

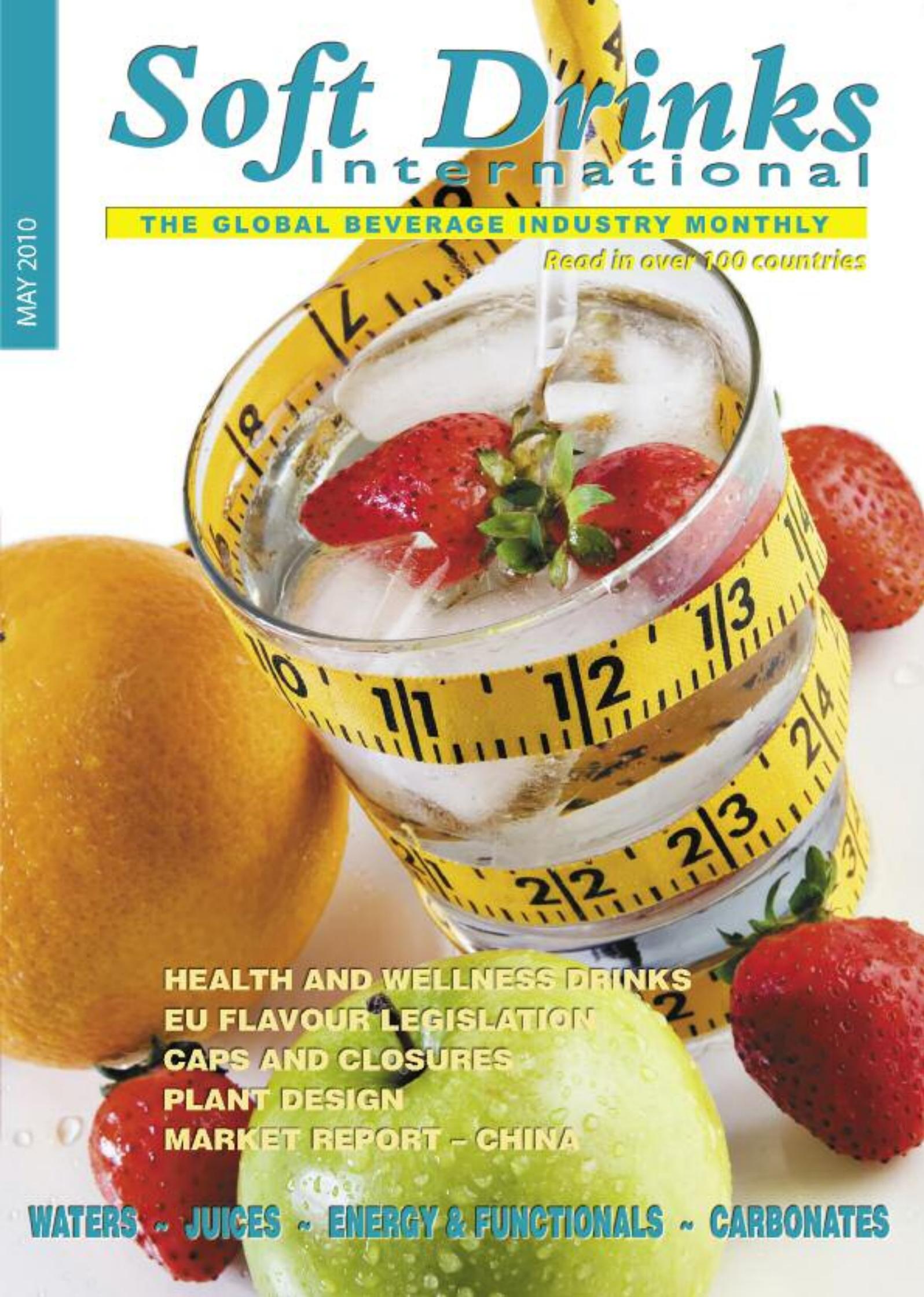
Soft Drinks

International

THE GLOBAL BEVERAGE INDUSTRY MONTHLY

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MAY 2010



HEALTH AND WELLNESS DRINKS
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Soft Drinks International

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

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Self regulation can work

As this May issue reaches readers' desks HRH Queen Elizabeth II will have delivered, or be about to deliver, the Queen's Speech setting out the policies of her new British government. It goes without saying that the UK drinks industry, with its significant workforce and successful manufacturing operations, will be looking for all the economic support it can get as the recovery grows, but what it does not need is bureaucratic interference. Recent events have demonstrated that the industry - and not just in the UK - is perfectly capable of self-regulating on a number of key issues.

In the US the American Beverage Association has spearheaded a highly successful campaign to remove full calorie soft drinks from the nation's schools. Adopting School Beverage Guidelines, the ABA reports that there has been a 88% decrease in total calories contained in all beverages shipped to schools and a 95% reduction in shipments of full-calorie soft drinks to schools.

ABA boasts it has "successfully changed the beverage landscape in schools across the country." The School Beverage Guidelines provide for a range of lower-calorie, nutritious, smaller-portion beverage options. As a result, the beverage mix in schools continues to shift to waters, portion-controlled sports drinks, diet drinks and 100% juices.

Meanwhile in Europe, UNESDA has been proactive when, in our digital age, it comes to responsible marketing to children under the age of 12. Building on its already established self-regulatory measures for marketing to children, in February this year the European association issued guidelines for all digital marketing communications media purchasing as well as all brand and corporate sites.

UNESDA states: "While we believe the digital space can be a wonderful way to communicate, share and learn, UNESDA members commit not to market products targeting children through the internet and other forms of digital marketing communications."

And now, last month the British Soft Drink Association (BSDA) has responded to concerns over the promotion of high caffeine content (energy) drinks to children and others by publishing a code of practice which requires that all drinks with a high caffeine content carry the additional labelling statement: "Not suitable for children, pregnant women and persons sensitive to caffeine". In addition, such drinks may not be promoted or marketed to persons aged under 16.

There are important legislative issues regarding obesity, nutrition, labelling, marketing and the environment; governments worldwide can be assured that, when it comes to soft drinks, self-regulation can and does work.

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

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Late Bulletin

● **Dr Pepper Snapple Group** has raised its profits guidance for 2010, despite reporting a decline in profits and sales in the first quarter of the year. The firm reported net sales at US\$1.25billion for the three months to the end of March, narrowly down on sales of \$1.26billion in the same period of 2009. Volume sales fell by 3% as rises for Snapple, Mott's and Hawaiian Punch were offset by mid single-digit declines in carbonated soft drinks. The group also reported net profits at \$89million, compared to \$132million in the first quarter of last year.

● **Nestlé Waters North America's** six regional spring water brands are to sponsor the National Parks Conservation Association (NPCA) in the US. The partnership will include Nestlé's Arrowhead, Deer Park, Ice Mountain, Ozarka, Poland Spring and Zephyrhills brands. Nestlé said it will work with the NPCA to support the protection of the country's national parks for present and future generations. Nestlé Waters will also offer a Facebook Cause promotion, which will directly benefit NPCA.

● **The Coca-Cola Co** has launched a 2010 FIFA World Cup competition to invite consumers to contribute to "the longest-ever online goal celebration". The digital campaign invites fans to film and upload their own goal celebrations to www.YouTube.com/Coca-Cola or <http://celebrations.coca-cola.com>. Submitted clips will be edited into a continuous 'loop' to create a "non-stop celebration" that will air on the website throughout the year.

● **Coca-Cola Hellenic Bottling Company** saw its profits soar in the first quarter, boosted by cost cutting measures and its restructuring last year. For the three months ended 2nd April, the Greek bottler earned €25.4million (US\$33.7million) compared to €1.9million in the prior year. Revenue remained flat at €1.37billion, while operating profit increased 20% to reach €43.4million.

● **The American Beverage Association** (ABA) has elected the president of Pepsi-Cola North America Beverages to its board. Tom Bene will assume the Vice Chair position vacated by Hugh Johnston, Executive Vice-President of global operations for PepsiCo. In addition, the firm has elected five further members to its board of directors.

● **The Coca-Cola Co** said it plans to build two plants in China this year as part of its three-year investment in the country. Speaking at the opening of the 2010 World Exposition in Shanghai, Chairman and CEO Muhtar Kent reaffirmed the company's long-term commitment to China. "We have two new bottling plants scheduled to open in 2010," Kent told attendees. "The two new Coca-Cola bottling plants in China will open in Inner Mongolia and in the Guangdong province later in 2010." The firm opened an innovation centre and three production plants in China last year.

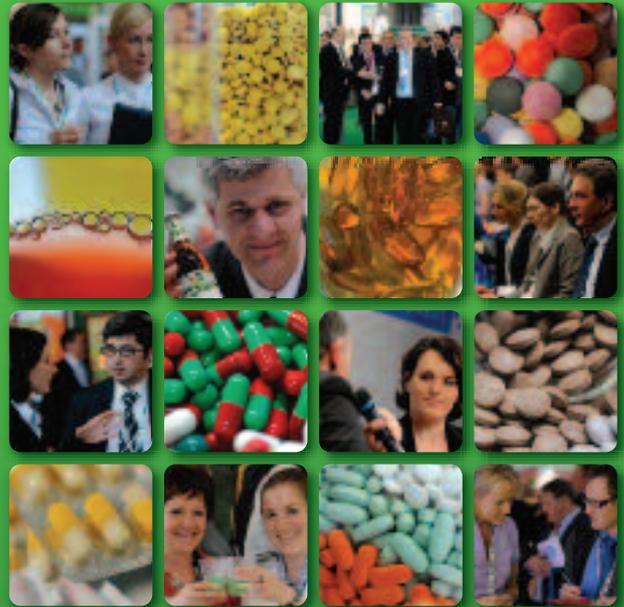
● Thailand's Pepsi bottler, **Serm Suk**, is to invest heavily in production capabilities over the next three years. This will include a new plant as well as the expansion and upgrading of existing facilities. The announcement came only days after Strategic Beverages (Thailand) indicated that it was aiming to acquire a controlling interest in the long-established bottler. Strategic is a joint venture between **PepsiCo** and two senior executives of **Pepsi-Cola (Thai) Trading**. The latter company, a PepsiCo subsidiary, already holds nearly 25% of the Serm Suk shares and another PepsiCo subsidiary has a 16.6% stake.

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More of innocent for Coca-Cola

SMOOTHIE maker innocent has agreed a deal with Coca-Cola to buy the shares of innocent's two original start-up investors, who want to retire. In addition, each of the founders of innocent will relinquish a minority of their own shares, but retain the majority of them.

The founders say they will continue to lead the business as before, pursuing their mission of getting healthy, natural food and drinks to as many people in as many places as possible – as well as pushing hard for better social and environmental standards across the business and donating 10% of profits to charity.

The agreement is subject to approval by the competent merger control authorities.

Richard Reed, co-founder of innocent, said: "This deal is good news for all parties - it allows our original investors to retire and realise the value they helped create, Coca-Cola gets to increase its investment in the business and we strengthen our relationship with a partner that can help our international expansion. Importantly for us, the founders, we keep the majority of our shares and will continue to run the business with full operational control.

"We have worked with Coca-Cola for over a year now and the relationship is going well. They are a great partner to sup-



port our mission of getting our natural, healthy food to as many people in as many places as possible."

James Quincey, Coca-Cola's Business Unit President for Northwest Europe and the Nordics, added: "We are excited to invest further in innocent's future. We have long admired their brand and their products and believe in the business's long term growth potential. Our relationship is working well and the founders will continue to lead the business. We will do all we can to help innocent make its products available to more consumers in Europe."

Equity investment for Refresco

REFRESCO, leading European producer of private label fruit juices and soft drinks, and 3i, the international private equity company, have agreed for 3i to acquire newly issued Refresco shares, representing a 20% stake in the total share capital of the company. The total value of the capital injection amounts to €84 million and will be used to implement further growth plans. The existing shareholders, an Icelandic consortium of investors led by Stodir, and the management of Refresco, maintain their shareholdings and fully support the transaction.

Refresco operates 19 production sites in eight European countries and this is 3i's second investment in Refresco, having supported a management buyout in 2003.

Stodir led the buyout of Refresco in April 2006 with Kaupthing Bank and Vifillfell, backing the management team in a strategy that combined acquisition-based growth with capital investment for organic growth. Revenues and profits have doubled during the last three years, and total turnover amounted to €1.2 billion in 2009. After the new capital investment, the Icelandic consortium of investors holds a 62% share of Refresco.

Hans Roelofs, CEO of Refresco, said: "We are very excited by the capital injection and the re-entry of 3i. Refresco is a fast growing company with ambitious plans for the future. Through our 'buy-and-build' strategy we can now further extend our presence in the European market through acquisitions as well as by internal growth. We know that 3i is a reliable and dedicated partner who will support us in achieving our goals."

Government delays soft drinks tax

THE Finnish government has decided to postpone the introduction of its controversial soft-drinks tax. Instead, the Ministry of Finance (MoF) plans to re-write the so-called 'Sugar Tax' bill to include a levy on a broad range of confectionery products.

The MoF has been under increased lobbying pressure from the soft drinks industry to abandon the 'Sugar Tax', which the government originally planned to introduce on 1st July, 2010.

The MoF now plans to present its revised 'Sugar Tax' bill to parliament in September, with the aim of introducing the blanket tax by mid-year 2011. The widened scope for the tax will also include ice-cream.

"Our starting point at this stage is that the tax will be broadened to not just include soft drinks, but also a wide range of confectioneries and ice cream too," said Veli Auvi-

Coca-Cola to sell Swedish and Norwegian bottling units

COCA-COLA Inc has reached a preliminary agreement to sell its bottling operations in Sweden and Norway. The divestment forms an integral part of a broader realignment under which Coca-Cola acquired the North American operations of its largest bottler, Coca-Cola Enterprises, in a cashless deal valued at US\$15 billion.

Coca-Cola will, once the agreement becomes final in the second half of 2010, have direct control over some 90% of total

nen, a tax adviser at the MoF.

A previous government, headed by the Social Democrats, had abolished the then prevailing 'Sugar Tax' on confectionery, including chocolate, in 2000. The wider tax net is expected to yield around €135 million for the Finnish Exchequer. The tax intake from soft drinks will amount to an estimated €86 million annually.

North American volume.

The deal, which requires Coca-Cola to sell its own bottling operations in Norway and Sweden, is currently at an advanced stage of completion. Under the preliminary agreement Coca-Cola Enterprises (CCE) has agreed to acquire the two Nordic business units for US\$822 million, subject to the signing of definitive agreements.

Under the same agreement, CCE would acquire the rights to acquire Coca-Cola's 83% shareholding in its German bottling operations in 2011-2012.

Pro forma, including the contributions of Norway and Sweden, CCE would have generated approximately US\$7.3 billion in revenues, US\$850 million in operating income, and US\$1.2 billion of EBITDA (earnings before interest, taxes, depreciation and amortisation) in 2009. The bottling units to be acquired are currently operated by Coca-Cola Drikker AB and Coca-Cola Norge AS.

Less sugar, smaller pack

THE UK's Food Standards Agency (FSA) has recommended that beverage manufacturers reduce the amount of added sugar in their products and introduce a small portion size of 250ml for those drinks which contain added sugar.

Dr Clair Baynton, Head of Nutrition at the FSA, said: "We recognise the excellent work already achieved by many food businesses to make healthier eating easier. But to make even greater progress it's important that everybody gets behind our recommendations on saturated fat, added sugar and portion sizes.

"This isn't about telling people what to eat. We want to make it easier for people to make healthier choices – to choose foods with reduced saturated fat and sugar – or smaller portion sizes."

Responding to these recommendations the British Soft Drinks Association said:

"The soft drinks industry is committed to working with government on its health and wellbeing objectives and we will consider the FSA's recommendations and how we can build on our considerable achievements in developing low and no added sugar drinks.

"Over the last 20 years an extensive range of low and no added sugar drinks has been introduced; these now account for more than 61% of the market. There is a wide range of

Exceptional year

REPORTING its year end results, Nichols plc records that group turnover was up 29% at £72.4 million (compared to £56.2 million in 2008); profit before tax (pre exceptional items) was £12.2 million (2008: £10 million) an increase of 22%; earnings per share (pre-exceptional items) was 23.44 pence, an increase of 17%.

Within the soft drink division the flagship Vimto brand (pictured), now available in 65 countries, saw sales rise 28%. International sales rose 33%.

The soft drinks on draught dispense divi-

pack sizes available for people to choose from to meet their varying needs and nutritional information is provided on the label.

"There are however, significant technical, financial and consumer challenges which manufacturers will need to assess when exploring new product developments. The quality of products remains paramount and we need to ensure new product innovations meet consumer tastes and demand.

"We are pleased the FSA has recognised the ongoing work undertaken by the industry in providing a wide choice of soft drinks and pack sizes, but believe that an emphasis on the importance of a balanced diet and active lifestyle would be more beneficial than the setting of arbitrary targets."

sion (Cabana, Beacon, Ben Shaws (dispense), Cariel and Dayla) enjoyed a sales rise of 36%. The company, which ended the year with positive cash of £11.2 million, announced the dividend would rise to 9%.

"2009 was an exceptional year for us. Not only did we produce outstanding financial results across all of our operations, we also continued to out-perform our competitors and increased market share. "Although the general economic outlook remains uncertain and the consumer market is still highly competitive, we are confident of delivering further growth this year," commented John Nichols, Non-Executive Chairman.



British Soft Drinks Association Industry Lunch 2010

Tuesday, 8 June 2010

12.30 – 15.00

Plasterers' Hall,
City of London



Keynote speaker:
Lord Sebastian Coe KBE

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ASSOCIATION

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Sustainable carton deal for France

TETRA Pak will supply more than 100 million Forest Stewardship Council (FSC)-labelled carton packages to Carrefour stores across France during 2010. The supply agreement is seen as an important milestone in Tetra Pak's global FSC deployment ambitions. In France the company has set a goal of having FSC labelling on at least 90% of the 3 billion packages it sells in the country each year, before the end of 2012.

The agreement has been welcomed by Serge Orru, General Manager of WWF France, who said: "This major initiative, led by two WWF partners, is a great example

of how leading companies are supporting the green economy, working together to provide products with a better environmental profile, but without additional cost."

Tetra Pak launched the first FSC-labelled carton package, Tetra Recart, in 2007. The following year, 2008, it sold around 100 million FSC-labelled packages worldwide, and in 2009 it reached more than 2.3 billion. The ambitious deployment will continue in 2010 with roll-out of FSC-labelled packages with customers in several new countries.

A significant constraint to making FSC-labelled packages available everywhere is the limited supply of FSC certified wood; only 6% of the world's forests are currently certified. Tetra Pak's ultimate aim is to produce all its cartons using wood fibre from forests with FSC certification.

Beverage sales decline in Finland

THE prevailing downturn in the national economy contributed to another weak year for beverage sales in Finland. Sales of soft drinks declined while a significant dip in consumption was noticeable for bottled water products in 2009, according to Finnish Brewing and Soft Drinks Industry Federation (FBS-DIF) figures.

Sales of soft drinks totalled 267.9 million litres in 2009, down by 0.8% and equal to 2.2

million litres, compared to the corresponding level for 2008. Sales of bottled water amounted to 58.9 million litres, a sizeable decrease of some 8.5% against comparable data for the previous year.

Despite a broader range of sugar-free drinks, due to the launch of new products by Hartwall and Sinebrychoff during 2009, this segment of the market remained static in sales terms, retaining a 35% share of all soft drinks sales, the same percentage level as in 2008.

In terms of packaging, just 12% of soft drinks and bottled water products were sold in cans, with the majority, equivalent to 85.3%, sold in recyclable bottles.

Encouraging news in the UK Soft Drinks industry – but not for everyone.

In encouraging news for the UK Soft Drinks industry, 77 of the top 281 companies in the market are growing at more than 10% per annum and making healthy profits. However, according to industry analysts Plimsoll, while many of these companies are breaking new ground and leading a sustainable recovery in the market, there are 42 other companies whose headline grabbing sales growth masks something much more sinister:

David Pattison, senior analyst and author of the new Plimsoll Analysis explains, "Firstly, it makes a nice change to have some positive news to report. 77 growing, increasingly profitable companies have either tapped into a new, fast growing revenue streams or are just the best performers in the old ones. Anyone struggling to make the most of the recovery should look at these companies and ask themselves 'what do these guys sell, make or do differently to me?'"

