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Shaping up, but a way to go

In the Northern Hemisphere soft drinks are emerging from their winter hibernation as the days lengthen and warm returns after one of the coldest winters for decades. Spring is the traditional time of the year to launch new products, introduce brand makeovers and unveil packaging developments. As these announcements reach our desks, it is heartening to discover that producers are continuing to respond to not only government concerns regarding health, obesity and climate change, but also consumers’ ongoing need for value for money.

This is true for both sides of the Atlantic. For example, in a bold move, and in response to Michelle Obama’s healthy families programme, members of the American Beverage Association have committed to display the number of calories in their beverages in a clear, consistent manner on the front of all their packages. Thus, at a glance consumers will know their calorie intake (see page 15). In the UK, Britvic Soft Drinks has introduced a 600ml size across the no and low sugar variants in its carbonates range. Hailed by the company as a first for the UK the 600ml size offers better value for money and encourages consumers to switch to no sugar variants as part of a healthier lifestyle (see page 31).

Regarding climate change, the packaging industry’s development of lighter plastics is now percolating through to the end user. In our product news section this month we report that Highland Spring, the UK’s leading bottled water brand, has announced new lighter PET bottles for its carbonated water; the amount of plastic used has been reduced by 9% for both 500ml and 1.5 litre sizes. Further the amount of paper used on the label has been reduced by 39%.

SDI foresees that such initiatives are the shape of things to come throughout 2010. However, it is also becoming evident that emergence from recession and a return to consumer confidence is going to be a slow and arduous process. According to consultants Canadean, soft drinks volumes recorded a small rise last year in the West European market but the mood on the ground remains subdued. The analyst is not anticipating demand to accelerate as markets emerge from the gloom of the downturn.

In 2010, water is set to record another loss, while carbonates – Western Europe’s biggest category – are predicted to increase again as consumers buy bigger unit sizes to take home and drink. Meanwhile 2009 saw squash (generally considered the most economical drink) volumes increase by 3%, a figure that is predicted to shrink to less than 1% in 2010.

The market may be going in the right direction, but we are not clear of recessionary setbacks yet.
The Coca-Cola Co has reiterated that there is no link between the firm and acts of violence allegedly committed against union leaders and family members of its drinks bottlers in Guatemala. On 25th February, a lawsuit was filed on behalf of eight plaintiffs in the Supreme Court of the State of New York against the US soft drinks giant and its processing and bottling plants in Guatemala. The allegations follow years of disputes between workers and their employers.

GlaxoSmithKline (GSK) has said it aims to meet guidelines set by the UK’s food safety body by removing a colouring linked to hyperactivity in children from its flagship Lucozade Energy drink. The colouring - sunset yellow – is one of six linked to hyperactivity in children in a study commissioned by the UK’s Food Standards Agency (FSA) and published in 2007.

Coca-Cola Enterprises has rejected claims that its deal with Coca-Cola Co may not be in the best interests of the bottler’s shareholders. Coca-Cola Enterprises is facing a possible lawsuit from California-based law firm Robbins Umeda. The group has said that it is investigating “possible breaches of fiduciary duty and other violations of state law by the officers and members of the Board of Directors of Coca-Cola Enterprises”.

Nichols has confirmed a second interim dividend of £0.081 per ordinary share, instead of declaring a final dividend for the 2009 year end. The soft drinks producer and dispense firm, which owns the Vimto drinks brand, said that this will give a total dividend for the year of £0.12p, a 9% increase on last year.

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

The British Soft Drinks Association (BSDA) has defended the safety of fruit juices and cordials after a study found that some drinks may be contaminated with a potentially harmful toxin. Juice and juice drinks are safe for both adults and children, insisted the BSDA. The trade body was forced to react to research published by the Royal Society of Chemistry (RSC), which said that a toxin, called antimony, was discovered in 16 popular brands of juice and squash.

UK retailer Waitrose is to begin selling Fairtrade cola in 50 stores across the country. The firm said it will be the first supermarket to stock Ubuntu Cola, which will be available in stores from March. James Hodgson, Waitrose drinks buyer, said: “We’re always looking for great tasting drinks, and every so often a product really shines because of its story and its ethical contribution.”

PepsiCo has reaffirmed its full-year profits guidance after completing the takeover of its two largest bottlers, Pepsi Bottling Group and PepsiAmericas. PepsiCo received early approval from the US Federal Trade Commission (FTC) to enable it to close the US$7.8billion deal.
**Europe**

**Energy growth in Norway**

THE Norwegian market for energy drinks is expected to expand by around 20% this year, thus becoming the fastest growing segment of the beverages market.

The primary driver behind the upward growth in sales was the Norwegian government’s decision to liberalise the market for so-called ‘special’ drinks in May 2009. The decision removed barriers to the sale of high-caffeine content drinks, which had been prohibited under the Dangerous Beverages Act 2004.

The repercussions of the deregulation opened the door to the launch of leading high energy drinks Red Bull, Coca-Cola’s Burn and Battery, all vying for a large slice of a new market niche.

Figures released by Statistics Norway reveal that Red Bull topped the energy drink's sales chart in 2009, holding a 21.6% share in this category. Battery, produced and marketed in Norway by Ringnes, managed a share of 19.8%, marginally ahead of Coca-Cola’s Burn which ended the year with a 18.9% share.

“We see energy drinks as being an important segment for us. 2009 was unusual, in that it was the first year we could sell caffeine energy drinks in Norway. It was also important in terms of sales, in what was an otherwise tough year for beverage sales in this market,” said Coca-Cola Norge spokesman Stein Rømmerud.

As has been the case in neighbouring Nordic markets, Red Bull and Coca-Cola plan to strengthen market recognition and sales of their products through multi-channel campaigns, with an emphasis on sports-related sponsorships. Both companies are currently in negotiations with top Norwegian athletes in the fields of football, skiing and athletics.

**Russian presence strengthened**

BAg-in-box specialist Rapak has strengthened its foothold in Russia following the establishment of DS Smith Vostok OOO, a subsidiary of DS Smith Plc solely dedicated to the Russian market.

The opening of DS Smith Vostok OOO, based in Moscow, will provide a platform for the further development and expansion of Rapak’s activities throughout Russia and the CIS, allowing local manufacturing and direct import as well as the ability to invoice in the local currency.

The new company enables Rapak to build on the success of its Russian sales office, which was set up in late 2007. “We already have a secure foothold in Russia and we will now be able to fully exploit this, including throughout the wider CIS,” said Jean-Paul Roosendaal, Sales and Marketing Director Liquid Packaging and Dispensing for DS Smith Plastics.

“Our new dedicated facility underlines Rapak’s reputation for world class products and will enable us to remain extremely close to our Russian customers and their specific requirements, thereby delivering tailored solutions that will maximise the effectiveness of bag-in-box.”

**In brief…**

- Jill Ardagh, Director General, British Soft Drinks Association, will be taking part in a Panel Discussion on ‘Party time – What should the next government do for the food industry?’ on 23rd March at the Food & Drink Show. Running from 21st to 24th March at Birmingham’s NEC, the event will host over 600 food and drink suppliers from the UK and abroad, who will be exhibiting their latest products and services for the food and drink sector; Food & Drink Expo will be co-located with seven other exhibitions: Foodex, Café+, Baking Industry Exhibition, Convenience Retailing Show, International Forecourt & Fuel Equipment Show, Off Licence Show and the brand new Food & Drink Logistics Show.

**Dutch obesity fight**

NINE companies and universities in the east of the Netherlands have joined forces to combat obesity. They will develop and produce healthy food products and ingredients that are rich in protein, and then introduce these in properly monitored diet programmes. To determine individual diet prescriptions, a test based on biomarkers will be developed.

Taking part are: Wageningen UR (Food & Biobased Research institute and division of Human Nutrition), Previtas, Newtricious, Ollyxa, Molecular Nanofabrication group – University of Twente, Nijmegen Proteomics & Metabolomics Facilities - UMC St Radboud, Zwanenberg Food Group and Barentz Ingredients en Zijerveld. The project is part of the programme ‘Fleken in de Delta-Oost Nederland’ subsidised by the Ministry of Economic Affairs and the Gelderland and Overijssel provinces, the Netherlands.

**UK dispense buy**

NICHOLS plc has acquired the trade, brand and assets of the Ben Shaw’s ‘soft drinks on draught’ business, for an undisclosed sum. Ben Shaw is the number four player in the UK soft drinks dispense market - behind Nichols’ Dispense Operation, which is the number three.

This acquisition consolidates the two largest remaining independent branded soft drinks dispense businesses under a single umbrella. It also provides Nichols with further growth opportunities in this sector and will enable it to maintain its strong growth of the last two years. It is anticipated the acquisition will be earnings enhancing during 2010.

Following the group’s strong first half performance announced last August (sales up 28%) Nichols has reported that full year revenues for the 12 months to 31st December 2009 were well ahead of internal projections and considerably up on last year. The Board therefore expects the group’s profitability will be significantly ahead of current market expectations.

John Nichols, Non-Executive Chairman, said: “Despite the economic downturn, we had an exceptionally strong year, beating both our internal and the City’s forecasts and also increasing our market share significantly ahead of industry trends. With the acquisition of Ben Shaw consolidating our key position in the dispense market we view the future with confidence”.

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Fruit juice showcase

This month’s Intervitis Interfructa (24th to 28th March, Stuttgart Trade Fair Centre) is the acknowledged meeting place for fruit farmers, distillers and fruit juice manufacturers. This year its theme is: ‘Quality, sustainability, market: Driving forces for innovation’. German Chancellor Angela Merkel is the guest speaker at the event’s opening evening.

Visitors will have the chance to examine the latest technology on 60,000 square metres of Stuttgart’s exhibition space, as well as the opportunity to share knowledge and experience with colleagues during the accompanying events.

There will be an international representation of well over 30% with exhibitors coming from at least 28 countries. The largest group is from Italy, followed by France, Austria, Switzerland and Slovenia, while newcomers to the event this year will include the Czech Republic, India, South Africa and Serbia. Along with the 600 exhibitors, companies showcasing individual products will also be represented at the trade fair, pushing the exhibitor figure up to almost 700.

A change to this year’s exhibition will see the popular machine demonstrations moved inside to Hall 9. Regardless of Stuttgart’s weather, visitors will have the opportunity to see machine and product demonstrations from the Cultivation and Harvesting Technology area every day at 2pm. The new larger grounds also means that there are more places available in the stands.

The exhibition area Cultivation and Harvesting Technology will be located in Hall 1. In its statement on the waters division, the company said: “While the sales performance of the industry as a whole was weaker, we continued to strengthen our market positions, particularly in North America and emerging markets. Organic growth in Europe and North America accelerated during the fourth quarter of the year, and emerging markets once again delivered double-digit organic growth. The world’s biggest water brand, Nestlé Pure Life, present in both North America and emerging markets, achieved double-digit organic growth.”

Paul Bulcke, Nestlé CEO, said he expected to provide continued support to all of our customers in Europe, Middle East and Africa with new equipment, repair parts and service.”

Bulgaria joins EVA

The Bulgarian Vending Association has joined The European Vending Association, its objective since the Bulgarian association was formed. In the past Bulgarian companies frequently approached the EVA looking for information on the European market. Now that the BVA is established and has joined the EVA as a Direct Member, it will benefit from the members-only access to inside information about vending.

Todor Kanazirev, Chairman of the BVA commented: “We decided to join the EVA to provide a direct communication line between Bulgarian and European vending companies. We believe that our membership with the EVA is the most effective way to improve the vending market in Bulgaria and to make new technologies and solutions available for vending companies in our country.”

Nestlé advances

The Nestlé Group reports that in 2009 sales reached CHF 107.6 billion, with organic growth of 4.1%, including real internal growth of 1.9%. Food and Beverages’ sales reached CHF 99.8 billion, with organic growth of 3.9%, including real internal growth of 1.6%. The Nestlé Waters division recorded -1.4% organic growth, -1.5% real internal growth and EBIT margin increased by 100 basis points to 7.0%.

In its statement on the waters division, the company said: “While the sales performance of the industry as a whole was weaker, we continued to strengthen our market

Merger

FLEETWOODGoldcoWyard Inc has announced that its European operations in St. Albans, and Central Bottling International Ltd in Doncaster, are to merge and operate as one business under the new name CBI Fleetwood Ltd located at the Central Bottling facility near Doncaster in South Yorkshire.

“Our goal is to bring strength and balance to our operations in the United Kingdom by combining the strong historic position of the Fleetwood and Goldco product lines in Europe with the unique market position of Central Bottling,” explained Neal McConnellogue, Vice-President of Sales for Fleetwood-GoldcoWyard and Central Bottling worldwide. “The new business will combine the strength, talent and resources of both teams, allowing us to provide continued support to all of our customers in Europe, Middle East and Africa with new equipment, repair parts and service.”

CBI Fleetwood Ltd will operate from the 100,000 sq ft facility in Doncaster, providing space to design and manufacture packaging and process equipment for its core markets including beverages.
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Pepsi leverage African Cup of Nations

IN NIGERIA PepsiCo’s public alignment with soccer has stepped up further thanks to the company’s proactive arrangements during the 2010 African Cup of Nations in Angola, of which Pepsi was a sponsor.

One move was to partly sponsor the visit of nine Nigerian sports writers to Angola so they could report on the cup matches. This was a ‘triple win’ situation, benefiting the Pepsi brand, the media and the Nigerian sports enthusiasts who were able to enjoy more media coverage from a local viewpoint than they could otherwise have hoped for.

Pepsi also set up several television viewing centres in Nigeria. Fans were able to watch matches while enjoying a Pepsi. There were also lucky dips for Pepsi African Cup of Nations merchandise.

Nigeria’s national team, the Super Eagles, continued their rather unwelcome tradition of closing in on the title only to miss. They beat Algeria 1-0 to take third place which is where they have ended in four out of the last five tournaments.

Pepsi’s involvement with Nigerian soccer includes the Pepsi Football Academy which has done much to discover and nurture young players. Three ‘graduates’ were in the Super Eagles squad for the 2010 African Cup of Nations.

BBBEE transaction to proceed

CYRIL Ramaphosa, a key player in the peaceful end of apartheid and long a prominent figure in South Africa’s national politics, has been appointed as Chairman of the SAB Foundation, created as part of a wide-ranging BBBEE (broad-based black economic empowerment) transaction.

Now equally well known and respected as a businessman, Ramaphosa has long been involved with the soft drinks industry. Among his roles he is a member of The Coca-Cola Company International Advisory Board and the Unilever Africa Advisory Council.

SAB is, through its ABI subsidiary, one of South Africa’s biggest soft drinks producers, as well as a major brewer.

It is part of the UK-registered SABMiller group which is why a British court was called on to sanction the BBBEE scheme of arrangement after it was overwhelmingly approved by shareholders. The transaction, first announced in July last year, will place 8.45% of the company’s shares under black ownership. A rise in the share price and the inclusion of a greater number of participants has boosted the transaction’s value significantly from what was originally envisaged.

Norman Adami, SAB’s Managing Director, described the arrangement as “a truly innovative transaction which will have a positive impact on the lives of many thousands of South Africans”.

There will be three separate investment entities.

The SAB Zenele Employee Trust will hold shares for the benefit of employees, a public company called SAB Zenele will hold shares for the benefit of retailers including black-owned registered customers of ABI, and the SAB Foundation’s shares will generate dividend income which the trustees will apply for the benefit of the wider South African community.

ABI dispute settled

A LONG and sometimes violent strike by workers for ABI, the soft drinks division of South African Breweries and part of the SABMiller group, ended after an agreement was reached between the company and the Food and Allied Workers Union (FAWU). The strike spread over the peak of the African summer but ABI continued in production, albeit with some difficulties.

Many of the company’s staff did not strike and others returned to work while the strike was still running. Many were targeted by a very small minority of striking workers, although there were some indications that the violence – which included assaults, personal threats and other intimidation, truck stoning and vehicles fire-bombed – might have partly been the work of outside agitators.

At the peak of the trouble, ABI Managing Director John Ustas sought calm. “We have been appalled at the escalating violence which is building on the already high levels of violence and intimidation which have been evident throughout this strike,” he said, calling on the union to intervene.

“It is worth noting that this strike is fundamentally undemocratic and we believe this is one of the reasons why it has been so violent. It was embarked upon without any form of ballot, which is a breach of FAWU’s own constitution. It is lamentable that people are losing their pay as a result.”

The eventual agreement saw wages and benefits at ABI increase by a total of 8.3% including boosts to the minimum wage, education grant, Christmas voucher and cell-phone allowance.

Staff accepted the principle to work 45 hours during weekdays, with weekends subject to overtime pay.

“We are most pleased that we have reached an agreement with FAWU which ends the strike at ABI,” said Ustas. “We will now focus on welcoming those employees who went on strike back to work ensuring that we fully normalise our operations and developing our future relationship with the union.”

ABI also undertook to consider a financial relief plan for striking workers.
The successful Kusile Management Development Programme for South Africa bottling industry wannabes inducted a further intake of 18 management development trainees recently. They will undertake 18 months of study and practical work, with the opportunity to be absorbed into various disciplines with Coca-Cola and its bottlers if they do well.

Run in partnership with the Wits Business School, the programme is sponsored jointly by Coca-Cola South Africa and its bottling partners. The current trainees were selected from around 700 external applications.

Welcoming the trainees, Coca-Cola South Africa President William Egbe reminded them they had been presented with an opportunity not only to develop themselves but also to contribute towards community development and economic growth of the country.

“As a system we’re very proud of the programme as we’ve seen the calibre of professionals it produces from past candidates who were subsequently employed by the company,” said Egbe.

“These are individuals who have become an integral part of the organisation and others have moved on to make a difference not only in the country but also in the communities that we do business in.

“This is also one of the many ways that we’re trying to make a difference and contribute towards skills development in South Africa.”

Coca-Cola South Africa’s intake of trainees.

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**Middle East**

**Pepsi becomes AIWF ‘benefactor’**

PEPSICO has become the first and only ‘benefactor’ of the Arab International Women’s Forum, AIWF is an independent non-profit organisation established in 2001 with the mission of bringing together business and professional women in the 22 Arab countries.

The benefactor agreement was signed in the presence of Sheikha Lubna Bint Khalid Al Qasimi, the UAE Minister for Foreign Trade and a founding member of the AIWF board of trustees.

“It is through our partnerships with organisations such as the AIWF that we are able to give back to the communities in which we operate,” said Saad Abdul-Latif, Chief Executive of PepsiCo Asia, Middle East and Africa.

This strategy was, he said, “central to our mission of achieving business success while leaving a positive imprint on society – what we call ‘performance with purpose’. While stereotypes of women still exist in many business circles throughout the Arab world and beyond, we wholeheartedly support the significant steps that AIWF is taking towards breaking these down. Through this exclusive level of partnership, we hope to help AIWF build the power of professional women in all Arab countries.”

Signing the agreement, Haifa Fahoum Al Kaylani, AIWF’s Founder and Chairman, drew attention to PepsCo’s global Chairman and Chief Executive, Indra Nooyi, whom she described as “an outstanding global business woman and an inspiring example of what women are able to achieve”.

**Saudi scientific forum**

**AIL RABIE Saudi Foods Co, the big juice and dairy producer, co-sponsored a scientific meeting at the King Fahad Cultural Center, Riyadh, under the banner of ‘Foods that have Medical Claims’**

The conference was organised by the Ministry of Health’s General Administration for Nutrition.

“This scientific meeting plays an important role in promoting public awareness to reduce health risks related to the increasing prevalence of food and beverages that are marketed on a large scale on the basis that they have therapeutic and medical benefits,” said Dr Mona Sanan, Al Rabie’s nutritional consultant.

“Through our participation in this event, we aimed to highlight the nature of foods that have medical claims and their negative effects including tiredness, lack of the absorption of nutritional elements, gastrointestinal tract disorders, heart diseases and health complications such as kidney failure and liver cirrhosis.”

In a separate announcement, Al Rabie said it planned to launch more corporate social responsibility initiatives this year; including further involvement in health conferences and exhibitions throughout the Middle East. This would, said Chief Executive Monther Al Harthi, “give us the opportunity to promote more awareness of the importance of leading a healthy life through the practise of a healthy lifestyle and a balanced diet”.

Al Harthi said that, following a “vibrant year” in 2009, Al Rabie was “implementing a multi-pronged approach for 2010 that aims to develop techniques, invest in cutting edge technologies and adopt best industry practices for our operations”.

**Growing interest in organics**

A LIFESTYLE poll undertaken by the YouGov Siraj market research and consultancy group points to a growing interest in organic foods and drinks within the United Arab Emirates, although purchasing of such products remains limited.

Of the 775 residents polled, 38% said they were completely aware of the concept of organic food, while only 20% were not at all aware. The remaining 42% said they were somewhat aware.

A relatively high 45% said they bought organic food and drinks as well as conventional lines, 33% had never purchased, 22% had in the past but did not do so currently and a mere 1% said they sought organic exclusively.

High costs were the reasons given by 61% for their reluctance to buy, 45% said it was not widely available and 22% did not think it was better than conventional food.

“Although these figures are not surprising at first glance, once we dig more into the respondents’ explanations, we clearly see that although most of them are aware of the term ‘organic food’ and its benefits, they do not prefer it to conventional food,” commented Amir Bozorgzadeh, Business Development Manager for YouGov Siraj.

“Organic food stores have been available in the UAE for a while now, but we can clearly tell that it is not going to replace conventional food any time soon.”

**Production resumed**

A SOFT drink plant in Bahrain, shut down for more than three weeks from late January, is now in full production again after gaining clearance from the kingdom’s Health Ministry.

The ministry ordered Refreshment Trading Company to close its facility as a precautionary measure after a bottle of Crush purchased in a popular coffee shop was found to have a fungus in it.

No other complaints were received and, despite an exhaustive check, no other bottles were found to contain signs of fungus.

