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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.

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The functional water category has seen dynamic growth over recent years. However, consumption of most brands tends to be concentrated in a small number of countries. Richard Haffner assesses whether fortified waters are likely to offer a major growth prospect for the industry or if they might simply be a niche category.

**The Grape Juice Project 28**

In this, the third and final part of his report from Brazil, Kelvin King introduces the innovative Grape Juice Project that is helping to enhance category perception and national branding.

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The beverage can offers benefits to the entire supply chain, especially in its impact on logistics, writes Shaun Kelly.

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Soft Drinks International

Published by

ASAP Publishing Limited

Editor

Philip Tappenden

News Editor

Annette Sessions

Correspondents:

EUROPE

Gerard O'Dwyer

Lubomír Sedlák

Bernadette Tournay

ASIA & PACIFIC

Kelvin King

T. C. Malhotra

AMERICAS

Richard Davis

Market Analyst

Richard Corbett

Scientific Adviser

Diana Amor

Annual Subscription Rates (inc. postage)

EU Member State: £110, €150

Rest of World: £125, €170, \$200

Individual copies: £15, €20, \$27

Subscription Enquiries

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: subscriptions@softdrinksinternational.com

Editorial - News

A & S Editors

5 Gloucester Street,

Faringdon, Oxon. SN7 7JA, UK

Tel: +44 (0)1367 241660

E-mail: news@softdrinksinternational.com

Editorial - Features

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: editorial@softdrinksinternational.com

US Representative

105 South Fifth Street

Paris, Arkansas 72855, USA

Tel: 00 1 479 963 6399

Fax: 00 1 775 406 5643

E-mail: softdrinksjournal@msn.com

Advertisement Sales

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: advertising@softdrinksinternational.com

© 2010 ASAP Publishing Limited

ISSN - 1367 8302

www.softdrinksinternational.com

Even more exotic

Over the past three issues *SDI* correspondent Kelvin King has been reporting on the fruit juice industry in Brazil, home of exotic superfruits – think acai and acerola, for instance. His last report appears on page 28. His reporting has been buoyant and upbeat, but data from analyst Mintel's Global New Products Database has cast a shadow over the popularity of superfruits.

Its research has revealed that in the US superfruit launches dropped last year. Pomegranate new product debuts fell from 839 to 546 between 2008 and 2009, and cranberry launches fell from 282 to 163. Goji berry launches fell from 180 to 105 while mangosteen debuts fell from 49 to 31. Although a strong category, observers felt that during the recession consumers weren't willing to pay the price premiums and there was an element of 'superfruit fatigue'.

This has to be a short-lived blip. Economies are coming out of recession and with health and wellness still to the fore of new product development the goodness that superfruits impart cannot be dismissed.

Encouragingly, Datamonitor has listed superfruits in its top 10 trends for supermarkets in 2010. Candidates for the next hot superfruit for 2010 and beyond include: baobab, a fruit rich in antioxidants which *SDI* has been monitoring for several years; borojo, a natural energiser from the jungles of South and Central America; maqui, a berry native to South America said to have eight times the antioxidants of blueberries; and yumberry, technically 'yang-mi' fruit, a super-high antioxidant tree fruit from China.

HAITI

If one looks for any good from disasters on the catastrophic scale of the Haitian earthquake it is the humanitarian response. Within hours of the earthquake The Coca-Cola Company, PepsiCo and Nestlé Waters were amongst those who had mobilised aid with magnanimous million dollar donations (see page 14).

With bottled water literally proving a life saver, the US International Bottled Water Association (IBWA) reports that the industry produced, co-ordinated and distributed critical bottled water supplies. IBWA provided bottled water companies with specific information regarding staging areas where bottled water shipments could be dropped, as well as other contact information for relief organisations seeking bottled water and other contributions.

Companies contributing help in this way do not do it for any public relations plaudits (when *SDI* contacted PepsiCo for a picture of the company distributing much needed bottled water, none was available) but because it is simply the right, proper and humanitarian thing to do.

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

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Late Bulletin

- **Coca-Cola Bottling Co Consolidated** has appointed Alexander Cummings to its board of directors. Cummings replaces Carl Ware, who served on the board for a decade. Ware's retirement and Cummings' appointment will be effective from 9th March. Cummings, Executive Vice-President and Chief Administrative Officer of The Coca-Cola Company, joined the firm in 1997 as Region Manager for Nigeria.
- UK consumers are becoming more dissatisfied with the price of soft drinks currently served in pubs and bars, according to a survey by research firm **Mintel**. The firm's *On Trade Soft Drinks Report* shows that consumers are particularly critical of pubs, whose reliance on "poorer-quality" draught soft drinks at inflated prices leaves consumers feeling at best "confused" and at worst "ripped off". The average cost of soft drinks in pubs, according to Mintel, is UK£2.59 (US\$4.04) a pint, compared to 50 pence for cola in shops.
- **The Coca-Cola Co** is to launch a 'track walks' programme as part of the Daytona 500 NASCAR rally in the US. The season-long programme will allow fans to take the first lap of the day alongside some of the NASCAR drivers at Daytona International Speedway. The walk will also be held at several other venues throughout the season, including Atlanta Motor Speedway, Charlotte Motor Speedway, Richmond International Raceway and Chicagoland Speedway.
- **PepsiCo India** is to revamp its 7Up brand with the launch of a new campaign for 2010 in the country. The campaign will involve a new look for the brand, with more "eye catching" packaging for its PET and slim can packs. A television commercial will air this month across the country, while an outdoor campaign will involve images of the brand created by Spanish production house Garrigosa Studio.
- **PepsiCo's Gatorade Company** has unveiled a new line of sports performance drinks as part of the brand's image makeover. The 'G Series' debuted at the Super Bowl XLIV in early-February and will build on the momentum from Gatorade's 'G' campaign last year. The range includes; Gatorade Prime 01, Gatorade Perform 02, Gatorade Perform 02 (G2), and Gatorade Recover 03.
- **Red Bull** has claimed victory in a trademark battle with Swedish drinks firm SM Group. Red Bull took the Swedish company to court in a bid to stop it selling a product called Red Bat. A Stockholm Commercial Court judge has ordered SM Group to stop supplying its drink in the country after ruling the design and colour of its logo - a bat - strongly resembled Red Bull's namesake energy drink.
- **Britvic** may target Northern Europe with its acquisition plans, according to analysts. The company said in November that it was eyeing acquisitions. Britvic is most likely looking at Northern Europe, particularly for Pepsi bottlers, according to Evolution Securities' analyst Andrew Wood. "The Pepsi bottler network around Northern Europe is quite fragmented," Wood said.
"The opportunity for Britvic is either to find a private company that just wants to knock it on the head, cash in its chips and sell out, or a brewer that has decided that soft drinks is not as core to its business as it might be to someone else's."

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Europe

Colourings regulation discussed

THE international conference, 'Food Improvement Agents', hosted by Akademie Fresenius and SGS Institut Fresenius in Mainz (Germany) from 2nd to 3rd December 2009, gave an update on the European Food Improvement Agents Package (FIAP), its regulatory aspects, science, authorisation and application. FIAP consists of four regulations, all of which came into force on 20th January 2009 and will apply from 2010 or 2011.

Regarding colouring foodstuffs versus additive colours, the conference noted there has been growing consumer awareness regarding the types of colours that are added to their food and beverages, in particular negative publicity regarding synthetic colours.

"In response to this the food industry has progressively limited and curtailed their use," said Paul Collins (GNT Group, UK) speaking at the conference. The key criteria from a regulatory point of view in classifying between an additive colour and a colouring foodstuff, is whether the pigments have been selectively extracted relative to the nutritive and aromatic components.

Since 2007 the expert working group of the European Commission has been discussing classification issues in order to provide industry and authorities with guidance notes, Collins reported. In this context it has been decided to undertake a so-called 'road-test' to better understand the true nature and substance of products that are on the market. "Such an understanding will then allow the guidance notes to be redrafted so that they will be legally compliant, practical, fair and interpreted consistently across all EU member states," he said.

During 2008 GNT commissioned some consumer research in Germany and the UK with the aim of investigating consumer understanding and preference regarding the colouration of food and beverages. The research was conducted on parents with children aged 2 to 16. "There is a strong and growing preference for the use of colouring foodstuffs – based on edible fruit, vegetable and other plants processed physically with water – as a natural and healthy way to impart colour to the products that they purchase," Collins concluded.

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New package available in Europe

FULL body shrink film labels manufactured with Eastman Embrace LV copolyester, are now available in Europe. Embrace LV delivers packaging with 360-degree graphics, a great opportunity, says Eastman, to communicate brand value while also providing more printable space for EU-regulated product and packaging information.

The film's durability and toughness are married to the resin's impressive ability to cover uniquely contoured and shaped bottles. "Brand owners must do everything possible to attract anxious consumers in this tough economy," said Michael Hartmann, Market Development Manager for packaging solutions at Eastman Chemical Company. "The ability to retain or grow market share through special promotions fits perfectly well in the Embrace family's capabilities."

The Embrace copolyester can be printed with thermochromatic, metallic and glow-in-the-dark inks and used with spot varnishing and organic photovoltaic (OPV). By consistently stretching the film from the top and bottom of the bottle, the film eliminates



'smiley faces' on square and oblong containers. Moreover, it is recyclable and environmentally friendly. The materials used are designed to be compatible with today's recycling infrastructure.

Event organisers upbeat

BERND A. Diederichs, Managing Director of the exhibition company NürnbergMesse, has presented some optimistic forecasts for 2010. Speaking at the end of 2009 he said: "We naturally have to fight more for exhibitors and visitors, we have naturally lowered our expectations, and we are naturally cutting costs where advisable and possible. But this is no crisis. We are therefore optimistic and expect a new record turnover of more than €170 million for the coming

year, not including new acquisitions."

He added, "In the summer of 2009 the forecast for 2010 was distinctly more restrained, with talk of €160 million plus at that time. The situation is now clearer and we have established that the downturns feared for our events are either not materialising or are much less than expected."

Diederichs expects new records for turnover and profit for 2010. "We face an exceptionally strong year of exhibitions in Nürnberg and at our subsidiaries in Brazil, China and North America. The turnover of the NürnbergMesse Group is therefore to climb to around €170 million, which is appreciably above the last record of €153 million."

More European growth

THE Procap Group, specialists in the production and marketing of plastic caps and closures, continues to grow in Europe following the recent acquisition of the Spanish company Sofiplast.

Procap says this is an important investment, adding €4.5 million to its turnover. Sofiplast is based in Torello and part of the Vemsa group. Procap will transfer production from Sofiplast to its plant in Llagostera. The business includes mainly plastic closures for the food and the household industries.

"This takeover will ensure a significant growth in activity for our plant in Llagostera by increasing the product and customer portfolio in the Iberian Peninsula, an impor-

tant market for Procap," said a company spokesperson.

Procap is consolidating its position in Europe, having acquired three companies in less than 12 months. The company produces a large range of caps and closures from its six manufacturing plants in Belgium, France, Hungary, Luxemburg, Spain and Ireland.



Procap produces a range of caps and closures.

Acquisition to go ahead

AMCOR has received European Commission approval to proceed with the acquisition of the European businesses of Alcan Packaging that the company is purchasing from Rio Tinto Plc.

A condition of this approval is Amcor agreeing to divest its Tobepal operation comprising two plants that have combined sales of approximately €110 million. The plants are located in Spain and are part of the Amcor Flexibles operations.

The divestment undertaking was required to meet the European Commission's concern relating to pharmaceutical sachet and aluminium cold-form foil products. The transaction remains subject to regulatory approval in the US and consultation with the European Works Council.

The combined Amcor and Alcan Packaging businesses in Europe currently have sales of approximately US\$4.8 billion in 75 plants.

Amcor's Managing Director and CEO, Ken MacKenzie, said: "Receiving approval from the European Commission is an important step toward closing the Alcan Packaging acquisition. The two plants to be divested represent less than 5% of the combined sales in Europe and will not have a material effect on the synergies or operational improvements anticipated."

French agree to compost

EUROPEAN Bioplastics, the association of the bioplastics industry in Europe, welcomes the recently signed framework agreement supporting compostable bio-based plastic waste bags in France. The new agreement intends to develop the availability of compostable bio-based plastic waste bags in

Coca-Cola drives Innocent's sales in Sweden

INNOCENT is about to expand its market foothold in Sweden. The company has signed a strategic co-operation agreement with Coca-Cola Beverages Sweden (CCBS) under which CCBS will assume control over sales, billing, distribution and marketing for the Swedish market.

It is anticipated that the landmark deal has the potential to escalate in importance over the next 12 months, with Innocent expected to sign similar agreements with Coca-Cola in neighbouring Norway, Denmark and Finland.

The Innocent deal in Sweden is directly tied to Coca-Cola's action in taking a minority ownership position in Innocent in April 2009, after which Coca-Cola held 10% of the shares in the UK-based company, with an option to increase its holding over the short-term to 20%.

The Innocent-CCBS agreement, which came into force on 10th January, will mean that Innocent will continue to operate as a separate company in Sweden, but will outsource primary functions to CCBS, which will use its portfolio expertise and sales channels to grow Innocent, both on the volume and market share sides of its business

mass retailing in order to promote the selective collection of compostable waste.

The association views this new initiative as a significant contribution to environmentally sound waste management. "The use of certified compostable bioplastic waste bags supports the organic recovery of biodegradable waste," said Hasso von Pogrell, Managing Director of European Bioplastics. "The French agreement can therefore be seen as a role model for other European countries."

in Sweden.

"This important collaboration with Coca-Cola will give Innocent the opportunity to penetrate the Swedish marketplace which would not be otherwise possible. Coca-Cola has been in this business for over 120 years. We will be able to take advantage of all their knowledge. Our modest ten years in this industry may provide some youthful enthusiasm and passion for the cooperation," said Christian Fischer, the CEO of Innocent in Scandinavia.

CCBS will reinforce Innocent's strong brand image in Sweden, said Göran Holm, the company's CEO.

Innocent's fruit smoothie products will complement our existing product offering in a very good way, and we get to position a smoothie in the premium segment of the market," said Holm.

Wild sells shares

AFTER nearly 80 years as a successful family business the German flavours and ingredients company Rudolf Wild GmbH & Co KG has taken the first step to becoming a public company. The owner, Dr Hans-Peter Wild, has sold some shares to asset manager Kohlberg Kravis Roberts & Co (KKR). It has been agreed that the currently successful operational business will continue to be run by the Wild management.

"This strategic partnership will allow us to tap into the capital markets and financing sources that have previously been unavailable to us, thereby driving more rapid growth of our business. KKR is a strong partner with extensive global expertise and will assist Wild in its focused expansion and strengthening of our businesses going forward," said Dr Hans-Peter Wild. In extending its reach, Wild will target foreign markets relying on KKR to support Wild's financial positions and create new growth potential.

Johannes Huth, European head of KKR, said the strategic partnership, "is an innovative type of private equity transaction that will facilitate significant growth opportunities worldwide. We are excited to be Wild's partner of choice during this exciting growth stage."

Wild's fruit preparation businesses in Germany, France and Poland will not be affected by the transaction. Also Deutsche SiSi Werke with its leading brand Capri-Sonne/Capri-Sun and INDAG (Wild's technology centre) will continue to be fully owned by Dr Wild.



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Africa

Juice boom from crisis

WHEN the late 2006 discovery in Europe of a high cadmium level in South African canned pineapples led to near destruction of the developing industry, some people felt that pineapples would at best be a niche business despite the big investment by growers.

Instead, South Africa has focused on the juice potential of pineapples and has rebuilt an increasingly successful business which is regarded as having enormous potential for further development, especially with the international market being strong for quality pineapple juice concentrate.

Following the merger of two processing factories in East London, one of the brand names – Summerpride Foods – was retained and is now used for the juice concentrate, mostly for export.

It's a far cry from the doom and gloom that almost overwhelmed the industry when it was discovered that Chinese fertiliser with an allegedly very high level of cadmium had affected crops throughout the 'Pineapple Country' of the Eastern Cape. This is still the subject of legal action.

The decision to focus on juice, while partly motivated by the loss of confidence by overseas customers in the quality standards of South African canned pineapple, was also driven by reduced plantings as growers destroyed tainted crops. It had the advantage of reducing processing costs enormously; some of the previous product port-



The Big Pineapple at Bathurst, in South Africa's 'Pineapple Country'.

folio had been expensive to process.

Owned by farmer shareholders, Summerpride Foods markets its pineapple juice with an emphasis on the regional fruit's distinctive taste, said to be influenced by the Indian Ocean. Its whiter flesh colour and tarter taste are claimed to help make the juice very similar to fresh pineapple. Growers stretch from Komga, some 90km north of East London, to Alexandria, around 200km to the south.

Funds for TygerBear

SOUTH Africa's Wilde Pressed and Squeezed Fruit Juice partnered with Dieter Voight (pictured), a popular celebrity, to raise funds for the TygerBear Foundation.

Voight cycled between Cape Town and Mossel Bay (also known as Mosselbaai), a heritage city in the Western Cape. Along the way he stopped to talk with pre-planned groups and ad hoc individuals about the TygerBear Foundation for which he is a very active promoter even when not undertaking a marathon cycle.

Voight is a presenter for Pasella, an Afrikaans show on the SABC-2 television channel. In 2007 he was voted Mr South Africa.

Established about a decade ago, the TygerBear Foundation is a non-profit organisation which offers a unique service to treat trau-



matised children including those who have survived illness, neglect, abuse, gang violence and the effects of HIV/Aids. Its integrated psychosocial service was a first in South Africa. The foundation depends on corporate sponsorship and personal donations for funding

Bralirwa IPO

SOFT drinks bottler and brewer Bralirwa is to be the country's first corporate entity to undergo an initial public offering, with 25% of shares to be available for public purchase and trading. As SDI reported last year, the Government of Rwanda has been weighing up the options for partial or full sale of its 30% stake in Bralirwa, whose full name is Brasseries et Limonaderies du Rwanda. It was driven by a desire to stimulate the economy through enhanced investment.

While at one stage leaning towards partial retention of a stake in the company, the government is now selling 5% to Heineken International – raising its majority stake to 75% – and offering the 25% balance to public investors.

Rwanda's capital market is relatively new but is already evolving steadily. Enabling legislation was passed in 2007 and the stock market has been used as a means of raising funds via municipal bonds. Some observers feel that the Bralirwa IPO is likely to be followed fairly soon by other such offers, although probably only a small number in the next year. Cross-listing with other East African stock exchanges is also expected to increase, despite getting off to a fairly quiet start.

As we outlined in earlier stories, Bralirwa last year celebrated its golden anniversary. The company commenced production of the Coca-Cola range under licence in May 1974.

Few operational changes are expected under the new ownership structure. Bralirwa's community support programme, which recently included help in funding bi-nets for protection against malaria, will also continue its pace. The funds will enable a Rwandan textile company, Utexrwa, to make at least 140,000 of the bed nets and to develop a commercial trade for both domestic and export markets.

In brief...

- Mosvipo, a new water bottling plant at Mazozo, in Angola's Bengo province, is now fully operational. It packages water under the Cristalina brand, drawing from an on-site spring. The plant is owned by Mostratus, a Portuguese group, which invested some US\$25 million in the facility.

- South African market research commissioned by PhytoTrade Africa found that consumers were motivated by their knowledge and understanding of natural products. However, the relative costs of natural and organic products were seen as a barrier, as was the lack of product availability. PhytoTrade Africa is the Southern Africa trade association of the natural products industry, including natural drinks and beverage ingredients. It has been active of late in promoting the benefits of baobab fruit.

Coke sponsors Nigerian football

DEVELOPMENT of football in Africa at all levels from grassroots to national – regional, too, and international, although in different ways – owes much to the sponsorship and active involvement of both Coca-Cola and Pepsi. Coke has furthered this laudable trend by committing itself to a five year support package for the Nigeria Football Federation.

The substantial funding contract is complemented by an agreement for the supply of product and other goods in kind. Coca-Cola's sponsorship takes over from Globacom, a telecommunications group, but is much larger than the previous arrangement.