However, Pattison warns that there are 42 companies achieving this eye catching sales growth but their profitability tells a very different story, "Essentially there are 2 types of growth in the market – Good v Bad. 42 companies have achieved over the 10% sales growth but in doing so have seen their profit margin collapse. They are simply overtrading. The accolades of growth are all well and good but the bills need paying too. More worrying, 2 of these companies have been loss making for 2 years – even with double digit sales growth I doubt they will make it to a third".

On the subject of companies getting it wrong at both ends of the scale, Pattison offers this warning, "While the market continues to recover and the 77 top performers show the way, there are 75 companies facing a very bleak future indeed. Losing sales, profits and probably most of their remaining options, these companies have been rated as Danger in our report. Time is running out and only a takeover or a rapid turnaround is likely to redeem their situation".

The new Plimsoll Industry Analysis – Soft Drinks will tell you instantly which companies are prospering in the post recession market place, those taking a big gamble and those heading for trouble. It gives an instant performance rating on the top 281 companies in the market and an overview of which companies are ripe for acquisition and who is set to be buying. Each company is assessed using the Plimsoll Model - A graphical and written analysis that lays bare the facts and gives you instant opinion.

Readers of Soft Drinks International are entitled to a £50 discount of this new special edition of the Plimsoll Industry Analysis – Soft Drinks. Call 01642 626400 for further details and quote reference PR/DR80.



THE Superstar Poland competition awards ceremony has taken place in Poznan. The POS contest, organised by Verlags GmbH, MTP Sp. z o.o. was won by ATS Display's Novo line created for CCHBC group in both the Technical Realisation and Innovation categories.

In brief...

● UK soft drink company, Villa Drinks, has created 17 new jobs at its factory in Sunderland, acquired new machinery and brought new products to market after securing a £1 million asset-based lending (ABL) facility from Lloyds TSB Commercial Finance. The business' expansion has resulted in it recently securing a contract with a major national supermarket chain to supply its new range of Crystal juices, a 'one of your five-a-

-day' fruit drink. Established over 120 years ago, Villa Drinks produces well-known brand names such as Hadrian Clear, Mr Fenwick's and Villa Mixers.

The business has recently launched Wild juices, aimed at children and sold in an animal-shaped bottle, and Bolt energy drinks. The firm also manufactures packaging for its drinks and produces 75 million glass and plastic bottles a year.

SUPERHERBS

Martin Bauer Group

The Business Unit Plantextrakt encompasses the competences for high-quality Tea and Herbal Extracts and Decaffeinated Tea within the Martin Bauer Group. Plantextrakt's latest concept is called SUPERHERBS. It specifically highlights the advantages of Herbal Extracts: Fantastic taste and valuable functional benefits, as well as new formulation and positioning opportunities. The SUPERHERBS concept represents a vast range of potential applications for the beverage industry and also for dairies, baby food and confectionery manufacturers. Call us for a personal discussion on SUPERHERBS and find out how Tea and Herbal Extracts can upgrade your food and beverage products.

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Africa

Clover buys back stake

SOUTH African dairy and juice giant Clover Industries has bought back the 34.99% stake previously held by Hosken Consolidated Industries, an investment group with extensive interests through its subsidiaries HCl Food & Beverage Investments and Intermediate Holdco.

HCl, which said in a statement that it felt the time was opportune to realise its investment, will retain R110 million in preference shares whose rights are limited to a fixed dividend. Clover has agreed to buy these back in three years. These are held by two further HCl subsidiaries.

As part of the current deal, Clover is paying a special dividend on all preference shares.

A further transaction has been proposed in which certain employees of Clover will acquire 30% of the company's ordinary shares but this is not included in the HCl arrangement.

The HCl Foundation, funded by HCl, has long been a supporter of Clover's much-praised (and awarded) Mama Afrika empowerment and support initiative.

Juice plant opens in Uganda

A NEW juice production facility has been commissioned in Uganda's Ntungamo district in a project led by the government's National Agricultural Advisory Services. This agency is a leader in the national drive towards developing agriculture and associated processing plants to alleviate rural poverty and maximise the country's natural potential.

Opening the plant, Uganda's First Deputy Prime Minister, Eriya Kategaya, called on farmers in the region to make the most of the opportunity by growing substantial crops to feed the plant and earn a profit instead of sitting around idly. He said the government would help find markets for the fruit juice and suggested that other economic projects could also be initiated in the area.

Kategaya is a powerful force in Uganda, dating back to the struggle against the Idi Amin regime, and has been a key player in President Yoweri Museveni's drive for more local production of Ugandan resources.

Assistance in building the plant at Itojo, Ntungamo, was given by the Uganda Industrial Research Institute. Ntungamo is in the southwest of Uganda.

Water partnership extended

WADA, the Water and Development Alliance, is to extend its operations in sub-Saharan Africa thanks to a further joint investment of US\$12.7 million by its partners, The Coca-Cola Company and USAID, the US Agency for International Development. These funds will support eight new extended programmes in Angola, Burundi, Ghana, Malawi, Mozambique, Senegal, South Africa and Tanzania.

Working with local partners in each country, WADA has addressed a breadth of local water challenges, including scarcity, degraded quality and the lack of basic water and sanitation services.

The new programmes are structured a little differently than many of those undertaken in the past, commencing as three-year initiatives. This shift toward longer term efforts is driven by the partners' commitment to lasting, sustainable solutions.

"As it enters its fifth year, USAID's partnership with Coca-Cola showcases the potential of the US Government to partner with the private sector to make a long term impact on pressing global challenges," commented Rajiv Shah, the USAID Administrator.

"By matching USAID's development expertise with the resources, capacities and

Award for bottlers

UGANDAN soft drinks producer Century Bottling Company won a silver award in the latest Employer of the Year awards organised by the Federation of Uganda Employers. A gold award went to Nile Breweries which recently purchased the mineral water company, Rwenzori Beverages.

These highly-regarded awards are based on a survey which includes an initial questionnaire, on-site verification visits and the researching of follow-up data by the judges. The latest survey and awards were the eighth in the annual series which has been praised by the ILO.

Aims of the Employer of the Year awards are to promote professional human resources policies and practices, to recognise employers that have excelled in developing HR management policies which enhance organisational performance, to provide feedback to employers on the status of their HR strategies and allow benchmarking against national and international standards, to contribute to a set of guidelines for optimum HR policies, and to compile a definitive annual report on HR progress.

Century Bottling handles the Coca-Cola brand portfolio in Uganda. It is part of the Coca-Cola Sabco group. Nile Breweries, which shared the gold award with Zain Uganda, is part of SABMiller which is a major soft drink manufacturer in South Africa and elsewhere.



Pumping water in South African rural village, photo USAID. Inset: Rajiv Shah.

commitment of The Coca-Cola Company, we are making a positive impact on community water issues throughout the developing world."

The latest injection of funding takes WADA's total investment to US\$28.1 million since 2005, involving 32 projects in 22 countries. These have not only been in Africa but also Latin America, the Middle East and Southeast Asia.

Peace train carries soft drinks

THE recent re-opening by Sudan Railways of a once-feared line to the southern city of Wau has halved the cost of carbonated soft drinks and bottled water, boosting supplies which for a long time had to be hauled by trucks whose journey was often interrupted – or terminated – by militia roadblocks.

During Sudan's grim civil war, the rail line was even more dangerous. The Sudan People's Liberation Army mounted ambushes, resulting in deaths and loss of supplies. Trains had to be escorted by pro-government militia and paramilitary forces which in itself led to clashes which sometimes spilled over into villages along the line.

By the mid-1990s the areas flanking the tracks were largely depopulated and by the early 2000s the SPLA had ripped up part of the track, effectively ending all train services.

The reopening of the line linking Wau, capital of Western Bahr el Ghazal state in the south, to Darfur and Khartoum through Babanusa, was marked by a rally at which both Sudan President Omar el Bashir and Southern Sudan President Salva Kiir spoke. Dignitaries and townspeople toasted the happy event with soft drinks.

For the time being only freight trains will run on the line but Sudan Railways is keen to reintroduce a passenger service when feasible.

Rwandan plant opens

PRESIDENT Paul Kagame opened Inyange Industries' long-awaited new mineral water, juice and milk production plant in Masaka-Kicukiro with a promise that the Government of Rwanda would continue to encourage and support investment in both new and established business ventures.

And, he said, his government was keen to work as a sort of facilitator between investors and suppliers or workers.

"It's not enough to have such a huge investment. You have a state-of-the-art factory here but the process is something else. Without passion fruit, pineapple and all those things required, the factory would be nothing," the President pointed out.

"This factory is there for the people, for them to produce enough of what the factory requires to make sense for the investor or the people who produce. As a third partner, the government is interested in making these two ends meet."

The new plant has allowed Inyange Industries to boost its output massively and to add extra juices, as well as other lines. The company intends to continue the expansion programme, in both output and product portfolio. While it is sourcing as much raw material as possible from within Rwanda, it is also now importing some fruit and milk to ensure that capacity is utilised.

With its new plant operational, Inyange Industries applied to the Rwanda Bureau of Standards for the RBS Quality Mark. A key reason for this, explained Marketing Manager Victor Kinuma, was to meet the requirements of export markets, especially in Uganda and Kenya.

As reported earlier, Inyange's investment in the new plant was partly to allow substantial export growth as well as building domestic sales further.



Rwanda's President Kagame (centre, dark jacket) with Inyange Industries' staff.

In brief...

● The Bay World Oceanarium, a popular tourist attraction in Port Elizabeth, South Africa, has added an extra attraction: an 800 sq m ocean-themed mural from Coca-Cola. The large format branding was organised by Tractor Outdoor and took about two months to complete, with most of the work undertaken by local artist Adrian van Staden. Tractor Outdoor says the mural was designed to create a sense of fun, in line with Coca-Cola's Open Happiness campaign.

● In one of many 2010 FIFA World Cup promotions around Africa in the run-up to the mega-tournament in South Africa, Nairobi Bottlers of Kenya leveraged the event's Coca-Cola sponsorship with a competition that gave consumers the chance to win six double tickets to matches, including transport and accommodation. Nairobi Bottlers also gave a ticket to Kenyan football legend Joe Kadenge in an acknowledgement of his positive influence on the growth of football in Kenya.

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Middle East

Water for Africa

THE UAE's Oasis Water Company, part of the National Food Products Company, has initiated a project known as Water for Africa. As the name explains, its mission is to help provide safe drinking water for communities in Africa.

Oasis Water is working with an international partner, Global Water, to dig wells in Kenya, Botswana and Tanzania. The company is also keen to involve UAE residents in the project and has created special packaging which features colourful logos in Arabic and English.

The extent of Oasis Water's involvement depends on sales; public uptake has been very positive. "It is easy to forget water's value when it is readily available as it is in the UAE, but for many in developing countries it is not only scarce but also not available in its purest form," said Mike Henderson, Chief Operating Officer for Oasis. "Unsafe water is



a silent killer that takes the lives of many people living in poverty, a vast majority of whom are often children."

Henderson explained that "these factors have prompted us to launch Oasis Water for Africa 2010, to better the lives of rural communities by providing them easy access to clean drinking water through locally sustainable water resources."

The project also features an educational component, with some 40 schools around the UAE taking part in an awareness programme which includes competitions.

Oasis Water has production plants in Dubai and Abu Dhabi. As well as Oasis Water, NFPC's beverage operations include Lacnor juices, Milco juices and smoothies, and a division producing a wide range of beverage packaging and related lines.

Brazilian juices

BRAZILIAN fruit juices and other beverages are likely to be seen increasingly on Gulf region retail shelves, strengthening what is already a strong market.

Brasil Trade Middle East 2010, being held in Dubai during May, is showcasing a wide variety of food and beverage product, in addition to other lines, services and investment opportunities.

"As one of the world's top food and beverage exporters, Brazil is a vital partner for fulfilling the Arab world's security goals," said



Alessandro Teixeira, President of Apex-Brasil, the show's organiser: "Its appeal is heightened by its ability to deliver products that comply with strict Islamic standards."

Positive feedback from Gulfood

ORDERS from the Gulfood 2010 family of trade shows, including Ingredients Middle East which had a high level of significance for the soft drinks industry, have continued to flow in for many exhibitors, adding further positive results to end-of-show order books.

Rudolf Wild GmbH & Co, for instance, has expressed delight at its experiences at Ingredients Middle East. "This is a market that is ready to accept and embrace innovation in the industry," said Managing Director Francisco Climent. "This year we launched a wide range of beverage products, including ready-to-drink teas and natural energy drinks and we have been delighted with the overwhelmingly positive response."

Egypt's Faragalla Group, whose product

portfolio includes juices and fruit concentrates, also reported good results. "Our target this year was to open new markets, find distributors in new countries, and consolidate relationships with current customers and dealers," noted Export Director Mohammed Abdul Sabour. "We have been participating in Gulfood for eight years and this year we launched three brand-new products and six enhanced ones. Gulfood has totally met our expectations."

Country pavilions including Malaysia, Brazil and Greece also reported substantial buyer interest. This year's was the biggest in Gulfood's 15 year history. More than one million square feet of exhibition space was allocated to 3500 companies from 81 countries. Visitors increased by 18% on 2009, reaching a total of 55,379 from 153 countries.

The next edition of Gulfood will be held in Dubai from 27th February to 2nd March, 2011.

Citric acid plant in KSA

SAUDI Bio-Acids Company, a new venture, is to build a citric acid plant in Rabigh, on the kingdom's Red Sea coast. Earlier, the investors behind the project had indicated an interest in Yanbu' al Bahr, another Red Sea city, as the factory site.

They are seeking long term financing of up to a half of the plant's cost from the Saudi Industrial Development Fund. Production is scheduled to commence in 2013 with an annual output of 20,000 tonnes. Current intentions are to boost this to 40,000 tonnes by 2016. The investors say they are evaluating equipment supplier offers.

Rabigh is an ancient city in the kingdom's Makkah Province. It has a population of around 182,000. Extensive oil industry services, including one of the world's largest refinery complexes, are located there, along with a campus of the very successful King Abdullah University of Science and Technology, a graduate-level research institution.

Rabigh is near (about 40km – very close in KSA terms) the new King Abdullah Economic City, a major government development project.

Porta Egypt enhances sleeve capabilities

A NEW high-speed sleeve-forming and sealing machine is expected to give Porta Egypt more scope for meeting the demands of a growing beverage market.

The DCM sleeve machine is equipped with a non-stop rewinder and is able to produce 400 m/min. To achieve Porta Egypt's quality requirements, DCM designed a motorised unwind for keeping web tension accurate. DCM has also integrated an inline lay-flat sleeve width reading with ultrasonic sensors. All the values are shown on the touch screen to make operator supervision easier.

Porta Egypt early last year became a subsidiary of Altea Packaging Group, a long-time DCM client. The relationship is "increasing with the development of Altea Packaging group," said Gerard Lansade, DCM's Sales Director.

Already well established in the Maghreb region, Altea Packaging bought both Porta Egypt and its subsidiary, Rotopack Misr. At the time, Altea Packaging described the move as consolidating its footprint in North Africa. It "marks another step toward achieving the company's objective to be the leader in its field in MENA," said a company statement. Altea Packaging had earlier purchased Optima in Morocco.

Juhayna considers IPO

ONE of Egypt's leading juice and dairy producers, Juhayna Food Industries, has indicated that it is looking at the possibility of an initial public offering. The group's Chairman, Safwan Sabet, said that an investment bank had been retained to advise on the offering's feasibility, along with an assessment of market conditions.

Juhayna has several companies within its group and is a prime supplier to major outlets such as McDonald's and United Nations forces in the Middle East. It also exports to nearly 50 countries and has indicated an intention to further boost international sales.

The group was formed in 1983, gradually expanding its product offering and building exports within the Gulf as well as to Europe and the United States. In 2001 it recapitalised, applying the funds to a doubling of its production capacity, a new quality assurance laboratory and a bigger research and development centre charged with creating new products in both the juice and dairy sectors.

Current ownership of Juhayna is held about 75% by Egyptian investors and 25% by Saudi nationals.

Frutarom pledges rapid growth

ORI Yehudai, President and Chief Executive of Frutarom, commenting on the group's 2009 financial results, said that the company's "quick response to the conditions created by the global economic situation contributed to the improvement achieved in our results from quarter to quarter".

This "enabled us to maintain our operating and EBITDA margins and to improve our net margin in spite of the slowdown in the markets," he pointed out.

The Haifa-based international group is one of the world's 10 largest in the field of flavours and speciality fine ingredients.

While for the full year Frutarom recorded a 10.2% sales decrease in US\$ terms and a subsequent drop in gross profit, the fourth quarter of 2009 brought a 9.9% sales growth and an 8.6% increase in gross profit.

"We will continue decisively to implement our rapid growth strategy, combining organic growth and strategic acquisitions," said Yehudai. "In 2009 we implemented three successful strategic acquisitions which support the further expansion of our global presence, our customer base throughout the world and the product portfolio we offer."

Red Bull to the fore in Jordan

SIX times world champion Sebastien Loeb of the Citroën team took the chequered flag in this year's Rally of Jordan, 31.1 seconds ahead of Jari-Matti Latvala.

Loeb's comfortable win ensured he retained the lead in the 2010 World Rally Championships. Latvala moved up to second place, supplanting Mikko Hirvonen who crashed on the second day in Jordan.

The Citroën WRC teams are co-sponsored by Red Bull, with the cars prominently branded by the energy drink. Kimi Raikkonen of the Citroën Junior Team is seen here racing in Jordan. He described the event as "the toughest race of my career".



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India

Official beverage for Games

THE Organising Committee Commonwealth Games 2010 Delhi and Coca-Cola India have signed a memorandum of understanding, making Coca-Cola the official beverage for the XIX Commonwealth Games to be held in Delhi later this year.

Coca-Cola India's product will be sold to the spectators, served to athletes, team officials and volunteers. The exclusive association with Coca-Cola India encompasses products in the carbonated soft drink, water, juice and juice drink categories.

Organising Committee Chairman, Suresh Kalmadi, MP, said: "We are delighted to have Coca-Cola India as the official beverage for the Commonwealth Games 2010. Coca-Cola has a strong legacy of supporting Olympic sports and needs no special introduction. We are confident about delivering a Games that India will be proud of. Coca-Cola India's coming on board with the XIX Commonwealth Games 2010 Delhi is thus a logical move and the tie-up will benefit all stakeholders."

Atul Singh, President and CEO, Coca-Cola India and South West Asia, speaking on the tie-up said: "Commonwealth Games 2010 without doubt is one of the biggest sporting



events to be organised in India. It symbolises the confidence and the resurgence of our great country. Coca-Cola India is extremely proud to announce its exclusive association as the Official Beverage of the Delhi 2010 Commonwealth Games. Organising such International sporting events goes a long way in creating a sporting culture in the country. Like all sports enthusiasts, I am looking forward to October when we would witness some real, power-packed sporting action."

The Coca-Cola Company has been associated with the Olympic Games since 1928. In 2008, Coca-Cola India was the official beverage partner to the Youth Commonwealth Games in Pune. The up-coming Commonwealth Games 2010 Delhi is expected to capture the imagination of the complete nation as well as foreign tourists. This partnership is one of the most prominent sponsorships of the multi-sport extravaganza due to take place in October.

Sucralose deal

BIOPLUS Life Sciences, the manufacturer of Solo Sucralose based in Bangalore, India, has formed an exclusive alliance with Associated Brands, one of the largest marketers and suppliers of private label food products in the US and Canada. Together BioPlus and Associated Brands will bring the North American market a new source of affordable sucralose that is manufactured under a process with strict quality standards and independently developed technology which has led to the filing of multiple patent applications.

This alliance will position Associated Brands as the sole representative of the private label offering of Solo Sucralose in a granular form for the North American grocery marketplace.

The availability of a new, reliable, high-quality source of sucralose produced by BioPlus at its environmentally friendly, state-of-the-art manufacturing facility in India will address the quality and other concerns associated with sourcing and using sucralose being marketed by other firms which are new to the North American market. The company states that these include certain

Chinese firms, "which may not have the requisite quality standards and which may be using manufacturing technology which is not properly licensed to them."

