced tea and still drinks bottles) introduced at the back end of 2008 that was to rock the suppliers of bottled waters and put the thriving still water segment into decline. It was not so much water sales in the supermarkets that were affected but the smaller outlets supplied by the wholesalers, with sales in wholesalers falling very steeply last year as a result. Interestingly, the deposit sparked a mini boom in sales of still waters in cartons as several operators switched to a water carton in order to bypass the deposit – many cafes and smaller outlets were not keen to store empty bottles so preferred a carton.

### Energy explosion

Another key legal amendment of recent times in Denmark was actually a relaxation of regulations. Historically there was a limit on the caffeine content of energy drinks of 150mg per litre; it was a limit which meant that global energy leader Red Bull was excluded from the market. As a result the energy drinks market had remained very small in comparison to other markets – many consumers would buy their energy drinks in the border shops. Brands available in Denmark would be sold in Germany with stronger caffeine content. Fourth quarter 2009 however saw the caffeine restriction jump to 320mg, opening the gates to Red Bull and triggering an explosion in energy drinks sales. Feedback from Canadean interviews suggested that some now expect the energy drinks market to more than double as a result.

### Well-intentioned

Regulation and legislation are generally implemented for the right reasons, whether in the interests of the health of the nation or in the welfare of the planet, but there are often considerable side effects as a result. In the case of Denmark, taxation and complex regulations have had dramatic repercussions that have determined the direction and opportunities that exist in the marketplace. ■

Normally, one associates personal imports with alcoholic drinks caused by variances in alcohol tax rates between two neighbouring countries, but in Denmark's case a sizeable border trade has built up in soft drinks.



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

# Pure quality

## competitive edge

How glass can play an innovative role in brand marketing.

Millions of times a day, O-I glass containers deliver many of the world's best-known consumer products to people all around the world. With the leading position in Europe, North America, Asia Pacific and Latin America, O-I manufactures consumer-preferred, 100% recyclable glass containers that enable superior taste, purity, visual appeal and value benefits for our customers' products.

### Evian's 'Pure' packaging

Evian water is renowned throughout Europe for its purity and simplicity and both these features have been retained in an iconic new bottle. The name 'Pure' is inscribed vertically along the transparent, clear glass bottle. The restrained, rounded typography is in harmony with the brand, creating a perfect partnership between contents and container.

Designed in collaboration with Danone and made by Europe's leading glass maker O-I, this glass bottle has staked a claim to be at the leading edge of design trends in beverage packaging. Available in both 75cl and 33cl sizes, the new bottle gives the on-trade in France, particularly high-end restaurants, an exclusive packaging choice for the Evian brand.

Unusually, rather than being raised above the surface, the word is recessed into the glass. This technique is called 'debossing' and requires great precision in mouldmaking and glass distribution. Matthias Warneke, NAB Marketing Manager for O-I Europe, says, "Debossing creates an intriguing tactility to the container and presents brand owners with exciting new possibilities for decorating their bottles. It is particularly suitable for bold brand statements, such as 'Pure'."

### Returnable glass provides the answer for energy drink

A returnable bottle launched in Germany is showing smaller drinks companies how glass packaging can play an innovative role in brand marketing.

When the returnable 'pop' bottle was king of the soft drinks market in the 1960s, it was the big brands that dominated. With climate change high on today's agenda, it is some of Europe's smaller brand owners which are now recognising how returnable glass can give them a competitive edge against more dominant brands.

In Germany, for instance, an energy drink in returnable glass is a rare combination; the segment has long been dominated by aluminium cans and PET packaging. However, specialist company IQ 4 YOU GmbH has launched its Energy XXL Platinum drink in a returnable glass bottle for the on-trade and expects to sell around 1 million bottles in the coming year.

IQ 4 YOU has been producing energy drinks for



11 years and the move to glass is significant for Managing Partner, Christian Becker. "As a packaging material, glass has the clear benefit that it perfectly preserves the taste and purity of the product. That's why I'm hoping there'll soon be a general trend towards glass for energy drinks."

The new pack is designed for trendy clubs, bars and lounges, where the beverage is served to late-night revellers. Landlords can order the product in space-saving returnable crates of 30 bottles. "We're offering our energy drink in this stylish bottle because we want to give bar-owners the opportunity to differentiate themselves from the competition," explains Becker.

The pack for Energy XXL Platinum has plenty of proprietary, brand-enhancing features. The shape provides a visual reference to the handy, slimline Energy XXL can which consumers already recognise, while ceramic bottle printing by Deco Glas provides attractive graphics which can withstand the rigours of multiple refillings.

"It is very important for us at O-I to support both returnable and one-trip glass systems," states Paul McLavin, O-I's UK Sales Manager. "Against the backdrop of pressing climate and natural resource issues, the recognised benefits of modern returnables are increasingly catching the eye in Europe." Returnable glass containers can be washed and re-used up to 50 times before being recycled into new bottles at the end of their life. "Returnable glass systems therefore have an important role to play in climate protection and the intelligent use of limited resources," says McLavin.

O-I's commitment was recognised when the company received the Returnable Innovation Award 2009 of Deutsche Umwelthilfe and Stiftung Initiative Mehrweg in Berlin for its new returnable glass bottle concept for fruit juices, another sector where smaller players could differentiate themselves by using this technology. ■



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# The future

*by design*

Glass has much to offer in terms of design and environmental benefits, explains Lynn Sidebottom.

The immense environmental benefits of glass, along with its flexibility of design and innovation as a premium packaging medium has been the driving force behind the UK's leading glass packaging manufacturer, Beatson Clark's decision to pioneer the way into designs of the future.