Involvement with the Nigeria Football Federation was nothing new for Coca-Cola, noted Austin Ufomba, the regional Executive Director Marketing. He pointed out that Coca-Cola and the federation had been working together for many years, notably in Coca-Cola's sponsorship of the NFF Cup.

Coca-Cola decided to offer a more substantial sponsorship package than had been available in the past because of the growth of football in Nigeria and the federation's success in improving football skills and standards. As well as thanking Coca-Cola, Nigeria Football Federation officials acknowledged the substantial assistance given to football by the Federal Government.

Rooibos tea kicks for goal

JUST as South Africa's tourism industry is hoping to leverage the 2010 FIFA World Cup exposure to draw more visitors over the next few years, the country's food and beverage industry is also eyeing with optimism not only the benefits of the football fan influx but also the possibility of building on interest in South Africa for ongoing international sales.

The South African Rooibos Council, for instance, is not only continuing a domestic promotion launched last year but also undertaking a campaign in Germany, where rooibos tea sells strongly.

Rooibos is popular in South Africa as an iced tea variant as well as for making hot beverages. Production of rooibos is likely to expand this year, with the expansion of a processing facility at Niewoudtville, Northern Cape. When the project is complete, it will be the second largest rooibos production unit in South Africa.

The project has been driven by the Northern Cape Department of Agriculture to support emerging and commercial farmers in the area, nearly 120 of whom have become shareholders.



Rooibos bushes, photo: Winfried Bruenken.

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Middle East

Beyti changes ownership

IN Egypt the Beyti brand enjoys both a strong market profile and an excellent reputation for high quality in juices, dairy beverages, yoghurt and cheese. Ownership moved recently to International Dairy and Juice Limited (IDJ), the joint venture operation which has been on the acquisition trail since formation – last year it bought a 75% stake in Teeba, the Jordanian dairy and juice producer and distributor.

IDJ is 52% majority owned by PepsiCo, with the Saudi-based Almarai group holding the balance. Almarai is a major dairy and juice player in the KSA and UAE and has been extending its influence through both expansion of its own operations and the joint venture company.

Beyti, established in 2005, was originally owned by a prominent Egyptian businessman, Mohamed Sheta. It is Egypt's second biggest milk producer.

In October last year Beyti was bought by Almarai. The deal included land which IDJ intends to use for new dairy and juice production facilities. Almarai transferred Beyti to IDJ with no surcharge on its original purchase price. The name Beyti translates as 'home-made', reflecting the wholesome nature of the products.

"The acquisition of Beyti is an important step for our joint venture with Almarai," said Saad Abdul-Latif, Chief Executive for PepsiCo Asia, Middle East and Africa. "Beyti's dairy and juice brands build on our commitment to world-class quality while addressing consumers' needs for nutrition as well as fun and refreshment."

IDJ intends to identify further juice and dairy investment opportunities in the Middle East, Africa and Southeast Asia, at the same time developing those it has already secured.



Beyti beverages have a strong market presence.

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Jadwa buys GUFU stake

IN Saudi Arabia, Jadwa Investment has acquired what is described as "a substantial equity stake" in Gulf Union Foods Company, usually referred to as GUFU.

GUFU is a major Saudi producer of juices, nectars and flavoured drinks; its products are sold not only throughout the kingdom – where it operates a fleet of 120 sales trucks – but also in many parts of the Middle East and North Africa, as well as Canada, the UK, India and elsewhere.

Ahmed Al Khateeb, Jadwa's Managing Director and Chief Executive, said the purchase was "consistent with Jadwa Investment's strategic objective of acquiring substantial equity stakes in promising companies". He praised GUFU's "strong and talented management team" for building the

company up so successfully.

"We are delighted to work with them in the next phase of the company's growth and expand the business to become a regional food and beverage company. Our goal in the next phase of the company's growth is to expand the business operationally so it becomes the market leader in the Saudi food and beverage market."

Suleiman Al Rushudi, GUFU's Chairman, said that "the technical and financial ability of Jadwa, along with the manufacturing expertise of GUFU, will further enhance and optimise our operations in various fields. GUFU considers this business association with Jadwa as an opportunity to benefit from each other's expertise and diversify in other related businesses."

Jadwa Investment is a Saudi closed joint stock company operating under the supervision of the Saudi Arabian Capital Markets Authority. All its investment services are Shariah-compliant.



Left to right: Suleiman Saleh Al Rushudi, Saad Ibrahim Al Mushawah, Abdulrahman Abdulaziz Al Gassim and Ahmed Agil Al Khateeb celebrate equity acquisition.

Iraqi bottler might go private

IN another step towards a market rather than a government-driven economy in Iraq, the directors of the Baghdad Soft Drinks Company have been considering the possibility of taking the company private. The Pepsi bottler is at present listed on the stock exchange, with the government still holding a stake.

Baghdad Soft Drinks Company has, to a large extent unwillingly, had a colourful corporate history. It became Iraq's Pepsi franchisee in 1984 but this arrangement was terminated when international trade sanctions came into effect in 1990. One of Saddam Hussein's vicious sons, Uday, bought a stake in the company and caused huge problems.

Later the company was involved in pro-

ducing cola with syrups sourced from other than official channels. Many retailers and other entrepreneurs sourced Pepsi stocks from external markets, leading to chaotic market fragmentation. In 2003 the previous Managing Director, Hamid Jassim Khamis, returned to take management control again and in 2004 a new franchise was signed with PepsiCo.

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Ingredients highlighted at Gulfood 2010

EVER since its inception 15 years ago, Gulfood has been recognised as not just a key Middle Eastern regional event for the global food and beverage industry – vital as that is, given the ongoing market expansion and diversification – but as one of the world's most significant specialist trade show series. This is partly because of Gulfood's strategy of ranging comprehensively within the parameters of the food and beverage sector, focusing on ingredients and service as well as on production, marketing and sales.

Ingredients Middle East, which enjoys an increasingly high profile, runs concurrently with Gulfood, as one of a family of shows. Also under the Gulfood umbrella is Restaurant and Café Middle East, helping deliver to buyers and vendors alike a 360 degree industry offering. The shows run from 21st to 24th February at the newly expanded Dubai International Convention and Exhibition Centre, a leading world-class venue.

Among new developments is the first Gulfood Conference. Helal Saeed Almarri, Chief Executive of the Dubai World Trade Centre which organises Gulfood and Ingredients Middle East, says the conference "has enormous value for companies who want to meet and learn from experts, business leaders and market analysts. Not only will the Gulfood Conference provide valuable industry insight to allow companies to build a more profitable



business, it will also offer practical tools for invigorating, expanding and launching new business channels."

Dubai International Food Safety Conference will run in tandem with the Gulfood Conference. Organised by the Dubai Municipality, this will address food safety issues, regulations and best practices.

Trixie Loh, Senior Vice-President for Dubai World Trade Centre, says that Gulfood 2010 will be "turning the spotlight on the trends and developments breaking ground at the start of a new decade. The recovery of the global market and the continued growth of the Middle East region for the food and beverage industry is a key trend that we are delighted to be supporting."

Themes and trends

Other trends to be highlighted include food and beverage traceability along the production, processing and distribution chain; authenticity in ingredients and presentation; the strategy of 'keeping it sweet and simple'; incorporating ideals, with emphasis on halal

In brief...

- Coca-Cola was the official drink and Nadeq the official juice at the Qatar National Day Cricket Tournament, organised by the Lagaan Cricket Club. Tournament winner was the CCTC team, representing a well-known firm of engineers and contractors; they triumphed over a team from the Commercial Bank of Qatar. CCTC's Khurram Shazad took man-of-the-match and fellow team member Mohammed Boota was named man-of-the-series.

- PepsiCo Jordan has signed a new agreement with the General Union for Workers in Food Industry with the aim of improving economic conditions and living standards for the company's work team. "We take great pride in being able to maintain a stable work environment for our employees despite the economic upheavals and challenges that most economic sectors are experiencing," said Sufian Salman, Director of Human Resources and Corporate Affairs for PepsiCo Jordan. He praised the union which, he said, "has played an important role in enabling us to maintain the positive internal environment that we are proud of".

- In Bahrain, both Coca-Cola and Pepsi have been co-operating with the Ministry of Industry and Commerce which decided to investigate the bottlers' announcement that price increases could not be avoided. Small CSD cans and bottles increased from 100 to 150 fils in January, while 2.25 litre family bottles went from 400 to 500 fils. Both companies have been at pains to explain that they absorbed earlier rises in raw material and processing costs, as well as ignoring the effects of inflation. In the end, they said, a price rise became inevitable.

- Prices have also risen in Saudi Arabia, to SR1.50 from SR1 and to SR5 from SR4. While there were a few negative comments from consumers, people in the KSA mostly seemed willing to accept that the soft drink producers had not hiked retail charges for a lengthy period. Coke and Pepsi spokespeople made similar comments to their counterparts in Bahrain, explaining that cost increases had previously been absorbed and that no adjustment had been made for inflation.

foods and beverages; population paths; the power of packaging; and energy delivery, including non-alcoholic energy drinks. Several energy beverages will be featured at Gulfood 2010.

Ingredients Middle East will reflect the 'trends and developments' approach. For example, note the organisers, the growing levels of interest in hot and spicy flavourings will be seen for beverages as well as foods, with spice being added to colas, teas and coffees. Continuing, and growing, interest in pomegranate not only as a juice but as a flavour in other drinks will be among the other trends reflected on vendor stands. Another likely theme will be the growing tendency towards more complex and sophisticated flavour combinations.

Exhibitors at Ingredients Middle East – there are more than 160 of them – are listed on the helpful and easy to use Gulfood website. Another new feature of Gulfood this year is the Gulfood Majlis Club, a commercial networking platform for senior industry professionals.

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India

PepsiCo seeks approval for investment

PEPSICO India Holdings Pvt Ltd has applied to the Foreign Investment Promotion Board (FIPB) to invest an additional US\$200 million (around Rs 9.5 billion) as equity in its Indian operations. The Department of Industrial Policy & Promotion (DIPP), in its communication to the board, has already cleared the proposal saying that it has no objection.

However, the FIPB, it is learnt, has recommended approval for PepsiCo's investment plans, which are spread over three years. Sources pointed out that the proposal is yet to get the Finance Minister's approval.

In addition, the proposal may also require the approval of the Cabinet Committee on Economic Affairs (CCEA), sources said.

In 1994, PepsiCo India Holding was granted an approval to establish a 100% holding company that would invest in an Indian subsidiary company, or in a joint venture, or directly engage in certain business activities.

Coffee chain invests

CAFÉ Coffee Day (CCD), the retail coffee restaurant chain, is planning to invest around Rs 1.5 billion (US\$31.25 million) this financial year to grow its number of outlets from 850 to 1,000.

The company is also undertaking a major facelift and has unveiled a new logo to represent the chain. In addition CCD has introduced a new 'smart' menu card, designed to facilitate an interactive and enhanced customer service.

CCD Director Alok Gupta said the company has been talking to a lot of people about what they would love to see in a café and the new Café Coffee Day look and feel is expected to give customers a more enjoyable experience. The new menu is tailor-made, keeping local taste-buds and preferences in mind.

Café Coffee Day is a chain of coffee shops with headquarters in Chikkamagaluru, in the southern Indian state of Karnataka. A division of Amalgamated Bean Coffee Trading Company Ltd, (ABCTCL), it is commonly known as Coffee Day or CCD. It opened its first cafe in 1996 on Brigade Road in Bangalore, and today is the largest cafe retail chain in India.

Four new plants planned

IDENTIFYING India as a rapidly growing market, PepsiCo has announced plans to inject an estimated Rs 7 billion (US\$145.8 million) to set up four new plants in the country by 2012. However, the company has yet to finalise the locations.

While announcing the investment proposal, PepsiCo India Chairman Sanjeev Chadha said that going forward, over the next three years, the company would certainly be putting up new plants.

Chadha, who took charge as the PepsiCo India head three years ago, said there would be three new beverage plants and one food plant. But he did not specify the quantum of investment involved. He said, on an average, it costs US\$30 million to set up a beverage plant and US\$50-60 million for a food plant.

Since its entry in India 19 years ago, PepsiCo has invested over US\$1 billion in the country. This includes US\$600 million that is being invested.

Meanwhile, recognising the importance of the Indian market, Indra Nooyi, PepsiCo's global Chairman and CEO said, "For food processing companies like us, India represents one of the top three markets in the world."

She added that the company would continue to focus on products and solutions for India. "You cannot just import Western solutions to India. You have to crack solutions which are right for India, right for the people, right for the country and right for the farmers."

The PepsiCo chief said that India had been selected as the venue for this year's annual board meeting of the multinational to familiarise directors with the situation in the country.

Indian leg of world tour

FOOTBALL's greatest prize kicked off the second leg of its global tour with a stop in India. Having visited 50 African nations, travelling more than 72,000km, the FIFA World Cup Trophy Tour by Coca-Cola has continued its five-continent journey to another 33 countries around the world.

The tour, which began its journey from the FIFA Headquarters in Zurich, Switzerland, on 21st September, 2009, is visiting 83 countries travelling in total 138,902 kilometres (86,304 miles) or more than three times the circumference of the Earth. The Trophy Tour was developed through an exclusive partnership between FIFA and Coca-Cola, a FIFA Partner and one of the organisation's longest-standing corporate partners. During the tour fans are given the

Success for first Food & Drink Expo

AN international line up of exhibitors met with India's foremost food and drink professionals at the International Food & Drink Expo India held in December 2009 in New Delhi at the Pragati Maidan. Over three days, visitors were able to sample a wide variety of cuisines, beverages and innovative new products and services available to the Indian market.

Mr Ashok Sinha, Secretary, Ministry of Food Processing Industries, officially opened the show before joining the line up of expert speakers and delegates at the Business Forum where the hot topics facing India's food drink and hospitality industry were discussed.

Large country pavilions from Italy, USA and Australia were joined by exhibitors from France, Bulgaria, Canada, South Africa, Spain, Thailand and India, showcasing products ranging from quality fruit and vegetables to fine wines and non-alcoholic beverages.

Demonstrating the US commitment to grow their food and drink exports to the Indian market, the US Ambassador visited the event. Speaking with each company individually, the Ambassador was able to see and taste the products on display, including those on the popular Southern United States Trade Association stand.

Summing up the overall sentiment of exhibitors, The SCS Group said "We made good contacts and it was a lovely experience", while Beverage Holdings commented that "the exhibition for us has been a great success. Modular tanks gained "some really serious enquiries from local manufacturers and gained knowledge on the India Food and Beverage industry". Chaski International commented on the "great attendance and lots of good business leads too".

The 2nd International Food & Drink Expo India 2010 will take place from 2nd to 4th December 2010 at Pragati Maidan, New Delhi.

www.softdrinksinternational.com

chance to enjoy a rare close-up view of the authentic FIFA World Cup Trophy.

Free tickets to the 2009/10 Trophy Tour are available to consumers via Coca-Cola promotions in countries on the route. At events in each city, fans will have the opportunity to have a souvenir photo taken of themselves with the trophy, view a special 3-D movie showcasing memorable moments of the FIFA World Cup, and participate in interactive displays .

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Ingredients Middle East is open to trade and business professionals only. Persons under the age of 21 will not be permitted entry.

Asia Pacific

Changbai sale

A CONTROLLING share in a specialist Chinese producer of blueberry soft drinks, health care products and honey-mixed products has been purchased by China Organic Agriculture in a show of confidence for blueberries' high potential demand.

Changbai Eco-Beverage Co is relatively new, having been formed only in May 2008, but in calendar 2009 experienced very good sales, with strong pointers to further growth.

China Organic Agriculture, an agricultural products trader and distributor based in Liaoning province, plans to use its national distribution network to boost sales of Changbai products.

"We believe that the opportunities in the blueberry industry are enormous as blueberry-based products will become increasingly in demand in China, with the growing interest in healthy food alternatives," said Li Jinsong, Chief Executive of China Organic Agriculture. "Changbai is well positioned to serve this market and to benefit from this growth. China Organic Agriculture's distribution network and broader-based relationships will enable Changbai to expand its business and more quickly penetrate this growing market."

Funding for Georgian expansion

THE European Bank for Reconstruction and Development (EBRD) has made a US\$12 million loan to a Georgian mineral water and food processing company, Margebeli JSC. The funds will be used partly to expand bottled water production – under the Healthy Water brand – and partly to build up local output of canned foods to replace imported lines. The project includes installation of more energy-efficient equipment, implementation of an irrigation system and the insulation of water pipes.

"The EBRD is pleased to support the development of Margebeli, helping it to explore the huge potential of the Georgian agricultural sector," said Gilles Mettetal, the bank's Director for Agribusiness. "This investment will have a positive demonstration effect, outlining the benefits of energy-efficient production, and will support Margebeli in its drive to become a strong, vertically integrated business."

As reported in the past, EBRD has long been very active in supporting the development of soft drinks production infrastructure.

Yakult growth continues

YAKULT Honsha, the Japanese producer of lactic acid beverages whose iconic packaging has helped the brand achieve a high international profile, has indicated plans to increase its operations in Asia and elsewhere. This will include the development of a third factory in mainland China, where sales grew significantly in 2009.

Yoshihiro Kawabata, the Senior Managing Director in charge of international opera-

tions, told Reuters recently that Yakult Honsha was also considering expansion of production capacity in other key Asian markets such as Indonesia and the Philippines. It was also eyeing the Middle East, he noted. And a US plant is in the planning process, as Yakult expands distribution which is currently focused largely on the West Coast.

Yakult began in its global sales blitz in a relatively small way in the 1960s, distributing in Taiwan. Introduction of the brand to Brazil, with its large Japanese ethnic population, was the next major move (in 1966) and now Yakult is sold in 31 countries.



Yakult flavours, Singapore. Photo: Dezzawong.

Extreme Sailing Series Asia

RED Bull Extreme Sailing Team's Roman Hagara and Hans-Peter Steinacher managed to fight their way into second spot of the overall standings on the last day of the Extreme Sailing Series Asia's Singapore event,

contested on Marina Bay.

A good tally that day – a first, two thirds and then a second – brought the team into running with the eventual Singapore winner, Oman Sail Masirah, but the possibility was wiped out by stormy conditions and heavy rainfall which cancelled the final, double points, race. The Red Bull team were not too disappointed, having improved immensely on their sixth placing in Hong Kong.



Hagara and Steinacher in action on Marina Bay, Singapore.

Fiji Water to Haiti

THE South Pacific nation of Fiji might not be very well known to most people in Haiti but the water that bears its name certainly is. Fiji Water's US staff worked with the US Navy and other military forces to get stocks of the distinctively-shaped bottles to Haiti following the devastating earthquake.

While many other soft drink producers in the Asia Pacific region were forced by the tyranny of distance – and the complicated logistics of infrastructure-challenged Haiti – to send donations of cash rather than bottle stock, Fiji Water was keen to deliver its product as well as contributing cash.

Within hours of the disaster, US-based Fiji Water managers were in touch with military logistics offices. Told that their water would be welcome if they could get it to Fort Bragg, North Carolina, they rapidly organised a convoy of eight trucks carrying 150 pallets. Marked 'For Humanitarian Aid Only', to ensure it got quickly to people on the ground, the Fiji Water bottles were mostly delivered by helicopter to makeshift landing grounds in Port-au-Prince and elsewhere in the country.

Brands from the US, Latin America and elsewhere were also choppered in, along with



Photo credit: Daniel Barker, US Navy.

the military's own bottled water stocks. Other bottles were sourced from emergency warehouses run by non-profit organisations, including the Red Cross.

Japan's Suntory Holdings chose a substantial donation via the Red Cross as its most effec-

tive way to help. And Fiji Water gave money and other assistance to Partners in Health and other groups which had been active in Haiti prior to the earthquake and which were likely to continue delivering humanitarian services on an ongoing basis.

In brief...

- China Haisheng Juice Holdings has announced in a statement released on the Hong Kong Stock Exchange that it has entered into a settlement agreement to end legal proceedings in both British and Chinese courts. These complicated - and expensive - actions involved foreign exchange contracts, with a variety of allegations made by both parties to the proceedings. A key feature of the settlement is that China Haisheng Juice Holdings is paying US\$7 million to the US investment bank with which it was embroiled litigiously.