BioPlus believes that there are significant advantages to the use of suppliers of sucralose like BioPlus and Associated Brands, which have a history of quality in production, purity in specifications and production site traceability. BioPlus has 30 patent applications on its Solo Sucralose product and customers can be reassured that the product has been developed in a manner which relies on independently developed technology. In its extended search for a supplier of high quality sucralose, Associated Brands disqualified multiple companies which could not establish that their technology and intellectual property was properly licensed or developed.

Joe Zannoni, Vice-President for Bioplus Life Sciences, commented, "Associated Brands has a strong 19 year history as a market leader in the sweetener marketplace. The company offers BioPlus the opportunity to leverage long-standing supply relationships with many of the world's leading retailers, as well as established distribution and logistics infrastructure and customer support and service staff."

Soft drinks in schools

FOLLOWING Pepsi's and Coca-Cola's decisions not to sell their high-calorie sugary products in primary and secondary schools across the globe, Punita Lal, Executive Director (Marketing) at PepsiCo India, said that the company is committed to adopting the new global policy and cited its 'Get Active' programme as another indicator of its obligation to promote students' health.

The announcement by the world's second-largest soft drinks maker has been welcomed by schools and health experts, who say it would help in the fight against childhood obesity, but ensuring its implementation could prove to be a challenge.

PepsiCo said it would work with its bottlers, vending companies and distributors — in collaboration with parents, community leaders and school officials around the world — to offer low-calorie beverages for primary and secondary schools.

PepsiCo's move follows an announcement made by Coca-Cola that it would make itself fully compliant with its global school beverages guideline by 2013, under which it would not offer beverages for sale in primary schools, unless asked by parents or school authorities.

Sales of aerated soft drinks at schools in India account for less than 2% of the sales of the cola-makers.

Pepsi in India will start sending letters to schools urging them not to sell its full-calorie sweetened drinks, but that will only be part of what is required to implement the policy in letter and spirit. The bottlers for the company must also be convinced not to sell the products in schools.

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Chinese juice market dynamic

THE buoyancy of the Chinese juice market has brought a lot of changes, as we have reported in the past year, and production now seems to be moving towards consolidation of ownership. China Haisheng Juice Holdings is buying the Chinese juice subsidiaries of Japan's big Itochu Corporation, in a deal which includes an exclusive arrangement for Itochu to market juice drinks from the extended China Haisheng portfolio in Japan.

It is hoped that this will result in a five-fold increase in China Haisheng's share of the Japanese apple juice concentrate market, which currently stands at around 8%.

Itochu has sold its Yitian Group subsidiaries – Yitian Shaanxi, Laiyang Yitian and Laiyang Dalian – for a combination of both cash and a shareholding in China Haisheng Juice.

"The board is of the view that, as the global apple juice concentrate industry is

entering into a stage of recovery, the completion of acquisition at a more preferential consideration is favourable to the consolidation of the overall industry and is in the interests of the group," said the Chairman, Gao Liang.

"The acquisition can enhance the resource allocation of the group, expand the market share in the apple juice concentrate market in Japan and increase the management level of the company."

It was in line with China Haisheng Juice's future strategic development, he said.

The giant China Huiyuan Juice, which has continued to expand since the aborted Coca-Cola takeover, reported a 162.5% increase in net profit for 2009, boosting its gross profit from 32.2% in 2008 to 36% last year.

SkyPeople Fruit Juice also reported a strong 2009, with the fourth quarter being the best in the company's history. "Our decision to focus on domestic sales of our concentrates and branded juices helped us weather the downturn in the export mar-



Coke to go it alone in Malaysia

AS reported in last issue's Late Bulletin, Coca-Cola Pacific Group is building a new production facility in Malaysia which it hopes to have operational by September 2011 when the current – extended – bottling agreement with Fraser & Neave Holdings expires.

The announcement of such a project had been expected for some time as it was not likely that the F&N arrangement would be extended further.

F&N, which commenced bottling of Coca-Cola in Malaysia (then Malaya) in 1936, has continued to produce Coca-Cola brands with no weakening of enthusiasm despite their impending departure. However, it has



Nilai, Malaysia.

moved to strengthen its own portfolio in preparation for the changeover, including production of Red Bull for the Malaysian market.

Coca-Cola's new plant is, of necessity, on a fast track from site selection through design and construction to commissioning but TCCC has committed itself to creating a state-of-the-art facility which is markedly eco-friendly.

Its site is at Bandar Estek in Nilai, Negeri Sembilan State, a rapidly growing area which is within easy reach of Kuala Lumpur, Putrajaya and Kuala Lumpur International Airport. The land was acquired from TH Properties which has been an active player in Nilai's recent development.

Indicative of the plant's importance to Coca-Cola was that TCCC persuaded Prime Minister Datuk Seri Najib Tun Razak to lead the ground-breaking ceremony.

Glenn Jordan, President of Coca-Cola Pacific Group, said that between 600 and 800 new jobs would be created directly by the new facility and that more than 90% of raw materials would be sourced locally. Thousands of further jobs would evolve at supplier and distributor levels.

As well as the greenfields plant, Coca-Cola would, he said, be working on "sales and merchandising assets, product innovation, in-market activations, sales infrastructure and marketing".

TCCC says it plans to invest more than US\$300 million in Malaysia over the next five years.

kets during 2009 and confirmed demand for our products in China," said Yongku Xue, the company's Chairman. "As export markets continue to rebound, we are encouraged by the momentum. However, we remain focused on strategies and plans to increase sales of concentrates and Hedetang juices in China."

The Hedetang range was expanded in 2009. It now includes kiwifruit juice, pure mulberry juice, kiwifruit cider and mulberry cider. Sales increased 87.3% in 2009 and are growing further in 2010, helped by the appointment of a distributor in the Beijing region.

China Nutrifruit, which has had a beverage production line at its headquarters in Daqing, Heilongjiang Province, has decided to withdraw from fruit drinks and use the space for other high-margin lines, notably glazed fruit. All beverage equipment is to be sold to unrelated third parties.

A company statement said the "management team and board concluded that the added pressure from high production costs, space constraints and increasing market competition have significantly reduced the attractiveness and margins in the beverage segment".

Changjun Yu, China Nutrifruit's Chairman, commented that "by exiting the beverage production business, we can now turn our full attention to producing our more profitable and high growth products".

On the move

HAVING doubled its turnover at €7.5 million, Serac Asia, the Malaysian subsidiary of the French Serac Group, has moved into new premises near Kuala Lumpur. The company specialises in the manufacture of machines for filling and capping.

"The continued growth of our business and our teams have forced us to move 3 km from the old site where we have 500 sq m on two floors," said Wilfrid Marie, Vice-President of Serac Group.



Serac Asia will have 600 sq m of workshop space to assemble its weight filling machines.

New facilities in China

TETRA Pak has commissioned its new technology centre in the Pudong district of Shanghai, working on solutions geared specifically to Chinese conditions. One feature is the country's first road condition analysis lab which provides data that trade clients can use to reduce potential transportation problems.

"The technology centre creates a world-class resource for customers, ideally placed to address the unique challenges of food and beverage packaging, processing and distribution in China," said Dennis Jönsson, Tetra Pak Group's President and Chief Executive.

"This facility will make us more responsive to local needs, ensuring that our activi-



Cargill facilities in China.

ties, our innovation pipeline and our service offerings are sharply focused on helping local customers better deliver their products to the people of China."

Elsewhere, Cargill Flavor Systems China has opened a new manufacturing plant in Pinghu, complementing the flavour applica-

tion laboratory established in Shanghai in 2007. Peter Michielsen, Head of Cargill Flavor Systems, said the new plant "also strengthens our worldwide flavour network, where local knowledge becomes global knowledge, especially in terms of sharing expertise or spotting the rise and fall of consumer trends.

"At Pinghu, in particular, we will apply our knowledge in connecting base raw materials with specialty ingredients such as flavours."

Andrew Tan, General Manager for Cargill Flavor Systems China, claimed that "the new plant will redefine the business model".

The facility has been built on the same site as Cargill's existing starches and sweeteners plant. Cargill has been in China since the early 1970s and nowadays has 37 wholly-owned and joint venture plants in the country.

Golden Circle does penance

THE Golden Circle brand, now owned fully by the H.J. Heinz Company, has been ticked off by the Australian Competition and Consumer Commission for continuing to produce juices and fruit drinks, as well as other fruit and vegetable products, with packaging that claimed it was still 'Proudly Australian-owned'.

In an investigation, the ACCC found that as late as January this year Heinz was manufacturing some carton beverages in packaging bearing the Australian-owned representation. It also found that, up to late 2009, its website – now undergoing a complete revamp – featured a statement that Golden Circle's 'iconic status has been achieved through a commitment to remaining proudly Australian-owned'.

H.J. Heinz Company Australia admitted it had engaged in misleading conduct and gave the ACCC an undertaking that it would donate more than 800,000 cans of Golden Circle products to welfare agencies around Australia. It also agreed to set up corrective in-store signage and to publish advertisements in major newspapers.

Describing the remedy as "a significant win for consumers and the disadvantaged," ACCC Chairman Graeme Samuel noted that "while a number of the ingredients in Golden Circle products are sourced locally, it is important that consumers are not misled. Golden Circle is no longer Australian-owned."

Samuel said that "news of the Heinz undertaking should be a warning to all firms involved in acquisitions. Ensuring compliance with trade practices law is vital at every stage of an acquisition, importantly including reviewing and amending representations on product labels."

In brief...

- Entertainer Lady Gaga arrived at Sydney airport on her very successful Australasian tour sporting two Diet Coke cans wound into her multi-hued hair. This interestingly different use of soft drink cans might have attracted more public attention had she not also been displaying a generous amount of her bare body.

- Graham Packaging Company, a major US-based supplier of plastic beverage and other containers, has signed a share purchase agreement to acquire China Roots Packaging from PCCS Group, a Malaysian company. China Roots produces a wide variety of plastic containers and closures, with several global marketers among its customers. "The purchase will open a new door for our company," said Mark Burgess, Chief Executive of Graham

Packaging. With headquarters in York, Pennsylvania, Graham Packaging has 80 plants in North America, Europe and South America.

- New Zealand's giant L&P 'bottle' in Paeroa, the town where the locally-iconic soft drink was previously made, was one of several landmarks whose lights were turned off during this year's Earth Hour. New Zealand efforts, however, were bettered by the small Pacific island nation of Tuvalu which turned off power for the whole country.

- With a rebranding recently completed, the Amcor packaging group has taken the opportunity to become a gold sponsor of this month's AusDrinks2010 exhibition and conference. The event is being held on the Gold Coast, Queensland.

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Americas

Market falls, but worst may be over

BASED on preliminary data from New York-based Beverage Marketing Corporation, the US refreshment beverage market contracted by 3.1% in 2009, the second consecutive year of declining volume and a more intense decrease than the 2.1% dip registered in 2008, (the first down year on record). The weakened economy once again affected the market. But certain key beverage types and brands continued to advance even as most of the larger categories lost volume.

Reflecting consumer demand for healthier and more functional beverages, ready-to-drink tea and energy drinks both grew in 2009. A functional element alone was not enough to sustain growth in challenging circumstances, however, as the atypical decline in sports beverage volume demonstrates. Moreover, energy drinks' 0.2% growth in 2009 was much slower than it had been in recent years. Carbonated soft drinks remained by far the largest category, but they continued to lose both volume and market share. Yet certain soda trademarks, such as Dr Pepper, did achieve growth.

Carbonated soft drinks held five of the top 10 positions in the rankings of trademarks by volume, including four of the first five spots. Those were joined by three bottled water trademarks, including Nestlé Pure Life in the Nestlé Waters North America (NWNA) brands second appearance on the list of leaders. The once vigorous category also registered a second decline in volume. In the value-added water category, however, Coca-Cola's Smartwater brand realised substantial 33% growth, while PepsiCos SoBe Lifewater Zero enjoyed a successful introduction.

The performances of the leading companies' beverage portfolios reflected overall



Nestlé Pure Life achieved significant growth.

market trends. Coca-Cola's total, volume dipped by 3% in 2009, while Pepsis was off by 7.8% compared to the previous year. However, even in the hard-hit carbonated soft drink category, some brands performed well. The Coke Zero trademark grew by 20%, for instance, and Diet Mountain Dew by 4.5% in 2009. Crush, a Dr Pepper Snapple Group (DPSG) brand, bolstered by a move into the Pepsi-aligned bottling system, grew by an especially forceful 375%. Diet Dr Pepper was up 4.7%, and total DPSG liquid refreshment volume increased by 3.5%.

Four companies account for all of the top 10 refreshment beverage trademarks. Pepsi-Cola had five brands and Coca-Cola had three while both DPSG and NWNA had one. Nestlé Pure Life achieved by far the fastest growth among leading trademarks in 2009. Indeed, DPSG's Dr Pepper was the only other trademark to advance during the year: Aquafina and Gatorade (from Pepsi) and Dasani (from Coke) were the fastest growing leading trademarks in 2007, but each declined in 2008 and again in 2009. The Coca-Cola trademark (including all brand variations) held the top spot among liquid refreshment beverages. However, its volume, like the standard carbonated soft drink market as a whole, declined.

"Although 2009 was the second year in a row of unusual weakness in liquid refreshment beverages' performance, the worst may be over," said Michael C. Bellas, Chairman and CEO, Beverage Marketing Corporation. "Beverages are likely to be one of the first categories to benefit with a job-led economic recovery because they represent an inexpensive form of pleasure."

PepsiCo to distribute Tampico

PEPSI Beverages Company (PBC), and Tampico Beverages Inc have announced an agreement to distribute Tampico Plus fruit-flavoured beverage products via PepsiCo's direct store delivery system in select US markets. Financial terms of the distribution agreement were not disclosed.

The addition of Tampico Plus, made with 50% less sugar than regular Tampico products, is part of PBC's stated strategy to provide a range of healthier beverage choices. The drink also contains 100% of the RDA of vitamin C per eight-ounce serving, and is compliant with school beverage guidelines for US high schools.

Tampico is the number-one refrigerated juice drink brand in the US grocery channel, with a particularly strong position in many southwestern markets, driven in large part by its popularity among the Hispanic community.

"As part of our efforts, we're focused on meeting the needs of the growing number of multicultural households in the US and entering new beverage categories with attractive growth potential," said Mike Durkin, President of PBC's North America field operations. "Tampico Plus is an excellent addition to our portfolio, as it's a strong brand that offers great-tasting, better-for-you products at good value to consumers."

"This is the beginning of a great partnership," said Scott Miller, CEO of Tampico. "This relationship allows Tampico to align with PepsiCo and its outstanding portfolio of brands while delivering Tampico Plus products to new channels of trade."

PBC will begin distributing in the second quarter of 2010 across parts of California, Texas, Arizona, Nevada, Florida and Georgia. The brand will be available in Citrus, Mango and Tropical flavours, and in various single-serve and multi-packages.

In brief...

- Eastman Chemical Company of Kingsport, Tennessee has announced it will review strategic options, including a possible divestiture, for its PET business in the Performance Polymers segment. The company has retained Bank of America Merrill Lynch as its exclusive financial advisor for the strategic review.

- Santa Ana-based Alcon a leading manufacturer of solenoid valves and subsidiary of ITT Corp, has appointed EMSCO Sales and Engineering Inc to represent Alcon valves in Ohio, Indiana, Michigan and Kentucky. Rich Nicholls, Regional Sales Manager for Alcon, said: "We are confident that working with EMSCO will allow us to listen and respond to our customers' needs throughout the region."

U.S. LIQUID REFRESHMENT BEVERAGE MARKET*
VOLUME AND GROWTH
2004 - 2009

Year	Billions of Gallons	% Change
2004	28,050.5	-
2005	28,274.7	0.8%
2006	28,127.4	-0.5%
2007	28,407.0	1.0%
2008	28,703.1	+1.1%
2009	28,038.3	-2.3%

* Includes bottled water, carbonated soft drinks, energy drinks, fruit beverages, ready-to-drink coffee, ready-to-drink tea, sports beverages and value-added water.
Source: Beverage Marketing Corporation

LEADING LIQUID REFRESHMENT BEVERAGE TRADEMARKS*
Volume, Change and Market Share
2008 - 2009

Trademark	Company	2009 Rank	Billions of gallons		% Change	Share of volume	
			2008	2009		2008	2009
Coke	Coca-Cola	1	4,739.1	4,403.0	-7.1%	16.5%	15.7%
Fruit	PepsiCo	2	2,691.7	2,545.1	-5.4%	9.6%	9.0%
Mountain Dew	PepsiCo	3	1,305.9	1,319.1	+1.0%	4.7%	4.7%
Dr Pepper	DPSG	4	1,156.6	1,175.3	+1.6%	4.1%	4.2%
Gatorade**	PepsiCo	5	1,096.1	955.0	-13.8%	3.9%	3.4%
Sprite	Coca-Cola	6	993.1	955.1	-4.2%	3.5%	3.4%
Nestlé Pure Life	NWNA	7	513.3	702.1	+36.8%	1.8%	2.5%
Tropicana	PepsiCo	8	488.1	501.1	+2.7%	1.7%	1.8%
Aquafina	PepsiCo	9	393.4	365.1	-7.2%	1.4%	1.3%
DASANI	Coca-Cola	10	398.2	478.0	+20.0%	1.4%	1.7%
Total			14,118.9	13,888.1	-1.6%	51.0%	50.2%
All Others			13,541.7	13,314.0	-1.7%	49.0%	48.8%
TOTAL			28,799.2	28,059.6	-2.7%	100.0%	100.0%

* Includes all trademark volume (e.g., all types of Coca-Cola, including diet Coke, caffeine-free Coca-Cola, etc.).
** includes diet.
Source: Beverage Marketing Corporation



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ABA hits back over soda taxes

THE American Beverage Association (ABA) reports that a study published in the journal *Health Affairs* provides further evidence that, when it comes to reducing obesity, excise taxes on sugar-sweetened beverages will have no noticeable impact. Although the authors speculate that substantial taxes may reduce consumption and weight gain among select groups, even their own findings undermine that hypothesis and counter the fallacy that singling out one set of products will make a significant impact on a challenge as complex as childhood obesity.

Further, a report by researchers from the Mercatus Center at George Mason University showed that even a 20% tax levy on a soft drink would decrease Body Mass Index (BMI) for an obese person by just 0.02, an amount not even measurable on a bathroom scale. Meanwhile, a study team from the analyst RAND has found no significant link between the consumption of soda or weight gain among children and differential taxes on sodas compared with other foods.

According to RAND, "Although there have been heated debates about excise taxes, paralleling tobacco taxes, there is little

Pure juice not linked to teenage weight

THE Institute of Food Technologists reports that a study published in the *American Journal of Health Promotion* shows that there may be no link between 100% juice consumption and weight gain in teenager.

This study investigated the associations between 100% juice consumption, nutrient intake, and measures of weight in adolescents. Data from 3,939 adolescents, ages 12 to 18, participating in the National Health and Nutrition Examination Survey 1999–2002 were analysed. Twenty-eight percent of adolescents consumed 100% juice the day of the survey.

Compared to non-juice consumers, several nutrient intakes of juice consumers were higher, and intakes of fat and saturated fatty acids were lower. Those consuming > 6 oz of juice consumed more servings of fruit and less discretionary fat and added sugar than non-consumers. No differences were found in weight by juice consumption group.

The study concluded that when compared with non-juice consumers, adolescents consuming 100% juice did not show mean increased weight measures. Juice provided valuable nutrients, and consumption was associated with lower intakes of total fat, saturated fatty acids, discretionary fat, and added sugars and higher intakes of whole fruit.

empirical evidence on the potential effects of such taxes." The team examined the likely effects of small taxes by considering existing variation in sales taxes across states. In 2007, 28 states taxed soda at a higher rate than other types of food sold in grocery stores, at rates ranging from 3.5 to 7%. Details about state soda taxes were compared to information about weight and soda consumption among 7,300 children enrolled in the Early Childhood Longitudinal Study, a national survey that has collected health and demographic information from a group of children over many years. The study found that small taxes on soda did not substantially reduce soda consumption or obesity rates.

The researchers concluded that for a soda tax to have a noticeable effect on children's consumption, it would need to be much higher—in the range of 20%. Small taxes may raise funds, but they do not affect consumption let alone excess weight gain.

"We understand that governments are facing tough budget challenges," Susan K. Neely, President and CEO of ABA, said. "But singling out one item for taxation completely misses the mark in having an effect on the national challenge of obesity."