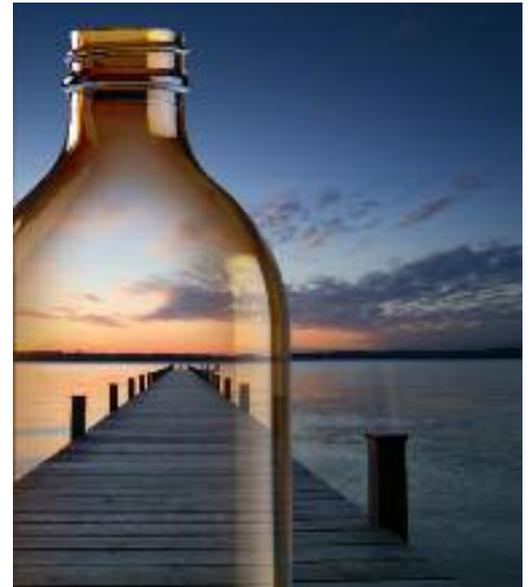
Packaging has long played a supporting role in advertising but packaging's popularity is on the rise – increasingly, brand marketers have brought their products' packaging to the fore of brand communication.

There are various reasons for this, such as the increasing aesthetic sophistication and its growing relevance as a branding tool. At the forefront of the trend, though, is an issue that today is virtually impossible to avoid; the environment.

When the question of packaging arises, glass as a medium should be on top of the discussion agenda. Not only does this form of packaging have huge benefits to brand owners and products but it also lends itself to being the most environmentally friendly and sustainable form of packaging on the market.

While the advantages of glass are primarily visual such as its aesthetic qualities and durability over other materials, the environmental benefits such as a pure and sustainable form of packaging are somewhat less well known. A focus group of packaging observers in the US has shown that respondents unanimously mention sustainability as a major trend that will continue to effect operations in packaging in 2010.

This research shows that more manufacturers



need to address this issue along with listening to the increasing demands of the green consumer.

## Glass benefits

*Pure, inert, safe* – It will protect products from contamination. It does not contain harmful chemicals and is the only single layer packaging that does not require additional layers to protect food and drink.

*The consumers' choice* – Glass is the preferred choice for quality and visual appeal. The majority of consumers believe glass packaging suggests quality, is more attractive than plastic and is better for the environment than other forms of packaging.

*The brand owners choice* – It achieves brand enhancement through its versatility in shape, colour and decoration potential.

*Infinitely recyclable* – Glass can be recycled over and over again without loss of quality or integrity. Closed loop recycling means that when you recycle a glass bottle it becomes another glass bottle, without waste and without being shipped half way around the world.

*Sustainable* – Glass is made using readily available, locally sourced and natural ingredients.

*Approved* – Glass is the only packaging material exempt from REACH and to be awarded GRAS classification by the America Food and Drink Administration, both of which confirm it is safe to be in direct contact with food and pharmaceuticals.

## Environmental advantage

Manufacturers are continually looking to enhance the environmental benefits of glass container production. Lightweighting is a prime example; Beatson Clark employs a positive policy whenever a customer requires a quotation or moulds need replacing and will proactively investigate whether there is potential to take weight out of the container whilst maintaining its designed image.

Data from the National Packaging Waste Database shows the amount of waste glass going into aggregate use has been steadily rising between 2002-09, as has the export of waste glass. Meanwhile, recycling of glass into containers has dropped off since 2006, when 800,000



One of the most popular new design concepts, was the 'flame'.

tonnes was recycled compared with 600,000 tonnes in 2009.

Beatson Clark also recognises the importance of using more recycled glass (cullet) in the manufacturing process. Because of the difficulty in sourcing enough glass cullet, Beatson Clark has taken the step of investing in an on-site recycling facility. Working closely with the local community to collect kerbside waste, the company, ensures the local glass is recycled through the glass works into new containers.

### Concepts for the future

The challenge now for glass packaging manufacturers is not only to communicate these environmental benefits, but to ensure the aesthetics of this packaging medium are continually enhanced to guarantee shelf presence and to portray obvious advantages it has over other forms. Beatson Clark commissioned Blue Marlin, a global brand agency with a specialism in the development of packaging as a powerful medium, to research current product offerings, analyse the latest market trends and devise innovative designs that capitalise on the current and future requirements of the market.

With glass being a natural choice for anyone wanting to position their product as a premium brand, as well as being environmentally friendly, more and more beverage and food companies are looking at their packaging and turning to glass as a more viable alternative.

To ensure glass is top on the agenda we have a duty to continually push its boundaries both in its manufacture and design. The research by Blue Marlin has shown that companies are looking for innovative designs that allow their product to be shown yet also allow brand marketing, thanks to the impactful nature of the packaging.

The new and innovative designs created by the company draw on the expertise of Beatson Clark and the attractive benefits of using glass, a material that is infinitely recyclable. The designs conceptualised by Blue Marlin are imaginatively named to portray the look and flow of the containers' structure. They include Flame, Ribbon,



Jewel, Aqua, Flux and Rubic, and pick up on trends, offering cross sector 'family' groups of complementary containers.

After showcasing the designs at the leading industry exhibitions, EasyFairs and Food & Drink International, Beatson Clark has received excellent feedback from visitors. The new designs certainly attracted interest as visitors were able to see first hand the visual diversity of glass and its environmental and sustainable qualities too. Over 80% of visitors were extremely impressed with the new design concepts, with the majority being surprised at the diversity in design achievable with glass. The two key designs coming out on top of the research were the Rubic and Flame.

