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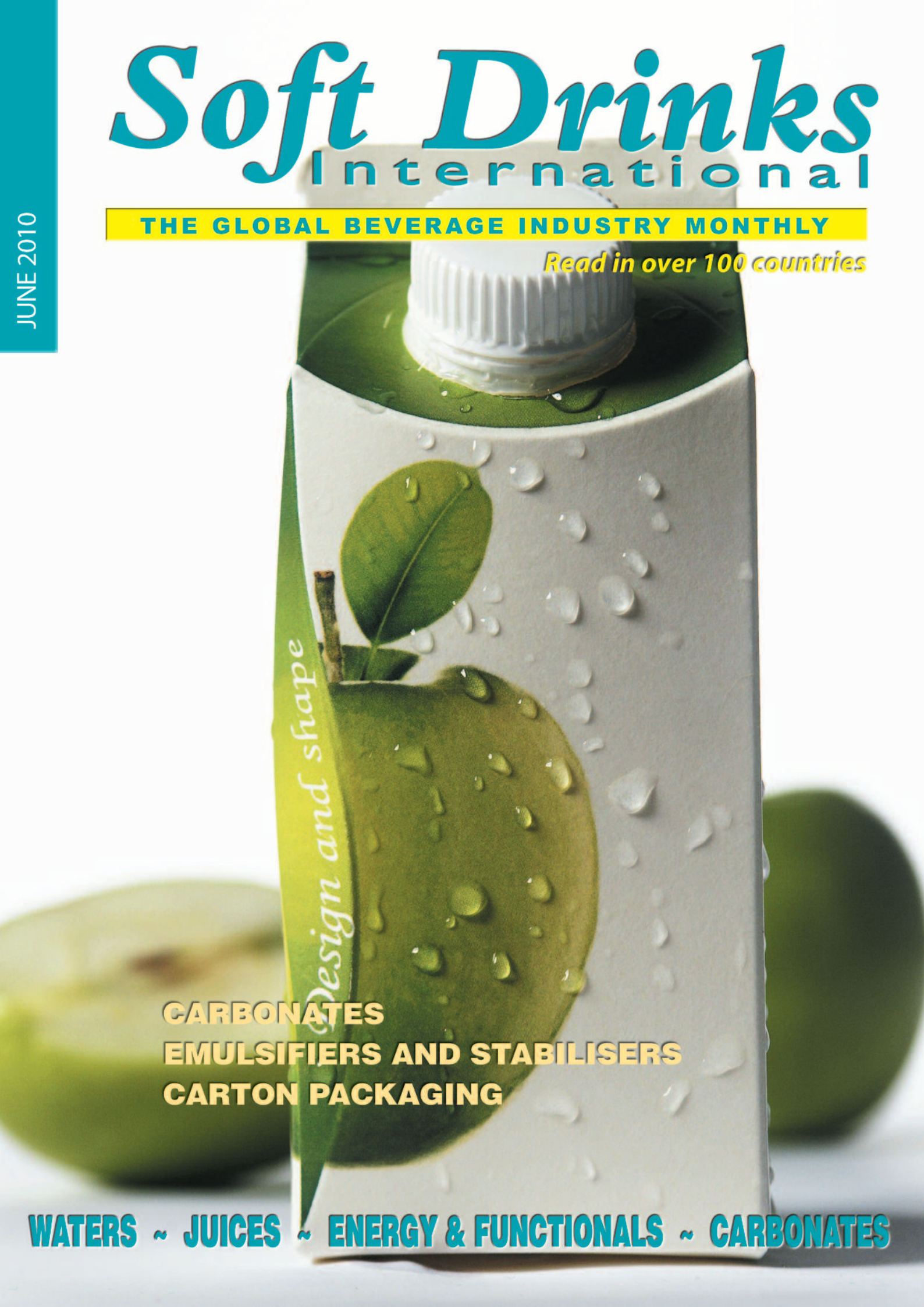

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news

Europe 4
Africa 7
Middle East 10
India 12
Asia Pacific 13
Americas 17
Ingredients 20

Juices & Juice Drinks 24
Energy & Sports 28
Waters & Water Plus Drinks 30
Carbonates 32

Packaging 44
Environment 46
People 49
Events 51
Bubbling Up 53

regulars

Comment 2
BSDA 22
Science Monitor 23
From The Past 52
Buyers Guide 54
Classified 57

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Soft Drinks International

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

features

Untapped Opportunities 34
The global carbonates sector continues to grow, but not as fast as the overall soft drinks market, reports Richard Haffner.

Securing Stability 36
Flavoured neutral dairy drinks are popular all over the world but the challenge is to create and maintain stability in products which, by their very nature, are complex and variable in their make-up, writes Yves Maltete.

A Clear Route 38
Thanks to its unique molecular structure and chemistry, Q-Naturale allows manufacturers to develop drinks that are transparent, even when using natural colours, says Claudia Fiannaca.

Spilt Milk Sparks A Packaging Revolution 40
According to Canadean's Wisdom database, more than 50 billion cartons were filled with soft drinks in 2009, a figure that continues to rise, despite the ravages of the global economic recession, reports Richard Corbett.

Driving Consumer Choice 42
Sady Pridonia, one of the major producers of juice and nectars in Russia, has successfully increased its market share by working in close partnership with Tetra Pak.

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In the spotlight

If there is one country that this month will grab perhaps more than its fair share of headlines then it has to be South Africa, host to the 2010 FIFA World Cup.

Fulfilling our mandate as an international business title, *SDI* has been regularly reporting on not only South African soft drink developments but also that of the African continent. In recent issues our correspondent Kelvin King has reported on the growth of indigenous drinks – such as the maize-based mageu – and the impact South African crops such as baobab and rooibos are having on new product development aligned to health and wellness.

South Africa excels when it comes to fruit juice-based drinks. The Pioneer Group which handles the Ceres brand reported that for the 2009 financial year its fruit juice category achieved volume growth on the back of double-digit growth in export sales volumes. Further a new juice factory for the brand is being built in Wadeville, Gauteng, to complement the group's plant in the Western Cape.

SDI has also reported that the Elgin Valley, in South Africa's Overberg region southeast of Cape Town, is to be known officially as Appletiser Country, recognising that this is where the Appletiser brand evolved and underlining the region's appeal to tourists as a prime fruit growing region, especially of apples, pears and grapes.

Africa is a complex continent of contrasts – from the heat and dust of the Somalian desert to the lush pineapple plantations of the eastern Cape. Its diverse ethnicity is, quite rightly, central to both Coca-Cola's (official sponsor of the World Cup) and PepsiCo's 2010 marketing activity. Coca-Cola has taken the trophy to every nation in Africa as part of its World Cup Trophy Tour and the new global Pepsi 'Oh Africa' advertisement performed by Akon and featuring world class players Henry, Messi, Drogba, Arshavin, Lampard and Kaká.

Football has been the mainstay for much promotional and marketing activity for many brands, notably Coca-Cola. For the first time Coca-Cola will recognise the tournament's best goal celebration. Fans will be able to vote for the eventual winner online. For every goal scored during the tournament and celebrated with a dance, Coca-Cola will make an additional donation to its 'Water for Schools' initiative that helps provide schools with access to safe drinking water.

Whilst nations eagerly absorb four weeks of international football culminating in the final on 11th July in Johannesburg, with South Africa firmly in the spotlight, let's not forget that there are still millions of Africans who do not have immediate access to arguably the healthiest hydrating drink of all – water.

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

● Russian drinks and dairy group **Wimm-Bill-Dann Foods** has reported a jump in first quarter net profits, but raw milk costs soured margins. Wimm-Bill-Dann reported net profits of US$33.7million for the three months to the end of March, up from $12.6million in the same period a year earlier, when the company notched up $33.7million in finance costs. Sales rose 19.1% to $615.3million thanks to volume growth "across dairy, beverages and baby food", as well as a boost from foreign exchange.

● **Funkin** has given its premium cocktail mixers line a packaging revamp and plans to launch the range in travel retail in the UK. The new-look seven-strong Funkin range displays a new company logo and bolder colours as well as an outline of the glassware for each cocktail.

● **AG Barr** has reported a good start to the year, boosted by strong performances from its Irn-Bru and Rubicon brands. In an interim statement, the soft drinks group said total sales for the period from 31st January to 29th May increased 17.9% on a like-for-like basis. The increase reflected the combined effects of strong underlying growth momentum in key brands and the weighting of the company's commercial activities towards the first-half of the year.

● The Chairman and CEO of **The Coca-Cola Co**, Muhtar Kent, has been appointed as Chair of the US-China Business Council (USCBC). Kent has been appointed to the Board alongside other officers and directors. Indra Nooyi, Chairman and CEO of **PepsiCo**, is one of four members that have been appointed to the Board, while Robert McDonald, President and CEO of Procter & Gamble has been appointed Vice-Chair.

● **Fresh Trading**, the parent group of smoothie maker **Innocent Drinks**, narrowed its losses and increased sales in 2009, boosted by significant investment outside of the UK. Fresh Trading sales for the 12 months to the end of December increased by 6.8% on the previous year to reach £112.2million (US$164million). The privately traded firm narrowed its net losses to £3million, from £7.5million in 2008.

● **AG Barr** has launched a larger 500ml Irn-Bru can for the UK market in time for the FIFA World Cup. The firm is hoping to capitalise on what will be a heavy consumption period during the tournament with the new size. The limited edition 'Big Match Can' is available in regular and diet variants and will retail for £0.69 (US$1.02) for a 500ml can, £3.00 for a six-pack, and £2.39 for a two-litre twin pack.

● **The Coca-Cola Hellenic Bottling Co** has bought back €1.05billion (US$1.27billion) of shares. The firm bought back 57,000 shares on 28th May, at an average price of €18.22 per share.

● **PepsiCo** has confirmed that it will be continuing to invest heavily in China. Indra Nooyi, the group's Chairman and Chief Executive, said that, on top of the current investment programme, PepsiCo had big plans for further expansion of its food and beverage operations. Speaking at the World Expo in Shanghai, Nooyi said that between 10 and 12 new plants were likely, including both carbonated and non-carbonated beverage production. All of the new facilities will follow the green model of PepsiCo's pioneering Chongqing beverage plant. More details in our July issue.

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Europe

Nestlé's strong quarter with water growth

NESTLÉ has reported food and beverage sales of CHF 24.3 billion, 6.1% organic growth and 4.5% real internal growth for the first quarter. The company has confirmed that for the full year its food and beverages business' organic growth will be higher than in 2009 combined with an EBIT margin improvement in constant currencies.

Nestlé Waters posted sales of CHF 2 billion, 2.5% organic growth and 2.7% real internal growth. The company said bottled water returned to growth in many important markets in Europe. High levels of growth led to market share gains, with strong performances from S. Pellegrino, Perrier and Contrex. Emerging markets continued to deliver double-digit growth under the Nestlé Pure Life brand. Nestlé Pure Life also continued to grow in the US, while regional brands there were impacted by price-led competition.

Paul Bulcke, Nestlé CEO, stated: "Our strong sales performance in the first quarter confirms we are capturing opportunities in our different growth pillars, both in emerging and developed markets, even in a global economic environment which remains challenging. By keeping the initiative and with appropriate pricing, we are building our market positions in different categories as part of our long term, disciplined commitment to sustainable, profitable growth. We continue to increase investment in our brands, our innovation and new manufacturing and distribution capabilities, and will further drive our efficiency programmes across the world. I therefore reconfirm our outlook for 2010, both top and bottom line improvement."

Nestlé Food and Beverages grew 4.6% in the Americas, 5.1% in Europe and 11.2% in Asia, Oceania and Africa. The group's emerging markets achieved over 10% organic growth, with a particularly strong performance in BRIC countries.

Encouraging but cautious

COCA-Cola Hellenic has announced its first quarter figures. They show that in the period free cash flow of €65 million was an increase of €56 million compared to the period in 2009; volume of 431 million unit cases was 2% below the first quarter of 2009, whilst net sales revenue at €1,377 million was stable compared to 2009. The company's operating profit of €52 million was 26% above that of 2009. The net profit was €25 million, compared to €7 million in the prior year period, and earnings per share of €0.07, compared to €0.02.

Commenting on the performance, Doros Constantinou, the company's CEO, said: "We improved profitability in the quarter, primarily reflecting the benefit from earlier cost cutting programmes and the favourable effect of currency movements. This result was achieved amidst a challenging economic environment, with weak consumer sentiment and uncertain financial markets continuing to adversely affect consumer spending across several of our markets. This led to a further volume decline in the quarter; however, the rate of decline slowed compared with the prior quarter."

Constantinou added: "We are encouraged by some early signs of stabilisation in key countries, particularly across our emerging and developing markets. We remain cautious, however, given that the first quarter is seasonally less significant for our business and economic conditions continue to deteriorate in some countries.

"Our focus on cash flows continues to yield results for our business, while ongoing financial discipline is expected to support profitability over the balance of the year. While we expect the pace of recovery across our markets to be uneven, we remain confident in our ability to effectively execute our strategy in the market place for long term growth."

Can footprint widens

CROWN Holdings Inc has officially opened its new beverage can plant in Kechnec, in eastern Slovakia, to serve customers in central and eastern Europe. Attending the opening ceremony were Terry Cartwright, Senior Vice-President, Crown Bevcan Europe and Middle East, Ken Jeffs, the company's Slovakia Plant Manager, Mr Pavol Paška, Speaker of the National Council of the Slovak Republic, Mr L'ubomír Jahnátek, Minister of Economy of the Slovak Republic, Mr Jozef Konkoly, the Kechnec municipality Mayor, and a number of Crown's key customers from the region.

"The new facility in Kechnec was completed ahead of schedule, with the first cans produced only nine months after the start of construction," said Terry Cartwright. "This significant achievement can be attributed to the synergies between Crown's teams, globally and locally, and has allowed us to serve our customers quicker."

With the addition of Slovakia, Crown now operates 14 beverage can plants in Europe, the Middle East and North Africa.

Minimising environmental impact was an important objective for Crown when building the plant. Using the latest sophisticated water treatment technology, 95% of all water used will be recycled. Further, the company is supporting local recycling programmes. Metal can be recycled again and again and again without loss of or alteration in quality. It is permanently reusable in any form. In addition, the beverage can is the most recycled drinks pack in the world. From the moment a can is collected for recycling, it can be back on the shelf within 60 days.

Pictured (left to right) unveiling the plaque are: Mr L'ubomír Jahnátek, Minister of Economy of the Slovak Republic, Mr Pavol Paška, Speaker of the National Council of the Slovak Republic, Mr Jozef Konkoly, the Kechnec municipality Mayor, Terry Cartwright, Senior Vice- President, Crown Bevcan Europe and Middle East, and Ken Jeffs, Crown Bevcan Slovakia Plant Manager.

Organic labelling rules guide

NEW EU organic labelling rules may not be widely enough understood by the food industry, a leading organic body has warned. Organic Farmers & Growers (OF&G) is concerned that regulation changes which introduce a new compulsory EU organic logo in July are not being promoted heavily enough among organic manufacturers and food producers. In addition, a steady stream of changes and clarifications to the new rules have led to a degree of confusion about their implementation.

In a bid to tackle the issue OF&G has produced a definitive guide to the new regulation which is available to everyone in the sector. The company has published a clear and full explanation of the new labelling regulations, including how the new logo should be used, along with the mandatory text around it.

The company's Chief Executive, Richard Jacobs, explained: "The introduction of the new labelling regulation, including a new, compulsory logo, has been something of a tortuous process. Requirements have been changed a few times and our processing certification team have been putting pressure on various official bodies on a daily basis to get clarification.

"We now have what should be the final information and time is very tight for organic processors to implement the regulations with regard to their packaging for new products that will hit the shelves from July."

The OF&G guidance on the new regulations is available for anyone to download free of charge from the front page of the organisation's website.

The new EU organic logo.

Richard Jacobs.

Glucose expansion

TATE & Lyle has completed commissioning the major expansion to the glucose manufacturing lines at its corn wet mill in Slovakia's Trnava region.

The expansion will see the plant multiplying its total capacity in glucose syrups with the business looking to take advantage of increasing demand in a fast growing part of Europe. This development is part of the project announced at Tate & Lyle's preliminary results in May 2009 to expand the Slovakian plant in order to supply the increased EU isoglucose quota.

"With the extension, we will gain processing flexibility which will enable us to develop even more varieties of glucose syrups and isoglucose blends in order to offer the tailored solutions our customers require." said Beata Endre, Product Manager, Liquid Sweeteners.

Valentin Stanimirov, Vice-President Sales Liquid Sweeteners and Industrial Starches, added: "Despite the effects of the economic downturn, demand for glucose has stayed relatively stable over the last year. This, combined with the effects of the EU Sugar Regime reform and the fact that leading manufacturers have taken the decision to expand their Central and Eastern European operations, makes us confident that the newly expanded plant will be a great success."

BBWP membership grows

ICENI Natural Mineral Water and Ice Valley produced by Shepley Spring have joined British Bottled Water Producers, the association which represents small and medium-sized bottled water suppliers.

Iceni Natural Mineral Water is based in Duxford Grange in South Cambridgeshire. The name derives from the Iceni tribe who were a local and ancient tribe of warriors led by Queen Boadicea. The company's Managing Director, Brett Fleming-Jones, said: "Iceni offers a good balance of minerals and is drawn from a young and continuously replenished aquifer. Our message of sustainability includes the fact that we don't have to transport water long distances to refresh the thirst of those customers in the South East of England."

Ice Valley Natural Mineral Water is based near Huddersfield in Yorkshire. The water is sourced from the heart of the Yorkshire Pennines. "Ours is an exceptional natural mineral water drawn from an ancient source in the heart of the Pennines. Shepley Spring Ltd is the UK's largest independent bottled water company. We supply over 100 million bottles of water each year," said James Smith, Managing Director.

According to BBWP's Director, Jo Jacobius, there is increased interest amongst a large number of consumers, retailers and food-service customers about regionality, naturalness, source and provenance. "Many people nowadays express a preference for British heritage and it is therefore no surprise that in 2009 sales of British waters were up 5% compared with imported waters. For those concerned about the health of the environment and their own health, bottled water sourced locally in Britain is a sound choice", she said.

Spanish water body addition

SEVERN Trent Services-Apliclor, a leading supplier of potable and wastewater treatment solutions, has been selected as a member of the Board of Directors of the Asociación Española de Empresas de Tratamiento y Control de Aguas – Aqua España. The company has been nominated to join eight other representatives who have responsibility for the management of the association, which includes more than 130 organisations from the Spanish water sector.

According to Carlos Martín (pictured) Commercial Director of Severn Trent Services–Apliclor, "We are delighted to have been nominated to the Aqua España board of directors. This is the most important and influential association in the water treatment sector in which the leading companies in Spain are represented."

Aqua España is a nationwide non-profit association with 25 years' experience in business leadership specialising in, and professionally dedicated to, the treatment of water for industry, human consumption, the domestic sector and the public-private sectors, based on criteria of safety and sustainability. Aqua España member companies range from small and medium-sized, family-based organisations to multinational enterprises, all specialising in water treatment and control.

Carlos Martin.

Aqua España is a founder member of Aqua Europa, the European Water Treatment Federation, which coordinates and combines the national associations and represents their common interests in dealings with the European institutions and bodies.

European vending event

MADRID is the venue for this month's European Vending Association's conference, 'Vending 2020, A Glimpse into the Future of Vending.'

The objective of the conference is to anticipate the future trends that may affect the industry in the coming 10 years. The conference, to be held at the Hotel Miguel Ángel, starts with a welcome dinner in the renowned Real Madrid Stadium, Santiago Bernabéu, on 10th June 2010.

A general overview on the future demographics for the next 15 years, in Europe and abroad, will be presented by an official from the European Commission. The conference then focuses on giving participants a detailed analysis on societal trends in terms of tastes, convenience and many other factors.

The forecasts will be presented by Datamonitor co-authors of the EVA studies on the vending market and the consumer. These trends are more than likely to bring about substantial changes in European legislation. This will then be discussed and anticipated in the second part of the conference.

Another strong year

SPEAKING at the company's AGM John Nichols, Non-Executive Chairman of Nichols plc, the soft drinks group and maker of Vimto, said that 2009 had been an exceptionally good year for the group and that the momentum has continued into the first part of 2010.

Vimto's new flavour has exceeded projections.

He said: "Sales in the new financial year, despite strong comparatives, are well ahead of last year and our own internal expectations. In the UK, turnover is significantly up and we have out-performed the market as a whole – continuing to improve our market share.

"Vimto Cherry, our new flavour, was launched in a carbonated format in January and to date sales have also significantly exceeded our initial projections. Vimto Cherry in dilute to taste format was launched into the trade in April and has been similarly well received.

"Internationally, Vimto has begun the year strongly and we expect a similar trading pattern to last year -with our first half year sales benefiting from the slightly earlier timing of Ramadan in 2010 over 2009".

Nichols added that the company's dispense operation, which now includes the recently acquired Ben Shaws business, has started the year well and, trading ahead of the Board's expectations. "With the key summer trading period still ahead, we are extremely pleased with the Group's performance so far and the Board is confident of delivering another strong year."

In brief…

● Air Control Industries, leading UK manufacturer of bottle and can drying systems is moving to new and larger premises in Axminster. This move will provide for improved and extended manufacturing capabilities combined with enhanced test and development facilities. As well as providing scope for growth and reorganisation of manufacturing processes for greater efficiency, the company says its new site (pictured) has much better access for today's large transport vehicles, which will greatly improve handling of goods inwards and outwards.

● GEA will be the main sponsor of this month's 42nd Nordic Dairy Congress taking place in Hämeenlinna, Finland. This year the congress, which runs from 17th to 19th June will offer a comprehensive overview under the theme: New Technologies and Innovations in the Dairy Industry. GEA will be showing 3D animations of its processes on its stand and two senior engineers from the company will hold seminars on specialist subjects.

Africa

First returns from sustainable cocoa scheme

TWO farmer co-operatives in the Côte d'Ivoire, which last August became the first to receive UTZ Certified cocoa certificates, have now received premiums worth over US$400,000 for deliveries of sustainable cocoa beans since October 2009.

The co-operatives, Co-operative Agricole de Fiedifoue and Coopaga, worked for eight months with Cargill Cocoa & Chocolate and the Solidaridad organisation, with support from the Dutch Sustainable Trade Initiative, to qualify for certification.

UTZ Certified Good Inside is a sustainability programme dedicated to creating an open and transparent marketplace for agricultural products. Cargill was a co-founder of the scheme.

"The UTZ Certified cocoa programme was set up to help produce more sustainably and to improve the incomes and livelihoods of the farmers that produce it," said Harold Poelma, Cargill's Managing Director of Cocoa, at a ceremony held to hand over the inaugural premiums. "These premiums recognise the hard work undertaken by the farmers and demonstrate we are fulfilling our aims."

Packaging revival target

THE government of Mozambique is keen to breathe new life into the country's packaging industry, with bottles for soft drink producers a priority. Mozambique does already have a number of packaging producers but many are linked to major clients, forcing smaller companies to seek their bottles and other packaging supplies outside the country.

The situation was even worse in rural areas, the Minister of Industry and Trade, Antonio Fernando, told an international conference on opportunities in the packaging industry, held in Maputo. The event was organised by the Institute for the Promotion of Small and Medium-sized Companies, a government-led organisation.

Fernando said that boosting the quantity and quality of local packaging would be in line with government policy to maximise local sourcing, both for domestic consumption and export.

Quality packaging was essential to minimise waste and to present goods to best effect, he said.