ABA points out that it is important to keep in perspective the relatively small percentage of calories that come from beverages. Sugar-sweetened beverages, including

soda, contribute only 5.5% of the calories in the American diet, according to a National Cancer Institute analysis of government data presented to the US Dietary Guidelines Advisory Committee just last year. That means that more than 94% of calories come from other sources.

"The effectiveness of a soft drink tax, if anything, would be trivial," Neely said. "A tax doesn't even qualify as a good start to addressing the rising rates of obesity. We need to move beyond these simplistic ideas and pursue comprehensive, meaningful solutions from all aspects of society if we're really going to reverse childhood obesity. Our industry is certainly stepping up to do its part."

With its School Beverage Guidelines, the beverage industry has removed full-calorie soft drinks from all schools and provided for more lower-calorie, nutritious, smaller-portion beverage choices. This has led to an 88% reduction in calories in beverages shipped to schools since 2004.

In brief...

- Pepsi Beverages Company has completed its acquisition of Pepsi-Cola Bottling Co of Yuba City Inc. Financial terms of the transaction were not disclosed. The Yuba City, California-based company is a Pepsi-Cola franchised bottler serving parts of northern California. PBC acquired the company as part of its ongoing practice of acquiring franchises that become available as a means to build scale and efficiency in its company-owned bottling operations.

- The International Bottled Water Association (IBWA) has filed a lawsuit against Zero Water Technologies LLC, the seller of at-home water filtration devices, for repeatedly engaging in false, misleading and unsubstantiated advertising designed to confuse consumers about its products and about how they compare to bottled water products. IBWA's complaint, which was filed in the United States District Court for the Eastern District of Virginia, notes that Zero Water has improperly disparaged the quality, safety, and cost effectiveness of bottled water in comparison with its own products and has made false and unsubstantiated claims about the capabilities of its products.

- The Aptar Group has announced that this year it will undertake a realignment of its business, to focus on three main market segments: Aptar Beauty + Home, Aptar Food + Beverage and Aptar Pharma. A newly formed Aptar Food + Beverage will bring together Airlessystems, Emsar, Indigo by Valois, Pfeiffer, Seaquist Closures, Seaquist Perfect Dispensing and Valois, to concentrate on developing innovative dispensing systems, offering customers improved service levels and product quality. Aptar Food + Beverage is expected to be fully operational by early 2011.

Argentinean glass acquisition

OWENS-Illinois Inc (O-I) is to acquire the majority share of Argentinean glassmaker Cristalerias Rosario, giving the company a foothold in the rapidly growing Argentinean market. Argentina's glass container market is the third largest in Latin America, following Mexico and Brazil, with more than 1 million tonnes in sales per year.

"This acquisition supports our strategic priority of expanding in markets with strong growth potential," said Al Stroucken, O-I Chairman and CEO. "It complements our existing operations in Latin America and enables us to serve a portion of the region we currently are not serving. We intend to invest in Cristalerias Rosario over time to expand capacity, diversify production and strengthen our ability to serve this growing market."

Cristalerias Rosario is a two-furnace plant located in Rosario, Argentina. More than 60 years old, the operation employs approximately 230 people.

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Ingredients

Malt drink concept promoted

AT last month's Djazagro 2010, Kerry Ingredients & Flavours promoted its 'Mastertaste' natural flavourings and Biofoam foam enhancement system for the Algerian and North African soft drink markets.

Visitors sampled a new clementine and spice malt drink concept, which illustrated how these ingredients can be combined to create a refreshing beverage. The concept includes a malt base with authentic clementine and spice notes, delivered using the Mastertaste technology.

The concept showed how the company's new 'One Kerry' approach – another North African debut at Djazagro – is beneficial to food and beverage manufacturers. 'One Kerry' unites Kerry's international ingredients, bio-science, sweet, fruit and flavours capabilities, under the theme: 'where it all comes together'. This provides customers with a single point of access to the company's industry-leading market applications expertise and broad technology base.

By working in this way, Kerry says it can help customers build consumer-preferred products faster and more cost-effectively compared with the traditional approach of coordinating many different suppliers of single technologies.

Karl Burkitt, Strategic Marketing Director for Kerry Ingredients & Flavours EMEA, said, "Our presence at Djazagro this year emphasises that 'One Kerry' can bring



Visitors sampled a new clementine and spice malt drink concept.

unique benefits to manufacturers in the North Africa region – and reflects the significant opportunities we perceive in this fast-growing market that already includes over 30 million people.

"By working with us, manufacturers can devote more of their energies to creative product development rather than focusing so much on individual ingredients. They get the best of both worlds: local market knowledge and support, backed by the world's widest range of technology solutions and a truly global supply chain."

40% growth within five years

CEO and Managing Director, Stéphane Dondain, of the family-owned French Iranex Group, natural ingredient and nutraceuticals supplier, has increased his shareholding in the company to almost 76%. The move has reaffirmed the group's independence and Dondain's confidence in its future.

The Iranex group comprises five subsidiaries: CNI, Bioserae Laboratories, Starlight Products, NutriProcess, and Afritec. It has an annual turnover of approximately €70 million, 90% of which is exported (the company won France's best export company award in 2007).

Outlining the group's strategic objectives for the next five years, Dondain said: "Our objective is to strengthen the synergies between our companies, which all have the same common goal: to develop and market

innovative active ingredients, while preserving their sustainable plant origin.

"We are now entering a new growth cycle, based on increased industrial investments, research programme developments, and new diversification projects. Our objective is to build a sustainable future, to reinforce our position among the world leaders of food and nutraceuticals ingredients, and to reach a turnover of €100 million by 2015."

The target of 40% growth over five years will be achieved by combining organic growth (8% on average in recent years) and external expansion operations. The group has set up a new scientific and regulatory department as the first step in meeting its goals. The department will aim to launch two new products per year and will be in charge of submitting the claim dossiers.

Herbal drug approval

THE European Directorate for the Quality of Medicines (EDQM) has recently granted Indena a Certificate of Suitability of the European Pharmacopoeia (CEP) for two products: bilberry fruit dry extract refined and standardised (*Vaccinium myrtillus* L. dry extract – Myrtocyan and Valerian dry hydroalcoholic extract – Valeroselect). They are among the first few herbal drug preparations available in the market to be CEP certified.

Commenting on the news Ernesto Marco Martinelli, Group Quality Assurance Director, said: "thanks to the CEP certification, which is widely accepted as a recognition of quality, our customers can avoid having to submit process and quality control documentation for the active substance covered by the CEP and the time-to-market is shortened. All this results in cost savings whilst high product quality is still ensured. In addition, any changes in the process are managed directly by the CEP holder (Indena) together with the EDQM, which also saves time for the final customer."

The Italian company has been working on bilberry extract since the early 1970s and claims its standardised extract of *Vaccinium myrtillus* L. is the gold standard for the market.

Fat reduction

LAST month *The American Journal of Clinical Nutrition* published the latest clinical trial with Clarinol CLA. Researchers from the University of Wisconsin-Madison demonstrated that the ingredient reduces body fat mass in 6 to 10 year-old children who were overweight or obese, using chocolate milk with CLA for six months. It is the first study to demonstrate the body fat-lowering effects of Clarinol CLA in overweight and obese children.

Lipid Nutrition produces Clarinol CLA through a proprietary process providing the highest quality of CLA and the highest concentration of the two active CLA isomers available. With Clarinol CLA Lipid Nutrition says it offers the dietary supplement and food industry the best scientifically substantiated weight management ingredient available on the market. It is clinically proven to reduce body fat and improve body composition. In July 2008 Clarinol CLA was approved FDA GRAS (Generally recognised as safe) for its use in a wide range of food applications.

This study is published in *The American Journal of Clinical Nutrition* (Racine et al, Am J Clin Nutr doi: 10.3945/ajcn.2009.28404).

Baobab now in UK

FOLLOWING EU Novel Foods approval, the exotic baobab fruit from Southern Africa rich in nutritional qualities can now be obtained in the UK from The Organic Herb Trading Company (OHTC). The appointed UK distributor will supply both the conventional and organic fruit pulp powder.

The off-white, powdery fruit pulp looks like sherbet and can be blended with anything. It has a unique tangy taste described as 'caramel pear with subtle tones of grapefruit'. It is an easy and adaptable fruit that can instantly boost the nutritional value of many products. In addition to its extraordinarily high levels of key nutrients, it acts as a flavour enhancer, so another benefit for the health conscious is that less sugar can be used in products.

Baobab is supplied through a partnership between PhytoTrade Africa, the Southern African Natural Products Trade Association dedicated to helping low-income, rural communities by developing ethical and sustainable trade in natural products, and Afriplex, a leading South African manufacturer of plant extracts.



Mike Brook from OHTC said: "We are starting to attract interest from a number of food manufacturers who are looking to roll out their own baobab lines from smoothies to cereal bars and to take advantage of the booming market in healthy foods. Baobab is exceptionally adaptable and we are very excited about its wide range of uses as an ingredient."

New group broadens base

THE TEREOS Group has announced it is to create a new company, Tereos Internacional, by combining its Brazilian-listed subsidiary, Açúcar Guarani, with Tereos Group's European cereal assets (SYRAL, BENP, DVO and their subsidiaries) and its Indian Ocean sugarcane assets. The new company will produce sugar, starch-based products and alcohol for a number of industries including beverages.

In a clear demonstration of Tereos Group's continued confidence in Brazil, Tereos Internacional will have its headquarters in Sao Paulo, Brazil. It will be headed by the CEO André Trucy, the former Managing Director of Rhodia in Brazil, and CEO of European starch producer Roquette.

Following the approval by Guarani's shareholders of the merger of shares into Tereos Internacional (whereby Guarani will become a wholly-owned subsidiary), Tereos Internacional will apply for registration as a publicly-traded company in Brazil. Tereos Internacional is also contemplating a listing on NYSE Euronext in Paris.

Clinical investigation centre opens

NATURALPHA, the international consulting, scientific and clinical research company, has opened its Clinical Nutrition Centre (CNCN) in Saint-Vincent de Paul, a major hospital in Lille, northern France. The CNCN will provide an international facility for clinical trials to meet EFSA evaluation on health claims.

The Nord-Pas de Calais region has the highest prevalence of overweight and obesity in France. It is also more affected than any other French region by cardiovascular diseases and diabetes. Volunteers from the region who take part in the trials will benefit from a diet service and full medical check up. The company says it intends to improve the nutritional habits of the population of northern France by educating volunteers on the risk for cardiovascular diseases, some types of cancer and the necessity to have a healthy diet and lifestyle.

The purpose of the clinical studies is to provide the scientific proof and efficacy of functional foods. Studies will be performed with finished foods (such as cranberry and green tea); functional ingredients (prebiotics, probiotics, fibre, flavonoids, phytosterols); and food supplements (vitamins, minerals, fatty acids).

Jean-François Mouney, CEO, said: "The CNCN will enable us to conduct high standard clinical trials on a large sample of volunteers with a duration of several months. Therefore, we can meet the expectations of our customers and assist them in their efforts to validate the proof of health effect of their products. Because of the new regulation on health claims and the high expectations of the EFSA, the quality of the clinical studies composing the scientific dossier of a food product is crucial."

In brief...

- Italian supplier of plant-derived products Indena has been awarded ISO14001 certification for its main production site of Settala (Milan). The certification guarantees that the company has an adequate management system to control the environmental impact and to continually improve the environmental performance of its activities in a systematic, effective and sustainable way.

Indena has implemented programmes aimed at the improvement of its environmental impact in its production sites and offices, including reducing the consumption of water; optimising and saving energy as well as reducing waste products.

- Lonza is expanding production of its L-Carnitine products (Carnipure and Carniking) at his facilities in Nansha, located in China's southern province of Guangdong. The move is in line with Lonza's long term strategy for nutrition ingredients and will support the increasing demand for L-Carnitine. The extra capacity will be added in phases, with the first phase expected to come online by the end of 2010. The new facility will be ISO 9001, 14001, 22000 and FAMI-QS certified and operate under the implementation of Hazard Analysis and Critical Control Points (HACCP) principles.

- Naturex's brain support ingredient, Cereboost, won the NutrAward 2010 for the Best New Ingredient of the year which took place during the Nutracon conference, co-located with Natural Products Expo West held in Anaheim, California. Naturex developed Cereboost for its activity on cognitive performance. It benefits from the first clinical study confirming the traditional use of American ginseng for brain health. The subjects supplemented with Cereboost experienced significant improvement in the cognitive areas of working memory and alertness.

- Stratum Nutrition of St. Louis, Missouri, has officially launched its corporate web site, www.stratumnutrition.com. The site includes comprehensive background information on the company along with details of its growing product portfolio of specialty ingredients: Artinia, a patent pending vegetarian ingredient that features the benefits of both soluble and insoluble fibres in supporting arterial health; Nem, a natural eggshell membrane ingredient for joint health; and the functional ingredient Esc, an eggshell calcium for bone health.





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Science Monitor

Orange juice and inflammatory stress

RESEARCH has indicated that after normal weight subjects consume a high fat, high carbohydrate meal (HFHC), excluding orange juice, circulating mononuclear cells increase in inflammation and oxidative stress. A HFHC meal has also been found to induce a protein which interferes with insulin.

A study published in *The American Journal of Clinical Nutrition* has examined the effect of orange juice on HFHC meal-induced inflammation and oxidative stress, the expression of plasma endotoxins and toll-like receptors. Dandona et al. recruited 30 normal weight participants and divided them into three groups. The groups either drank water, 300 kcal glucose or 300 kcal (which is equivalent to around three cups) of orange juice with a 900 kcal HFHC meal (including egg, sausage muffins and hash browns). Blood samples were taken one hour before the meal, and then at one, three, and five hours after consumption of the drink and meal combinations.

The study found that the water and glucose groups had significant increases in markers of oxidative stress, inflammatory stress, expression of toll-like receptors 2 and 4 and plasma endotoxins concentrations. However, the orange juice groups had none of these changes and were also found to have significantly reduced generation of reactive oxygen species by polymorphonuclear cells compared to the other groups. Reuters quote the authors as saying that this could be attributed to the flavonoids found in orange juice which suppress reactive oxygen metabolites in vitro.

The scientists conclude that their

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



Reading Scientific Services Ltd.

results show that orange juice could potentially prevent atherosclerosis as well as insulin resistance and diabetes.

Papaya and cancer

RECENT research into the benefits of papaya by University of Florida researcher Nam Dang and colleagues in Japan, has shown anti-cancer effects against a range of tumours. Researchers used an extract made from dried papaya leaves and found it was effective against a variety of cancers, including cervical, breast, liver, lung and pancreatic cancer.

The paper, published in the *Journal of Ethnopharmacology*, investigated a variety of mechanisms to try and understand how papaya exerted its effects. One suggested mechanism is that papaya extract induces cell death. The papaya leaf extract was also shown to promote production of Th1-type cytokines- key cell signalling molecules, a mechanism which could prove useful in the treatment of some immune-related diseases such as inflammation, autoimmune disease and some cancers.

The team of researchers made a tea from the dried papaya leaves and exposed 10 different types of cancer cell cultures



to four strengths of papaya leaf extract and measured the effect after 24 hours. Papaya was seen to slow the growth of tumours in all the cultures tested. B. Aggarwal, a professor in the centre's department of experimental therapeutics, commented that this research was a good beginning but the next steps will now be to replicate the findings in human and animal studies.

High fructose corn syrup and obesity

A rat study by researchers from Princeton University and published in the journal *Pharmacology, Biochemistry and Behaviour*, has examined short term and long term effects of high fructose corn syrup (used in processed foods and beverages) on body weight, body fat, and circulating triglyceride.

In the first experiment Hoebel et al. gave male Sprague-Dawley rats, for eight weeks, either 12 h/day of 8% HFCS, 12 h/day 10% sucrose, 24 h/day HFCS, all with ad libitum rodent chow, or ad libitum chow alone. They found that the rats given 12 hour access to water sweetened with HFCS gained significantly more body weight than animals given equal access to 10% sucrose.

In the second experiment, Hoebel et al. investigated the long term effects of HFCS on body weight, obesogenic parameters, and gender difference. Male and female rats were given access to HFCS over six months. They found compared to the rats that just ate chow, the rats on the HFCS gained more weight, had increased adipose tissue and elevated levels of circulating triglyceride levels. The male rats in particular increased in size. The rats with access to the HFCS also gained 48% more weight than those eating a chow diet. Hoebel et al. note that they do not know why this is. One of the researchers is quoted in *Science Daily* as saying that their findings support the theory that excessive consumption of HFCS may be an important factor in the obesity epidemic.

The Corn Refiners Association has released a statement criticising the study. It states that the rats had excessive amounts of HFCS. They report that the calories gained from the high fructose corn syrup would be equivalent to about 3000 kcal/day for a human all from that single source.



Juices & Juice Drinks

Coconut water reduces calories

USA Naked Juice has developed a 100% juice smoothie and reduced calories by 35%. By using coconut water in its recipes, the company has created two new variants: Tropical Smoothie With Coconut Water and Peach Guava Smoothie With Coconut Water.

The company says that by blending its smoothies with coconut water – a juice – it has been able to reduce sugars and calories without losing any of the nutritional value. Tropical Smoothie offers a pineapple and mango flavour, while Peach Guava Smoothie delivers a fused combination of peach and guava.

“Our blend masters have revolutionised the smoothie as we know it,” said Brad Armistead, Director of Marketing, Naked Juice. “Using coconut water, we are able to give our fans a reduced-calorie, 100% juice smoothie option without compromising that great Naked Juice taste. It was an idea so great that we just couldn’t limit it to one flavour.”

Smoothie additions

SWEDEN Spendrup has broadened its beverage range with the launch of Pago Smoothie in Mango-Passion and Redberries flavours on to the local market.

Pago Mango Passionsfrukt (passion fruit) combines exotic flavours in the form of mango and the passion fruit maracuja. The second flavour, Redberries, offers a medley of raspberries, strawberries and blackberries. “Both smoothies contain 100% fruit and berries. Neither drink has sugar or other additives included,” said Helena Augustson, Spendrup’s Marketing Manager for soft drinks, bottled water and fruit juice products.



On-trade presence

UK Eager Drinks, a not-from-concentrate premium ambient juice range for the on-trade is refreshing its packaging to meet the growing demand from bartenders to create a premium juice brand with impact for their consumers. The new packaging uses bold colours to reflect the funky, humorous and fun ethos of the brand.

Ed Rigg, Founder of Eager Drinks, said: “Our suppliers are telling us more and more that customers are not just requesting specific alcohol brands but are now asking about the quality of juice behind their bar - whether it be for use in cocktails, mocktails or simply a soft drink.

“I wanted to give the brand even more appeal and personality, moving away from a retro look and feel and into a modern and 21st century product that would appeal to all level of consumers.”

The rebranding coincides with the launch of two more juices in the existing long-life Eager range, 100% Squeezed Orange Juice with Bits and Apple and Mango. The Apple and Mango juice is the first combined fruit drink in the Eager range, predicting it to be

Pago Mango Passion and Pago Redberries are being pitched at a market segment between traditional soft drinks and light snacks, Augustson explained. “Pago smoothies are perfect for those who are hungry for something more than an ordinary beverage. They are perfect as a snack, for example, when you need added energy or engaged in any form of training.”

The pasteurised Pago Mango Passion and Pago Redberries, despite having no additives, boasts a nine month shelf life. The products are being sold through supermarkets, convenience stores and cafes.

Smoothie drinks have grown in popularity among Swedes in recent years, showing an 18% growth in volume sales in 2009.



a strong seller as a soft drink or to mix interesting cocktails.

Premium addition

UK Britvic has introduced a premium variant to its Robinsons squash range, called Robinsons Select, targeted at a more adult palate. The brand has also been given a new look.

Robinsons Select is designed to help families ‘grow up’ with squash, formulated to offer something new and different in the marketplace. There are four variants available in 850ml bottles: Orange, Mandarin & Peach; Apple & Wild Blueberry; Red Grape, Pomegranate & Raspberry Orange; and Mandarin & Peach No Added Sugar. The drinks contain no artificial colours, flavours or sweeteners.

The launch is being supported with point of purchase, outdoor media and a marketing plan focused on sampling. The authenticity of the flavours will be communicated in POS that places the bottles in wooden crates to create the impression of freshly picked fruit at markets.