The challenge for the glass packaging industry is the hope that by speaking out and taking a more proactive stance in communicating the environmental initiatives and the true advantages of glass and its brand-enhancing design capabilities, we will encourage consumers, fillers and brand owners to choose glass and make 2010 the year of glass packaging. ■

**"To ensure glass is top on the agenda we have a duty to continually push its boundaries, both in its manufacture and design".**



*Rubic', one of the new design concepts recently showcased.*



*Lynn Sidebottom is Sales and Marketing Director at Beatson Clark.*

[www.beatsonclark.co.uk](http://www.beatsonclark.co.uk)

# Packaging

## Getting a deep grip

PTI-Europe of Yverdon-les-Bains, Switzerland, in partnership with Sidel, Le Havre, France, is globally marketing a new process which uses injection stretch blow moulding (ISBM) to create a new type of container handle.

Called Deep Grip packaging, the technology enables significant grip depth (more than 25mm or 1 inch on either side), with an extremely thin (less than 0.3 mm or 0.1 inch) grip 'web' thickness. (The grip web is where the hole would be in traditional handled bottles.) The end result is a grip deep enough for the average hand to completely close around without fingers touching the container wall. The comfort and handling ability is similar to that experienced with a traditional handle.



**Target markets for the new Deep Grip handle include non-carbonated beverages (juices, ready-to-drink teas, water) and milk.**

Additionally, container size capability is broad – up to 6 litres or 1.5 gallons, and beyond. Maximum bottle diameter is 220mm or 8.6 inches.

The development is one of the first commercially viable handle processes that harnesses the advantages of ISBM. Compared

to extrusion blow moulding, which is the process traditionally used to produce most handled bottles, ISBM enables lightweighting, higher output per cavity, mechanical benefits (top/side load, drop and creep resistance) and smaller equipment footprint.

Bottles using the Deep Grip technology are made in a two-step process on Sidel equipment. The first step is conventional stretch blow moulding, followed by a proprietary secondary operation within the same machine which forms the handle. Because both the container and the handle are made from the same material, this eliminates downstream recycling issues and contributes to lightweighting objectives.

Another key benefit is that ISBM allows the bottle to be blown and conveyed inline to the filling operation. The technology is capable of producing up to 1,200 bottles per hour/per cavity.

"Deep Grip technology is an ideal option for brand owners looking to drive weight and cost out of their containers, improve their environmental profile and create ways to facilitate product differentiation," said Vincent Le Guen, Managing Director, PTI-Europe.

## The Brazilian connection

PLASTIC Technologies Inc (PTI), specialists in PET design, development and engineering has signed an agreement with Centro de Tecnologia de Embalagem (CETEA) a São Paulo packaging technology research institution, part of ITAL, the Food Technology Institute of São Paulo.

The US company will be providing Brazilian packaging and plastics companies with in-depth instruction on a wide range of PET topics including: basic polymer and PET chemistry; injection and blow moulding, package development, barriers, recycling and food grade rPET resins, quality assurance and testing.

PTI has been a global pioneer and leader in PET package development and production since its inception in 1982. "CETEA believes that PTI is ideally-suited to share its bottle-making expertise with Brazilian companies," said Assis Garcia, Director, CETEA.

With the Brazilian marketplace positioned for rapid growth, both brand owners and suppliers are looking for technical assistance so they can improve manufacturing expertise and quickly ramp up production.

To help address the needs of the expanding marketplace, CETEA is organising a highly technical, public PET seminar in Brazil. It will be held on 24th to 25th August at ITAL's headquarters in Campinas, SP.

"We are grateful to CETEA for selecting PTI as a PET technology partner and are looking forward to helping Brazilian companies meet their packaging objectives," said Craig Barrow, President, PTI.

## Heat shrinkage gains in China

FUWEI Films (Holdings) Co Ltd, a Chinese manufacturer and distributor of high-quality BOPET plastic films reports that its subsidiary company Fuwei Films, (Shandong) Co Ltd has applied for a new BOPET films patent for heat shrinkage film which has been reviewed by the State Intellectual Property Office (SIPO) of China.

Currently Fuwei is the only manufacturer of heat shrinkage film in China and supplies several large and international drinks manufacturers in China and overseas.

In the domestic market, heat shrinkage films are usually made of PVC (polyvinylchlorid) which is viewed as not being environmental friendly. With the Chinese Government's increasing attention on

green issues, the BOPET heat shrinkage film industry is expected to grow faster. With the exception of Fuwei film product, most heat shrinkage film is supplied from overseas.

"R&D has always been one of the key competitive advantages of our company and we have acquired many patents related to BOPET films in the past. The latest patent for heat shrinkage film will make a significant contribution to increasing profitability. We expect that the market for this product will expand quickly in China," said Xiaohan He, Chairman and CEO of Fuwei.

"Since the second quarter of 2010, the demand for BOPET films in the domestic market is growing rapidly. The orders we received reached a new high record. Sales prices and volumes have increased. We believe the operating results of 2010 could be better than 2009 and we are encouraged by our progress."

### In brief...

● ColorMatrix, plastic liquid colourant and additive technologist, has a new brand identity, part of its plans to position the company as a single, global organisation with an international presence. The company's tiger logo has been given a fresh feel. The tiger face is retained but now looks straight ahead to highlight the company's current and future focus on innovation, sustainability and dedication to customers around the world. A bright red-orange gradation is also used, in place of a range of colours. The colour spectrum is featured as a link to the company's broad product portfolio. Celio Andriano,

Chief Operating Officer, said: "Our new positioning encapsulates the core values of ColorMatrix. We are a truly global organisation, focused on working with our customers to create innovative, high quality and socially responsible solutions which offer clear differentiation and rapid market access."