Centre of Excellence

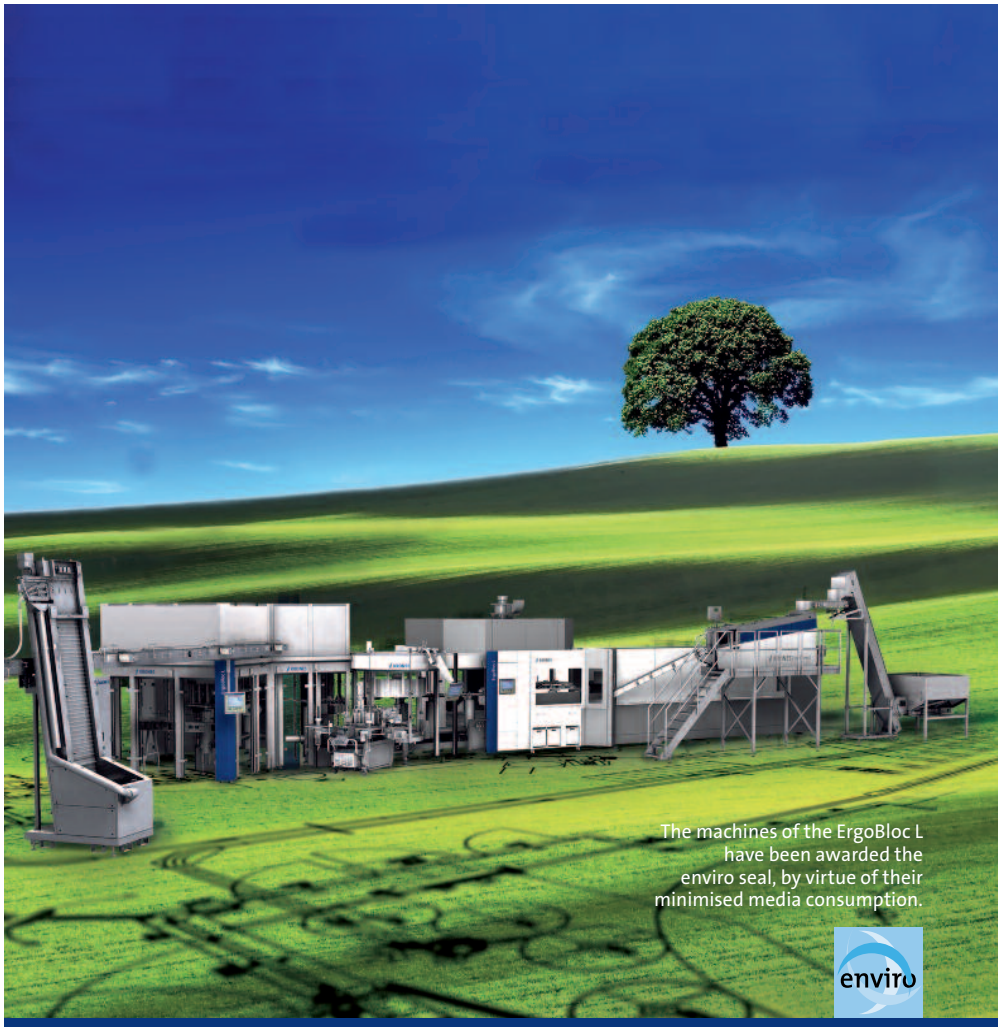
THE Coca-Cola system in southern Africa has long been renowned for its dedication to training young executives and other staff in management, marketing and production skills. Now Coca-Cola South Africa has teamed with Wits Business School to create an Africa Centre of Excellence in Marketing.

The Wits Business School is part of the highly regarded University of the Witwatersrand, usually known more familiarly as Wits University. South Africa is big on centres of excellence which have been created in several fields, often with a combination of private and academic support.

The Africa Centre of Excellence stands proud because of the calibre of both its academic environment and its world-leader corporate backer. It is already gaining praise for stressing that it will be proactively seeking students from throughout Africa and not just from within South Africa.

The centre will offer a master's degree in strategic marketing.

Also of significance is the probability that it will become a breeding ground for a new generation of marketing achievers through its networking, research, publishing and corporate commentary. William Egbe, President of CCSA, said the new chair would be "an exciting platform to accelerate the level of skills".



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Coke launches Unity Cup

IT'S a big year for football – soccer to some readers – in Africa, and not only for the 2010 FIFA World Cup tournament which is currently under way, with Coca-Cola as a major sponsor. Among other football events is the inaugural Unity Cup, organised in partnership with the Special Olympics.

To be held on 3rd July in Cape Town's mighty new Green Point Stadium – built specifically for the FIFA World Cup and destined to be an enduring legacy – just a few hours before the tournament's semi-final, it will feature teams of Special Olympics athletes, playing alongside football legends and other celebrities, including South Africa's President Jacob Zuma.

The goal of the event is to support inclusion and acceptance of people with intellectual disabilities and is an extension of the Special Olympics Unified Sports programme. "The Unified Sports experience benefits not only our athletes but also the partners involved without disabilities as we promote a global community of inclusion and acceptance," said Timothy Shriver, the organisation's Chairman and Chief Executive.

Cape Town's magnificent new Green Point Stadium.

"Thanks to our global partner Coca-Cola, while the world's attention is focused on football, we can continue to share the message that sport is a powerful agent to bring together people from all walks of life."

Mageu Number 1 takes a taxi

AFRICA's distinctive mageu beverages are on the market these days in a choice of flavours, with impressive packaging and supported by competitions, point of sale merchandising and promotions. But this traditional drink which originated in the mine townships, as a source of sustenance and energy, is very much a drink of the people.

Now Foodcorp Beverage Division's big-selling Mageu Number 1 range is out amongst the people, in the townships, urban districts and suburbs. Mageu has linked with ComputaNet to take a cab – 39 minibus taxis, in fact.

The taxis, part of the Qantum fleet, have been transformed with eye-catching wrap branding which promotes the range as 'My Number 1 Power Drink'. Marita De Wet, ComputaNet's mobile manager, believes "the creative is some of the best we have done for any brand". The mobile billboards are covering routes in Gauteng, Mpumalanga, the North West and Limpopo.

Foodcorp created the taxi project as part of a campaign to launch a new variant, New Mageu Number 1 Smooth, as well as ensuring that the brand enjoys high awareness in a competitive market.

Contributing to this awareness have been a series of promotions including one which delivered two weekly prizes of R1000 in cash and another offering limited edition t-shirts. Both of these revolved around a barcode submission mechanic.

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In brief...

● Century Bottling Company, which is part of the Coca-Cola Sabco group, generated enormous interest with its 2010 COPA Coca-Cola youth soccer tournament in Kampala. Organised with the support of the National Council of Sports, this led to the creation of the COPA Coca-Cola Dream Team 2010 which is visiting South Africa this month for world-class training and to play in the International COPA Coca-Cola tournament. Team players are also attending a World Cup game.

● Sachet water vendors in Nigeria's Benin City, Edo State, are upset because their business has been hard hit by the state's Task Force on Street Trading and Beautification. Improvements to market areas and other urban renewal work are cited as reasons for clamping down on the so-called 'pure water' sellers, but the campaign is also in line with state laws prohibiting street trading. Some of the vendors have not only been closed down but have also been arrested and fined. A group of women vendors has been active in seeking a change of policy, while also calling for the state government to provide refuse facilities. Sachet and water bottle rubbish is a major problem in the city.

● Rwanda's soft drinks and beer producer Bralirwa is enjoying success with its three-year sponsorship of the National Football League which is now branded with the Primus name. Each year the league will be followed by a Primus Cup tournament, extending the sponsorship's impact.

Street Style world final

SOUTH Africa is buzzing at present with the FIFA World Cup and other football happenings, but the country has already seen the finals of another soccer series which involved over 5000 competitors in 221 national qualification tournaments in 60 countries.

Red Bull Street Style is a freestyle soccer competition, attracting a good turnout of spectators around the world. They have the opportunity in most places to get close to the action, with the Red Bull brand very much to the fore.

As the tournament progressed, media attention also ramped up. The world final in Johannesburg was watched by journalists from more than 30 countries. Not surprisingly, the Joburg crowd was loud in their support of local hero Kamal Ranchod (21) who did indeed perform near-perfectly, making it through to the final.

Norway's Anders Solum (27) managed to present more tricks to take the gold. His gravity-defying moves amazed the judges. "I don't know a single professional footballer who can do these tricks," said George Weah of Liberia, three-time African Footballer of the Year and holder of several other titles, including African Player of the Century.

"Today we witnessed what it really means to have perfect control of the ball. It took a lot of time to come to a decision about which country should walk away with the title." Christian Mayorga from Colombia took third place, followed by Austria's Faruk Onmaz. And Red Bull won globally.

Local hero Kamal Ranchod in action at the Red Bull Street Style World Final, watched by the eventual winner, Anders Solum.

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Middle East

Coca-Cola UAE plant wins award

From left: Coca-Cola's Ian McLaughlin, David Swan, Ahmet Bozer.

UAE bottler Al Ahlia Gulf Line's UAE production plant in Al-Ain has picked up a prestigious bottling operations award for environmental performance, topping the 122 plants in 34 countries covered by the Coca-Cola Eurasia and Africa Group. Among the eight finalists were two other Middle Eastern facilities, in the kingdoms of Bahrain and Jordan.

An international jury assessed the environmental performance of bottling plants in the fields of water use, energy consumption and waste management, as well as positive contributions to sustainable communities.

The jury included representatives of the United Nations Development Programme, World Wildlife Fund for Nature, Global Environment and Technology Foundation, and Stockholm International Water Institute. Senior Coca-Cola executives also served on the judging panel.

"We are delighted to be recognised among the most successful bottling partners in the region," said David Swan, General Manager of the Coca-Cola bottling operation in the UAE.

And Ahmet Bozer, President of the Coca-Cola Eurasia and Africa Group, said at the awards ceremony that "our commitment to sustainability is based on enlightened self-interest".

Al Rawabi certification

UAE-based juice and dairy producer Al Rawabi Dairy celebrated its 20th anniversary in style recently. One highlight of the gala event was the presentation by the British Consul-General, Guy Warrington, of three management certifications from the British Standards Institution. These are the ISO14001 Environmental Management, ISO22000 Food Safety and ISO9001 Quality Management.

"Management systems offer companies tangible results, from streamlining costs, instilling customer confidence and minimising risks," said Omar Rashid, BSI's Sales and Marketing Manager for the Middle East and Africa. "The ISO14001 for Environmental Management is especially popular as it helps address the delicate balance between maintaining profitability and reducing environmental impact. With the commitment of the entire organisation, as we have seen from Al Rawabi, both objectives can be achieved."

Rashid pointed out that the ISO22000 in Food Safety "is a relatively new management system which was developed as a result of consumer demand for higher food safety standards. Al Rawabi is one of the first companies in the region to have achieved the certification."

As well as producing and distributing products in the UAE, Al Rawabi also supplies customers in Oman, Qatar, Kuwait and Saudi Arabia.

From left: Dr Ahmed El Tigani Abdel Rahim, Al Rawabi's General Manager; Rashid Ahmed Bin Rasheed, the Chairman; and Guy Warrington, the British Consul-General.

In brief...

● Egyptian juice and dairy producer Juhayna Food Industries' planned IPO, which we reported in *SDI* May issue, could be delayed by a major fire at its yoghurt factory in an outer suburb of Cairo. The company has stressed that its priority is to get on top of production difficulties caused by the fire and that it will readdress the IPO once the situation has been resolved.

● Saudi bottler Pepsi Cola Bugshan, also known as Saudi Industrial Projects Co, is working on a further substantial financing arrangement with Shariah-compliant institutions. Its aim is to raise about US$100 million for expansion projects. The Ahmed Salem Bugshan Group has signalled that it wishes to place all its borrowings with Islamic banks and institutions. It began working towards this with an initial US$25 million placement in 2007 and is currently more than 60% of the way towards its goal. Its initiatives have the ongoing support of the Islamic Corporation for the Development of the Private Sector. The Bugshan Group is itself active in Islamic banking, with a large stake in a Bahrain bank.

Pepsi's community commitment

THROUGHOUT the Middle East, PepsiCo and its bottlers are boosting their commitment further to both funding and being actively involved in community projects. PepsiCo Jordan has an impressive portfolio of projects, including sponsorship of the Dead Sea Ultra Marathon and organising events for women.

The Tomooh annual scholarship programme is a continuing affair, now in its fifth year in Lebanon, fourth in Jordan and third in Egypt.

This was the fifth year of PepsiCo Jordan's involvement in the Dead Sea Ultra Marathon, which is promoted as the 'Run to the Lowest point on Earth'. Muhannad Saleh, the company's Sales and Marketing Director, said the marathon – which has been held for 17 years - had become an important national sporting event "because of the unique athletic and humanitarian value it offers, as the proceeds help cover surgery expenses for the Society for the Care of Neurological Patients".

The society organises the marathon. PepsiCo's involvement includes supplying water and gifts to runners, as well as distributing other soft drinks to spectators. A team of 18 runners from the company's staff took part this year.

Tomooh grew from PepsiCo's 2005 pledge to empower youth in the Arab world through education. The programme focuses on disadvantaged communities, based on individual needs, and PepsiCo's funding has grown substantially over the years.

At a ceremony to mark the fifth year of the programme in Lebanon, Talal El-Khalil, General Manager of the PepsiCo East Mediterranean Business Unit, said that Tomooh was "one of the many ways in which PepsiCo supports Lebanon's national educational development and economically challenged youth who wish to further their education, build their self-confidence and become active and productive participants in society".

The ceremony was attended by the country's Minister of Education and Higher Education, Dr Hassan Mneimneh.

Dead Sea Ultra Marathon.

Iconic support for Qatar show

ALI Bin Ali-Pepsi, PepsiCo's bottling partner in Qatar, is to be both a sponsor of the second Made in the USA – Qatar Exhibition and also an exhibitor. The 2010 exhibition, organised by Doha Enterprises, will be staged at the Doha International Exhibition Center from 12th to 15th October.

"Pepsi is an American icon and their participation holds tremendous weight with US-based small to medium enterprises looking to export to the Gulf for the first time," said Rashid Al Kuwari, Chairman of Doha Enterprises.

Ahmed Hashem, General Manager of Ali Bin Ali-Pepsi, pointed out that "the GCC continues to represent a highly attractive growth market and a solid investment proposition among multi-national companies looking to expand their international footprint.

"Exhibitions such as this offer a great platform for companies to network and explore new local connections that could translate into lucrative business opportunities."

Opening the first Made in the USA – Qatar Exhibition last year.

Military clamp down on retail concessions

A SENIOR officer of the International Security Assistance Force Afghanistan (ISAF) has confirmed that a number of commercial concessions, many of them providing soft drinks, are being shut down and that ISAF will reduce the amount of canned and bottled goods coming into the country.

"From the moment General McChrystal and I arrived in Afghanistan last summer, we began looking for ways to do things more efficiently across the battlefield," said Command Sergeant Major Michael Hall. "This effort includes moving and reallocating resources to better accomplish our mission.

"One of the ways we're going to do that – in order to accommodate the troop increase and get refocused on the mission at hand – is to cut back on some of the non-essentials."

Hall pointed out, accurately enough, that "this is a war zone, not an amusement park".

There will, however, be no let-up on the supply of bottled water to troops at bases and forward positions.

"What it comes down to is focus, and to using the resources we have in the most efficient and effective ways possible," said Hall. "Supplying non-essential luxuries to big bases like Bagram and Kandahar makes it harder to get essential items to combat outposts and forward operating bases, where troops who are in the fight each day need to be resupplied with ammunition, food and water."

Oman safety event is a first

JUICE dairy and other soft drinks producers are backing a food safety conference to be held in Oman in October this year. Organised by Oman International Trade and Exhibitions (OITE), this is a first-ever event and is being planned with the assistance of a food safety advisory committee.

The committee involves representatives of several government bodies and the private sector, including beverage producers, retailers, catering services and the hospitality industry, all of which have a stake in soft drinks.

Among them are juice producer A'Safwah Dairy, National Mineral Water, and Nestlé Oman Trade whose portfolio includes Libby's juice, Perrier, Masafi Mineral Water, Power Horse Energy Drink and Fayrouz beverages.

A'Safwah Dairy delivery van.

India

Pepsi and Tata in health deal

TATA Tea and Pepsico, have signed an MoU for a joint venture into non-carbonated ready-to-drink beverages in the health and wellness category. A Ratan Tata-led business conglomerate announced to the stock exchanges that a definitive agreement for the joint venture could be expected in the coming months.

The proposed joint venture is not intended to conflict with any existing arrangements of the parties. The transaction will be subject to corporate and statutory approvals as may be required. More information on the joint venture will be disclosed once the companies strike a definitive agreement, the company stated.

Senior executives close to the development said the joint venture was likely to have equal participation from both companies. However, it is not clear whether the partnership will be limited to India or will extend to various territories.

Tata Tea began its journey of transformation into the 'good for you' beverages with the launch of Himalayan natural mineral water and T!ON, a drink made from fruit juice, tea extracts and ginseng, which has been launched in south India.

Tata Tea has identified four global brands—Tata Tea, Tetley, Good Earth, and Himalayan—which would have global scale. While Tetley is already a worldwide brand, Tata Tea and Himalayan are strong brands in the Indian market and Good Earth is a strong player in the US.

PepsiCo, on the other hand, has a presence in the healthy beverages segment through the sports drink, Gatorade, and fruit juice, Tropicana. The company is also going through a global move to make its products more healthy.

New corporate identity

TATA Tea, a part of the Tata group, has renamed itself Tata Global Beverages Ltd to reflect the group's international standing. The move came a year after the company announced a strategic reorganisation of its beverage business.

The company's board of directors have agreed to change the names of Tata Tea Tetley, Eight O' Clock Coffee and other company brands under a single corporate identity – Tata Global Beverages Limited.

The decision had been taken subject to the approval of the shareholders and Central Government, stated a company release. Following the operational integration of its five beverage businesses, announced last year, Tata Global Beverages will unite all the beverage interests marking another step in its transformation to become a global leader in 'good for you' beverages. Current brand names will remain for the products.

Tata Tea Vice-Chairman, R Krishna Kumar, said after the announcement that "it demonstrates our intent to build a new and strong global brand."

Tata Tea, which has a presence in many countries, had acquired several global companies in the past years such as Eight O'Clock Coffee and Tetley.

Set up in 1964 as a joint venture with UK-based James Finlay and Company to develop value-added tea, the Tata Tea Group of Companies, which includes Tata Tea and the UK-based Tetley Group, today represent the world's second largest global branded tea operation with product and brand presence in 40 countries. Among India's first multinational companies, the operations of Tata Tea and its subsidiaries focus on branded product offerings in tea but with a significant presence in plantation activity in India and Sri Lanka.

The consolidated worldwide branded tea business of the Tata Tea Group contributes to around 86% of its consolidated turnover with the remaining 14% coming from bulk tea, coffee, and investment income. The company is headquartered in Kolkata and owns 27 tea estates in the states of Assam and West Bengal in eastern India, and Kerala in the south.

International presence grows

THE International Food & Drink Expo India 2010 reports that two key international trade associations - Sopex and ProChile - have confirmed their support:

Sopexa, responsible for promoting French food and beverage companies in potential export markets, had a modest presence in the inaugural 2009 show, but expects to deliver an increased number of exhibitors this year.

Serge Monzie, International Exhibitions Department, Sopexa said: "We are delighted to support the International Food & Drink Expo India once again. The Expo is the most comprehensive trade show gathering of international food and beverage companies in India, who are keen to interact with the country's buyers."

ProChile, who added to its global network with the opening of a new office in Delhi in 2009, has also confirmed it will be organising a pavilion this year. This is the first time Chile will be represented at the International Food & Drink Expo India .

With a Chinese group of companies already confirmed and the prospect of pavilions from Australia, Italy, South Africa, UK and the USA, the event is on target to offer India's food, beverage and hospitality buyers the best possible mix of international and national suppliers, all under one roof.

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

www.softdrinksinternational.com

In brief...

● Developing markets such as India played a major role in the 13% net growth income posted by US-based PepsiCo for the first quarter of 2010 . The company had a net income of US$1.1 billion (Rs 4,900 crore) in the year-ago period. Its net revenue grew by 13% to US$9.3 billion(Rs 41,385 crore) against US$8.2 billion (Rs 36,490 crore) recorded in the first quarter last year.

"Our macrosnacks business gained share in key markets and we posted solid performance in beverages growth in developing markets and improving top-line trends in North America," PepsiCo Chairman and CEO, Indra Nooyi, said in a statement.

● Drink technology India and International PackTech India are being marketed jointly by Messe München and Messe Düsseldorf. The joint venue, which takes place from 18th to 20th November 2010, for both trade fairs will be the Bombay Exhibition Centre in Mumbai. There are two trade fair heavyweights behind this cooperation: drinktec, leading world fair for beverage and liquid food technology, in Munich, and interpack, a leading trade fair for the packaging industry, in Düsseldorf.

● Coca-Cola India has been awarded the Social and Corporate Governance Award for Best Practices in Corporate Social Responsibility 2009. The award which has been instituted by Bombay Stock Exchange Limited, Nasscom Foundation and Times Foundation recognises and honours organisations for their contribution to society. Coca-Cola India was declared as one of the four winners of the award in recognition of its community development and sustainability initiatives regarding marketplace, workplace, environment and the community.

Asia Pacific

F&N sells its glass business

MALAYSIAN soft drink bottler Fraser & Neave Holdings has divested its glass business - Malaysia Glass Products - for strategic reasons, leaving it free to focus on further development of its food and beverage operations. It also has extensive land holdings.

The glass production facilities of Malaysia Glass, which include plants in China, Thailand and Vietnam as well as Malaysia, have been bought for US$221.7 million by a new joint venture formed by Thailand's Berli Jucker Public Company (BJC) and ACI International, an Australian-based wholly-owned subsidiary of Owens-Illinois (O-I) which is the world's biggest maker of glass packaging.

BJC, incorporated in Thailand in 1882, is a major producer and distributor of consumer goods in Asia. It is active in glass manufacturing through its subsidiary Thai Glass Industries.

Tan Ang Meng, F&N's Chief Executive, said the group's investment in the glass business over the past decade had proven to be successful and rewarding. "From being a domestic player, we have built and created a profitable and sustainable regional glass container manufacturing capability."

But, he noted, "food and beverage is the group's core business, contributing 90% of the group's PBIT, and our strategy to enhance our capability and expand regionally is already yielding promising results, as evidenced by our strong financial performance over the past three years".

O-I's Chairman and Chief Executive, Al Stroucken, said the "acquisition is aligned with our strategic objectives to seek a leadership position in China and Southeast Asia. The plant in Sichuan expands our presence in China and the joint venture offers us an instant competitive position in the important, growing markets of Vietnam and Malaysia."

BJC President Aswin Techajareonvikul said the joint venture would "further strengthen our foothold in Vietnam and Malaysia, where we have established trading and manufacturing operations in industrial and consumer products".

Biggest food factory outlet

AUSTRALIAN canned fruit, juice and other fruit products processor SPC Ardmona has moved its factory sales outlet to a new CBD site in Shepparton, a rural city about 185km northeast of Melbourne, in the Goulburn Valley. Promoted as 'Australia's largest food factory outlet', it is one of the region's prime visitor attractions.

In addition to the company's SPC Ardmona and Goulburn Valley Gold ranges, it also handles food and beverages from a wide variety of other producers, including fruit juices.

The new store was opened by Victoria's Regional and Rural Development Minister, Jacinta Allan, who said the future of the region – known as the Victorian Foodbowl – was being assured by the state government's support for the A$2 billion Northern Victoria Irrigation Renewal Project.

Jacinta Allan, with the Premier of Victoria, John Brumby.

"This vital project will provide the Foodbowl with a world-class irrigation system that will reduce water loss and secure the region's prosperity."

The minister explained that the SPC Ardmona store had been forced to move to bigger premises because of its "soaring popularity". The new location would make it more accessible and provide an enhanced service, she said.

In-line blow-fill delivers on promises

COCA-Cola Amatil reported at its recent AGM that the commissioning of its first two PET bottle in-line blow-fill lines at the Northmead plant in New South Wales, Australia, has been a success.