The refreshed look features new labelling with images of parents and children picking fruit together to reinforce the role of Robinsons in family life and to emphasise the taste and quality of the product. The new design will also further differentiate the Fruit Squash, No Added Sugar and Fruit Barley varieties.

Meanwhile, Robinsons Barley Water has a new 850ml pack in an original style bottle reinforcing its 75th anniversary and Wimbledon sponsorship.



Relaunch for 5 Alive

UK Coca-Cola Great Britain is giving its juice drink brand 5 Alive a makeover. There is a new apple flavour, new look and television advertising with a strapline of 'Come Alive with 5 Alive' as viewers see a Dodo brought back to life from extinction by 5 Alive. Set to the Don Fardon track 'I'm Alive', the commercial is intended to bring the brand to families in a fun and entertaining way.

Supporting the campaign is digital activity via www.dancingdodo.com a Facebook page. Users will have the ability to view the new advert, buy the track (via iTunes) and read more about 5 Alive. There will also be apps to engage users including 'Dodo your Photo' and 'Do you Dodo?'

The campaign is further supported by 6 and 96 sheet outdoor advertising.

Cathryn Sleight, Marketing Director for CCGB, said, "We know that consumers have a lot of latent love and awareness for 5 Alive and we wanted to create a campaign that was memorable, entertaining and would appeal to mums. In 2010 we will



step change our investment and focus in the brand and have an ongoing commitment to building the brand through our communications, NPD and in-store activity."

Wild for juniors

UK Villa Drinks Ltd reports that its Wild Juices range of fruit juice drinks, which come in chunky 270ml bottles fully sleeved with exotic animal artwork, are proving a hit with pre-school and primary-aged school children.

Sean Willmore, Marketing Manager of Villa Drinks Ltd, said: "We have been astonished at how well received these drinks have been. Our Wild Juices displays at the recent shows we have attended act like a magnet to youngsters and parents, and adults instantly understand and approve of the offering as a suitable choice for their children. Furthermore we have, I believe, created a unique range of animal-themed ready-to-drink 10% juice drinks with a 'healthy drinking' ethic, which give us a market niche with powerful potential."

There are three variants: Tanga Tiger (Orange), Party Parrot (Blackcurrant) and Cool Croc (Apple). They feature natural



flavourings and added vitamins A, B and C, with no added sugar and are made with Hadrian Spring water high in natural calcium.

Young children, says Villa, find the bottles easy to grasp and hold and enjoy drinking from the pull up-push down sports spout.

Message in a bottle

UK Following the launch of five new flavours, Belvoir Fruit Farms has introduced a tall, elegant new bottle to replace the existing 'milk bottle' style design across its cordial range. The bottle features an embossed glass logo, larger Belvoir branding, enhanced labelling and illustrations to highlight that the drinks are made from real ingredients with no preservatives.

Managing Director Pev Manners said: "Despite the recession we had a good

year in 2009 with a 20% sales uplift, but it's important to keep innovating to drive the brand forward.

"We had a very original artisanal cordial bottle which we thought got across our core brand values as well as reflecting our heritage, but when we carried out consumer research we found that while this appealed to our loyal core consumers it was not bringing in new purchasers. This new bottle is a cross between an olive oil bottle and a cordial bottle and will give us a very elegant on-shelf presence as well as greater label space to shout about the naturalness of the product. The ingredients will be clearly flagged on the front with

statements such as 'made from ½ lb of blackcurrants and three Cox apples' or 'fresh flowers, fresh lemons & no preservatives.'"

Belvoir's five new flavours comprise - Blackcurrant and Cox Apple cordial, Cranberry cordial, Raspberry Lemonade, Organic Orange & Jasmine Pressé and Apple & Melon Pressé.

A sampling team will be attending a number of county shows and fairs around the country this year: "Getting people to taste the new varieties is key to driving sales. We are positive that once people try the delicious new varieties they will come back for more," said Manners.



Lunchtime campaign

UK Oasis, the UK's leading on-the-go juice drink, has launched a year-round campaign centred around British lunchtimes. Activity includes a new television commercial, radio, outdoor, an on-pack promotion, media partnership with *The Sun* and digital activity on Facebook.

Introducing the strap-line 'Fruity Drinks and Lunchtime Dreams' the Coca-Cola Great Britain (CCGB) brand will be continuing to target its core audience of 20-something men and women. It follows consumer research that reveals the average Brit is unhappy with his/her lunchtime and the lunch-break is in need of a 'cheeky' Oasis makeover. As a result, the brand plans to improve lunchtimes everywhere.

The new TVC brings to life the lengths Oasis will go to make the lunchtime dreams of Matt, a Scot now living and working in London, come true. Matt misses his favourite sandwich (ham with extra mustard) from his favourite sandwich shop, Gino's Sandwiches, which is 500 miles away in his hometown in Scotland. Oasis will stop at nothing to make sure he gets it and so brings Matt not only his favourite sandwich, but the entire sandwich shop too.

NASA competition

UK Panda's association with the children's film *Planet 51* continues this month with the launch of a nationwide on-pack promotion to celebrate the release of the film's DVD. The prize is a family holiday to the Kennedy Space Centre and the chance to win one of 51 *Planet 51* DVDs.

Starring the voice of stars like Sean William Scott the funny adventure tells the story of an astronaut who lands on a planet to find aliens living like humans. To celebrate Panda's association with the movie the brand has introduced *Planet 51* characters to the brand's packaging.

Competition details on the Panda packaging will encourage consumers to enter via the website www.pandadrinks.com/planet51.



The promotion will be visible over the summer trading period and the competition will be live until February 2011.

Panda Brand Manager, James Nichols, said: "We have joined other major brands such as Burger King and SEGA in our association with *Planet 51*, highlighting the calibre of our investment which will help to create even more appeal and give retailers another reason to stock Panda."

New design

UK Independent The Feel Good Drinks Company has launched new designs across its entire range of still and sparkling juice drinks. The new packaging has increased the focus on the brand name and communicates the 100% natural, quality ingredients in the drink. Feel Good Drinks does not add any sugar to its drinks and have emphasised this messaging on-pack, as well as highlighting



that each serving counts as one of your five.

Dave Wallwork, Managing Director of the Feel Good Drinks Company, said: "We spend a lot of time and effort creating delicious drinks that offer 100% natural refreshment with no additives and unlike many other 'premium' juice drinks, absolutely no added sugar, something which is so important to consumers. These new designs communicate all this good stuff in a way that is fresh, innovative and differentiated from anything else in the category."

Eager juices

UAE Britain's Eager Drinks not-from-concentrate juice range has been introduced to the United Arab Emirates by Orbis Foods, one of whose divisions already has soft drinks experience as distributor of Britvic's J20 range.

Eager Drinks was established by Ed Rigg who started in business selling fresh juices from the back of his father's van at music festivals. He subsequently developed a long-life premium packaged range targeting grocery and hospitality channels.

Continuing Rigg's original standards, Eager Drinks offers only 100% pressed and

squeezed juices. They do not contain any artificial preservatives but use packaging technology which allows the product to be transported and stored without refrigeration until opened.

The packaging method ensures the juices "taste as good as the day they were juiced," according to Rigg and his team.

Six flavours are available: Cloudy Apple, Orange, Pineapple, Pink Grapefruit, Tomato and Cranberry Juice.

Orbis Foods promotes itself as "a Dubai-based company with a passion for individuality". It roasts coffee and nuts, has a substantial tea division, and distributes other foods to supermarket chains and the hospitality industry.



Limited edition

SOUTH AFRICA Continental Beverages, a division of the Pioneer Food Group, has done well with a limited edition extension to its Jungle Yum concentrated syrups range.



Jungle Yum Banana Kick has a topical football graphics label, featuring a cartoon character called Gerry Giraffe.

The syrup is marketed as suitable for three applications: mixed with water for a refreshing drink, stirred with milk to make a milkshake, or frozen as ice lollies. Packaging for the long-established Jungle Yum range was refreshed in 2008.

Single-serve

UAE Kraft Foods has introduced Tang Singles to the UAE market, adding a further dimension to what is already a very strong-selling product with long-established market awareness. The single-serve sachets are available in orange, mango and tropical flavours. They are being promoted as convenient, flexible and suitable for youngsters to make themselves without spillage.

"Tang Singles will transform the powdered beverage market, which was ripe for innovation," said Najeeb Hasany, Marketing Director GCC for Kraft Foods. "The new format is modern and relevant for today's consumers who look for convenience, variety and excitement in the beverages they consume. Being a brand that already enjoys a



strong GCC heritage and has established taste credentials, Tang Singles will now enable our consumers to enjoy the same great taste of Tang in a much simpler way."

Hasany explained that "one of the most consistent findings that emerged from our in-depth consumer testing prior to launching was that the new format is flexible and convenient enough to enable multiple consumption occasions in and out of the home. While in the past Tang was typically served at home during lunch or dinner, the single serve format now creates alternative moments of consumption for Tang any time of the day."

Powerful antioxidant

USA Bai Brands has added Bai5 Costa Rica Clementine to its low-calorie line of antioxidant-rich bottled beverages which include Sumatra Dragonfruit and Panama Peach. They feature the antioxidant-rich coffee fruit and are made with the organic sweetener stevia. "Since the launch of our first Bai beverages, consumers have discovered one of nature's greatest secrets, the antioxidant benefits of the coffee fruit," said Bai Brands Founder and President Ben Weiss. "Costa Rica Clementine brings another delicious, vibrant



option to the marketplace for health-conscious consumers who want to harness the power of coffee's secret superfruit."

Blending fresh fruit flavours with the spirit of the world's great coffee-growing regions, the company says it offers a much more potent concentration of antioxidants than comparable drinks with commonly found ingredients such as acai and pomegranate.

Bai introduced its original line of beverages (Tanzania Strawberry, Mango Kauai, Jamaica Blue Berry and Kenya Peach) in August 2009, and later created the low-calorie Bai5 as an alternative to traditional diet drinks made with artificial sweeteners. "We have received positive feedback from consumers around the country about the Bai5 beverages, which don't carry the aftertaste that is found in many diet drinks on the market," added Weiss.

Campden BRI 
food and drink innovation

Soft drinks and juices: new product development seminar

Tuesday 25 May 2010

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

The seminar will cover

- ✦ Market trends
- ✦ Legislation - including flavours
- ✦ Colours and sweeteners
- ✦ Fortification
- ✦ Packaging and the environment
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World Cup-timed

GERMANY In time for this year's World Cup Championship, Cristiano Ronaldo – World Soccer Player of the Year 2008 – has introduced Soccerade, the sports drink he helped develop and previously reported in SDI.

The sales of the new sports drink in the test markets of Germany, Portugal, Iceland, UK and Switzerland are reported to have exceeded all expectations. Besides Germany, there are plans to roll out Soccerade in a further 30 international markets.

Soccerade is made of natural mineral water without any artificial colouring, flavouring and sweeteners or preservatives. Using only natural ingredients it comes in Wildberries, Cold Blue (Exotic), Citrus (Citron/ Grapefruit) and Orange flavours.



Special edition

USA Red Bull has introduced a special edition can featuring Red Bull Racing's Brian Vickers and Scott Speed, respectively. It will be available through most of the NASCAR season as the Red Bull Racing team embarks on its fourth year of operating in the NASCAR Sprint Cup Series.



The special edition 19.2 oz can is expected to boost sales for the category and brand, especially amongst NASCAR's 75 million fans who are three times more likely to purchase related merchandise than non-fans. Further, says Red Bull, the larger size will appeal to the category's heavy users who represent 21% of the consumer base, but consume 73% of the category volume.

According to Nielsen, the greater-than 16 oz segment is worth US\$430 million, representing 11% of total category sales.

Coconut juice for sport

UK Cocafina has relaunched its coconut juice for the sports market. Owned by Fina Brands Limited and winner of several taste awards, Cocafina, previously available in sports pouch format, can now be purchased in a 300ml can with a 12 month shelf life.

Green coconuts are viewed as a natural sports drink due to their high calcium, magnesium and potassium content. It is the fastest growing beverage category in the US and has grown into a US\$35 million market in 2008 from US\$20 million in 2007. In August 2009 PepsiCo bought Brazil's largest coconut water company, which makes coconut water brands Kero Coco and Trop Coco and in September 2009 Coca-Cola bought a majority stake in the US coconut water brand Zico. Fina Brands predict that coconut juice will be a high growth category in the European market in 2010.

Coconut juice is the clear liquid found within young green coconuts. Cocafina is low in calories (62 calories per 300 ml serving),



contains zero fat and double the amount of potassium as found in a banana. Apart from the isotonic re-hydrating properties, the company says it is praised by numerous consumers as a good hangover cure, an emergency blood transfusion fluid instead of standard IV fluid, and an agent to break down all forms of kidney stones.

Powdered energy

INDIA Heinz India (P) Ltd (HIPL) has launched Glucon-D Isotonik – an isotonic energy drink. HIPL's Chairman and Managing Director, N. Thiruambalam, said that the product is "a result of the endeavour to not only satisfy unmet consumer needs but also to delight the consumer by innovation in packaging and product form."

Thiruambalam said that the product will be initially available in a carton containing eight single serve powder sachets and a unique carry along sipper containing three powder sachets, in two flavours – Lime Burst and Orange Rush. Priced at Rs 40 (\$0.86) for a carton of eight sachets and Rs 49 for a sipper with three sachets, it will be available in Tamil Nadu and West Bengal states.

Heinz came to India in 1994 by taking over the Family Products Division of Glaxo with powerful brands such as Complian, Glucon-D, Nycil and Sampri. Heinz India is fully integrated into the global Heinz operations employing high standards in quality at its state-of-the-art manufacturing facility at Aligarh in the State of Uttar Pradesh. This manufacturing facility is HACCP certified and follows GFMP (Good Food Manufacturing Practices).

Pro unveiled

USA The Gatorade Company, a division of PepsiCo, is launching its G Series Pro – a new variant of the recently launched G Series – through a distribution alliance with GNC, the nation's leading specialist retailer of nutritional products with a network of nearly 5,500 outlets.

G Series Pro was originally developed by The Gatorade Sports Science Institute to meet the needs of professional and aspiring professional athletes and, until now, has only been available in locker rooms and specialised training facilities.

"Make no mistake, Gatorade is all about the athlete," said Sarah Robb O'Hagan, Chief Marketing Officer. "G Series premiered on the Super Bowl sidelines, where we promoted the 'before, during, and after' system of sports performance, and G Series Pro raises the bar even higher. Up to now, we have kept these products in the locker room, but the compatibility between G Series Pro athletes and GNC customers persuaded us this is a product line of genuine interest to those looking to go pro."

"We recognise different needs of specialised and distinct groups of athletes across the spectrum of the whole category," said Massimo d'Amore, CEO of PepsiCo Americas Beverages. "G Series Pro is a manifestation of this insight – the elite athlete, with his or her particular nutrient requirements, needs a highly customised product. G Series Pro is such a product."

Burn's beach launch

UAE Coca-Cola Middle East launched the new 500ml can of Burn premium energy drink in style at a beachside resort in Dubai, complete with a can-crushing monster truck show, one part of which saw a new world record set for the number of cans crushed by a vehicle in three minutes.

The monster truck theme was an appropriate introduction to the 'Size Does Matter' brand message, furthered in media advertising and in-store promotions.

"Burn has been a successful premium energy drink brand among our young male adults who are trendsetters and adventurous, and look for energy to experience life to the fullest," said Antoine Tassar of Coca-Cola Middle East.



"With the introduction of the bigger 500ml cans, we will focus our communication to reinforce the correlation of the brand's effectiveness in providing hydration as well as refreshment of body and mind when your energy is lagging."

The 250ml Burn cans crushed in the truck show did not go to waste. Coca-Cola hauled them to the Emirates Environmental Group for recycling.

Function and flavour

USA AriZona Beverage Company has developed AZ Energy, a new street-art inspired energy drink made with natural juices from pears, apples, peaches and mangos, as well as orange blossom honey, creating, says the company, a fruity citrus flavour rather than the medicinal-like taste of some other energy drinks.

The drink combines vital nutrients, including a 100% daily value of vitamins B6, B12, C and B5 with 100 milligrams of caffeine per

serving to help keep consumers going. Like all AriZona beverages, AZ Energy contains no preservatives, no artificial colours or flavours.

The company's Creative Director Wesley Vultaggio explained: "Most of the energy drinks on the market fall flat when it comes to taste, so with AZ Energy we wanted to make a beverage that not only gives you the energy you need, but something you actually want to drink."

Both versions of this beverage, AZ Energy and AZ Low Carb Energy, come in 15 oz cans decorated with AriZona's familiar eye-catching style expressed with a bold blue and green street-art design.

Sophisticated

USA Liquid Lightning, sodium free and formulated with high dosages of vitamins and minerals (including 210% of vitamin C and 1290% of B12), is launching new packaging for its core products, and introducing four new flavours early this summer. An accompanying campaign comprises a series of highly stylised photographs to reinforce the brand's position as a sophisticated lifestyle product for "every man and woman who pursues excellence in everyday life." Liquid Lightning is also low in sugar, caffeine, and calories (the sugar-free formula has no calories or carbohydrates), and can be used as a mixer or drunk neat, chilled over ice.

The four new flavours will be made with all natural ingredients and added vitamins and minerals. Led by Dr Erik von Keil, the new formulations maintain the high vitamin concentration but further reduce sugar content, and will incorporate natural fruit juices and sweeteners.



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Martial arts energy

SOUTH AFRICA The association between X35 Energy and mixed martial arts (MMA) has extended to sponsorship of Danie van Heerden, currently the country's number two in this fast-growing field.

MMA is a hybrid sport allowing participation by all martial arts and hand-to-hand combat styles. As a result, the X35 team points out, participants must be well rounded in all fighting techniques as well as



physically strong, fit and agile. Van Heerden meets these requirements, with an illustrious career in physique building, wrestling and other sports.

The X35 team say this is "completely synergistic" with their energy drink alternative which offers its drinkers 'the natural kick' and does not contain taurine.



Danie van Heerden.

New look

UK R2, a hypotonic recovery sports drink from Snowball Holdings, has been given a new-look shrink sleeve created by Chadwicks

A non carbonated recovery drink, R2 rehydrates in just 30 minutes. The beverage has been developed and tested by sports scientists and its rehydration qualities are scientifically formulated, tested and proven.

R2 is free from artificial ingredients, colouring or stimulants and is low in sugar, which makes it suitable for diabetics who lead an active lifestyle. R2 also contains powerful antioxidants that neutralise toxins, plus glucose polymers to restore energy levels.

Nick Paterson-Jones, from Snowball Holdings Ltd, said: "R2 is a premium product, and we wanted this to be reflected by the quality of the finished sleeve. We are very impressed by the professional yet personal approach that Chadwicks has showed us and were particularly pleased with the fast turnaround on this job."

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



Water & Water Plus

Recycling first

UK drench, the spring bottled water from Britvic Soft Drinks, has become the first British water brand to use UK sourced recycled plastic, a move that closes the loop on its UK packaging.

The first of the new packaging to be produced will be part of a trial of over a million 500ml bottles, which will contain 10% rPET. This will be sourced from the world's first food grade PET and HDPE plastic bottle recycling plant in London, Closed Loop Recycling, in conjunction with Britvic's pre-form bottle supplier Constar.

Leslie Davey, Britvic Brands Director, commented: "It has always been our ambition to use British rPET to continue the brand's journey to continually improve our carbon footprint. We don't intend to stop here – both drench and Britvic will continue to look for ways to ensure sustainability remains a key consideration across the brand and the wider business."

The inclusion of UK rPET in drench bottles ensures less energy is used in manufacturing than if virgin PET is used, reducing each bottle's carbon footprint by approximately 6%. Other brands in the UK have trialled rPET in packaging, but have sourced recycled material from abroad, neutralising any environmental benefit through transport emissions.



Summer additions

UK This Water has introduced two new variants: Oranges & Lemons and Raspberries & Apples. "We spoke to our drinkers and they told us they wanted new This Water drinks that were as light and refreshing as our best-selling Lemons & Limes recipe, with the same high-quality real fruit, natural spring water and great taste," explained Sarah Smart, the brand's Marketing Manager. "So we went into the kitchen and came up with these two new great-tasting, more refreshing recipes".