- Coca-Cola Amatil Fiji has decided to remove all full-sugar carbonated soft drinks from primary school vending machines this year, in line with corporate policy. The move was praised by Fiji's Consumer Council whose Chief Executive, Premila Kumar, said it hoped other soft drink suppliers would not view it as an opportunity to replace the withdrawn lines with their own products. The council would be monitoring schools closely throughout 2010 to guard against this happening, she said.

- Bickford's Australia, a family-owned South Australian soft drinks bottler which is building a significant export business to complement its long-established Australian domestic sales, will be exhibiting at Gulfood 2010. In business since the 1870s, Bickford's has steadily expanded its product portfolio from traditional cordials to now also include premium adult-oriented carbonates, the Esprit range with 5% fruit juice, old-style sodas, essences, flavoured waters and premium juices.

- China's SkyPeople Fruit Juice says that, following solid year-on-year growth in 2009, it anticipates increasing sales and profits further in 2010. This is expected to be driven by enhanced distribution of its high-margin Hedetang brand of juices, capacity expansion and increased orders of concentrates from domestic and international customers as global markets rebound.

- An agreement between Suntory (Shanghai) Foods Marketing and PepsiCo (China) will see PepsiCo (China) distribute the Suntory Rich ready-to-drink dairy beverage. Two flavours are covered by the new agreement, which extends an existing partnership. Initial distribution will be in Guangzhou and Shenzhen. Further joint activities in the soft drinks sector are likely if this deal proceeds as anticipated.

- Pepsi-Cola Products Philippines has advised the Philippine Stock Exchange that it is expanding its Northern Mindanao production facility to boost its non-carbonated beverages output. Non-carbonated lines are doing very well in the sprawling Metro Manila region, and in some other parts of the country; Pepsi-Cola Products Philippines is keen to expand availability more widely. "Pepsi has passed a resolution approving the addition of a production line at its Cagayan de Oro plant," said Rosario Nava, the Corporate Secretary. In the past two years the company has worked hard to expand production of both carbonate and still products at some of its 11 plants.

Liquid flavours plant operational

SYMRISE's new Singapore plant for the production of liquid flavours signals the company's intention to develop its presence in South East Asia significantly over the next few years, building on the regional growth already achieved. Further investment in Singapore has been confirmed, for research and new product development as well as production.

"With this investment, we are substantially improving our competitiveness in the Asian region," said Declan MacFadden, Symrise's Asia Pacific Region President for Flavours. "In the future, our capable team will be able to respond to the needs of our customers better, more quickly and more flexibly by being local."

At the opening of the new plant, Symrise Chief Executive Heinz-Jürgen Bertram described Singapore as "a highly innovative market and, therefore, an ideal location for trend-setting technology". Singapore's "very dynamic economy and highly skilled workforce were decisive factors for investing further here," he noted.

Symrise opened its first Singapore facility in 2008. Construction of the new plant was undertaken in association with the Singapore Economic Development Board.

Americas

Million dollars help for Haiti

JANUARY'S devastating 7.0 earthquake in Haiti prompted a widespread mobilisation of aid and a global outpouring of support as the poorest country in the western hemisphere found itself in crisis.

Three leading US soft drink companies responded immediately with million dollar donations.

The Coca-Cola Foundation donated US\$1 million to the American Red Cross to assist with emergency relief efforts. In addition, its bottling partner in the Dominican Republic provided on-the-ground relief with water and other Coca-Cola beverages.

The US\$1 million grant to the American Red Cross offered immediate relief and long term support through supplies, technical and financial assistance, and other support to help those in need.

Coca-Cola has sold its products in Haiti since 1927. More than 800 people work for its bottling partner, Brasserie de la Couronne, on the island. The bottling plant received limited structural damage.

The PepsiCo Foundation, too, donated US\$1 million to the earthquake victims. The company provided Quaker products as well



as bottled water and Gatorade for the disaster victims through its bottlers in Florida and the Dominican Republic.

Of the US\$1 million, the PepsiCo Foundation committed \$500,000 for humanitarian relief to be allocated to three of its strategic partners, including the American Red Cross (to be earmarked for Red Cross partners operating in Haiti), Save the Children and Friends of the World Food Programme.

The remaining US\$500,000 of the pledge was designated to support longer term rebuilding efforts designed to strengthen Haiti's infrastructure and limit significant damage from future disasters.

With 2 million people in Port-au-Prince and surrounding areas without potable water, Nestlé Waters North America donated US\$1 million in bottled water products to support disaster relief efforts and communities affected by the earthquake. The company identified, accessed and arranged shipment of bottled water resources from nearby locations in the Caribbean islands, and Nestlé Waters plants in the United States.

An initial donation included products from Nestlé Waters' Nestlé Pure Life purified water; and the Poland Spring, Zephyrhills and Acqua Panna spring water brands.

One-stop shop to test pack

MOCON Inc of Minneapolis has established Advanced Packaging Solutions, describing it as a one-stop approach for the analysis of food, beverages, pharmaceuticals and related packaging from raw material to transport to shelf life.

"Historically, brand owners who needed different types of testing services would have to engage more than one company. For example, if you wanted to study food deterioration and shelf life, you would typically go to two places. For transportation concerns you would need a third service. This resulted in a longer testing timeline and much less coordination/ integration between testing phases and partners," said Alan Shema, Product Manager for Consulting/Testing Services.

The facility, says Mocon, goes beyond existing services of barrier analysis, headspace, water vapour, leak detection, burst, creep, hot tack, seal strength, coefficient of friction and vacuum decay, providing a one-

Water safety explained

IN ORDER to provide consumers with the facts about the regulation and safety of bottled water and tap water; the International Bottled Water Association (IBWA)'s consumer website, www.bottledwatermatters.com, has released a new, two-and a half minute YouTube video, entitled 'How Safe is

stop-shop for virtually any type of testing which can impact shelf life.

• In further news, the company has expanded its free educational webinars on package testing to include online classes in Spanish, Chinese and English. "Because Mocon's instruments are used worldwide, it makes sense to offer our popular educational webinars at a time and in a language that better suits the international participant," explained Guy Wray, Marketing Manager. "Also, to better support the growing global market, we recently established testing labs in Germany, India and China."

Bottled Water?" which highlights the key similarities and differences between bottled water and tap water regulations.

"We are hearing misinformation about the regulation and safety of bottled water and we produced this video to set the record straight," said Tom Lauria, IBWA's Vice-President of Communications. "Activists want you to think that bottled water is not as regulated as tap water; but this couldn't be further from the truth. In fact, bottled water is one of the most stringently regulated of all foods and beverages on US shelves."

In the *How safe is Bottled Water* video, a well-informed teenager checks the facts out for herself and then spells out the similarities and differences between the US Food and Drug Administration's bottled water regulations and the Environmental Protection Agency's regulations for tap water. By law, the US Food and Drug Administration must be as protective of public health as tap water standards. This teenager concludes by directing people to the Center for Disease Control and Prevention website where people will see that tap water is responsible for millions of waterborne illnesses, while bottled water is responsible for none.

Further threat of tax

NEW Yorkers Against Unfair Taxes, a coalition formed in opposition to taxes on food and beverage products, has announced its disappointment in Governor Paterson's proposal to place a tax on sugar sweetened beverages of 12 cents per 12oz can. This tax would be more than nine times higher on a 12 pack of non-alcoholic beverages, like soft drinks, than the state tax on a 12 pack of alcoholic beverages, like beer.

The coalition's members agree that this is not the time to tax the groceries of "hard-working New Yorkers. Last year Governor Paterson claimed to have heard the voices

of the New York people, but once again he is trying to fix his budget problems by taxing New Yorkers and putting thousands of in-state jobs at risk," the coalition stated.

"New Yorkers are struggling to make ends meet in this economy and we shouldn't bear the burden of fixing the Governor's budget problems," said Nelson Eusebio, Chairman of New Yorkers Against Unfair Taxes. "Another tax will be detrimental to hardworking New York businesses and residents."

According to the coalition, the beverage industry currently supports thousands of well-paying jobs in New York, totalling some US\$6.7 billion in wages. The non-alcoholic beverage industry in New York State has a direct economic impact of US\$7 billion per year and supports an additional US\$18 billion in economic activity.

European support for Brazilian show

FISPAL Tecnologia, South America's principal food and beverage processing trade show which takes place from 8th to 11th June 2010 in São Paulo, is being joined this year by Messe Düsseldorf GmbH, (organisers of Interpack) as its partner.

Fispal 2010 will mark the 26th time that it has taken place. The last Fispal, which took place in June 2009, was attended by some 61,000 visitors and 2,100 exhibitors from Germany, Italy, France, Spain, Turkey, Argentina, Brazil, Chile, Mexico, Peru, Taiwan, India, the USA, the United Arab Emirates

and China. It is one of the largest trade fairs in the packaging sector worldwide.

The fair will feature presentations of the latest technological innovations in the fields of packaging, processing and logistics, with automation processes, measurement and control technology, industrial automation, packaging design and labelling being the main themes in the halls. It will also provide an opportunity to exploit synergies with the food industry, at International Food Week, which will be held in parallel to Fispal at the same venue.

As a partner of BTS/BrazilTradeShow, Messe Düsseldorf will provide support to European companies attending Fispal, including offering assistance with preparation and stand construction.

Nation's veteran celebrates

DR PEPPER, America's oldest major soft drink, (Coca-Cola was invented in 1886) has begun its 125th anniversary celebrations. Since its modest beginnings in 1885 created by Charles Alderton at Morrison's Old Corner Drug Store in Waco, Texas, the drink formerly known as the 'Waco' has grown into a famous international brand.

After it was first poured, Dr Pepper proved so popular that other soda fountain operators began buying the syrup from the Old Corner Drug Store. In 1904, Dr Pepper made its nationwide debut when it was introduced to almost 20 million people attending the World's Fair Exposition in St. Louis. Today consumers can choose from 23 flavours of Dr Pepper's unique taste. Diet Dr Pepper was introduced to consumers in 1963, and followed by permanent and 'limited edition' offerings.

"Dr Pepper has an unrivalled taste and a maverick spirit," said Tony Jacobs, Vice-President of Marketing for Dr Pepper. "Starting out 125 years ago as a regional drink, Dr Pepper has expanded into a revered national

brand by connecting with consumers because of its unique taste and the brand's dedication to making emotional connections with its consumers."

Throughout this year, Dr Pepper will undertake a range of activities to mark the 125 years. This month sees a new advertisement for Dr Pepper Cherry aired during the Super Bowl XLIV. Plans include downloadable content for consumers on DrPepper.com, as well as engaging with consumers via Facebook and Twitter.

"We always try to connect with our consumers in a meaningful way, so we're thrilled to celebrate our 125th birthday with our fans all year long," said Jacobs. "We want Dr Pepper-lovers everywhere to know that we are committed to providing the same great taste experience that they've come to expect from Dr Pepper for many years to come."

The company reports strong brand performance in recent years. Dr Pepper grew US volume an average 4% per year over the last 20 years. As a result, Dr Pepper is currently the fourth best-selling soft drink brand in the country.



Luminometer line acquired

CHARM Sciences has acquired the MLX Microplate Luminometer product line from Dynex Technologies, Chantilly, Virginia. The acquisition includes full global rights to the MLX luminescence instrument line which will now be manufactured at Charm's headquarters in Lawrence, Massachusetts. The MLX will be integrated with Charm's EPIC (End Product Indicator Charm) product line.

"Growing consumer demand for fresh-tasting food and beverage products and longer shelf life, ensures the EPIC system has a unique role for UHT/ESL manufacturers to produce a safe product with faster release through the distribution chain," said Donna Stearns, Charm's EPIC Product Manager. EPIC has been successfully applied to nutraceutical beverages.

The acquisition is designed to bring faster product release to the industry by coupling a sensitive microplate luminometer with innovative luminescence solutions.

R & D facility opened

PEPSICO has opened a new research centre in New Haven, Connecticut, to focus on the development of healthier food and beverage products. The company will also fund a graduate fellowship at the neighbouring Yale School of Medicine to support research related to nutritional science. This is PepsiCo's ninth global research centre, part of its wider objective to improve the nutritional profile of its products.

Dr Mehmood Khan, PepsiCo's Chief Scientific Officer (and endocrinologist), said: "Ultimately, we're trying to make it easier for consumers to lead healthier lifestyles. We're confident that the work we'll be doing in New Haven, in collaboration with some of the world's best scientists, will lead to advancements in nutrition and health for people across the globe."

Further Pepsi buy

THE Pepsi Bottling Group (PBG) has signed a Letter of Intent to acquire Pepsi-Cola Bottling Co of northern California. The origins of the Yuba City-based company date back to 1944, when John Cary, Sr purchased the local Pepsi-Cola franchise. It has been a successful family-owned and operated business ever since, with John Cary II serving as the company's President since 1989.

The transaction is expected to be completed during the second quarter of 2010. Financial terms were not disclosed.

Ingredients

Natural β -Carotene

DSM Nutritional Products has launched CaroCare Nat. β -Carotene 10% CWS Star, describing it as "a state-of-the-art, high performance, natural-source β -carotene formulation" for the colouration and fortification of food and beverages. It is said to be particularly suited for use in ready-to-drink beverages where it offers ease of use, guaranteed colour intensity, superior stability for enhanced appearance and the health benefits of β -carotene.

CaroCare Nat. β -Carotene 10% CWS Star is an easy to handle, free-flowing, non-dusting powder which disperses immediately and smoothly in cold water. It is suitable for vegetarian use and is free from any of the allergenic ingredients listed in Annex IIIa of the EU Directive 2003/89/EC and the US Food Allergen Labeling and Consumer Protection Act (FALCPA) of 2nd August 2004.

John Biggs, Global Marketing Manager Beta Carotene, DSM Nutritional Products,



said: "This is a valuable addition to our successful carotenoids range. It is the ideal choice for manufacturers looking to respond to the growing consumer trend for natural-source ingredients. Offering the highest quality natural source β -carotene available today, this latest CaroCare product delivers clear benefits in use as well as potential health benefits.

"By combining colour, ProVitamin A activity and antioxidant properties, CaroCare Nat. β -Carotene 10% CWS Star offers food – and particularly beverage manufacturers – a versatile and effective ingredient which can be used to positive effect in numerous formulations."

Three-way slimming concept

FRUTAROM, the flavour and ingredients company, is using combinations of natural ingredients in its new 'Frutarom goes slimming' campaign. The concept comprises a triple activity approach: first, to reduce food intake by reducing the glycaemic response of products, suppressing appetite and achieving a prolonged feeling of satiety; second, to reduce food absorption; and third, to promote fat burning, inhibit body fat formation and enhance physical endurance.

Using its range of natural slimming ingredients, Frutarom maintains all three approaches can be combined resulting in a wide range of formulation possibilities.

Frutarom has selected those natural health ingredients which are scientifically proven to support weight management and promote weight loss. The patented green mate leaf extract Finomate, for example, suppresses the appetite, reduces fat absorption, increases fat-burning and enhances physical endurance. Its efficacy and safety have been clinically tested in a randomised, placebo-controlled, double-blind trial with 60 overweight female volunteers. The results showed that Finomate mediates weight loss by specifically reducing body fat mass and body fat percentage.

Another is FenuLife a deodorised galactomannan fibre from fenugreek. Due to its singular 1:1 ratio of galactose to mannose, it has a higher water binding capacity than other fibres, which means that FenuLife is able to

slow down gastric emptying and prolong the internal passage of food. In addition, it decreases the absorption of glucose, resulting in a reduced glycaemic response. Hence, it has a positive influence on feelings of satiety, confirmed by the results of a randomised crossover study with obese volunteers.

ASCOP is a brown seaweed extract with a high polyphenol (phlorotannins) content. It is 100% natural, free from additives and preservatives and water soluble. ASCOP induces a feeling of satiety, reduces fat and glucose absorption and increases fat burning. The extract's efficiency is based on its three-fold inhibition of enzymatic activity (Alpha-amylase, Alpha-glucosidase and lipase) and its ability to act as a pepsin booster. These properties lead to a direct reduction of caloric uptake and to indirect effects on fat storage and satiety (via blood sugar regulation). This activity profile has been confirmed by in vivo and in vitro studies.

Unroasted green coffee bean extract from *Coffea Arabica* may also be a useful weight management tool. The ingredient's chlorogenic acid and its related compounds are the keys to promoting conversion of stored fat into energy which burns off, delaying glucose absorption and increasing the thermogenic potentiality of adipose tissues. Thus, when combined with a healthy lifestyle, green coffee bean extract may provide an effective way of helping dieters manage their weight.

Finally, the ingredients Pomactiv and Pomelite are bioactive extracts from apple which contain active apple polyphenolic components and apple fibres respectively. The active polyphenolic components consist of chlorogenic acids, which reduce glucose

Going for gold

BENE-Orafti's factory in Oreye (pictured opposite) has been awarded a higher level International Food Standard (IFS) certification by ISACert Belgium following an audit which showed that the company had successfully fulfilled the criteria required to demonstrate product safety across all of its product lines.

The company was awarded the higher level certificate having achieved a rarely given score of 97%. Beneo-Orafti says the certification, recognised by Global Food Safety Initiative (GFSI), will set it apart from its direct competitors, who have yet to achieve such an accreditation.

Dominique Speleers, the company's Managing Director, said, "This is a significant benchmark for us and a very important signal to our customers that Beneo-Orafti is dedicated to ensuring its products meet the highest standards. Needless to say we will be striving for a perfect score next year."

Good manufacturing recognised

US INGREDIENTS supplier Kemin Health LC, a division of Kemin Industries, has received Good Manufacturing Practices (GMP) Certification from NSF International for its manufacturing facilities in Des Moines, Iowa.

NSF International is accredited by the American National Standards Institute, International Accreditation Service and the Occupational and Safety Health Administration in the US and is a World Health Organisation Collaborating Centre for Food and Water Safety and the Indoor Environment.

NSF International recently audited Kemin Health's facilities and found them to be in compliance with dietary supplement current good manufacturing practices.

"Our NSF GMP certification is just another example of how we are dedicated to manufacturing quality products for our customers and partnering with them for future growth," said Andrew Martin, Vice President of Global Marketing for Kemin Health. "Besides investing in the necessary studies to establish the safety and effectiveness of our ingredients, this certification provides assurance to customers and consumers that the ingredients we make meet strict quality standards."

hepatic synthesis; procyanidins, which slow down digestive enzyme activity; quercetin, which has an antioxidant effect and allows for optimal glucose utilisation; and phloridzin, which reduces the amount of glucose absorbed from the diet. The soluble fibres decrease sugar absorption and form a colloidal suspension, effectively filling the stomach.



Beneo-Orafti's factory in Oreye.

Functional forum...

Joint health

Norwegian biotechnology company Aker BioMarine has signed a long term global supply agreement with Valensa International for the use of Superba in Krill Oil Joint Health and Eye Health products where Aker BioMarine will be the exclusive supplier of krill oil. Under the agreement, Aker BioMarine and Valensa, a leading US science-based developer and provider of nutritional supplements and functional foods, will also jointly perform clinical studies to document the unique properties of Superba Krill Oil as an ingredient in Valensa's patented and patent-pending formulations.

In further news, Aker BioMarine has been notified by the Finnish Food Safety Authority that Superba Krill Oil is now approved as Novel Food in the European Union. Consequently, Superba Krill Oil can be sold in most major markets, including the United States and the European Union.

Cognitive function

Cyvox Nutrition of Irvine, California, has entered into a research and development partnership with the Salk Institute for Biological Studies to examine the effects of vinpocetine (BioVinca) and fisetin, separately and in combination, on cognitive function. Three in vitro assays relevant to cognitive function and memory will be conducted to determine if these compounds work synergistically and if further testing is warranted.

BioVinca, a proprietary extract of the periwinkle plant, has been shown to support brain functions such as concentration and memory due to its overall neuroprotective properties, as well as its ability to enhance cerebral blood flow. Fisetin, a naturally occurring flavonoid found in strawberries and other fruits and vegetables, has been shown to stimulate the signaling pathways that enhance long term memory. Cyvox will supply both compounds for testing.