The lines, installed at a cost of around A$45 million, are delivering cost savings in line with expectations through the elimination of empty bottle storage as well as reduced handling and transport costs.

Also as planned, the ability to light-weight the bottles has delivered a significant reduction in the amount of PET resin used for each bottle.

Terry Davis, CCA's Group Managing Director, said that the company intended to focus on executing its organic growth strategy. "We have a strong pipeline of high-returning capital projects that are expected to deliver efficiency and revenue gains across the business for the next few years."

CCA has bottling interests throughout Australia, New Zealand, Indonesia, Papua New Guinea and Fiji.

Pepsi celebrates football in Asia

THE football celebrations devised by PepsiCo internationally to leverage this year's global interest in football, without impinging on rival Coca-Cola's sponsorship rights to the World Cup tournament, has seen Asian markets join the play with a lot of enthusiasm.

Pepsi China and Pepsi Thailand were among those providing an online soccer experience whose real-life star players and African-themed environment have appealed to teenage consumers.

Bottlers in both countries are extending this with a variety of initiatives, such as 'morning call' opportunities in China to ensure that football fans don't miss watching favoured games.

China Brew China Beverage 2010

THE very active involvement of the Munich-based drinktec beverage and liquid food technology trade fair organisers in China Brew China Beverage is now bannered by the promotional slogan 'powered by drinktec'.

This year's China Brew China Beverage (CBB) will be held from 7th to 10th September at the China International Exhibition Centre in Beijing. Exhibitor numbers are expected to be up by 10% on the last show, in 2008, while the exhibition space will increase by double that.

CBB 2010 will follow drinktec's example by expanding into liquid food. "It is our aim to cover the entire process chain," said Wang Xin, Assistant General Manager of the CBB organisers, the China National Building Material and Light Industrial Machinery Group. The partnership between CBB and drintec was sealed at drinktec 2009 and at present focuses largely on marketing, although it is likely to be extended into a joint venture.

"It's a classic win-win situation for both sides," commented Reinhard Pfeiffer, Managing Director of drinktec organiser Messe München. "drinktec is obtaining a strong partner in China, from where we can better reach the important Asian markets and strengthen our brand profile in this region. CBB benefits from drinktec's expertise, and from our network and reputation."

CHINA BREW 2010
CHINA BEVERAGE 2010

Green Spot welcomes partners

THAI bottler Green Spot, which produces the big-selling non-carbonated orange drink of that name and the Vitamilk soy range as well as other beverages, has teamed up with another company to expand its drinks business. And, says Chanit Suwanparin, General Manager Marketing, Green Spot is keen to enter other alliances. These would focus largely on soymilk, a major part of Green Spot's output and seen as having huge potential for further development.

Vitamilk was Thailand's first bottled soymilk and has remained a market leader. The soy range also includes Vitamilk Champ for children, Vitamilk J-Soymilk for vegetarians, and V-Soy for health-conscious consumers.

Among new releases are Vitamilk Choco Shake, Vitamilk Energy and V-Soy Energy.

Green Spot has linked with Ultimate Beverage Products, part of the Aroma Group which is a major player in the coffee sector, to develop beverage mixes using coffee, tea, cocoa and soymilk.

Several of these niche lines are already available at Aroma Group's retail coffee shops around Bangkok and elsewhere in Thailand. Further joint product development is under way.

Green Spot was founded in 1954. Last year it won the prestigious Prime Minister's Export Award in two categories.

Green Spot production plant, Thailand.

In brief...

● SkyPeople Fruit Juice has switched the listing of its common stock from the American Stock Exchange to the NASDAQ electronic stock market. While SkyPeople's extensive concentrate, fruit beverages and whole fruit operations are almost entirely in China, albeit with a growing export trade, the company is based in Florida. It holds SkyPeople (China) through a Vanuatu company. Yongke Xue, SkyPeople's Chairman and Chief Executive, said the electronic market model was seen as providing added visibility to investors and "will also provide our company exposure and liquidity".

● In New Zealand, Coca-Cola's lower North Island distribution centre, in the inland city of Palmerston North, has been syndicated successfully, with some investors buying more than one of the 78 separate freehold stakes, all valued the same. Coca-Cola Amatil has occupied the premises since completion in 2003 and recently renewed its lease until November 2017. The complex is within an industrial area which has several other distribution centres, including those of the country's two principal supermarket chains. "The strength of the tenant covenant and the length of the lease has become the paramount consideration for investors over the last couple of years," said Cheryl Macaulay, Managing Director of Commercial Investment Properties, the syndicator.

● Japan's Trial Company supermarket chain has said it is looking to source more of its goods, including soft drinks, from Taiwan after seeing the success of Taiwanese products in mainland China which is the chain's major source. It also buys from South Korea and is adding Vietnam and Indonesia. Trial Company emphasises keen pricing, made possible by its direct purchase from manufacturers rather than working through distributors and agents.

● New Zealand's new Supplemented Food Standard and amended dietary supplements regulations have come into effect, following their official gazetting earlier in the year. The Standard regulates food-type dietary supplements which were previously covered by the dietary supplement regulations of 1985. The Minister for Food Safety, Kate Wilkinson, explained that the Standard aligned, as much as possible, the requirements for food-type dietary supplements with those for foods regulated under the Australia New Zealand Food Standards Code.

● Occasionally soft drinks feature in pseudo shock-horror news stories which are more likely to draw a public response along the lines of 'get a life'. One such frothed and bubbled for a few days in Australia recently when opposition politicians and a daily newspaper attempted to call outrage on a New South Wales state government contractor claiming for three Cokes and a chocolate sundae, along with some low-cost takeaway food, while undertaking field work for government agencies. The claims, along with others of the same price level, were totally OK and in line with long-established policy, said a government official. The policy also required full transparency, which was why they were tabled in parliament, arousing interest.

CBIA/SGF/CTCF

2010 CHINA JUICE CONFERENCE

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Xie Weiyu
Professor of CTCF and auditor of SGF

Jan Hermans
Secretary General of European Fruit Juice Association (AIJN)

Bob Norberg
Deputy Executive Director of Research and Operations of Florida Department of Citrus (FDOC)

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Technical excursion: Coca cola Wuhan Plant .

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- Pesticide residues control, traceability and analysis—SGF profiling and Frapp Project
- Global OJ supply and Demand trends, emphasizing on Florida production and US market
- European juice market and the main challenging issues for the juice industry in the EU
- Competition and potential analysis of China orange juice industry
- Market trend of tropic fruit juice (pineapple, lichee, mango……)
- Clean juice production and sustainable development
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More...

Contact

Please send us your registration form on /or before July.10 to CBIA secretariat by fax at: +86-10-84464236 or
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Thanks for your kind attention and looking forward to your presence in the conference.

Organizers

CBIA
Zhao Yali
Director-general of China Beverage Industry Association (CBIA)

SGF
Peter Michael Funk
General Manager
SGF International e.V.

CTCF
Wang Ruike Chairman
CTCF
Jinan Fruit Research Institute

The conference will be conducted in English and Chinese, with simultaneous translation

CBIA/SGF/CTCF

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The conference will be conducted in English and Chinese, with simultaneous translation

Americas

Resilience at Dr Pepper Snapple

DR PEPPER Snapple Group Inc has reported first quarter 2010 diluted earnings of US$0.35 per share compared to US$0.52 per share in the prior year period. Excluding a separation-related foreign deferred tax charge in the current year and a net gain on certain distribution agreement changes in the prior year, the company earned US$0.40 per share compared to US$0.37 in the prior year period.

For the quarter, bottler case sales (BCS) volume increased 3% reflecting solid growth across the portfolio. Third-party bottler concentrate buy-in toward the end of 2009, a decline in contract manufacturing and unfavourable comparisons related to the successful Crush launch and related pipeline fill in 2009 resulted in a 3% decline in sales

volume. Reported net sales were down 1%. Segment operating profit was flat, reflecting lower packaging and ingredient costs offset by higher marketplace and productivity office investments as well as costs associated with the startup of the Victorville, California facility. Foreign currency added one percentage point of growth to net sales and SOP. Reported income from operations was US$187 million compared to US$265 million in the prior year period.

DPS President and CEO Larry Young said, "Despite the carryover of weak consumer trends, an abnormally wet and cold January and February and our toughest quarter of the year, our portfolio demonstrated resilience with BCS up 3%. In the quarter, we completed our licensing agreements with PepsiCo, achieved our target capital structure, opened our new West Coast facility and commenced our share repurchase programme.

"While the US economy remains fragile, we are starting to see improvements in underlying consumer trends including the critical immediate consumption and fountain foodservice channels. This improvement combined with winning innovation, continued white space and cold drink expansion opportunities and ongoing investments in brand health gives me confidence in our full year outlook and the long term growth prospects for this business. We remain focused on completing key infrastructure investments in 2010 and capitalising on continuous improvement opportunities."

Industry commits to anti-obesity campaigns

THE American Beverage Association (ABA) and its members have praised First Lady Michelle Obama (pictured) and the White House Childhood Obesity Task Force for their efforts to seek comprehensive solutions to reducing childhood obesity.

"The beverage industry is committed to being part of the solution to help reduce childhood obesity, and that commitment is clearly demonstrated by our actions," said Susan K. Neely, ABA President and CEO. "We recognise that it will take all of us – government, school administrators, the public health community, parents and industry – working together to address this very complex problem, and we are proud to be doing our part."

Last year, the ABA reaffirmed the non-alcoholic beverage industry's commitment to implement the Global Policy on Marketing to Children that was approved by the International Council of Beverage Associations (ICBA). Under this pledge, ABA member companies agreed not to place any marketing communications for beverages other than fruit juice, milk and water in paid, third party media whose audience consists of 50% or more of children under the age of 12.

"As parents ourselves, we understand that parents are looking for help in their roles as information gatekeepers for their children," Neely said. "With this global policy, our members have agreed to refrain from marketing all of their beverage products – with the exception of water, milk and juice – to young children around the globe. This is a significant commitment."

Furthermore, the beverage industry has already delivered on its commitment to change the beverage landscape in America's schools by removing full-calorie soft drinks and providing more lower-calorie, nutritious, smaller-portion beverage options. Through these efforts, ABA members have reduced beverage calories shipped to schools by 88% since 2004.

Most recently, in support of the First Lady's 'Let's Move' anti-obesity campaign, America's leading beverage companies committed to clearly display the calories in all beverages on the front of their packages as well as on vending and fountain machines within two years.

Juice giants to merge

IT HAS been reported that Brazilian orange juice firms Citrosuco and Citrovita are to join forces in a move that will create the world's largest orange juice company. Citrovita, owned by The Votorantim group, and Citrosuco, controlled by Fischer group, will merge their businesses, with each company taking a 50% stake in the new entity.

According to the Reuter's report, the joint venture will have annual revenues of US$1.1billion and will control a quarter of the world's orange juice market.

Tales Cubero, Chief Executive of Citrosuco, said in a conference call that the reason for the deal is to "look for the creation of a critical mass, with the top goal to achieve significant operating gains."

The combined company will have six factories in Brazil, one in the US and eight port terminals, two in Brazil and the remainder in Japan, Belgium, Australia and the US.

In brief...

● BI Nutraceuticals' manufacturing facility in Islandia, New York, has received organic certification from Quality Assurance International (QAI). BI is now approved to manufacture and distribute certified organic vitamin premixes, custom blends and granulated or roller compacted ingredients to the food industries. BI's Long Beach, California, manufacturing facility received organic certification from QAI in 2004. "Certifying our Islandia facility allows us to produce an even higher volume of quality organic ingredients for our customer base," stated George Pontiakos, President and CEO, BI Nutraceuticals. "Today BI has more than 100 certified organic offerings for use in a variety of applications including dietary supplements, foods, and beverages."

Cott posts first quarter results

ANNOUNCING the results of its first quarter, Cotts reports that revenue was US$363 million, a decline of 1.1%. Gross margin as a percentage of sales was 15.8% , operating income increased 13% to US$25 million and EBITDA was flat at US$39 million.

Commenting on the performance, CEO Jerry Fowden said: "I am pleased with another quarter of improvement in operating income which benefited from strong performances from the UK and Royal Crown International (RCI).

"In what we had previously communicated would be a challenging quarter for volume comparisons, lower North America volumes were more than offset by strong contributions from our other operating segments and lower overhead expenses. Our North America volume comparisons become easier as the year progresses, and we were pleased to see a stronger North America volume performance in April."

North America revenue declined 8.9%, or 10.8% excluding the impact of foreign exchange. North America filled beverage case volume declined 7.9% to 131 million cases, attributable to national brand promotional activity as well as the effect of competitive price increases late in 2008 which temporarily increased the price gap during the first and second quarters of 2009, creating an unfavourable volume comparison for the first quarter of 2010. Operating income declined to US$21 million from US$26 million, as the impact of lower volumes was partially offset by operational cost reductions and SG&A savings.

"We continue to focus on improving the volume trend in North America. We saw the results of this focus with an improved volume trend in April," said Cott's Chief Financial Officer, Neal Cravens.

Revenue in Mexico increased 20.4%, or 8.3%, excluding the impact of foreign exchange. Mexico filled beverage case volume increased 48.2% to 8 million cases, primarily as a result of new business in the retail channel as well as the commencement of shipments to a new 2010 contract bottled water customer.

In the UK revenue increased 24.5%, or 15.2% excluding the impact of foreign exchange. Filled beverage case volume increased 9.8% to 39 million cases due to the continued growth in energy, sports and isotonic products as well as a weak prior year volume performance as a result of the timing of competitive price increases late in 2008. UK operating income increased by US$6 million to US$3 million from a loss of US$3 million due to a more profitable sales mix and operational cost savings.

RCI revenue increased 95.2% to $8 million, primarily as a result of increased volume as well as ordering patterns in certain key geographies. RCI concentrate volumes increased 71.7% to 84 million cases compared to 49 million cases in the first quarter of 2010.

Bottle water producers respond to crisis

INTERNATIONAL Bottled Water Association (IBWA) members immediately responded to a recent municipal water system crisis in Boston affecting 2 million people by providing clean, safe drinking water after a broken water pipe left the city and suburbs without clean tap water. IBWA members delivered hundreds of special orders of bottled water to various schools, hospitals, the National Guard, and communities. Over 40 truckloads – or more than 1.4 million bottles of water – were provided. The IBWA member bottled water companies involved include Belmont Springs, DS Waters Hinckley Springs, Ice River Springs, Nestlé Waters North America and Polar Beverages.

"In many cases, IBWA members worked around-the-clock shifts to meet the surge in demand from the Boston area and coordinate complicated delivery logistics," said Joe Doss, President and CEO of IBWA. "Our members worked throughout the weekend to get deliveries to area hospitals. In one case, the National Guard went directly to a member's warehouse and picked-up 11 truckloads of bottled water."

One IBWA member partnered with the United Postal Service and the United Way of Massachusetts Bay and Merrimack Valley to donate nearly 8,000 bottles of drinking water to more than 300 homeless families.

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Sensient invests in natural colours

SENSIENT Technologies Corporation plans to add to its natural colour capabilities by investing US$16 million at its Colour Group headquarters site in St Louis, Missouri. The company is building an additional 25,000 sq ft facility dedicated wholly to the production of natural colours and claims the plant will be the largest and most advanced of its kind in North America.

The building will include major new equipment for natural colour emulsions, dispersions and liquid colours. This is the latest in a planned series of investments to expand Sensient's natural colour global capabilities. Previous investments include an increase in emulsion capability in Hamburg, Germany, a brand new facility in Guangzhou, China, and expanded capacity in anthocyanins in Reggio Emilia, Italy. These natural colour investments will total more than US$50 million.

Kenneth P. Manning, Chairman and CEO of Sensient Technologies Corporation, said: "The trend towards natural colours is accelerating, and this new manufacturing plant will further promote the conversion to natural colours by large food and beverage manufacturers."

Interbev registration open

THE American Beverage Association (ABA) and International Bottled Water Association (IBWA) have announced a new format for InterBev 2010, the beverage industry's premier trade show to be held in Orlando, Florida from 22nd to 24th September. With registration now open, visitors to the InterBev Website – www.interbev.com – will find detailed information about the trade show.

"InterBev 2010 will provide exhibitors and attendees with a whole new experience that is contemporary, dynamic and engaging," Susan K. Neely, ABA President and CEO, said. "InterBev has always been the place where our industry has come together to share and learn best practices and more. Now, we've added yet another way for our industry to collaborate and get the most out of their experiences."

IBWA President and CEO Joseph K. Doss said, "InterBev 2010 is the place for bottled water and other beverage companies to see the latest innovations in bottling equipment, coolers, packaging machinery, labelling and analytical services. In addition, there are over 30 plus educational sessions to help companies grow their businesses."

This year InterBev has a number of new features: live events on the trade show floor as well as education sessions; the 'Warehouse and Plant of the Future' where attendees will be able to participate in live, hands-on demonstrations of the most advanced products, technologies and processes; and a New Fleet Zone, which will showcase fleet products for sales and delivery, operations and warehousing.

In addition there will be the inaugural Innovation Awards & Dinner, a new 'red carpet' social networking event through a presentation of awards in a number of categories at a gala dinner.

InterBev will continue to focus on providing the events and features that have successfully proven their value to the beverage industry: The 'Green Aisle' will highlight environmentally sustainable solutions for the beverage industry; the 'New Beverage Aisle' will introduce the latest in beverage products; and more than 30 plus education sessions will focus on myriad issues, topics, trends and best practices of relevance to those in the beverage industry.

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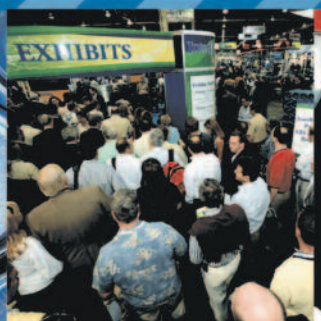

Ingredients

Fresh flavours

VISITORS to Treatt USA's stand at the forthcoming IFT Food Expo (17th to 20th July, Chicago) will be met with fresh minty fragrances and spicy back notes. The company is launching two Treattarome products at the show – Spearmint Treattarome 9764 and Ginger Treattarome 9745.

Developed using the company's proprietary technology to guarantee maximum flavour entrapment, the new ingredients are the result of extensive research and product trials. Spearmint Treattarome 9764, for example, offers clean, fresh 'mojito'-like top notes for creative flavourists. And, as a water-white product, it provides an effective solution for clear beverages, as well as dairy, juices and juice-based drinks.

Ginger Treattarome 9745, on the other hand, delivers a rooty back note while ensuring a strong ginger character. This is achieved without the ginger heat, making Ginger Treattarome 9745 particularly suitable for alcoholic beverage applications.

Concentrated energy

THE German company, SternVitamin, is offering manufacturers individually composed premixes for energy shots. The energy boosters are usually sold in small packs of 60 to 80 ml. They fit into any jacket pocket and are therefore ideal for on-the-go consumption.

Verena Budnick from the SternVitamin development team explained: "Energy shots are meant to increase concentration, performance and the ability to react within a very short time. Since the active ingredients are so highly concentrated, you only need a small amount to achieve the desired effect.

"As far as the choice of nutrients is concerned we offer the whole range of vitamins and minerals. Our vitamin mixtures are produced at our own factory. The nutrients are made up with classic ingredients like caffeine and taurine or alternatively with performance-stimulating plant extracts like guarana, ginseng or ginkgo biloba, just as the customer wishes. Naturally all the ingredients are proportioned according to the customer's instructions and no longer have to be weighed in separately."

New distilled citrus oils

SYMRISE is introducing a new generation of molecularly distilled citrus oils (MD oils). MD oils are manufactured at low temperatures with short contact times through the use of short path, high vacuum distillation technologies. This gentle distillation method guarantees a high quality, wax-free, state-of-the-art product with reduced terpene content.

According to Symrise, the superior flavour impact, authenticity and solubility of the new generation of MD oils make them ideal for clear beverages and citrus applications requiring fresh, authentic taste signatures. The MD oils come in lime, lemon, mandarin, tangerine and grapefruit flavours.

Erlon Pereira, Global Director for Citrus Business Development Flavour & Nutrition, said: "These oils are the perfect foundation for fresh-tasting products – products that we can offer our clients to accommodate regional and global tastes."

The improvement in the oils stems from a development in the manufacturing process: limiting exposure to high temperatures avoids burned and oxidised notes and allows the flavour of freshly peeled citrus fruits to fully develop. The molecular distillation process completely removes terpenes and bitter residues from the oils, which significantly enhances the stability of the oils while guaranteeing an authentic taste.

The Global Citrus Center in Sorocaba, Brazil, Symrise chemists in the US and the Innovation team in Holzminden all contributed in developing the oils.

Gut health products show growth

ACCORDING to Innova Market Insights, interest in food and drinks carrying gut or digestive health claims appears to be continuing unabated, at least as far as food and drinks companies are concerned. This despite a number of adverse influences, including the economic downturn, consumer confusion over the range of products and ingredients available and their benefits, and difficulties over claims validation in Europe.

The analysts tracked well over 4,000 launches globally marketed on a gut or digestive health platform in 2009, up from about 2,000 just five years previously.

The gut/digestive health sector was the first in the international functional foods market to come to the fore, starting to rise to prominence in the 1980s outside Asia, although significant sales were not achieved in the west until well into the next decade. It remains the leading sector in terms of market size and activity in most countries, with the notable exception of the US, and even there rapid growth over the past five years has boosted the market considerably.

The emergence of new-style dairy products, most notably probiotic yogurts and dairy drinks has moved the market forward since their move out of Asia and into the mainstream western markets in the 1990s. Indeed, the dairy sector, notably probiotic products, are now probably most closely associated with the gut health sector. Dairy products accounted for over 40% of the gut/digestive health launches recorded by Innova Market Insights in 2009, although this share was down slightly over 2008, reflecting the wider range of products appearing on the market.

Europe accounted for a leading one-third of the product launches on a gut or digestive health platform last year, just ahead of the US on about 28%. Innova Market Insights noted a particularly rapid increase in US product launches on a gut and digestive health platform, with totals more than trebling since 2005.

Elsewhere there has been an even wider range of activity, with novel products appearing alongside development of existing brands and concepts. These included the launch of Yosa organic dairy-free smoothies with oats, fresh fruit and berries and probiotic bacteria. Initially launched by oat-specialist Bioferme in its home market of Finland in the spring of 2009, the product was extended into the Swedish and German markets shortly afterwards.

LuAnn Williams, Head of Research for Innova Market Insights, said: "It appears that high levels of interest in gut/digestive health foods are continuing. It has been a key focus for European product activity for a number of years, and US levels of interest have risen sharply over the past five years to create a market combining interest in developing established high-fibre products on the one hand and the newer probiotic dairy lines on the other. The Australian market falls somewhere between the two, while in Japan, the market is so well established that products fortified with fibre, probiotics and/or prebiotics are regarded virtually as standards."

Strong ingredients performance

CARBERY's ingredients division, which includes Dairy Ingredients business and Synergy, reported strong earnings in 2009. The Dairy Ingredients business performed robustly in sectors such as infant nutrition and performance nutrition across key geographical markets. Synergy not only performed strongly in established markets in the EU and US but also in new markets in South East Asia and South America.

For the year ended 31st December 2009, Carbery Group has reported EBITA of €6.2million (2008: €2.4million) on turnover of €183.8million (2008: €204million). Pre-tax profits were €2.7million (2008: - €0.8million)

Dan MacSweeney, the group's CEO, said that the company's profitability growth was driven by the Ingredients division: "The strength of our ingredients business stems from a diverse, high quality product range that meets multiple manufacturing and consumer needs, which are allied to our continued focus on R&D and innovation. We expect to see further top-line and margin growth over the next five years."

The company's ingredient portfolio includes whey protein-based ingredients, final formulations for performance nutrition and flavour solutions. Performing well in established markets, these ingredients are now seeing success in new regions such as Eastern Europe, Russia, South America and Asia.