Oranges & Lemons recipe blends Mediterranean oranges, Brazilian oranges, spring water and freshly squeezed lemon juice; whilst Raspberries & Apples is a blend of pressed juices from specially selected raspberries and apples, a good squeeze of



lemon, blackcurrants to add the rich colour, and spring water. Neither drink contains preservatives, colourings or flavourings.

Free swim

UK Coca-Cola Great Britain (CCGB) is repeating last year's Schweppes Abbey Well free swimming campaign, and encouraging consumers to 'Schwim Free' throughout 2010.

To win a complimentary swimming session, consumers can exchange promotional Schweppes Abbey Well 'Sch...wim cap' bottle tops at 500 pools nationwide. In 2009 over 45,000 free swims were redeemed and

this is set to grow in 2010; the offer has expanded to include more pools and facilitate a Free 'Schwim' on any weekday.

Outdoor advertising which features tongue in cheek taglines such as 'Don't spend a penny in the pool', is being used to drive awareness of the offer.

The activity coincides with an updated packaging design for the brand which celebrates the provenance of Schweppes Abbey Well. This year the brand will introduce 25% recycled PET content in all bottles, as well as reducing the bottle weight by 24%.

Best seat

UK Highland Spring has launched its summer on-pack promotion which highlights the bottled water's sponsorship of Andy Murray and gives consumers the chance to collect tokens on special promotional packs to redeem against rewards, including a limited edition inflatable tennis ball chair. In addition, all those who register for a reward will be automatically entered into a free prize draw to win a family trip to a slam tennis experience in 2011.

Other rewards include a tripod chair; a tennis court picnic blanket and handy tennis ball seat cushion. Consumers can register and download a collector card from the dedicated micro-site – www.iwantthebestseat.com.

Highland Spring has developed a multi channel media campaign to maximise awareness, which includes outdoor, print and online media as well as bus and taxi advertising.

The promotion will feature on all major Highland Spring retail packs available from multiple grocers and on selected cash and carry packs.



Sally Stanley, Group Marketing Director at Highland Spring, commented: "This is our biggest on-pack promotion to date and we are confident it will capture the imagination of consumers who are gearing up for a summer of world class sporting events."

New twist

UK Perfectly Clear has been given a new look accompanied by the launch of a range of real fruit flavours by parent company Silver Spring. The brand, which pioneered the UK's flavoured water category, has already been received positively by the market, securing listings with Tesco and Morrisons.

The new generation of Perfectly Clear is being positioned as a healthy soft drink, with new and improved flavours that have a distinctly English personality. The label design represents English tradition with a contemporary twist, with blue and green alternatives denoting still and sparkling options respectively. It also allows greater visibility of the product and bold imagery of its ingredients.

Responding to consumer demand, Perfectly Clear is being made available in 1.5litre bottles for the first time in flavours which echo its Garden of England roots: Heavenly Cherries; Divine Summer Fruits; Scrumptious Strawberry; Crisp Red Apple; and Zingy Lemon & Lime.

Silver Spring Managing Director Neill Cotton said: "We have revisited all the flavours and ingredients, moving with the market. The qualities of real fruit have been enhanced and the range is entirely sucralose-based.

"We are responding to consumers' demands to know more about the products they are buying. Our drinks are made exclusively with chalk-filtered, calcium-rich water



The bottle's shape and wrapping have been redesigned to focus on its credentials as sugar-free, with no artificial colours and flavours.

from the Silver Spring within the North Downs, the closest commercial spring to more than 50% of the UK population. This means we have a great story to tell on low food miles and excellent water quality."

Glacial awareness

UK Isklar Norwegian Glacial Natural Mineral Water has unveiled new television advertisements for its still and newly launched sparkling range. Entitled 'pure glacier' the advertisements aim to capture both the purity of Isklar's Norwegian provenance as well as its glacial roots through the notion of coldness. Each execution uses ice and its effects as the central, dramatic element.

The campaign is being supported by digital media, 4OD which is an online catch up service and digital escalator panels across the summer.

Marketing Director of Isklar, Aoife Burnell-Smith, said, "This new creative campaign really captures the essence of Isklar and the tongue-in-cheek humour which subtly underlines the ads gives us a unique point of difference within a crowded and traditionally conservative category."



Wellness

FINLAND Hartwall has launched Novelle Plus Magnesium + Vitamin C. The green apple flavoured Novelle Plus Magnesium is an unsweetened and calorie free mineral water that targets the active lifestyles segment of the wellness market.

"There is a growing demand in Finland for wellness drinks that contain important minerals and vitamins" said Karla Frisk, Hartwall Novelle's Brand Manager.

The marketing campaign developed for the Novelle Plus Magnesium launch underlines the drink's essential minerals, claiming that the magnesium content in the water beverage promotes muscle recovery in athletes and those engaged in active lifestyles.

"One 0.5 litre bottle of Novelle Plus Magnesium + Vitamin C includes 30% of the recommended daily allowance of magnesium and 100% of the vitamin C requirement according to Finnish Recommended Dietary Allowance guidelines," says Hartwall.

Hartwall also recently launched Novelle Plus Zinc + Vitamin E from the Nouvelle product stable. The drink, which carries apricot and jasmine flavours, is sweetened with fructose and contains vitamin E.

Launched in March, Novelle Plus Zinc + Vitamin E and Novelle Plus Magnesium + Vitamin C are sold in 0.5 and 1.5 litre bottles, with the retail prices ranging from €1.55 for an 0.6 litre bottle to €2.30 for a 1.5 litre bottle.



In brief...

● **UK** Independent catering company, Charlton House, has raised £6,912 over nine months for the UK registered charity, Seeds for Africa, through nationwide sales of its 'Wellbeing Being Well' water, part of the company's healthy eating initiative which aims to improve health in the workplace. Amanda Gerrard, Corporate Fundraising Officer for Seeds for Africa, said: "The funding raised by Charlton House has helped Seeds for Africa to provide children in a primary school to plant paw-paw, banana, passion fruit, mango and avocado trees as well as trees for shade. The children have also grown maize, beans, potatoes and tomatoes, as well as native vegetables, such as saka, miroo, mrere and kunde. It has also helped to provide two water tanks and irrigation equipment. These things will help to ensure the success of the vegetables and trees grown."



UK Ellie Elephant, Funky Monkey and Happy Hippo naturally flavoured water drinks are proving hugely popular, says producer Villa Drinks, with even the youngest children recognising and responding to their jungle favourites and finding the round shaped bottles with nipped in waists instantly appealing, user-friendly, easy to drink from and comforting to hold.

Sean Willmore, Marketing Manager of Villa Drinks Ltd, said: "We set out to create a healthy alternative to high sugar content fizzy drinks for kids. We wanted a range of drinks that had a nutrition panel that would stand up to the scrutiny of the most discerning mums and a packaging presentation that would really speak to children."

Carbonates

Targeting men

FINLAND Sinebrychoff has completed the mid-March launch of Coca-Cola Cherry, introducing the classic cherry-flavoured drink to the Finnish market for the first time. Men, aged 25 to 35, will be the main target group for Coca-Cola Cherry, which received its first market launch in the US in 1985.

"There are one million Finnish men who fall into this age category and target group, and almost half of these consume sugar-sweetened soft drinks at least once a week," said Sinebrychoff spokesperson Terttu Niutanen.

Sinebrychoff is launching Coca-Cola Cherry as a seasonal product with the sales cycle period starting in March and ending in September. The cherry-flavoured product is being sold in 0.5 litre and 1.5 litre recyclable plastic bottles.

"Our research shows that there is a strong market for a product such as Coca-Cola Cherry, and we expect sales to be good. The better the Finnish summer, in terms of sunshine, the higher the sales should be, as in Finland the drink is regarded as a seasonal summer product," said Niutanen.



Track-a-Pack

AUSTRALIA Frucor Beverages has furthered the Pepsi association with music by running an on-pack promotion offering 1.8 million music downloads.

Presented as Track-a-Pack, the initiative was developed in co-operation with the bandit.fm website run by Sony Music Entertainment Australia.

Each label allows one download, with a choice of more than quarter of a million tracks. The promotion runs until early June.



Digital initiative

INDIA As part of its summer marketing campaign, Coca-Cola India has run a Thums Up Thunder Wheels on-pack promotion. Consumers looked under the crown of a bottle of Thums Up for a 9 digit unique code and then texted 'APACHE' followed by the 9 digit unique code to 58558 from their mobile phones. Consumers also had the option to telephone and register their code through an Interactive Voice Response System and feed the unique number to the application downloaded from the internet. A computer generated lucky draw offered consumers a chance to win a TVS Apache RTR 160 motorbike every hour throughout the campaign which ran from mid March to the end of April.

The national initiative was designed to leverage the popularity of digital media.

Teen push

UK Coca-Cola Great Britain's (CCGB) teen-centric brand, Dr Pepper, is launching a multi-platform brand campaign – digital TV advertising, on-pack and sponsorship – around its award winning creative, 'What's the Worst that Could Happen?'

A Facebook community is launching through a dedicated UK fan page. The interactive hub will include a dedicated news feed and host brand content. Fans will be invited to play a dramatic Dr Pepper Status Takeover, where those who dare could cash in as teens are challenged to put their own Facebook status into the hands of Dr Pepper for a chance to win £1000.

Ringtone giveaways will also run across 9 million 330ml cans and 500ml bottles. Facilitated free from your mobile, consumers are challenged to accept a ringtone that 'could be good or could be embarrassing'. In keeping with the 'What's the Worst that Could Happen?' ethos, tones offer a moment of random humour and entertainment featuring sound clips from popular TV shows.

The tongue in cheek 'Nurse' and colourful 'Over Friendly Father' advertisements are being screened on television and at the cinema. Both illustrate teen humour in relevant settings – an American college and on prom night.

Further, in a three-year sponsorship deal, the 'Tidal Wave' ride at Thorpe Park will feature Dr Pepper branding and a permanent 'What's the Worst that Could Happen?' experience spot. Finally, a targeted sampling campaign will run through the key summer period, offering consumers the chance to try 150ml Dr Pepper cans, after all 'What's the Worst that Could Happen?'

Fanta support

INDIA Coca-Cola India has launched an integrated communication programme for Fanta, the country's favourite fruit-flavoured sparkling beverage. The 360-degree initiative features brand ambassador and Bollywood sensation, Genelia D'Souza under the aegis of Dikhaao Apne Asli Rang (show your true colours).

The new initiative showcasing Genelia in an all-new mischievous 'avatar', reflects the fun-loving and playful attitude of today's generation, who are always on the look out for

innovative and exciting experiences.

According to Srinivas Murthy, Marketing Director – Flavours, Coca-Cola India, "Brand Fanta is known for its distinct 'orangy' taste and for providing fun-filled, exuberant experience to all its consumers. The latest Fanta campaign showcases how a bottle of Fanta brings out the playfulness in oneself and converts a tricky situation into magical exuberance, letting one spread fun amongst everyone around. Fanta has already created a unique place in the minds of the consumers with its distinct 'Holi' taste experience and the launch of this initiative will further strengthen its connection with consumers."

A good life to be won

SOUTH AFRICA One woman will win what Appletiser describes as "a deliciously good life for three months" in a (southern) autumn promotion which also features more than 20,000 instant prizes. Entrants need to purchase a six-pack of 330ml Appletiser, Grapetiser or Peartiser and SMS the bar-code.

The offer is being highlighted through point of sale merchandising and marked packs.

Whoever wins the big prize will have three months of pampering, including a personal trainer, chef, chauffeur, hair and body stylist, au pair and maid, as well as a complete makeover, a Nintendo Wii plus, a



Garmin and a Blackberry.

The prize package is valued at around R1 million. Spot prizes, which are notified immediately, include Nintendo Wii sports packs, Blackberries, Garmins, magazine subscriptions, cab rides, gourmet cooking classes, nutritional consultations and styling sessions.

Sprite fusion

CHINA With Sprite such a huge seller and green tea being so enduringly popular in the country, it is perhaps no surprise that the first new carbonated beverage from the Coca-Cola innovation and technology centre in Shanghai is a combination of the two: Spritea.

Spritea has recorded double-digit growth



in China for several years but Coca-Cola's market research indicated that consumers did not find the brand very interesting, despite the drink's popularity.

Introduction of Spritea comes in tandem with a rejuvenation of Sprite's marketing and image, using a 'Spark Fresh Thinking' tag.

Spritea was launched with the biggest sampling campaign ever undertaken by Coca-Cola in China. Promotion has been headlined by Jay Chou, the Taiwanese singer and actor who is closely associated with the Sprite brand and stars in a new advertising campaign for the brand.

Guava for summer

USA The IZZE Beverage Company of Boulder, Colorado, has introduced Sparkling Guava, its first tropical flavour. "With the hot summer months right around the corner, we felt inspired to add a refreshingly sweet twist to our assortment of sparkling beverages," said Brad Armistead, the company's Director of Marketing. Made with 70% juice and sparkling water, Sparkling Guava is being marketed as "an extremely satisfying better-for-you beverage." The drink contains no refined sugars, caffeine, preservatives or artificial flavours.



The four-pack packaging promotes awareness of the Global Education Fund (GEF), IZZE's long standing non-profit partner. The 'For Good' partnership with GEF helps provide educational opportunities and resources to needy children around the world. IZZE was founded to support GEF and the Sparkling Guava packaging will educate consumers on what GEF is and how the brand is helping them meet their goals.

Consumers consulted

ANGOLA Angolan producer Refriango is asking the public to vote on which new flavour should be added to the Blue carbonated drinks range, one of the country's top-selling brands. The company says the promotion is an Angolan 'first'.

"Blue continues to innovate in the Angolan market. Because it is a super-brand, Blue recognises and honours its consumers and, for the first time Angolans are going to decide what the next Blue flavour will be."

Three possible flavours feature in the vote: Tamarind, Guaraná and Tangerine. Other flavours in the Blue range, available in both cans and bottles, are Orange, Lemon-Lime, Passion Fruit, Pineapple, Pineapple-Coconut, Mango, Apple and Raspberry.

As well as influencing Refriango's production decision, participants in the vote – which can be done by phone or text – have the opportunity to win daily prizes such as branded t-shirts, iPods and mobile phones, event tickets, travel and motorcycles.

An overall winner will be chosen to take part personally in the next Blue advertising campaign.

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Healthy options

still relevant in a depressed economic climate

The category recorded positive growth but is no longer the driver it once was, reports Ewa Hudson.

Are health and wellness-positioned soft drinks recession-proof? Well, not entirely, but the sector has held up pretty well. Global business intelligence provider Euromonitor International gives an overview of how the various sectors performed in a perilous 2009, identifying hot growth opportunities as well as the most promising regions to focus on in the future.

Recession takes its toll

In 2009, on a global level and based on fixed US\$ exchange rates, most health and wellness soft drinks categories managed to retain positive retail value sales growth. However, health and wellness soft drinks (as a total category) no longer drove overall soft drinks growth as they did earlier in the review period. Global health and wellness soft drinks recorded 4% value growth in 2009 (the same as overall soft drinks), which was the lowest rate recorded over the 2004-2009 review period. However, some health and wellness sectors still acted as growth engines, for instance health and wellness coffee, which enjoyed a strong surge of popularity in Asia-Pacific, albeit from a very small base.

As was to be expected, bottled water growth slowed to 6% in 2009 as many cash-strapped consumers reverted to tap water. During the earlier part of the 2004-2009 review period, annual value growth rates had ranged between 9-10%. The ongoing controversy around plastic bottle waste in an era of rising concern over climate change and energy shortages did not exactly help the industry's cause. In Western Europe, where consumers became increasingly engaged in the debate and where tap water is generally of good quality, value growth slipped to just below 2%, and in North America to 3%. Latin America and the Middle East and Africa, on the other hand, exhib-



ited considerable dynamism, expressed in value growth rates of 24% and 28%, respectively, partly because the safety of tap water in parts of these regions is questionable.

With value sales growth of 5%, health and wellness carbonates outperformed overall carbonates in 2009, which only managed just under 3% value growth. And while health and wellness juice only managed a paltry increase of 2%, naturally healthy superfruit juice performed valiantly, registering a 9% rise in value sales.

Organic takes a predictable hit

Rising food prices, job losses and shrinking disposable incomes brought about by the global economic crisis meant that fewer consumers were prepared to buy premium priced beverages. Hence, organic soft drinks only mustered 1% value sales growth in 2009. In North America, the category declined by nearly 3%, while Eastern European sales took a 5% tumble.

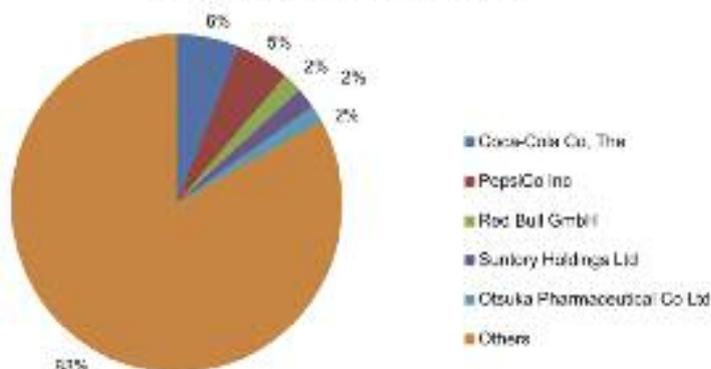
However, fortified/functional soft drinks managed to hang on to their positive growth trajectory, achieving 5% value growth and proving that consumers are still willing to pay that little bit extra when they perceive the products' benefits as tangible and relevant to them.

Coke and Pepsi lead health and wellness, but with relatively small shares

As one would expect, Coca-Cola and PepsiCo lead the global health and wellness soft drinks market with value shares of 6% and 5%, respectively. However, it is interesting that their leading shares in overall soft drinks are much larger - Coca-Cola commands a whopping 25% share and PepsiCo 12%.

This shows that despite the two soft drinks giants' concerted efforts over the last decade to expand their health and wellness portfolios, eg through the acquisition of strong local juice, water and functional drinks players, they are still a very long way from transforming themselves into 'thoroughly healthy' beverage companies. Japanese company Suntory Holdings, in contrast, which claims a modest 3% global value share in overall soft drinks, ranks fourth in health and wellness

Top 5 H&W Soft Drinks Players - Global % Share 2009
(Retail Rsp US\$ at fixed ex rates)



Source: Euromonitor

beverages with a 2% value share. The company has a broad health and wellness brand portfolio, including Iuemon, the world's second leading brand of health and wellness RTD tea.

Superfruit juices good for business – and the brain

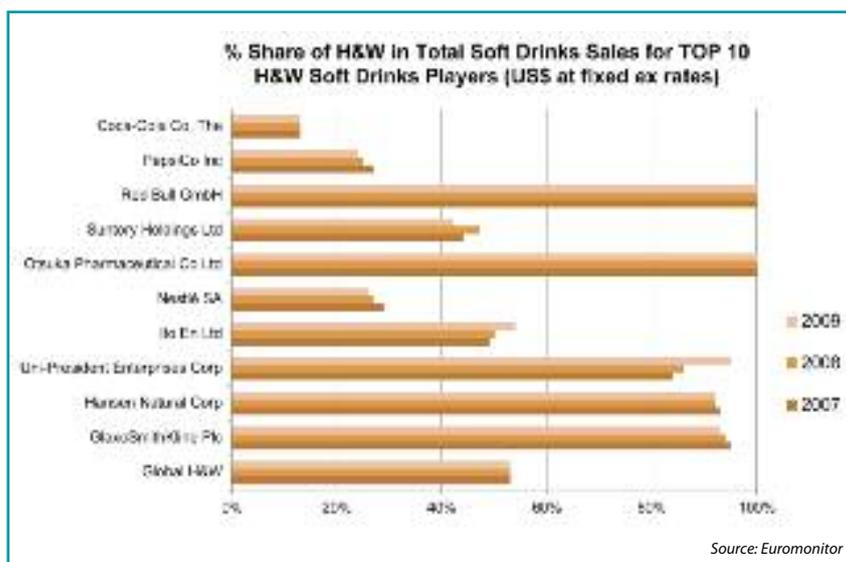
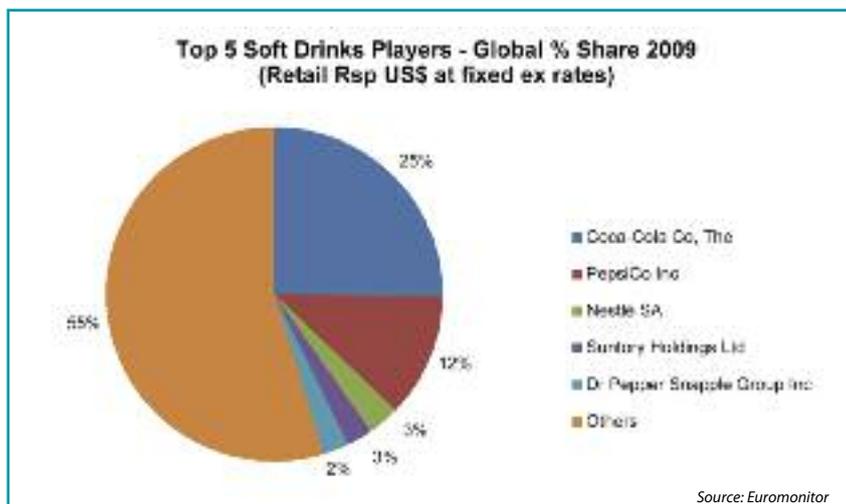
As already alluded to, superfruit juices sustained their consumer appeal in 2009, registering a moderate increase of US\$217 million on the previous year to reach global value sales of US\$2.6 billion. These products are likely to intrigue consumers, scientists and beverage companies alike for many years to come, with new health and wellness platforms and positionings continually arising.