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## IN FUTURE ISSUES

### NOVEMBER

Texturants

Bottling &  
Filling

Plastic Packaging

**Beverage Focus**  
RTD Teas & Coffees

**Regional Profile**  
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### DECEMBER

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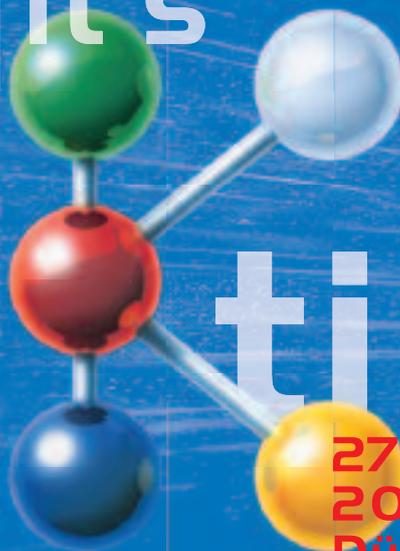
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## Lightweight and functional

GLOBAL Closure Systems (GCS) R & D and Zeller Plastik, Mexico, has extended the SportGuard liner-less sports cap range with the development of a lightweight 28mm 1873 short finish version for a leading Mexican brand of bottled water.

The BSDA Choke Hazard compliant flip-top outer closure and separate drinking spout are both manufactured in HDPE for enhanced organoleptic properties with the double security of an anti-sabotage tamper evident band to the neck finish and a robust tamper evident tear-off band to the flip-top.

The drinking spout houses the silicone valve sub-assembly (developed and supplied by UK sister company, UCP) and with the flip-top opening to 180 degrees the closure provides an hygienic and controllable drinking facility on all sports caps.

Jorge Loza, Business Development Manager for Zeller Plastik, Mexico, said: "The



*The closure withstands the nitrogen positive pressure used in the filling process and hermetically seals the bottle without the use of induction heat seal liners.*

28mm SportGuard closure development realises a better packaging system with outstanding safety and performance capabilities,

fulfilling the ideals of the GCS Cap Green Sustainability Program to reduce the impact of our products on the environment."

## Beverage inspection

METTLER Toledo Safeline has developed the new FluidCheK x-ray inspection system for manufacturers and packers of beverages and other liquids. It comes equipped with advanced image-scanning software and employs x-ray beams at an angle for total quality control. The system detects contaminants including glass, metal, stone, plastics, such as Teflon, and rubbers, such as Viton. It is specially designed to inspect glass bottles and jars, metal cans and plastic bottles, and claims to be especially effective on containers with a domed base.

The advantage of concentrating inspection only on the base of a container is that the x-ray generator can be moved much closer to the product, reducing the distance the x-ray beam must travel to the detector. This increases the quality of the x-ray image and improves the sensitivity and probability of detection. Additionally, the x-ray beam inspects the container base at an angle to prevent blind spots and hidden areas for unsurpassed contamination detection.

By offering accurate quality control, the FluidCheK helps brands comply with local and international regulations, retailer requirements and Hazard Analysis and Critical Control Point (HACCP) practices. The FluidCheK is also equipped with a

new software technique for contamination detection called XTP. The software analyses each pixel in the x-ray image so that even the smallest changes in a product can be identified.

The FluidCheK uses Safeline's patented x-ray transparent slat band modular belt. The belt's design and the low x-ray attenuation properties of its materials allow for excellent transport properties with no loss in detection sensitivity. It is ideal for high-speed glass container and can lines, offering smaller gaps for smoother transfers, easier integration with existing modular conveyors and easier rejection or diversion of defect packs. If glass breakages occur on the line, the belt can be easily removed in minutes for cleaning or maintenance.



*The FluidCheK is ideally located at the end of the production line as the final product inspection step to ensure that no contaminant has entered the product during production or sealing.*

## Resin approval

INVISTA, one of the world's largest integrated polymers and fibres producers, has obtained regulatory clearance for OxyClear barrier resin for food and beverage packaging under the US Federal Food, Drug, and Cosmetic Act and the European Union Packaging Directive for certain food types and processing conditions.

Containers made from OxyClear barrier resin are crystal clear and protect oxygen-sensitive beverages, such as juice, dairy and fortified water throughout their shelf life.

Chris Hamman, President of Kansas-based Invista Polymer and Resins, said OxyClear provides the clarity and shelf-life performance of glass packaging in a PET container. "We expect that OxyClear barrier resin will change the way the packaging industry looks at protecting food and beverages from oxygen."

# Environment

## Sustainability a priority

US beverage packager, Ball Corporation, has identified five sustainability priorities and described the company's vision and long term direction in its second sustainability report available at [www.ball.com/sustainability](http://www.ball.com/sustainability).

The report shows the company has invested more than US \$36 million in energy savings projects since 2007 and since then has reduced its total energy use by 11%, water usage by 8.6% and water efficiency has improved by 5.5%. Since 2005 greenhouse gas emissions have declined 13%. Further the company has improved its recordable accident rate by 39% since 2007.

"Sustainability is connected directly to creating value for our stakeholders and for Ball," said R. David Hoover, Ball's Chairman and CEO. "Our second sustainability report and expanded online sustainability reporting provide details on the progress we have made over the past two years, and on our focus going forward as we continue to drive our economic, social and environmental performance."

Ball's five priorities are to develop the lightest weight, most recycled, consumer-preferred packaging for the markets in which it competes; significantly and cost-effectively reduce its energy consumption; reduce water usage and send zero waste to landfills; no staff accidents at the company's facilities; and recruit, develop and retain talented, diverse employees who share the company's core values.