In 2009, Carbery along with some of Ireland's other leading dairy companies joined forces with academic and government research organisations to create Food for Health Ireland. FHI works on two main research platforms: first, to deconstruct milk into a pipeline of components, and second, to test the bioactivity of these components in terms of health benefits and accelerate commercialisation.

Carbery also continued its investment into sensory and flavour research at North Carolina State University (NSCU). The company says the results of this research will prove invaluable in producing the cleanest-tasting whey protein solutions as well as providing a unique toolkit for Synergy in flavour engineering.

In brief…

● Lonza reports that its Carnipure L-Carnitine is included in Gaspari Nutrition's new multivitamin mineral formula, Anavite. Designed to be the ultimate performance-enhancing multivitamin supplement, Anavite is formulated with two grams of elemental L-Carnitine provided by Lonza's Carnipure. "Anavite is actually a three-in-one supplement, increasing vasodilation and muscle oxygen consumption, while boosting androgen receptor density, and maximising aerobic and anaerobic sports performance," said Rich Gaspari, President and CEO at Gaspari Nutrition. "Lonza's Carnipure provides a seamless addition to Anavite and allows us to provide the industry with a high potency multivitamin and mineral formula."

● Martek Biosciences joined industry experts to celebrate 40 years of omega-3 research in London last month. The meeting highlighted significant biochemical discoveries and clinical achievements in the area and debated the challenges of maintaining brain, eye and heart health in the 21st century.

The speakers included Norman Salem, Chief Scientific Officer and Vice-President of Martek Biosciences, who spoke on DHA omega-3 as a required nutrient in health and cognition. The company's vegetarian life's-DHA is derived directly from microalgae, a renewable, sustainable source of DHA that does not deplete ocean resources, and is produced entirely in the US in an FDA-inspected facility. It can be found in over 100 products, including beverage brands such as Minute Maid.

Functional forum…

DEMENTIA

THE Memory Improvement with Docosahexaenoic acid (DHA) Study (MIDAS) published online in *Alzheimer's & Dementia: The Journal of the Alzheimer's Association* showed that algal DHA improved memory function in healthy ageing adults, providing a benefit roughly equivalent to having the learning and memory skills of someone three years younger.

MIDAS is the first large, randomised and placebo-controlled study demonstrating the benefits of algal DHA in maintaining and improving brain health in older adults. The goal of MIDAS was to evaluate the effects of algal DHA on cognitive outcomes in healthy elderly people with a mild memory complaint. The study was funded by Martek Biosciences.

MIDAS found that healthy people with memory complaints who took 900 mg algal DHA capsules for six months had almost double the reduction in errors on a test that measures learning and memory performance versus those who took a placebo, a benefit roughly equivalent to having the learning and memory skills of someone three years younger. The DHA was well-tolerated and subjects taking the DHA also experienced a lower heart rate, providing a significant cardiovascular benefit.

The study population included 485 people 55 and older at 19 US sites who were considered to have age-related cognitive decline. "The fear of memory loss and losing brain capacity looms large in the minds of boomers," said neurologist and memory expert, Dr Majid Fotuhi. "But as MIDAS demonstrates in a clinical setting, there are some simple things you can do to maintain and even improve your brain health as you age - like taking 900 mg of algal DHA every day."

EYE HEALTH

KEMIN Health LC of Des Moines, Iowa, has presented the latest research on Macular Pigment Optical Density (MPOD) and its relationship to eye health. MPOD is an optical indicator of retinal concentrations of lutein and zeaxanthin and is a measurement of the attenuation of blue light by macular pigment. Research suggests that the measurement of macular pigment has the potential to become a commonly tested biomarker to assess risk for eye disease and visual function.

It is becoming more important for manufacturers to deliver on promised health benefits on product labels and formulate with a quality lutein ingredient that can assure delivery to beneficial sites of action – including the macula, where lutein and zeaxanthin are quantified as MPOD. FloraGLO Lutein, with DSM Nutritional Product's unique Actilease beadlet technology ensures optimal absorption. It is the lutein ingredient brand used most often in clinical trials that have shown lutein supplementation to increase MPOD, says Kemin.

STRESS BUSTING

WITH a recent study implicating stress as a contributory factor of over 80% of illnesses, including heart disease, reducing stress could save lives.

A little-known herb Rhodiola Rosea, could provide the answer in reducing the extreme stresses of modern life. A supplement of Russian athletes' diets for centuries, the natural adaptogen can only grow in rare arctic regions. Rosavines, the active compound in the herb's roots can help control the body's reaction to stress by decreasing our 'hormone response'. It also helps to prolong the onset of physical fatigue, by stabilising heart rate and blood pressure. Tests have suggested consumption can help improve mental cognition, concentration, and even lead to a greater sense of general health and well-being.

The root of the Rhodiola Rosea plant also contains several flavonoids and polyphenols. These bioactive compounds have powerful antioxidant properties. The addition of Rhodiola to a diet can therefore help reduce the physical stress placed upon the body by free radical damage, by scavenging these free electrons to improve their stability.

The herbal extract is now available for the first time ever in liquid form. The London-based beverage company Energizer Brands has recognised the functionality of the natural adaptogen, by adding 500mg of Rhodiola to its natural, vegan approved and diabetic friendly 'attitude' drink.

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Science Monitor

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

Reading Scientific Services Ltd.

Omega-3 rich drink

THE heart health benefits of consuming omega-3 fatty acids are well documented, being first reported in the early 1970s by Jorn Dyerberg and his co-workers. The polyunsaturated fatty acids (PUFAs) have been linked to improvements in blood lipid levels, a reduced tendency of thrombosis, blood pressure, improved vascular function and heart rate improvements.

Researchers in Germany have tested an omega-3 fortified convenience drink for bioavailability of omega-3, safety and tolerability in 50 people with atherosclerotic disease. All 50 had an omega-3 index of <5%. Subjects were randomly assigned to receive either a placebo drink or the omega-3 rich convenience drink.

Results due to be published in the *British Journal of Nutrition* showed that the average omega-3 index of the group consuming the test product increased from 4.27 to 6.80%, but there was high inter-individual variability in the response. There was no change observed in the group consuming the placebo product. Researchers said the drink was found to be "well tolerated and highly palatable" and "therefore, the convenience drink studied appears to be a viable alternative to fish or fish oils".

Fructose and liver disease

SEPARATE studies reported in the journal *Hepatology* investigate links between fructose consumption and liver disease. In one study, data was collected from 427 adults enrolled in the NASH Clinical Research Network, within three months of them having a liver biopsy. The researchers conservatively estimated fructose consumption based on questionnaire reporting (frequency × amount) of Kool-aid, fruit juices, and nondietary soda intake, expressed as servings per week. The study estimates that beverages account for around 50% of fructose consumption. After controlling for age, sex, BMI, and total calorie intake, the researchers concluded that daily fructose consumption was associated with lower steatosis grade and higher fibrosis severity in patients with non-alcoholic fatty liver disease (NAFLD). They suggest fructose consumption is a readily modifiable environmental risk factor that may ameliorate disease progression in patients with NAFLD.

In a separate study researchers from Spain investigated the effects of curcumin on fructose-induced hypertriglyceridemia and liver steatosis and explored its preventive mechanisms in rats. High consumption of dietary fructose is thought to be an important contributory factor in the development of hepatic steatosis in insulin or leptin resistance. The researchers founds that curcumin reduced serum insulin and leptin levels in fructose-fed rats and go on to propose mechanisms by which curcumin might protect against fructose-induced hypertriglyceridemia and hepatic steatosis. The proposed mechanism is its inhibition on hepatic protein tyrosine phosphatase 1B (PTP1B) and subsequent improvement of insulin and leptin sensitivity in the liver of rats. This PTP1B inhibitory property may be a promising therapeutic strategy for curcumin to treat fructose-induced hepatic steatosis.

Refined sugar worse than fat?

AN article in the *American Journal of Clinical Nutrition* (doi: 10.3945/ajcn.2010.29622.) argues that an emphasis on reducing consumption of saturated fats has caused a dietary shift that may be doing more harm than good. The current diet-heart paradigm holds that high intakes of saturated fat and cholesterol increase the risk of atherosclerosis and ischemic heart disease (IHD). However, as consumers cut out fat as a source of energy, it is being replaced by a diet high in refined carbohydrates and added sugars. The author, Frank B Hu, cites a recent pooled analysis of 11 American and European cohort studies (n ¼ 344,696 persons) which found no association between decreased risk of IHD and replacement of saturated fat with carbohydrates. He also notes meta-analysis of 21 cohort studies (n ¼ 347,747 subjects) that found no significant association between intake of saturated fat compared with carbohydrates and risk of IHD, stroke, and total cardiovascular events.

He goes on to present an argument that carbohydrates also have a role to play in heart disease, as well as obesity and diabetes. Whilst supporting the idea that diets high in saturated fats or refined carbohydrates are not suitable for IHD prevention, Hu suggests that refined carbohydrates are likely to cause even greater metabolic damage than saturated fat in a predominantly sedentary and overweight population. Hence a reduction of refined carbohydrate intake should be made a top public health priority.

Noni gets novel approval

THE EU has published a Commission Decision authorising the placing on the market of puree and concentrate of the fruits of Morinda citrifolia as a novel food ingredient under Regulation (EC) No 258/97 of the European Parliament and of the Council. On the basis of the scientific assessment, it is established that the fruit puree and concentrate from Morinda citrifolia (Noni) complies with the criteria laid down in Article 3(1) of Regulation (EC) No 258/97.

THE Functional Ingredients laboratory at Reading Scientific Services Ltd (RSSL) has developed and validated a new HPLC method for Rebaudoside A, one of the active components of the natural sweetener stevia. The test can be used on the raw ingredient and in a few finished products such as soft drinks.

It is important to know how Reb A levels are affected by processing and storage. The method is sensitive and accurate, having a limit of detection down to 1mg/100g of raw material. "We will be able to give clients the evidence to support labelling claims, and to make the best use of the Reb A in formulations," said Marta Ahijado Fernandez, Manager of RSSL's Functional Ingredients laboratory.

RSSL has also announced that it has developed and validated UPLC-MS (liquid chromatography - mass spectrometry) methods for analysing biotin and folic acid in drinks. The UPLC-MS technique is quicker and more sensitive than the methods previously used, giving clients a greater confidence in claims substantiation. RSSL is rapidly developing UPLC-MS methods for other vitamins and functional ingredients.

Juices & Juice Drinks

Launch imminent

INDIA Coca-Cola is set to launch three fruit-based drinks during the summer. The company is expected to launch two of these fruit drinks under the Minute Maid brand, whilst the third would be a mango shake in the dairy segment under the Maaza brand.

A Coca-Cola India official has confirmed that the beverage company is currently test marketing Minute Maid Apple Juice and Minute Maid Mixed Fruit Juice in Kolkata. The company's President Atul Singh said that Coca-Cola initiated test marketing for the apple and mixed fruit juices earlier in the year.

Singh, however, declined to give details regarding when the company would introduce the new juices in other parts of the country.

The company has not yet set its foot in the dairy segment, and thus the launch of mango shake in the Indian markets would act as a testing ground for the company. Also, the company has partnered with the upcoming Commonwealth Games to launch its fruit-based drinks.

Getting into allied products (mango shake) is a well-thought move since it will require only re-constituting the existing product (the pulp left from Maaza formation can be re-processed into shake). "There is more synergy in it," said a market analyst.

National flavours

SOUTH AFRICA With the eyes of the world on South Africa as the long-awaited 2010 FIFA World Cup is contested around the country, the huge number of football enthusiasts visiting for the tournament are being offered a unique limited edition beverage from Ceres, part of the Pioneer Foods group.

Called Flavours of South Africa and sporting colourful packaging which features South Africa's national flag, this is a fusion of two home-grown tastes: Marula and Rooibos Tea, along with other juices.

Marulas grow on the open plains of South Africa's northeast and are juicy and aromatic, with a very high vitamin C content. Rooibos is grown only in a small area in the Western Cape region. It is high in antioxidants, low in tannins and free of caffeine.

Flavours of South Africa is available in 1 litre and 200ml Tetra Pak cartons.

Organic melon blend

USA Columbia Gorge Organic (CoGo), an all-organic, fresh juice and fruit company, has added a new drink to its Satisfier line: Tri-Melon Aqua Fresca. This new juice is a blend of watermelon, honeydew melon, and cantaloupe, combined with a splash of fresh lime juice and a touch of agave syrup.

"We source the watermelon and honeydew melons from Durst Organic Growers located in Esparto, California. Our cantaloupe comes from Gala Springs Farm, which is located in Boardman, Oregon. We take pride in supporting other small, independent organic farms," said Jimmy Stewart, co-founder of Columbia Gorge Organic.

The fresh juice is made at a state-of-the-art juicing facility located on the Stewart family farm. Tri-Melon Aqua Fresca is available in 16 fl oz recyclable plastic bottles.

Focus on health

USA Mott's, from Dr Pepper Snapple group, has created Mott's Medleys Juice for children. There are three flavours in the range: Apple, Grape and Tropical. In addition to providing two total servings of fruit and vegetables in every 8oz glass, Mott's Medleys Juice delivers 100% of the daily value of vitamin C, and is also a good source of vitamin E and magnesium.

In a continued commitment to healthy and active lifestyles, Mott's is partnering with Emmy-nominated actress and dedicated mother, Marcia Cross, and nonprofit KaBOOM! to launch a nationwide programme, 'KaBOOM! Play Days,' to encourage communities to come together for fun activities and to improve local parks and playgrounds.

"As a mother, sometimes you have to sneak in things that are good for your kids – like vegetables and exercise. I am excited to be working with Mott's again to help improve the health and wellness of American families through the launch of new Mott's Medleys Juice and KaBOOM! Play Days presented by Mott's," said Cross.

This month, Mott's unveils its latest television and print campaign featuring Cross.

Wax gourd

CHINA The wax gourd might sound a little unusual to those outside of China, Vietnam and other parts of Asia where this juice type is growing in popularity. The wax gourd is just another name for the winter melon, although that descriptor is also used in some places for a different species of fruit.

The wax gourd derives its name from its waxy appearance when mature; in its early life it is fuzzy. It is often used in stir fry cuisine and soups.

Xiamen Yinlu Import & Export, a Fujian company, is offering the Wax Gourd Juice Drink in 250ml cans. The company also handles a wide range of other juice and related beverages, including Coconut Juice and protein beverages such as Walnut & Milk and Peanut & Milk.

Like many other traditional Asian drinks, wax gourd juice is something of an acquired taste for western palates. However, it is seen as having solid export potential for overseas Chinese markets and to match the increasing non-Asian interest in regional Chinese culinary styles.

On premise premium

UK Belvoir Fruit Farms reports it has seen a 38% year-on-year rise in sales of its pressés and cordials in the pub trade as consumers upgrade to more premium soft drinks. The company has now launched Fruit Crush, produced in response to the demand for soft drinks which are tasty, high quality and naturally additive free.

A reformulation of Good Stuff, Fruit Crush is made with 40% real pressed fruit and blended with Belvoir spring water to produce a 100% natural soft drink, which does not contain any flavourings or artificial additives.

The product is available in new, smaller, more convenient 12 bottle cases and has stronger on-shelf presence with bold new labelling. Hand drawn illustrations highlight more clearly that the drinks are made from 'real ingredients with no preservatives.'

Pev Manners, MD of Belvoir Fruit Farms, commented: "Consumers tastes are becoming much more sophisticated. They are no longer satisfied with the run-of-the-mill soft drinks on offer when they go to pubs and bars but are looking for tasty, exciting and healthy alternatives. Fruit Crush ticks all the boxes - a natural product, which tastes delicious and doesn't contain any artificial additives or preservatives."

Fruit Crush comes in four flavours – Pear & Raspberry, Apple & Blueberry, Apple & Elderflower, plus a new Blackcurrant & Apple variety.

Berry launch

SOUTH AFRICA Global expansion of berry juices from the UK-based producer The Berry Company has taken a big step with the appointment of Stafford Bros & Draeger as the official distributor in South Africa.

Stafford Bros & Draeger, which is based in Edenvale, Gauteng, specialises in the sales and marketing of high-end food, beverage and other FMCG lines, along with some mass-market leaders.

The Berry Company, founded by Khaled Yafi, began operations with high quality raspberry, blueberry and blackberry juices, later adding goji and açai. It also produces energy drinks, fruit bars, conserves, sorbets, frozen yoghurts, dried berries and more.

Several variants from its ambient range are now selling in South Africa. They include Blueberry, Açai berry, Goji berry, Superberries Purple and Simplyberry Red, presented in colourful 1 litre packs. Tanya Wucherpfennig of Stafford Bros & Draeger says that the presentation is a key selling point. "The packaging is modern, trendy and clean-cut."

Wimbledon to continue

UK Robinsons, the UK's No1 squash brand from Britvic Soft Drinks, is to continue its long-standing association with the Wimbledon Championships until at least 2015.

Britvic Chief Executive Paul Moody and All England Lawn Tennis Club Chief Executive Ian Ritchie announced the new contract at a gala dinner held last month to celebrate the 75th anniversary of Robinsons' relationship with the lawn tennis championships.

Moody said: "Britvic is very proud that Robinsons will continue its long association with Wimbledon, in what is the second longest running sports sponsorship in the world. Wimbledon is part of Robinsons' heritage, as the Championships were the birthplace of Robinsons Barley Water. We look forward to embracing our continued support at Wimbledon and are proud of our achievements over the last 75 years."

"We're delighted that Robinsons will remain the Official Still Soft Drink of the Championships, for the next five years at least," said Ritchie. "Robinsons Barley Water remains synonymous with Wimbledon – and it's great it will be there on the Umpire's Chair again."

Summer freeze

UK Calypso Soft Drinks has announced new variants and promotions with its growing portfolio of freeze drinks. A growth market for Calypso, freeze drink products (ambient drinks for home freezing) overall grew by 2% last year despite the recession and poor summer weather.

The company manufactures over 150 million freeze drink products each year from its factory in Wrexham. These include the Jubbly branded triangular ice lolly, Disney freezepops, and Calypso Icicles. This year Calypso is to launch a Disney-Pixar Toy Story product to coincide with the release of the new *Toy Story 3* movie due out this summer.

The company is also launching a new Jubbly Cola flavour. Richard Cooke, Sales & Marketing Director, said: "While freeze drinks are traditionally weather dependent, this has been mitigated by the recession as it is a strong impulse purchase. The recession has been good for the freeze drinks sector as they are inexpensive and considered a value for money treat often replacing more expensive ice lolly snacks."

Family updates

NEW ZEALAND The Barker Family, based in New Zealand's South Island, has celebrated 40 years of predominantly fruit-based production by progressively introducing new label designs across its portfolio.

"We are updating our name to Barker's of Geraldine to better acknowledge our New Zealand heritage and unique location, nestled at the base of the Southern Alps in Geraldine, South Canterbury," explained Managing Director Michael Barker. "New labels have been crafted, complete with artist-drawn fruit images."

The packaging revamp began with the jam range, followed by chutneys and savoury sauces, and has now extended to the company's juice beverages.

Barker said that "the reason we changed to the new look was to try and tell our story better. We felt that while our old labels were crisp and professional, they didn't give any feel for the family nature of our business over 40 years, and all the passion that has gone into it over two generations.

"We also felt that our old labels could have been made by any faceless corporate company in any city of the world. We really wanted to emphasise the New Zealand-made and New Zealand fruit provenance of most of our range."

Barker's of Geraldine sources New Zealand fruit wherever this is practicable. "We use New Zealand fruit first and foremost and we want to tell our customers where our fruit comes from," said Michael Barker. Blackcurrant fruit syrup, for instance, is produced from locally-grown Canterbury blackcurrants. Boysenberries and raspberries are sourced from Nelson, also in the South Island. Honey for the lemon and honey syrup is also from New Zealand.

One of five

UK Robinsons Fruit Shoot has launched Fruit Shoot My 5, a new range of juice drinks for children. The drinks are a blend of 80% real fruit juices and 20% water and come in the familiar Fruit Shoot bottle shape with a no spill sports cap making them ideal for school lunchboxes.

There are three variants: Apple & Pear, Orange & Pineapple and Apple & Blackcurrant. All are free from colours, sweeteners and preservatives and only contain the natural sugars found in fruit juice. A new pack design communicates the '1 of your 5 a day' message.

Leslie Davey, Robinsons Brand Director at Britvic, said: "We have worked in close co-operation with mums and kids to develop this new Fruit Shoot product and My 5 is both nutritious and refreshing, providing the perfect balance for kids' young palates and the reassurance of one of your five a day."

Fruit Shoot My 5 replaces Fruit Shoot 100% in the existing Robinsons range to "better deliver against consumer needs."

Smooth activity

SOUTH AFRICA The market profile of premium Loaded Smoothies has increased further over recent months thanks to national in-store activations undertaken by The Sound Contact, a division of The Sound Media Group, for Loaded's national distributor, JMC Melnick.

This has linked with the packaging revamp of the high-fruit smoothies range which was devised by brothers Mario, Robert and Mark Thompson.

Following a pilot phase at stores close to gyms and other health facilities, the sampling programme has been extended in the Gauteng region. Loaded has also been supported by a national advertising campaign.

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1 litre well received

UGANDA The introduction by Ugandan beverage producer Jakana Foods of 1 litre packs for its juice range, which was reported in *SDI* April issue, has been very well received.

Jakana Food, developed by internationally-trained food technologist and entrepreneur Dan Jakana, has earned a very positive reputation from its early days as a niche producer of long-life banana juice, for which the company created its own technology.

It now offers a broad range of juices, mineral water and other lines. As well as expanding production to allow further penetration of its home market, Jakana is building significant export sales, both within Africa and as far afield as the UK and US.

Ambient relaunch

UK Del Monte is relaunching its ambient range of fruit juices which is, says the company, its best ever tasting, set to revitalise the juice category through a brand that consumers know and trust.

The range comprises Orange, Apple, Tomato, Grapefruit and the brand's signature Del Monte Gold Pineapple. It spearheads Del Monte's efforts to drive growth following recent challenges the juice category in general has faced, including poor summers and competition from other soft drinks.

Frans Van Melis, Vice-President of Operations at Del Monte, said: "The relaunch of our core ambient juice range represents our commitment to restoring interest in the juice category. With over 100 years of fruit heritage and expertise, Del Monte is in a great place to reinvigorate the category and drive growth.

"The big trends affecting consumer purchase behaviour are health and convenience, which means juice has a strong long term future. We just need to drive people back down the ambient aisle by offering a brand that consumers trust and a range which boasts our best taste yet, providing consumers with the ideal healthy juice and a choice for all consumption occasions, from breakfast through to evening.

"Consumers shift towards repertoire buying in tough economic times – ambient for everyday use, and chilled for a treat. The ambient juice sector presents a significant opportunity for Del Monte to achieve stand-out, by providing a unique premium offering at an affordable price on the ambient aisle."

The re-launch is being supported by a substantial national marketing drive.

Energy & Sports Drinks

All day

UK All Day Energy Ltd has launched iShot, scientifically developed to give sustained, healthy energy and focus for hours within minutes in a 60ml bottle. There is zero sugar, zero sodium and a low calorific content. Developed for people with active and challenging lifestyles, there are two variants: All Day (Original) and Decaff (Acai Berry).

iShot energy shots feature herbs such as green tea, Siberian ginseng and guarana, to help increase energy levels and focus naturally. They contain a boost of vitamin B complex to enhance energy production along with amino acids for focus, stamina and recovery and antioxidants that neutralise toxins and improve health.

To set it apart from other shots, iShot is packaged in a sleeve provided by Chadwicks.

Kursat Uysal, Director at All Day Energy Ltd, said: "We were really impressed by Chadwicks' friendly yet professional approach and the speed of turnaround on this project was outstanding. From design development to 3D proofing, mock-ups to the choice of material and trials, Chadwicks

went through the whole process with us and provided regular progress updates, making it one less thing for us to worry about.