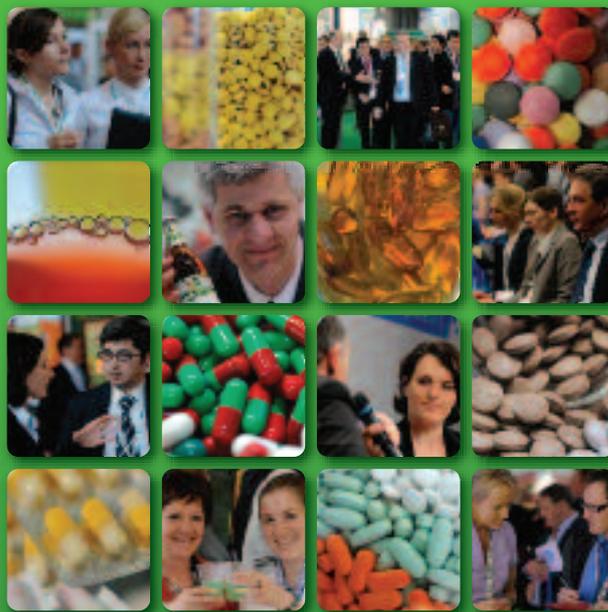
Bone density

Over the years Rousselot has carried out many studies to demonstrate that an oral intake of Peptan may have a positive impact on osteoporosis. Recent studies conducted at INRA-Agroparistech Laboratory and published in November 2009, in *Bone*, the official journal of the International Bone and Mineral Society, have revealed new benefits for Peptan in osteoporosis prevention.

Bone is a living dynamic metabolic system that relies on a maintained balance between bone formation and bone resorption. Cells called osteoblasts make bone while cells called osteoclasts resorb it. An imbalance may lead to osteoporosis. Researchers conducted in vitro studies, and highlighted that Peptan in bone cell culture induced a better differentiation of osteoblasts. Those positive results have then been confirmed in vivo on ovariectomized mice, used to simulate a postmenopausal osteoporosis, which leads to a lower bone mineral density. Researchers concluded that Peptan may restore bone density in simulated post-menopausal osteoporosis by stimulating osteoblast growth and differentiation. This demonstrates the interest of Peptan as a bioactive ingredient to help preventing bone loss during ageing.

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"Soft drinks play a positive role in a balanced diet"



"The soft drinks industry provides choice to meet consumer demand"

BSDA TRAINING PROGRAMME 2010

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

All courses are sector specific which means you get the right courses for you

Manufacturing Soft Drinks Today

- A three-day residential training course
- 16 - 18 March 2010 (MSDT0310)

Do you need an in-depth introduction to the processes used in soft drinks manufacture?

Do you want to learn about the innovative practical, technical and scientific aspects involved?

Would you like the opportunity to meet and learn with others associated with the soft drinks industry in a lively and informative environment?

Whether you are new to the world of soft drinks manufacture or have been associated with the industry for a while, if you have answered 'yes' to one or more of the above questions then attendance on this course is a must for you.

Through presentations, demonstrations and group syndicate sessions participants will leave the course with an understanding of the innovative practical, technical and scientific aspects of manufacturing processes involved in the production of soft drinks, fruit juices and bottled waters.

Outline programme for the course:

- Water quality and treatment
- Ingredients and flavourings
- Carbonation and filling processes
- Bottled water production
- Primary and secondary packaging

Tuition: Lecturers are drawn from those working within the industry and consultants to the industry, all of whom have a vast wealth of knowledge and expertise.

Accommodation: included for the nights of days 1 and 2 in the course fee. Additional overnight accommodation can be booked through the BSDA, for which an additional charge will be made.

Fees: Include tuition, comprehensive course notes, overnight accommodation and all meals and refreshments for the duration of the course.

Manufacturing/Factor/Franchisor Members: £1005; Associate Members (Includes Beverage Council of Ireland): £1315; Non-members (UK & Overseas): £1725 (exc VAT)

Hazard Analysis of Critical Control Points (HACCP) Workshop

- A two-day practical workshop
- 13 - 14 April 2010 (HACCP0410)

Are you a supervisor/junior manager responsible for monitoring CCPs and corrective actions?

Do you need practical guidance on the implementation of HACCP principles?

There are many training courses in the application of HACCP; however, none are specific to the production of soft drinks, fruit juices and bottled waters.

This practical training programme gives guidance on the implementation of HACCP principles and is the only workshop which shows how they should be applied to the manufacture of soft drinks, fruit juices and bottled waters in a factory environment. A previous knowledge of at least basic food safety is desirable.

Outline programme for workshop:

- Introduction to HACCP and its development
- Legal obligations and future legislation
- Defining hazards, possible causes and risks
- Application of HACCP principles using the WHO/Codex approach
- Making HACCP work for your company
- Management considerations of HACCP for analysis

Tuition: Provided by Dialog, training specialists and consultants to the food industry.

Accommodation: To be arranged by delegate. A list of hotels is available from BSDA.

Fees: Include tuition, course notes and meals for the duration of the course. Excludes accommodation and examination fee.

Manufacturing/Factor/Franchisor Members: £615; Associate Members (Includes Beverage Council of Ireland): £715; Non-members (UK & Overseas): £875. Examination fee £45. (exc VAT)

The British Soft Drinks Association Ltd 20-22 Stukeley Street London WC2B 5LR
Telephone: +44 (0)20 7430 0356 Fax: +44 (0)20 7400 3711
email: bsd@britishsoftdrinks.com web: www.britishsoftdrinks.com

Science Monitor

Effect of sucralose on sugar metabolism

REBECCA Brown and colleagues from the US National Institute of Diabetes, Digestive and Kidney Diseases have investigated the effect of consuming a diet drink containing sucralose and acesulfame-K on blood levels of glucose, insulin and glucagon-like peptide (GLP)-1.

Soft drinks (sodas) containing no or very few calories have generally been assumed not to affect glucose metabolism, but animal studies have indicated that this is not the case, and that sweeteners do have a metabolic role in the gastrointestinal tract. Sweet tasting receptors found in the GLP-1-secreting L-cells of the gut mucosa and taste buds respond not only to sugars such as sucrose but also to artificial sweeteners such as sucralose. It is thought that artificial sweeteners may trigger secretion of GLP-1, which is a fullness signal to the brain.

To study this matter further, Brown *et al.* recruited 22 healthy young people aged 12 - 22 years old. After 10 hours of fasting, on separate days, the recruits undertook two 75g oral glucose tolerance tests, with frequent measurements of glucose, insulin and GLP-1 over a period of 180 minutes. Ten minutes prior to these tests, they had drunk either 240 ml of diet soda sweetened with sucralose and acesulfame-K or an unflavoured carbonated water, in randomised order.

Results indicated that blood glucose levels were similar after ingestion of both the carbonated water and the diet soda. Serum insulin levels were higher 20 and 25 minutes after consumption of the diet soda but did not reach levels of statistical significance. Peak insulin levels occurred 12.3 minutes earlier in the diet soda intervention, but again not reaching statistical significance. However, for GLP-1, peak and area under the curve (AUC) values were significantly higher after consumption of the diet soda than the carbonated water.

The authors note that in previous work, artificial sweeteners have not been shown to stimulate GLP-1 secretion in humans or animals. In the present work, however, Brown and co-workers claim that artificial sweeteners appear to act synergistically with glucose to enhance GLP-1 release in healthy young volunteers. This effect was observed when the volunteers drank only two thirds of a can (240 ml) of a diet soda. Because the artificial sweeteners were taken in by mouth it could be argued that increases in insulin and GLP-1 were due to cephalic phase insulin release. This, they say, was unlikely since cephalic-phase

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

Reading Scientific Services Ltd.



insulin release usually occurs two to 10 minutes after taste exposure and does not occur with pure oral glucose or artificial sweeteners. Furthermore, a cephalic phase GLP-1 secretion has not been observed in humans. For these reasons, it is suggested that the increase in GLP-1 secretion observed after diet soda intake was actually due to the stimulation of gut taste receptors by artificial sweetener, synergising with glucose-mediated stimulation of GLP-1 release. (Full text in *Diabetes Care*, December 2009, 32 (12):2184-2186).

Gender difference, caffeinated beverages and adolescents

ALTHOUGH caffeine consumption among children has increased by 70% since 1977, the effect of caffeine use on behaviour and physiology amongst adolescents remains poorly understood. Researchers from the University of Buffalo, US, are carrying out a four year study to examine questions including: How strong is caffeine's appeal in young people who consume an abundance of soft drinks? What impact does acute and chronic caffeine consumption have on their blood pressure, heart rate and hand tremor? So far Temple *et al* have addressed the first question, in a double-blinded, placebo-controlled study published in the journal *Behavioural Pharmacology*.

Temple *et al* recruited 26 boys and 23

girls aged 12-17, and divided them into caffeine consumption groups of less than 25, 25-50, and greater than 75mg/day. At baseline, participants were asked to complete a demographic questionnaire and a behavioural checklist. They then tasted five different flavoured sodas and rated each for novelty and liking. They also carried out a triangle test, consisting of a caffeine drink and a placebo and were asked to rate each one on liking. This was done to provide a baseline liking. The participants had a practice session on the computer-based programme they would use in the experiment. At the end of the testing session the participants were provided with a week's supply of test soda randomised to be caffeinated or non-caffeinated and told to drink 32 oz a day in place of other soda or caffeinated drinks. During the second week, they were supplied with the other drink. Participants then returned and used two computer games. One computer game enabled them to earn caffeinated soda and the other the non-caffeinated.

Temple *et al* state that they found no difference in the reinforcing value of caffeinated beverages as a function of usual caffeine consumption. They did however find a sex difference in caffeine reinforcement after exposure. The boys found caffeine more reinforcing than girls, with no sex difference at baseline or for the non-caffeinated drinks.

High caffeine users reported more headaches, stomach aches, dizziness, muscle twitching and tremor than the low caffeine users. A number of suggestions are made as to why there appeared to be a gender difference in response to the caffeine. These include differences in circulating hormones. For the girls sugar-sweetened soda was not as reinforcing as a non-caloric or diet soda would have been. Temple *et al* note that several female participants had been concerned about consuming so much non-diet soda. They found that there was no sex difference in self-reported liking of the different sodas.

In conclusion Temple *et al* reiterate that their data suggests that boys and girls may have different subjective responses to caffeine and these effects are independent of usual caffeine consumption.



Juices & Juice Drinks

Juicy smoothness

THAILAND The country's large beverage producer, Tipco Foods Group, has leveraged its high-profile presence in the country's juice market through the development of Tipco Juice Latte.

This range is a blend of 98% fruit juice with 2% soy milk, which Tipco explains is "for smoothness".

Two flavours are currently available: Pommy Latte (pomegranate) and Orange Latte.

Both are marketed as being high in vitamins A, C and E, a good source of vitamin B2, and high in calcium. They contain no added sugar, no preservative, and no added flavour or colour. Tipco Juice Latte is marketed in 200ml and 1litre packs.



Powdered

NIGERIA Promasidor Nigeria has introduced Amila Powdered Juice in a range of flavours, including mango-apricot, orange, strawberry-banana and apple-pear. The company markets a number of beverages, the best known being the flagship product, Cowbell. This brand covers milk powders, flavoured milk and the vitamin-enhanced Cowbell Vitarich.

Promasidor Nigeria sponsors the annual Cowbell National Secondary Schools Mathematics Competition, as well as sports events. Among these are events for physically-challenged athletes.

The Promasidor Group was founded in 1979 by Robert Rose, previously chairman of Allied Lyons Africa. Its first market was the Democratic Republic of the Congo; Promasidor is now active throughout much of the African continent.



Cranberry addition

UAE The success of its juice range, both within the UAE and elsewhere, has prompted Masafi to add a further flavour to its 'originals' range: Mighty Cranberry. This joins Orange, Apple, Mango, Tropical, Citrus, Melon, Berry Mix and Pineapple.

Masafi Juice reports that it has increased market share in the UAE juice market, both in the plastic bottles and carton categories. More than 45% of Masafi's juice drinks are exported.

"The launch of the new Cranberry flavour epitomises Masafi's commitment to extending value and choice to its customers and reinforces its reputation as a byword for innovation and excellence in the region," commented Rami Benjamin, the company's Business Manager.

Masafi also offers three pure juice products catering to distinct 'need-states': Rejuvenating Effect is achieved by Masafi Mango and a blend of pomegranate, raspberry, cranberry and açai flavours; the Vitalizing Effect is provided by Masafi Apple and a blend of peach, passion fruit, grape and apricot flavours; while the Energy Boost is delivered by Masafi Orange and a combination of guava, lychee and pear flavours.



Big swap

UK Calypso Soft Drinks is supporting The Fairtrade Foundation as it celebrates its 15th anniversary with 'The Big Swap' theme for 2010's Fairtrade Fortnight (22nd February - 7th March 2010.) To mark the occasion, Calypso has launched its own Fairtrade Big Swap campaign as it aims to convince customers to upgrade to Fairtrade juices.

During Fairtrade Fortnight 2010, the Fairtrade Foundation will be totting up product swaps on a special online swap-o-meter. The Big Swap is designed to show shoppers how easy it can be to break out of old shopping habits and start new ones - especially as more than 4,500 products have now been licensed to carry the Fairtrade mark.

Calypso reports that while the mainstream industry pure juice sector saw a decline last year, it has recorded a 25% growth in Fairtrade pure juice sales. Richard Cooke, Sales and Marketing Director, explained: "To mark the 15th anniversary of Fairtrade products our strategy is to double the amount of Fairtrade Pure Juices we sell during the next two years. We want to help change customer habits too and will support ethically sourced juice drinks 100%. We aim to convince our customers to convert to Fairtrade products - we would like 20% of



all our juice sales to be Fairtrade Juices. These products are important to the lives of millions of producers in developing countries and despite adverse market conditions their popularity continues to grow".

Toy Story juice

UK Calypso Soft Drinks has introduced a juice and natural mineral water drink to coincide with the release of Disney-Pixar's 'Toy Story 3' in 3D. This is the latest pack to be launched under the strategic partnership between Calypso Soft Drinks and Disney Consumer Products.

The Toy Story 3 Juice drink is available in two flavours: Tropical Orange; and Blackcurrant & Raspberry, available in two formats: 4 x 250ml bottles or in single 250ml bottles. The product launch prepares for the UK movie release date later this year and will be available through all retail and impulse channels.

Calypso is confident the new packs will prove popular. Richard Cooke, Calypso's Sales and Marketing Director, said, "Previous Disney movie drinks have universal appeal and have been huge in the UK. 'Toy Story 3' is long awaited, so we know that its large and loyal following will transfer directly to high volume sales. Our Disney-



licensed product sales also showed a very healthy 79% increase last year and this category is set to grow despite the adverse trading conditions."

With its 250ml size and sports cap, the new packs have been specially designed for Toy Story's target market of children aged 4-10.

Premium new look

UK Following consumer research Sunraysia has unveiled a new look for its not-from-concentrate premium juice drink range. The redesign features a new logo and strap line, 'Sunraysia: natural, nutritious and delicious'.

Feedback pointed to demand for top-end juices in 'lighter, more convenient packs and in different sizes'. As a result, Sunraysia has introduced a 750ml Tetra Prisma format across the range. It will retain its glass bottle format in 750ml and 1litre for those retailers requiring a range of top end products packaged in glass. Research showed that the move to a 750ml pack size and

lower pricing will make the brand more accessible and indicated significantly greater levels of consumer interest.

Sunraysia is also launching a Beetroot and Evesse Apple variant for the health-conscious consumer. Beetroots are rich in the nutrient betaine that is important for cardiovascular health. It functions by acting with other nutrients to reduce the concentration of homocysteine, a homologue of the naturally occurring amino acid cysteine, which can be harmful to blood vessels and thus contribute to the development of heart disease, stroke, and peripheral vascular disease.

Evesse is an ancient apple variety rich in polyphenols, known to relax the arteries and improve circulation.

Fairtrade launch

UK Sunland, manufacturer of pure juices for over 25 years and supplier to over 30 countries around the world, has launched a range of Fairtrade pure juices into the UK market. (The company has been supplying Fairtrade juices in other parts of Europe for many years.)

Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. UK consumers have responded to the plight of these workers by buying more and more Fairtrade products.

Sunland says it has always put farmers and workers fair treatment at the top of its priorities and now the company has been granted a Fairtrade Licence by the UK Fairtrade Foundation.



Energy & Sports Drinks

Driving competition

UK Voltz Distribution UK, the company behind the popular Voltz healthy energy drink, has teamed up with Max Power to give away a Subaru Impreza worth over £15,000.

The competition, which takes place in the first quarter of 2010, is free to enter via the Max Power website. Successful participants will complete a full army assault course where the fastest 15 go through to the final where they'll battle head-to-head. The overall winner takes home the Voltz Subaru Impreza

"We are all about energy and our competition with Max Power to win the 380bhp Impreza PI is an amazing opportunity for Voltz energy shot fans," said Rob Arnold, CEO of Voltz. "The Voltz energy shot is a new concept made up of a healthy combination of B vitamins, amino acids and antioxidants. With no carbohydrates and only two calories, Voltz supplies energy without sugar and high concentrations of caffeine. What better way to promote Voltz than through a competition to win the tuned-up, highly energised Impreza?"



Giving back

UK Gatorade, the world's best selling sports drink, has launched a year long on-pack-promotion entitled 'Gatorade Gives Back'. Britvic and Pepsi Co's Gatorade will recognise the effort and commitment individuals at all levels put into their sport and active life and reward them with top sports equipment, music downloads, experiences and sporting holidays. The prize fund is over £1 million.

To obtain these prizes consumers collect the codes that correspond to a nominal point value from each bottle of Gatorade. These codes are then banked online at www.gatorade.co.uk or via text using the number provided on the label. They can then be used to cash in on a wide range of sports-related rewards from partners such

Aluminium bottles

USA ABB, of Aurora, Illinois has introduced Pure Pro 50 ready to drink shakes in recloseable, lightweight, 16oz Alumi-Tek aluminium bottles from Ball Corporation.

According to ABB, Pure Pro 50 provides 50 grams of protein from milk and whey and is formulated for bodybuilders looking to move up to a heavier weight class, athletes who typically burn a lot of calories when training or competing and individuals who need a little help hitting their daily protein target.

This is the first sports nutrition beverage to be packaged in the Alumi-Tek bottle, which is currently used for a wide variety of other beverages including energy drinks, coffee drinks, enhanced water and nutraceutical beverages.

"The resealable Alumi-Tek aluminium bottle is a sports nutrition industry first," said Alan Yengoyan, General Manager, Growth Initiatives, ABB. "It distinguishes Pure Pro 50 from the pack and represents an incredible convenience to hard-training athletes and 'weekend warriors' who will appreciate the



way the aluminium container keeps this performance beverage cool while giving them the option to re-cap it and save some high-quality protein for later."

Film support

UK Relentless, the energy drink from Coca-Cola Enterprises, has launched a feature length documentary exploring the personalities of contemporary artists. Inspired by the work of Renaissance painter, sculptor and architect Giorgio Vasari and written and directed by Erasmus, *Lives of the Artists* showcases artists from three different disciplines: hardcore British punk rock band Gal-

lows, one of the world's top snowboarders Xavier De La Rue, and British surfing triumvirate Tom Lowe, Mickey Smith and Fergal Smith.

The documentary was aired on 17th December on Channel 4, linking up with a competition running concurrently on the Channel 4 website to win a European heli-boarding weekend.

A series of 30 second MPU ads, secured by Vizeum with media partner MPORA and a social media drive further enhanced online awareness. Consumers can also visit the brand's website, www.relentlessenergy.com, for the latest news, prizes and to view a long form version or directors cut of the film in HD.

The film has won two awards at the International Freeride Film Festival at St Lary-Soulan, winning 'Best shooting' and also the Jury's special prize.

Steven Ruhl, Senior Brand Manager for Relentless Energy Drink, said: "Since Relentless was created four years ago it has continually invested in a community-based marketing approach to engage action sports, motor sports and music communities. Through content creation rather than solely advertising, Relentless aims to earn respect rather than buy it within these communities.