## NZ accredits schemes

NEW Zealand's Environment Minister, Nick Smith, has signed off on government accreditation of a product stewardship scheme run by the Glass Packaging Forum, which is heavily supported by beverage producers, packaging suppliers and retailers.

"Product stewardship schemes are an excellent way of getting all parties involved in the production and distribution of a product to take responsibility for its environmental impact at the end of its life," said the minister.

"Recovered glass can either be used to make new glass containers or for alternative uses such as vineyard mulch and roading aggregate. This means a reduction in waste sent to landfill, as well as in the amount of energy and carbon emissions from the production of new glass containers."

## Chillers save money and carbon

BRITVIC Soft Drinks is testing the latest in eco-friendly technology in its chilling solutions. If the trial is successful and rolled out nationally, the initiative has the potential to save 3,800 tonnes of carbon emissions each year and save its customers money.

The new range of hydrocarbon chillers uses R290, a naturally occurring hydrocarbon refrigerant (propane), which generates CO2 emission savings of up to 32%. The chillers also feature eco-labelling to emphasise their zero ozone depletion potential and negligible global warming potential. The move is part of Britvic's long term commitment to reducing its impact on the environment, and giving best value to customers.

Based on an average rate of energy consumption of 13p / kWh, the green chillers have the potential to save retailers £112.32 per year per chiller. This is the equivalent of 10 cases of 500ml product at cost price, which could make the retailer an additional

£135 in profit over the course of a year.

Further environmental benefits to the programme include Britvic using the most efficient components currently available. Energy Management Systems (EMS) plug into existing equipment to measure busy and idle periods, minimising energy consumption when the chiller doesn't need to be in use. Offering retailers further cost and carbon savings are 'grab and go' chillers, available to smaller outlets.

The hydrocarbon refrigerant and EMS technology can also be integrated into equipment used in pubs and bars. A new range of coolers are being trialled that offer up to 43% energy savings over standard equipment.

Murray Harris, Customer Management Director at Britvic, commented: "Our existing single door chillers already offer our customers the opportunity to save money over our nearest competitors, but this new wave of activity will enhance the company's already strong environmental credentials. The new chillers have been in development for over a year and we will continue to look at further ways to reduce our impact on the environment."

## Picking up media publicity

THE Clover Clean Up Campaign 2010 in South Africa, sponsored and administered by the dairy and juice giant, has been structured to generate as much media coverage as possible. Its concept has been devised to ensure

that participating teams pick up media publicity as well as litter.

Clover employees have formed 'Green Teams', registering details on a dedicated webpage. This page encourages them to tell local media what they are doing and boost community interest in recycling. The website includes helpful advice on how best to interest media in covering the initiative. Teams are competing to win a share of R100,000 in prize money.

## From rPET to Navy Chair

EMECO's new III Navy Chair, each made of at least 111 recycled plastic Coca-Cola bottles, has been selected for the café space of London's new Serpentine Gallery Pavilion.

Designed by Jean Nouvel, the Pritzker Prize-winning architect, the III Navy Chair is a joint venture between Emeco and The Coca-Cola Company and debuted this year at the Salone de Mobile in Milan. Modelled after the original aluminium Emeco Navy Chair designed in 1944 for the US Navy, each III Navy Chair contains a mix of 60% rPET plastic and a special combination of other materials including pigment and glass fibre for strength.

It is estimated that more than 3 million PET plastic bottles will be recycled annually for the production of III Navy Chairs. The chairs are available in six colours: Coca-Cola Red, Snow, Flint, Grass, Persimmon and Charcoal.

Liz Lowe, Citizenship Manager, Coca-Cola Great Britain, said, "We're delighted that Jean has selected this beautiful III Navy Chair for The Red Sun Pavilion. This project is part



of Coca-Cola's vision to recover and reuse all of our bottles and cans and another example of how our packaging can have real value through recycling to be used again and again. We hope to bring this message to even more people through this placement."

Gregg Buchbinder, Emeco's Chairman, explained, "Jean and his team visited us at the Milan Furniture Fair for a design meeting. When he saw the new plastic Navy chair he knew that it was the right one for his Serpentine project, which he calls 'The Red Sun Pavilion'. Emeco and The Coca-Cola Company are donating 40 red chairs from the very first production run. We are thrilled to be participating in this exciting architectural programme."

## Recycling endorsed

THE International Bottled Water Association (IBWA) Board of Directors has endorsed an innovative framework for a Material Recovery Program that can serve as the blueprint for local communities to increase recycling through the support and participation of all stakeholders.

According to Joseph K. Doss, IBWA President and CEO, "The Material Recovery Program framework will assist in developing new, comprehensive solutions to help manage solid waste in communities in the United States by having all consumer product companies work together with state and local governments to improve recycling and waste collection efforts."

IBWA's Material Recovery Program framework supports state-authorized public/private corporations that:

- Establish in each community specific recycling goals to increase recycling access and rates.
- Generate revenue for grants from annual consumer product company producer responsibility fees and local/state government contributions.
- Fund local government recycling infrastructure improvements and consumer education programmes.
- Dissolve when local recycling goals have been met.

IBWA is a strong supporter of recycling and believes that increasing the recycling rates for all consumer products and packaging should be a top priority for all companies whose product or packaging is ultimately discarded. Further, locally run, comprehensive recycling programs are the best method of cost-effectively diverting solid waste from landfills and increasing recycling of consumer products and packaging.

### In brief...

● Cafédirect, the ethical hot drinks producer, has been awarded a Major Commendation at the BCE Environmental Leadership Awards. The annual competition recognises and rewards companies that protect and enhance the environment while meeting commercial demands. Cafédirect was honoured for its AdapCC project, which is the first of its kind to support smallholder tea and coffee farmers in developing home-grown climate change adaptation strategies.