"Launching a new product is always daunting so it was important for us to choose a packaging supplier that could meet our needs and Chadwicks has certainly surpassed all our expectations."

Less fizz

USA Eternity Beverages has announced the launch of INT2 a premium energy drink throughout the state of Florida. In an effort to provide the best taste and most pure and refreshing energy drink, INT2 differs from other energy drinks by capping the carbonation in its product. While most energy drinks contain approximately 20% carbonation, INT2 maintains only 2% carbonation providing no energy drink after- taste. There are three flavours: Pure, Sugarfree, and Cranberry.

Jim Amstutz, CEO of INT2, brings 15 years of experience in the beverage industry with an emphasis on sales, marketing, finance and brand building to his newest venture. Understanding the need for versatility in an energy drink, he explained: "With INT2 we are creating more than just your average energy drink. INT2 is an enjoyable beverage that offers smooth refreshing tastes, with an energy kick." Unlike most energy drink companies that position themselves with various extreme sports, INT2 is aligning its products with premium like-minded lifestyle brands in the music, fashion, arts and entertainment arenas.

Rally sponsor

UK Voltz International, supplier of the Voltz energy shot, is sponsoring a team for the Roof of the World Rally running from London to Tajikistan starting on 3rd July. The Charity Road Trips team will complete a 4,000 mile journey with no back up support, passing through countries including Serbia, Georgia, Azerbaijan and Turkmenistan, with the aim of raising £20,000 to be divided equally between the two charities: Sworde Teppa and Make a Wish.

"We will be driving a V8 Landrover Discovery by day and sleeping in tents by night," said Ashley Platen-Mills, originator of the Charity Road Trips team. "We are delighted to have the Voltz energy shot on board and we are hoping to test it to see if it will help our concentration, particularly on the Pamir Highway which, reaching 15,000 feet in some places, is the highest road in the world."

Sworde Teppa is an emergency reconstruction and development organisation which provides sustainable development in the region. As well as raising much needed funds, the team will donate the Landrover to the Sworde Teppa charity at the end of the rally. Make a Wish is a UK charity that gives magical wishes to children and young people fighting life-threatening illnesses.

Keep playing

GLOBAL In the brand's first-ever global integrated marketing campaign, Powerade will give athletes the inspiration and ability to 'Keep Playing,' through a campaign highlighted by an innovative online experience and the presence of Powerade on the pitch during the 2010 FIFA World Cup South Africa.

The campaign theme 'Keep Playing' alludes to the insight that passionate sports players love the game of football and never want a great game to end. Powerade has been 'Chosen by FIFA to Hydrate 2010 FIFA World Cup Players' and will be pitch side at every match during this month's tournament.

Interactive film 'deep-dive' technology has been used to depict Powerade's functional benefits and brand attitude.

Champion signing

UK World Champion Jessica Ennis has signed with Powerade as a brand ambassador. The heptathlete is regarded as one of the world's top athletes having recently won gold at the IAAF World Championships and IAAF Indoor World Championships. The deal, which runs until the end of 2012, will see Jessica work closely with Powerade and their experts in hydration and nutrition to help her perform to her maximum both in training and competition.

Jessica Ennis commented: "I'm really excited to be a part of the Powerade team. It's great to hear some of the ideas and the direction they are taking Powerade and I can't wait to see and taste what the future brings."

She continued: "It's going to be a busy two years for me, but obviously the main focus is going to be London 2012, so I'm just really focusing on getting ready and performing and improving year upon year and Powerade will play a big factor in that. During a session I don't like to drink a big litre bottle of water. I like to get some liquid into me but also some carbohydrate, so Powerade is a nice amount of liquid that I can sip at during the session and it makes a big difference."

Jessica will act as an ambassador for Powerade and will be making appearances for the isotonic sports drink to help promote the benefits of hydration, as well as appearing in above-the-line marketing activity and brand endorsements. In return Powerade will be supporting Jessica and her coach with nutritional expertise to help her reach her potential on the track.

Football support

UK Power Horse has signed superstar African striker Sheyib Emmanuel Adebayor as brand ambassador. The Manchester City forward, who earlier this season galloped the full length of the pitch at Eastlands to celebrate his goal against former team Arsenal, has confirmed that he will help raise the profile of the energy drink in the UK.

CEO of Austria-based Power Horse, Thomas Königsbauer, commented: "We are delighted to be working with Adebayor. Despite having many commercial offers, Adebayor chose us for the taste and brand personality and we look forward to working with him to develop the brand in the UK."

Sheyib Emmanuel Adebayor.

Antioxidant recovery

USA POM Wonderful has launched POMx Antioxidant Recovery, a combination of concentrated POM Wonderful 100% Pomegranate Juice and POMx, designed to meet the recovery needs of trained athletes.

The beverage features the naturally-occurring polyphenol antioxidants from the Wonderful variety of pomegranate which recent research has shown can help speed muscle recovery and reduce muscle soreness following strenuous exercise. Findings from a placebo-controlled, double-blind crossover study showed that when the research subjects consumed a daily dose of POMx (equivalent to a 2oz serving of POMx Antioxidant Recovery) they experienced over 30% less strength loss as well as 28% less muscle soreness compared to the placebo.

Conducted at the University of Texas at Austin and published in the March issue of *Medicine & Science in Sports & Exercise*, this study is the first to link the daily intake of polyphenol antioxidants from Wonderful variety pomegranates with a boost in exercise performance.

POMx Antioxidant Recovery is an all-natural, gluten free and versatile supplement that can enhance morning smoothies, post-workout shakes and electrolyte/recovery drinks. The skin and membrane of Wonderful pomegranates also contain a particularly potent concentration found in the peel and membrane of the fruit. POM Wonderful has created a patent-pending process – POMx – to harness these antioxidants. The result is POMx: the company's all-natural, ultra-potent antioxidant extract.

On guard

UK Silver Spring 1870 traditional mixers has partnered with Guards Polo Club as a corporate sponsor for the 2010 polo season. Created from English heritage recipes the range of premium range mixers features classic drinks with traditional flavours such as ginger ale, bitter lemon and lemonade.

The brand's Marketing Manager, Iolanda Hudson, said; "The next year is going to be a very exciting time for 1870 and we feel our association with Guards Polo Club is the perfect alignment and will offer the brand fantastic exposure over the next few months."

Guards Polo Club Marketing and Sponsorship Manager, James Turner, added: "We are thrilled to have Silver Spring 1870 on board as a corporate partner. They have such a great range of drinks - we are really looking forward to working with the team and establishing a solid partnership."

Guards Polo Club is Europe's leading polo club and home to many of the world's major matches throughout the polo season. During the season, the premier official tournaments are The Queen's Cup, Royal Windsor and the Archie David, all of which take place this month. In July each year, the Club is host to the Hurlingham Polo Association's International Day, which is the largest spectator polo event in the world.

Silver Spring 1870 Managing Director, Neill Cotton, said: "Selecting Guards Polo Club as the first ever corporate sponsorship deal for 1870 was an easy decision. The sponsorship offers many different platforms for brand exposure to our key target markets."

Water & Water Plus

To the rescue

USA AriZona Beverage Company has introduced Rescue Water, a functional water to help increase the rate of fluid replacement in active people and balance nutrient absorption into the body. The beverage comes in a high-tech, high-touch PET bottle from Constar which protects the sensitive nutrients and flavours.

The 20.5oz PET bottles feature the company's X4 technology, a breakthrough, panel-free design for hot-fill beverages that, says the company, "imparts the robust, in-hand feel of glass, while optimising performance during the hot fill and labelling processes."

Formulated for AriZona Beverage Company by Twinlab laboratories, there are four flavours in the Rescue range: Berry Blend, a blend of L-theanine, green tea extract and lemon balm extract; Lemon-Line, a blend of guarana extract, green tea extract and natural caffeine; Orange Citrus, with alpha lipoic acid, green tea extract, milk thistle extract, and L-glutathione; and Pomegranate

Punch, which combats free radicals with a blend of arabinogalactin, green tea extract, and elderberry extract.

Rescue Water is made with no preservatives, no artificial colours, and no artificial flavours and is sweetened with Reb A, a natural sweetener that comes from Stevia plants and contains zero calories. The beverage has 25 calories per 8oz serving.

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TV first

UK This Water has launched its biggest ever nationwide above-the-line campaign with its first TV commercials.

"This is an exciting time for our brand, three years after it first launched. We are significantly lifting our investment this summer with a heavyweight nationwide outdoor campaign and our first ever TV commercial. This activity will introduce our brand to many new consumers as well and highlight our two delicious, new refreshing recipes," said Sarah Smart, This Water Marketing Manager.

The campaign will include a 'heat activated' component, whereby digital advertising panels will be turned on during hot weather, to remind consumers to 'cool off with This Water'.

The creative is based on This Water recipes' simple blend of real fruit and water. A TV commercial and outdoor posters feature real lemons, limes, oranges, raspberries and apples enjoying the refreshing qualities of water. The commercial features 80s pop icon Billy Ocean's power ballad 'Suddenly', used to amplify the love between the fruit and water.

The campaign follows the launch of two new variants: Oranges & Lemons and Raspberries & Apples.

Hydration – keep it light

UK The Juice Doctor, the naturally isotonic flavoured water, is urging consumers to 'Keep It Light!', following new research which has uncovered habitual dehydration among 96% of the UK's office workers. The campaign is urging people to frequently check the colour of their urine and setting the nation a goal to 'keep it light'.

Companies can download free personal 'Y'urindicator' charts (designed as a pee-tone colour chart to help identify the stages of hydration) as well as other free materials to post up in washrooms, rest areas and offices from www.keepitlight.org to help them communicate the hydration health message within the workplace.

According to The Juice Doctor our bodies have a natural early warning system for helping us know when we are dehydrated, namely the colour of our urine. However, the survey has shown that less than one-third of people (27.10%) admitted to checking the colour to see if they're dehydrated. Worryingly, only 7% of them, the more vigilant, said they notice when their urine is an odd colour, and when they do, they don't know what it means. A dark coloured urine signals dehydration.

At the same time the brand, co-founded by five times Olympic gold medallist Sir Steve Redgrave, has relaunched its range

Sir Steve Redgrave delivers the hydration message from The Juice Doctor's liveried ambulance. Keep it light posters can be downloaded from www.keepitlight.org.

with improved recipes and four new flavours: Berry, Apple, Tropical and Lemon.

The same survey found that 69% of Brits are unaware of what isotonic means. Isotonic drinks have a similar concentration of sugar and salts as your body and therefore can replace and retain fluids more efficiently than water. Instead of salt, used in most sports drinks, Juice Doctor uses a potassium hydration booster (salt substitute), which has been shown to have a similar effect by regulating the body's ability to retain essential fluids once absorbed. Each drink contains around 20 calories per 100ml and has no artificial colourings, flavourings, preservatives, sodium or sweeteners.

Relaunch focuses on Britishness

UK Princes soft drinks is relaunching Aqua Pura natural mineral water with a focus on the brand's water source in the heart of the Cumbrian fells. The move will help meet growing consumer demand for British bottled waters and follows research showing that shoppers feel uncomfortable about the food miles associated with some rival brands.

The relaunched Aqua Pura range includes a new logo and brand livery as well as a refreshed pack design featuring photography of the Cumbrian countryside. A new strapline – 100% Pure Cumbrian – is also being introduced after research showed that Aqua Pura's provenance provides a real resonance with shoppers who associate this outstanding area of natural beauty with purity and natural products.

Consumer press advertising, PR and in-store promotions, a new-look website and an online communications programme is supporting the relaunch.

Graham Breed, Marketing Director for Aqua Pura, said: "For many shoppers the idea that British is best seems to be here to stay, with sales growth amongst British brands outstripping rival European waters.

"At Aqua-Pura, we're proud of our Cumbrian roots and the purity of our water source. By emphasising our British credentials on-pack, we can build on Aqua Pura's position as one of the UK's leading bottled water brands and give consumers a clear reason to buy."

Natural hydration

BAHRAIN Coca-Cola Middle East has established Arwa water as a strong player in the region's huge but extremely competitive hydration market. Now the brand's high consumer awareness has been leveraged further with the introduction in Bahrain of Arwa Fuits in two natural flavours: Strawberry and Lemon.

"In a category where beverage brands do not often tread, the great taste of Arwa Fruits brings consumers a young, active and healthy way to stay hydrated, with the addition of an experience that excites their tastebuds and expresses their unique character," claimed Coca-Cola Middle East spokesman Antoine Tayyar.

"Arwa Fruits presents a great alternative for staying hydrated and healthy by encouraging consumers to drink water with the fruit flavours they love and inspiring them to live life vibrantly."

Arwa Fruits is sugar-free. It is presented in distinctive 500ml bottles.

Welsh campaign

UK Brecon Carreg, the number one Welsh Natural Mineral Water, is running a major advertising campaign in July comprising over 180 poster sites strategically positioned at the entrance of multiple grocers and radio advertising on Red Dragon, The Wave and Swansea Sound radio stations.

The campaign describes the water as 'Pure Welsh Magic' depicting the waterfalls and landscape of the picturesque rural Brecon Beacons from where the water is drawn.

Eva Toth, the brand's Marketing Manager, said: "Consumers understand the benefits of natural hydration and there is ongoing enthusiasm for healthy hydration with Welsh shoppers feeling particularly connected to Brecon Carreg with its distinctly local roots. We have come a long way from our cottage industry roots to become the biggest selling Welsh water in the UK and this campaign will help bring our brand to a wider audience."

Mineral water buy

JAPAN Asahi Soft Drinks, a subsidiary of Japan's big Asahi Breweries group, has purchased the major Rokko no Oishii Mizu mineral water brand from House Foods Corporation which launched the product in 1983.

The purchase also includes the Rokko production facility, the Nada water source, other land and buildings, and the brand's distribution network arrangements.

Nada-ku is renowned for its mineral-rich water which led to several of Japan's sake producers establishing their operations in the region. Rokko no Oishii Mizu means 'fresh water from the Rokko Mountains'.

Asahi said it had bought Rokko no Oishii Mizu, which will continue to be produced under this brand name but also with Asahi identification, to strengthen the product portfolio of its domestic soft drinks business. It is intended to boost the Rokko no Oishii Mizu brand to seek production and distribution synergies with other group beverages.

The company will continue to sell its Asahi Fujisan-no Vanadium Ten-Nen-Sui value-added mineral water, which was introduced in 2004. Asahi reiterated its goal of increasing its share of the Japanese soft drink market to 10%.

UK *FIFTY actors provided relief and amusement for stressed out travellers as they roamed Liverpool Street station offering 'best seats' to commuters and stranded passengers. The limited edition fun, inflatable tennis ball chair can be redeemed as part of Highland Spring's new summer on-pack promotion, Best Seat in the House.*

Carbonates

Trace Your Coke

UK Coca-Cola in Great Britain has launched a new interactive online application to help meet increasing consumer demand for 'eco' information. The 'Trace Your Coke' app enables consumers to trace individual cans or bottles of Coca-Cola Great Britain drinks back to their British factory of origin. It also highlights the importance of the most significant step consumers can take to reduce a drink's environmental impact - recycling empty packaging.

'Trace Your Coke' will help underline Coca-Cola's pride in being a British business, the significant contribution the system makes to the UK economy and employment - and its efforts to reduce its environmental impacts in terms of energy, water and packaging use.

Users are invited to explore the behind-the-scenes story of how their drinks reach them: the application opens up the whole product lifecycle from ingredients and packaging through to manufacturing and distribution and finally recycling, explaining the carbon impact of each step on the way.

Through an interactive Google map of the UK, users can explore some simple background facts about Coke's seven UK factories and the people who work in them. 'Trace Your Coke' should also help dispel a widespread misunderstanding: a recent poll showed that less than 50% of people are aware that the Coca-Cola sold in this country is made here. A third of the public believe it is imported from the USA (ICM Research April 2010). In fact Coca-Cola has made soft drinks in the UK for over 100 years.

Cola for summer

USA Original Cola and Diet Original Cola are the latest flavours to be launched by Hansen's Beverage Company. The drinks are free of caffeine, preservatives, artificial flavours and colours.

"We are excited to be releasing the timeless taste of cola in time for the summer," said Blair Owens, VP Marketing. "It's naturally the perfect flavour that complements our product line. "Hansen's Original Cola and Diet Original Cola are available nationwide."

All Hansen's natural and diet sodas are gluten and dairy free.The latest colas join the brand's production line that includes Ginger Ale, Key Lime, Cherry Vanilla, Grapefruit, Kiwi Strawberry, Vanilla, Mandarin Lime, Creamy Root Beer, Raspberry, Orange Mango, Pomegranate, and Black Cherry.

Nailing colours

UK Diet Coke has been giving away a nail varnish exclusively created by nails inc when consumers purchase two 500ml bottles of diet Coke in selected Boots stores nationwide. The promotion ends 30th June.

There are four colours which make up the diet Coke 'City Collection', inspired by the four fashion capitals of the world - New York, London, Milan and Paris. London is a trendy nude colour, inspired by Brit passion for cool fashion. Paris is a deep purple, a tribute to the most romantic city in the world and a beautiful sunset over the Eiffel Tower. Milan is a fiery Italian red and New York is a vibrant fuchsia pink inspired by the attitude of the city that never sleeps.

Barbecue win

UK The Feel Good Drinks Co has teamed with Landmann, Europe's leading supplier of barbecues and accessories, in a summer partnership deal.

From this month Feel Good Drinks is launching a nationwide on-pack led promotion via 200,000 packs of its 750ml Gently Sparkling Juice Drinks across all major supermarkets. The campaign is set to offer customers the chance to win one of over 100 quality portable Landmann barbeques.

The fully integrated campaign activity will be supported digitally, with media partnerships, competitions and sampling. Consumers will be able to enter the competition through the Feel Good Drinks website.

Rebranding

USA Fizzy Lizzy, the New York City-based company, has announced a complete re-branding of its sparkling juice line with a new logo and graphics for its packaging as well as its website. The revised look is clean, simple and fun, and represents a marked shift from its previous identity which was quite busy.

"We loved our former design but it proved inconsistent with our brand attributes as well as difficult for consumers to read," Liz Morrill, Founder and President of Fizzy Lizzy, said. "It also failed to prominently display our high juice content, lack of added sugars and industry awards, which are the very things that make Fizzy Lizzy distinct."

Impressed by the student talent he had seen online, Morrill's husband (and company CEO) Aaron, launched a contest on the design website, TheDieline.com , ultimately choosing Brooklyn-based designer Jesse Kirsch, as the winner.

Fizzy Lizzy consists of fruit juice and sparkling water with no added sugars and an average of 60% juice per bottle. There are eight flavours in the range.

Lemon & Paeroa

NEW ZEALAND They call it 'world famous in New Zealand'. Now the Kiwi carbonate has picked up some global media coverage, although not necessarily what the Coca-Cola Amatil marketing team might have planned.

It came about when Justin Bieber, the teenybopper singing idol of the moment, made a lightning publicity visit to New Zealand. His schedule included a studio appearance on a teen TV show during which he was given a gift pack of quintessentially New Zealand items, including Vegemite spread, gumboots and pineapple lumps.

He was intrigued by a bottle of L&P but, perhaps because of the hot studio lights, it sprayed him on opening. Bieber accused the show's hosts of shaking it up and walked off the set to clean up.

But it was all good-natured and he returned shortly to continue taping, muttering about the L&P. If you don't know who Bieber is, ask any young woman from 10 to 16. A Google search will bring you nearly 40 million hits, expanding by the week.

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- Anti-Allergens
- Beauty-From-Within
- Clinical Trials
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Untapped opportunities

for global growth

Carbonates are growing, but not as fast as the overall market, reports Richard Haffner.

While carbonates volume is increasing, the issue is that the category is not keeping pace with total soft drinks growth. Globally, from 2004 to 2009 carbonates had a CAGR of 1.5% versus 4.0% for fruit/vegetable juice and 6.9% for bottled water. For the forecast period of 2009-2014, carbonates are projected to have a 1.1% CAGR as against 5.2% for fruit/vegetable juice and 3.9% for bottled water.

A key question for the carbonates category: is it destined to lose share to other soft drinks categories or are there untapped opportunities for growth? This article will examine potential untapped opportunities.

Setting the global stage

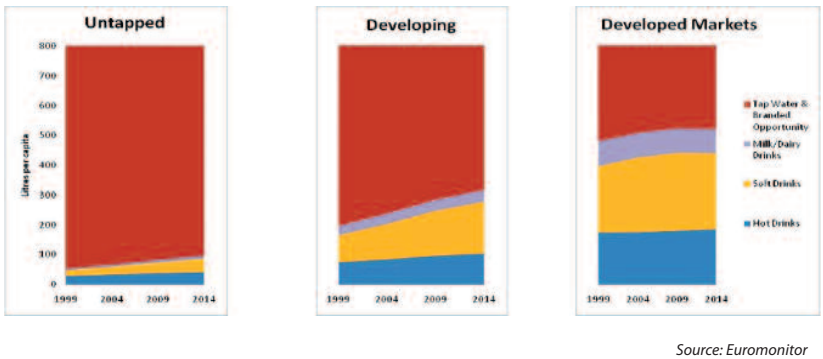
We start by looking broadly at global consumer drinking habits of packaged drinks.

By taking 2.2 litres a day as a conservative estimate of the per capita recommended liquid intake, we build up a picture of how the world drinks, past, present and future. We track the contribution of branded packaged beverages as a share of total liquid consumption. We assume the balance consists of tap water.

Packaged drinks appear saturated in the developed markets of North America, Western Europe and Australasia. Their share of total beverage consumption has levelled off and is projected to decline in the years to 2014.

Consumption of soft drinks in the developing markets of Latin America and Eastern Europe is about 70% of developed market per capita consumption but hot drinks is only 50%. However, soft drinks, in particular, are projected to have significant volume growth from 2009 to 2014 (growing by 15% over this period).

The untapped markets of Asia-Pacific and Mid East-Africa have vast potential for growth since packaged beverage volume consisted of only 10% of total beverage needs in 2009.



Source: Euromonitor

One of the biggest limiting factors to packaged beverage consumption in the untapped markets is low income levels. In 2009, per capital disposable income levels in the Asia-Pacific and Mid East/Africa markets was only 8% of the developed markets. The fastest growing untapped markets, with projected CAGR's of 6.5% or greater from 2009 to 2014, are China, India, Vietnam, Egypt and Morocco.

The teen market is a key consumer base for soft drinks and any beverage product with a fun profile. In the untapped and developing markets, more important than increasing population size is increasing purchasing power. In these markets, although the teen population is not growing, the key issue is that these are unsaturated markets with increasing disposable income.

The overarching macro trends of market saturation, disposable income growth and target population size and trend must have a significant impact on any successful carbonates global growth strategy.

For the forecast period of 2009-2014, carbonates are projected to have a 1.1% CAGR versus 5.2% for fruit/vegetable juice and 3.9% for bottled water.

Potential opportunity in the untapped regions of Asia-Pacific and Mid East/Africa

Not surprisingly due to the underlying macro economic trends, the categories experiencing the fastest growth, both historically and forecasted through 2014, are in the untapped markets followed by the developing markets. However, carbonates are losing share of throat in these regions since both bottled water and fruit/vegetable juice are growing at a faster rate. In fact, the only carbonates category in these two areas outpacing soft drinks growth is the smallest category in the developing markets, low calorie colas.

Given the relatively low per capita consumption, particularly in the untapped markets, the challenge for carbonates is to capture a greater percentage of new soft drinks purchases than has happened.

In untapped markets, carbonates are not keeping pace with category growth. From 2004 to 2009 carbonates compound annual growth rate (CAGR) was 4.3% compared to 9.5% for bottled water and 9.9% for fruit /vegetable juice.