"With *Lives of the Artists* I am confident we will engage and delight our target audience and further develop the brand's stand-alone position in the energy drinks segment."



as New Balance, Polar, Power Music, Neilson Active Holidays and The National Magazine Company. There is also a weekly prize draw for registered participants.

Adam Draper, Gatorade Brand Manager, said: "We hope to get as many people involved as possible with schools, clubs and athletes taking full advantage of the fantastic rewards that are available."

Water & Water Plus

Rugby connect

NEW ZEALAND Three of New Zealand's best-known All Black rugby players are associated with a bottled water brand, with some products featuring their images. Called Water for Every One, the brand has become a commercial success on the New Zealand domestic market and is likely to develop export sales.

It has, however, attracted some controversy because of allegations made by the shareholders of another bottled water company that the three All Blacks had unfairly acquired data from them during negotiations for possible involvement with this producer. These allegations have not affected sales of Water for Every One.

Only two of the three All Black shareholders in Premium New Zealand, the company which bottles Water for Every One, feature in promotions and labelling: Richie McCaw and Ali Williams. Co-owner Dan Carter is not active in marketing initiatives because of New Zealand Rugby Union restrictions on the number of All Black players allowed to endorse products which are not officially associated with the team.

The All Blacks have an official link with



another soft drinks producer. Water for Every One has a charitable foundation, feeding funds to schools and youth organisations.

Quality mark

SAUDI ARABIA PepsiCo International's Aquafina bottled water brand has been accredited by the Saudi Arabian Standards Organisation with a quality seal of approval which further enhances its market status.

The SASO quality mark covers both Aquafina bottlers in the Kingdom of Saudi

Arabia: Al Jomaih and the Saudi Industrial Projects Company which is better known as SIPCO.

PepsiCo explains that in the Middle East and North Africa, Aquafina is subjected to a purification process called Hydro 7. As the name suggests, this process has seven integrated stages to remove natural particles and unnecessary salts, culminating in a final purification.

Motorway deal

UK Harrogate Spa Water, one of the fastest-growing UK bottled water brands, has secured a listing within the national chain of Roadchef motorway service stations. It will now be stocked across all 27 sites, including concessions such as WH Smiths and Wimpey, in locations ranging from Somerset to Scotland.

Paul Martin, Managing Director at Water Brands which owns the brand, commented: "Harrogate Spa Water is going from strength to strength and continually growing its presence throughout the UK. We're thrilled to have secured the listing in Roadchef, which will give the brand a strong visibility across the country, and provide motorists with a quality beverage option for on-the-move consumption."



Mike Jackson, Head of Purchasing and Data at Roadchef, commented: "The Harrogate brand is a uniquely stylish British water, something which will be recognised by our customers. We're pleased to be stocking a brand that has so much heritage, and one that is also meeting environmental considerations."

Fruity Junior Pear

FINLAND Hartwall launched a new low-sugar flavoured water drink in mid-January targeting the youth market. The product, Novelle Fruity Junior Pear, is being marketed as a drink suitable for all occasions, including "leisure breaks" and as a beverage alternative that can be part of school lunches.

The marketing platform for Novelle Fruity Junior Pear also emphasises the products "healthier aspects", according to Karla Frisk, the drink's Brand Manager: "This is an alternative thirst quenching drinks. It contains 40% less sugar than juice cartons and soft drinks generally, so it is low in sugar. It is also enriched with vitamin C," said Frisk.

The mildly carbonated Novelle Fruity Junior is suitable for even young children. It is made using spring water and derives its flavour from real fruit and its colour from natural ingredients.

"The product is enriched with vitamin C to promote growth and stronger bones and teeth. Vitamin C is water soluble and does not accumulate in the body. The spring water soothes children's thirst, while the juice provides them with energy," said Frisk.

Novelle Fruity Junior Pear is sweetened with fructose. Its tinted green colour is based on pear juice and natural extracts.

The product's launch follows on the success of the spring water based Novelle Fruity Junior Wild Strawberry, which reached the market in April 2009. Like Novelle Fruity Junior Wild Strawberry, Novelle Fruity Junior Pear will be sold through convenience stores and supermarkets in 330 ml bottles, retailing at €1 per unit, and in six bottle minipacks, retailing at €5.



Spritzer sponsor

MALAYSIA Spritzer mineral water was again a key sponsor of the Penang Starwalk, providing some 15,000 bottles of water for participants, along with 2000 T-shirts.

Organised by newspaper publisher Star Publications and the Penang Amateur Athletics Association, Penang Starwalk is divided into competition and non-competition categories. In addition to the 10km walk, it traditionally also features games and other activities, with active involvement by sponsors.

Other long term sponsors of Penang Starwalk include F&N's 100-Plus isotonic beverage brand.

Carbonates

More fruit, less calories

USA IZZE Beverage Company has launched a newly reformulated, low-calorie IZZE esque nationwide. The new recipe combines 25% pure fruit juice with sparkling water producing 50 calories per 12oz serving and 11 grammes of sugar.

As with IZZE Sparkling Juice, IZZE esque is all-natural and contains no refined sugars, caffeine, preservatives, artificial colours or flavours.

There are three flavours in the range: Sparkling Black Raspberry, Sparkling Limon and Sparkling Mandarin.

"The New Year signifies a new start and we are delighted to introduce the reformulated, great-tasting addition to our line-up of all-natural beverages," said Kelly Carioti, VP of IZZE. "While IZZE esque has been a popular option for health-conscious consumers, we've upped the ante by increasing the amount of fruit juice while lowering the calorie count – and making sure they're still delightful to drink."

Bands on the Beach

NEW ZEALAND A tradition in New Zealand, Australia, South Africa and elsewhere continued during the southern hemisphere summer with the Coca-Cola Bands on the Beach programme in New Zealand.

This free series featured two-day gigs at beach resorts in the North Island – Whangamata, Piha, Mt Maunganui, Gisborne – and in Nelson at the 'top' of the South Island.

MCed by Drew Neemia, the gigs featured Midnight Youth or Dane Rumble, in both cases supported by Ivy Lies.

Coca-Cola Bands on the Beach was organised by Coca-Cola Amatil as an extension of the brand's ongoing music policy, under the Open Happiness umbrella. It also extended to the high-attendance Parachute Festival 2010, held at Mystery Creek, Hamilton.

In addition to music, the beach events included a colourful variety of games and activities.



Cherry addition

UK Vimto Soft Drinks has introduced a cherry variant to join its flagship Vimto brand.

Cherry Vimto was developed following nationwide consumer research in 2009 that identified the massive growth potential for cherry-flavoured soft drinks and an overwhelmingly positive response to Cherry Vimto's taste trial.

Vimto, a blend of grape, blackcurrant and raspberry combined with a secret mix of herbs and spices, has its own distinctive taste. According to Vimto the brand has experienced phenomenal growth in the last 12 months with value sales up 22.5% year on year, driven by an additional 900,000 new households purchasing the brand.

Available initially as a carbonate, the Cherry Vimto product range will include a 330ml can, 500ml bottle and 2litre bottle while a cordial range of 725ml and 1litre bottles will be introduced in May.

Head of Marketing for Vimto Soft Drinks, Neil Gibson, said: "Our research into Vimto in 2009 revealed that there was huge affection for the brand and an opportunity to stretch it into new flavours and categories. The response to Cherry Vimto in our research was staggering and this, backed up with the growth opportunity the flavour has in the market, gave us the confidence to



take it to trade."

Support for the Vimto brand will increase in 2010 including the continuation of its 'Seriously Mixed Up Fruit' TV campaign, whilst Cherry Vimto will benefit from an individual support package to drive awareness and trial.

Avatar promotion

THAILAND The international link-up between Coca-Cola Zero and James Cameron's blockbuster movie *Avatar* has seen Coca-Cola (Thailand) mount a very successful promotion within the Coca-Cola Zero Black Carpet programme.

This has included a nationwide competition, the release of limited edition *Avatar* cans, and an *Avatar*-themed commercial for Coca-Cola Zero which has been screening on television channels and in cinemas.

"As a leading partner in this promotional campaign, the Coca-Cola (Thailand) team has organised fun activities for our fans to derive an exclusive and aesthetic experience from this exciting epic film," said Marketing Manager Chanisa Kaewruen. She claimed that *Avatar* "shares similar aspirations and unconventional values with our brand".

The principal prize in the competition, which was structured around a bottle cap mechanic, was a trip to New Zealand to



visit the Weta Studio in Wellington where the movie was made.

To subscribe

visit: www.softdrinksinternational.com
or email: subscriptions@softdrinksinternational.com

Country music

USA Dr Pepper is offering a weekend of music at the 45th Annual Academy of Country Music Awards (ACM Awards) in Las Vegas this April in its latest promotion. Consumers can enter for a chance to win at drpepper.com through to 31st March.

"Country music and Dr Pepper share a strong fan base of Americans looking for an authentic experience," explained Dave Fleming, Director of Marketing for Dr Pepper. "We are proud to continue our support of the Academy and partner with incredible talent to provide an unrivalled experience to our consumers."

In addition Dr Pepper is teaming up with country music recording group Sugarland to support its ACM Awards partnership. As well as appearing at the Dr Pepper Wel-

Diet launch

USA Chrome Soda from Vultaggio Napolitan Beverage Co has introduced Chrome Diet Soda to join Chrome Citrus Blitz, a blend of natural citrus (orange, lemon and lime) flavours. Chrome Drinks was founded in January 2007 by Paul Vultaggio and Chris Napolitan. Originally formulated and manufactured in Italy, Chrome Soda is now produced in the US.

Sweetened with Splenda, Chrome Diet boasts the same "great tasting" Citrus Blitz flavours with zero calories and zero sugar. It comes in a 16 oz can.

come Reception, Sugarland will be featured online and on product packaging and displays.



Soda mocktails

MALAYSIA Bottler Fraser & Neave has been running a Mix 'n' Win promotion for its F&N Fun Flavours Ice-Cream Soda. This required participants to mix a mocktail using the F&N Ice-Cream Soda flavour as its base. Any other ingredients were acceptable, including fruit and juices.

It was then just a matter of coming up with a name that is as creative as the recipe, taking a photograph and submitting all the information by mail with a proof of purchase for any F&N 500ml or 1.5 litre flavour. The main prize is RM10,000 in cash, with 30 secondary prizes of Panasonic LCD TVs.

A complementary website mini-competition involves creating a mocktail online (at www.funflavours.com) – ingredients and mixer are supplied in interactive graphics – and sending it on to friends. A Sony MP4 player is on offer for the person who sends the highest number of drinks to their friends.



Campden BRI 
food and drink innovation

Soft drinks and juices: new product development seminar

Tuesday 25 May 2010

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

The seminar will cover

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

Venue: Campden BRI, Chipping Campden, UK

Visit

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

or contact

Campden BRI training department

+44(0)1386 842104

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Poised for explosive global growth

or a niche category?

The functional waters category could be the next engine for growth, writes Richard Haffner.

Functional waters are a relatively new category currently getting some attention due to Coca-Cola's purchase of Glaceau. Functional water brands tend to have one of two sets of characteristics; they are either primarily waters fortified with vitamins or minerals for health/energy benefits (such as Vitaminwater from Glaceau) or primarily lighter/lower calorie versions of sports drinks where the purpose is rehydration during/after sports activities (such as Propel). This category could be the next engine of growth for soft drinks companies.

Functional waters leading brands

An interesting characteristic of the major functional drink brands is that they are not broadly distributed. Most brands do the majority of their volume in only one or two countries. Vitaminwater, from Coca-Cola is the leading brand globally followed by Propel Fitness Water from PepsiCo. Both of these brands are sold primarily in the US. Dakara, from Suntory, and Kirin are sold primarily in Japan. Mizone was recently acquired by Suntory from Danone and it is sold primarily in China and Australasia. Active O2, from Adelhöfner, is sold primarily in Germany. More interesting than the brands themselves, is where they are sold and the potential for introducing functional waters to more countries.

Functional waters distribution

Globally, functional waters have experienced dynamic growth for the past four years even



though in Japan there has been category contraction. The category, on average, has grown by 19% per year for the past four years. The top three countries, US, Germany and Japan, accounted for 83% of global functional water volume in 2009. Particularly the United States, but also Germany, have had strong compound annual growth rates from 2006 to 2009 (+320% for the US and +20% for Germany) and while growth is forecasted to slow 2009 to 2014, it will still be strong (+8% for both countries). In Japan, similar to many other soft drink categories, functional waters are declining in volume (with the category contracting by 5% per year since 2006). In the US a significant amount of functional water use is for rehydration related to sports activity (about 40% of the volume is in Sports Waters). However, in Germany and Japan virtually all of the volume occurs in fortified waters.

Although China has a relatively large amount of global volume, is due to its large population. Per capita consumption in China is relatively low, at about one third the global average (per capita annual consumption of functional water for 2009 in China is 0.2 litres vs. 0.6 litres globally). 2006 to 2009 CAGR was just +3% and 2009 to 2014 is projected to maintain the trend at +3%. Therefore, in China the category will most likely remain underdeveloped, at least into the medium term.

The Czech Republic example

The Czech Republic accounts for a surprisingly large amount of global functional water consumption given the size of the country. Per capita, the people in the Czech Republic consume 10 times the global average (per capita consumption in 2009 is 6 litres). The functional water trend in the Czech Republic is helped along by innovative local companies recognising and capitalising on consumer tastes. Similar to Germany and Japan functional waters are dominated by fortified waters.

From 2006 to 2009 functional waters experienced a 43% compound annual growth rate with annual per capita consumption growing from 2 litres to the current average of 6 litres per person. To put this explosive category growth in per-



spective, it is growing more quickly than the growth experienced in the number one global functional water market, the United States (where from 2006 to 2009 the category had a compound annual growth rate of 32% and 2009 annual per capita consumption is 9 litres per person).

The consumer trend toward health and wellness products is a key driver in this small market. Czech consumers prefer still and gentle sparkling bottled water because these variants are perceived to be healthier and this wellness trend is reflected in the introduction of this type of functional waters. The first functional water products appeared in 2004 when KVM introduced flavoured mineral water brand Magnesia Multia with herb extracts, and Hanacka Kyselka launched flavoured mineral water Hanacka Pro Vital. Functional water products continued to emerge from a low base, and while growth continues to be dynamic, the category is still small.

Poised for growth through increased global distribution or a passing fad?

Functional waters do the majority of their global volume in a very limited number of markets. Three of the four most highly developed markets are projected to have significant growth driven by health trends. Future growth rates in the US and Germany, while still good, are projected to be lower than historical as the category matures. Vitaminwater from Coca-Cola and Propel from PepsiCo are distributed primarily in the US. Nestlé is distributed only in Germany, Switzerland and China. If consumers outside the highly developed markets are willing to pay a premium for the perceived health benefits of functional waters, then multinationals broadening distribution represent a significant opportunity for explosive growth.

Functional bottled water is a small category because it is present in a very limited number of countries. The biggest opportunity is to expand distribution. The challenge is to identify the countries with the most opportunity. Functional bottled waters tend to claim health and wellness benefits and countries that currently have high functional bottled water CDI's (category development index), tend to index high on health and wellness products. Therefore, one way to identify potential opportunity markets could be to identify markets where consumers index high on health and wellness product purchasing.



Based on health and wellness CDI, the best new distribution opportunities for functional waters appear to be Europe, Canada, Hong Kong and Mexico.

Summarising the functional waters opportunity

If consumers are willing to pay a premium for the benefits functional waters offer over still bottled water, then the opportunity is in expanding the global distribution of brands that are primarily distributed in just three countries and, perhaps, introducing new brands globally (in a wide open marketplace). The Czech Republic demonstrates the potential, where local bottled water companies introduced locally innovative functional water products.

For multi-national companies, given the high cost of functional waters relative to still bottled water, developed markets that have a propensity for healthy products might offer the biggest opportunity for expanded distribution. These markets are identified as being primarily in Western Europe. The potential strategic nature of Suntory's recent acquisition of Orangina becomes more apparent given the potential distribution opportunities for functional waters.

Similar to the Czech Republic, for innovative companies in local developing markets, there may also be opportunity for functional waters.

If functional waters are positioned either for health and wellness or energy then they are highly likely to have incremental volume opportunity. Given the concerns in developed markets around the environmental impact of still bottled waters and the accompanying negative volume trends, functional waters may represent an opportunity to profitably fill this volume loss by giving consumers an added justification to purchase packaged water products. A health and wellness positioning is more likely to appeal to older consumers. Hence, this would help to stretch the age appeal of soft drinks into a group that is increasing in developed markets.

As an energy type drink functional waters would have a much different taste profile from other energy drinks and brand positioning is likely to be less edgy. ■

If functional waters are positioned either for health and wellness or energy then they are highly likely to have incremental volume opportunity.

Richard Haffner is Beverages Industry Manager at Euromonitor International. www.euromonitor.com

The grape juice project

– setting new standards

Kelvin King
reports from
Bento
Gonçalves, Rio
Grande do Sul.

Brazil's innovative Grape Juice Project is not only delivering already in the form of enhanced category perception and national branding, but is also demonstrating tangibly that a juice commodity can in essence be 'reinvented' – profitably and sustainably. The project is driven largely by two producer groups but with very active input – and genuine enthusiasm, an ingredient not always to the fore in marketing and category development ventures like this – on the part of individual growers and processors.

As outlined in the first of the two earlier reports of this series, which appeared in our December 2009 and January 2010 issues, the two project leaders are IBRAVIN – the Brazilian Wine Institute – and IBRAF, the Brazilian Fruit Institute. They are complemented by funding and marketing know-how from ApexBrasil, the Brazilian Trade and Investment Promotion Agency.

The Grape Juice Project's dynamic is almost entirely commercial, with an underlay of social altruism in helping open up job opportunities and utilise viticultural land more intensively, alongside the development of the country's wine industry.

Brazilian wines are another success story, their marketing impetus – both domestically and export – revolving largely around strategies of quality and diversity rather than bulk production. But just as the wine sector's success story is being eyed with interest by other existing or potential wine regions in South America, it seems like the Grape Juice Project will also be emulated elsewhere in the world. Its clear vision, attainable goals and relaxed but transparent



management are contributing to a model which could well be adapted in other environments.

Producers of all sizes

As reported earlier, the majority of producers involved in the Brazilian grape juice evolution are primarily winemakers or growers of wine grapes.

"With the increase in Brazilian consumption of natural grape juice, wineries have been willing to invest more in fruit for juicing," explained Raquel Rohden, the project's co-ordinator. The increase in per capita earning within Brazil had done much to encourage the consumption of natural grape juice, made from fruit produced during the wine vintage, she said.

Production follows a natural pathway, with no added sugar. This aligns the juices with the trend within Brazil towards healthier beverages, and other foods, and positions them well for international sale. More producers were beginning to offer organic product, investing in the procedures required for organic certification, Rohden pointed out.

While IBRAVIN and wineries are major players in the Grape Juice Project, some juice producers are not associated with wine.

Golden Sucos (www.goldensucos.com.br) stands out as a non-winery which has been tremendously successful in producing grape and apple juice concentrate, almost entirely (around 90%) for export. Established in 1989, the family-owned company is the third biggest receiver of grapes in Brazil, working with growers in the Serra Gaúcha region. It uses concord and concord family grapes, working on developing a sort of 'world taste' which has brought it international attention, achieving a supply arrangement with Coca-Cola after exhaustive plant and workforce auditing.

The wineries involved in producing juice range from small, family-owned, establishments with a cluster of their own vineyards and small-scale contract growers, through to the large



Vinicola Salton (www.salton.com.br) which is Brazil's biggest winery – an impressive complex architecturally, inside and out.

Salton processes its grape juice at the time of vinification, then holds it in tanks for bottling year-round. All bottling – of still and sparkling wines, as well as juice – is done in-house; a further bottling line is currently in planning. Juice is produced from concord and isabel grapes. Packaging is in 500ml bottles only, using the Salton brand – the company's attitude is that it stands by its juice as much as its premium wines. Sales are currently only within Brazil and to a supermarket group in Uruguay but longer term plans are for more exports.