For instance, there have been many reports of late about the likelihood of blueberry and grape juice boosting cognitive performance. In December 2009, a study published in the *British Journal of Nutrition* indicated an improvement in memory function in older adults who had received Concord grape juice supplementation over a 3-month period. The juice of the US-bred Concord grape variety is believed to be particularly high in antioxidants. Welch's grape juice (from National Grape Co-operative Association Inc), which ranked 11th in the US fruit/vegetable juice sector by 2009 off-trade volume sales, is one of the brands which uses the Concord grape in its products.

Another study published in January this year, in the *Journal of Agricultural and Food Chemistry*, showed that 500ml of blueberry juice, administered daily for 12 weeks to a small study group of elderly people, improved their learning and memory power. Although the mechanisms remain unknown, the beneficial effects were attributed to the fruit's high flavonoid content.

Of course, there is no reason why brain health positioning should be restricted to just two varieties of juice. It potentially extends to all antioxidant-rich 'superfruit' juice varieties, including pomegranate, cherry, acai and cranberry juice.

For today's (and tomorrow's!) consumers, remaining in good enough health to enjoy their later years is a top priority. One of their biggest fears is the onset of progressive cognitive decline, memory loss, and, worst of all, irreversible dementia. According to Alzheimer's Disease International, dementia affects one in 20 people over the age of 65. Euromonitor International Countries and Consumers data shows that over 65s amount to around 541 million consumers globally in 2010, and by 2014 this will have risen to almost 600 million – a potentially enormous target group for easy-to-consume juice products.



Kombucha the next big thing in RTD tea?

Health and wellness RTD tea products have also outwitted the recession. Global value sales rose from US\$19.8 billion in 2008 to US\$21 billion in 2009. Antioxidant-rich health and wellness RTD green tea products were immensely successful in propelling growth in the past, seeing an increase in off-trade value sales of 54% over the 2004-2009 review period. Now that growth is starting to level off, companies are on the lookout for the next big thing.

And kombucha could well be it. Kombucha is made by fermenting sugar with the help of a kombucha culture in a tea base. The kombucha culture, sometimes referred to as the 'kombucha mushroom', is a highly complex mass of bacterial and yeast cultures, which exist in symbiosis. The resultant beverage, ie the kombucha, is said to be extremely rich in organic acids, vitamins, enzymes, amino acids and other health-giving compounds. Indeed, kombucha is another one of those products which enjoys an enduring reputation as a cure for all ills.

It needs to be pointed out that kombucha au naturel is something only serious healthy living acolytes can stomach. To make it palatable for pampered mass-market taste buds, ingredients such as sugar, flavourings and/or fruit juice are usually added.

Kombucha has long been available in health
Continued overleaf

Kombucha, is said to be extremely rich in organic acids, vitamins, enzymes, amino acids and other health-giving compounds.



HEALTHY OPTIONS - continued

food shops, typically produced by committed smaller companies, such as GT's Organic Raw Kombucha from US-based Millennium Products, whose founder believes that the beverage helped to cure his mother's breast cancer. The product is available from Whole Foods Market and comes in several flavour varieties.

In recent months, kombucha launch activities have intensified. In October 2009, Honest Beverages (owned by Coca-Cola) introduced Honest Kombucha in the US, with the tagline 'Live, Organic & Raw'. There are three variants - Berry Hibiscus, Lemon Ginger and Peach Mango.

In April 2010, also in the US, natural food giant Hain Celestial introduced Celestial Seasonings Kombucha in five flavour varieties, claiming to be "the first company to augment kombucha's naturally occurring enzymes, probiotics and antioxidants with all-natural functional ingredients, providing a targeted wellness boost". Meyer Lemon Ginger, for example, contains added probiotics and ginger to support digestive health, Berry Guava features green tea extract and B-vitamins

Ewa Hudson is Head of Health & Wellness Research at Euromonitor International. www.euromonitor.com

for a healthy metabolism, and Superfruit with acai, pomegranate and goji berries has extra vitamin C to boost immunity.

Outlook: Middle East and Africa, Latin America and Asia-Pacific to drive growth

Although this was not the case in recession-hit 2009, Euromonitor International predicts that health and wellness soft drinks will once again drive value growth in the overall soft drinks market over the 2009-2014 forecast period. Health and wellness soft drinks are expected to achieve 17% growth over this period, compared to 14% for soft drinks overall.

Organic soft drinks growth will be in line with that of health and wellness soft drinks, although the predicted 17% increase will be very much below the 86% enjoyed by the organic category over the 2003-2008 review period. However, organic drinks are unlikely to make any great inroads in the Middle East and Africa region over the next five years, and growth in North America is projected to be a very modest 5%. Latin America, Eastern Europe and Asia-Pacific will be the driving regions, although this growth will come from quite small bases.

With the exception of the organic category, the Middle East and Africa region will be key to driving future global health and wellness soft drinks growth. For instance, value sales of health and wellness bottled water in this region are predicted to increase by 60% over the forecast period, compared to 17% globally.

Health and wellness RTD tea and superfruit juices are expected to enjoy global value growth rates of 30% and 40%, respectively. Reduced-sugar fruit/vegetable juice is another up and coming category, with particularly buoyant growth expected in Asia-Pacific (176%), the Middle East and Africa (72%), Latin America (59%) and North America (43%). Excellent prospects are also envisaged for the still fairly novel health and wellness RTD coffee category, which is set to multiply its value sales from US\$15 million in 2009 to US\$113 million in 2014, propelled by rampant demand in Asia-Pacific. ■

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Whey to wellness

with clear nutrition

Mark Neville, points to the potent potential of whey protein in wellness drinks.

Life-long health is now regarded by many as an achievable goal. By the same token, wellness is no longer seen merely as the absence of disease, but as an optimal condition that individuals can play an active role in creating for themselves.

Wellness drinks have come to the fore in this environment, offering an array of benefits, from antioxidant health defence, cognitive and digestive health, to beauty from the inside.

Protein fortification provides a distinctive dimension to wellness drinks whilst being customisable to the specific requirements of different demographic segments. For example, a national survey commissioned by Volac at the beginning of this year showed that over 20% of the nation recognises that adults aged over 50 need more protein in their diet compared with those in their prime.

The top four roles cited for protein in the diet of the over 50s were 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%). Clearly, then, the senior market segment is a prime target for convenient, protein-fortified drinks.

However, the survey also indicated some interesting market niches that are beginning to emerge for protein-fortified beverages for younger age groups, especially active individuals in their prime who are concerned with body composition and protecting lean tissues and muscles through increasing their consumption of high quality vegetarian proteins.



Protein in beverages

Proteins are essential to health and survival, feeding many vital organs such as the skin, brain, heart, liver and regulating the immune system and the production of glucose. Muscles act as a reservoir of protein and hence play a central role in many metabolic processes.¹

Current nutritional guidelines present protein needs as a set percentage of energy intake in proportion to carbohydrates and fats. In contrast, recent research demonstrates that people who are trying to lose weight by restricting calories need a higher proportion of protein in their diet². For most adults, therefore, replacing some dietary carbohydrates with protein will help to maintain a lean body composition and help maintain satiety.

Beverages are an ideal vehicle for providing this increased intake of protein in a convenient and digestible form. The high concentration of protein inherent in whey protein, combined with the quality of the protein, provide the secrets to their nutritional value. Thanks to an impressive array of essential amino acids, whey protein has a biological value that ranks at the top among dietary proteins.

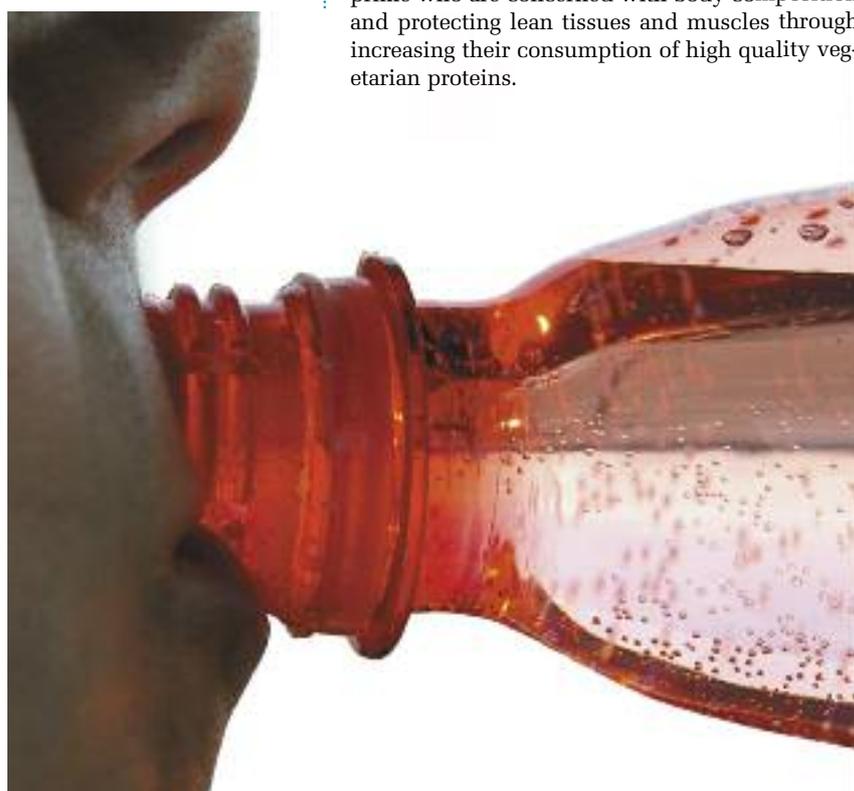
Whey protein isolates are very low in fat, cholesterol and lactose and are easily digestible. They are also rich in leucine, an essential amino acid for muscle protein synthesis. Combined with weight bearing exercise, leucine increases protein synthesis and promotes muscle retention.

Targeted nutrition for different life stages

As people mature and age, there is a natural and progressive loss of lean tissue or muscle mass from a peak of around 48% of total body weight in our early 20s, to 25% or less of total body weight by the age of 80.³

The need to repair and remodel muscle and bone continues throughout life but becomes ever more critical to mobility and health as we age.

Because of the long term nature of the changes in body composition that take place as we grow older, the best defence is to take action early



enough to prevent or at least slow down the loss of lean tissues and bone density. Increasing weight bearing exercises from age 40 onwards is therefore a wise precaution.

Nutritional support through the consumption of high quality proteins is the other part of this equation. However, for maximum effectiveness, nutrients need to be made accessible, both in terms of their convenience and palatability and also in terms of the ability of the body to absorb them – their bioavailability and nutritional integrity. These requirements can be satisfied through the use of whey protein in beverages.

Nutritional whey proteins – a clear advantage in beverage manufacture

The Volactive UltraWhey range of nutritional whey protein ingredients has been designed to meet the exacting requirements of protein-fortified beverage manufacturers. Produced using gentle low temperature and pressure membrane filtration technology, the whey protein remains in its native state with all its nutritional components essentially intact.

Volactive HeatStable is particularly suited to clear ready-to-drink acidic beverages containing whey protein. An acidified whey protein isolate, it is designed to dissolve absolutely in the liquid, providing complete clarity, heat stability and a prolonged shelf life. Volactive Ultrawhey 90 is suitable for weight management applications such as meal replacement drinks where a high protein content and neutral taste need to be combined with a very low fat content.

Whey protein beverage applications: a future perspective

Whether used as a post-exercise recovery supplement, an on-the-go nutritional snack or a meal replacement solution, there is growing market for whey protein in wellness drinks – thanks in part to whey's natural origins and consumer profile.

Whey protein-enriched beverages offer the consumer the advantages of convenience and ease of use through a range of exciting ready-to-drink formats. Moreover, whey protein has a taste advantage over many other types of protein in many types of beverage, from milk shakes to clear fruit



or water-based drinks.

With their high absorption rate, easy digestibility, versatility and palatability, Volactive nutritional whey proteins are well positioned to meet the demand for protein-fortified health and wellness drinks.

As the largest producer of nutritional whey protein in Europe and solely focused on dairy nutrition, Volac has developed deep expertise in this field, producing high quality whey proteins suitable for a wide range of applications. Moreover, Volac's specialist processing technology provides valuable protection for the nutritional integrity of its whey proteins enabling their lifestyle benefits to be enjoyed to the full. ■

1. Wolfe, *AJCN* 2008; 87 (suppl): 1582S-1583S
2. Donald K Layman, *Dietary Guidelines should reflect new understandings about adult protein needs. Nutrition & Metabolism* 2009, 6:12
3. *Curr Opin Clin. Nutr. Metab. Care.* 2000. 3:39-44
4. Donald K Layman, *Dietary Guidelines should reflect new understandings about adult protein needs. Nutrition & Metabolism* 2009, 6:12



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Getting fruity

adding value – bit by bit

In addition to health and wellness, naturalness and purity are what consumers are seeking, according to SIG Combibloc.

Globally, the food industry is searching for product innovations that have the potential for success and offer added value – for consumers, for producers and for retail. SIG Combibloc has developed drinksplus – a solution that makes the added value of a product ‘perceptible’, bit by bit, adding natural ‘extras’ such as pieces of real fruit and vegetables or cereal grains to the drinks. The drinksplus concept opens the way to completely new product categories that are right in line with the current consumer trend for ‘health and wellness’. Now it is possible for products containing up to 10% particulates to be filled in aseptic carton packs using standard SIG Combibloc filling machines for liquid dairy and non carbonated soft drinks or ‘still’ products – with individual bits of up to six millimetres in length and diameter. drinksplus opens up a wealth of trend products, which can be turned into reality quickly and cost-effectively.

Drivers for new product development

Worldwide, the consumer trends ‘health and wellness’ are the main drivers for new product developments in the food industry. Naturalness and purity are the key aspects that consumers look for when selecting value-added products. With this in mind, SIG Combibloc commissioned an international consumer study confirming that for consumers, claims of added value in a beverage are given much greater credibility if the product contains pieces of real fruit or vegetable than would be the case with a drink that did not contain real fruit pieces.

The study also revealed that even adults prefer to drink products with perceptible added value qualities through a straw. Drinking through a straw allows the consumer to fully experience the unique texture of products containing bits of fruits or cereal grains, creating a completely new drinking experience.

The drinksplus concept

This is where the drinksplus concept comes in, creating a completely new product category: real fruit or vegetable or even cereal grains are added to ambient milk mix and NCSD products filled in carton packs.

When considering new product concepts, it is not just a matter of coming up with innovative ideas but it is also necessary to think about technical feasibility. SIG Combibloc succeeded in bringing the liquid and solid product components together, on a continuous basis as part of the routine filling process and filling the products into carton packs under sterile conditions using standard machines for liquid dairy and NCSD products.

In cooperation with the DoehlerGroup (a leading international manufacturer of fruit juice con-



With the drinksplus concept, it is possible to fill products containing up to ten per cent particulates in aseptic carton packs using standard SIG Combibloc filling machines for liquid dairy and NCSD products – with individual bits of up to six millimetres in length and diameter. drinksplus opens up a wealth of possible trend products, which can be turned into reality quickly and cost-effectively.

centrates, fruit compounds, blends, bases, ingredient systems, emulsions, flavourings and colourants for the beverage, dairy and ice cream industries), SIG Combibloc has developed a selection of innovative drinks containing particulates for the drinksplus concept. These include, for example, smoothies with bits of pineapple and orange refined with pepper, and yoghurt drinks with pieces of mango and pineapple. The recipes tested leave plenty of scope for further creative drinks concepts to enhance the product portfolio of any food manufacturer.

To offer complete solutions that incorporate product handling and process technology before the filling process, SIG Combibloc works closely with other experienced and globally active companies. One of the partners is GEA TDS. GEA is a successful technology company that concentrates on special purpose machinery – focusing on process technology and components, as well as plant engineering and construction.

In close cooperation, the companies developed three basic technical options for implementing the drinksplus concept. They can be implemented using standard SIG Combibloc filling machines for liquid dairy and NCSD products. Each of these basic solutions for technical implementation can be tailored to existing manufacturing facilities and adapted to the desired product concept, objectives, investment volume and manufacturing capacity. Only product-related adjustments need to be made to the filling machine.

Single heat treatment: perfect solution for viscous products

With the first basic solution for processing and filling the innovative drinksplus products, the liquid component and the particulates are mixed and then heat-treated in one tubular heat exchanger. This method is especially suitable for viscous drinks like smoothies in which the bits are evenly distributed.

Separate heat treatment for less viscous products

When heat treating the liquid component and the solid particulates separately, less viscous products such as milk mix drinks or fruit juice drinks with pieces of fruits, vegetables or cereals can also be aseptically filled into carton packs from SIG Combibloc. There are two possible solutions. In the first option, the liquid is processed in a standard heat exchanger while the supplier of the solid particulates delivers the aseptically filled bits. They are delivered in a carrier liquid in mobile aseptic barrels which are docked to the filling machine. The pieces are added evenly into the product flow.

In the second option, the liquid component and the solid particulates are treated on-site at the producer's plant in two separate heat exchangers. This solution for filling new product concepts containing extra bits offers the most versatile range of possibilities for mixing and filling innovative success formulas containing healthy bits. After the heat treatment, a dosing unit is used to bring the product components together in a mixing station before they are filled into the aseptic carton packs – using standard filling machines from SIG Combibloc.

Flexible filling technology opens the way

The flexible filling technology opens the way for new product concepts that combine a drink and the natural bits. For more than 20 years, SIG Combibloc – a leading systems manufacturer for aseptic carton packs and the corresponding filling machines – has been leading the way in the aseptic filling of food products with particulates into carton packs. The company extended this expertise to adding nutritious bits to liquid dairy products and non-carbonated soft drinks as well – opening the way for developing innovative new products.

The sleeve system from SIG Combibloc makes it possible: The packaging sleeves produced at the company's production plants are individually shaped, sterilised and filled on filling machines from SIG Combibloc at the premises of the dairy or fruit juice producer. After filling, the carton pack is ultrasonically sealed above the filling level and not through the product – preventing fibres or particulates from becoming trapped in the sealed seam.

To implement the drinksplus concept, standard SIG Combibloc filling machines for liquid dairy and NCS products are simply fitted with a new upgrade set. The easy-to-install 'Particulates Upgrade' equipment includes e.g. special valves and filling nozzles developed to provide optimal product flows and tailored to fill innovative drinks containing particulates.

Single-serve drink packs are continuing to grow in popularity around the globe as con-



An international consumer study confirms that for consumers, claims of added value in a beverage are given much greater credibility if the product contains pieces of real fruit or vegetable than would be the case with a drink that did not contain premium fruit pieces. The study also revealed that even adults prefer to drink products with perceptible added value qualities through a straw. Drinking through a straw allows the consumer to fully experience the unique texture of products containing bits of fruits or cereal grains, creating a completely new drinking experience.

sumers are demanding on-the-go products. SIG Combibloc meets these demands, offering a wide selection of single-serve carton packs in a broad range of volumes. With combiblocMini and combiblocSmall as well as with the corresponding combifit-formats, food manufacturers have plenty of opportunities to position their drinksplus products with perceptible added value. The drinking straws for drinksplus are up to eight millimetres in diameter and make drinking the innovative products with natural bits a very special experience.