Both Coca-Cola and PepsiCo have a higher vol-

ume share of carbonates in the untapped markets than their global shares. Although both beverage giants have taken the lead in carbonates in the untapped markets, the carbonates category is not keeping pace with soft drinks growth. If carbonates growth had kept pace with overall soft drinks growth over this time period, this would have generated an incremental 21 billion litres between 2004 and 2009.

Given the large teen population and increasing disposable incomes, there seems to be significant volume growth opportunity for carbonates in the untapped markets. While it might be more expensive for second tier companies to develop the infrastructure that Coca-Cola and PepsiCo have, the volume opportunity could justify that expense. The question becomes one of what carbonates category to focus on and where to focus.

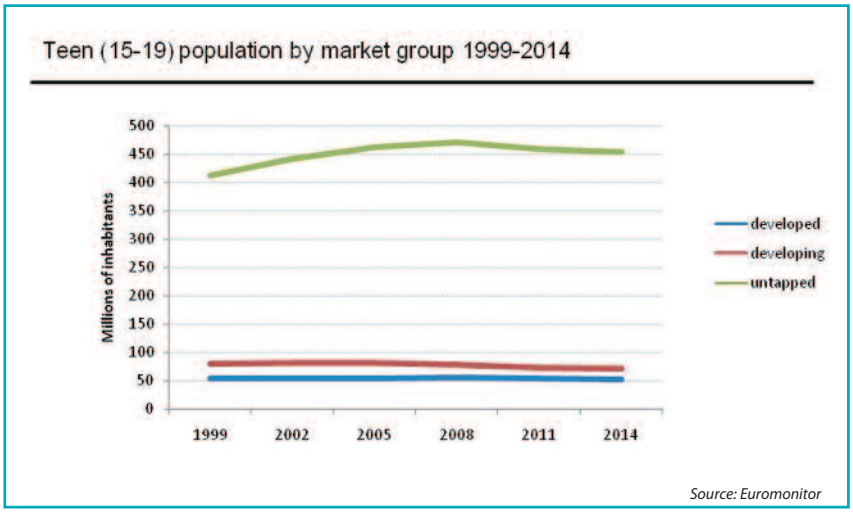
Lemon-lime is a key focus category

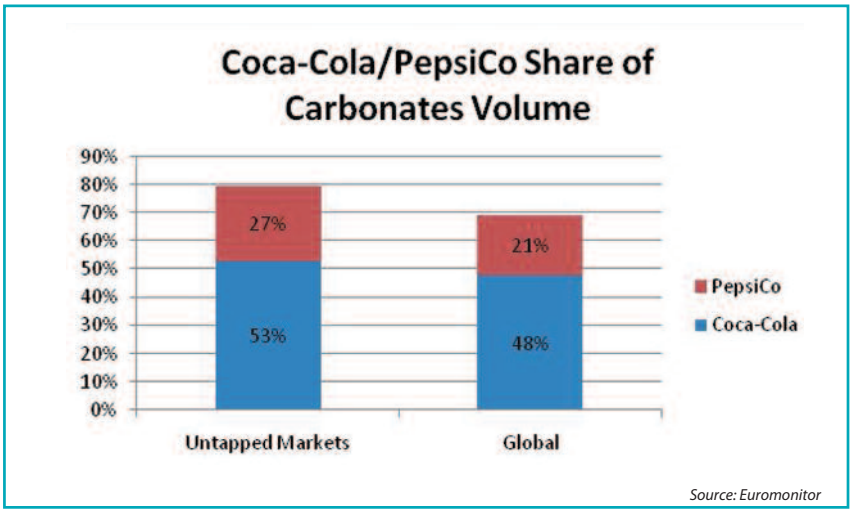
Although lemon-lime is smaller than regular cola, it is growing at a faster pace; having a 6.5% CAGR from 2004 to 2009 versus 3.4% for regular cola. Lemon-lime seems to be a good focus area to try to increase the rate of carbonates growth since it is the fastest growing carbonates segment. Based on per capita consumption patterns, many key markets in Asia-Pacific and Mid East/Africa have a taste preference for lemon-lime. The countries driving this taste preference are China, India, Indonesia, Philippines, Vietnam, Algeria, Egypt, Morocco, Saudi Arabia and UAE.

Although lemon-lime is the fastest growing carbonate flavour from 2004 to 2009, it still did not grow as fast as total soft drinks. China is the only major untapped market where lemon-lime kept pace with soft drinks growth from 2004 (with a 13.1% CAGR vs. 12.3% for total soft drinks).

In the untapped regions, Sprite is by far the brand leader with a 49.1% share in 2009 based on volume, having more than double the share of the next closest brand, 7UP from PepsiCo with 20.2% share. Since 2004, Sprite has gained 7.2 percentage points in share. The majority of Sprite's success is due to gains in China. In China, Sprite has a 72.7% volume share which is +10.4 vs. 2004 but only +0.4 vs. 2008. Since 2004 China has accounted for over 80% of Sprite's volume growth in the untapped markets.

On a regional level Mitsuya (from Asahi Breweries Ltd) is the number three brand (with a 4.3% volume share) and Chilsung Cider (from Lotte Group) comes fourth (with a 2.5% volume share). They each have low shares in the market group because of limited distribution. Mitsuya is distributed only in Japan where it is the number one brand, with a 40.8% volume share plus 10 percentage points versus 2004 volume. Chilsung Cider is distributed only in South Korea where it also is the number one brand, with a commanding and stable 77.2% volume share.





Potential implications for carbonates

There may be significant volume opportunity in the future by carbonates capturing their fair share of incremental packaged drinks consumption as increasingly affluent consumers drink less tap water in the untapped regions. In these areas, carbonates growing at the same rate as total soft drinks from 2004 to 2009, would have generated an incremental 21 billion litres to carbonates over that period.

Second tier beverage companies may have an opportunity to capture volume for carbonates by stimulating carbonates category growth at the same pace as soft drinks growth. Since private label is not a factor in Asia-Pacific, there may be an opportunity for a low priced alternative to the beverage giants' offerings. Second tier companies could consider a larger package size at a favourable price per litre (similar to Big Cola in Latin America). With the focus on lemon-lime, second tier companies should move quickly to realise the volume opportunity before Sprite gains an insurmountable share lead. ■

Lemon-lime seems to be a good focus area to try to increase the rate of carbonates growth since it is the fastest growing carbonates segment.

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

Soft Drinks International – **June 2010**

Securing stability

in neutral dairy drinks

Yves Maltete, explains how stability can be achieved in neutral dairy drinks without compromising taste and quality.

Chocolate, strawberry or banana, smoothies, or coffee drinks – flavoured neutral dairy drinks of all kinds have fans all over the world, from children to adults, and the market isn't flagging. However, it's certainly not a 'one size fits all' approach with manufacturers needing to supply flavoured and chocolate milk drinks that satisfy local tastes and cultural trends. This means creating recipes with, for example, varying quantities of fat versus milk solid content, flavouring and sugar levels.

Similarly, storage, shelf life, end use and packaging must also be taken into account – is the product to last six months on ambient shelves or three weeks in the chiller cabinet? Will it be available in a tin, carton or plastic bottle? No doubt in part due to the weather and refrigeration issues long life (UHT) neutral dairy drink products dominate in Africa, the Middle East and South America, whilst Europeans enjoy both long life and short shelf life (HTST) products. North America prefers both short shelf life and enriched varieties.

A complex base

Despite its simple, innocent appearance, cow's milk is made up of a complex system that consists in an oil-in-water emulsion, with an aqueous solution of proteins, sugar and minerals. However, this composition can vary from cow to cow and breed to breed which must be taken into account when producing the recipe. Percentage content may also vary according to the time of year, animal feed and many other factors. Soy milk has a similar average composition with variation due to the ratio of seed and water during extraction.

Furthermore, manufacturers are not only working with a raw material that can differ in composition but one which can change consistency over time by creaming, as well as be highly sensitive to pH variations. External ingredients such as colouring agents, minerals, vitamins or other nutritious components are additional sources of instability, especially as milk is a low viscosity beverage. In particular, the addition of colours and flavours can result in pH fluctuation.

The risk of separation among the different ingredients is high unless care is taken, especially

Average composition of dairy milk	Average composition of soy milk
87.2% water	93.0% water
3.5% lipids	1.5 to 2.3% lipids
4.6% glucides	1.7 to 2.1% glucides
3.5% protein	3 to3.2% protein
1250 (1.2 g/l) calcium	150 (0.15 g/l) calcium
11.2% total solids	7.3% total solids

for chocolate milk and chocolate soy dairy drinks. Here, the cocoa particles do not dissolve and unless suspension is addressed with a texturant such as carrageenan, the consumer could end up buying a milk chocolate drink where the fat creams on the top of the drink and the cocoa has become sediment at the bottom of the bottle, tin or carton. Not an enjoyable or refreshing drinking experience!

The challenge therefore to create and maintain stability throughout the life of the product is to slow down the creaming of the fat globules, as well as the sedimentation of the insoluble particles, such as the cocoa or calcium, without going beyond the pH range of 6.6 – 7.

There are two main methods of achieving this:

- Creating 'networks' between the particles using a texturiser, such as carrageenan.
- Increasing the viscosity by adding a thickener.

However, given that the drink needs to remain fluid and drinkable, viscosity cannot be thickened extensively. The creation of networking to entrap the particles therefore remains the most likely form of creating stability whatever the milk beverage variant, although thickeners such as xanthan or guar gum may also be added to create mouth-feel and improve suspension. In geographical areas where sterilisation in autoclave is used the addition of salts, which adapt well to hydrocolloids, is needed to buffer the solution and protect the proteins.

Recombined milk is a particularly complex process with numerous constraints. Various ingredients are used in different combinations, in powder or liquid form – for example soy proteins, milk powder, animal or vegetable fat, sugar, colours, etc. Key to success in this sector is the use of a good emulsifier to re-establish the emulsion, and suitable hydrocolloids to stabilise the mix and provide body and mouth-feel in the end product.

Structuring neutral dairy drinks using carrageenan hydrocolloids

Carrageenans, thanks to their specific interaction with casein micelles, are widely used to stabilise milk drinks. Upon cooling, gelling carrageenans (kappa and iota fractions) form a helix which, as a result, increases the carrageenan charge density

and the probability of interaction with casein micelles found in the milk. Depending on the intensity of heat treatment, and the resulting whey protein denaturation, the amount of carrageenan able to adsorb onto casein varies, thus providing additional possibilities of direct interaction between the carrageenan chains. Consequently, the quality and the amount of carrageenan must be perfectly controlled and adjusted in such a way that the stabilising network will be formed while at the same time avoiding the risk of creating micro-gel points in the drinks.

Apart from carrageenans, stabiliser blends containing pure thickeners (guar gum, xanthan gum) or steric fillers (cellulose) are also used. Cellulose derivatives are interesting in case of retort heat treatment or high temperatures during filling or storage. In regions where fresh milk is not available, emulsifiers are very useful to facilitate powder milk recombination.

Satisfying solutions from Cargill

Along with its category approach and unique portfolio of nature-based texturising ingredients, which includes hydrocolloids (alginates, carrageenans, pectins, guar and locust bean gums, and xanthan gum), cultures and enzymes, lecithins and emulsifiers, maltodextrines, starches, soy flours and multi-component functional systems, Cargill can offer dairy manufacturers solutions which overcome the challenges described:

- Lygomme™ABN series are specific systems combining different gelling hydrocolloids particularly suited to stabilise flavoured milk and soy beverages with a thick texture ('milkshakes' types);
- Satiagel™ABN series are gelling carrageenans specifically designed for stabilising neutral dairy beverages; they improve the mouth-feel in chocolate milk and soy drinks, and limit or even avoid cocoa particles settling;
- Aubygel™ABN series are carrageenan PES (processed euchemea seaweeds) which can be used in aqueous, dairy or fruit media; the series is well suited to the stabilisation of chocolate milk and soy drinks;
- Emulfluid™ and Emultop™ series are lecithins particularly suited for neutral dairy beverages;
- Lygomme™ABN… R series are functional systems specifically designed for recombined milk. Those systems are user-friendly mixes of two functional parts: emulsifiers and hydrocolloids. The two parts are co-processed (integrated) in order to avoid dust, lumps and to ease dispersion.

To complement the functional role of emulsifiers and carrageenans, other hydrocolloids and starches can be used to offer a wide possibility of mouth-feel and sensations:

- Satialgine™ABN series are gelling alginates with added salts that can be used in aqueous, fruit or dairy media and are designed to efficiently stabilise flavoured and chocolate milk beverages;

- C*Dry™ series are maltodextrines offering low dusting, high dispersibility and solubility; C*Gel™, C*Tex™, C*CreamTex™, C*PolarTex™ are native and stabilised starches from waxy corn, maize and tapioca, with easy dispersion and well suited for neutral systems.

Couple this portfolio of solutions from Cargill's texturising business with a global yet local knowledge of the dairy category, as well as access to the expertise from other Cargill business units providing ingredients such as cocoa powder, sweeteners and flavours, and manufacturers can be certain that their milk drink will not only be stable but intensely satisfying with both great taste and texture sensation. ■

The risk of separation among the different ingredients is high unless care is taken...

Yves Maltete is Marketing Manager and Dairy Category Manager for Europe, Middle-East and Africa at Cargill Texturizing Solutions. www.cargilltexturizing.com.

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A clear route

to beverage success

Claudia Fiannaca introduces Q-Naturale, from National Starch Food Innovation.

What do consumers want? This question is under constant debate as the beverage industry strives to keep up with ever-changing buying tendencies. In recent years, evolving consumer tastes have propelled many new beverage varieties from niche to mainstream. Here, we examine the factors driving changes in the marketplace and look at how the latest ingredient technology is enabling product developers to capitalise on emerging NPD opportunities.

Putting health in the hot seat

Consumers are increasingly mindful of health issues. The physical and mental benefits of good hydration are more widely understood than ever before. Equally, many traditional soft drinks are now in the spotlight due to their calorie content, stimulating demand for healthier yet flavoursome alternatives.

Low calorie and available in many different varieties, functional and flavoured waters meet this need perfectly. According to a recent report, in 2008, this market grew by 5% to 3,600 litres.[1] Fortified waters in particular offer a portable, enjoyable, yet effective way for busy consumers to 'top up' their nutrient intake. Clear beverages, such as transparent juice drinks, are also an emerging trend in the health and wellness category. Their clarity is a sign of 'goodness' for health-conscious consumers.

Keeping it natural

The 'natural' trend is impacting many industries – beverages are no exception. Consumers are showing a marked 'back to basics' attitude with a preference for simpler product labels featuring recognisable ingredients. In the first nine months of 2009, for example, 13% of soft drink launches were positioned on a natural platform.[2]

In today's beverage market, manufacturers are increasingly expected to remove artificial colours from formulations. Until recently, however, it was not possible to formulate clear beverages with natural colours. One option was to use natural colours in an opaque beverage, thus losing the coveted transparency. Alternatively, to maintain a clear appearance, it was necessary to use artificial colours, removing the product's 'natural' appeal. Recognising this challenge, National Starch Food Innovation recently unveiled a breakthrough in emulsification technology.

Forward-looking formulations

Q-Naturale® is a natural, liquid emulsifier from National Starch Food Innovation. With Q-Naturale, beverage manufacturers using oil in water emulsions can exploit the growing trend towards natural, clear beverages, and fortified and flavoured waters.

Thanks to its unique molecular structure and chemistry, Q-Naturale allows manufacturers to develop drinks that are transparent, even when using natural colours. This enables artificial colours to be removed without affecting beverages' clarity, opening up the 'natural' marketplace to a new generation of products.

The emulsifier is a powerful surfactant that can be used to produce very high oil load emulsions that achieve excellent long term room, cold temperature and pH stability. Emulsions using Q-Naturale do not require weighting agents, helping to simplify formulations and labels. Its liquid format eliminates the dissolution and hydration steps associated with some emulsifiers, equating to more cost-effective production. An additional differentiator is its natural origin. Derived from the South American quillaia tree, the ingredient harnesses quillaia's inherent functional properties to provide a natural alternative to traditional emulsifiers.

Summary

New ingredient solutions enable product developers to bring innovative beverages to market. With Q-Naturale, manufacturers can reformulate clear drinks containing artificial colours. Transparency is maintained, removing the need to choose between artificially coloured and clear, or naturally coloured and opaque. ■

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www.foodinnovation.com

1. Zenith International, Europe Flavoured & Functional Water Insights 2009.
2. Innova market insights, 2009.

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Soft Drinks International – **June 2010**

Spilt milk sparks a packaging revolution

and the rest is history

The carton remains an important vehicle, writes Richard Corbett.

The drinks carton has been a feature of the drinks industry for longer than many may think. A gentleman called G. W. Maxwell developed the first paper milk carton well over 100 years ago in the United States; employees actually manufactured the cartons by hand, gluing them together. Strangely enough it was a toy factory owner, John R. Van Wormer, who was to take the carton concept a step further by developing the machinery for dairies to manufacture cartons; something that he achieved in 1929 some 14 years after he first patented his idea, a product that he called Pure Pak. Mr Wormer's dedication to the development of the carton could apparently be traced to the irritation of dropping a milk bottle and seeing the contents spill everywhere.

Aseptic breakthrough

In terms of soft drinks, the breakthrough for the carton was the development of the first aseptic machines. Prior to this, carton use had been almost exclusively limited to dairies. The Tetra Classic from Tetra Pak was launched in 1961 and was different in two significant ways from the original Tetra Classic. The pack had a layer of aluminium and was sterilised at a high temperature. The fact that no refrigeration was required had very attractive implications for shelf life and logistics.

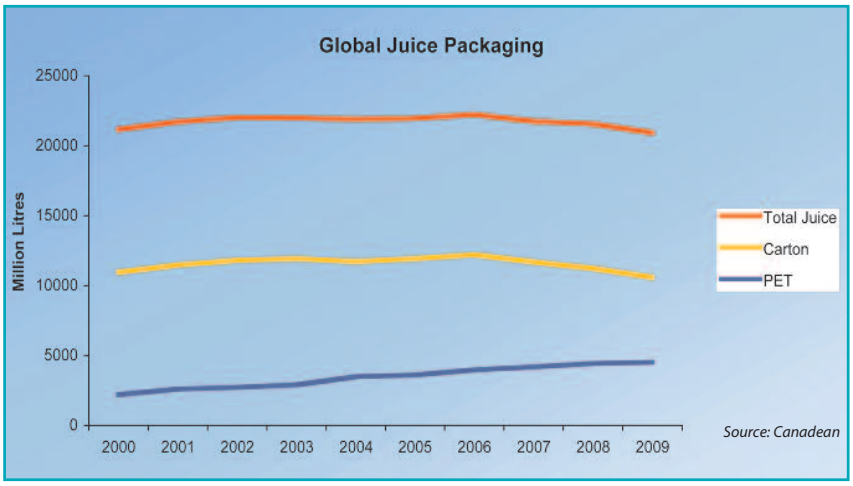
Tetra Pak's first machine in the Tetra Brik Aseptic Brik system was set up in field trials in Thun in Switzerland in 1968 while Combibloc presented their first aseptic offering at the Interpack trade fair in Düsseldorf back in 1975; a year later the first Combibloc aseptic filler went into production in Mannheim. The third giant of the carton world, Elopak was founded in 1957 as a European licensee of Pure-Pak, the Elopak name standing for European License of Pure Pak. In 1987, Elopak bought the Ex-Cell-O Packaging Systems Division from which it was originally a licensee, and hence got full ownership of Pure-Pak.

It was not until the 1980s though, that consumers first began to see cartons available in large numbers in the soft drinks marketplace. The rise of juice, nectars and still drinks helped to facilitate the carton's increasing presence. The carton is seen by many as the symbol of the juice and nectar categories but has also established firm footholds in other categories. The merits of the carton to drinks operators are quite clear; they are not heavy, can be packed easily for transportation, they are difficult to break and even marketing departments like them because there is plenty of available space to use for catching the eye of their consumers.

Carton shares

According to Canadean's Wisdom database, more than 50 billion cartons were filled with soft drinks in 2009, a figure that continues to rise (+1.2%) despite the ravages of the global economic downturn. Last year 51% of all juice sold was packed in a carton and 57% of all nectar volume. Nearly a fifth of all still drinks are sold in cartons (in units this figure is not far off a quarter) and nearly a tenth of all iced/rtd teas. Overall 6% of all soft drinks traded globally last year came in a carton.

It is not just these core categories where cartons play a role; in the sports drink category the carton is regularly used, while in the still water segment, cartons feature reasonably prominently in some markets. In 2009 the carton in Denmark enabled operators to avoid a deposit imposed on plastic bottles in Denmark. Consequently a num-



Technological advances mean that PET is becoming more of a threat to cartons in the juice category.

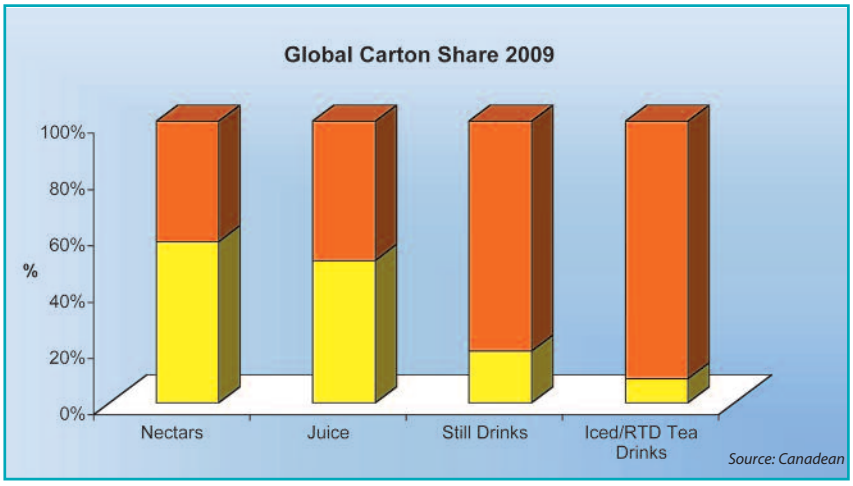
ber of operators were able to exploit the deposit to increase their share, especially in the on-premise where their customers did not want to have to worry about holding empty bottles to claim a deposit.

Under pressure

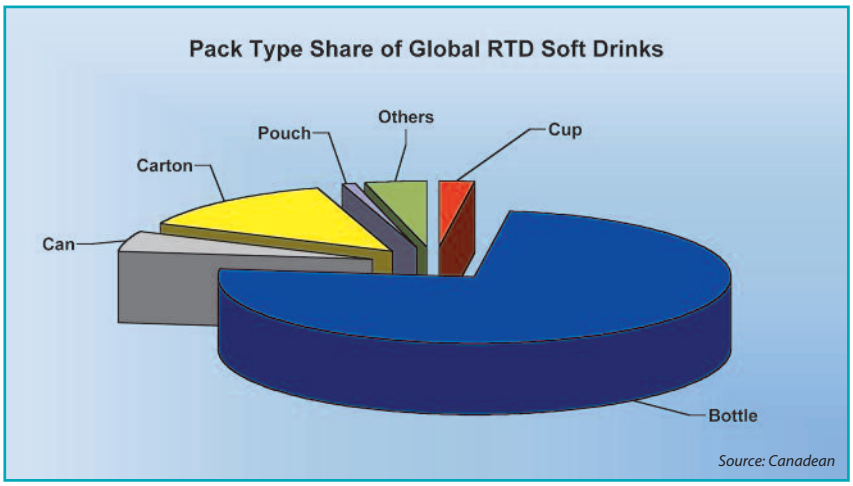
Overall though the share of the carton has begun to come under pressure; the carton's share of soft drinks has dropped from 6.5% to 6% in a decade but this can be partly attributable to the fact that the core carton categories are not growing as quickly as the non core categories. The carton has, however, been slipping in the juice, still drinks and iced tea categories (carton's nectar share is rising). PET has been the main benefactor, having seen its share of the juice category rise from just 10% in 2000 to 22% in 2009. Of course some of these gains have come from glass, HDPE and other plastics but the carton's juice share decline, although modest, has come at the hands of PET.