Several of the region's producers are exporting on a small scale, with firm intentions to build this up, the Middle East being viewed as having strong potential.

Many of the region's wineries are within the picturesque – and truly charming – Vale dos Vinhedos, where they come under the banner of a livewire producer organisation known as APROVALE – the Associação dos Produtores de Vinhos Finos do Vale dos Vinhedos.

Grape producers

Other key grape producers in and close to Bento Gonçalves are:

- Casa Perini – the Perini family is one of the region's pioneers, its winery and juice facility an appealing village amid the vineyards. www.vinicolaperini.com.br

- Vinhos Muraro – family-owned vineyards in a lovely rural setting at Flores da Cunha. www.vinhosmuraro.com.br

- Vinícola Dom Cândido – superb wines made under the direction of the grand old man whose portrait is the company logo, with juices of the same quality standards. www.domcandido.com.br

- Vinícola Aurora – a cooperative whose history is that of Bento Gonçalves. Produces several juices plus an impressive wine portfolio. www.vinicolaaurora.com.br

- Casa de Madeira and Casa Valduga – a stand-out company headquarters, complemented by a traditional inn, a top restaurant and a range of products including juices, wines, balsamic vinegar, preserves and more. www.casamadeira.com.br, www.casavalduga.com.br



- Vinícola Cordelier – magnificent winery buildings, with an excellent restaurant. www.cordelier.com.br

- Vinícola Aliança – includes organic and rosé juices amongst its portfolio. www.vinhos-alianca.com.br

- Vinícola Battistello – www.vinicolabattistello.com.br

Further information on the web:

www.brazilianfruit.org.br

www.ibraf.org.br

www.ibrafin.org.br

www.apexbrasil.com.br

www.anuarios.com.br

Last in series

This is the last of our series of three reports on the renaissance of the Brazilian fruit juice industry, and the burgeoning success of that country's whole-fruit and related fruit products industry.

We will, however, be reporting from time to time on progress with the innovative Grape Juice Project, the evolution of tropical juice varieties (as covered in our second report) and other developments as Brazil builds its juice industry far beyond its previous reputation as an orange juice concentrate specialist.

With thanks....

Soft Drinks International warmly acknowledges the assistance and co-operation given in the preparation of these reports on the Brazilian fruit juice industry by the Brazilian Fruit Institute, Brazilian Wine Institute, Brazilian Trade and Investment Promotion Agency and the publishers of the Brazilian Fruit Yearbook. Thanks are also given for the help and enthusiasm – as well as the generous tasting sessions – of the juice and wine producers of the Vale dos Vinhedos and other areas of Serra Gaúcha, Rio Grande do Sul. A special thanks, too, to IBRAF's knowledgeable and patient Luciana Pacheco, a fine ambassador for her country's fruit industry. ■

Its clear vision, attainable goals and relaxed but transparent management are contributing to a model which could well be adapted in other environments.



Kelvin King is Asia/Pacific Correspondent for *Soft Drinks International*.

Logistical benefits

like only the can, can

Shaun Kelly discusses the benefits that the beverage can brings to the entire supply chain, especially its impact on logistics.

Throughout recent years consumers have shown that the environmental credentials of packaging are becoming increasingly important to them as they strive to do their part in preserving the world. As a result, these issues now play a major role in their purchasing decision. The metal container is one type of packaging that has a number of benefits to help the environmentally conscious consumer, allowing him or her to enjoy their chosen product whilst knowing they have made a positive impact on the environment.

Environment

The environmental credentials of the can start early in the production process. Cans are manufactured at high speeds, with over 2500 cans being produced per minute in many plants. Once produced, it is possible to fill this packaging format at even higher speeds, meaning that going from raw material to a filled can takes only a matter of seconds. Not only is this a highly efficient process, but it uses less energy to produce a greater number of products and therefore fulfils the demand set by the end consumer. The incredible speed at which the cans are produced also includes time for eye catching and intricate designs to be placed on the can. The nature of the beverage can allows brand owners to communicate anything they wish on their cans, from promotions to important mes-



sages; there is unlimited choice. The importance of branding for any product is paramount and the can offers a variety of ways to do this, including 360° branding, embossing and specialised inks.

Further down the logistical life cycle of the can there are more environmental and financial benefits. The speed at which the cans are filled, as mentioned earlier, not only keeps the amount of energy used to a minimum, but it also keeps costs down as it takes less time to fill the products and get them ready for delivery. Rexam is a global business operating in 16 countries across Europe and Asia as well as having strong presence in North and South America. Having factories and offices around the world allows Rexam to use its global knowledge and resources in local networks. This large presence means more plants in more countries, which are closer to both fillers and retail outlets, and therefore fewer emissions are produced transporting the cans between each part of the supply chain.

Transit benefits

Once ready to be delivered, the easily stackable cans are packed onto a truck. The shape of the package allows more product to be transported and less fresh air. Rexam ensures that all trucks that leave its plants are carrying the maximum amount of cans possible, producing a more sustainable use of emissions, as the emissions released by the trucks are used to deliver the largest amount of stock possible.

Wine can study

Wine cans are an up and coming packaging format that is getting more coverage, and respect, in the wine market. This new packaging solution for wine is not only practical, especially for on-the-go consumption, but it is also more environmentally friendly. A study commissioned by Rexam, carried out by Incept, shows that when transporting wine in slim aluminium cans the amount of CO2 emissions released is half that released by the equivalent 75cl wine sold in glass packaging. Not



only this but fewer transport-related CO2 emissions are released when transporting both 200ml and 250ml cans than in any other packaging format. These impressive environmental statistics show that moving to cans, especially for the wine market, makes sense and helps consumers to both enjoy their drinks and to feel they are playing a part in improving the environment.

On track

Throughout Europe and Scandinavia Rexam can transport its products to customers using an extensive rail network. The trains used are 18m long High Cube Road trains, rather than the conventional 13.6m trailers, which gives Rexam 20% more carrying capacity at no additional environmental cost. Using these impressive trains removes 27 vehicles per train from the road network, and also means that there are 20% less vehicles entering customer sites to make deliveries.

Through the wall

At Rexam's Milton Keynes and Wakefield plants in the UK, there is an innovative logistical solution. The canning plants are situated next door to one of Rexam's major contract fillers, and as such the manufactured cans are delivered via a conveyor belt between the two factories. This wall to wall solution means that there are no transport emissions between can production and filling.

Recyclability

A well known benefit of the can is that it is 100% recyclable, and there are increasingly more convenient places for the end consumer to recycle the can, not just in the home. Indeed, nearly 60% of the worlds cans are now recycled. This high recycling rate means that, on average, a can is collected and recycled more than 10 times per year, and can be made into anything from a new can to other metal items such as aeroplanes and cars with no impact on the quality of the metal. Rexam takes this one step further by delivering its cans on 100% recyclable pallets and promises to collect the pallets within product costs. Rexam's ability to transport and collect large quantities of



packaging means that over 1 million delivered cans require only one pallet collection service. This is a positive incentive that helps to neutralise the impact that the transport of goods can have on the packaging industry.

Sustainability

As well as being fully recyclable, beverage cans are unbreakable and, as such, less waste is produced as the product moves through the supply chain, making the can a more sustainable packaging option. The can's unbreakable nature also results in fewer safety issues during transportation in the trucks, when being unloading at retail outlets and when on display. The cans also protect the contents inside from harmful UV rays and oxygen that may taint the drink, resulting in a longer shelf life. This means that retailers can store the product in their warehouses for longer, which results in fewer deliveries throughout the year. Additionally, because of the can's easily stackable shape, the product takes up less space in the store room and on the retail floor, making it convenient for both those running the shop and the consumer.

Benefits all round

Cans deliver lower filling, handling, transportation and storage costs than any other packaging option, which is, to a large extent, due to their compact size, shape and low weight. They can be easily and safely transported and Rexam offers sustainable solutions in delivery and packaging recycling. Further down the supply chain, cans, and of course multi-packs, offer retailers a packaging solution which is easy to load and unload, and which is highly space efficient from a storage and display perspective. The can allows consumers to conveniently consume their favourite beverages while having the peace of mind that they are making positive environmental decisions. ■



Using these impressive trains removes 27 vehicles per train from the road network...

Shaun Kelly is Supply Chain Manager Logistics at Rexam Beverage Can Europe.
www.rexam.com

A case study

for supply chain excellence

Why Palletways is Suncrest Drinks' choice for reliable distribution.

Suncrest Drinks is a family owned business, which began life in 1985 with the launch of a non-sparkling passion-fruit juice drink – the first of its kind in the UK. The success of the first drink led to launches of more exotic juice drinks such as Pineapple & Coconut, Hawaiian, Mango, Guava, Papaya and Lychee. Suncrest is the first UK-based company to launch drinks such as authentic lassi yogurt drinks, exotic milkshakes and energy drinks with real Juices, and more recently, a range of 100% pure juices in pomegranate, honeydew melon and black mulberry.

Drinks distributed across UK, Europe and Africa

Based in Middlesex, Suncrest distribute its premium products in supermarkets and local grocery stores. The company also supplies local cash & carries, as well as some of the largest wholesalers and distributors in the UK. Products are also sold in Europe and Africa.

With customers all over the UK and Europe and a requirement to make regular deliveries, Suncrest recognised the need for a highly reliable and cost-effective distribution solution. They wanted to use a local distribution company that would be flexible to their needs and close enough for a fast and efficient service, and so selected Palletways London to be their transport provider.

Comprehensive network

As a Palletways member, Palletways London is part of Europe's largest and fastest growing pallet network operation for the express distribution of small consignments of palletised freight. Palletways London collects goods from Suncrest's distribution centre in Middlesex and transports them to the Palletways hub facility in London or Lichfield, Staffordshire, depending on



their final destination. The goods are then sorted according to their final delivery points. From here, the consignments are distributed to Suncrest's customers, by those Palletways members who cover these areas.

Track and trace

Through barcode technology and web-based track and trace, Suncrest is able to monitor all consignments throughout the whole distribution process. Proof of delivery is also available online the day following delivery.

Suncrest Drinks Office Manager Neelameham Nishankan says: "It is vital to the success of our company that we have a reliable pallet network to deliver goods to our customers. Using a pallet network is the most cost-effective way of fulfilling orders and ensuring our product remains competitive. The services that Palletways offers are reliable and flexible and they can offer us next day delivery within the UK. We've been with Palletways for a number of years now and have always been impressed with the level of service they provide.

"In our industry, a reliable logistics provider is vital as delivery of goods can be damaged if it's not done properly. We chose Palletways London because they understand our needs."

Fast and cost-effective

The Palletways Group, which was formed in 1994, handles around 21,000 pallets a day through eight hub facilities across Europe, including Lichfield, London, Edinburgh, Nijmegen, Paris, Bologna, Naples and Acala de Henares.

Palletways members are independent transport companies with local knowledge and expertise. They provide a range of express delivery services including next day, economy and time delivery options. The Palletways network model enables the members to deliver small consignments of palletised goods to market faster and more cost effectively than traditional haulage methods. ■





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What you can expect to find at IMHX, the leading logistics event.

The International Materials Handling Exhibition (IMHX), which takes place at the NEC from 16th to 19th November, is a must-see event for everyone with logistics responsibility.

Food and drink logistics suppliers' pavilion

Held only once every three years, IMHX is the undisputed leader in UK logistics events, giving visitors from diverse industries the opportunity to see thousands of handling and storage solutions from over 300 exhibitors, all under one roof. One of the key sectors whose executives can benefit from a visit to IMHX 2010 is the food and drink industry. With a turnover of over £72 billion, the food and drink production industry is the UK's single largest manufacturing sector, employing some 440,000 people in over 7,000 companies. IMHX has historically attracted large numbers of visitors from this sector and, in recognition of this fact, IMHX 2010 will feature a special food and drink logistics suppliers' pavilion, sponsored by the Food Storage & Distribution Federation (FSDF). The pavilion, which will feature a number of small stands arranged around a central hospitality area, will offer FSDF members a cost-effective way to exhibit and engage with IMHX visitors.

Explains Rob Fisher, Event Director for IMHX, "Food and drink is an incredibly important sector for the UK handling industry and – if we include third party logistics providers, wholesalers and retailers – decision-makers from this sector account for over 4,000 IMHX visitors. With this in mind, we're very pleased to welcome the FSDF on board with this special pavilion for IMHX 2010."

Says Chris Sturman, Chief Executive of the FSDF, "As the only UK trade body that supports the interests of the entire food and drink supply chain, our association is delighted to be working with the organisers of IMHX to promote the importance and needs of the food and drink distribution industry at the UK's leading logistics exhibition."

Cost-saving solutions

Exhibitor Narrow Aisle Ltd (*stand 19J75*) will be demonstrating its award-winning Flexi range of articulated forklift trucks. Narrow Aisle will be promoting its brand-new Flexi model – the first four-wheel articulated truck capable of operating in aisles as narrow as 1.6m.

Forklift manufacturer Jungheinrich (*stand 19L100*) will be demonstrating some of its huge range of fork trucks, which features over 600 model variations. Jungheinrich, which has a wealth of experience in the food and



B&B Attachments will be demonstrating its Layer Master solution for splitting palletised loads, which can be either static or fork-mounted.

drink market, recently supplied an RFID-based solution to a cold store distribution centre in Germany. This unusual solution allows the forklift operator, rather than the warehouse management system, to determine the storage location of each palletised load.

The UK's leading supplier of forklift truck attachments and masts, B&B Attachments (*stand 18M90*), will be demonstrating its newly launched Layer Master solution for splitting palletised loads. This revolutionary new clamp, which can be static or fork-mounted, eliminates manual handling for loads that need to be split. Layer Master can lift a third of a 2.4m-high pallet at a time or, alternatively, just a single layer of boxes, enabling the load to be quickly broken down or built up. Suitable for a wide range of products including boxed and frozen goods, glass and plastic containers, tinned products and plastic trays, Layer Master makes contact with the load on all four sides and so requires minimal force to lift, thereby reducing the risk of damage. Says John Lamberth, Operations Director for B&B Attachments, "Already in use within the fresh produce sector, the system is also being trialled by most major supermarket distribution centres."

Storage solutions specialists SSI Schaefer (*stand 18N100*) will be showing their innovative storage systems, including the new 'Orbiter' deep pallet storage and retrieval device and the company's latest 'Silent Conveyor' system. Visitors will also be able to take an interactive stroll through the firm's 'House of Technology' for a glimpse into the future. SSI Schaefer has completed many projects for clients in the food and drink industries, including a recent 40m tall, rack-supported high-bay warehouse for Carlsberg in Fredericia, Denmark. SSI Schaefer provided the facility, the fourth largest brewery in the world, with 76,000 pallet storage positions, an integrated pallet conveyor system with monorail and eight Schaefer compact cranes, plus a sophisticated warehouse management system.

One of Stanley Handling's ROBUR range of Inox stainless steel lift trucks for the food industry.



Independent supply chain management consultancy, Total Logistics (*stand 19L72*), recently provided design and vendor selection support for the largest soft drink bottling plant in Europe – the new Coca-Cola facility in Ploiesti, Romania, which is part of the Athens-based Coca-Cola Hellenic Bottling Company. The Romanian plant engaged Total Logistics to examine the feasibility of building a storage facility at the site in order to expand capacity and meet its planned volume growth. The new, automated high-bay system enables the facility to handle 24,000 returnable glass bottles per hour, 120,000 plastic bottles per hour and 71,000 cans per hour, across its six production lines.

Data capture and inventory control solutions

IMHX exhibitor Psion Teklogix specialises in making mobile workers more productive. The company (*stand 18M95*) will showcase its rugged, hand-held computers and voice recognition solutions. Featured on the stand will be the most recent additions to the Psion Teklogix range, Ikôn and NEO. Ikôn is a rugged powerhouse, which integrates data capture, voice and data communications in one compact device. Its wireless capability includes WiFi, cellular 3G HSDPA and Bluetooth connectivity. A GPS feature enables Ikôn to harness the power of location-based applications. NEO is a robust and stylish handheld PDA designed for retail, light industry and logistics. Although it is ideal for situations where a lighter and smaller data collection tool is required (it weighs just 275g), it compromises neither power nor functionality.

Among many exhibitors showcasing warehouse management solutions at IMHX will be Delta Software Limited (*stand 18P20*). Provider of the graphical, windows-based warehouse management system DeltaWMS, Delta Software recently acquired the key assets of PLW Associates Limited, including the DWMS AS/400 warehouse management system and associated contracts. DWMS is a high transaction, radio frequency warehouse management system, operating on the IBM AS/400 platform. Delta will also be demonstrating its Sage Line 50 fully integrated solution, showing how Sage users can benefit from a fully featured WMS. In addition, Delta's latest KPI monitor will be on display, demonstrating how a WMS can help to manage a warehouse.

WMS and supply chain track & trace solutions provider ATMS plc (*stand 20F130*) will be exhibiting solutions designed for both third party logistics providers and dedicated in-house operations, ATMS systems are designed to improve warehouse efficiency and stock accuracy, through automated data capture and electronic communication of supply chain information. The company has extensive integration, interlacing and e-commerce expertise, and also offers project planning, training and support services.

Chess Logistics Technology Ltd (*stand 20G30*) is a software specialist providing WMS and integrated real-time solutions to clients in the distribution, 3PL and manufacturing sectors including DHL Exel, Kuehne-Nagel and BHS. Chess products include the Empirica WMS, a modular system suited to own account or shared user operations, which supports wireless mobile and voice-directed warehouse technology and offers in-built con-



nectivity tools for seamless exchange of supply chain data. Other products in the range include Empirica Lite, a robust and scalable solution, and Empirica Mobile, a development tool for mobile solutions that utilise wireless LAN and mobile phone communications.

Proteus Software (*stand 20C20*) will be demonstrating its dynamic suite of warehouse software, designed to integrate with any existing ERP or supply chain solution or with the full Proteus suite of application software including inventory management, sales order processing, purchasing and financial accounting. The firm will be giving special emphasis to its Voice Solution. Says Linda Rodway, Market Development Manager, "In the context of warehouse management systems, two strategic upgrade options are available to deliver significant improvements relative to paper-based stock management processes. Many organisations have already successfully migrated from paper to wireless systems, which utilise screens and handheld barcode readers, eradicating the use of paperwork. The actual efficiency gains through using this type of technology will differ for each company, although typical users have reported efficiency increases of greater than 50%. By upgrading from wireless to voice-driven systems, users report up to a further 25% increase in warehouse throughput." ■

Storage solutions specialist SSI Schaefer has completed many projects for clients in the food and drink industries.

... offers in-built connectivity tools for seamless exchange of supply chain data.



For further information on exhibiting at IMHX 2010, contact Rob Fisher on 01895 454600 or visit www.imhx.biz

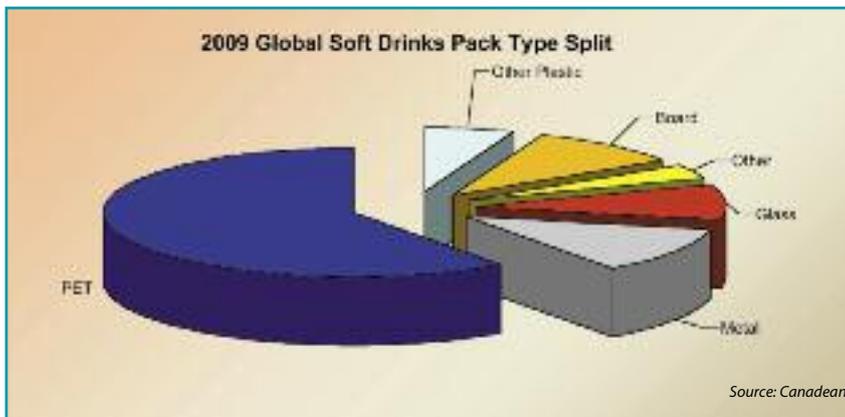
Global packaging

PET again the winner in 2009

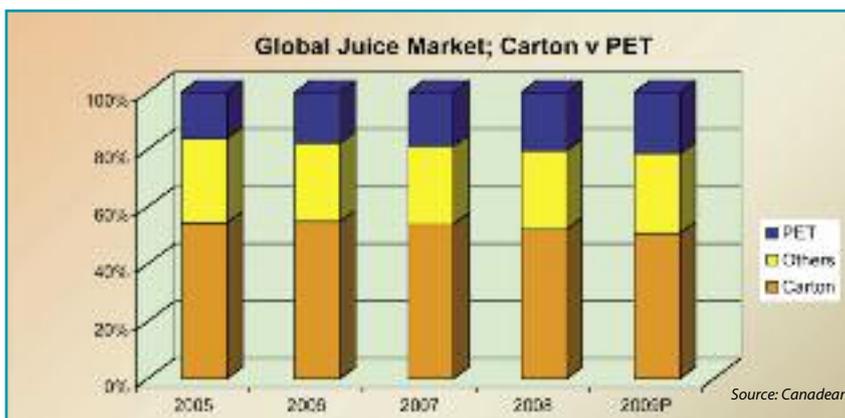
Using Canadean's Wisdom Database, Richard Corbett assesses how the packaging market behaved during the great downturn of 2009.