The ministry did not order a product recall but audited the production chain and carried out tests in its public health laboratory. This led to some recommendations for improving production systems and equipment, all of which were carried out immediately by Refreshment Trading Company.

While the incident was covered in the local media, there is no indication of any ongoing harm to the brand or the producer’s reputation.
Joint venture boosts presence

ONE of Europe’s major producers of fruit juice concentrates, the Austria-based AGRANA Group, is boosting its presence in the Middle East and North Africa through a new joint venture with the Nile Fruits Group.

Nile, whose headquarters is in Egypt, is the largest independent fruit ingredients manufacturer in the Middle East and North Africa, offering a broad product portfolio which includes a range of aseptic fruit purees, concentrates, fruit for dairy and beverages, fruit fillings for bakery and fruit syrups for ice-cream. Its puree range features pear, apple, apricot, banana, guava, mango, peach and strawberry.

In addition to juices and fruit preparations, AGRANA’s wide-ranging interests also include major stakes in the sugar, specialist starch-based products and bioethanol sectors.

The joint venture company established by AGRANA and Nile Foods is building a plant in Egypt, primarily for the processing of fruit for dairy lines. It is due to start production in the fourth quarter of 2010.

“This new joint venture constitutes an important strategic step towards AGRANA’s expansion in the fast-growing market for dairy products in the Middle East and Africa,” said Johann Manhart, the company’s Chief Executive. “It will give us the opportunity to supply international dairy companies producing in Egypt, and also in neighbouring countries, by taking advantage of the favourable local production opportunities and the duty-free access to these markets.”

Malaysian ‘outpost’

A MALAYSIAN group which exports products to the Middle East has established the Malaysia Trading House in Dubai to showcase and market Malaysian products, with an emphasis on FMCG lines. Malaysian energy drinks, juice-based beverages and other soft drinks are in strong demand in the UAE and elsewhere in the Middle East. Some are halal-certified.

AFRICA – continued from page 7

Summer Meltdown

SOUTH Africa’s Liqui-Fruit juice beverages range teamed with Ice Art, a remarkably innovative promotional specialist, and a number of entertainers to run a series of Liqui-Fruit Summer Meltdown events during the southern summer. The national roadshow began in Cape Town and proceeded to Johannesburg, Pretoria, Durban. East London and other centres before returning to Cape Town for a colourful finale on the beach at renowned Camps Bay.

Liqui-Fruit is a brand of Ceres Fruit Juices, part of the Pioneer Foods Group. Ice Art, which is based in Cape Town, is headed by James Cussen who describes himself as ‘Director of all things ICE’. That includes ice sculptures, carvings, ice bars, functions, launches, parties, events, film shoots, promotional shoots...ice, ice, ice.

He says that the ice sculpture concept was a unique activation for consumers during the Liqui-Fruit Summer Meltdown. Giant blocks of crystal-clear ice were set up, each studded with fruit — to reinforce the message about the real juice content of Liqui-Fruit — and a key which opened a special shelf containing the grand prize. The blocks were lined up and contestants battled away with Wazooza water pistols, trying to ‘burn out’ the key from its ice trap.

Cussen explains that each block weighed more than 140kg and took four to five days to produce, while carefully freezing in the fruit and keys in layers. A 24-tonne freezer truck was required to take the giant ice blocks from venue to venue on the 5000km round-trip.

“Visually the ice sculptures looked fantastic and even in the heat of the day withstood the temperatures to remain unchanged,” noted Cussen.

In brief…

● MEAPET, the 11th Middle East and North Africa PET conference, was held in Casablanca, Morocco, at the beginning of March. Papers and discussion topics included ‘return to PET growth’, ‘emergence of the Middle East as strategic supplier to North Africa’, ‘sustainability of PET’, ‘latest in caps and closures’ and ‘lightweight technology’.

● Rwanda bottler Bralirwa has won the Coca-Cola 2009 Golden Award for Quality. Managing Director Sven Piederiet said that ‘passion for quality’ was one of the company’s core values. He congratulated all who had contributed to winning the award.

● South Africa’s Pacmar, whose Wilde juices have risen significantly in market profile over the past couple of years because of a very active marketing campaign, is exhibiting at the 2010 Africa’s Big Seven for the first time. The family of events will be held at the Gallagher Convention Centre, Midrand, from 25th to 27th July. 2 Pacmar is keen to boost its juice exports, said Accounts Manager Lize van Jaarsveld.

● Ethiopian bottler MOHA has placed an order with Sidel for PET bottle manufacturing equipment as part of expansion of its plant in the Bole district near Addis Ababa. MOHA produces Pepsi brands, as well as its own water brands. It has four plants around Ethiopia.

● Uganda’s Century Bottling Company is supporting the 2010 KCB Pearl of Africa Rally as improvements to the major event have pushed up costs, requiring additional corporate input. This race is the third in the Africa Rally championship.
Asia Pacific

Indonesia important for CCA

STRONG performance in Indonesia and Papua New Guinea was among the highlights of the 2009 year’s achievements by multi-national bottler Coca-Cola Amatil pointed out by Group Managing Director Terry Davis (pictured) in his financial report. The year to 31st December saw CCA deliver a record result, with earnings before interest and tax up by 10.3% to A$787.3 million while net profit after tax increased 11.1% to A$449 million.

“In Indonesia, the continued growth in higher value one-way packs, combined with the increased investment in production and distribution capacity and cold drink coolers, provided the platform for this excellent result, with strong volume, revenue and earnings growth.”

On the negative side, local currency beverage COGS per unit case in Indonesia increased by 15% as a result of the depreciation of the rupiah against the US dollar and the mix impact of the shift toward higher cost, yet higher value, one-way packs. Other than Indonesia, group COGS increased by only 4.5% in line with the 4.4% increase in net sales revenue per unit case.

Kirin launches functional brand

KIRIN Holdings says it will introduce its first functional brand, Kirin Plus-i, for functional and health foods, including functional drinks. Kirin Beverages, Koilai Dairy Products and Kirin Kyowa Foods will all be participating in this project, along with Kirin Brewery. A team has been working on development of a new business model which can interlink group companies for product research, production and marketing.

“Looking ahead, by making joint use of the functional ingredients that underlie the concepts and values of health food and functional food products, we intend to realise group synergies and offer customers appealing products that provide new value in the area of food and health,” says a Kirin statement.

Group synergy will be a key factor in 2010 and beyond, the statement emphasises. “The realisation of group synergies is one of the most important themes of the new medium-term business plan.”

“Under the direction of cross-company teams, we are developing specific measures to promote synergies that can increase profitability and efficiency. For example, Kirin Brewery in collaboration with Mercian and Kirin Beverages, is working to unify aspects of sales and marketing promote skill transfer and integrate sales locations of the three companies. We are establishing a group procurement system for Kirin Brewery, Kirin Beverages and other companies, and are taking steps to optimise the group research and development structure.”

The extensive 2010 business approach statement also notes that “in Japan, where our domestic alcohol business is the core of the group’s operations, we aim to further develop our soft drinks business as an additional business pillar”. And in China, it says, “we will strengthen collaboration between our alcohol and soft drinks businesses under the management of Kirin (China) Investment Co Ltd, developing our activities particularly in the Yangtze Delta area and working to improve overall earnings in our Chinese operations”.

Soft Drinks International – March 2010
Can of Coke triggers row

BUYING a can of Coca-Cola and giving it to someone else who lives in the same country, not very far from the store, would usually not raise an eyebrow. But in the Central Pacific, a Coke can purchased on Kwajalein Island has caused a diplomatic rift, with the President of the Marshall Islands describing the incident as a sovereignty issue.

Kwajalein is an unusual place. It has long been the downrange control point for US missile testing and other secret military work. Outside visitors aren’t welcome, to the point that when passenger flights pass through, no-one other than people authorised by the US military can get on or off.

The island, along with several other islands and islets within the huge coral atoll (one of the world’s biggest), is on a long term lease which in itself has been a matter of some contention in recent years. Most of the inhabitants are Americans from the US mainland, either military or contractors. They lead a relaxed lifestyle, with very good support services.

Among those services is a base store which, in the tradition of its counterparts elsewhere, is tax-free. Some Marshall Islanders working on Kwajalein can shop there and that’s what Joanna Anjain did. Anjain lived with her liaison officer husband and children on Kwajalein. Instead of drinking the cola, however, she gave it to a resident of Ebeeye, another island in the atoll where living conditions are poor. It has a horrendously high population density, although a certain charm because of its diverse population.

The military banned Joanna Anjain from returning to Kwajalein, citing an agreement with the Marshalls government precluding off-island sales of duty-free goods, to protect Ebeeye businesses and loss of tax income. But President Jurelang Zediaa told the Majuro-based Marianas Variety newspaper that he was shocked to hear what happened. “The US is treating us like American Indians, like we’re low class citizens. Our liaison officer Jelton Anjain is like our ambassador. To suspend his wife over the purchase of a cola – I can’t believe they would treat us like this.”

Powder move

A NEW fruit and vegetable powder plant is being built by fruit products supplier China Nutrifruit Group. The company is utilising land it has rights to in Daqing, Heilongjang Province, and expects to have the facility in production by September this year. It will make a variety of powders for use as beverage mixes, snack foods, instant soups and other lines.

“Based on our market research, the fruit and vegetable powder segment is a high growth segment that complements our current product lines,” said Changjun Yu, the company’s Chairman. “We can leverage our supplier relationships, along with our network of distributors, to sell our new fruit and vegetable powder products. Furthermore, we believe entering this segment provides a more attractive return on investment than our previous plan of acquiring a concentrate pulp production line.”

Yu said that Nutrifruit would continue to outsource production of concentrate pulp products “and may seek additional acquisition targets in the future”.

Ocean View Club, Kwajalein
Americas

Historic deals for Coca-Cola

THE Coca-Cola Company (TCCC) and Coca-Cola Enterprises Inc (CCE) have entered into agreements aimed at growing the Coca-Cola system in North America and expanding CCE’s European business.

In a substantially cashless transaction, TCCC will acquire CCE’s entire North American business, which consists of approximately 75% of US bottler-delivered volume and almost 100% of Canadian bottler-delivered volume. Ultimately, TCCC will have direct control over approximately 90% of the total North America volume, including its current direct businesses.

TCCC Chairman and CEO Muhtar Kent explained, “We are not acquiring CCE, rather we are acquiring their North American operations, and they remain one of our key bottling partners with world-class management, financial and operational capabilities.”

“Our new North American structure will create an unparalleled combination of businesses, which will serve as our passport to winning in the world’s largest non-alcoholic ready-to-drink profit pool. This transaction offers compelling value to both The Coca-Cola Company and CCE shareowners and will create substantial and sustainable benefits for both companies’ stakeholders.”

He continued, “Our North American business structure has remained essentially the same since CCE was founded in 1986, while the market and industry have changed dramatically. With this transaction, we are converting passive capital into active capital, giving us direct control over our investment in North America to accelerate growth and drive long-term profitability.

“We will work closely with our bottling partners to create an evolved franchise system for the unique needs of the North American market. Additionally, we will reconfigure our manufacturing, supply chain and logistics operations to achieve cost reductions over time.”

Kent stressed that a unified operating system would enable the company to better market and distribute its non-alcoholic beverage brands.

In a concurrent agreement, TCCC and CCE have agreed in principle that CCE will buy TCCC’s bottling operations in Norway and Sweden for US$822 million, subject to the signing of definitive agreements, and that CCE will have the right to acquire TCCC’s 83% equity stake in its German bottling operations 18 to 36 months after closing for fair value.

CCE’s Chairman and CEO John Brock said: “CCE remains the pre-eminent Western European bottler and a key strategic partner with TCCC. Our European business serves an attractive market with growing volumes and profit driven by rising capita consumption. As such, CCE will have an improved profile with enhanced revenue, margins and EPS growth prospects. Together with TCCC, we will continue to improve the effectiveness of our operations in our expanded presence in Europe. These actions strengthen our ability to compete effectively and sustainably in Europe and represent the beginning of an exciting new era of long-term growth for CCE’s business and shareowners.”

Kent concluded, “As the world’s leading beverage company, we are very excited about the vast opportunities we have in Europe and I can say with confidence there is no better business to be in. Over the next several years, the nearly US$650 billion dollar global non-alcoholic ready-to-drink beverage industry is expected to grow faster than worldwide GDP and we are best positioned to capitalise on this enormous industry opportunity in North America and Europe. These joint actions further reinforce our confidence in achieving our 2020 Vision to more than double system revenue and double servings to over 3 billion per day.”

The Coca-Cola Company and CCE expect the transactions to close in the fourth quarter of 2010.

New headquarters for Nestlé Waters

NESTLÉ Waters North America Inc is to relocate its headquarters from Greenwich to Stamford, Connecticut late in 2010. The company which currently employs 475, intends to add 25 headquarter jobs over the next three years.

Nestlé Waters’ new headquarters will be located at 900 Long Ridge Road, Stamford. The company will lease 164,301 sq ft of space, an increase of approximately 24% from Nestlé Waters’ current headquarters in Greenwich. The building is owned by Oracle.

The decision to move was made for a variety of reasons, including favourable economics, an open floor plan design permitting increased employee collaboration, café amenities, access to public transportation, and a shorter commute for most of the company’s headquarters employees, of which 70% live in Connecticut. The Stamford facility is less than 12 miles from Nestlé Waters’ current location.

“We are excited to remain a Connecticut-based company. Our new home in Stamford will support the collegial atmosphere we encourage among our employees,” said Kim Jeffery, who joined the company in 1978 and has been President and CEO of Nestlé Waters North America since 1992.

The company plans to renovate the Stamford location to meet the US Green Building Council’s Leadership in Energy and Environmental Design (LEED) standards for green buildings. In 2003, Nestlé Waters’ bottling facility in Stanwood, Michigan was the first in the US food and beverage industry to receive LEED certification. Today, Nestlé Waters has nine facilities built to LEED certification, the most of any US food and beverage manufacturer.

Strong fourth quarter

BALL Corporation, supplier of metal and plastic packaging for the beverage industry amongst others, has reported 2009 year end net earnings of US$387.9 million, or $4.08 per diluted share, on sales of $7.35 billion, compared to $319.5 million, or $3.29 per diluted share, on sales of $7.56 billion in 2008. The year finished on a strong fourth quarter with net earnings of $81.4 million on sales of $1.86 billion, compared to $33.8 million, on sales of $1.73 billion, in the fourth quarter of 2008.

“On a comparable basis, our diluted earnings per share of 84 cents in the fourth quarter increased significantly over diluted earnings per share of 56 cents in 2008, and said: “CCE remains the pre-eminent Western European bottler and a key strategic partner with TCCC. Our European business serves an attractive market with growing volumes and profit driven by rising capita consumption. As such, CCE will have an improved profile with enhanced revenue, margins and EPS growth prospects. Together with TCCC, we will continue to improve the effectiveness of our operations in our expanded presence in Europe. These actions strengthen our ability to compete effectively and sustainably in Europe and represent the beginning of an exciting new era of long-term growth for CCE’s business and shareowners.” 

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www.softdrinksinternational.com
North American market a challenge

ALTHOUGH PepsiCo Inc results for 2009 showed healthy gains in its worldwide snacks and international beverage businesses, (EPS grew 17%,) PepsiCo American Beverages (PAB) found 2009 a challenging year. For the full year, volume and net revenue declined 6%, while core operating profit decreased 3%. In the fourth quarter, volume declined 5% but operating profit grew by 10% reflecting, says PepsiCo, sequential improvement in top-line trends, a focus on profitable volume growth, heightened productivity in the North American business, and significant operating profit growth in Latin America.

The ‘refresh’ of the North American beverage business gained traction in the fourth quarter as brands such as SoBe Lifewater and Gatorade gained market share. Also, important brand health metrics rose for brand Pepsi, Pepsi Max, Gatorade, Lipton Tea and Tropicana.

PepsiCo reports that, in 2010, differentiated value will continue to play a key role as PAB rolls out targeted innovation, such as the G Series Performance line, offering additional benefits for pre-, during and post-athletic occasions. In carbonates, the ‘Pepsi Refresh Project’ is providing millions of dollars in grants to make a positive impact in local communities. The integrated campaign drives consumers to Pepsi’s website where they can submit project ideas and vote for their favourite projects, with the winning grants ranging from US$5,000 to $250,000.

Clear on calories

RESPONDING to First Lady Michelle Obama’s call for innovative industry initiatives that contribute to her healthy families programme, the American Beverage Association reports that its members are coming together to make the calories in their products clear and consumer-friendly by putting the information on the front of all their packages, vending machines and fountain machines.

The voluntary commitment contributes to Mrs Obama’s efforts to help families make informed choices as part of a balanced lifestyle. The companies will coordinate with the Food and Drug Administration to implement the calorie initiative, which will go above and beyond what is required by the federal agency’s food labelling regulations. The industry will start implementing the initiative across the country this year with completion in 2012.

“The beverage industry is taking the extra step of making the calories on its products more clear and useable for consumers so they can make balanced choices wherever they purchase our products,” said the ABA’s Susan Neely. “By contributing to the First Lady’s initiative, our industry is once again leading with a meaningful programme to do its part in addressing social challenges. We applaud Mrs Obama for her common sense, balanced approach to a tough issue like childhood obesity, which will require contributions from all segments of society to fully tackle.”

This new initiative will display calories more prominently on:

- Product labels: total calorie counts will be displayed on the front of labels for the entire container, up to and including 20oz products. A 12oz serving size will be used in displaying calories for multi-serve beverage packages (such as 2litre bottles).

- Vending machines: total calorie counts for the entire container will be displayed on the beverage selection buttons of vending machines controlled by the companies.

- Fountain machines: calorie counts will be shown prominently on all fountain beverage machines.

The industry will coordinate with the FDA to ensure that the calorie information on the front and back of a package is consistent. Also, industry supports the FDA evaluating serving sizes for the entire food and beverage industry as part of their current review of food labels.

Further, ABA says the beverage industry is going to voluntarily explore other fact-based labelling on its packages, such as the feasibility of expanding the current information for percent of daily value, currently found in the nutrition facts panel of all packaged foods and beverages, to include other nutrients and also put this information on the front of labels where relevant.

“Our companies are committed to fact-based labelling as well as seeking ways to make calories and other nutrition information more clear and accessible to consumers, particularly at the point of purchase,” Neely said. “The more easy-to-use information we give consumers, the better they’ll be able to choose the refreshing beverage that best meets their tastes and needs.”
International boost to TCCC earnings

THE Coca-Cola Company (TCCC) has reported a solid fourth quarter 2009 operating results, with unit case volume increasing 5%. For the full year, unit case volume increased 3% in line with the company’s long-term volume target. “We ended this year on a high note, delivering global volume and value share gains, comparable currency neutral revenue growth, improved productivity and increased cash flows,” said Muhtar Kent, Chairman and CEO.

Internationally, TCCC achieved broad-based unit case volume growth of 6% in the fourth quarter, with strong growth in key emerging markets (China +29%, India +20%), developing markets (Brazil +8%, Mexico +4% and developed markets (France +12%, Germany +3%).

TCCC reports that the global ‘Open Happiness’ campaign and its holiday programmes drove growth in brand Coca-Cola where unit case volume grew 4% in the quarter, with strong growth across global markets (including 22% in India, 13% in China, 12% in France, 5% in Mexico and 4% in Germany.)

Total sparkling beverage unit case volume increased 3% in the quarter, with international sparkling beverage unit case volume by the Johnson Family and based in Rice Lake, Wisconsin, is a strategic addition to the semi-trailer manufacturer’s sales platform. By expanding its product offerings in refrigerated transportation equipment, Great Dane reinforces its commitment as a market leader to fully serve the food service industry.

For Johnson, the significant overlap with Great Dane’s customer base will both support and expand the truck body manufacturer’s business. In addition, Johnson will have access to Great Dane’s network of distribution, parts and service centres.

Cool truck takeover

GREAT Dane Trailers has acquired Johnson Refrigerated Truck Bodies, manufacturer of insulated fiberglass refrigerated truck bodies and all-electric refrigeration solutions. The acquisition is said to be a synergistic move for both companies.

For Great Dane, the purchase of Johnson Refrigerated Truck Bodies, founded in 1932...

Energetic growth

HANSEN Natural Corporation has reported record financial results for the year ended 31st December 2009. Net profits for the year rose by 93% to US$208.7 million, cycling a previous year hit by losses in the fourth quarter due to distribution contract changes. As a result, operating income in 2009 doubled to $337.3 million, against $163.6 million a year ago.

Rodney C. Sacks, Chairman and CEO attributed the record revenues to sustained strong sales of Monster Energy drinks both in the US and internationally. “We are encouraged by the continued positive sales trends reported by Nielsen, indicating that year-on-year energy drink sales in the United States have increased in each month since September 2009,” said Sacks.

Since the transitions to certain Coca-Cola bottlers and new Anheuser-Busch distributors in the fourth quarter of 2008, distribution levels and market share generally for the Monster Energy brand have increased.

“We are planning to introduce new products in 2010 and to continue our international expansion into western and central Europe, the Middle East and South America. We are also evaluating additional geographic expansion opportunities for the Monster Energy brand,” Sacks added.

Nutritional expansion

DSM has announced plans to expand its existing research and development facilities located at its North American headquarters in Parsippany, New Jersey. The new Nutrition Innovation Centre will unite DSM’s laboratory capabilities for the beverage, food and personal care market sectors, combining expertise from DSM Nutritional Products and DSM Food Specialties.

Mauricio Adade, President Human Nutrition and Health at DSM Nutritional Products, said: “DSM’s latest investment demonstrates our ongoing commitment to providing global customer support and proactively developing solutions to meet market needs.”

DSM plans to open the new Nutrition Innovation Centre in 2011. It will house dedicated customer application suites, sensory services and customer application pilot facilities.