● Ed Mitchell has been appointed Environment and Business Director of the UK's Environment Agency. He replaces Tricia Henton, who has held the position since March 2005 and now leads the Environment Agency regulation programmes on water, waste, climate change, sustainable development, land and the natural environment.

## Higher cost for CDL

VOCIFEROUS opponents of Australia's proposed national Container Deposit Legislation (CDL) for bottled and canned beverages have pointed to a substantial increase in cost estimates revealed by an updated report which was commissioned by the country's federal and state environment ministers.

This shows that an error in calculations put the likely cost at about A\$492 million annually when a more accurate estimate would be A\$680 million.

The Australian Food and Grocery Council Chief Executive, Kate Carnell, who is one of the most outspoken critics of the scheme, described it as both enormously costly and very complicated.

And she has criticised the ministers for reacting to the bigger price tag by commissioning yet another report. At a recent meeting in Darwin they said this would be a regulatory impact statement covering CDL and other options.

## Reverse vending in Adelaide

STATEWIDE Recycling, which collects 10-cent deposit bottles and cans under South Australia's CDL scheme, has teamed up with Wincor Nixdorf to launch reverse vending



*COCA-Cola Enterprises Ltd (CCE) has begun trials with an Iveco Stralis Active Day 21 tonne distribution vehicle running on compressed biomethane (CBM). It marks the first CBM-powered commercial vehicle to be operated anywhere in the world by CCE, and the first such Stralis to be delivered in the UK.*

*The trial will be used to determine the long-term sustainable transport strategy of CCE in Great Britain, and has been supported with the installation of a roadgas LCBM refuelling station at the company's distribution facility in Enfield, Middlesex.*



*Kate Carnell.*

Carnell did, however, praise the ministers for agreeing to a strengthened Australian Packaging Covenant, which is widely supported by the soft drinks industry. She said they "have clearly recognised that the comprehensive approach under the covenant is the most appropriate mechanism to respond to all packaging. The APC provides a holistic approach to waste and recycling in Australia."

machines in Adelaide, the state capital. The first machines, Revendo 7000 and 8000 units, have been installed in the Centro Hollywood shopping mall, north of the CBD in a fast-growing residential area.

Paderborn-based Wincor Nixdorf is a global provider of IT solutions to banks and other retailers. The company is among world leaders in reverse vending.

The Adelaide machines have attracted widespread public interest. The RVMs identify cans and PET bottles via a camera, compact and sort them. The crushed material can then go straight to recycling depots. The machines pay out consumers automatically.

"South Australia has a very progressive attitude towards recycling and this is a clear sign that technology will play a major part by encouraging people to recycle at or around shopping malls or other retail locations," said Edward Nixon, Statewide Recycling's General Manager. "It is a lot more convenient to recycle and receive a deposit refund when you are on the way to the shops."



*Wincor Nixdorf reverse vending machine in use in Europe.*

# Human Resources

## APPOINTMENTS

Wal-Mart Stores Inc has announced that Vice-Chairman **Eduardo Castro-Wright** has been appointed President and CEO of Global.com and Global Sourcing, and **Bill Simon** has been promoted to President and CEO of Walmart US. Castro-Wright, who will also continue to serve as Vice-Chairman, and Simon will report directly to Walmart President and CEO Mike Duke.

**Craig Chapman** has been appointed Chief Executive Officer of Clearfleau, the UK supplier of systems for the treatment of liquid bio wastes.

The International Bottled Water Association (IBWA) based in Arlington, Virginia, has announced that **Dan Felton**, formerly the Director of Government Relations at IBWA, has been promoted to Vice-President of Government Relations.

HayssenSandiacre, US provider of flexible packaging solutions based in South Carolina, has announced the promotion of **Mike May** to the newly created position of Executive Vice-President.

Malvern Instruments has appointed **Masaaki Nakata** to the Malvern Japan team as Regional Sales Manager Japan. He will focus on the continued development of Malvern's process business in Japan and provide support for process sales throughout the Asia Pacific region.

Meech International, Oxfordshire-based specialist developer and manufacturer of electrostatic control and related solutions, has strengthened its UK team with the appointment of **Colin Cooper** as a Design/Production Engineer and **Kelly Hopkins** who has joined the in-house technical support and customer service department. **Jon Ferguson** has been promoted to the position of Capital Equipment Project Engineer.

Severn Trent Services, supplier of water and wastewater solutions, has announced an addition to its global business development staff in its Abu Dhabi office, reflecting new growth opportunities for its Middle East business. **Azhar Farooqui** has been named Middle East Senior Sales Executive for disinfection products.

**Ian Butler** has taken up the position of Innovations Director at UK flavour and savoury ingredients company, Synergy. He will head up Synergy's team of flavourists, R&D departments, new product development and applications experts.

Whey protein nutrition specialist, Volac, has strengthened its nutritional and technical consultancy support services with appointments in its Dairy & Lifestyle Ingredients division: **Suzane Leser** joins as Commercial Nutrition Manager, while Dr **Marianthi Faka** has been



*Clockwise from top left: Bill Simon, Colin Cooper, Craig Chapman, Ian Butler, Kelly Hopkins, Marianthi Faka, Masaaki Nakata, Mike May, Suzane Leser.*

promoted to Commercial Technical Manager.

Cincinnati-based global label solutions specialists, Multi-Color Corporation has appointed **Sharon E. Birkett** Vice-President and Chief Financial and Accounting Officer of the company.

SunOpta Inc, Canadian ethical business operator focusing on integrated business models in the natural and organic foods and natural health products market, has appointed **Alan Murray** to its Board of Directors.