During these difficult days of dwindling household budgets and a collective global tightening of belts, the soft drinks industry has been closely tracking the fortunes of its sector around the world. One of those interested parties is the packaging companies, without whom soft drinks producers would not be able to reach their thirsty audiences.

The first observation to make is that Canadean's provisional figures for the year suggest that the soft drinks market was still able to expand in volume terms in 2009 (with more than a little help from Asia). It can be concluded then, that if soft drinks volumes went up, then inevitably the amount of packaging used also increased. The global soft drinks market is now around 500 billion litres which, according to Wisdom represents around 700 billion packaging units. What will be pleasing to those with a vested interest in packaging is that the amount of units increased at a quicker rate than the litres. 2009 may not have been a fantastic year but was far from the disaster that some feared in the closing months of 2008.



PET share has risen from 45% a decade ago to 60% in 2009.



The carton maintains a lion's share of the juice category.



Bag in box

One consumer response observed in most developed markets has been the 'stay at home' culture that has been triggered by the economic uncertainty. This is reflected in Canadean's 'bag-in-box' figures which predict a steep 4% drop in global sales in 2009.

Glass

Consumers are not going out so much to bars and restaurants but they are also shunning the premium end of the market. The one pack type that has most to lose in the developed world when consumers stay at home and cut back on their purchasing of added value products, is the glass segment of the market. Historically, glass has given way to PET in the mainstream and globally now accounts for less than 10% of the soft drinks packaging mix, but glass does still enjoy a strong presence in its strongholds of the HORECA channel and at the top end of the market. Consumers in the Western World continue to associate drinks served from glass bottles with quality. Glass decline was to be expected but its volume fall is forecasted only to be modest last year; glass is still widely used in the mainstream in developing parts of the world and its presence in the growing Asian market has restrained its losses. In fact, if you look at glass use from a unit perspective there is likely to be a small rise.

Cartons

Like glass, cartons have struggled to make headway in the recession and will record a small drop in volume and a limited rise in units for the year. The performance is however related to other factors, most importantly the fact that in the categories where cartons are strongest, sales have been sluggish. This is most obvious in the juice category where the carton makes up well over half of all volumes. Packaged juice looks to have reached maturity in the markets of West Europe and North America which register nearly three quarters of global juice sales. It is the reliance on these markets for juice sales that is holding back juice growth and consequently the prospects for

cartons are more muted. The opportunities for packaged juice products in the less developed parts of the world are restricted by the amount of freshly squeezed product traded on the street, meaning that in regions such as Asia, packaged juice cannot capitalise as much on the sharp rises in soft drinks consumption.

Cans

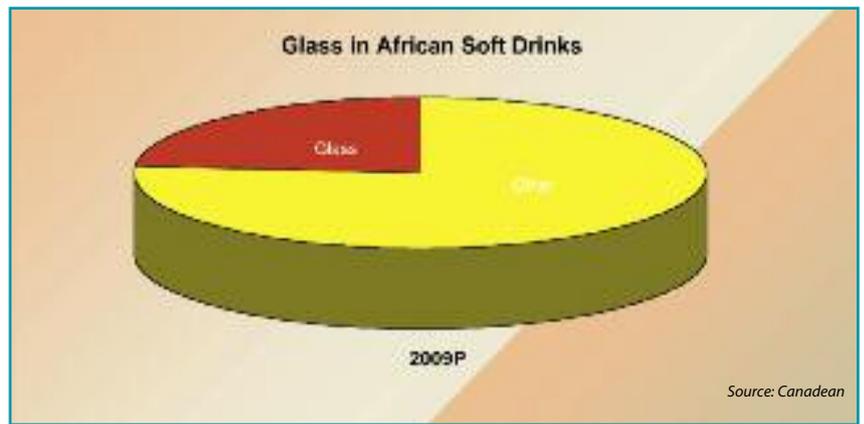
The beverage can is often seen as the iconic image of the carbonated soft drinks market, but is also performing behind the overall market. Like cartons, beverage cans are quite reliant on certain categories and the North American region in particular. North America accounts for more than half of global can sales and a struggling carbonates market here means that globally, can sales are only edging forward. If you discount North America, the beverage can is relatively buoyant, seeing a unit and volume increase of more than 4%. Asia and China are the main drivers for cans. In China, the performance of the can differs between 2-piece and 3-piece; 2-piece cans are primarily used by carbonates producers while 3-piece cans are widely used for packaging herbal drinks and have been growing strongly in the last two years, thanks to the dynamic performance of both Wang Lo Kat and energy drinks leader Red Bull.

The beverage can will prosper in the future helped by the rise of the global energy drinks market and the can multi-pack. Convenient can multi-packs allow consumers to enjoy the single serve format at home and this has proved a strong concept in many households around the world.

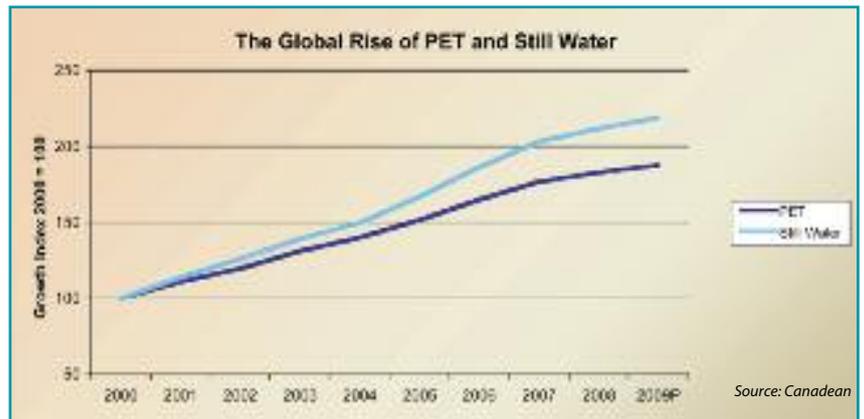
PET

The role of PET in facilitating the global rise of soft drinks cannot be understated. This has been illustrated by its dramatic rise – it now accounts for 6 in every 10 litres of soft drinks consumed around the world. Still water in particular has benefited by having a material that is so suited to consumption on the move, and as the graph shows both have contributed to each other's progress – 83% of all packaged water is now sold in PET. Even in the so called 'sensitive categories,' of juice, nectars and still drinks (JNSD) barrier developments are extending shelf lives and nitrogen peroxide even allows dry sterility and cold filling. Historically, the issue of PET use in the JNSD categories has been the speed at which oxygen and micro-organisms affect the product and limit the shelf life, the light sensitive nature of some of these products and notably in juice, the loss of vitamin C as it becomes oxidised to form dehydroascorbic acid. Significant progress has been made and these issues have been addressed with the right barriers, oxygen scavengers and UV blockers. These new technologies have helped drive PET share up in 2009 in both the JNSD and iced/rtd tea categories. Overall, in 2009 Canadean expects PET to outperform the global soft drink market again with a 3% volume rise and a unit rise of between 3% and 4%.

Canadean forecasts the rise of PET to continue; PET has characteristics that appeal to producer, retailer and consumer alike. Increasingly, light weight PET bottles are economically competitive for producers, who can increase their unit sizes



Nearly 1/4 of African soft drinks sales come in glass. Ten years ago it was as much as 46%.



The graph highlights the close relationship between still water and PET.

with ease, while retailers are attracted to the handling advantages offered over glass. A PET bottle is light, making it appropriate to consumers drinking on-the-move and it can also be resealed.

Opportunities mixed

However, considerable opportunities remain for bag-in-box, glass, cartons and cans. Bag-in-box will always be the preferred choice for the global fast food giants, delivering high volume and margin. Consumers will still associate glass with quality and will often expect to receive their soft drinks in a glass bottle if they have paid a premium in a bar or restaurant. The forte of the carton and indeed the beverage can is evident to both producer and consumer as well; the producer likes them because they are economical to store and transport with little breakage and, in a highly competitive global marketplace, they allow a level of marketing that is often difficult to achieve in some other pack formats. As with PET, the consumer likes the can and the carton because they are portable, durable and light. They also both offer economical shelf life solutions.

The global beverage packaging marketplace in 2009 has held up well considering the ferociousness and depth of the global economic storm. Canadean can see the clouds clearing and an improving trading environment yielding better results this year. PET may be set for further share gains but the global soft drinks packaging mix will remain as diverse and interesting as it has always been with something for everybody to capitalise on. ■

PET may be set for further share gains but the global soft drinks packaging mix will remain as diverse and interesting as it has always been...



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

Packaging

Grease-free moulds cut maintenance

SIDEL's new Kohlox self-lubricating composite material for studs and wear rings claims to cut the weekly maintenance of moulds by two minutes per operator and per mould. Sidel has achieved this by eliminating the greasing step.

Kohlox, a thermo composite material with a low coefficient of friction, helps parts move freely without any lubrication. Developed after two years of R&D, this material is, according to Sidel, the best compromise between mechanical resistance to impacts and compression, while also ensuring free movement of parts. Two new grease-free parts have been produced for the moulds: wear rings for the mould bottoms, and female studs.

Last year these new parts were tested and validated on an industrial scale in partnership with Nestlé Waters Est France. The verdict was positive: "This project has been successfully completed thanks to an excellent collaboration with Sidel, whose staff has



Self-lubricating Kohlox offers significant savings in mould maintenance time.

been present at our site to monitor the performance of the Kohlox parts. Because of the excellent results with the new moulds, we have decided to order nearly 100 more moulds equipped with Kohlox parts and also to adapt some existing moulds," said Régis Leclerc, Technical Coordinator for Nestlé Waters.

Reducing maintenance time means improving blow moulder availability and therefore productivity. Leclerc explained: "One of our concerns is to reduce the time spent on mould maintenance and greasing. Any solution that reduces those maintenance steps helps significantly improve machine availability. We have saved about one hour of maintenance time on an SBO 20 thanks to the new moulds with Kohlox parts. This significant time gain allows us to produce more, or to perform other maintenance operations. That's quite considerable if this technology is extended to all of Nestlé Waters' blow moulders running at full capacity."

This self-lubricating material also helps improve mould cleanliness by eliminating the possibility of grease splashes or deposits, which are sources of persistent dirt. Leclerc stresses the importance of this aspect: "Mould maintenance requires good training for operators, so that they can apply just the right amount of grease to keep the bottles clean and ensure good production hygiene. By eliminating the greasing step, we avoid the risk of non-quality problems associated with handling the moulds and the other essential blow moulder components."

Further, the low density of Kohlox, which is four times lighter than steel, helps lighten the mould base to accommodate new blow moulder speeds of 2,000 bottles per hour per mould, and reduces mechanical wear on the machine itself.

Next generation push pull

THE new Push Pull Sports Cap from Bericap is a closure solution for on-the-go consumption. Suitable for both wet and dry decontamination, and for still and for medium carbonated drinks, the closure meets all requirements for aseptic filling. The company says it offers "best drink comfort" to consumers due to its optimum flow rate.

A save sealing is provided by proven DoubleSeal – technology as seen on the company's closures for standard 28 mm necks PCO 1881 and PCO 1810.

The market introduction of the new product will take place in the first quarter 2010 for the standard neck PCO 1810. An extension of the product programme for necks PCO 1881 and 38 mm is scheduled.



Canning honours

EXAL Corporation took the top honour in the Beverage Bottle category at the Cans of the Year Awards held in October 2009 in Dubai, UAE. The annual international event is hosted by *CanMaker* magazine to recognise and celebrate innovative, groundbreaking work within the metal packaging industry.

The award went to Exal for its lightweight, sustainable aluminium bottle for the Eska brand of still and sparkling water for Eau Vives Water. The bottle, which also took the Gold Award in the Beverage Bottle category, was manufactured using Exal's evolutionary Coil-To-Can (C2C) technology.

Boxal (France), a Division of Exal Group, was presented with the Silver Award in the Beverage Bottle Category for the Floresance line of nutritional products in aluminium bottles for JLB Development. The shaped, fully decorated bottle replaced a heavier, labelled glass container, resulting in reduced carbon-based transport emissions and improved shelf presence.

A further Bronze award went to Exal Corporation for its Amber Sun Ale aluminium bottle for 16 Mile Brewing Company.

"We are grateful to be acknowledged for our contributions in metal packaging," said Delfin Gibert, President and CEO at Exal.



"But the greatest reward comes from delivering packaging that truly helps our customers achieve their goals. When packaging contributes to a product's differentiation or functionality, it becomes a part of the brand."

Exal Corporation, a world leading manufacturer of extruded aluminium packaging, has manufacturing facilities in Youngstown, Ohio, Argentina, Netherlands, France, Switzerland, Poland and Mexico.

Matt over varnish

REXAM reports its 'matt over varnish' continues to grow in popularity, Appletiser has introduced the technique, applied after the body of the can has been printed, to give its new 330ml cans for its apple, grape and pear flavoured beverages a more sophisticated and eye-catching look.

Andy Thompson, Senior Brand Manager at Coca-Cola Enterprises, said: "Matt over varnish is used as standard on our Appletiser range across the rest of the world and we wanted to bring the UK products in line with the premium look and feel we achieve globally.



"For us, the can works well because it is a convenient package and is widely accepted by our consumers. By adding the matt over varnish, we create an impact at point of sale which highlights us in a busy market area

and appeals to the sensory needs of our female, 25 – 45 year old target market."

Aseptic accolade

ECOLEAN has been awarded WorldStar 2009 in the beverage category for its aseptic packaging. WorldStar 2009 attracted 237 entries from 35 countries around the world and the winners were selected by a jury consisting of 14 country representatives from the World Packaging Organisation (WPO) and one representative from the International Packaging Press Organisation (IPPO).

Award decisions were based on the judges' consensus that a package is superior to other packages in its geographical market and category, when it comes to performance and the best in innovative design. The judges consider many features in each package; for example ease of handling, sales appeal, cost reduction and environment compatibility.

"We can establish that the appreciation received from competition juries worldwide also reflects in a great sales increase. We grow heavily (sic) and expect to expand even more next year," said Peter L Nilsson, Managing Director.

The winners of WorldStar 2009 will be honoured at an award presentation ceremony in Beijing, China in the first week of June 2010.



The aseptic Ecolan lightweight packaging is shaped like a pitcher and weighs just 14 grams, which is 40-50% of a conventional liquid food carton or bottle.

Creating masterpieces

SHRINK sleeve manufacturer Chadwicks will be showcasing its 'masterpieces' at the 'Chadwicks Art Gallery' when it exhibits at the Packaging Innovations Show on 24th to 25th February 2010, and 'Foodex from 21st to 24th March 2010.

Visitors can see Chadwicks' recent shrink sleeve creations in the art gallery, featuring an exclusive 'Masterpiece Innovations' exhibition. Visitors will have the opportunity to create their own masterpiece painting on the Chadwicks easel with the chance to win a weekend city break for two, in addition to receiving a free shrink-sleeved energy shot drink.

Chadwicks will also be demonstrating its latest technology for producing tailor-made shrink sleeves designed especially for short to medium run products in the food and beverage sector.

Martin Hardman, the company's Sales and Marketing Director, said the art gallery theme enabled the company to showcase its products in an inventive and imaginative way. He added: "As world leaders in heat-seal pre-cut lids, we are successfully building upon our fantastic reputation and fast becoming a number one supplier of choice for quality shrink sleeves too.

"Manufacturers are quickly realising the benefits of sourcing both lid and shrink sleeve from one supplier by witnessing first



hand improved efficiency, increased cost savings and less time spent in unnecessary meetings."

Chadwicks is part of the Flexible Packaging Division of the Clondalkin Group which has more than 40 manufacturing sites located across Europe and North America.



The 'Saveurs gourmandes' premium range of fruit syrups developed by French retailer Systeme U comes in a new 33 cl aluminium bottle. There are six flavours in the range: framboise, mangue, poire, pêche, caramel and violette. The bottles, supplied by Boxal, are printed in high definition offset with eye-catching photographic images against a silver offset background.

Boxal claims its aluminium bottles to be the ideal compromise between functionality and aesthetics, offering a true alternative to marketers, with endless possibilities using high definition printing which produces sharpness, strong colour contrasts, improved contours and smooth transitions.

Environment

Milestone carbon reduction

UK food and drink manufacturers have reduced their carbon emissions by 19% since 1990 – the equivalent of 1 million tonnes of CO₂ – according to a new report published by the Food and Drink Federation.

FDF members have committed to reducing their CO₂ emissions by 20% by 2010 against a 1990 baseline. The new figures – the latest available under its Climate Change Agreement with Government – show they are well on track to achieving that ambitious goal. The data also suggests that FDF members are on target to meet the longer term aspiration of a 30% reduction by 2020.

The FDF has also announced that the first 36 signatories to the Federation House Commitment on water efficiency have reported savings of more than 500,000 cubic metres in the first year of operation of this voluntary initiative.

Further, as part of its commitment to send zero food and packaging waste to landfill, FDF has conducted 13 detailed waste prevention reviews in conjunction with WRAP to promote best practice across the sector. Twenty-three FDF members have signed the Courtauld Agreement to reduce packaging while 15 members have joined a labelling scheme to provide consumers with standardised on-pack information about recyclability.

Award for Maltese producer

GENERAL Soft Drinks Co, Malta, won the Management Award for Sustainable Development in the country's latest Environment Award for Industry. As an extension of this honour, it qualifies General Soft Drinks for the European Environmental Award programme in 2010.

Malta's Environment Award for Industry is organised and administered by the Cleaner Technology Centre every two years. It recognises and promotes Maltese organisations which have made a significant contribution to sustainable development. It also highlights the policies, practices and processes of businesses and other organisations that are helping achieve economic and social development while minimising the environmental impact of their operations.

Energy usage at the General Soft Drinks production facility is monitored through a building management system which controls

Manufacturing without emissions

LAST year Iggesund Paperboard reduced its emissions of fossil carbon dioxide by 65% at Iggesund's Bruk, where the company's flagship product, Invercote, is made. The reduction by 63,000 tonnes equates to the emissions from 17,500 cars per year.

Guy Mallinson, Business Director Sales at Iggesund, said: "Almost 95% of Iggesund Bruk's current energy consumption is from biofuels and we only have one more investment step left before our vision – of a paperboard mill totally free of fossil CO₂ – will be a reality."

Reductions have been achieved by a combination of energy savings plus investments in increased capacity for biofuel use. Mallinson emphasises, though, that the measures are not primarily motivated by the media's intense focus on carbon emissions:

"We can't respond in a short term, erratic way, like public opinion sometimes does. In accordance with our long term approach to the environment, we evaluate environmental aspects when making every investment decision. But our job – and there is no contradiction involved – is to deliver a first class product at a competitive price."

For decades the company has been implementing a long term environmental programme at Iggesund's Bruk. Its energy supply is based on heat from Iggesund's own production process plus electricity, almost half of which is produced by the company. Today over 90% of this electricity comes from biofuel, and soon the mill will be self-sufficient in electricity. With regard



"Our goal is to be self-sufficient in electricity and independent of fossil fuel," said Guy Mallinson of Iggesund Paperboard.

to heat, Iggesund's Bruk produces a surplus. As well as being used in the production process, the heat is also used to dry timber in a nearby sawmill and to heat almost 1000 homes in the local village.