The company says that such investment is part of an overall strategy to provide customers with a global network of on the ground support, integrating proven technical expertise with insight into customer preferences and knowledge of key regional differences.

DSM opened two new Regional Food Application Laboratory facilities in 2009, one in Shanghai for dairy, baking, beverage and savoury applications and one in Sao Paulo mostly for beverage applications.

Youtube message

THE International Bottled Water Association’s consumer website www.bottledwatermatters.com has launched its tenth video, “Conflicted Consumer: To Drink Bottled Water or Not to Drink Bottled Water?” In this video, a teenager moves through her busy day bedeviled by anti-bottled water rhetoric and the angelic comfort of fact-based information about bottled water.

“In this lighthearted satire, the consumer finds herself shouldering a lively debate between an angel who states the facts about this safe, healthy, and convenient product and a devil who provides false information about bottled water,” said Tom Lauria, IBWA Vice-President of Communications. “Our presenter plays all three parts, presenting a humorous yet subtly compelling presentation on the value of bottled water.”

The video corrects misinformation about bottled water and sets the facts straight: Bottled water containers are the most-recycled product in kerbside recycling programmes; it is not the same as tap water; most bottled water comes from natural sources; bottled water is one of the healthiest choices on shelf; is good value price-wise; and tap water isn’t ‘free’ as activists like to claim.
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Ingredients

Immune health benefits in juices

ADDITION probiotics to fruit juices is a strategy that many beverage developers are using to bring additional immune health benefits to their products, while maintaining an all-natural positioning. Following this healthy trend, Danisco is launching a global programme which focuses on boosting immune health in refrigerated juices with the addition of a clinical dose of Howaru Bifido.

Danisco says its ingredient has been clinically proven that it may enhance the body’s natural immune response, especially amongst children and the elderly. “Consumers are searching for natural healthy solutions for boosting immune health. With Howaru Bifido fruit juices, we can offer our customers, including people who are lactose intolerant, a healthy and appetising product,” said Peggy Steele, Global Business Director, Health & Nutrition, BioActives.

The company’s applications specialists have gained expertise in process and formula-tions, and acquired a know-how of direct inoculation of probiotics into juices. As a result Danisco has developed two exotic probiotic juice concepts, both containing an effective dose of Howaru Bifido.

“Our expertise spans formulation development and the test results have shown our capability to obtain a good survival of our probiotics in fruit juice over 40 days at 4°C”, said Marie Jane Fallourd, Beverage Group Manager at Danisco.

Auctions to continue

OCEAN Spray’s cranberry concentrate auctions are to continue as a fair and transparent trading platform. The company sold a total of 210,000 gallons of its concentrate in the most recent auction at a clearing price of US$20.50 per gallon for the first contract delivery period (six months following the auction) and US$24 per gallon for the second contract delivery period (the subsequent six months). Concentrate auctions will now run on a quarterly basis to ensure interested parties can participate at regular intervals during the year.

Michael Stamatakos, Vice-President, Agricultural Supply and Development at Ocean Spray, said: “By using the auction process, we have been able to provide for open and efficient sales of our cranberry concentrate.”

Consulting firm CRA International developed the online trading system and served as the trading manager for the auction process. Bidders were able to track availability and pricing of the concentrate, making for a transparent approach.

The next cranberry auction will take place on 28th April, 2010. Visit www.cranberryauction.info for more information. A mock auction will take place prior to the April auction to allow participants to practise before the event.

Adults need protein

A SURVEY conducted in the UK has shown that over 20% of the nation recognise that adults aged over 50 need more protein in their diet compared with those in their prime.

Sponsored by Volac, suppliers of nutritional whey protein to the food and beverage industry, the survey of 2000 adults conducted by the independent researcher ICM sought to discover people’s attitudes towards protein in the diet and protein-fortified foods, particularly in relation to the over 50s market segment.

The top four roles cited for protein in the diet of the over 50s were correctly identified as: supporting the immune system (selected by 51%), guarding against osteoporosis and bone fractures (47%), helping prevent muscle wastage (46%) and protecting lean tissues and muscles (46%).

The survey also highlighted a significant younger group of nutritionally-aware adults in their 20s and 30s who are concerned with body composition and protecting lean tissues and muscles through increasing their consumption of high quality vegetarian proteins.

Mark Neville, Head of Lifestyle Ingredients for Volac, said: “Overall, the findings of our survey suggest that there is a growing opportunity for manufacturers to educate certain consumer groups, including the over 50s,

Spotlight on stevia

THE French Society of Antioxidants is hosting a conference ‘Stevia 2010, Scientific & Industrial Perspectives’ in Paris on 6th May. Since its creation in 1998 at the Pasteur Institut in Paris, the Society has played an important role in the applications of antioxidants in different areas, concentrating on putting forward strategies for the prevention of chronic diseases such as obesity, cancer, neurodegenerative diseases, cardiovascular diseases or ageing of population.

The conference on stevia will address and discuss: recent advances and scientific research; the biological and pharmacological effects unrelated to the sweetness of stevia, and particularly of the metabolic syndrome; the outlook for possible applications in agri-food and food supplements; the regulatory aspects in France and Europe; the marketing aspect and impact on consumers.

Further a ‘round table’ discussion comprising academic and industry stakeholders will assess if there is a place for stevia in the prevention of chronic diseases; whether it will replace all sugar and artificial sweeteners; what are the prospects for formulation of industrial products and what assurance is there regarding its purity and quality.

Expansion in Russia

SYMRISE is expanding its flavour and nutrition business in Russia and the CIS region with the establishment of a fully integrated production site near Moscow. The plant will initially focus on supplying dry blends to customers in the region. Production is expected to start in the second half of 2010.

The move sees the company increasing its presence in the large Russian market, where it is an industry leader: The new site will enable Symrise to support strategic global customers by moving production closer to the region. In addition, the company intends to further increase its penetration of the local market.

“It underscores our alignment with key customers and our commitment to support them with a strong local presence. The establishment of a fully integrated facility in Russia enables us to service them faster and more directly, and it will provide an important advantage to our partners in our mutual drive for sustainable business growth,” said Heinrich Schaper, President Flavour & Nutrition for the EAME region.

About stevia

ADDITION probiotics to fruit juices is a strategy that many beverage developers are using to bring additional immune health benefits to their products, while maintaining an all-natural positioning. Following this healthy trend, Danisco is launching a global programme which focuses on boosting immune health in refrigerated juices with the addition of a clinical dose of Howaru Bifido.

Danisco says its ingredient has been clinically proven that it may enhance the body’s natural immune response, especially amongst children and the elderly. “Consumers are searching for natural healthy solutions for boosting immune health. With Howaru Bifido fruit juices, we can offer our customers, including people who are lactose intolerant, a healthy and appetising product,” said Peggy Steele, Global Business Director, Health & Nutrition, BioActives.

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Mark Neville, Head of Lifestyle Ingredients for Volac, said: “Overall, the findings of our survey suggest that there is a growing opportunity for manufacturers to educate certain consumer groups, including the over 50s, about the benefits of consuming high quality, low fat and highly digestible proteins. It has highlighted some important lifestyle issues which food and beverage manufacturers should be addressing now with their new product development programmes.”
In brief…

- BI Nutraceuticals’ Long Beach facility in California was recently awarded an ‘excellent’ rating during a food safety audit conducted by AIB International, the food industry’s leading auditing organisation. This rating is based on a third-party assessment of BI’s company policies, documentation practices and operations, as well as a thorough inspection of the physical condition of the grounds, buildings, production and storage areas. “Our excellent AIB rating demonstrates BI’s commitment to providing ingredients of the highest quality and safety to customers in the food and beverage industries,” said Walter Postelwait, the company’s Vice-President of Sales and Marketing. BI offers more than 200 GRAS ingredients that can be used in a wide-variety of food and beverage applications, and AIB’s recognition of our stringent manufacturing practices and overall operations gives customers increased confidence when they fortify their products with our ingredients.”

- An organic version of Cacti-Nea, certified by Ecocert SAS, is now available from Bio Serae. Cacti-Nea is made of Opuntia ficus-indica cactus fruit. Due to the company’s exclusive partnerships with local Mediterranean growers, the origin and traceability of these fruits is ensured. Bio Serae reports that a recent clinical study conducted on Cacti-Nea highlighted the original weight management and diuretic properties of this natural extract from prickly pear fruits, making it suitable for functional beverages applications.

- Stratum Nutrition, of St Louis, Missouri, a division of Novus International that focuses on human nutrition through specialty ingredients, has been accepted as a member of the United Natural Products Alliance (UNPA). UNPA is an association of dietary supplement and functional food companies that share a commitment to provide consumers with premium natural health products. New members in the organisation are required to go through an evaluation process and are then accepted only by the unanimous vote of all UNPA members.

- Frutarom has been selected by Frost & Sullivan as the recipient of the ‘2009 Global Weight Management Ingredients Product Line Strategy Award’. The award recognises Frutarom’s accomplishments in this market segment. With its scientifically-backed product line based on natural extracts with different modes of action, the company has shown that it is responsive to market needs and dynamics. As reported in SDI, Frutarom offers manufacturers a diverse and continuously expanding portfolio of slimming ingredients. The company has grouped several of these ingredients together in a Slimming Campaign which is designed to offer a structured choice of weight management ingredients.

Vitafoods Preview

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news@softdrinksinternational.com

Bringing colour to life

A new range of plain caramel...
Skin care
According to LycoRed Ltd of Israel, marketers of beauty drinks targeting skin health will cheer the results of a recent study on lycopene conducted by the Department of Dermatology at the Charite-University of Medicine in Berlin, Germany. Results of this study, which concentrated on the furrowed and wrinkled foreheads of 20 people aged 40 to 50 years, demonstrated that high levels of antioxidants in the skin may be correlated to lower levels of skin roughness.

Since the body does not produce its own lycopene, a diet rich in lycopene will help assure a high level in the skin. Lycopene, a powerful antioxidant, is found in the greatest quantities in tomato. While health experts promote the value of eating a tomato-rich Mediterranean diet, dietary supplementation with a lycopene-rich tomato extract is a convenient and effective means to insure that the diet is supplying ample tomato lycopene for healthy, beautiful skin. LycoRed’s Lyc-O-Mato is a key ingredient in an increasing number of cosmeceuticals.

Weight management
Health Canada’s Natural Health Products Directorate has finalised the new monograph for Conjugated Linoleic Acid (CLA). This monograph is intended to serve as a guide to the Canadian industry for the preparation of Product Licence Applications for natural health product market authorisation of CLA. Companies will now be able to communicate the weight management health benefits of CLA to Canadian consumers more effectively.

The number of Canadians that are overweight has increased over the last 25 years and an increasing number are using health products for weight management. The Canadian nutraceutical and functional food industry has over 300 companies, from small start-up companies to multinational organisations which can now develop products with CLA.

According to Lipid Nutrition, CLA market leader; CLA is the most scientifically substantiated active weight management ingredient available on the market. It has been clinically proven to reduce body fat, improve body composition and increase lean muscle mass.

Breast cancer
DHA omega-3 has been found to boost the efficacy of chemotherapy in breast cancer patients, according to a new study. Writing in the British Journal of Cancer, Bougnoux et al found that a dietary intake of 1.8g/day of algal DHA before and during chemotherapy made breast cancer cells more sensitive to anti-cancer drugs, in turn making the treatment more effective.

The study, ‘Improving Outcome of Chemotherapy of Metastatic Breast Cancer by Docosahexaenoic Acid: a Phase II Trial,’ monitored and evaluated the health of breast cancer patients at the University Hospital Bretonneau (Tours, France). Algal DHA omega-3 supplementation started seven to 10 days before chemotherapy began and continued over the five month chemotherapy treatment period. Tumour response rate, time to progression and overall survival were assessed. The authors found the most marked improvements in patients whose tumour cells had incorporated high levels of DHA.

Professor Philippe Bougnoux, the report’s lead author, commented: “This trial demonstrated DHA’s ability to chemosensitise tumours: a significant and exciting finding which could have major implications not only for breast cancer treatment, but possibly for other forms of the disease in the longer term. The efficacy of chemotherapy is dose-dependent but dose is limited due to the treatment’s side effects; specifically, its toxicity to non-tumour tissue. Consequently, making tumours more susceptible to chemotherapy without affecting healthy tissue has the potential to improve prognosis and clinical outcome. We hope the results of our study will lead to further trials to define more precisely the potential future role of DHA in breast cancer patients.”

Dr Edward Nelson, Medical Director at Martek Biosciences, which supplied the algal DHA capsules used in the study, said, “Professor Bougnoux’s trial underscores again the potentially valuable benefits of DHA omega-3, even beyond the well-established brain, eye and heart health benefits.”

ISBT Announces BevTech ‘10 Preliminary Program
The International Society of Beverage Technologists has announced a focus on sustainability and a new sweeteners seminar for BevTech ‘10

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

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

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

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

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

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

COLOn cancer is the fourth most common form of cancer and is thought to be the most preventable. A study published in the *Journal of Agricultural and Food Chemistry* has investigated the chemopreventive properties of pomegranate juice, high in polyphenols, on HT-29 colon cancer cells.

Previous studies have found that a diet high in fat, meat and fibre can influence an individual’s risk of developing colon cancer. Polyphenols may have the ability to prevent carcinogenesis through a combination of antioxidant, antiproliferative and pro-apoptotic properties. They are found in fruit, vegetables, nuts and grains. Pomegranate juice is high in polyphenols such as gallo- and ellagitannins as well as flavonoids. The majority of polyphenols found in pomegranate juice are ellagitannins, along with ellagic acid and variable amounts of gallic acid.

Kasimsetty et al. studied the effects of various ellagitannins from pomegranate juice on growth of five human cancerous cells lines and two non-cancerous cell lines. They found that the polyphenolic ellagitannins and urolithins exerted a significant inhibitory effect on the initiation and promotion stages of cancer development. Ellagitannins/urolithins were shown to slow down the growth of progressive cancers and were selective in inhibiting the proliferation of cancerous cells compared to non-cancerous cells. The test compounds were not found to be selective toward HT-29 colon cells compared to the other cancer cells.

Kasimsetty et al. state that all the tested compounds affected the cell cycle at different phases in a time-dependent manner, leading to a significant number of cells in the sub-G10 phase (cell death). Ellagitannins and urolithins were also found to cause cell death and cancer inhibition in HT-29 cells.

**EFSA update on bisphenol A**

THE European Food Safety Authority (EFSA) will invite national experts from the EU Member States to a meeting in early April to discuss its ongoing scientific work with regard to bisphenol A (BPA). At the meeting, EFSA will outline its draft opinion on BPA, which is currently being prepared by EFSA’s scientific panel on food contact materials (CEF Panel), prior to its expected adoption in May 2010. The meeting will allow Member States to contribute any relevant national work in support of the finalisation of EFSA’s opinion. Members of EFSA’s Advisory Forum have been asked to nominate national experts to take part in the meeting alongside members of the CEF Panel’s working group on BPA.

EFSA published scientific opinions on BPA in January 2007 and July 2008. In October 2009, EFSA received a further request from the European Commission to assess the relevance of a new study on possible neurodevelopmental effects of BPA and, if necessary, to update the existing Tolerable Daily Intake (TDI) accordingly.

**Daily drink of blueberry juice might stop memory loss**

AMONGST a group of 18 University of Cincinnati (UC) pensioners in their 70s with early signs of dementia, a daily drink of blueberry juice was found to sharpen recall, even when memory had started to fail. This was the finding of Robert Krinkorian from UC and colleagues from other organisations in the US and Canada, reported in the *Journal of Agricultural and Food Chemistry*.

Alzheimer’s disease (AD) accounts for 60% - 80% of cases of dementia. The prevalence of AD threatens to reach epidemic proportions in the coming decades, with projections of 16 million cases in the US by 2050. In the absence of effective therapy, preventive approaches are essential to address this public health problem. Blueberries contain polyphenolic compounds, most prominently anthocyanins, which have antioxidant and anti-inflammatory effects. In addition, anthocyanins have been associated with increased neuronal signalling in brain centres, mediating memory function as well as improved glucose disposal, benefits that would be expected to mitigate neurodegeneration.

Results indicated that wild blueberry juice supplementation for 12 weeks improved memory function in older adults with early memory decline. It is believed that this is the first human trial assessing the potential benefit of blueberry supplementation on neurocognitive function in older adults with increased risk for dementia. Although the sample size was relatively small, effect sizes were moderate to large for both the primary and secondary analyses. On balance, this initial study establishes a basis for further human research of blueberry supplementation as a preventive intervention with respect to cognitive ageing.

**Alleged mercury poisoning from Sprite in China**

TWO people have suffered from mercury poisoning after drinking Sprite, according to reports in the Chinese media. The two, a man and 13-year-old boy, became ill in separate incidents in November and January, according to the reports. Coca-Cola, manufacturer of Sprite, released a statement, quoted in *China Daily*, saying that they have ruled out mercury contamination at their Beijing plant but that the product may have been deliberately contaminated during its circulation channels. Coca-Cola has agreed to independent testing and has promised to co-operate with the investigation of Chinese police in order to determine the source of contamination as soon as possible.
Juices & Juice Drinks

Cordial award

NEW ZEALAND One judge described it as “cordial for grown-ups” while another suggested it could be used to brush over a just-baked cake. Addmore Products, based in tranquil South Canterbury, is happy that customers want to enjoy their elderflower cordial. Whether it is served with a glass of still or sparkling water, or as versatile syrup, it still delivers what owners Kate Addis and Richard Morrison describe as the elderflower’s pure and mystic scent.

Already popular; Addmore Elderflower Cordial is now in heightened demand after taking the runner-up position in the 2010 Cuisine Artisan Awards and judges were really put through their paces to select a supreme winner,” said Head Judge Fiona Smith. “Last year we were impressed by the quality of the entries – we were even more impressed this year.”

Addis and Morrison set up Addmore Products at Geraldine in 2002. The temperate winter is well suited to growing elderflowers; this is a region of plains, wild rivers and a distant backdrop of the snow-covered Southern Alps.

The champagne-coloured elderflower syrup has an aroma and taste that recall lychees and muscat grapes. And it’s not just a pretty taste – elderflower is known for its beneficial properties.

The artisan food awards are for producers of hand-made or individually-crafted products, generally on a small scale and often according to traditional practices. To qualify, businesses must have an annual turnover of less than NZ$5 million.

This was the second year of the Cuisine Artisan Awards and judges were really put through their paces to select a supreme winner,” said Head Judge Fiona Smith. “Last year we were impressed by the quality of the entries – we were even more impressed this year.”

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Addmore also offers Sparkling Elderflower – great on its own, with white wine as an aromatic spritzer, or with gin or vodka for cocktails.

Milestone

UK Launched in March last year Happy Monkey Smoothies has broken the £1 million sales barrier with sales reaching £1.3 million in December.

When Happy Monkey first hit the shelves, the children’s smoothie market was in decline but, according to Happy Monkey, its new range, supported by an aggressive sales and marketing strategy, has managed to grow the children’s smoothies category during 2009 by 9.5%.

Said the company’s Greg Boyle, “We believed that with our pricing strategy we could bring in more consumers to the market and that is exactly what we have achieved. There is a real momentum now behind the brand with a loyal base of customers. This has been built on the back of some great promotions. It is our intention to build on this during 2010.”

Happy Monkey 100% pure fruit smoothies are available in Strawberry & Banana and Orange & Mango flavours. They contain no added sugar; no sweeteners and no preservatives and each 180ml carton contains the equivalent of one portion of fruit.

The bananas used in the smoothies are from Rainforest Alliance certified farms. “As well as being healthy and nutritious, we wished to stay true to our ethical principles, so have opted to use fruit sourced from Rainforest Alliance certified farms. Our ethical sourcing policy is just another reason for consumers to buy our great tasting and fun looking smoothies,” said Boyle.

Happy Monkey has secured listings in Sainsbury’s, Tesco, Waitrose and Booths for the smoothies. The JD Weatherspoon chain is now also selling Happy Monkey Smoothies on its children’s menu.

INDIA Following the successful launch of Minute Maid Pulpy Orange, Coca-Cola has introduced Minute Maid Nimbu Fresh, a lemon juice-based drink with no added preservatives or colourants. The drink is made from fresh lemon juice concentrate, like natural, home-made ‘nimbu pani’ and has the tagline ‘Bilkul Ghar Jaisa’ (just like home). It is targeted at all age groups.

T. Krishnakumar, CEO, Hindustan Coca-Cola Beverages Pvt Ltd, said the launch would be phased. “It will be first made available to consumers across the state of Tamil Nadu. As part of the same process, over the next two months, Minute Maid Nimbu Fresh would be retailed across 35,000 outlets in the state followed by a nationwide launch later this year.”

Ricardo Fort, Vice-President, Marketing, Coca-Cola India, added, “The roll out of the latest innovation has been designed to further extend the company’s market leadership in the juice drink segment.”

Minute Maid Nimbu Fresh comes in two pack sizes – on-the-go 400 ml PET and 1 litre PET priced at Rs 15 and Rs 40 respectively. Coca-Cola in India currently enjoys market leadership in the juice drink segment with Maaza, the No 1 mango juice drink, and Minute Maid Pulpy Orange.

Send your news to
news@softdrinksinternational.com
One for the birds

UK Robinsons be Natural fruit squash from Britvic Soft Drinks has teamed up with the Royal Society for the Protection of Birds (RSPB) for a new on-pack promotion. The ‘help give a million birds a home’ campaign will offer consumers a bird house free with every special pack of Robinsons be Natural.

The pack features a promotional collar; communicating that a birdhouse will be sent out to any consumer submitting proof of purchase plus £1 p&p. A micro-site will also launch in partnership with the RSPB to support the campaign and show consumers how to create their own bird houses.

The promotion has been supported by the return of the award-winning ‘Bird-house’ advert to TV screens. Further, promotional advertorials will feature in a series of women’s titles and in-store sampling will encourage consumers to try the brand and participate in the promotion.