CCL Industries Inc, the labelling solution and packaging company whose headquarters are in Toronto, has announced the appointment of **George V. Bayly** to the Board of Directors.

## ACCOLADES

\* **Billy Cyr**, CEO of Sunny Delight Beverages has received the US Ernst & Young Entrepreneur Of The Year 2010 Award in the consumer products category in South Central Ohio and Kentucky. The award recognises entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities. Cyr was selected by an independent panel of judges of local business owners and previous award recipients.

Cyr led the team that established the Sunny Delight Beverages Co. in 2004. Today, SDBC is the second largest, independent and privately held beverage company in North America. The company has quintupled its earnings over the past five years and has made two significant acquisitions: the Fruit2O and Veryfine businesses from Kraft Foods in 2007 and Bossa Nova, a leading brand of acai juice and a pioneer in the superfruit beverage segment, in 2009.

\* **Stuart Kellock**, MD of UK self-adhesive label manufacturer Label Apeel, has been named as one of the most promising entrepreneurs in the Midlands. He features in this year's *Insider* magazine annual list, which highlights the 42 most promising entrepreneurs under the age of 42 in the Midlands. Label Apeel has just announced a 20% increase in sales.



*Stuart Kellock.*



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# Events Diary

## SEPTEMBER

**5th – 7th** **UK**

### Speciality & Fine Food Fair

Olympia

London

UK

[www.specialityandfinefoodsairs.co.uk](http://www.specialityandfinefoodsairs.co.uk)

**7th – 10th** **CHINA**

### China Brew & Beverage

China International Exhibition Center

Beijing

China

[www.chinabrew-beverage.com](http://www.chinabrew-beverage.com)

**8th – 11th** **VIETNAM**

### Vietfood & Beverage + Propack Vietnam

Tan Binh Exhibition & Convention Center

Ho Chi Minh City

Vietnam

[www.foodxvietnam.com/en](http://www.foodxvietnam.com/en)

**13th – 15th** **USA**

### International Dairy Show

Dallas Convention Center

Dallas

USA

[www.dairyshow.com](http://www.dairyshow.com)

**14th – 17th** **RUSSIA**

### World Food Moscow

ZAO Expocentr

Moscow

Russia

[www.world-food.ru](http://www.world-food.ru)

**20th – 21st** **USA**

### IBWA Board of Directors & Committee meetings

Orlando

USA

[www.bottledwater.org](http://www.bottledwater.org)

**22nd – 24th** **USA**

### InterBev

Orange County Convention Center

Orlando

USA

[www.interbev.com](http://www.interbev.com)

**29th – 30th** **DENMARK**

### ISBT Europe 2010

Nordic Sugar Headquarters

Copenhagen

Denmark

[www.bevtech.org](http://www.bevtech.org)

**30th – 1st OCT** **UK**

### Lunch!

Old Billingsgate

London

UK

[www.lunchshow.co.uk](http://www.lunchshow.co.uk)

## OCTOBER

**8th – 10th** **UK**

### Fi South America

Expo Center Norte

Sao Paulo

Brazil

[www.fievents.com](http://www.fievents.com)

**17th – 21st** **FRANCE**

### SIAL

Paris Nord Villepinte

Paris

France

[www.sial.fr](http://www.sial.fr)

**17th – 21st** **FRANCE**

### IPA

Paris Nord Villepinte

Paris

France

[www.ipa-web.com](http://www.ipa-web.com)

**22nd – 23rd** **INDIA**

### Fi India

Bombay Exhibition Centre

Mumbai

India

[www.fiindia.ingredientsnetwork.com](http://www.fiindia.ingredientsnetwork.com)

**26th – 28th** **ITALY**

### NUCE International

Milan Exhibition Centre

Milan

Italy

[www.nuce.pro](http://www.nuce.pro)

**27th – 03 NOV** **GERMANY**

### K-2010

Messe Düsseldorf

Düsseldorf

Germany

[www.k-online.de](http://www.k-online.de)

**28th – 29th** **MALTA**

### Malta Stevia 2010

Radisson SAS Hotel, Bay Point Resort

St. Julian's

Malta

[www.stevia-site.com](http://www.stevia-site.com)

**31st – 03 NOV** **USA**

### Pack Expo

McCormick Place

Chicago

USA

[www.packexpo.com](http://www.packexpo.com)



## NOVEMBER

**8th – 10th** **GERMANY**

### PETnology Europe

Novotel Nuremberg

Nuremberg

Germany

[www.petnology.com](http://www.petnology.com)

**9th – 10th** **MEXICO**

### LAPET 2010

Camino Real Santa Fé

Mexico City

Mexico

[www.cmtpetconferences.com/lapet-2010](http://www.cmtpetconferences.com/lapet-2010)

**10th – 12th** **GERMANY**

### Brau Beviale

Messe Nuremberg

Nuremberg

Germany

[www.brau-beviale.de](http://www.brau-beviale.de)

**16th – 18th** **SPAIN**

### Hi & Ni Europe

IFEMA Feria de Madrid

Madrid

Spain

<http://hieurope.ingredientsnetwork.com>

**16th – 19th** **UK**

### IMHX

NEC

Birmingham

UK

[www.imhxonline.com](http://www.imhxonline.com)

**18th – 20th** **INDIA**

### drink technology India

Bombay Exhibition Centre

India

[www.drinktec.com](http://www.drinktec.com)

**22nd – 25th** **FRANCE**

### Emballage

Paris Nord Villepinte

Paris

[www.emballageweb.com](http://www.emballageweb.com)

## DECEMBER

**2nd – 4th** **INDIA**

### International Food & Drink Expo India

Paragti Maidan

New Delhi

India

[www.indiafooddrinkexpo.com](http://www.indiafooddrinkexpo.com)

**13th – 15th** **UAE**

### Dubai Drink Technology Expo

Dubai International Convention and Expo Centre

Dubai

UAE

[www.drinkexpo.ae](http://www.drinkexpo.ae)

## 100 Years Ago

### From the *Mineral Water Trade Journal of August 1910*

#### Where we differ from the poet

*It aint no use to grumble and complain;  
It's jest as cheap and easy to rejoice;  
When God sorts out the weather and  
sends rain,  
W'y rain's my choice.*

But the author – James Witcomb Riley – wasn't a mineral water manufacturer. Which makes all the difference.