Technological advances have enabled PET to become more competitive in this area. Historically the issue with PET use in juice was 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 the loss of vitamin C as it becomes oxidised to form dehydroascorbic acid. Today these issues can all be addressed with the right barriers, oxygen scavengers and UV blockers. However this adds to the cost and consequently PET is often used in the more branded products that command a higher price.

The impact of PET is being felt more keenly in the still drinks and iced/rtd tea categories where it has made deeper inroads. In 2000, PET accounted for 23% of still drinks and 33% of iced/rtd teas. In 2009 these figures have jumped to more than 4 in every 10 litres of still drinks and just under two thirds of iced/rtd teas.



Carton (yellow) use is strongest in the nectar category.



In non-carbonated ready-to-drink soft drinks, cartons' share increases to 13%.

Environment

There are a great number of factors that are taken into consideration when a soft drinks operator considers what format to place its product in, but increasingly planet wellbeing is becoming more and more prominent, from both a government and a consumer perspective. The format that demonstrates its green credentials the most effectively to consumers, governments and clients will have a considerable advantage over its rivals particularly in areas where consumers are well-educated on the environment.

The carton manufacturers have been active in promoting their case in recent years helped by the Alliance for Beverage Cartons and the Environment (ACE). This organisation has boasted that recycling of drinks cartons has grown by an average of 6% a year since 1999 to reach 33% in the EU.

The Forest Stewardship Council (FSC) has also recently proved a useful vehicle for carton manufactures to be seen to be gaining the right approval. In October Tetra Pak was able to report that in the UK and Ireland its customers were eligible to use the Forest Stewardship Council label (using paper only sourced from FSC approved forests). SIG Combibloc launched its first FSC certified cartons for juice drinks and iced/rtd tea drinks in Germany during the final quarter of last year. Whoever comes out greenest will probably prosper most in the coming years. ■

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Driving consumer choice

and increasing market share

Close cooperation and partnership is the key to unlocking market opportunities at Sady Pridonia, according to Tetra Pak.

In this age of fast-changing consumer needs and increasingly global competition, a strong, mature brand isn't a static asset. It must be kept fresh, relevant and top of mind while retaining its identity and heritage.

Sady Pridonia, one of the major producers of juice and nectars and baby food in Russia, recognised this challenge and opportunity in 2007. The aim was clear: revitalise the brand of its premium juice product to increase its market share.

The challenge was particularly great in Russia, where the juice sector is highly competitive with many brands battling over market share in order to become the brand of choice for consumers. Producers need to make their products stand out and be noticed. It was this imperative that led to Sady Pridonia's desire to rebrand its juices. For the rebranding and relaunch to be successful, the company had to look at every aspect of its packaging from the branding to the design to the package's form factor.

Partnership for growth

The company had been working with Tetra Pak for a number of years and used the Tetra Brik Aseptic™ for its juices but now wanted something that would help its juices stand out from the crowd. "We spoke to Sady Pridonia and began to explore some options that would deliver the kind of results they were looking for", said Konstantin Boulakhov, Regional Director for Tetra Pak in Russia. "We were in the process of rolling out a limited release of a new package, the Tetra Gemina Aseptic™, and it became clear that it might provide the solution for Sady Pridonia who wanted a package that would help differentiate the compnay from other juices in the market."

Since Sady Pridonia launched Tetra Gemina Aseptic 1 litre for its premium juice in August 2007, the company has increased its market share from 3% in 2007 to 7% in 2009. During the worst global economic downturn in recent history and with a struggling Russian juice and nectar market, the company has reported continued growth.

"The Tetra Gemina Aseptic package allowed us to differentiate our product on shelves," said Sady Pridonia Marketing Director Irina Samokhina. "In addition to its original shape, it has a good functionality – it pours really well, until the last drop. The smaller cross-section of the package also allows us to utilise retail space much more optimally." The company expects the growth to continue, projecting 10% market share by the end of 2010.

The battle for market share in Russia began as incomes and consumption rose, with consumers becoming more sophisticated, discerning and sensitive to quality and branding. To become the brand of choice, juice/nectar producers needed to make their products stand out from the shelves and boost their competitiveness through marketing and innovations in packaging and new product lines.

Strongly interested in innovative technologies, the company has been working with Tetra Pak for more than a decade, when it started using the Tetra Brik Aseptic for its products. After having used a Tetra Pak competitor's packaging solution for two years, Sady Pridonia felt it was time for a brand renewal. In 2007 Sady Pridonia selected Tetra Gemina Aseptic to boost brand preference, improve the product's appearance on the shelf, drive cost efficiencies and increase the production volume.

The Russian juice producer was also the first company to use the Tetra Gemina Aseptic package in the country – a great opportunity to deliver something fresh and exciting to Russian consumers and steal a march on its competitors.

New shape

However, introducing a completely new and innovative shape into the market is not without challenges. With hindsight it is easy to see how the introduction of the Tetra Gemina Aseptic played a significant part in the revitalisation of the Sady Pridonia brand and drove new consumers to the product. There was, though, also a degree of risk. After all, as far as Russian consumers were concerned, the Tetra Gemina Aseptic was a revolutionary new shape and there were no guarantees that the package would work as well as it did.

In 2007 an independent consumer research survey was conducted in Russia by Nielsen, the global marketing and advertising research company, to test consumer reaction to the new pack-

age before the launch. The research showed that consumers responded positively to the Tetra Gemina Aseptic package, showing that it delivered an attractive design, excellent functionality and product differentiation. It also confirmed that the package's unique top and distinctive shape, combined with easy handling and high pouring performance, provided convenience to the end user.

"Consumer testing is a significant factor in the development of any new product for Tetra Pak," said Boulakhov, "and sharing the results of this research helped assure Sady Pridonia that the levels of consumer acceptance would be high."

"Relaunching the product in the Tetra Gemina Aseptic package has been positively accepted by consumers" confirmed a second research carried out by Gallup Consulting, a global research-based consultancy in Russia. "Product knowledge and consumption of Sady Pridonia in key markets are growing."

Format of choice

The package's excellent flow, easy-to-hold slimmer form and the easy-to-open-and-close cap were significant factors in the decision making process. There were other benefits too that made the Tetra Gemina Aseptic the right choice for Sady Pridonia.

Compared to the other solutions on the market, the package has an excellent shelf presence, crucial to grab consumers' attention, and it is also more efficient in terms of packaging production.

Tetra Gemina Aseptic packages are formed, filled and sealed in a filling machine based on the reliable and proven Tetra Pak A3/Flex platform. The capacity of the line is 7,000 packages per hour– 15% more compared to the packaging solution previously used by Sady Pridonia.

In addition, the package is efficient in terms of distribution and storage. "Thanks to its shape and the way that it is packed, we are able to get more units onto each pallet, as many as five layers, which delivers immediate cost savings," said Boulakhov.

Market share expected to grow to 10% by the end of 2010

A range of high quality juices and nectars in 14 different flavours is distributed via three main channels: retail chains, traditional local stores and hotels, restaurants and cafes. With its fresh design, the Tetra Gemina Aseptic package has favourably distinguished the Sady Pridonia juice from its competitors.

But the key measure of success is sales. With a projected growth of more than 40% of juice sold by the end of 2010 in volume, Sady Priodonia's Irina Samokhina, said, "The results are fantastic... We were delighted to be the first company in the Russian market to use Tetra Gemina Aseptic."

To generate consumer interest Sady Pridonia ran a number of campaigns across a variety of media, to support the launch of the new packaging. There were television advertisements in some of Russia's most popular national TV shows, alongside targeted regional activities and a below-the-line campaign to drive awareness of the entire range.

Sady Pridonia also engaged with consumers directly, with competitions asking people to send in photographs of them with the new juice packaging. The results showed creativity and a high level of engagement that was supported by a revamped website.

"Tetra Pak has been our strategic partner for more than 10 years," said Sady Pridonia President Andrey Samokhin. "Over that time we received a lot of support from Tetra Pak marketing specialists, informing us about the market situation in Russia. The successful re-branding of Sady Pridonia and its relaunch in Tetra Gemina Aseptic is due to our close partnership and collaboration." ■

"Relaunching the product in the Tetra Gemina Aseptic package has been positively accepted by consumers".

The Tetra Pak A3/Flex platform.

www.tetrapak.com

Packaging

Cost reductions achieved

TETRA PAK reports that its Operational Cost Reduction (OCR) programme is helping customers achieve an average 12% operational costs savings associated with running a packaging line. Since the programme began in 2008, Tetra Pak has helped more than 60 customers achieve those savings through 80 separate projects.

The OCR programme is a consulting service that enables customers to reduce the costs of running a complete packaging line (labour, maintenance and utilities), which typically represent between 5% to 15% of their total system costs. The savings are achieved by reducing or even eliminating losses and by implementing a customised improvement programme throughout the plant. In addition, there are the productivity gains by selling the extra capacity created.

"Thanks to the OCR programme, we are now able to operate with lower levels of finished product inventory and to provide greater potential output with the same machines when required," said Steve Satherley, Chief Operations Officer at Sadafco, Saudi Arabia's dairy and food company. "We also continue to implement the learning and disciplines already developed into other areas of the factory."

"The OCR programme helps our customers improve their line performance and productivity by more than 10%," said Steve Wyatt, Vice-President, Technical Service at Tetra Pak. "Any reduction in these costs would make a significant difference to customers' bottom line and enhance their competitiveness."

Analysis acquisition

PACK-Track, the specialist packaging research and analysis organisation, has joined the Datamonitor Group. Pack-Track will operate independently under the direction of founder Andrew Streeter. The acquisition combines Pack-Track's analysis expertise with Datamonitor's global network.

Giles Watts, Consumer Business Unit Director at Datamonitor, said: "The Pack-Track team has built a specialised and respected product that complements Datamonitor's mission to organise and analyse the world's consumer packaged goods information and make it available, accessible and meaningful to our clients."

"Our companies share similar values; we both always put our clients first and are committed to innovating to improve their experience. Together, we are natural partners to offer a compelling and expert packaging insights proposition to consumer brands across the globe," added Will Keast-Butler, Consumer Research and Analysis Director at Datamonitor

Pack-Track's subscription based service, focuses specifically on packaging innovation around the world. Andrew Streeter, a former national chairman of the Institute of Packaging, said: "Our product has played a vital role in changing the way that brands adapt and respond to new packaging innovations. We have been supporting FMCG and OTC brand manufacturers for more than 25 years, building up unrivalled understanding and insight around global packaging innovation and trends. This deal ensures that we can further increase the quality and diversity of the insights that we provide to our clients already for the next 25 years."

Europe's corrugated is lighter

AVERAGE basis weights of corrugated are now 20% lighter in Europe than the US according to a new study, *The Future of Lightweight Containerboard in North America,* published by RISI, the leading information provider for the global forest products industry. This reflects a proactive cultural change in Europe, with sustainability high on the agenda and government environmental initiatives with targets and penalties for non-compliance implemented across the supply chain.

The study's author, Sarilee Norton, said, "A critical look at the geographic factors, the fibre considerations and the supply chain drivers that distinguish Europe from North America are not different enough to continue to explain a 20% differential in average basis weights. Sustainability, packaging efficiency and cost savings are vitally important considerations to North American corrugated users as well as those in Europe."

The report notes that since 2000 only three new machines have been built in North America, compared with 32 in Europe. Modern machines, or conversions of existing machines, can produce extra-lightweight containerboard more quickly and economically.

The containerboard market is customer-driven and with the largest global retailer, Walmart aiming to reduce 5% of packaging across its supply chain by 2013, the report anticipates that the 'lightweighting' trend will continue, providing an opportunity for corrugators that invest in modern machines that offer speed, quality and versatility.

Krones and Kosme

HAVING increased its holding of Kosme SRL, Roverbella, Italy, to 100% at the beginning of 2009, the Krones group is now marketing Kosme's range of lines for the low output range.

Kosme Italy focuses primarily on labelling, filling, packaging and conveyor technologies. In terms of complete lines, Kosme concentrates on an output range of up to approximately 18,000 containers an hour. Kosme Austria is responsible for developing and manufacturing stretch blow-moulding technology.

As a subsidiary of Krones, Kosme is using Krones' logo but retaining its own corporate colour of orange, thus differentiating the Austro-Italian subsidiary whilst showing group membership.

Kosme will also be able to work together with Krones AG in research and development, so that it can incorporate empirical feedback from Krones' field-proven technology in its own products. In addition, Kosme's customers can also use Krones' worldwide Life-Cycle Service.

KOSME

Sacmi at inaugural show

AT PACKOLOGY, the new packaging and processing technology fair taking place in Rimini, Italy from 8th to 11th June 2010, Sacmi's Closures & Containers Division will be exhibiting innovative CBF (Compression Blow Forming) technology, which combines and reinforces the skills of the various Sacmi Group business units.

Visitors to the stand will see an all-new Opera RFST (Roll Fed Sleeve Technology), produced by the Beverage Division. This modular machine for the application of shrink-wrap labels formed by laser sealing is fed directly from the roll of film instead of starting with a pre-formed sleeve. Capable of labelling up to 60,000 bottles an hour, Opera RFST allows users to apply both 'full body' and 'partial' sleeves, positioning the label on the bottle exactly as desired.

Packology will take place every three years and is the result of a partnership between the Italian Union of Automatic Machine Constructors (UCIMA) and Rimini Fiera Spa. Held in the west wing of the Rimini Fiera district, the fair will occupy eight halls and cover a total area of 60,000 sq metres.

packology

Can accolade

THE Ball Resealable End from Ball Corporation has received the 2009/2010 AmeriStar Award for beverage packaging. Each year, the Institute of Packaging Professionals (IoPP) honours companies that have succeeded in creating innovative packaging that delivers improved efficiency and sustainability. The BRE does this by adding resealability to the list of beverage can benefits, which include superior shelf life, tamper-resistance, the ability to chill quickly and recyclability.

This aluminium can end with an integrated flat, plastic opening mechanism was launched in France in 2008. It is also now on store shelves in the Netherlands, the UK, Germany and the US. The can is opened by simply turning the mechanism and is easily sealed again by turning it back.

Unlike previous solutions for resealing beverage cans, the BRE allows the can to retain its flat end, aiding stackability, efficient use of space and other logistical benefits for transport, storage and retail. The end is very easy to open, reseal, and is completely pressure stable (up to 6.4 bars). The tamper-proof seal is retained and the new can end provides an absolute barrier against light and gas.

"We are very pleased to receive this prestigious award in recognition of our packaging innovation efforts," said Mike Herdman, Chief Commercial Officer, Ball Corporation. "The consumer-friendly solution offered by the resealable end represents more progress in the beverage packaging segment. Consumers appreciate the advantages of a resealable can, and the end clearly increases the can's appeal as a functional, sustainable package that contributes significantly to brand differentiation."

In addition to being the lightest beverage package, the can is also the most recycled package in the world with a rate of 69%.

The resealable beverage can is the result of close cooperation between Ball Packaging Europe, Coca-Cola and the Dutch company Bound2B B.V. Antonio Perra, Managing Director and Partner in Bound2B BV, invented the resealable can end and developed it to market maturity with Ball Packaging Europe.

ECKES Granini has launched a new format in the YO fruit syrup line, popular amongst consumers in Austria, Germany, the Czech Republic and Hungary. This new addition comes in a 0.7 litre PET bottle with a custom non-drip cap specially developed for YO by Seaquist Closures in Germany, now part of Aptar Food + Beverage, a member of the Aptargroup group. The easy-to-open flip-top cap prevents spilling and makes pouring simple and easy to control for all the family.

In brief...

● Schneider Packaging Equipment Co Inc, specialists in end-of-line solutions for case packing and palletising needs, is celebrating the company's 40th anniversary as a privately owned family business, with three generations of Schneiders in active roles in the company at its Brewerton, New York facility. "This anniversary is a testament to the quality of the leadership, to their tight-knit organisation, and to the demand for their product offerings and services," said Daniel J. Carman, Engineering and Maintenance Manager, Huhtamaki Inc. "Over the past few years, Huhtamaki and Schneider have developed a strong partnership based on mutual trust and respect.

● The European Metal Packaging (Empac) is heralding 'The Next 200 Years' of metal packaging by calling top engineering and metallurgy students throughout Europe to compete in creating sustainable innovations for the metal can. The association will offer prize money of €10,000 to the winning student or team. This year marks the 200th anniversary of the invention and patenting of the metal can. The can continues to evolve and, during the next two centuries, the challenge will be to create additional innovations that will further reduce the CO2 footprint of metal packaging while benefiting consumers and manufacturers. The deadline for entries will be midnight on 5th November 2010.

● To reflect how the industry is moving toward building and maintaining more integrated production systems, PMMI, the organisers of Pack Expo International, says it will incorporate processing solutions directly into the show. Visitors to the Chicago event being held in October will experience a total systems approach to manufacturing, and, according to PMMI discover the trends and technologies companies need, to make improvements across the production line.

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Environment

rPET bottle reduces emissions

FONT Vella, the Spanish water brand from Danone, has unveiled its new Ecoligera 6.25 litre bottle, where 25% of the new bottle is made from recycled plastic (rPET) and the entire bottle from recyclable materials. Additionally, in the manufacturing process, Font Vella reduced carbon emissions by 29% when compared with the results from the same process for its standard 5 litre and 8 litre bottles.

The new 6.25 litre bottle is also made with 22% less plastic per litre of water. Furthermore, the innovative design has enabled Font Vella to reduce the price of the new bottle by up to 40% when compared with the price of the 5 and 8 litre bottles.

The development is the latest in a series of initiatives by Font Vella to reduce its carbon footprint as Jordi Miró, General Managerat, Font Vella, confirmed: "In July 2009 Font Vella became the first natural mineral water brand in Spain to use rPET in the manufacturing of our products. The launch of this new 6.25litre bottle is just another step in our sustained commitment to reducing our carbon footprint."

Font Vella has set a target to reduce its

CO_2 emissions by an additional 10% each year. Miró added: "We aim to achieve these new goals by reducing our overall energy consumption and by making our packaging even lighter in the future. Using recycled PET is a great way to utilise old bottles and, in doing so, allows us to manage our environmental impact responsibly. However, the quality and integrity of our natural mineral water remains the priority, and we have only made this move following rigorous testing to satisfy ourselves on these points."

Ambitious energy reductions announced

GLASS packager Owens-Illinois Inc (O-I) has announced plans to significantly reduce energy consumption and carbon emissions across its worldwide operations during the next decade.

The company recently conducted a complete life cycle assessment of the environmental impact of glass containers, which will serve as a crucial baseline for tracking the company's progress. The assessment, which included data comparing glass with aluminium and PET, covered every aspect of the lifecycle of glass – from raw material extraction to transportation to recycling, reuse or disposal.

With 2007 as a baseline, O-I intends to achieve the following by 2017: cut its global energy consumption by 50%; reduce carbon dioxide-equivalent emissions by 65%; nearly double its use of recycled glass so that a global average of 60% of each O-I container is recycled material; and eliminate workplace accidents.

"Our recent life cycle assessment showed that glass already has a smaller carbon footprint than other packaging materials. But, we see room for additional improvement in the carbon footprint of glass and our company as the world's leading maker of glass packaging," said O-I Chief Executive Officer, Al Stroucken. "While our goals are extremely aggressive, we are confident that they are achievable and that they will have a significant and positive impact on the environment. Our goal is to be the world's most sustainable glass packaging maker."

O-I already has taken a number of steps to meet these goals, including reducing some bottle weights by nearly 30% , cutting energy usage by 8% in the past three years and launching safety education programmes throughout the company.

Lightweighting

THE results of a recent analysis performed by the Beverage Marketing Corporation (BMC) for the International Bottled Water Association (IBWA) shows that over the past eight years the average gramme weight of the 16.9 oz 'single serve' bottled water container has dropped by 32.6%.

The average PET bottled water container weighed 18.9 grammes in 2000 and by 2008 the average amount of PET resin in each bottle had declined to 12.7 grammes. BMC estimated that during this time span, more than 1.3 billion pounds of PET resin has been saved by the bottled water industry through container lightweighting. In 2008 alone, the bottled water industry saved 445 million pounds of PET plastic by reducing the weight of its plastic bottles.

There is further good news on the recycling front. In November 2009 IBWA reported the national recycling rate for PET plastic bottled water containers (500ml or 16.9 oz size) stood at a record 30.9% for 2008. This was a year-over-year improvement of 32% over 2007 rates, according to new data from two new studies: '2008 Post Consumer PET Bottle Bale Composition Analysis' and '2008 Report on PET Water Bottle Recycling,' both produced by the National Association for PET Container Resources (NAPCOR) for IBWA. Previously, the 2007 NAPCOR study on water bottle recycling determined that the recycling rate for water bottles was 23.4%, representing a sizable 16.42% increase over the 2006 recycling rate of 20.1%.

Packager signs up to carbon disclosure

ELOPAK is the first packaging company to become a member of the Carbon Disclosure Project's (CDP) supply chain programme, an international system for reporting carbon emissions performance that puts the risk of climate change at the forefront of global business strategy.

The CDP has assembled the largest database of corporate greenhouse gas emissions and climate change information in the world, with some 2,500 companies globally now reporting this information. It facilitates the collection of climate change data within investment portfolios - representing some 534 global institutional investors with a combined US $64 trillion in assets under management - as well as through corporate and public sector supply chains.

The company's Environmental Director, Sveinar Kildal, explained, "Elopak has now become a member of the programme in order to measure climate change impact and risk within our own supply chain. We will collect data from all our suppliers who we have asked to open their books to us on sustainability.

"This will provide a complete and visible data source within our entire supply chain – right back to the forest. Membership is a pro-active move to give transparency throughout our value chain which enables us to lower our environmental impact on this planet. The CDP puts the risk of climate change (and how we behave to combat this) at the centre of our global business strategy."

Recycling partnership renewed

COCA-Cola Middle East has renewed its environmental projects partnership in the UAE with the Emirates Environmental Group (EEG) and the Arabia CSR Network, ensuring that a variety of regional initiatives continue and new ones are introduced.

The soft drinks group has also boosted its own sustainability operations, including water conservation in the production process and the use of more environmentally-friendly packaging for Arwa Water.

"Together with EEG we hope to expand the awareness of local and regional sustainability issues and be able, through our partnership, to create a workable solution for the next generation," said Coca-Cola Middle East Executive Antoine Tayyar. "We want to encourage a conscious state of mind and active reduction of waste production, as well as an increase in recycling amongst consumers."

EEG's Chairperson, Habiba Al Marashi, praised Coca-Cola for its continuing "commitment and determination towards environmental awareness and environmental sustainability. Giants such as Coca-Cola have a responsibility to help bring about environmental awareness and participation among the various segments of society."

Antoine Tayyar, Habiba Al Marashi and Coca-Cola's Ahmed Yehia.

The Plastiki stops over at Kirimati

ADVENTURE Ecology's 60 ft catamaran, The Plastiki, built mostly of recycled plastic bottles and recyclable rPET, is making good progress in its voyage across the Pacific Ocean. The project is designed to draw attention to the poor health of oceans and especially the amount of floating plastic debris clogging extensive areas.

The Plastiki, which can be tracked online and is generating substantial media publicity, stopped over at Kirimati (Christmas) Island in mid-Pacific to restock supplies, replenish the hydroponic garden and effect minor repairs.

Two new people have also replaced crew members who sailed the vessel from San Francisco. During the Kirimati stopover, The Plastiki crew took the opportunity to learn about customs, traditions and ecological challenges on the isolated island, which is part of the Republic of Kiribati (pronounced 'kiribas').

Checking the hull of The Plastiki.