Targeted coupons and POS material, including branded shippers, will drive sales for retailers.

Leslie Davey, Britvic Brands Director, commented: “Robinsons is at the heart of British family life, and our campaign will help parents and children offer a helping hand to our British birdlife together. The popular TV ad, which features real trained birds, is a great reminder of giving the natural world a helping hand in our back gardens with the promotional packs and reflects the brand’s artificial free and naturally sourced positioning.”

Robinsons be Natural is made from only naturally sourced ingredients. It contains no artificial colours, preservatives, flavours or sweeteners and should remain refrigerated once opened. It is available in three flavours - Orange & Passionfruit, Apple & Strawberry and Blackcurrant & Pear.

Now in Mumbai

INDIA Following a phased introduction in the key markets of western India over the past two years, PepsiCo is now introducing its mango juice drink brand Slice to Mumbai. The company aims to cement its market leadership by tapping into the vast potential of Mumbai, one of the largest mango juice drink markets in India. Slice will be available in a variety of packs – returnable glass bottles, PET bottles and cartons.

The brand is being supported by Katrina Kaif, brand ambassador, and its ‘Aamsutra’ campaign involving television, print, radio, outdoors and on ground activity.

Homi Battivala, Director, Juice & Juice based drinks, PepsiCo India, said, “The markets of western India are very significant contributors to the mango juice drinks industry and of these, Maharashtra is the most significant. In Mumbai, the category has always been synonymous with the heritage of Slice Mangola. With the launch of Slice in Mumbai, we aim to strengthen our leadership further by catering to the varied taste needs of our consumers.”

Commenting on the campaign, Hari Krishnan, Vice-President, JWV, said: “This year marks the third year for the ‘Aamsutra’ campaign which has not only created a unique clutter breaking identity for Slice but has also successfully differentiated the brand in the mango juice category. Today ‘Aamsutra’ campaign enjoys top-of-the-mind recall amongst consumers and has become synonymous with Katrina’s association with Slice. The creative thought behind the new communication was to dial up the ‘indulgence’ quotient by highlighting the brand’s core positioning of sensorial, highly pleasure-driven experience, well associated with mangoes.”

Soft drinks and juices: new product development seminar

Tuesday 25 May 2010

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

The seminar will cover:
+ Market trends
+ Legislation - including flavours
+ Colours and sweeteners
+ Fortification
+ Packaging and the environment
+ Novel processing technologies

Venue: Campden BRI, Chipping Campden, UK
Visit www.campden.co.uk/soft-drinks-seminar.htm

or contact
Campden BRI training department
+44(0)1386 842104
email training@campden.co.uk
Energy & Sports Drinks

Natural and functional

UK After five years of botanical research, Energizer Brands has relaunched Attitude, claiming it to be the first natural functional energy beverage free from caffeine, taurine and synthetic sugars.

Company spokesman Elliott Eaton explained: “Our mission was always to create an energy drink without using caffeine. However, unable to find a reasonable substitute we launched Attitude with yerba mate extract in January 2008. Since then we have found a natural herb substitute called rhodiola rosea, to replace the caffeine from the yerba mate. The drink still contains yerba mate, but only for flavour, not for its caffeinated guarana extract.”

Rhodiola rosea is said to simultaneously sharpen the brain’s processes, rejuvenate the body’s energy stores, and fight the stresses of modern life without the drawbacks associated with caffeine. It has been used for millennia and legend tells of rhodiola’s use by the ancient Spartan warriors as they prepared for battle. The use of rhodiola has never been made into a natural, energy drink until now.

Sugar extracts from low G.I. fruits are used to naturally sweeten the drink whilst a natural energy boost comes from L-carnitine. “It’s a special vitamin found in the body. By making sure you have enough we guarantee your internal batteries always remain charged. Converting your fats into pure energy L-carnitine naturally helps you keep working for longer, without the anxiety and jitters of the caffeine burnout,” said Eaton.

Attitude is currently available in eight countries and can be found at leading European retailers. Production is completely carbon-neutral.

Superfruit energy

USA Fruitology Inc of Carson City, Nevada, producer of wholesome beverages and supplements, has launched an all-natural Energy Shot with the ingredient KonaRed coffee fruit from Sandwich Isle Trading Company. There are three flavours: Orange Caramel, Chocolate Cherry and White Chocolate Raspberry.

The coffee fruit was first identified as a superfruit when it was discovered that the bright red fruit that holds the coffee bean is packed with antioxidants that may reduce the risk of disease, cognitive decline, and maintain a healthy immune system. For centuries, Hawaiian harvesters have disposed of the sweet fruit pulp not knowing of such health benefits.

In keeping with Fruitology’s promise to deliver unique, healthy-lifestyle products, each Coffee Fruit Energy Shot is all-natural and preservative-free, with added nutritional benefits such as 100% daily allowance of vitamin C per shot.

“We are thrilled to not only be the first to bring a coffee fruit energy product to consumers, but also to offer them an all-natural alternative to the preservative-filled shots currently on the market,” said Laurie Speaks, Vice-President of Sales and Marketing for Fruitology. “With the addition of our new Coffee Fruit Energy Shots, Fruitology continues to show why our superfruit line is superior and trusted worldwide.”

On pitch activity

UK Powerade will be an official sponsor of the FIFA World Cup in June and continue its support of the English, Welsh and Irish rugby teams throughout 2010 as well as heavily promoting its partnership with Wayne Rooney and Welsh winger Shane Williams. Throughout the RBS 6 Nations and as part of the build up to the FIFA World Cup later in 2010, the integrated marketing activity will include press and digital advertising and national TV advertising.

A new TV commercial features Wayne Rooney, highlighting the role the isotonic sports drink will play as the on-pitch hydration partner for every team at this summer’s tournament.

The advertisement sees a shirtless Wayne Rooney fuelled by Powerade take on a shirtless Wayne Rooney fuelled by water, in a unique one-on-one skills and endurance duel. The two Rooneys enjoy a prolonged high intensity challenge in which only one of them can become victorious.

The 30 second commercial complements the brand’s “InnerGear” concept, following the print campaigns with Team GB athletes in summer 2008 and England and Wales rugby stars in February 2009. The essence of the concept illustrates that Powerade is sports kit for your insides - what “kit” you put into your body is as important as what you put on.

As a sponsor of the FIFA World Cup tournament Powerade will be the only drink hydrating all 736 players from 32 countries before, during and after all 64 games, from the opening game between South Africa and Mexico on 11th June, through to the final in Johannesburg on 10th July 2010.

Last month Powerade ran an on-pack promotion giving consumers the opportunity to win a training experience at either a football camp in South Africa or elite rugby camps at Twickenham and the Millennium Stadium. Consumers were able to enter a daily draw to win one of over 100 ‘money-can’t-buy’ training sessions as well as tickets to either a FIFA World Cup or International Rugby match.
Limited edition

FINLAND In a notable marketing move designed to increase sales in its youth drinks market category, Hartwall has launched ED Special F/X Light, a new energy drink being marketed as a ‘glow-in-the-dark’ beverage.

As clear and colourless as water, the limited-edition ED Special F/X Light is designed to glow under a UV light. In normal illumination, the drink has the transparency of still bottled water.

The drink’s special ‘glow’ effect is caused by quinine, one of the beverage’s main ingredients, a constituent that radiates when exposed to ultra-violet light. “The whole effect creates a really cool ambiance,” said Sini Orkola, Hartwall’s Brand Manager.

The ED Special F/X Light drink was created by Hartwall’s in-house R&D department. The drink’s exotic flavour is a mix of rambutan and baobab. The drink is sweetened with fructose and aspartame, which helps to keep its energy content down to under 8 kcal per decilitre.

“This is a drink that will pick you up and keep you alert. The product contains active ingredients familiar from other energy drinks, such as caffeine, taurine and four types of vitamin B, so it is not a product for children,” said Orkola.

The vitamin enriched ED Special F/X Light is being produced and sold in 500ml bottles, and retails at €2.20. The distribution will be through supermarkets, kiosks, and convenience stores.

In the air

ASIA Fraser & Neave’s 100PLUS isotonic drink, a big seller in its homeland of Malaysia and elsewhere in Asia, is now offered for purchase on board AirAsia flights, along with Coca-Cola.

Tan Ang Meng, F&N’s Managing Director, said the partnership was part of the company’s strategy to extend its distribution reach. “We want a wider market exposure for our products. It is also an opportunity to cross-market our products.

AirAsia is a fast-growing budget airline based in Malaysia which operates services throughout much of Asia. It has an edgy, ‘can do’ approach well aligned to the market positioning achieved by 100PLUS which has long been associated with a variety of sports and community events in Malaysia.

Tan said that F&N planned to undertake promotions with AirAsia that would be “mutually beneficial and rewarding to both parties”. He has also expressed the hope that the airline might accept more of the F&N beverage portfolio in future.

Pocket rocket

NEW ZEALAND Red Bull has won the right to keep using the words ‘pocket rocket’ to describe its Energy Shot product.

Frucor Beverages sought a High Court injunction to prevent this, saying that the big promotional campaign for its V Pocket Rocket might see consumers mistakenly believe that Red Bull’s Energy Shot was the V product because of promotional references to “blue and silver pocket rocket”. Red Bull argued that it was first to market, with an advertising campaign already in place before the V product was launched.

Justice Judith Potter declined to sanction an interim injunction, saying that “Frucor has failed to satisfy me that there is any reasonable likelihood of confusion or deception amongst the relevant public”.

Healthy listing

UK Voltz International has announced that wholesale distributor Palmer & Harvey is listing its healthy energy shot Voltz. The agreement will see Voltz delivered to Palmer & Harvey’s 3,500 direct-to-store outlets across the UK and Northern Ireland.

“Our recent deal with Card Connection means that the Voltz energy shot will be supplied to Palmer & Harvey stores and merchandised through a network of almost 100 franchisees in the UK,” confirmed Rob Arnold, CEO of Voltz. “The stock is delivered on a consignment basis which is also particularly attractive for retailers as they only pay for what they sell.”

“We had heard a lot about Voltz,” said Simon Harris, Manager of Palmer & Harvey Plus Extra. “We were impressed by the product’s strong brand and proactive marketing support, making the shot an attractive proposition for our direct-to-store outlets.”

Voltz is a UK company which exclusively distributes the Voltz energy shot to countries around the world including Portugal, Spain and Australia.
Water & Water Plus

Lighter

UK Highland Spring, the UK’s largest supplier of bottled water, is introducing a new lighter plastic bottle - claimed the lightest in the category - for its carbonated water range. The 500ml bottle weighs 21.5 grams and the 1.5 litre 38 grams, reducing the amount of plastic used for each bottle by 9%. In addition, the amount of paper used for each label has been reduced by 39%.

Highland Spring worked with Glasgow-based 999 Design to create a more contemporary and environmentally friendly bottle design, which would complement the brand’s glass range.

Paul Condron, Head of Brand Marketing for Highland Spring, said: “The sparkling bottled water market is in growth and as the market leader, we felt 2010 was the perfect time to refresh our sparkling range and give consumers something new. “The new look fits with our consumers’ aspirations of drinking sparkling water for occasions such as family dining and entertaining when they may opt for water over alcohol or other soft drinks as a healthier and more natural accompaniment to food.”

Premium distribution

USA Brandco, the Los Angeles-based beverage marketing company has acquired the distribution rights for Waierwa Artesian Water, the premium New Zealand bottled water, in the US, Mexico and the Caribbean.

Founded in 1875, Waierwa Artesian Water, drawn from an artesian aquifer in one of the purest places on earth, New Zealand’s Waierwa Valley, is the southern hemisphere’s oldest brand of bottled water, and is internationally known for its award-winning taste, health qualities, and iconic green bottle. Brandco’s initial US expansion plans for the bottled water will focus on growth of on-premise accounts in California and Hawaii, followed by a nationwide rollout during 2010 and 2011. The company plans to invest up to US$8 million to market and promote the brand during this period.

“Waierwa Artesian Water is a product that Brandco is thrilled to share with the US market,” stated CEO Philana Bouvier. “Waierwa’s industry-leading water quality, award-winning bottle and environmentally-friendly policies make the brand a perfect fit for both high-end restaurants and today’s quality and eco-conscious consumers.

Relaunched

AUSTRALIA Beverage company Juicy Isle has reintroduced Hartz Tasmanian Mineral Water, returning it to its natural origins with the reinstatement of the original branding and product line-up first launched nearly 20 years ago.

And the brand has become associated with a campaign of interest and concern to Tasmanians: saving the dwindling number of Tasmanian Devils from a deadly disease. For the next two years, the distinctive Hartz bottles will feature ‘Supporter of the Tasmanian Devil Appeal’ logos and Juicy Isle is donating substantially to the campaign.

Michael Cooper, Juicy Isle’s Managing Director says that Hartz is “produced from one of the purest water sources in the world. Water from the remote wilderness of Southwest Tasmania contains the perfect natural balance of minerals and elements and it has a distinctive, fresh taste.”

He claimed that the unspoilt wilderness and natural waterways of Tasmania was captured in every bottle of Hartz. “Our product can be on retail shelves within 48 hours of being sourced from a natural spring.”

The new Hartz Lightly Carbonated range offers mineral water infused with various natural flavours, including lemon/lime, cranberry and raspberry, orchard peach and light bitters.

The original Hartz bottle, which was French-inspired, has been reinvented by Juicy Isle in 275ml and 750ml variants. The streamlined retro design in soft-Georgian green glass fits well with the Hartz branding.

Golfing partnership

UK Scottish European Tour player Marc Warren has signed a new sponsorship deal with Highland Spring, the latest sporting ambassador to join Team Highland Spring. As part of the deal, the Highland Spring logo will feature on Marc’s golf bag as he competes around the world and Marc will drink the water as part of his regular dietary regime.

Sally Stanley, Marketing Director at Highland Spring, commented: “Marc’s considerable career achievements have positioned him at the top of his game and he will be a fantastic brand ambassador for Highland Spring. We are constantly striving to encourage youngsters to take up active sports from golf to cycling, tennis and running, Marc is an inspiring role model for young people, interested in golf or sport in general.”
Black Stars support

GHANA In the wake of the excellence performance of the national soccer team, known as the Black Stars, mineral water producer Voltic Ghana has stepped up its sponsorship support. The Black Stars came second in the 2010 Africa Cup of Nations, contested recently in Angola; the winner was Egypt. In the last Africa Cup of Nations the Black Stars were third. They have won the cup several times over the years.

Voltic is delighted with the performance of the Black Stars at a time when it has introduced a new marketing tag Voltic, Naturally. The sponsorship enjoys a high public profile in Ghana as well as good recognition elsewhere in Africa. Special Black Stars bottles of Voltic are being made available to the team as they gear up for the 2010 FIFA World Cup, for which they have again qualified. In the 2006 World Cup, the Black Stars were the only African team which made it through to Round 2. Voltic has also promised to have substantial stocks of its mineral water on hand for the team during the FIFA World Cup.

The Voltic brand is associated with Ghanaian soccer on various levels, including the development of grass-roots players. It also supports the referees’ association. And the bottler has reaffirmed its sponsorship of the Black Maidens, Ghana’s under-17 women’s team, which has qualified for the FIFA Under-17 Women’s World Cup.

Flying the flag

UK Harrogate Spa Water has unveiled a new brand identity, reinforcing its ‘Britishness’. The bottled water is being relaunched as Harrogate Spring Water with new packaging designed to emphasise the benefits of spring water whilst retaining the British provenance of the product and its spa heritage.

Paul Martin, Managing Director at parent company Water Brands Group, commented: “Harrogate Spring Water is from the original British spa town and we’re incredibly proud of that heritage, but we wanted to highlight the water’s source so our customers realise that they’re getting the full benefits of a British spring water too.

“We now feel we have come of age and grown into a truly national brand so the time is right to align ourselves with the other major players in the bottled water sector. We’re a modern, stylish and distinctive brand that sources over 98% of our packaging from within 70 miles of the source in Harrogate. This is something we’re immensely proud of, so we wanted to make more of communicating our British credentials, as we continue to keep our food miles to a minimum while simultaneously investing to keep the UK market thriving.”

The new packaging features a discreet Union Jack symbol to communicate the British nature of the product. The brand will also continue its golf sponsorship deals for both the British Women’s Open and the Alfred Dunhill Links Championship.
Coconut water

USA Naked Juice has introduced an all natural 100% pure coconut water extracted from Brazilian coconuts. As with all Naked Juice products, the coconut water contains no added sugars or preservatives and just 60 calories per pack.

With 650mg of potassium, 65mg of calcium, and 23mg of magnesium, Naked Coconut Water is aimed not only at active lifestyle enthusiasts, but also consumers wanting a refreshing boost during the day.

“We’re nuts about our new Naked Coconut Water,” said Brad Armistead, Director of Marketing, Naked juice. “Just like the fruits in all of our other juices and smoothies, we think the liquid from coconuts is perfect the way it is, bare naked! That’s why we simply capture what nature has already perfected, without adding a thing – a promise and quality people come to expect from all Naked products.”

PET range launch

UK Wenlock Spring water has introduced a range of still and sparkling waters in glass-clear plastic PET bottles to complement its award-winning glass bottles. The range is ideal for the impulse purchase sector and for those drinking on-the-go.

The design of the PET bottle reflects the brand’s close association with the wildlife and countryside of Wenlock Edge where it is drawn and bottled at source, and mirrors the award winning presentation of the premium glass range.

Wenlock Spring has recently won three awards from the British Bottlers Institute for the outstanding taste and presentation of its glass bottled water range and was selected as the ‘water of choice’ at many prestigious national catering events during 2009.

On the road

NEW ZEALAND Driving on a hot summer’s day can lead to dehydration which is not only uncomfortable for everyone in the car but could cause the driver to lose a little edge. The Good Water Project, a producer of ethical bottled water, helped overcome the problem on a summer holiday weekend by donating supplies of its bio-degradable bottles to AA patrols for passing on to motorists.

This move was in line with the Good Water Project’s strong ethical beliefs, which includes donating a percentage of every sale to help fund the environmental education programmes for young New Zealanders run by The Sir Peter Blake Trust.

“We understand the importance of quality hydration for drivers to help them stay alert and focused, especially on long drives,” said Grant Hall, the project’s founder. “It is a privilege to be working with the AA whose integrity and ethos mirrors our own values.”

Good Water is presented in a unique square bottle made from high starch vegetables, while the spring water is from a certified organic source: the Kauri Spring in Kaiwaka, in the Northland region of New Zealand.

www.softdrinksinternational.com
Teas

Traditional natural brew

SAUDI ARABIA  Introduced at the Gulfood food and drink trade fair in Dubai, Tradewinds Superpremium Iced Tea from the German manufacturer, Finesty-Getränke GmbH, is all-natural, brewed from whole black Ceylon tea leaves. It is made in the traditional way with a volume of 30,000 litres and using the world’s largest tea bag weighing around 100 kg.

As no tea concentrate is used there is a natural cloudiness to the beverage and a deposit of tea forms at the bottom of the bottle. This differentiates Tradewinds Iced Tea from most other iced teas. Natural sugars are also used. The drink contains twice as much theine as standard iced teas and thus has twice as many healthy antioxidants.

Tradewinds is not carbonated so consumers can savour the delicate flavour of the tea. With a fresh peach aroma, the iced tea is especially popular among women as an alcohol-free drink when going clubbing or dining in restaurants.

Sparkling green

USA  TeaZazz Sparkling Tea unveiled a TeaZazz NaturalZ, Sparkling Wasabi Green Tea range at this month’s Natural Products Expo West Show, held in Anaheim, California. The ready-to-drink beverages come in Paw Paw Fruit, Red Plum and Ginger Mint flavours.

“At TeaZazz we are constantly seeking out new ways to infuse delicious, unique and healthy foods into our sparkling teas,” said Tamara Saretsky, CEO of TeaZazz. “The launch of our all-natural line, TeaZazz NaturalZ, exemplifies this and gives us the opportunity to showcase one of the culinary world’s best known, but least appreciated super foods – wasabi.”

Since the 10th century, Eastern cultures and traditional herbalists have used wasabi for its remarkable health benefits. Wasabi is often paired with raw foods, such as sushi because of its antibacterial qualities. It is also known to boost the immune system, aid in the detoxification of the digestive system and liver, and help prevent tooth decay.

All three flavours are sweetened with the all-natural leaves of the stevia plant and cane sugar.
Carbonates

Fairtrade

UK The Ubuntu Trading Company has launched Ubuntu Cola, the country’s first Fairtrade cola. Made using Fairtrade sugar sourced from Malawi and Zambia, the cola comes in 330ml cans, 500ml PET and 275ml glass bottles. The company says that in blind taste tests, 76% respondents said they would purchase it in place of their normal cola.

The sugar cane farmers receive a fair price for the sugar as well as the Fairtrade premium to invest in social, economic and environmental projects. In addition, the Ubuntu Trading Company is committed to returning a minimum of 15% of its profits to further development projects for producers and their communities.

The company currently sponsors Elod, a young farmer from the Kasinthula Sugar Cane Growers’ Cooperative, by paying for his agricultural studies in Blantyre. He has also been supplied with a lap top and camera to write and illustrate a daily blog that is featured on The Ubuntu Trading website.

From this month Ubuntu is listed in Waitrose stores in the UK.

Ubuntu Director Miranda Walker explained: “With this cola we want to see Fairtrade succeed in the most iconic consumer market in the world: cola is the most popular soft drink in the world and we want to offer a top quality Fairtrade alternative. We have been delighted with the enthusiasm shown by people all over the world who have discovered the brand, love the taste and have posted their support online.”

A light touch

UK Diet Coke’s new multi-million pound brand campaign, ‘Love It Light’ began last month encouraging women to “embrace a lighter attitude to life and make them feel great.” It comprises fashion-led creatives with a new television advertisement and partnerships with ASOS.com and the publisher Bauer Media.