From another American poet:

*It is a sultry day; the sun has drunk  
The dew that lay upon the morning  
grass.*

We don't desire the sun to drink at all. If we did, the beverage would not be "the dew that lay upon the morning grass." The brand is unknown in our factories.

Jeremy Taylor said if oysters had opinion, they would object to be eaten in August. We, too, object to August being desecrated by typhoons, cyclones and the like, the whole having associated with it a diapason of cold, chill and winter. It isn't in harmony

with Nature, and it bereaves the mineral water maker's pocket.

#### Colossal figures concerning a notable trade

Five hundred million dollars will – so one of the Transatlantic trade papers, *The American Bottler*, solemnly assures us – be spent in soft drinks during the year in the United States alone. To this enormous sum, derived from the most careful compilation of figures, New York alone will contribute about \$40,000,000 or nearly one-twelfth. The total, however, is distributed over the whole country and every section will share in establishing a new record in this field. How enormously this industry has developed is shown by the fact that the sum which Americans – and to a large extent young Americans – will pour down their throats this year, in the shape of carbonated drinks, is more than twice the annual cost of the army and navy combined. The \$500,000,000 bill, moreover, made up of 10 billion nickels, represents a per capita expenditure sum for the whole United States of more than six dollars. This sum would pay for 55 Dreadnoughts, is more than three times the value of the yearly output of automobiles, or would pay the

debts of all American churches four times over.

Indicated by other comparisons, the size of the soda water thirst is even more strikingly shown. The total number of soda fountains in the country is placed at 120,000, with an average length of 10 feet. If placed end to end they would form a line 1,200,000 feet long, equal to 227 miles. In other words, a soda fountain of sufficient size to reach from New York to Washington is necessary to take care of the nation's wants. From this mighty counter about 500,000,000 gallons of liquid will be served during the year. Expressed in glasses this amounts to 24,000,000 daily, or 8,760,000,000 annually. In this respect at least the phrase relative to drinking enough to float a ship is literally true, for the amount of soda water in question would, if placed in one body, make a lake big enough to float the largest vessel in the world. Or were all the liquid put into common soda water tanks, each holding 67 gallons, it would fill 7,600,000 of them. With an average height of six feet each, these tanks would, if placed one on top of the other, rise 8,641 miles into the air, or far enough to reach through the earth with 400 miles over at each end.

As we say, our authority for these assertions is *The American Bottler*.

Sourced by Stewart Farr

## 50 Years Ago

### From the *Soft Drinks Trade Journal of August 1960*

#### Carbonated coffee in America

In America, a number of carbonated coffee drinks have appeared on the market this summer. They combine the flavour of freshly roasted coffee with the sparkle of a carbonated soft drink.

Backed by extensive advertising and well-planned sales campaigns, these products of soft drinks manufacturers are expected to capture part of the market of America's favourite beverage, coffee.

Most of these coffee drinks are packed in 16 oz no-deposit, non-returnable bottles and the recommended retail price is 39 cents for two bottles.

Typical of the new drinks is Coffee Cott which is produced by the Cott Beverage Corporation of New Haven, Conn., and is to be seen in food stores and supermarkets throughout New York and New England. Described as a "real coffee soda", it is made from freshly roasted coffee beans and is sold as a drink which is ideal either straight, with milk or as the base for an ice cream soda.

As ideas which prove popular in America so often come across the Atlantic to us, it would appear that the time is ripe for the far-seeing soft drinks manufacturer over here



**New C.R. Inside Coating**  
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to look into the possibility of carbonated coffee drinks.

#### Eliminating 'clutter'

The National Association of Soft Drinks Manufacturers has set up an Outdoor Advertising Sub-Committee, the purpose of which is to assist the operation of the Code of Standards for Advertising on Business Premises.

That voluntary Code of Practice was drawn up and issued by a special Consulta-

tive Committee set up by the Advertising Association as a means of eliminating the 'clutter' of advertisements on business premises without recourse to new legislation.

A number of soft drinks advertisers have already started to tidy up sites where such action is necessary and the terms of the Code are being observed in the placing of new advertisements on retail premises.

The National Association was invited to appoint two representatives to represent the Soft Drinks Industry on the Consultative Committee and those appointed are Mr P. Anderson, Advertising Manager of Coca-Cola Southern Bottlers Ltd and Mr L. H. Ovens, Marketing Director of Thomas & Evans Ltd.

#### New Tetra-Pak filler

At the German Interpak Exhibition a striking new machine for filling these now well-known Swedish tetrahedral cartons after making them from plastics-coated paper seems to be primarily devised to deal with milk sterilised by the ultra high temperature system, but quite clearly has also an interest for the soft drinks manufacturer who wishes to put up a cartoned product of still type with a longer shelf life than usual for such goods. Full technical details of this interesting machine are not yet available, but it is claimed that filling is entirely aseptic and that it is impossible for the sterilised product to become reinfected during the process. ■

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