Airline recycling steps up

EVERY day around the world, hundreds of thousands of carbonated soft drink cans, juice and water bottles are emptied aboard passenger aircraft. Many airlines operate recycling schemes but some of these are a little on the 'hit or miss' side, dependent on the standards and enthusiasm of staff cleaning the aircraft post-flight. Australia's Qantas airline has launched a new onboard recycling programme which is intended to ensure an efficient path from consumption through waste recovery to re-usage.

Alan Joyce, the company's Chief Executive, said the new initiative built on existing programmes and was another step towards the Qantas group's goal of achieving a 25% reduction to landfill by 2011. "At Qantas, sustainability guides everything we do," he said. "We are committed to implementing processes and policies that will help protect the environment for generations to come, from recycling to providing best practice carbon offsetting facilities."

He explained that under the new programme, to be implemented in partnership with Closed Loop Recycling, "we plan to recycle approximately eight and a half million bottles, cups, tumblers and cans per year from domestic services".



Anton Pizzuto (left) of the Cleaner Technology Centre, with GSD's Stephen Gauci, Brian Galea, Peter Kristensen, Brian Mizzi (Managing Director), Stephen Bonnici and Clarissa Jones.

air conditioning, ventilation and lighting. Rain water is collected in underground reservoirs and used for truck washing, toilet facilities, landscaping and road washing. The company operates a recycling system, including export of some materials for reuse.

Investment in plant

SONOCO one of the largest diversified global packaging companies, is investing US\$2.5 million in expanding its US Columbia Sonoco Recycling Centre to allow the centre to process larger volumes of recycled materials.

Marcy Thompson, the company's Division Vice-President and General Manager, said it was expanding its facility by 14,700 sq ft to include new state-of-the-art sorting and conveyor equipment, as well as a new high-speed baler to increase single-stream waste volumes. The work is expected to be completed late March or April 2010.

The Columbia facility accepts and processes corrugated boxes and other grades of paper as well as metals, plastics and bottle-form glass. It processes and uses many of these recycled materials to produce recycled paperboard at its paper mills in the Southeast. The remaining paperboard is sold to third parties.

Annually, Sonoco collects and processes about 3 million tons of recyclable materials globally through 31 locations. It is also an exporter of recycled fibre, primarily to Asian markets.

Landmark steel recycling in Europe

THE latest figures from APEAL (the Association of European Producers of Steel for Packaging) show that 70% of steel packaging is recycled in Europe. This represents over 2.5 million tonnes of food and drinks cans and other steel containers being recycled in 2008, saving 3.9 million tonnes of CO₂. According to the latest available data, this places recycling rates for steel above those of other packaging materials such as plastic, beverage cartons and glass (29%, 33% and 62% respectively).

The fact that steel is magnetic makes it the easiest and most cost-effective material to sort and recover. When household waste is recycled, these magnetic properties enable steel packaging to be easily separated and steel loses none of its strength or inherent qualities, no matter how many times it is recycled.

Another reason for steel's continued recycling success is that the recycling process is embedded into steel production: to make steel, you have to use recycled steel. This means that every steel plant is a recycling plant, producing steel of virgin quality while saving valuable resources. Complementing this is a network of well-established routes for collection and recovery of steel cans across Europe which has helped to ensure recycling excellence.

Kanosaurus at the Zoo

JOHANNESBURG Zoo enjoys an international reputation for the way in which it hosts and presents its large family of African and other wildlife. They have been joined by another 'animal' which is not actually alive but is doing a great job in eating and squashing soft drinks cans for recycling.

Called the Kanosaurus, the green monster with dinosaur characteristics squats on a lush lawn at the zoo, attracting the attention of youngsters who are then encouraged to feed it.

"The primary motivation for recycling for everybody is that it is the right thing to do," said Jaldá Hodges, President of the Johannesburg Rotary Club which donated the Kanosaurus after the club's past president, Ivan Allan, noted the mess left by discarded soft drink cans.

"Many of our resources today are scarce and they continue to become scarcer. We cannot continue to be a society that just buys the new and disposes of the old in the hope that we can bury it."

The Rotary Club is looking for sponsors to help it build further Kanosaurus crushers and locate them elsewhere in Johannesburg.



Arabian oryx at Johannesburg Zoo.

Louise Gordon, the zoo's Executive Manager for Marketing and Education, said the Kanosaurus was helping improve what had become a significant littering problem. Through it, children could be taught about the conservation of natural resources, partly by making it fun.

"Recycling is a cost-saving measure that can, in the long run, become cheaper and help save a lot of natural resources," she said.

"Once again steel is setting the standard for recycling across Europe and demonstrating that by recycling we can make an important contribution to reducing CO₂ emissions," said Guillaume de Formanoir, President of APEAL.

In 2008, the recycling rate for steel pack-

aging continued to grow throughout Europe, rising by 1.4% from the 2007 total. Belgium was once again Europe's recycling champion where 93% of steel packaging was recycled. Germany, Luxembourg and the Netherlands follow closely behind, recycling over 87% of their steel containers.



PICTURED are the winners of a competition run by the European Plastic Recycling Organisation (EPRO) for examples of products containing recycled plastics. EPRO's aim was to promote the cycle of plastics, as well as increase the request for recyclables. The plastics industry embraced the competition, and EPRO received entries from all over Europe.

Human Resources

APPOINTMENTS

Ball Corporation of Broomfield, Colorado, has named **Michael L. Hranicka** President, Metal Beverage Packaging, Americas. Hranicka joined the company in 2005 as Vice-President, Sales and Marketing for Ball's metal food packaging business. In 2007 he became Senior Vice-President, and in 2009 was appointed Executive Vice-President and COO Metal Beverage Packaging, North America.

The Board of the Swedish biotechnology company BioGaia has nominated **Margareta Hagman** and **Urban Strindlöv** as Executive Vice-Presidents of the company as of 1st April 2010. Margareta is responsible for accounting, finance and administration whilst Urban is responsible for product development and special projects.

In the US Coca-Cola Enterprises Inc's Board of Directors has elected **Véronique Morali** as Director, effective 11th February, 2010. Ms Morali is the Vice-Chairman of Fitch Group and President of Fimalac Developement, an internationally listed financial services company. She also serves as founder and CEO of Terrafemina.com, a website targeting women.

Leading UK bottled water producer Highland Spring has added to its sales force with the appointment of **Simon Oldham** as UK Group Sales Director. He replaces **Alan Simpson**, who is retiring from this position after 18 years and who will now take up a new non-executive role within the Highland



Clockwise from top left: Simon Oldham, Ian McCaddon, Guy Davis, Dr Michael Bauer, Bob Hook and Michael Hranicka.

Spring Group.

Dr Michael Bauer has taken up the position as Chief Financial Officer in the newly created division GEA Mechanical Equipment with commercial responsibility for

Flow Components (GEA Tuchenhausen, Büchen, Germany), Homogenizers (GEA Niro Soavi, Parma, Italy) and Mechanical Separation (GEA Westfalia Separator, Oelde, Germany).

RO UltraTec (Europe) Ltd has appointed **Jason Rainbird** as General Manager of its European Division. In his new role his first responsibility will be to establish an extensive marketing programme to ensure RO UltraTec product recognition throughout Europe.

Reading Scientific Services Ltd (RSSL) has appointed **David I. Brown** in a new role as Investigative Partner for the food and beverage industries. He will provide hands-on quality and process improvement support, addressing problems in food safety, HACCP, risk management, business continuity and ISO, environment and corporate governance.

Veolia Water Solutions & Technologies has appointed **Bob Hook** as its new Managing Director for the UK business. He has held senior positions in a number of major organisations within the water treatment sector: **Ole Roesdahl**, who was responsible for the UK business for the past three years, has returned to Denmark following his secondment to the UK. He remains with the Veolia Group having been appointed Executive Vice-President of Krger, Nordic Region of VWS global.

UK-based hot melt adhesives specialist Beardow Adams has strengthened its sales and marketing with two new appointments: **Guy Davis** who has responsibility for international corporate accounts, and **Ian McCaddon**, the company's Area Manager serving accounts in Wales, the West Midlands and the North West of England. Both are newly created positions.

On-trade training

BRITVIC Soft Drinks has introduced a new customer training programme as part of an £11million investment in the on-trade for 2010. ExSelligence training sees the soft drinks manufacturer work with licensees to improve and grow their business across the board. The scheme will provide staff with the skills to create fresh ideas on driving the soft drinks category.

The initiative provides licensees with selling tips to drive additional profits as well as in-depth product knowledge. It is a modular programme based around the key principles that drive soft drinks sales. These include: Unavoidable Visibility – prompting purchase through display and merchandising; Maximise the Spend – driving customers to spend more or buy more often every visit; Exploiting Occasions – linking to specific occasions when licensees can sell more soft drinks; Compellingly Served – deliver a serve experience to add value and excitement to the product offer; and Engaging Experience – making soft drinks a



more enjoyable experience

The ExSelligence training programme is currently available to Britvic's Managed Retail customers and is being incorporated into existing customer programmes, with a view to rolling out to the rest of the licensed channel over the next year.

Have your say

UK Food and drink employers are being asked to give their views on new qualification options designed to drive improvements in productivity and efficiency in the workplace.

Content for an innovative new 'Achieving Food Manufacturing Excellence' qualification has been created by Improve, in partnership with employers. It is one of the food and drink sector skills council's new family of work-based Improve Proficiency Qualifications (IPQs), which are being developed for people employed in the food and drink industry in England, Wales and Northern Ireland.

For food and drink industry employees in Scotland, Improve has also drafted content for two new pathways, at Levels 2 and 3, within the Scottish Vocational Qualification (SVQ) in Food Manufacture.

To find out more about the 'Achieving Food Manufacturing Excellence' qualification and new SVQ pathways, contact Amanda Clark, on 08456 440 448.

Events Diary

FEBRUARY

17th – 20th **GERMANY**

Biofach
Nuremberg Messe
Nuremberg
Germany
www.biofach.com

21st – 24th **UAE**

Gulfood
Dubai International Convention and
Exhibition Centre
Dubai
www.gulfood.com

21st – 24th **UAE**

Ingredients Middle East
Dubai International Convention and
Exhibition Centre
Dubai
www.ingredientsme.com

21st – 24th **ITALY**

Pianeta Birra & Beverage
Rimini Fiera
Rimini
Italy
www.pianetabirra.com

24th – 25th **UK**

Packtech
NEC
Birmingham
UK
www.easyfairs.com

MARCH

2nd – 5th **JAPAN**

Foodex Japan
Makuhari Messe
Tokyo
Japan
www2.jma.or.jp/foodex/en/

9th – 11th **CHINA**

China Drinktec/Sino Pack
China Import Export Fair Complex
Guangzhou
China
www.2456.com

18th – 20th **VIETNAM**

Propak Vietnam
Siagon Exhibition & Convention Center
Ho Chi Minh City
Vietnam
www.propakvietnam.com

21st – 24th **UK**

Foodex
NEC
Birmingham
UK
www.foodex.co.uk

22nd – 28th **SPAIN**

Alimentaria
Fira de Barcelona
Barcelona
Spain
www.alimentari-bcn.com

24th – 28th **GERMANY**

Intervitis Interfructa
Stuttgart Messe
Stuttgart
Germany
www.intervitis-interfructa.de

30th – 31st **FRANCE**

MDD Expo
Paris Expo Porte Versailles
Paris
France
www.mdd-expo.com

APRIL

2nd – 5th **USA**

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

MAY

18th - 25th **SWITZERLAND**

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

25th **UK**

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

25th – 26th **USA**

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

25th – 27th **UK**

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

JULY

25th – 27th **SOUTH AFRICA**

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

SEPTEMBER

22nd – 24th **USA**

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

To include your event on the SDI Events Diary page and also online, contact:
publishing@softdrinksinternational.com



100 Years Ago

From the *Mineral Water Trade Journal of* February 1910

American lithia water denounced

The latest of the drinks to come in for an excoriation at the hands of the United States medical fraternity is American 'lithia water.' At a meeting of The Philadelphia County Medical Society, held in the College of Physicians, the various brands of lithia waters on the market received a general denunciation at the hands of the medicos, who declared that of thirty-five of the leading and popular American brands sold to the credulous and pathetically-trusting laity, only four contained enough lithia to be perceptible to the analyst.

"The only virtue possessed by the greater part of these waters was," declared Dr Henry Leffmann, "that people who will not drink ordinary waters will drink them because they are expensive."

A burst bottle and a £500 claim

An appeal case of considerable significance to the aerated beverage trade has been before the First Division of the Scottish Court of Session. The case came from the Glasgow Sheriff Court. Mr Robert Wright, Jr of 57, Barcaple Street, Springburn, sued, in the first instance, Messrs A. G. Barr and Company (Limited), aerated water manufacturer, of 479 Great Eastern Road, Glasgow, for



£500 damages. On the 25th December 1908, the pursuer purchased a bottle of lemonade, which was originally supplied to a confectioner by the defenders. When unscrewing the stopper, the bottle burst, and a piece of the glass struck the pursuer

in the right eye, with the result that the eye had to be removed. It was averred that the bottle was defective, and that it contained an excessive quantity of gas. The defenders urged, in reply, that they provide bottles in every way suited to their business, and contended that the accident was occasioned by the manner in which the pursuer handled the bottle. They explained that they do not sell aerated waters retail to the public, and that they do not manufacture bottles – The Division remitted the case to Lord Skerrington for proof.

The wrong way of opening results in death

Mary Ann England was a septuagenarian, who resided at Viaduct Street, Bethnal Green, London. She was trying to open a lemonade bottle by pressing the stopper with the handle of a fork, when the bottle broke and the glass inflicted on her wrist a jagged wound two inches long. A neighbour bound up the wound, but next day Mrs England had to be removed to the Bethnal Green Infirmary, blood-poisoning having supervened. She died a few days later from exhaustion and blood-poisoning. A verdict of 'Accidental death' was returned by the coroner's jury.

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal of* February 1960

Increased machinery demand forecast

"The increased number of amalgamations in the bottling trade will have an important effect on the sales of machinery manufacturers in 1960," said Mr Thomas P. Hill, Managing Director of The Thomas Hill Engineering Co (Hull) Ltd, at the annual sales conference.

Mr Hill believed 1960 would be a record year for container cleaning machinery in particular. He forecast a bigger demand than ever for fully automatic labour-saving machinery to meet the higher outputs required by the increased number of larger bottling units that were now resulting from amalgamations.

A splendid summer last year had

emphasised the need for bottlers to be properly equipped to meet future demands. Already the order book was very heavy for deliveries in time for next season.

Favourite flavours

Our contemporary, *National Bottlers' Gazette* recently carried out a survey which indicates that US soft drinks sales for 1959 are likely to come out at about 1,672 million cases, a gain of about 312.5 million over 1958. According to the replies secured from the bottlers to whom the *NBG* questionnaire was submitted, flavour preferences now exhibit some changes, although the editor promptly warned that these do not necessarily represent sales standings, being merely an expression of how bottlers judge the movement of flavour preferences in their own territories. The writer is not very sure just what is meant by this statement. Does it imply that the bottlers are simply stating their own preferences for certain flavours, much as people put a list of items in preferential order in popular

press competitions? If not, surely the list must represent sales standings. However that may be, Cola heads the list, with Root Beer making a very good second and Orange an even better third. Fourth comes Ginger Ale, not greatly in front of Grape, with Lemon (which presumably includes 'Lemon & Lime') surprisingly low in sixth place. An American correspondent of the present writer recently gave it as his opinion that colas still accounted for more than half the total sales throughout the States, with lemon/lime and orange drinks tying for second place, together accounting for at least a third of all sales, root beer being next with ginger ale and grape the two most prominent of the remaining flavours and strawberry the leader of the third line sellers. Orange, incidentally, headed the 'mentions' of the *NBG* 1958 survey when Root Beer was classed fifth. Still, there does not seem to be any likelihood of King Cola being displaced from its unassailable top position on a US sales standing basis for very many years to come if, indeed, ever. ■

bubbling up

A focus on equipment and services

INFORMATION AS SUPPLIED BY THE MANUFACTURERS OF THE PRODUCTS AND SERVICES FEATURED

Combating bio-films



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www.danishcleanwater.dk

BIO-FILMS in process water systems can be a serious problem for beverage plants. Danish Clean Water, through its European network of installers, offers an effective and permanent solution to traditional treatment in the form of on site mixed oxidant generators. These produce a powerful disinfectant that can be dosed into the process water at very low levels to ensure that bio-films are removed and do not reoccur.

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The container platform is raised by a single hydraulic cylinder, creating a dust-tight seal between the top edge of a box (or rim of a drum) and the underside of the containment hood.

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email: sales@microptixtech.com

www.microptixtech.com

MICROPTIX Technologies LLC has launched a food and beverage focused version of the patented i-LAB® Hand Held Analyzing Spectrometer. The V800 i-LAB package enables users to conduct rapid testing of solid and liquid samples in the process plant, laboratory and/or in the field. It performs real-time measurement and analysis in the visible light range from 400-700 nanometers

The package includes the i-LAB Cuvette and Round Vial Adaptors for liquid measurements, and a suite of measurement methods designed to perform common quality assurance tests. An optional Surface Reader Adaptor allows users to convert their i-LAB from measuring liquids to solids. Energy efficient, it uses LED's as a light source and is battery-powered.

Light goods conveyor



swisslog

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email: wds.uk@swisslog.com

www.swisslog.com

SWISSLOG, a global provider of integrated logistics solutions for warehouses and distribution centres in the food and beverage industry, has added the new QuickMove light goods conveyor to its solutions portfolio.

QuickMove is based on a set of standard elements and modules and provides reliable handling for a large variety of transport units up to 120 kg. It stands out due to the optimised combination of mechanics and controls, resulting in high performance and simplified implementation. The new conveyor technology is delivered with an integrated energy management system and includes Swisslog standard controls as part of AutomationControl™.

The conveyor is designed according to the 'plug & play' principle. All elements are delivered pre-assembled, fully wired and tested from the factory. Therefore installation and commissioning time is short.

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A POWERDRY machine has been purchased by Aston Manor Brewery as part of a turnkey production system which includes a labelling machine supplied by Kosme. The presence of moisture on bottles can cause missed or poorly aligned labels, especially at high speeds, so the Powerdry works to compliment a labelling machine by ensuring that water and condensation does not interfere with the labelling process. This ensures optimum output from the label applicator and maximum quality in product presentation.

The Powerdry is a specialist drying machine for the beverage producer. It combines a standard set of stainless steel drying fixtures together with a high efficiency blower in one simple, easy to install drying solution and is available in a number of configurations to suit every drying application in the industry.

Tank cleaning



AXIUM Process, specialist stainless steel fabricators, now stock a new and comprehensive range of hygienic 316L stainless steel static sprayballs, designed specifically for tank cleaning duties. They are available with 360°, 180° upward, and 180° downward spray patterns, are self draining and capable of effectively distributing both water and cleaning solutions onto the internal surface area of tanks and vessels.

Available with material certification to BS EN 10204 3.1, the sprayballs are supplied with a retaining 'D' Clip, and are designed to fit OD tube from ¾ inches up to 2 inches, with ball diameters ranging from 1½ inches up to 3½ inches. Flow rates can be up to 16,000 litres per hour with spray hole sizes of 1.6mm

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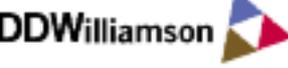
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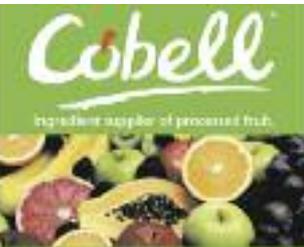
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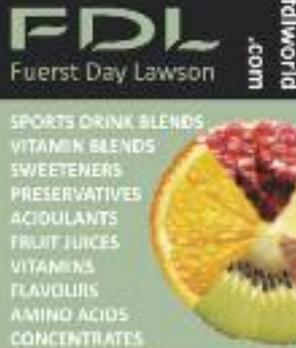
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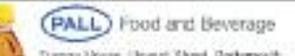
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