Promotional packs featuring hot pink leopard print design, introduced to coincide with London’s fashion week, gave consumers the opportunity to win free copies of Bauer Media’s Heat, Grazia, Closer and more! magazines via loyalty Coke Zone. Women could also win an outfit every 30 minutes from leading online fashion store ASOS.com, plus £5 off their next order of £20 or more on site (using codes on 330ml cans and 500ml bottles via Coke Zone).

This month sees a new television advertisement featuring three ‘sassy’ female puppets who encapsulate the ‘Love it Light’ spirit. They will appear on TV, digital and outdoor advertising including the iconic Coca-Cola Piccadilly sign.

their own tunes using stems from Drake’s music and remixing them with music from emerging artists around the world. The second stage of the campaign, the Sprite Spark Film Project is due to launch in April and provides people with the tools and content to edit their own 45-second animated films.

Sprite ‘Sparks’

GLOBAL The Coca-Cola Company has unveiled Sprite’s first-ever global campaign designed for teenagers to express their creativity through music and film. The idea is that innovative TV commercials, an online interactive music mixer featuring content from Grammy nominee Drake and a digital film mixer will inspire and enable teens to ‘spark’ fresh thinking and display their originality.

Worldwide, additional artists will be showcased through the campaign, including film, commercial and music video director Rik Cordero and four-time World Music Award winner, Jay Chou, in China.

“Our research shows that fresh ideas and experiences are important social currency for teens,” said Joe Tripodi, Chief Marketing and Commercial Officer, TCCC. “Whether its music, film or sport, through The Spark campaign Sprite is providing an original, interactive way for teens around the world to showcase and share their creativity with others.”

North America leads the 2010 launch which will be rolled out in Europe, Africa and Asia. “In the US we’re combining the global debut of the new Drake advertisement ‘Unleashed,’ the action of the Sprite Slam Dunk during NBA All Star 2010 and the originality of Sprite Step-Off to offer people multiple ways to experience The Spark of creativity that only Sprite can provide.” said Katie Bayne, Chief Marketing Officer, Coca-Cola North America.

The first TV commercial for The Spark, titled ’Unleashed,’ features celebrated hip hop artist Drake struggling to find inspiration in the studio while recording his hit song ‘Forever’ A behind-the-scenes video, available online, will give music fans a peek into the making of the commercial and showcase the innovative technology used to create the Drake look-a-like animatronics model for the advertisement’s special effects.

The Sprite Spark Music Project, due to launch in the US this month, is an online mixing tool that will enable people to make
600ml pack

**UK** Britvic and PepsiCo UK have launched a new range of 600ml PET bottles across their carbonates range – a first for the UK. The new bottle format will offer consumers a bigger bottle and better value for money in the current economic climate.

The new format will roll out at the beginning of April and be available across the no and low sugar variants of Britvic’s leading carbonates range, including Pepsi Max, Diet Pepsi, 7Up Free, and Tango, replacing the current 500ml no sugar and low sugar range. The new packs will encourage consumers to switch to no sugar variants thus promoting healthier lifestyles.

Britvic reports that research for the new 600ml format highlighted a massive increase in consumer purchase intent for a 600ml product, with consumers stating that they were 84% more likely to purchase the new range of 600ml bottles ahead of existing products, proving that, when it comes to the UK carbonates consumer, bigger really is better.

The 600ml size is being supported by a £5million marketing campaign that includes national TV, outdoor and digital advertising and in-store POS. Over 3 million money off coupons will be distributed throughout the key summer period.

Noel Clarke, Senior Brand Manager for Pepsi, said: “The new 600ml format will play a major role in reinvigorating the on-the-go carbonates category. Pepsi Max, Tango and 7Up already command a higher rate of sale than other similar brands in the market and consumer research shows that the move to the new larger size format will grow this further.”

The chill factor

**UK** Tango has launched a limited edition cold effect can, which uses temperature sensitive ink to reveal tongue-in-cheek jokes when the cans are chilled to perfection. The strap lines run across orange, apple and cherry can variants and include: ‘Chilled Tango Froze my Peel Off’, ‘Chilled Tango Made My Stones Shrink’ and ‘Chilled Tango Made My Pips Go Hard’. The limited edition cold effect can is being supported by a cash and carry 24 for 20 promotional deal.

Running across 20 million cans, the new design builds on the ‘too much Tango causes side effects’ platform launched in 2009. Britvic Soft Drinks reports that last year Tango’s ‘edgy’ personality attracted 600,000 new households to the brand, driving fruit carbonate cans back into growth and adding 1million litres to overall soft drink sales.

Adam Googder, Senior Brand Manager for Tango, said: “Tango’s evolving can design continues to keep the brand fresh and make sure it stands out in a very competitive category. While the Tango brand doesn’t take itself too seriously, and the straplines fit in perfectly with its personality, there is a serious message in the redesign about keeping soft drinks at the correct temperature to maximise sales.”

More happiness

**UK** Coca-Cola Great Britain (CCGB) has launched a multi-million pound campaign under the Open Happiness platform. The activity includes a return of the ‘Happiness Factory’ advertisement from 2006, on pack promotion, digital activity (competitions are running on 300ml, 500ml, and 2 litre Coca-Cola and Coke Zero packs until April) with millions of ‘Happy Prizes’) and outdoor advertising. Further, to engage a new generation of consumers, the teen targeted digital campaign will utilise Facebook and Bebo as an additional means to directing traffic to the Coke Zone site.

Cathryn Sleight, Marketing Director for CCBG, said: “This integrated activity perfectly represents the concept of Open Happiness – revolving around optimism and a bright-outlook on life. The activity celebrates happiness and provides uplift to consumers in times of global recession in a way that only Coca-Cola can do. This year we’re creating a fresh dialogue with a new audience, whilst rewarding old fans with the return of the special ‘Happiness Factory’ ad.”

Heartfelt

**USA** For the third consecutive year Diet Coke partnered with Heidi Klum and the National Heart, Lung, and Blood Institute (NHLBI) in a national awareness campaign called The Heart Truth to highlight heart health in February, American Heart Month. Diet Coke distributed special limited-edition packaging in support of the campaign. For her part, Klum returned to the runway for the Diet Coke sponsored Red Dress Collection Fashion Show during Mercedes-Benz Fashion Week in New York.

“The Heart Truth movement is near and dear to my heart, and I’m honoured once again to join Diet Coke as their ambassador for the programme,” said Klum.

The limited edition packaging depicts one person’s journey from heart health awareness to empowerment to advocacy. The Heart Truth’s Red Dress logo also appears on more than 6 billion packages of Diet Coke throughout the year.

“In the third year of our partnership with the NHLBI, we are proud that we can continue to play an important role in this educational conversation,” said William White, Brand Director, Diet Coke North America.
Traditional

Organic additions

UK Fentimans has launched a botanically brewed organic range comprising Smooth Lemonade and Cool Ginger Beer variants in 275ml servings.

The fermented botanical organic lemon drink is made with ginger and herbal extracts. The smooth nature of this beverage is achieved with the addition of organic apple juice and organic pear juice to the organic lemon juice. Cool Ginger beer is less fiery than the Fentimans Traditional Ginger Beer; offering an alternative beverage to those ginger beer drinkers who prefer a cooler taste.

Managing Director and Master Brewer, Eldon Robson, explained: “We have been developing the idea of producing a lemonade and a ginger beer drink with different flavour profiles to our Victorian Lemonade and Traditional Ginger Beer for some time now. These are two of our most popular drinks, and we wanted to be able to offer a slightly less prominent ginger character in both, without losing the three-dimensional flavour profile, and offer consumers more choice. The additional organic pear and apple juice adds an almost honey-like flavour to the lemonade and the less concentrated ginger in the ginger beer results in a cooler ginger beer.”

He added: “We happened to be able to source all organic ingredients for these two new flavours. I am enthusiastic about Fentimans moving into this market, which is not a departure from our botanically brewed range but merely an expansion. I know that the Organic Trade Board plans to grow the market by 50% in the next five years and a £1.5 million PR campaign is underway to boost sales by 15%, so I feel that we are entering the market at just the right time. Botanical brewing remains at the heart of what we do and we are simply adding two distinctive, organic flavours to the Fentimans family.”

The botanical brewing process used to make the drinks includes a fermentation period of up to seven days, with all natural, organic ingredients and no additives or preservatives.

On-the-go

UK Schweppes, is launching a new 500ml lemonade pack, the first time Britain’s leading lemonade brand has been available in a convenient ‘take me anywhere’ format. The new pack will be launched across multiples and high street retailers nationwide and will be supported by a strategic outdoor campaign, focusing on 6-sheet posters in high footfall areas. Further, a national ‘Try Me Free’ promotion will run across 10 million packs of Schweppes 2 litre lemonade.

Lemonade also joins the Schweppes ‘mixer family’ this year. For the first time it will be available in a new ‘perfect for mixing’ 1 litre format with a limited edition yellow mixing cap.

“We are excited about the launch of the new ‘take me anywhere’ and ‘perfect for mixing’ packs of Schweppes Lemonade. We know that consumers love the taste of Schweppes Lemonade to enjoy at home; now they can enjoy it when they are out and about too. Lemonade is the second biggest mixer in the UK, so it is fitting we offer it in our new mixing size of 1 litre,” said Cathryn Sleight, Marketing Director for Coca-Cola GB.

In Kenya, Schweppes Nova has been marketed innovatively, such as on taxis, and Coca-Cola East and Central Africa is taking a similarly upmarket promotional approach.

The drink meets the tastes of what marketing manager Maggie Kigozi described as trendy youths. “It is primarily targeted at young adults who constitute the bulk of enthusiasts of non-alcoholic malt-based drinks. The product’s name is derived from the Portuguese for ‘new life’.

Fruit-flavoured malt

UGANDA Following its very positive market acceptance in Kenya, Schweppes Nova has been introduced in Uganda. The fruit-flavoured malt drink is presented in 300ml returnable glass bottles, with an initial flavour choice of pineapple and orange.

AUSTRALASIA Being down to earth Queenslanders, the Bundaberg Brewed Drinks people aren’t too big on words like iconic but Bundaberg Ginger Beer – and its more recent brother, Bundaberg Diet Ginger Beer – comes close to such a description. The beverage, and its distinctive packaging, enjoys a high profile not only in Australia but also across the Tasman Sea in New Zealand.

The ginger beers, which use both ginger and sugar grown locally, are now getting an extra push in the form of a unique code draw for the chance to win “your own refreshingly different adventure”.

The winner will be able to decide what they do, as long as Bundaberg Ginger Beer can share the story. They’ll have A$20,000 to do it with.

One possibility might include a visit to Mon Repos near Bundaberg to meet Ginger, an endangered female loggerhead turtle currently sporting a state of the art satellite tracker to help determine how coastal lights affect turtle nesting and migration patterns.

John McLean, BBD’s Chief Executive, said the decision to sponsor a turtle tracker came easily after hearing about the Queensland Department of Environment and Resource Management’s ‘Cut the glow to help turtles go’. “We look forward to following Ginger’s movements through the DERM website.”
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Quest for new citrus notes

identifies opportunities for beverage producers

Zingy citrus flavours provide a versatile base for so many fruit drinks, but to stand out from the crowd beverages need to go beyond the predictable and excite the indefinable ‘wow’ factor.

Givaudan’s TasteTrek programme is designed to accomplish just that. Givaudan flavourists enjoy access to a unique research resource via the company’s strategic partnership with the University of California, Riverside (UCR). With over 1,000 different citrus varieties emanating from 30 countries, inspiration from the university’s arboretum is never in short supply. Technology also plays a strong role in enabling the translation of a specific aroma taken from the fruit as it grows in the field, to a finely-tuned flavour in a finished food or drink product.

The company’s recent research efforts at UCR, which stretch back over four years, have tackled the vast spectrum of citrus possibilities in two phases to date. As Dawn Streich, Global Product Manager, Citrus, explains: “The customer response to our TasteTrek Orange Collection in 2008 was overwhelmingly positive. It was a natural extension of the programme to investigate and then launch last November a TasteTrek Lemon and Lime Collection. For the beverage industry, this expanded ingredient palette, combined with our technology, offers our customers unique, authentic and brand differentiating flavours to help increase their market success with new citrus product launches.

New flavours increase citrus diversity

From the Lemon and Lime TasteTrek, Givaudan identified and analysed over 150 citrus fruit varietals both ‘in the field’ and in its laboratories, before choosing the most promising ones for further examination. The company then went on to introduce 10 new and unique lemon and lime flavours to its customers.

‘India lime’ with its sweetness and notes of blood orange, lemon and lime candy with hints of light kiwi, has a mild grapefruit finish. It shares some of these qualities with ‘Lo Porto’, an exotic lemon which also has a green-fruity, floral profile with hints of jasmine and candy-banana elements. ‘Femminello’ is a light, fruity, astringent lemon with a hint of sweetness and kaffirlime qualities. These are just three examples from the new collection.

Putting the customer in the driving seat

The 10 new varieties of lemon and lime can be considered a starting point for a customer who is seeking something new and different in terms of a new flavour direction. They are like orientation points rather than prescriptive profiles and the customer has the opportunity to tune up or down with the individual flavour notes until the desired ‘wow!’ factor is reached with a particular product application in mind.

Dawn Streich, Global Product Manager, Citrus.
The company’s proprietary Virtual Aroma Synthesizer (VAS) technology is used both in the field and on customers’ premises to shorten flavour development time by weeks, if not months. Using the mini-VAS, a range of flavour aromas can be swiftly adjusted and honed down to a particular flavour according to the customer’s personal specification - whether traditional or exotic or anything in between. Customers can choose to go with a predefined flavour, knowing that it has been thoroughly researched and will be well balanced, complex and ultimately true to nature, or they can look for minor adjustments and flavour variation on a particular theme.

Meeting natural flavour expectations
In the citrus flavour arena, as in other aspects of beverage formulation, there is a strong pull towards natural flavours, particularly in developed markets and also in some emerging markets. Givaudan is able to advise its customers on how to meet these requirements in full, drawing on its strong technical, market and regulatory know-how.

“Consumers are acutely aware of ingredients, label declarations, health issues, quality and cost,” concludes Dawn. “They are looking for new beverage experiences which are authentic, fresh, vibrant, sophisticated and natural and have extremely high expectations for their product choices. But, above all, they want great-tasting products relevant to their lifestyle and need for refreshment.”

Ten new and unique lemon and lime flavours broaden the palette for new product development.

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From flavours to the tailor-made product concept

Flavours open up a well-nigh endless diversity of taste to the food and beverage industry. Driven by the trend to more naturalness, extremely natural flavours are currently in great demand. Thanks to Centres of Excellence in Brazil, Germany, Poland and China, the DöhlerGroup always has exceptional access to high-quality, natural flavours and natural flavour extracts. In addition, the DöhlerGroup provides integrated solutions – from the initial product idea through to implementation.

The fine taste of a food or beverage is the key factor for a repeat purchase. This makes it all the more important to create flavours that satisfy the taste of as large a number of consumers as possible. Achieving this requires four important factors: knowledge of what the consumer wants, expertise in creating flavours, the creativity of flavourists, and the sensory analysis of flavours in the product.

By rigorously focusing on the beverage and food market, Döhler understands how flavours behave in the most varied product processes under the influence of light, temperature and pressure, and how they have to be formulated to make them work in the product. Paramount in all of this are stability and taste development.

The trend to natural flavours is indisputably one of the strongest currently exercising the beverage industry. The claim “with natural flavours” is found on packages with increasing frequency. As regards the flavours themselves, there has been one unbeaten winner in the non-alcoholic beverage-segment for years now: orange is and remains the most-used flavour worldwide. It is followed closely by apple and lemon.

At the same time, the consumer is constantly on the lookout for new and exotic flavours. The flavours from superfruits especially – açaí, pomegranate, goji and cranberry – are today literally ‘on everyone’s lips’. But flavours such as lychee or pitahaya, too, are there to satisfy the consumers’ desire to try something new. The DöhlerGroup has therefore developed a broad range of exotic flavours which, sensory studies show, are certain to meet consumers’ taste demands.

Döhler competence in citrus and apple

At the Centre of Excellence for Citrus in Limeira, Brazil, the DöhlerGroup has cutting-edge technologies at its command for the production of citrus flavours and natural flavour extracts. Thanks to the location of the plant, in the heart of the world’s largest contiguous citrus-growing region, the DöhlerGroup has excellent access to citrus fruits, which are processed into FTNF/FTNJ flavours on the spot. This represents above all a benefit for customers from the beverage industry, who can depend on the very highest quality and assured delivery.

At sites in Germany, Poland, Ukraine, Turkey and China, Döhler produces high-grade fruit juice concentrates and natural apple flavours. A new technology permits 2,500- to 15,000-fold concentration, equivalent to a 17- to 100-fold higher concentration compared with commercially available standard merchandise. The advantage for the customer lies, on the one hand, in logistics and, on the other, in consistent sensorial flavour profiles as well as the high quality and stability of the flavours.
Integrated solutions

The guiding principle “We Bring Ideas to Life” describes the perfectly integrated range of services with which the DöhlerGroup supports its customers, from product concept to realisation. This integrated approach starts with market analyses and market intelligence and extends all the way through to comprehensive R&D expertise. Döhler customers benefit from the company’s long experience in the fields of raw materials, product development and application. The modern methods of sensory and consumer science support and accelerate the development process while ensuring the optimum sensorial acceptance of new products.

The DöhlerGroup is a leading producer of fruit juice concentrates, fruit preparations, blends, compounds, ingredient systems, emulsions, flavours and colours. Natural food and beverage ingredients have long been the main focus and an integral component of this range.

Headquartered in Darmstadt, Germany, the DöhlerGroup has 18 production and further application centres and sales activities in over 130 countries. Over 2,500 dedicated employees provide our clients with fully integrated food and beverage solutions from concept to realisation.

“Leading in Integrated Food and Beverage Solutions” describes succinctly the DöhlerGroup’s holistic and strategic approach to innovation. This comprises sourcing and supply chain management, market intelligence, trend monitoring, the development of innovative products and product applications, advice on food safety and microbiology, food law, sensory & consumer science as well as bottling and packaging technology advice.

A global sourcing network with vertical integration and company-own fruit processing is the basis for assured raw material access. Efficient supply chain management stands for safety and efficiency throughout the entire added-value process. For the DöhlerGroup, quality assurance and food safety are an integral part of each individual work process. Detection media and microbiological analyses assist our customers in verifying their finished products.

The DöhlerGroup sees itself as a partner to industry that controls the entire raw material, product and service chain in the food and beverage ingredients sector – and does so while ensuring the highest level of quality and food safety.

Bringing out the best in blueberries – setting new standards

Independent flavour and fragrance specialist, Treatt plc, is offering Blueberry Treattarome™ 9840 as part of its expanding range of 100% natural, FTNF (From The Named Food) flavour ingredients. Wholly distilled from top grade, freshly cultivated berries, Blueberry Treattarome 9840 delivers a well-rounded, authentic and ripe blueberry flavour with a floral top note and a creamy, fruity finish, to many food and drink systems.

Derived from the native American fruit (Vaccinium Corymbosum), Blueberry Treattarome 9840 is produced within 10 minutes of the fruit being processed. To capture the maximum flavour and retain the freshness of the berry, Treatt uses specialised low temperature distillation technology. Blueberry Treattarome 9840 works well either as a sole flavouring or as an enhancer to existing flavour systems. For example, at 0.1%, it provides an intense blueberry character with fresh, floral and fruity top notes. At 0.01%, it adds a fruity berry character to fruit punches and other mixed drinks.

The clear appearance and water solubility of Blueberry Treattarome 9840 make it a highly versatile flavour ingredient, suitable for use in dairy products, soft drinks, fruit juices, teas and alcoholic beverages. Containing high levels of linalool, germaiol and beta ionone, the distillate is also an easy way to add a fruity flavour to tea. Importantly, Blueberry Treattarome 9840 offers manufacturers a clean label declaration.

Blueberry Treattarome 9840 complements Treatt’s rapidly expanding selection of aqueous, FTNF distillates.
Finding growth for juices and nectars

The global economic recession that dominated the headlines in 2009 caused consumers around the world to cut back on their everyday purchases in a search for greater value, impacting several food and beverage categories. Fruit/vegetable juice was no exception to this trend. Global volume sales managed a 3% increase to 64 billion litres, but this was the slowest growth rate in more than 10 years. North America and Western Europe have seen several straight years of declines, and were joined in 2009 by an 8% drop in volume sales in Eastern Europe. In addition to the recent economic headwinds, fruit juices and nectars have struggled in these markets to address consumer concerns over high sugar content and high prices compared to other soft drinks like bottled water. Stronger performances in developing markets in Asia and Latin America overcame these weaknesses in developed markets in 2009.

Different tastes for different regions
Despite the downward trend of 2009 results, fruit juice is expected to recover in 2010 as most countries emerge from recession. Total fruit/vegetable juice volume sales are predicted to grow a further 30% from 2009-2014, to reach 83 billion litres. However this improvement will not benefit all juice types equally. One of the keys for manufacturers looking to take advantage of future opportunities in juice will be to understand what appeals to consumers in different parts of the world.

A look at 2009 volume sales reveals striking differences in regional preferences. Consumers in Western Europe and North America tend to choose 100% juice, showing a willingness to pay a premium for its strong health benefits through natural antioxidant content and fortification with essential vitamins and minerals. The Asia Pacific region is the largest overall juice market, but here consumers overwhelmingly prefer juice drinks. In Eastern Europe nectars just edge out 100% juice as the most commonly purchased juice type. Fruit-flavoured drinks with no juice content are the smallest component of juice sales all over the world – except in Latin America, where they are the leading category. This is particularly true in Mexico, where inexpensive traditional flavoured drinks like jamaica (hibiscus), tamarind, and horchata are purchased through fountain sales more often than packaged fruit juice.