Every can counts

ENVIRONMENT Minister, Jane Davidson (pictured) shows her support for the drinks can recycling programme, Every Can Counts, on a recent visit to the Identity and Passport Service in Wales.

The out-of-home recycling programme for drinks cans is being promoted by Envirowise as part of its Public Sector Waste Minimisation Campaign funded by the Welsh Assembly Government. The campaign aims to support all public sector organisations in Wales in their work to reduce waste generated as a result of their day-to-day operations in delivering services to the public.

To date, 'Every can counts' has successfully recruited 13 organisations to work with, some of which have used the programme to set up new recycling schemes, others to complement existing initiatives.

Delta clean up in Harare

ZIMBABWEAN soft drink bottler Delta Corporation is spending around US$1 million on a cleanup campaign in Harare and hopes to extend this to other parts of the country. The initial phase is being undertaken in partnership with the Harare City Council.

"Across the world, green is the way to go and every responsible business must take into consideration environmental concerns," said Delta Executive George Mutendadzamera. "Even though some of the waste being dumped is not from our products, as responsible corporate citizens we felt it was still necessary to clear it."

Delta Corporation has also been setting up can collection cages around the city, mostly in shopping centres, as a long term recycling initiative. This is also being done in association with the city council. The company has organised a collection service and is shepherding the cans through a recycling process.

"The can collection initiative is a proactive way we came up with to complement our other waste management initiatives," said Mutendadzamera.

Another senior Delta executive said recently that the company was in a better position to deal with recycling and other issues now that it was less preoccupied with fighting for its own survival in tough economic times.

One of Delta's can collection cages in Harare.

International recycle on the go

RECOUP, a UK leading authority on plastics packaging recycling, is inviting key stakeholders from across the Recycle on the Go arena, in the UK and further afield, to become founding members of a new international Recycle on the Go Platform.

This is intended to be a multi-material partnership opportunity, initially focusing on key recyclables such as paper, cans, plastics and glass. It is also intended to capture a global audience so information and learning can be included and shared from across the world.

The launch follows a highly successful Recycle on the Go event in the UK, initiated by Recoup, from which it was clear that it would be beneficial to provide an international forum and resource base for Recycling on the Go.

The January event, organised by Recycling Waste World Conferences, aimed to maximise efficient plastics recycling, increase recycling points in public space areas and volumes of material collected whilst driving towards a change in current recycling behaviour. The day enabled those thinking about implementing a 'recycle on the go' scheme to get all the information they require to assess and deliver a successful scheme.

Working in partnership with a number of organisations Recoup has been involved in various recycle on the go activities since 2002. The organisation now feels that there is a need for a focal point to share learning, provide access to various projects and bring together key stakeholders.

One way to do this is to have a recognisable and consistent approach, including branding, that will make it as easy as possible for consumers to recycle their waste. With increasing national recycling targets, and probable large increases in packaging recycling targets to 2020, more attention is now being paid to the recyclable waste thrown away while people are out and about.

On behalf of the Recycle on the Go Platform, Michele Matthews, Corporate Development Manager at Recoup, commented: "Valuable and exciting Recycle on the Go initiatives are taking place across the globe. By sharing information and experiences we can work together to move forward this key opportunity, to maximise the capture of materials in public space areas and increase the recovery and recycling of these valuable resources."

Delegates at January's Recoup-initiated Recycle on the Go event.

In brief…

● AWS Eco Plastics Ltd has secured a contract with Waste Recycling Group Limited (WRG) to collect and recycle baled plastic bottles from WRG's UK Carnaby and Luton sites. This complements an existing arrangement between the two companies for the collection of plastic bottles from WRG's Wrexham site and is one of several mixed bottle contracts secured by AWS in recent months. The bottles will be recycled at AWS's plastic bottle recycling plant in Lincolnshire and will see the material sorted by colour and polymer with the PET element being converted into AWS' purePET 78 pellet suitable for the manufacture of new bottles in the UK.

Commercial Director Duncan Oakes, who lead the negotiations on behalf of AWS, said: "This is a further positive step towards helping achieve the recently announced recycling targets set by DEFRA, driving the UK recycling rates to levels comparable with other European countries."

● Graphic Packaging International Inc, a subsidiary of Graphic Packaging Holding Company, has announced plans to expand the use of biomass energy in its US paperboard mill located in Macon, Georgia. Presently biomass energy generates over 90% of the mill's process steam and 60% of its electric power. The project will take several years to complete, making the Macon mill self-sufficient from an electrical power and steam generation standpoint. Biomass energy will help stabilise and reduce energy costs and dependency on fossil fuel-based alternatives.

Human Resources

APPOINTMENTS

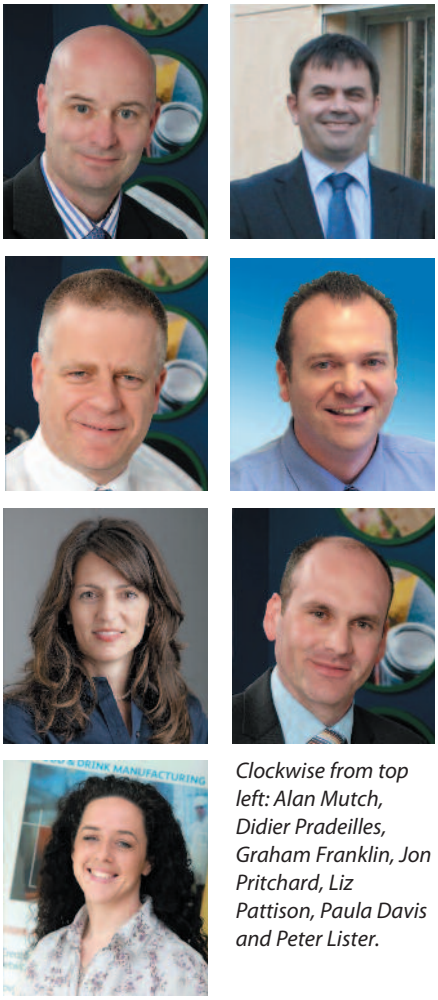
Amcor has announced that **Eric Bloom**, currently President of Amcor Packaging Distribution (formally Amcor Sunclipse) is moving to Australia to take up the newly formed position of Senior Vice-President Sales and Marketing Australasia.

Alcoa has named **Paula Davis** President of the Alcoa Foundation. The Foundation plays a significant role in strengthening sustainability in communities worldwide supported by the company's employee volunteers.

Liz Pattison has been appointed Head of Skills Solutions for the UK's Improve and the National Skills Academy for Food and Drink Manufacturing. The new position has been created following a major restructure which has seen the food and drink sector skills council's operating and marketing teams merge with the Academy. She is responsible for ensuring the continued establishment and delivery of a consistent and effective National Skills Academy provider network and additional solutions development.

The Newtec group, the European manufacturer of automatic end-of-line packaging equipment, continuous handling and storage systems, has appointed **Didier Pradeilles** its new CEO. The company employs some 350 people in France and Belgium.

Gas detection specialist Crowcon Detection Instruments has appointed **Graham Franklin** as Director of Global Sales. He has held various senior positions within the company, including Service Manager, USA Sales Manager, UK Sales Manager and, most recently, Director of Sales for Europe.



Clockwise from top left: Alan Mutch, Didier Pradeilles, Graham Franklin, Jon Pritchard, Liz Pattison, Paula Davis and Peter Lister.

Domino, a leading provider of total coding and printing technologies, has announced three new additions to its senior team: **Alan Mutch** and **Peter Lister** join Domino's Cambridge-headquartered operations as Product Managers for thermal ink jet and secondary coding respectively, while **Jon Pritchard** has been appointed Digital Printing Market Sector Manager.

Julie Washington has joined Jamba, the US smoothie chain, as Vice-President of consumer products, licensing and growth initiatives.

Owens-Illinois Inc has appointed **Abbott Wolfe** Vice-President Sales and Marketing for O-I North America. He will be responsible for driving new O-I product concepts to market, optimising segment marketing efforts and growing relationships with customers.

TricorBraun, a leading US-based packaging supplier, has named **George Dempsey** Chief Operating Officer and **Mark Shepherd** Executive Vice-President. Dempsey has assumed responsibility for the firm's Design and Engineering Department as well as its Marketing Department. Shepherd will continue his leadership of TricorBraun's Dallas, Houston and San Antonio regions and will assume responsibility for additional regions.

Get involved in training

THE National Skills Academy for Food and Drink Manufacturing, part of the UK's food and drink sector skills council Improve, wants to bring together employers and leading specialists in engineering training to look at how the development of engineering skills in the industry can evolve to drive up productivity and profits.

Justine Fosh, Director of Skills Solutions at Improve and the National Skills Academy, told delegates at the Appetite for Engineering conference in Hinckley, Leicestershire that setting out a vision for developing world-class, multi-skilled engineers in the food industry would be vital to its future prosperity.

"As more and more technology is introduced into food processing and manufacturing, the importance of engineering is going to increase," she said. "We need a new breed of multi-skilled engineers, possibly trained to a higher level than has been the norm in the past, to make sure the industry can keep pace with the rapid pace of change in that technology."

Fosh said the new group would be asked to look at where engineering skills are most needed in the food industry now and in the future, identify any issues with the current provision of training, and work with providers to develop flexible training solutions which can be applied to suit individual businesses across different sectors.

"I would encourage any employers to get in touch as their contribution will provide a vital insight into how engineering skills can best be utilised in food and drink businesses. That insight will allow us to develop a strategy geared towards the needs of employers, and delivered through the specialist training providers we have as members of the Academy's engineering and maintenance network."

For more information about getting involved with shaping the future of engineering training in the food and drink industry, contact Jonathan Cooper on 0845 6440558, or e-mail j.cooper@foodanddrink.nsacademy.co.uk.

In brief…

● The UK's Food and Drink Federation (FDF) has launched its new report - 'Workplace Wellbeing: Industry in Action', which showcases how FDF member companies of all sizes have embedded workplace wellbeing schemes into their daily working practices. Fiona Dawson, Chair of FDF's Health and Wellbeing Steering Group, said: "At FDF, we firmly believe that good health is good business – decreasing absenteeism and increasing employee engagement. It is long term employee wellbeing that provides the most compelling reason to keep taking workplace health seriously."

To obtain a copy of the booklet, or for further information about FDF members' workplace wellbeing schemes, visit http://www.fdf.org.uk/workplace_communities.aspx

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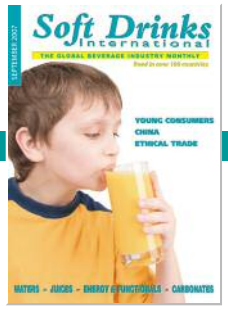
● The International Packaging Institute (IPI) has moved to a newly renovated property 'Haberhaus' in downtown Schaffhausen, Switzerland. IPI was founded by well known packaging companies – Alcan Packaging, Bosch, Nestlé, SIG, Unilever – in cooperation with respected universities and the support of the state of Schaffhausen and the community of Neuhausen as an education networking and service centre for the packaging industry, IPI offers a Master of Engineering in packaging technology, a series of seminars in packaging technology at Bachelor degree level and individual tailor-made seminars directed to specific needs of companies. For more information visit www.ipi.eu.



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Events Diary

JUNE

2nd - 4th — CHINA
Fi Asia China (Hi+Ni)
Shanghai New International Expo Centre
Shanghai
China
www.fiasiachina.ingredientsnetwork.com

8th — UK
British Soft Drinks Association Industry Lunch
Plaisters' Hall
London
UK
www.britishsoftdrinks.com

8th – 11th — USA
IBWA Board of Directors & Committee meetings
Park Hyatt Hotel
Washington DC
USA
www.bottledwater.org

8th – 11th — ITALY
Packology
Rimini Expo Centre
Rimini
Italy
www.packologyexpo.com

14th — SLOVAKIA
Bacillus Subtilis and Sporeformers - Scientific Symposium
Doubletree by Hilton
Kosice
Slovakia
www.probiotic-conference.net/bacillus-subtilis

16th — UK
British Fruit Juice Association AGM/Luncheon
The Innholders' Hall
London
UK
www.bfja.org

JULY

14th – 160th — CHINA
Propak China
Shanghai New International Expo Centre
Shanghia
China
www.propakchina.com

17th – 20th — USA
IFT10 – Annual Meeting and Food Expo
McCormick Place
Chicago
USA
www.am-fe.ift.org

22nd – 23rd — CHINA
2010 China Juice Conference
Jin Jiang International Hotel
Wuhan
China
www.chinabeverage.org

25th – 27th — SOUTH AFRICA
Africa's Big Seven / Drinktech Africa
Gallagher Convention Centre
Johannesburg
South Africa
www.exhibitionsafrica.com

SEPTEMBER

7th – 10th — CHINA
China Brew & Beverage
China International Exhibition Center
Beijing
China
www.chinabrew-beverage.com

8th – 11th — VIETNAM
Vietfood & Beverage + Propack Vietnam
Tan Binh Exhibition & Convention Center
Ho Chi Minh City
Vietnam
www.foodexvietnam.com/en

13th – 15th — USA
International Dairy Show
Dallas Convention Center
Dallas
USA
www.dairyshow.com

14th – 17th — RUSSIA
World Food Moscow
ZAO Expocentr
Moscow
Russia
www.world-food.ru

20th – 21st — USA
IBWA Board of Directors & Committee meetings
Orlando
USA
www.bottledwater.org

22nd – 24th — USA
InterBev
Orange County Convention Center
Orlando
USA
www.interbev.com

OCTOBER

8th – 10th — UK
Fi South America
Expo Center Norte
Sao Paulo
Brazil
www.fievents.com

17th – 21st — FRANCE
SIAL
Paris Nord Villepinte
Paris
France
www.sial.fr

17th – 21st — FRANCE
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Paris Nord Villepinte
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France
www.ipa-web.com

26th – 28th — ITALY
NUCE International
Milan Exhibition Centre
Milan
Italy
www.nuce.pro

27th – 03 NOV — GERMANY
K Show
Messe Düsseldorf
Düsseldorf
Germany
www.k-online.de

NOVEMBER

8th – 10th — GERMANY
PETnology Europe
Novotel Nuremberg
Nuremberg
Germany
www.petnology.com

10th – 12th — GERMANY
Brau Beviale
Messe Nuremberg
Nuremberg
Germany
www.brau-beviale.de

16th – 18th — SPAIN
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IFEMA Feria de Madrid
Madrid
Spain
http://hieurope.ingredientsnetwork.com

16th – 19th — UK
IMHX
NEC
Birmingham
UK
www.imhxonline.com

18th – 20th — INDIA
drink technology India
Bombay Exhibition Centre
India
www.drinktec.com

100 Years Ago

From the *Mineral Water Trade Journal* of June 1910

Two fines of nearly £400

The largest fines recently imposed for saccharin smuggling were inflicted at the Hull police court. The defendants were William D. Haworth, a herbalist, of Salford and John Leigh, a ship's fireman. Three bags of saccharin, each containing 17 lbs 10 ozs, were found by Custom officers in a warehouse among bags of potatoes. Haworth was fined £155 2s, being double value and duty, and costs, with the alternative of four months' imprisonment, and Leigh £232 13s, being treble value and duty and costs, with the alternative of five months' imprisonment.

American soft drinks: a warning

This is an official warning in reference to certain American 'soft drinks' issued from the United States Bureau of Chemistry:

Cocain is one of the most insidious and dangerous habit-forming drugs at present known. Many lives have been wrecked, and many crimes have been committed as a result of its use, and strenuous efforts are being made to curtail its employment. The amount present in certain soft drinks is small, to be sure, but such an insidious habit-forming drug certainly has no place whatever in these products. The presence of tropococain, an ally of cocain, has also been established. Not only is it most pernicious to add cocain to soft drinks in any quantity (usually in the form of coca-leaf extract), but even the use of coca-leaf extract, so manipulated as to reduce the amount of cocain, or eliminate it altogether, must still be looked upon as a questionable practice, because any product or name which would suggest the presence of cocain or its allies, by taste or otherwise, must have a baneful influence. It is known that very small amounts of morphin or cocain, or even a suggestion as to their presence, will tend to destroy the equilibrium of reformed addicts and bring back the former craving.

Cheapen the postal rates of industrial journals

We are, in conjunction with other journalists and the leaders of other organisations, more particularly with the editor of *The Agricultural Economist and Horticultural Review*, seeking the removal of a serious postal penalty on magazines of the character of *The Journal*. There are nearly a thousand magazines and other periodicals published monthly or at intervals longer than the weekly issues which entitle a journal to be delivered through the post for a halfpenny each. These monthly and other magazines probably go to two or three million subscribers or more, all of whom are being practically penalised by excessive postal charges. When the Post Office charges twopence (0.83p)for delivering a copy of *The Journal*, it rebukes an enterprise whose purpose is the improved industrial character, responsibility and practical methods of a distinctive trade. The great majority of these magazines and journals are devoted to the advancement of various branches of industry and horticulture. They are, in many cases, the one means which exist for the exchange of ideas, thoughts, and information.

The wonders of this world

Isn't it wonderful how easy a business our industry is? This is from an article in *The Daily Mail*, advising its readers how to make "a most delicious drink" – a "real fruit syrup in soda water, or even in plain water, iced."

To make the syrup, all that is needed is to crush the fruit (it may be done in a meat mincer or with pestle and mortar), squeeze out the juice, heat to boiling point in a double saucepan (enamelled); strain; add the sugar, bring to the boil again, skim and bottle while hot.

Why, a child could do it!

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal* of June 1960

Is this all smoke?

The latest weather 'theory' being bandied about is that the British climate and also that of several European Continental countries is gradually becoming warmer and will continue to do so because of the increasing thickness of the smoke blanket which is enveloping us. It is confidently being tipped that this 'improvement' will go on for hundreds of years and that perhaps by 2060 orange trees will line the Strand and anacondas may frequent the Thames. With the warmer climate, the humidity will increase as the warm air becomes more and more trapped around Britain and Southern Europe. Truly, it will be thirsty weather and instead of thinking about a mere billion gallons of soft drinks in 1975, by 2075 posterity may be setting its slide rules towards a 100 billion gallons or so.

The only snag, so far as we can see, about this hypothesis is that its exponents seem to have forgotten that air pollution is now being taken seriously not only in the UK but in most so-called civilised countries; smoke abatement regulations and clean air legislation are being passed apace. That being so, it may be just as well to defer ordering that extra steam yacht till one sees how this summer turns out, after all.

European Confederation formed

After having been discussed at length for some four years, the Confederation of European Soft Drinks Associations was formed last month during the Fifth Conference of European Soft Drinks Associations held at Scheveningen in Holland.

Originally proposed at the third CESDA held in Stockholm in 1956, the formation of a confederation was deferred until the fourth CESDA at Eastbourne in 1958. On that occasion, the draft constitution could not be agreed and an amended version was prepared and presented to the fifth Conference last month in Holland.

There the Confederation was formed by the national soft drinks associations of 15 European countries but not without difficulty. Certain points in the constitution still received criticism and the formation of the Confederation was finally agreed only on the understanding that the Committee would further examine the constitution with a view to putting forward amendments during the first 12months in order to clarify certain points.

The Managing Committee elected by the Confederation to serve for the first two years comprises Mr Trygve Hirsch (Norway), President; Mr Jean Allary (France) and Mr C. J. G. Becht (Holland), Vice-Presidents; and Mr Kenneth Penn (England), General Secretary.

Briefly, the objects of the European Confederation are (a) to promote co-operation among the national associations of soft drinks manufacturers on all industrial and commercial matters, (b) to deal with matters of interest to all member-associations, (c) to stimulate the sale and consumption of soft drinks and (d) to represent the common interests of member-associations to international organisations and authorities. The constitution also stresses that the Confederation shall have no power to interfere in the internal affairs of any country or any member-association without prior approval of that country or association. ■

bubbling up

A focus on equipment and services

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

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LINX Printing Technologies has launched an enhanced version of its SL301 Scribing Laser coder which the company believes is the fastest, most cost-effective and versatile coder available to the bottling industry.

Central to the Linx SL301's effectiveness is its innovative Visicode™ technology, developed to deliver a much clearer code onto cold glass without compromising on speed, while keeping running costs low. The coder can be customised to suit individual applications for optimum compatibility and is also suitable for coding a wide range of substrates in addition to glass, such as PET. Investment in digital galvos with near-instantaneous response times has helped to ensure that the Linx SL301 is the fastest laser coder on the market, increasing productivity over competition by more than 15%.

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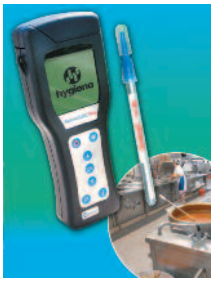

HYGIENA International reports that in the largest ever study of its kind conducted by a leading food safety and quality laboratory in the USA, which compared leading ATP hygiene monitoring systems, the company's Hygiena SystemSURE Plus combined with either their Ultrasnap or Supersnap swabs were identified as providing the most precise, accurate and repeatable surface hygiene testing results.

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www.hygiena.net

Easier pallet processing

EXPANDING pallet specialist IPP Logipal has updated its dedicated order processing website, www.ePalletPartner.com, to provide customers with easier access to highly accurate account status information.

The system enables customers to place orders, as well as obtain clear visibility of receipts, stock, despatch and delivery status. It keeps track of orders in real time and features an automated key performance indicator package that is used to drive improvements across the supply chain. Information is available in numerical and graphical formats. A wide range of data can be exported to a Microsoft Excel spreadsheet or pdf format, so that trends can be monitored and managed. There is also a 'Quick Report' function that provides a management summary in seconds which covers key information such as movements and stock balances.

IPP Logipal
Meriden Business Park
Coventry CV5 9RN, UK
Tel: +44 (0) 1676 524000
email: sales@ipplogipal.co.uk
www.ipplogipal.co.uk

Three-sided labelling

LOGOPACK International has developed the Logopak 920PFR pallet labeller equipped with a long reach applicator arm to allow three-side labelling at diagonally opposite corner. This print & apply labeller allows drink manufacturers to meet new demands for bar code labels on three rather than the conventional two sides of each pallet.

These new demands, which follow the introduction of side-load pallet handling trucks at a major retail distribution hub, require an additional label on the long edge of the pallet, close to the back, to give drivers easy access for data scanning. This third label can be reached easily by the fork truck driver and data scanned into the warehouse management system via a hand-held wand.

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Clifton Moor Industrial Estate
York YO30 4XE, UK
Tel: +44 (0) 1904 692333
email: salesonweb@logopak.net
www.logopakprintandapply.co.uk

Amino acid analyzers

BIOCHROM has launched the Biochrom 30+ Series of amino acid analyzers - the gold standard in dedicated amino acid analysis. Based on ion exchange chromatography with post-column derivatization of samples using ninhydrin, these instruments accurately identify and quantify free amino acids, as well as the amino acid composition of proteins and peptides. Specific applications include nutrition and compositional analysis in beverages.

The new Biochrom 30+ Series offer rapid protocols that increase sample throughput by cutting analysis time compared with standard protocols. The instrument is PC-operated, with the user-friendly software controlling all functions. Advanced fluidics and robust hardware mean easy maintenance for users, backed by the reassurance of Biochrom's dedicated service and support team.

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email: enquiries@biochrom.co.uk
www.biochrom.co.uk

Weigh batch combo

FLEXICON (Europe) Ltd has announced a combination Bulk Bag and Manual Dump Batching System that weighs bulk materials discharged from bulk bags and/or manually dumped from sacks, boxes and other containers, then empties the batch into mobile storage bins. It comprises a bulk bag unloading frame, two hoppers and two flexible screw conveyors.

The flexible screw conveyors load the first ingredient into the central weigh hopper at maximum feed rate. Load cells supporting the hopper transmit weight gain information to the automated controller that changes the feed rate to dribble prior to reaching the target weight. Similarly, the controller starts and stops the second conveyor to load the second ingredient into the weigh hopper and then activates its slide gate valve to discharge the batch.

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