Barriers for juice health positioning
The differences in regional juice preferences reflect the challenge faced by juice manufacturers seeking to highlight the natural benefits of their products. In much of the developed world, consumers have responded to the inherent freshness and health advantages juices and nectars provide over carbonates and bottled water, and thus the healthiest and most expensive juice types are the most popular. But in other regions, consumers are more influenced by cost when making juice purchases. Supply is also complicated by a greater reliance on expensive imported products in vast countries like China, which also compromises the ability to offer the freshest juices.

Even as manufacturers continue to launch premium fortified juices or those offering antioxidant benefits around the world, juice drinks are actually the greatest forecasted area of volume growth, expected to add a further 12 billion litres through 2014. 100% juice is predicted to contribute only 1 billion more litres over the same period, and volumes are not expected to return to growth in North America.

Mexico, India, and China are among the top global markets for juice growth, and a closer look at these countries can provide some detail as to how manufacturers are operating differently in these regions.

In Mexico, concerns about obesity led govern-
ment authorities to sponsor a national campaign to urge the population to drink more water, avoid high calorie drinks and foods, and exercise daily for half an hour. Juice manufacturers focus on healthier juices but also have intensified efforts to launch economy-priced brands.

For example Jugos del Valle launched Del Valle Antiox, a new antioxidant version of its brand Del Valle based on cranberry and pomegranate juice, but also introduced Valle Frut Citrus Punch and Valle Frut Pulposo to compete in juice drinks. The latter two brands are typically priced 25-30% below leading 100% juices. Compared to non-cola carbonates, they are on average around 43% cheaper per litre. They can also be diluted with still water, thus serving more people. For many Mexican consumers, the product offering the greatest value will be the one most purchased, even though fruit-flavoured drinks can have more sugar than carbonates.

Brands in India such as Coca-Cola India’s Minute Maid Pulpy and Dabur’s Real emphasised their high fruit content to capitalise on consumers’ growing demand for natural alternatives.

In China, the consumer base for 100% juice consists mainly of middle-to-high-income consumers, mostly living in first-tier cities such as Shanghai, Beijing, Guangzhou and Shenzhen. The large geographical reach of the country has led to a widely fragmented market of many regional domestic juice manufacturers, and a greater desire for relatively low cost and easy to preserve juice drinks to be transported over greater distances. Orange juice concentrates are largely imported at great cost, which has led to the emergence of juice drinks and blends with fruit and milk like Wahaha smoothies, all of which use less juice inputs to emerge as the most common offerings from domestic manufacturers. International manufacturers in China have also taken this strategy to heart, even though they are able to leverage a globally recognised brand and supply chain. Unlike its global not-from-concentrate 100% juice business, Tropicana was launched in mainland China as a line of juice drinks. Tropicana offers a variety of flavours such as Melon, Mixed fruits and Orange, which has significantly strengthened its position as one of the top 10 juice drinks brands in 2009.

**Outlook positive for nectars**

One hundred percent juice and less healthier juice drinks and fruit flavoured drinks represent the two ends of the global market, with each type dominant in different areas of the world. Generally an area predisposed towards one type will not show nearly as much growth potential for the other. But in this environment, nectars have emerged as the juice type with perhaps the strongest overall global position. Volume sales of nectars ranked first or second in every region except Middle East Africa and North America, and are expected to show growth through to 2014 in every region but North America due to several advantages.

Nectars’ high juice content means they can benefit from much of the same health positioning as 100% juice even as they are priced somewhat lower. They are often ambient and thus do not rely upon the widespread presence of chilled cases to expand into second tier cities and rural areas in developing markets. Nectars also commonly make use of local flavours and blends, helping to replicate the experience of eating these fruits fresh from street vendors. This also helps them appeal to diasporic populations in other regions.

Whether it is through this kind of targeted flavour profiles but wider global potential from nectars, or through the promotion of lower priced juice drinks in key markets throughout Asia and Latin America, the key to continued success for juice manufacturers will likely not rest entirely upon their most recent strategy of offering more premium functional juices and relying upon consumers to pay for added value.

Global volume sales managed a 3% increase to 64 billion litres, but this was the slowest growth rate in more than 10 years.
Aslanoba Foods enters the Turkish juice market

a Tetra Pak case study

The Turkish juice, nectars and still drinks (JN SD) market currently represents about 1 billion litres and, with its consistent and dynamic growth, it should reach 1.3 billion litres within the next three years. A leading provider of raw fruit, Turkey is a very fragmented and competitive JNSD market, where aggressive multinationals as well as local players produce for domestic as well as foreign consumption.

In 2006 Mr Hasan Aslanoba, owner of Aslanoba Foods and founder of ERIKLI water, knew that he had to make a difference in a number of areas to successfully enter the highly competitive JN SD market and establish a secure position for JUSS, his new JN brand. To win its market-share battle and become a significant player in the category, the company decided to work with Tetra Pak and leverage the long-standing experience and global expertise that Tetra Pak has in the liquid food business.

Today Aslanoba is enjoying a 3.4% share of the Turkish JN SD market, targeted to rise to 10% by end 2010.

Business Challenge
Aslanoba Foods, founded in Turkey in the mid-1960s, is well known for its ERIKLI brand. The best-selling water brand in Turkey, this is also distributed across America, Europe, the Middle East and Africa. To address Turkish consumers’ increasing demand for healthy products, Aslanoba decided to enter the juice and nectar market with JUSS, its own brand of JN.

Aslanoba knew that it had to make an innovative and premium offering to consumers in order to successfully position its JUSS brand in an already crowded shelf. While the business required a high quality packaging solution for the new juice drink, it also needed technical expertise to ensure a successful start to the operation and ongoing support to deliver exceptional and consistent performance after installation hand-over.

Solution
Following consultations between Tetra Pak and Aslanoba, the Tetra Gemina Aseptic 1000 ml Square package was identified as the ideal pack design for JUSS.

Hasan Aslanoba said “We selected the Tetra Gemina Aseptic package because it has a premium look with great shelf impact, offers possibilities for a distinctive design and, most of all, provides important consumer benefits. In fact it is easy to pour and hold, guarantees a smooth flow and doesn’t splash out”.

Besides choosing the Tetra Gemina Aseptic 1000 Square package as his main differentiator, Aslanoba also wanted to create an exemplary green field project which would deliver a production base with competitive operational cost levels and top quality. Investing into high technology equipment and operational IT systems was the first step in the challenging trip. More critically, he decided to have Tetra Pak expertise guiding him during the start-up phase of his operation and launch in the market.

Indeed, central to the success of the project was the implementation of Tetra Pak’s Start-up Solution, a customised service offer which is designed to ensure continued equipment performance after hand-over and to prevent losses in operations and sales. As ‘one size doesn’t fit all’, Tetra

An innovative packaging solution and customised technical service are key to success, according to Tetra Pak.
Provided Aslanoba with a solution specifically tailored to meet the customer’s needs by establishing best-practice standard operating procedures, building competence through in-depth trainings as well as support and performance monitoring systems.

Training for the future
With Tetra Pak A3/Flex TGA 1000 Square and TBA/22 filling machines installed to manufacture Tetra Gemina Aseptic packages, training was critical in order to reach the defined performance targets. In fact, the customer’s success in running lines and machines safely and cost-efficiently depends largely on the competence of the personnel operating them. As aseptic production line requires strict hygiene and quality routines, the operator is a key figure in a chain of processes aimed at ensuring food safety and the desired end-product quality.

The first step taken was to enlist the Tetra Pak Technical team in Turkey. To best meet the specific situation, Tetra Pak instructors provided Aslanoba operators with tailor-made, on-site training, based on Tetra Pak’s global best practices and decades of worldwide experience. Thanks to the high and consistent quality of the training, Aslanoba operators gained the correct knowledge and skills in operation, maintenance as well as quality assurance and control right from the start.

To ensure that operators had the necessary competence to run the filling machine lines in the safest and most efficient way, operators were certified by Tetra Pak instructors, based on global assessment criteria.

Prioritising quality
With a brand promise of premium, healthy and natural products for consumers, the quality of the packed product through all phases of the process – from raw product to the finished package – is a top priority for Aslanoba. In fact, product quality issues could damage brand value, impact sales and, last but not least, violate regulations if experienced by retailers and/or consumers.

To minimise these product quality problems and their related costs, Tetra Pak specialists reviewed the entire customer operation and recommended best-practice quality routines and procedures. Personnel coaching and follow-up after installation were also performed as part of the Start-up quality offering.

Aydin Kontik, Technical Director, Aslanoba Foods, said: “Ensuring excellent product quality right from the start is paramount. Start-up quality is part of Tetra Pak’s Start-up Solution and we get guidance from the specialists right from the start.”

In order to continuously track product quality performance and guarantee the desired end-product quality, Aslanoba made use of another Tetra Pak service product – Quality Performance Analysis. Thanks to a structured approach for monitoring and analysing product quality performance, the customer gets a clear picture of where they stand in terms of product quality and can identify the areas where improvements are needed.

This helps the customer to minimise the risk that sub-standard products reach consumers and to pro-actively take actions to avoid or solve quality problems.

Business benefits
Since the implementation of Tetra Pak’s Start-up Solution and the introduction of Tetra Gemina Aseptic packaging for JUSS, the juice brand now commands a 3.4% market share and is on track to reach the target 10% market share by end 2010.

Hasan Aslanoba said: “Since 2006 we invested in a big factory where we needed to set up processes and train staff – a huge task considering that this was a new area of business for our group. However, with Tetra Pak Start-up Solution we made an exceptional market entry – good quality levels, smoothly running operations with competent and motivated staff to make all that possible.”

Bura Sükan, Key Account Manager, Tetra Pak, said: “The Start-up Solution enabled us to address the issues Aslanoba was facing when starting this green field project. We helped the customer achieve their ambitious targets during the initial go-live phase. By working closely with them, we ensured they have what it takes to keep up the good performance.”

Tetra Pak Technical Service organisation provides customers with on-the-ground, hands-on processing and packaging expertise in more than 150 countries. Every year 3 million service hours at customer sites are performed by 1,600 service engineers worldwide. More than 700 packaging machines are installed yearly.

www.tetrapak.com

“...with Tetra Pak Start-up Solution we made an exceptional market entry...”
Generating price premiums
understanding health benefits

With today’s market for ‘health’ predicted to fragment still further through 2010 and beyond and regulatory uncertainty proving a hurdle to innovation in healthy food and drink sectors, is it still possible to tap into the consumer’s love affair with all things healthy, whilst maintaining a price premium? Following recent international consumer research on Orphi ingredients, Managing Director Dominique Speleers claims it is.

As market leader in the production and marketing of functional ingredients with nutritional and technical advantages, BENEÔ is committed to continual consumer research which adds value to its customer’s marketing strategies. As part of this programme, findings from research carried out at the beginning of the global recession in the UK, France and Spain, and at the end of 2009 in the US and Germany, have shown that price premiums are still possible in the soft drinks sector if consumers understand and value the associated health benefits.

As stated at the start of 2009 by shopper insight consultant for Nielsen, Chris Jones: “Soft drinks consumers around the globe have retained their increasing focus on perceivably healthy soft drinks options in 2008, driven by a population that actively seeks out a wellbeing function in their diet. In 2009 this will be a key factor used by innovation teams throughout the world, not just in terms of product proposition but also in areas such as packaging convenience.”

According to New Nutrition Business, key trend predictions for 2009 were that if consumers could feel the benefits, and if those benefits represented value for money, then they would be brand loyal despite the economic conditions they found themselves in. Both of these trend predictions have been supported by the findings from BENEÔ’s consumer research. Not only do the results show that the wellbeing function in soft drinks has grown in importance over the past year, but that how this is communicated on pack directly impacts the price it can be sold at. The results also show that customer loyalty to a product increases despite the economic climate.

Consumer research: who, when and what?

Designed to monitor end user perceptions of premium priced functional foods and drinks, this particular programme of BENEÔ research was undertaken with 1,000 sample adults in the UK, Spain, France, the US and Germany. All age groups were represented, with a 50/50 split of men to women. A third of the sample were over the age of 55 - a group that forms an important and growing target for foods and drinks with added health benefits. The interviews included illustrations of major brands, with and without a range of added health benefits on pack, to gauge a ‘before’ and ‘after’ measurement of what consumers might be willing to purchase and pay a premium for. In addition, the data was analysed on whether the purchasers were regular, occasional or non-users of each product.

The research in Spain, France and the UK was carried out at the beginning of the global recession in the autumn of 2008 and the more recent research in autumn 2009 was carried out in the US and Germany. Interestingly, despite the prevailing economic climate, results across all five countries showed that whether regular, occasional or non-users, the majority of consumers were prepared to pay a price-premium, if they found the on-pack health claim appealing. Below are some of the details of the results that related to juices and health claims.

What on-pack claims pack the most punch?

Although there were country-specific preferences, it is no surprise that digestive health continues to have strong appeal for consumers. Ranked alongside ‘lack of energy’, ‘being overweight’ and ‘feeling stressed’ as the top four health concerns of consumers worldwide this is hardly surprising. Interestingly ‘building stronger bones’ was very popular amongst Spanish and UK consumers and ‘reinforcing natural defences’ was number one for French respondents as preferred on-pack benefitted claims. In addition, calcium absorption fea-
tured in the top four in both the US and German surveys amongst both men and women (alongside ‘protects your heart’, ‘keeps your digestive system healthy’ and ‘reinforces natural defences’).

**Price premium translation?**
The survey results from all five countries showed that even in the current economic climate, consumers have a willingness to pay more, particularly in the arena of digestive health and calcium claims, as long as they can see a real health benefit to the product. Leading brands of juices were used as illustrations in each country and additional claims were added on-pack such as ‘boosts your natural

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**Functional juices make their mark**

“The high level of innovative activity in the soft drinks sector can be attributed to an explosion in new combinations and flavours driven by indulgence and premiumisation trends as well as a shift towards functional, nutraceutical and natural products. The downturn has thrown up some new opportunities for traditional food categories, with the canned and packaged sector enjoying revitalisation.”***

Next BodyTime Prebiotic, Coca-Cola, Serbia – Next BodyTime Prebiotic is a tasty natural mixture of peach, apple, pineapple and lemon with addition of rice and natural fibres which are important for keeping healthy digestive system.

Kasfruit, PepsiCo, Spain – Kasfruit Bi Frutas drinks with Bifidus effect, are delicious and healthy refreshment drinks, made with skimmed milk and fruit juice. These drinks are not only enriched with vitamins but also with BENEO, helping to maintain a healthy intestinal flora and stimulating the good bacteria. The drink comes in three flavours.

Smart Snack Drink, Jammica,Croatia – Smart Snack is a fruity meal in a bottle, the ideal dietary supplement for those who don’t have time for regular meals and is much healthier than the usual ‘on the go’ solutions. It contains 40% fruit juice; calcium, which is necessary for the normal growth and maintenance of bones and teeth; magnesium, vitamins and BENEO (natural prebiotic fibres that have a positive effect on the digestive system and calcium absorption).

Orange and Carrot Fruit Drink, Bayla, Germany – This calorie-reduced fruit drink from Bayla is not only refreshment for the whole family, but offers a real benefit for health at the same time – thanks to the prebiotic fibre BENEO.

Smart Bean Juice Smoothie, Malaysia – This is a combination of real fruit juice blended with soya and milk. For added benefit, it contains BENEO which helps stimulate the growth of bifidobacteria. These good bacteria help to maintain a healthy digestive system. Smart Bean Juice Smoothie is a delicious and nutritious beverage suitable for children of all ages. There are three different flavours: original, orange and mango.


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**Benefits Ingredients**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>UK</th>
<th>Spain</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>Builds stronger bones</td>
<td>8.01</td>
<td>8.20</td>
<td>7.71</td>
</tr>
<tr>
<td>Calcium</td>
<td>7.61</td>
<td>7.87</td>
<td>6.59</td>
</tr>
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<td>Boosts the friendly bacteria digestive system</td>
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<td>7.69</td>
<td>7.24</td>
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<tr>
<td>Prebiotic</td>
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<td>6.18</td>
<td>4.47</td>
</tr>
<tr>
<td>Lowers cholesterol</td>
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<tr>
<td>Plant stanols</td>
<td>4.70</td>
<td>6.10</td>
<td>5.28</td>
</tr>
</tbody>
</table>


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One of the major brand juices was shown with a ‘pure squeezed juice’ message on one pack alongside a ‘with vitamin C and inulin, a natural ingredient that boosts your natural defences’ on the other pack. Interestingly 73% of the respondents were more likely to buy the product with the health messaging and only 27% the one that had ‘pure squeezed juice’ on-pack. Although this is encouraging, does it translate to an ability to charge more for the product? The survey results have shown that if the right claim is targeted at the right country-specific audience, then consumers are more than willing to pay a price premium for the additional health benefit. For the example illustrated here, over half of those questioned, no matter whether they were a regular, occasional or non-user were prepared to pay significantly more for the new messaging product.

Secret to success in 2010 and beyond

As was quoted in the New Nutrition Business trends and success factors report: “Failure to see a product or ingredient through the eyes of the consumer is one of the most common causes of failure”. As BENEO’s research has demonstrated, there is price premium potential in the juices sector, but the messaging needs to be on target with the consumer for this to translate into sales. A heart health claim scored well with consumers of fruit juices in the United Kingdom, but increased immunity was the big hitter for on-pack messaging of juices in the US. The idea of ‘boosting calcium absorption’ had the potential to differentiate the brand of fruit juice from the many ‘added calcium’ propositions already on the market across all the countries, but held stronger appeal for older respondents or those with families, than those without.

It is clear that although nutrient-orientated juices have the potential to drive sales in 2010 and beyond, unfortunately, there is no ‘one size fits all’. This is why consumer research such as BENEO’s, that can show what appeals, to whom, and where, will become increasingly valuable as the health sector continues to fragment.

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**A name is just a name?**

Maintaining or improving health has become more important to over two-thirds of European consumers in recent years. Accordingly, consumers are trying to make more informed choices by paying greater attention to specific ingredients. This partly explains why nutritional labelling has emerged as such an important topic in food and beverage marketing*.

But there is mounting evidence that people are more interested in the benefits that finished products offer, rather than in the names of the ingredients. From the BENEO consumer research, here is the appeal of some ingredients and benefits as rated by consumers in the UK, Spain and France on a 10 point scale. (A score of 10 is very appealing).

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For further information, email: info@BENEO-Group.com www.BENEO-Group.com
Clean it up
three ways with water

As water costs rise the treatment and recycling of site water for use in other processes is becoming more financially advantageous. As a leading water process company, Puresep offers several state-of-the-art technologies. For the purpose of this article, three complementary technologies will be looked at: Ultraviolet irradiation (UV), PureSec electrochlorination and PureChlor chlorine dioxide. All of these have recently been installed at food and beverage sites across the UK.

Ultra-violet irradiation
UV is primarily employed as a disinfection process that inactivates waterborne pathogens without using chemicals, where UV light changes the DNA and protein structure of viruses and bacteria and stops them from reproducing.

Advantages of UV disinfection include:
- Effective for all types of microorganisms
- Low capital, operating and maintenance costs
- Compact and easy to install
- Efficacy is independent of pH
- No impact to the aesthetic water quality
- Safe and environmentally friendly

A Puresep Water UV system was recently installed at a soft drinks production factory, as a final sterilisation process. Upstream of the UV, the town’s water is treated with a chlorine sterilant, to a prescribed residual with contact time. To prevent water or final product tainting, a PureFlow carbon adsorption process removes free residual chlorine. Post UV, final filters offer cryptosporidium protection before supply to product make up. A PureFlow reverse osmosis system treats the product make up water, to supply low mineral content water for isotonic beverage production, with a point of use UV steriliser on the treated water storage tank outlet.

PureSec electrochlorination systems generate onsite chlorine solution. Brine is converted to produce 1% chlorine solution by electrolysis, salt and power are the raw materials for the process. The solution is safe to store and stable for long periods with no loss of activity. Multiple points of use can be applied from a common storage tank, with dosing control feedback via specific ion residual sensors.

Electrochlorination
Over recent years the PureSec electrochlorination system has gained favour, due to the elimination of transportation, handling and storage of chlorine gas or other disinfection chemicals. This results in a safe, reliable and economic method of disinfection. The full range of PureSec systems are PLC controlled and have the flexibility to be configured to site specific process control requirements. They are well suited to the treatment of product water, drinking water, cooling water, as well as other industrial applications.

Puresep recently installed a PureSec electrochlorination system at Britvic Soft Drinks replacing a chlorine gas system. The electrochlorinator produces 36kg per day of chlorine supplying a buffer storage vessel with level control for make up. The point of use dosing system is a duty/standby pump arrangement with feedback control for chemical injection and an auto pump changeover facility.

Kevin Cunningham, Engineering Support Team Leader at Britvic Soft Drinks says “We chose the PureSec electrochlorination system due to its high level of safety and efficiency, and the specialised knowledge of the Puresep engineers”

Finally, PureChlor chlorine dioxide is where chlorine dioxide is produced through the tightly controlled mixing of Puregen base reagents. Chlorine dioxide is a powerful disinfectant making it an effective and fast acting killer, by breaking down cell walls and attacking bio film leaving no resistant strains. It is well suited to a range of water treatment applications at low concentration, including CIP, feed water, product water and water re-use. The PureChlor systems are PLC controlled with full safety features and multiple points of use. Benefits include:
- Fast acting killer unaffected by the pH range it operates in
- Hugely efficient low chemical usage ensuring a safer environment for everyone
- Zero harmful chlorinated by-products
- Easy future expansion
- Single reagent storage area
Chlorine dioxide

A PureChlor chlorine dioxide system has been installed at Universal Beverages, where the system feeds five points of use; these applications are de-aerated liquor, softened town’s water, two CIP lines and post carbon filtered water.

Chris Newall Operations director, UBL, says, “The PureChlor chlorine dioxide system is very efficient for our needs and the fact that we can use one system with numerous points of use makes it operationally beneficial and cost effective”.

There are numerous options to efficiently and effectively treat water; the fundamental issue is to understand which option best suits the plant in question, the application and the financial viability. Puresep provide onsite consultancy services to review and assist companies with their water treatment needs, ensuring process, financial and legislative requirements are fulfilled.

All of these systems have recently been installed at food and beverage sites across the UK.

www.puresep.com
Effective microbial disinfection in the processing of beverages and bottled water is essential. A non-chemical disinfection method which is gaining increasing acceptance is ultraviolet (UV) disinfection. UV kills all known spoilage microorganisms, including bacteria, viruses, yeasts and moulds (and their spores). It is a low maintenance, environmentally friendly technology which eliminates the need for chemical treatment while ensuring high levels of disinfection.

**How UV disinfection works**

UV is the part of the electromagnetic spectrum between visible light and X-rays. The specific portion of the UV spectrum between 185-400nm (known as UV-C) has a strong germicidal effect. At these wavelengths UV kills microorganisms by penetrating their cell membranes and damaging the DNA, making them unable to reproduce, thus effectively killing them. Virtually any liquid can be effectively treated with UV, including raw mains water, filtered process water, viscous sugar syrups, beverages and effluent.

There are no microorganisms known to be resistant to UV – these include pathogenic bacteria such as listeria and cryptosporidium (and its spores, which are resistant to chlorination).

There are two main types of UV technology based on the type of UV lamps used: low pressure and medium pressure. Low pressure lamps have a monochromatic UV output (limited to a single wavelength at 254nm), whereas medium pressure lamps have a polychromatic UV output (with an output between 185 and 400nm).

**Benefits of UV Disinfection**

UV disinfection has many advantages over alternative methods. Unlike chemical treatment, UV does not introduce toxins or residues into process water and does not alter the chemical composition, taste, odour or pH of the fluid being disinfected.

UV treatment can be used for primary water disinfection or as a back-up for other water purification methods such as carbon filtration, reverse osmosis or pasteurisation. As UV has no residual effect, the best position for a treatment system is immediately prior to the point of use. This ensures incoming microbiological contaminants are destroyed and there is a minimal chance of post-treatment contamination.

**Bromates and bottled water – UV as an alternative to ozonation**

Hanovia has been working with most of China’s leading bottled water producers, including Nongfu Spring Co Ltd, to supply them with UV systems for their production plants. This is a significant development in the bottled water industry – particularly in China – because until recently virtually all bottled water in that country was disinfected using ozone.

The decision by Chinese bottled water producers to opt for UV was driven by a number of reasons, not least of which are concerns about ozonation by-products such as bromate. Bromide ions occur naturally in many spring waters and pose no problem on their own. However, the presence of ozone in the water can cause the conversion of bromide into bromate – a compound classified by the Health Organization (WHO) as a carcinogen. The WHO recommends a maximum limit of bromate in mineral water be set at 0.01mg/l (10ppb).

In July 2008 the Chinese General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) recommended in a revised draft national standard for drinking water and mineral water that a maximum limit for bromate in bottled water be in line the WHO guidelines. This new limit has been in force since October 2009.

**Case study – Angel Springs Limited**

Angel Springs Limited, situated near London in the United Kingdom, bottles natural spring water for use in water coolers. The company replaced its ozone water disinfection unit with a Hanovia UV
system several years ago, mainly due to concerns about bromate. Even though bromide ion levels in the source water are not particularly high, the company decided to go for the safer option and use UV instead.

Angel Springs’ water originates from a natural spring on the site. After filtration to remove physical particles it passes through the UV chamber and is then bottled. There is no further water treatment and no chemical treatment.

Other UV applications in beverage and bottled water production:

**Municipal and natural spring water**
Although municipal water supplies should be free from harmful microorganisms, this should not be assumed. In addition, water from natural springs could also be contaminated. Any water used as an ingredient in beverage products or for bottling can therefore be a source of contamination. UV disinfects this water without chemicals or pasteurisation.

**Sugar syrups and sweeteners**
Sugar syrups and sucrose-based sweeteners can be a breeding ground for microorganisms. Although syrups with very high sugar contents do not support microbial growth, any dormant spores may become active after the syrup has been diluted. Treating syrups, sweeteners and dilution water with UV prior to use will ensure any dormant microorganisms are destroyed.

**CIP (clean-in-place) rinse water**
It is essential that the CIP final rinse water used to flush out foreign matter and disinfecting solutions is microbiologically safe. Fully automated UV disinfection systems can be integrated with CIP rinse cycles to ensure final rinse water does not reintroduce microbiological contaminants.

**Filtered water disinfection**
Stored reverse osmosis (RO) and granular activated carbon (GAC) filtrate is often used to filter process water, but can be a breeding ground for bacteria. UV is an effective way of disinfecting both stored RO and GAC filtered water and has been used in the process industries for many years.

**Dechlorination**
GAC filters have traditionally been used to remove free chlorine from feed water supplies before treatment through RO membranes. However, the major drawback with GAC filters is that, with time, the carbon material becomes a breeding ground for bacteria and begins to elute harmful microorganisms into the process water. It is now becoming more acceptable to use UV to destroy the chlorine – not only are UV dechlorination systems more hygienic, they also occupy a smaller footprint than GAC filters and require much reduced capital and operating costs.

**Waste water and process water**
Effluent from beverage and bottling facilities can be treated with UV, avoiding the need for environmentally damaging chemicals and ensuring all discharges meet with local environmental regulations. Process water can also be treated with UV and re-used, resulting in a significant reduction in the amount of waste water produced.

**Conclusion**
Meeting the rigorous hygiene standards required in the production of beverages and bottled water products can be challenging. For manufacturers seeking to guarantee the quality of their end product, UV is an economic, environmentally friendly option. It is already widely used in high purity applications like pharmaceutical processing and microchip manufacturing, where water of the highest quality is required.

UV disinfection systems are easy to install, with minimum disruption to the plant. They need very little maintenance, the only requirement being replacement of the UV lamps every 12 months or so, depending on use. This is a simple operation that takes only a few minutes and can be carried out by general maintenance staff.
Whenever the spotlight falls on the Middle East and North Africa (MENA), the potential to soft drinks operators bursts out. Here is a part of the world that enjoys thirst generating temperatures experienced by people who generally shun alcohol for religious and cultural reasons; yet volumes remain modest. The need is definitely in place but many consumers are far from affluent and soft drinks often remain a luxury.

**Packaged water**

Not surprisingly, demand for water is strong in this part of the world and the packaged water market has grown dramatically over the past 10 years. Between 2000 and 2009 the water market has expanded by a very respectable 90%. In per capita terms, however, the regional average is only marginally more than the global average, suggesting that, with the hot climate and an improving but still poor water infrastructure, there remains lots of slack for operators to exploit. This is reflected in forecasts from Canadean’s Global Soft Drinks Reports, which anticipate per capita growing in MENA from around 23.5 litres in 2009 to as much as 28.5 litres in 2014. Per capita does vary sharply within the marketplace, from just seven litres in Egypt to as much 145 litres in The United Arab Emirates. Drinkers in the UAE are actually the third-ranked water drinkers in the world. In the UAE there is a perception that water from the desalination plants is not good to drink and this has driven much of the packaged demand; other drivers have included strong population growth, significant marketing activities by leading brands and new entrants. Various indigenous bottled water brands, such as market leader Masafi, are seen by consumers as mineral water rather than simply purified water and have fared well as a result.

The reliance on water for the basic thirst quenching role is borne out by the fact that almost all water (99%) consumed is still water; generally, sparkling waters are restricted to expats and to tourists. Price is also an important issue and there is a considerable bias towards the lower cost table waters with more than three out of every four litres sold being a table water.

**CSD’s**

The carbonated soft drink market could also still be considered as underdeveloped; consumption per capita is vaguely in line with the global average of 31 litres. Many parts of MENA are politically sensitive areas and the category’s associations with America have proven to be a handicap. It probably contributed to the ban imposed in schools in some countries and manifests itself in a relatively low cola share - lemon & lime is notably popular in this part of the world. Canadean remains upbeat about the prospects for carbonates, predicting per capita in the region to jump to 38 litres (six litres above the global average) by 2014.

Domestic production of carbonates is increasing to meet the rising demand but the proportion of canned products still highlights the reliance on imported products. The production currently present is mainly glass but this is changing and PET lines are being installed. PET is expected to overtake glass in the next five to 10 years. The single serve bias illustrates the significance of...
on-the-go consumption in a hot climate; people often need instant refreshment. It also illustrates the limited presence of domestic fridges in many areas.

**Juices and nectars**

With so much freshly squeezed ‘street juice’ present, the levels of juice and nectar volumes are actually quite high; again the per capita is very similar to the global average. Per capita levels do however vary sharply from drinkers in United Arab Emirates, who drink 30 litres per person, to the Egyptians and Tunisians who consume between two and three litres. Generally, the Middle East & North Africa is more important in terms of the production of juices than their consumption.

Packaged juices and nectars have enjoyed stunning growth in recent years and while this is set to slow, the whole market is anticipated to rise from 2.2 billion litres in 2009 to nearly 2.8 billion litres in 2014. Of the two segments, nectars have a stronger presence; something that is related to the price sensitive nature of the market and to the fact that many consumers do not differentiate between the two. In terms of flavours, orange is the leading flavour segment but most sales come from the ‘other fruit’ segment - mango has a big following in some markets.

**Powders**

Fruit powders are also sometimes drunk as a cheaper alternative to juice and nectars, and the market is consequently quite well developed in certain countries. Powders have attracted a sizeable following in Kuwait, but overall fruit powders are quite reliant on the Saudi market, which is the most significant of the main markets, accounting for around one in every five ready-to-drink litres. The regional market for fruit powders and squashes however remains small and makes up little more than a billion litres, which equates to less than 3% of the global sales.

**Still drinks**

Still drinks in MENA have gained a considerable following in some markets and account for nearly one in 10 litres of soft drink sales in the region. Average per capita is behind the global average of six litres a year but consumers in Oman and the UAE drink more than 20 litres each while Saudi’s and Kuwaiti’s enjoy around 18 litres each. The level of demand in these markets highlights the opportunities in other markets in the region.

**Growth potential**

Other categories like iced teas, sports and energy drinks are present and are growing rapidly but they are often too expensive to be relevant to many drinkers in these parts of the world and remain niche as a result. Their size is a testament to how immature the soft drinks category is in the region. Ironically iced teas are probably the form of refreshment that are most compatible with the scorching temperatures we associate with the Middle East yet sales register just 12 million litres; that’s less than 0.1 litres per capita. The energy drink category is also tiny but these drinks have shown there is an audience for some of these stimulants. The same may not be said for sports drinks where the absence of any real ‘fitness’ and sporting culture does not bode well for the category.

In time these ‘niche’ categories will attract more of a presence in this part of the world, but for the moment it seems that operators are focusing on building up the more traditional soft drink categories. It is these categories that will make up the bulk of the future soft drink expansion which Canadean’s Global Soft Drinks Reports forecast to be in excess of 30% between 2009 and 2014. In that time soft drink per capita will rise from 70 to 84 litres.

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

Consumer and eco focus for billion dollar market

The US $22 billion beverage packaging market is experiencing a period of increasing innovation in design, materials and efficiency intended to meet cost and environmental concerns while enticing splintering consumer groups. This is, according to ‘Beverage Packaging Market Assessment – A Benchmark Study,’ conducted by Proactive Worldwide Inc, on behalf of PMMI, the packaging and processing supply chain association.

“Single-serve containers are particularly strong market drivers. Consumers are seeking ‘grab and go’ convenience at retail, and they’re increasingly looking to packaging for portion control – even with beverages,” noted Charles D. Yuska, President and CEO of PMMI, which produces the Pack Expo trade shows. “Sustainability is also a market driver as consumers expect brands to play a role in helping the environment.”

Top beverage packaging trends PMMI expects to impact the market include:
- Eye-catching single serve-packaging.
- Cost-effective ‘green’ packaging, driven by manufacturers’ cost and environmental concerns.
- Plastics as ‘the material of choice’ because of rapid innovations likely leading to lighter, more eco-friendly packaging.
- New packaging machinery that is flexible and supports the latest container technologies.
- Rapid growth for pouch containers as manufacturing technologies bring costs and speeds of pouch beverage production in line with high-speed glass bottle production.
- Minimising secondary packaging to cut costs and reduce overall carbon footprints.

“There are many changes occurring in the primary packaging of beverage products, which means that companies are also looking closely at their production operations and making sure they have the latest processing and packaging machinery they need to deliver these new formats to the market,” added Yuska. “At the end of the day, it’s all about innovation. Companies can’t expect to operate the way they used to if they want to continue to attract consumer buyers, and flexible packaging will lead the way.”

Plastics dominate

According to the report, the US beverage primary packaging market is dominated by plastics, with 40% of consumer goods companies using a variety of formats to attract consumers. Other materials used are aluminium (35%), glass (18%) and paper (5%).

Pouches expected to show greatest growth.

Today’s most popular primary packaging format for beverages is the bottle, which the report puts at 55% of the marketplace.

Researchers predict market growth will exceed $28 billion by 2020, with plastics and bottles driving innovations and sales in that time. Said Yuska: “The research we conducted clearly shows that plastic bottles will be the primary areas of focus for consumer goods companies looking to increase sales and gain brand awareness.”

Beverage manufacturers can expect plastics to drive a vast majority of incremental beverage container sales through 2020. Respondents to PMMI’s survey spoke of plastic as the medium in which green, eco-friendly/bio-degradable packaging technologies will flourish. Additionally, innovation efforts with plastics are expected to continue focusing on improved break resistance, light weighting and features that reduce spilling.

Coca-Cola’s new ‘eco’ PET plant bottle.

Pouch growth

Pouches are expected to show the greatest percentage growth between 2010 and 2020, increasing as much as 105.9%, from $545 million to $1.378,000,000. New processing and packaging equipment has made pouches cost-effective for high volume operations, as companies can now run pouches as fast as other packaging formats.

Environmentally, pouches require much less landfill space than plastic bottles and some pouches are completely biodegradable. In addition, when compared to glass bottles, pouches require a small fraction of the space and shipping infrastructure.

Within the aluminium, glass and paper container markets, respondents see much

Eska’s new award-winning aluminium bottle from the Exal Corporation.
Global project on sustainability enters pilot phase

AN assembly of The Consumer Goods Forum’s (The Forum) Global Packaging Project (GPP) met in Toronto, Canada in January to establish a common industry language for packaging and sustainability and to outline final terms for the launch of pilot projects.

“Sustainability is a shared responsibility,” said Roger Zellner, GPP Co-Chair and Director; Sustainability, Research, Development and Quality of Kraft Foods. “By creating a common language and identifying shared global industry metrics this initiative will enable manufacturers and retailers to work together to develop packaging solutions that help achieve agreed sustainability goals.”

“The Global Packaging Project started because retailers and manufacturers wanted a consistent approach to packaging of consumer goods,” said Sonia Raja, GPP Co-Chair and Head of Packaging, Tesco. “We need to find a common way of measuring environmental and sustainability improvements on packaging that can be used across the world.”

Collectively there was recognition that inconsistent measures between different players in the packaged goods supply chain intended to improve packaging’s contribution to sustainable development risked leading to unnecessary complexity, and added cost.

The next phase of the project is to validate its output; the principles for packaging and sustainability and a set of agreed indicators and metrics, within real business situations. Pilots will take place over a six-month testing stage. The Forum is targeting approval of the final report and deliverables in November 2010.

The definitions and principles adopted by the GPP reflect the guidelines on packaging and sustainability produced by ECR Europe and EUROPEN, the European Organisation for Packaging and the Environment. The metrics to be tested are adapted from those developed and recently released by the US Sustainable Packaging Coalition (SPC).

In brief...


- Florida-based New England Machinery’s (NEM) Director of Sales and Marketing, Marge Bonura, has created a new packaging blog to promote communication in the packaging machinery industry. It offers topics of interest including trade shows (should we spend the money to exhibit or not), sustainability in packaging machinery and how social media will affect the packaging machinery industry. Visitors are encouraged to write and share their thoughts with other readers. Bonura explained: “We want to make this a place where anyone in the packaging machinery industry (whether manufacturer or end-user, company president or production line worker) can have a forum to voice their opinion on topics of interest.” http://packagingindustryblog.blogspot.com.

- Grief Packaging, of Elaware, Ohio, has developed a new bisphenol-A (BPA)-free, FDA compliant copolyester water bottle for the home/office delivery market. The bottles come in standard 3 and 5 gallon round and handled sizes. Independent laboratory testing using the Comprehensive Bottled Water or ‘50 State Compliance’ Tests has demonstrated that all parameters are below the maximum contaminant level.

- Rick Volker, Grief Sales and Marketing Manager-Water Bottles, said: “Our customers told us they wanted a BPA-free alternative to the polycarbonate water bottle that looked good and would meet the industry’s standards. We started a development programme evaluating many resins until we hit upon copolyester. Copolyester bottles match the transparent and glossy look of polycarbonate bottles and drop tests confirm that they meet the requirements set within the industry.”

Amcor’s new brand

COINCIDING with the acquisition of the Alcan Packaging assets, Amcor has launched a new global brand to symbolise the creation of a new company and the beginning of a new era for Amcor.

The company says its ethos will centre on the five core values (safety, integrity, teamwork, social responsibility and innovation) and the five pillars of sustainability (environment, community, workplace, marketplace

and economy).

Amcor’s Managing Director and CEO, Ken MacKenzie, said: “The brandmark and other symbols of our new identity reflect a new and progressive organisation of people dedicated to innovation and committed to sustainability. With more than 300 sites across 43 countries, A strong, unified brand across all of our operations and geographies is an important part of our future. As we grow and create industry leading benchmarks in packaging, our brand will represent and support our messages, relationships and reputation.”

The new brand will be rolled out progressively over the coming months.

Labeller performance

THE Italian labeler Sacmi reports that it has successfully tested two Opera 200 Roll Fed 18T S1/E1 labelling machines at the Coca-Cola Edmonton UK plant. Opera 200 Roll Fed is an automatic labelling machine for both cylindrical and shaped containers made by PET, glass or metal. It is also able to apply both partial or rolling labels made by different materials.

The system claims a number of advantages. The labelling station is equipped with two self-contained coil supports, with a film tension control system and an automatic rectification system to ensure an upright position. A motor positioned on the film’s driving roller rectifies the feed speed. The first labelling group has no pliers. The film is transferred from the roll to the bottle by an ‘empty’ technology. At the Coca-Cola Edmonton Plant two labelling machines have been installed to label 2litre PET bottles using a roll plastic film label at a production speed of 40,000 bottles per hour.

Eco plastic

CASEY Container Corp has acquired the licensing rights to incorporate EcoPure biodegradable additive into the manufacture of plastic containers for use in the beverage industry amongst others.

Using the new FDA-approved EcoPure technology, the company says it will produce custom plastic container products that utilise standard polymers such as PET for strength, shelf-life, appearance and longevity, but have the added advantage of being 100% biodegradable in both compost and landfill environments, where the material is consumed by microbial activity in two to five years.

These containers will also be 100% recyclable and can therefore be mixed into the standard PET recycling stream. Other types of biodegradable bottles, such as Oxo-degradable or PLA (corn based) plastics, cannot be recycled with traditional plastics.
Coke’s ‘green’ Olympics

COCA-Cola staff at last month’s Vancouver Winter Olympics wore uniforms made of recycled bottles, part of a number of initiatives to create Coca-Cola’s first ever zero waste, carbon-neutral sponsorship of the Games.

Zero waste was achieved through the use of sustainable packaging and by ensuring 100% collection of all PET containers used throughout Olympic venues. More than 800 Coca-Cola concentrate barrels were reused as recycling bins throughout the Olympic venues. Carbon neutrality was achieved by HFC free coolers and a fleet of hybrid carts and delivery vehicles to reduce greenhouse gas emissions, with all emissions offset. Further Coca-Cola used wood salvaged from the pine-beetle epidemic in British Columbia to produce café furniture for the athletes’ village.

The Coca-Cola Company says it is committed to taking the same ‘green’ approach in London in 2012. Plans are underway to minimise waste and water use and to cut carbon emissions. The company is particularly focused on building on work already underway to drive recycling levels up in the UK. In partnership with WRAP, Coca-Cola is establishing 80 Recycle Zones by 2011, making it easier for consumers to recycle when they are out and about.

£100million boost

SUPERMARKET retailer Tesco is to spend over £100million with UK green technology companies. The news was announced at the official opening of the world’s first zero carbon supermarket in Ramsey, Cambridgeshire. The store was built with sustainable wood, LED lighting and a combined heat and power plant powered with renewable fuel. The store has no net carbon footprint and exports back any extra electricity generated to the national grid.

Terry Leahy, Tesco Chief Executive, said: “The challenge of climate change can only be faced by collective action. We want to cut our own carbon footprint and help suppliers and customers do the same. We’ll be a zero carbon business by 2050 but only by working with our suppliers and others across the industry.”

“I’m proud to be opening the world’s first zero carbon supermarket and I believe it’s no coincidence that it has opened here in the UK where many of the innovations which make its construction and operation possible were designed and manufactured.”

Business Secretary Lord Mandelson said: “The opening of the world’s first zero carbon supermarket here in the UK is massively exciting and Tesco’s are to be congratulated on this groundbreaking move. Tesco’s commitment to spend £100m with UK green technology companies will give a real boost to our low carbon sectors. This demonstrates a step change in how to approach environmental challenges, integrating low carbon building, resource efficiency and even the potential to put energy back into the grid. This zero carbon store is inspirational and is an excellent example of how business can respond to consumer demand for low carbon goods and services.”

Many of the suppliers that initially started working with Tesco in the UK are now providing advice on green technology in Tesco businesses across the world. Products include electric car charging points, CO2 refrigeration and combined heat and power plants that generate green electricity.

Increase recycling of plastics waste

THE European Plastics Recyclers (EuPR) trade association has published a strategy paper entitled:

‘How to Increase Plastics Recycling’

The Paper offers an analysis of the plastics industry profile, paying special attention to plastics recycling and provides an overview of the current post-consumer plastics recovery operation, underlining the benefits of mechanical recycling. Within it EuPR recommends 10 basic actions to increase the recycling of post-consumer plastics waste:

• Close monitoring of the national collection systems and better harmonisation of the different European collection systems.
• Stop the use of unsustainable technologies (bioplastics and Oxo-degradables) for plastics. Collection systems should create separate streams for these new materials.
• Specific mechanical recycling targets for plastics in the Waste Framework Directive.
• Limit the export of plastics waste to secure supply for European recyclers.
• Favourable fiscal system for the European recycling industry.
• Effective solution offered to plastics recyclers to comply with REACH. All stakeholders should support recyclers in creating REACH-compliant Safety Data Sheets.
• Elimination of discriminating legislation or standards prohibiting the use of recyclates.
• Substantial increase of green public procurement and a mandatory minimum recycled content for eco-labels.
• Economic instruments to promote recyclates similar to the inclusion of the waste and recycling sectors into the ETS; and
• Reinforced communication and cooperation with the whole value chain.

The European plastics waste generation nearly reached 25 million tonnes in 2008. Even though 51% of this amount has been recovered EuPR says more effort is needed in order to fully use the potential inherent in plastics waste.

The full publication can be downloaded at: http://www.plasticsrecyclers.eu/uploads/media/eu/pr/How%20Increase%20Recycling%20%20EUPR_Ho_w_to_Increase_Plastics_Recycling_FINAL_lo w.pdf

For bottled waters

COATED paper manufacturer, NewPage Corporation, headquartered in Miamisburg, Ohio, has launched EcoPoint Plus, a new high-performance bottle label paper featuring 10% post-consumer waste (PCW) recycled fibre.

“We designed EcoPoint Plus to meet the growing demand for recycled fibre content label papers in bottled water applications, and to deliver the quality and performance our customers have come to expect from the NewPage family of beverage label papers,” said Ed Buehler, General Manager for Specialty Papers. “In addition, the availability of tri-certification reflects our commitment to sustainability and demonstrates our intent to remain a forerunner in specialty paper innovation.”

EcoPoint Plus is third-party chain-of-custody certified to the Forest Stewardship Council, the Sustainable Forestry Initiative and the Programme for the Endorsement of Forest Certification schemes.
Kirin pledges to boost CSR

ASIAN soft drink bottler and brewer Kirin Group has outlined plans to further strengthen its corporate social responsibility programme this year. A statement from the group notes that “we are striving to incorporate the development of a sustainable society into our business operations”.

This will include further work on becoming a low-carbon corporate operator.

Kirin explains that it is “reducing our use of water and other resources, reducing energy consumption at factories by converting machinery to alternative fuels, and targeting a 35% reduction in CO₂ emissions from manufacturing, distribution and office activities by 2015 compared to 1990.”

“We are also developing products that have a lower environmental burden. Across the procurement to consumption value chain of the entire group, both in Japan and in our international operations, we aim to halve total CO₂ emissions by 2050 compared to 1990 levels.”

The recycling ‘Can Film Festival’

EVERY Can Counts is working with the UK’s National Union of Students to improve recycling on university campuses. The away-from-home recycling programme for drinks cans will be promoted as part of the ‘Degrees Cooler’ programme which is funded by the Greener Living Fund and sponsored by Defra. The Degrees Cooler programme aims to measurably increase the pro-environmental behaviour of staff and students across 20 universities in England.

The first drinks can recycling campaign took place in February to coincide with Go Green Week (8th to 12th February) which encouraged students all over the country to take action to help save the planet. Every Can Counts hosted the ‘Can Film Festival’ at eight of the Degrees Cooler universities. Students were able to see a film free of charge simply by bringing along their empty drinks cans on the night.

Rick Hindley of Every Can Counts said: “Of the 8 billion drink cans sold in the UK each year, around half still end up in landfill. We can still dramatically improve on these figures if we focus on recycling outside of the home. Degrees Cooler offers us a fantastic opportunity to expand Every Can Counts and engage with a very important audience. By engaging with students through events like the Can Film Festival, we can help them understand exactly how they’re helping to make a difference simply by dropping their cans into the right bins.”

Eco commitment strengthened

Fiji Water is joining 1% for the Planet, a global alliance of more than 1,100 companies who pledge 1% of their annual sales directly to non-profit organisations focused on sustainability. “Becoming a member of 1% for the Planet underscores our deep commitment to sustainability and to preserving our unique Fiji environment,” said John Cochran, President of Fiji Water.

“The organisation provides us with a transparent and verifiable gold standard for our corporate philanthropy efforts, and we hope to become a recognised leader and a powerful force for change among others in the global beverage industry.”

Fiji Water, natural artesian water bottled at the source in Viti Levu (Fiji islands), is a leading premium bottled water in the US and is sold worldwide. It is the only major bottled water brand to make its entire carbon footprint transparent on its website and was the first privately owned company to report its carbon emissions to the UK-based Carbon Disclosure Project Supply Chain Leadership Collaboration.

The company has also joined forces with the people of Fiji and Conservation International to spearhead a major reforestation project in Fiji. The Nakauvadra Forest Carbon Project is Fiji’s first community-owned forest carbon project and is intended to restore degraded grasslands and abandoned sugar cane farms by replacing them with a mix of native species, fruit and spice trees, and timber such as mahogany and teak. Fiji Water is investing at least US$3 million in the forest restoration projects.

The company is also working to preserve and protect the Sovi Basin, the largest remaining lowland rainforest in the South Pacific, the home of some 3,300 unique and often endangered species. Partnering again with Conservation International, Fiji Water has pledged US$5 million to support this extensive conservation work and endow a trust fund that protects in perpetuity more than 50,000 acres of pristine rainforest.

Through a partnership with the Rotary Pacific Water for Life Foundation, Fiji Water has also committed to providing technical support and funding necessary to provide the delivery of safe and clean water to 100 Fiji communities each year. To date, the company has supported projects in 13 of Fiji’s 14 provinces and helped to deliver clean water to more than 30,000 people in need.

New environment focus

THE German Langerwehe-based packaging film manufacturer alesco has increased its commitment to environmentally friendly packaging film products and solutions with the founding of a new subsidiary, alesco green packaging GmbH.

Managing Director of the new company, Philipp Depiereux, explained: “At alesco green packaging we can concentrate on an issue that will help secure the environment for future generations: sustainability. In 2009, alesco already laid the foundations for sustainable packaging film solutions with its development of even thinner films made of polyethylene, biofilms made of renewable raw materials and printing with water-based paints. We now wish to build upon these developments with the establishment of alesco green packaging.”

As well as the new products, there will also be a focus on carbon-neutral offerings and environmentally friendly production processes.

Container deposit battle continues

AUSTRALIA’s debate about the merits or otherwise of imposing a container deposit system (CDS) for soft drink and other beverage packaging continues to attract opposing statements, played out to the full in the country’s consumer media.

Ian Kiernan, a former sportsman and high profile ‘character’ who heads the Clean Up Australia campaign, claimed that the CDS operational in South Australia had led to less litter in that state. This claim was called into question by one of the most passionate voices opposing CDS, that of Kate Carnell, Chief Executive of the Australian Food and Grocery Council. She pointed to statistics showing that Victoria had a significantly lower number of litter items per 1,000 square metres.

Praising the Victorian Government’s holistic approach of education, infrastructure and enforcement, Carnell noted that the state has “good public place recycling programmes which provide bins and clear signage at venues where people consume a lot of packaging. Good behaviour is encouraged and, if caught doing the wrong thing and littering, people are fined – it’s that simple.”

We can still dramatically improve on these figures if we focus on recycling outside of the home. Degrees Cooler offers us a fantastic opportunity to expand Every Can Counts and engage with a very important audience. By engaging with students through events like the Can Film Festival, we can help them understand exactly how they’re helping to make a difference simply by dropping their cans into the right bins.”
Human Resources

APPOINTMENTS

Fresh RM has appointed Chris McCuin as Event Director of IFE, the UK’s largest food and drink trade event. The next IFE takes place from 13th to 16th March 2011 at ExCeL, London.

The Supervisory Board at Weener Plastik AG, designer and manufacturer of plastic packaging, has appointed Johann Meinders as the new Chairman of the Board of Directors. Walter Steiner, the previous Chairman of the Supervisory Board, is retiring and is succeeded by Johann Schröder, who has been working for the company for almost 25 years.

Frutarom Ltd, the global flavours and specialty ingredients company, has appointed Salvatore Gargano as General Manager of its Health Business Unit. The appointment is part of Frutarom’s strategy to strengthen its position in the healthy products market.

Richard Hollingsworth has taken up the position of Managing Director of the International Food Information Service (IFIS), a leading scientific publisher of food science and materials sciences company headquartered in the Netherlands, has made the following management changes: Mauricio Adade, currently President, Human Nutrition & Health (HNH) of DSM Nutritional Products, has been appointed Chief Marketing Officer effective 1st May 2010; and Rick Greubel, presently Group Vice-President and International President Tyson Foods Inc, will succeed Mauricio Adade as President HNH of DSM Nutritional Products effective 1st May 2010.

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Richard Hollingsworth has taken up the position of Managing Director of The International Food Information Service (IFIS), a leading scientific publisher of food science and related information. Based in Reading, UK, IFIS is an independent, not for profit organisation.

TradeCoolersDirect.com (TCD), a division of the UK-based cooler company, Water Coolers Direct (WCD), has expanded its team with the appointment of Nigel Elwick and Andy Burns, in sales and technical roles respectively.

OmniActive Health Technologies of Short Hills, New Jersey has announced that Rick Kaiser has joined the company as Director of Sales, responsible for securing new accounts, managing sales activities including lead generation and trade show activity and marketing the company’s proprietary weight management and eye health ingredients.

PMMI, the trade association whose member companies manufacture packaging, processing and related converting machinery, commercially available packaging machinery components, containers and materials in the US and Canada, has promoted Katie Bergmann to Vice-President of Administration; and Maria Ferrante to Vice-President of Education & Workforce Development.

Leading UK-based glass manufacturer, Beatson Clark, has announced the appointment of Tony McLoughlin to the position of Managing Director.

Swisslog, the global supplier of logistics solutions for the food and beverage industry, has appointed Ian Channing as Head of its UK Customer Support department.

Barry-Wehmiller Companies Inc has appointed Simon Lagoe as Managing Director for the company’s UK operations, which includes six manufacturing facilities operated by five Barry-Wehmiller business units. He will continue his role as Managing Director of the Nottingham, UK, operation of HayssenSandiacre, a Barry-Wehmiller company specialising in vertical and horizontal form, fill, and seal technology and services.

EUROPEN, The European Organisation for Packaging and Environment, has appointed Virginia Janssens as EU Affairs Manager, responsible for the monitoring and reporting of all EU legislation and policy developments on packaging and the environment, liaison with officials of the various EU institutions, other packaging value chain stakeholders and EUROPEN members.

The US Institute of Packaging Professionals (IoPP) has elected Mary Slaga as Vice-President-chapters. She will serve a two-year term, responsible for maintaining ongoing communication between the IoPP board and the institute’s chapters. Ms Slaga is a packaging consultant in TricorBraun’s Chicago office.

Sonoco of Hartsville, South Carolina, a leading global packaging company, has announced that Robert Puechl, Vice-President and General Manager, Global Plastics, and James Harrell, Vice-President and General Manager, North America Industrial Carriers division, have been elected Corporate Officers.

PepsiCo Beverages Australia and New Zealand has appointed Kim McConnie as Marketing Director. She has moved from her position as Marketing Director for the drinks company’s food division for North Asia, the Philippines and Pakistan.

Kemin Health L.C. of Des Moines, Iowa, has announced the promotion of Jeff Flora to President, responsible for overseeing the global operations of Kemin Health. The company develops, manufactures and markets specialty ingredients with healthful benefits for the dietary supplement and functional food and beverage markets.

Skills and training

THE National Skills Academy for Food and Drink Manufacturing will have its biggest ever presence at the top industry event at Birmingham’s NEC on 21st to 24th March, taking part in three shows. The dedicated team will be attending on all four days to give talks on skills and training and offer advice to employers face-to-face.

The Academy, which provides training to the food and drink industry to boost employee skills and drive up productivity through a network of providers, will host stands at Foodex, the Baking Industry Exhibition and the Food and Drink Logistics Show.

National Skills Academy Executive Director, Justine Fosh, will speak at several briefing theatres along with representatives from network champions. He said, “We are delighted to have such a big presence at this year’s Foodex exhibition. It offers the Academy a great opportunity to speak with people employed at all levels and across many sectors of the food and drink industry. We can learn more about their needs and they can find out more about us. The National Skills Academy exists to connect employees with the right training.”
# Events Diary

## March

**2nd – 5th**  
**Foodex Japan**  
Makuhari Messe  
Tokyo  
Japan  
www2.jma.or.jp/foodex/en/

**9th – 11th**  
**China Drinktec/Sino Pack**  
China Import Export Fair Complex  
Guangzhou  
China  
www.2456.com

**18th – 20th**  
**Propak Vietnam**  
Siagon Exhibition & Convention Center  
Ho Chi Minh City  
Vietnam  
www.propakvietnam.com

**21st – 24th**  
**Foodex**  
NEC  
Birmingham  
UK  
www.foodex.co.uk

**22nd – 28th**  
**Intervitis Interfructa**  
Stuttgart Messe  
Stuttgart  
Germany  
www.intervitis-interfructa.de

**30th – 31st**  
**MDD Expo**  
Paris Expo Porte Versaille  
Paris  
France  
www.mdd-expo.com

## April

**26th – 28th**  
**BevTech**  
Renaissance Glendale Resort & Spa  
Glendale  
Arizona  
USA  
www.bevtech.org

## May

**18th – 25th**  
**Vitafoods + Finished Products Expo**  
Geneva Palexpo  
Geneva  
Switzerland  
www.cvitafoods.eu.com

**25th**  
**Soft Drinks and Juices: NPD Seminar**  
Campden BRI  
Chipping Campden  
UK  
www.campden.co.uk

**25th – 26th**  
**FiCIE – Food Ingredients Central and Eastern Europe**  
Warsaw International Expocentre  
Warsaw  
Poland  
www.ficee.ingredientsnetwork.com

**25th – 26th**  
**The Beverage Forum**  
Grand Hyatt  
New York  
USA  
www.beverageforum.com

**25th – 27th**  
**Total Processing & Packaging**  
NEC  
Birmingham  
UK  
www.totalexhibition.com

## June

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

## July

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

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

## September

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

**14th – 16th**  
**TecnoBebida**  
Transamerica Expo Center  
Sao Paulo  
Brazil  
www.tecnobebida.com.br

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

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events@softdrinksinternational.com
100 Years Ago
From the Mineral Water Trade Journal of
March 1910

Sunday freedom of sale for our waters
Sir Charles Dilke has so distinctive a place in our Parliamentary life – the calm	unfevered balance of his mind is so gen-
terally recognised – that his attitude
towards our trade must inspire a deep-
ered regret. Sir Charles is not a man of
inerradicable prejudices – his brain is of
the reflective type. Yet this attitude of his
rather suggests prejudice. Why otherwise
should he insist in his Shops Bill on a dif-
ferentiation of treatment for our trade
which is in the nature of a penalty? In his
exemptive schedule, Sir Charles suggests
no restrictions on the Sunday sale of
tobacco, pipes, matches, and smokers’
necessaries; he suggests no restrictions on
the Sunday sale of fruit (other than pre-
served fruit); he would impose no restric-
tions, other than those already existing,
on the Sunday sale of intoxicating
liquors. They could, under the measure,
be purchased openly and freely, and con-
sumed wherever the purchaser chose.
With us it is different – our beverages
must be consumed on the premises upon
which they were purchased. What, good
Sir Charles, can there be pernicious in
our wares if consumed outside the place
of sale that should render the vendor and
the drinker a malefactor in the eyes of the
law? Why is it that a man might carry
unmolested and unchastised his dinner-
beer, or even his whisky, from the public
house to his home, but that if he attempt-
ed to carry a bottle of ginger-beer from
the unlicensed premises where he had pur-
chased it he might bring himself within
the toils of the policeman? Why should
the consumption of an orange be a virtue,
but the drinking of orangeade, or of any
other beverage made from fruit essences,
be an offence?

The temperature of the factory
When the representatives of the South
Dorset Mineral Water company appeared
before the Weymouth magistrates,
charged with a breach of the Factory and
Workshop Act, Mr A. Wolfe, his Majesty’s
Inspector, complained that when he visit-
ed the factory he found the temperature
at thirty-seven degrees Fahrenheit. A fine
of 5s, and costs was imposed.

Non-alcoholic cider
Dr Collingridge, Medical Officer of
Health for the City of London, in his
monthly report, mentions that it was
found recently that a City firm were
advertising as “non-alcoholic cider” a
beverage which did not appear to be gen-
uine cider. Samples were obtained, and
they proved to contain 2.6 per cent of
denatured spirit and 2.09 grammes per c.c.
of cane sugar. The liquid, therefore, was not
only not “non-alcoholic”, but was not
cider, and the sellers had their attention
drawn to their position under the Sale of
Food and Drugs Act.

Our beverages in Canada
Thus a correspondent of The Daily Mail:
It may seem one of the vagaries of trade
that British soda water and Belfast ginger-
ales, bulky and troublesome articles to
export, are on sale almost everywhere in
Canada. The Belfast houses have won so
high a position here that the Canadians
are now beginning to stock Belfast ginger-
ale made in Canada itself. On more than
one occasion I had this served to me, an
obviously unfair trading on the reputation
made by the fine drinks of the Irish city.

50 Years Ago
From the Soft Drinks Trade Journal of
March 1960

All-time record output in 1959
The output of soft drinks in the UK
during 1959 shattered all previous records.
In terms of ready-to-drink gallonage, the
total reached was 423 million gallons,
nearly 80 million gallons higher than the
previous record output of 1957.

Compared with the figures for 1958,
last year’s total of nearly 228 million gal-
lons of unconcentrated soft drinks was
17.5% up, the total of 39 million gallons
of concentrated drinks represented a gain
of no less than 41.5% while the overall
ready-to-drink gallonage was 27.5% up
on 1958.

The phenomenal growth in the output
of concentrated soft drinks during the
past 10 years is illustrated by these fig-
ures: from 1949 to 1959 their output has
risen by some 172%, while unconcentrat-
ed soft drinks have during the same peri-
od gone up by just over 50%.

Pepsi’s new headquarters
In New York last month Lynda Lee Moad,
‘Miss America of 1960’, pressed a button
and flooded with light an entire sky-
scraper. She was inaugurating the new
headquarters of the Pepsi-Cola organisa-
tion. The ceremony was part of a conven-
tion attended by more than 2,000 Pepsi
bottlers from all parts of the United States.

The new building with
its 11 floors of air-condi-
tioned glass and aluminium
offices is New York’s most
modern working block and
cost £2,700,000.

The president of the com-
pany, Mr Herbert L. Barnet,
says that the new structure
is “a reflection of the wide-
spread advances that Pepsi-
Cola has made on the world
business scene since 1950.”

Since then, gross volume
sales have quadrupled and
earnings have bounded
nearly 10 times. Pepsi-
Cola’s case sales since 1950
have increased more than
182%, a rate of growth
more than four times
greater than that of the
American soft drink indus-
try as a whole. Although
final figures are not yet
available, it is expected that
gross sales for 1959 will top
£50 million, a company
record.

The building has more
than 100,000 ft of floor
space, plus 20,000 square
feet of glass. There is every possible inno-
vation for staff comfort including air con-
ditioning.
Reusable boxes tracked

BOXES at a Glance, a web-based plastic box retailer, has teamed up with Tracoda Systems, an R.F.I.D. System suppliers, to provide a simple R.F.I.D. solutions to offer a truck & trucce service for the range of reusable plastic boxes supplied by BOXES at a Glance.

Harry Fairbank, Director of BOXES at a Glance, is excited about this new alliance as it can provide an internet based R.F.I.D. solution for returnable boxes, which now means any supplier or customer can trace their reusable plastic boxes from any location day or night. With an ever increasing demand for tracking returnable boxes, ‘BOXES at a Glance’ provide the complete solution, whether you require 1 box or 10,000 boxes.

Multi-gas detector

GAS detection specialist Crowcon has expanded the capabilities of its highly successful Tetra3 (T3) personal multi-gas detector with three more toxic gas sensors: ozone, sulphur dioxide and ammonia. This complements the existing sensor range which includes flammable gases, oxygen, hydrogen sulphide and carbon monoxide. Applications include beverage production, water and wastewater treatment facilities.

With a top-mount display and the capacity to detect up to four gases at once, the T3 is designed for use in demanding environments, including confined space work. It features intuitive, single button operation, essential for users with gloved hands. The T3 gives rapid and effective warning of a hazard with a powerful 95 dBA audible alarm, an external bright red/blue LED visual warning, and by vibrating.

Perfect bottle drying

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

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

Eco-friendly disposal

THE new Eco-Box service from ELGA Process Water is a recycling and disposal service for all laboratory water system consumables and small hazardous waste. Eco-Box complies with the latest legislation for disposal of hazardous waste, and helps laboratories to reduce their impact on the environment by minimizing the volume of waste that is sent to landfill.

Eco-Box is a secure, durable plastic storage container for laboratory water system consumables and small quantities of hazardous waste. Once filled, the Eco-Box is collected (collections are undertaken nationwide on a scheduled or call-off basis) and the contents recycled or reused wherever possible. ELGA Process Water will complete all the necessary paperwork to satisfy care and safety legislative requirements.
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