According to Diana Bechtold and Norman Gierow, Market Segment Managers at SIG Combibloc: "The unique competence of SIG Combibloc to fill particulates opens the way for new product ideas with natural bits that create exciting drinking experiences. And these new ideas are exactly what the consumer demands. Conventional mealtimes are becoming a thing of the past, with 'proper' meals often replaced by snacks. The nutritious little extra bits give the products the character of a healthy snack. This makes value-added drinks in convenient packaging the perfect companions for people on the go. With their fully printable display surfaces, carton packs are perfect for communicating the added-value characteristics of new products, making them stand out on the shelf." ■

The nutritious little extra bits give the products the character of a healthy snack.

The future of flavours...

and European legislation

Barry Welch explores the impact of new laws affecting the beverage industry in Europe.

From 1st January 2011 new legislation affecting flavourings comes into force across the European Union. This will impact on soft drinks producers as well as food producers more generally. After the current transition phase, from present to new legislation, what will be the legal requirements upon manufacturers?

The soft drinks market in the European Union is currently valued at €126.7bn*, and is forecast to increase by 10% by 2014, even taking into consideration the current economic conditions.

Within the EU, sugar reduction in soft drinks is high on the agenda, particularly in northern Europe, but this is also beginning to emerge as a trend in southern Europe. The trend towards natural flavours is also continuing.

This natural flavours trend in the soft drinks market means that the new flavour Regulation is particularly relevant as it introduces some important changes.

Regulation (EC) No 1334/2008 essentially aims to harmonise the use of food flavourings, and ingredients with flavouring properties, 'in and on foods'. The Regulation will lead to an EU 'positive list' of flavouring substances that can be used in flavourings, and set conditions for their use and the labelling rules that will apply. It will also specify what processes are permitted in the manufacture of natural flavouring substances and flavouring preparations.

When is 'natural' natural?

One big challenge thrown up for food manufacturers is that the word 'natural' will only be used for substances or preparations which are derived from material of vegetable, animal or microbiological origin. They will need to provide more detailed ingredient declarations, and depending upon the origin and composition of the natural flavouring, one of several declarations could apply. Taking lemon as an example, these could be: Natural Flavouring Substances, Natural Flavouring, Natural Lemon Flavouring with Other Natural Flavourings or Natural Lemon Flavouring.

Flavours will be classified differently under the new Regulation, so what classifications will apply under the new legislation, how are they different, and what do they replace?

What are the categories established by the new Regulation?

The Regulation establishes six categories of 'flavourings': Flavouring Substances, Flavouring Preparations, Thermal Process Flavourings, Smoke Flavourings, Flavour Precursors and Other Flavourings.



Under the old Directive, Flavouring Substances were subdivided into Natural Flavouring Substances, Nature Identical Flavouring Substances and Artificial Flavouring Substances.

Under the new Regulation Flavouring Substances are now either just Flavouring Substances or, if applicable Natural Flavouring Substances. The old categories of Nature Identical and Artificial Flavouring substances have now been redefined as Flavouring Substances.

The Regulation clarifies further that "Natural flavouring substances correspond to substances that are naturally present and have been identified in nature". Additionally, only items in this category are permitted for use in preparing a flavouring that may be called natural.

The Flavouring Preparations category existed under the old Directive, but under the new Regulation it is specified more precisely. It relates to products that are not flavouring substances, but which are obtained from food, or from non-food materials of animal, vegetable or microbiological origin, according to clearly defined processes.

Thermal Process Flavourings cover products that are obtained after heat treatment from a mixture of ingredients which do not necessarily have flavouring properties themselves. This category existed under the old Directive as Process Flavourings.

Smoke Flavourings, a category that existed under the old Directive, is separately controlled under Regulation (EC) No 2065/2003. It applies to products obtained by the fractionation and purification of a condensed smoke.

New categories and fresh implications

Flavour Precursors is a new category not present in the old Directive. It encompasses products that do not necessarily have flavour themselves, but which are added to food with the sole intention of producing flavours by breaking down or reacting with other components during processing of food.

An example of such a precursor Flavouring

could be a blend of sugars and amino acids, which in itself has little flavour, but when used in a canning application reacts in the can on processing to generate flavour.

Other Flavourings is another new category, used when a flavouring does not fit any of the five previous definitions.

The new Regulation also sets maximum levels of certain substances naturally present in certain flavourings and food ingredients with flavouring properties. The old Directive controlled the presence of these naturally occurring biologically active substances in flavours, whereas the new Regulation also controls their presence in actual food ingredients.

So what impact will these changes have upon ingredients lists and formulations... and what effect will they have upon flavour houses and manufacturers?

Probably the main implication of the new Regulation is the way it has changed use of the term 'natural.' Under the old Directive, to declare 'Natural Raspberry Flavouring', 90% by weight of the flavouring portion needed to be derived from the raspberry fruit itself. This proportion rises to 95% by weight under the new Regulation. Additional flavouring material from the named source will need to be added, and formulations amended, to retain this declaration.

However, if a flavouring has less than 95% from the named source, for example 94% derived from mint and 6% derived from orange, then it would need to be declared as 'Natural Mint Flavouring With Other Natural Flavouring' – or just 'Flavouring'.

Under the old Directive, either of these examples could have been designated as 'Natural Flavourings'. Under the new Regulation they must be identified either as 'Flavourings' – lacking the valuable 'natural' qualifier – or with the longer designations shown above, which may be confusing for some consumers.

Even more confusingly, manufacturers are only allowed to declare 'Natural Flavouring' on a label when the components used do not reflect the overall flavour profile of the flavour. For example, this would include a flavouring with the overall flavour profile of a banana, but 100% derived from other sources such as strawberry and raspberry.

Reformulation: the holistic approach

A key reason for initiating these changes was to give consumers a greater insight into the contents of food products that they buy. However in many cases, what's actually happening is that food manufacturers are requesting reformulation to avoid needing to use the longer declaration. The challenge for flavour houses is that such reformulation requires not simply adjustments to a single ingredient, but also to the overall product formulation, against tight time and cost constraints. This holistic approach is the one we are taking with our customers at Kerry Ingredients & Flavours. We have found that by tailoring all ingredients and flavours in-house, including sensory evaluation, we can help our customers bring consumer-preferred products to market more quickly and cost-effectively than would be possible using traditional approaches.

So, given all these changes, does the new Regulation make it clearer to consumers what is



meant by 'natural' flavours?

Well, what we can say is that today's consumers are clearly more aware of food ingredients, what they are and where they originate, and it is important that food manufacturers recognise this. There is an increasing perception that ambiguous labels such as 'nature identical' could hide artificial ingredients that some people might prefer to avoid.

If this is the case, a good thing about the Regulation is that it requires manufacturers to be much more precise about the type and origin of their flavour ingredients. However, our concern at Kerry is that by pursuing greater precision, the Regulation has sacrificed clarity.

For example, how will ordinary consumers tell the difference between Natural Lemon Flavouring and Natural Lemon Flavouring with Other Natural Flavourings? Perhaps permitting a less strict use of the term 'natural flavouring' might have been a good idea.

Conclusion

It's vital to build and maintain consumers' trust in the latest flavour technologies and ingredients, which are subject to rigorous safety testing, and are essential to healthier-lifestyle formulation approaches involving salt, sugar and fat reduction.

Our work with customers has shown the crucial importance of optimised flavour in successful 'healthier' reformulations. We've seen at first hand the value added for customers by clean-label flavour ingredients deployed as part of an overall ingredients, technologies and application expertise portfolio.

The new flavours regime could result in a significant amount of reformulation activity in the soft drinks market, as well as the wider food industry. With Kerry's broad range of technologies and extensive capability in applications, we have the resources and expertise to assist manufacturers in providing the necessary solutions to their reformulation challenges. ■

Even more confusingly, manufacturers are only allowed to declare 'Natural Flavouring' on a label when the components used do not reflect the overall flavour profile of the flavour.

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www.kerrygroup.com

References: *Euromonitor.

Innovative plant concept

balancing demands and increasing efficiencies

Reduced losses, high efficiency, frequent product switches, small batches, and a wide range of options are the goal, writes Dietger Spiegel.

Which manager of production would not know the dilemma? Customer oriented product innovations lead to an increased number of recipes. More recipes lead to a necessary increase in storage capacity. A wider range of diverse products together with finite storage capacity on the customer side lead to smaller batch sizes. Usually this all leads to an inflated storage for finished products at the manufacturer.

An intelligent, modern plant concept shall alleviate this vicious circle. To sum up the requirements:

- Reduction of the material costs with 'less loss' concepts.
- Generating exact production volumes.
- Reduction of raw goods storage by just-in-time production.
- Increase in the OEE – overall equipment efficiency – by shorter downtime and dependably high quality level (RAFT: right at first time).

The following investment example of a realised production plant will show, which plant engineering ideas will lead there.

The production process of the example is divided into mixing, homogenisation, thermal treatment, sterile tank with aseptic water dosage and filling. The particularities are described in the following:



Mixing

Batch sizes range from 150 kg to 2.500 kg. The production process is recipe-based. The ingredient list and the order of the base operations are implemented in a modern process control (in PC S7) and controlled by a barcode scanner.

Liquid components are added through connected piping and are automatically weighed in a two step process. An exact dosage right from the first kilogram is especially vital for small batch sizes. Ruland achieves this by a special connection of the 32 liquid components to the mixing tanks. Additionally, this solution elegantly avoids losses with product sticking to piping or even remaining quantities in the piping.

Various solid products in powder form can be dispersed and emulsified directly at the mixing tank. Raw goods from barrels and containers can be emptied with minimal losses because of very short fuse- and piping lengths.

The mixing times before the intermediate and final controls are equal to wait time. By using an innovative mixing technology, these are almost halved. The challenge is to secure good mixing results from the smallest to the largest charge, from viscous to thin. This is achieved with optimal adjustment control and a tailor made tank design.

Less-loss

Remaining product in containers as well as residue on tank walls or piping during draining of plants are major sources of losses. Those are consequently minimised. The water available to the recipe is little and is planned to be even less in the future. A stringent water management is introduced and divided as follows:

- Water for rinsing 'handling units' (barrels, buckets, hoses, etc).
- Water for transfer operations (supply/drainage).
- Water for fine-tuning the concentration at the end of production.

By stepwise rinsing and draining of containers and piping, an optimal product yield can be achieved with very little water. By using an almost dry plant when leading in, 'precious water' can be used for draining. Under regular conditions for this kind of production, 50 to 75kg product loss are considered state-of-the-art. As a new benchmark, Ruland reduces this kind of loss by two thirds.

Exact production

Avoiding losses is only part of the story – a significant amount is generated by remaining quantities: if you produce too much, the expensive product needs to be stored, if you produce too little, the product can not be delivered in the agreed quantities. The solution for this is: predict yields. The bigger the batch, the more recipe water may be used to drain the product from the plant, the greater the yield. The smaller the batch, the less recipe water is available, the smaller the yield. This correlation uses the production planner to calculate the correct batch sizes and the automated plant allows the best possible yields brought to the sterile tank – right on target and reproducible.

OEE design

Using an OEE point of view during design led to further innovative ideas, which were implemented. Thermal treatment and sterile tank are the bottleneck and therefore pace setter of the plant and need to be highly available. So why wait for the operator to start processes like CIP and SIP. Or rather, why SIP at all, when cleaning under aseptic conditions is possible and repeated sterilisation is redundant? Why use a complex cold-sterile water supply, when, thanks to the on-target production, only small



amounts are needed for correction, which can now be dosed hot, which is more cost-efficient? Why repeated sampling, when the correct time for sampling after water adding can be shown by dependable in-line measuring?

A production plant only runs smoothly with correct handling. Ergonomic design and short ways support the production personnel to get the maximum out of their new plant. And the motivated operators are able to surpass the expected production output by far. ■

...the automated plant allows the best possible yields brought to the sterile tank – right on target and reproducible.



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Hot fill challenge

the single-piece closure solution

Hot fill applications have been commonplace for decades in the fruit juice bottling business. In the past, all bottled juices, nectars or juice drinks filled in glass bottles have been bottled under hot fill conditions, in order to decontaminate the packaging material (inner of the bottle and of the closure) with the hot beverage itself (between 85 and 92°C in general). The process also provides for a long shelf life, in the range of several months and up to one year, depending on the type of juice and on the temperature of liquid and time in contact at hot temperature during filling.

The market for hot fill products

The development of filling processes succeeding the glass bottle as an alternative packaging system differs globally; in Europe the glass bottle was replaced mainly by PET aseptic systems, which remain dominant (see chart 1). In North America, hot fill applications moved into PET bottles in the 90s – and the trend is ongoing (see chart 2). Asia moved to PET bottles around the year 2000 and, following a health trend, is turning to aseptic applications that offer better product quality, minimising degradation of vitamins in the filled product, due to short term heating.

The PET bottles introduced for the first hot fill applications had some specific designs in common; the body which had to be temperature stable included absorption panels to control deformations due to variations of temperature and to vacuum created during cooling. The neck which needed to have a relatively thick wall, even crystallised in the beginning, in order to withstand the



distortion during the hot fill process and to provide a 'heat stable' neck.

The closures at the beginning were, and still are in many instances, two-piece closures, built with an elastomeric liner applied inside the closure shell, providing a secure seal once screwed on the bottle neck with a high torque.

The disadvantages are obvious. Such PET bottles are heavy, use a large amount of resin and are therefore costly, and not in line with the requirements of a good carbon footprint. Two-piece closures need relatively high application torques, and consequently present a high opening torque, with the seal broken after just a few degrees of rotation. Last but not least, the costs for two-piece closures are rather high due to the two component construction (HDPE or PP shell and thermoplastic elastomer liner).

New trend for one-piece hot fill closure

Acknowledging the disadvantages of two-piece hot fill closures it became obvious that a new one-piece hot fill closure solution was necessary.

To support its customers in their cost reduction efforts, in 2002 Bericap developed from the base of its DoubleSeal closure system, a special closure for the hot fill process, and the first market introduction followed in 2003, in China.

The DoubleSeal one-piece closure system for hot fill was made available in three sizes, 28 mm, 33 mm and 38 mm. The double sealing feature – with an inner boreseal and outer seal – provides an excellent sealing performance during the hot fill treatment, as well as during transport and storing under extreme temperatures or environmental conditions.

The new designed hot fill closure needed to withstand a very challenging process. After the capping of the hot filled product, the inversion step follows to pasteurise the headspace of the bottle. A temperature of > 80°C (depending on product up to 92°C) for about 30 seconds will meet bottle and closure. Optional, but specifically used in Asia, a hot shower (usually chlorinated water) at a temperature of 65°C plus will follow

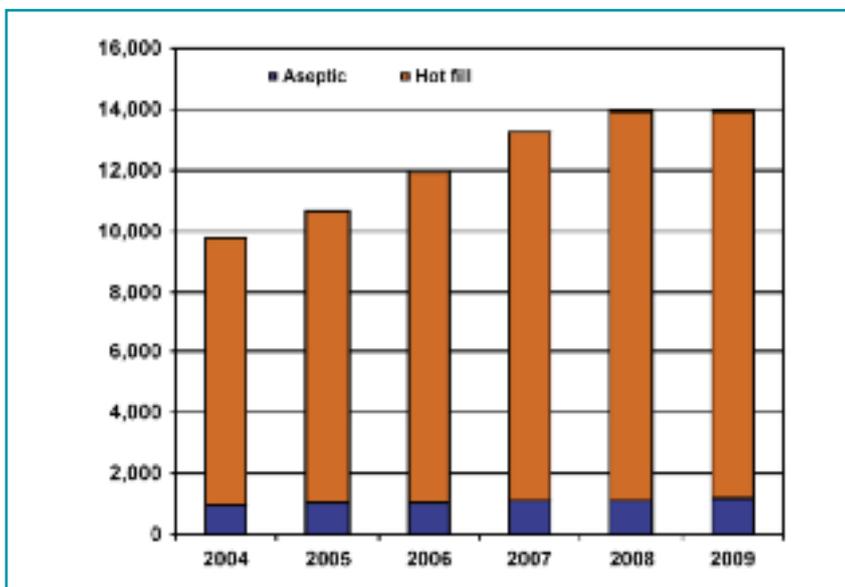


Chart 1: Europe; development of aseptically filled juices, energy drinks, etc. Data based on collection from different sources; best estimate

for another 10 minutes. The intensive heat treatment leads first to an inflation of the bottle and also affects the neck, resulting in slight ovalisation. The cooling down phase at ~ 40°C results in a contraction of the bottle. Performance of the DoubleSeal one-piece closure proved reliable and a tight and secure seal of the package was achieved.

A further advantage for the consumers is the convenient opening torque needed, and the slit tamper evidence band provides enhanced safety and integrity of the package.

The introduction of the 38mm one-piece hot fill closure from Bericap in the Chinese market became very successful, and with the development of several new customers, a new trend for a new package and application type was created.

Products packed were mainly juices and energy drinks

Since the introduction in China in 2003, many other successes have followed in Italy, Germany and Kazakhstan. Bericap has now produced more than 1.2 billion, 38mm one-piece closures for hot fill – a significant experience base.

The first introduction of the 28mm DoubleSeal closure for hot fill also took place in China in 2003, jointly with a multinational client, for filling fruit juices. Meanwhile the 28mm DoubleSeal closure for hot fill was also successful in India and Russia, where multinational customers took advantage of this reliable closure type. After seven years in production, Bericap has gathered experience of more than 1 billion, commercialised one-piece 28mm hot fill closures.

Significant potential for one-piece hot fill closures

The juice and sports drinks market in North America is thus far a relatively virgin market for one-piece hot fill closures, and remains probably the biggest market still using two-piece closures for hot fill today.

Huge savings potential are available to the beverage filling industry if it converts to lighter packaging material, achieving the same or even better integrity of the filled beverages.

From the closure manufacturer's perspective, the target is to develop a closure system that resists in the same time to the hot fill conditions, as described above, but also allows the use of lightweight neck finish, with reduced neck wall thickness and, finally supports cost saving and improvement of carbon footprint.

An initiative that Bericap proposed to the market was a neck wall thickness as low as 2.0 mm (0.08in), together with newly modified, one-piece 38mm closures, as a first step.

The results proved that thinner neck walls, together with a DoubleSeal one-piece closure, show no leakages during the hot fill process – and the packages remain absolutely tight.

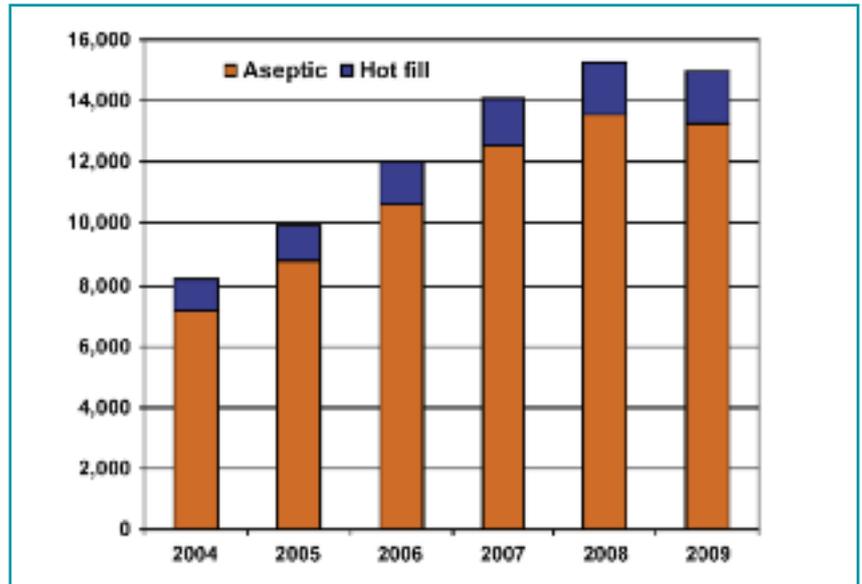


Chart 2: North America; development of hotfilled juices, energy drinks, etc. (Data based on collection from different sources; best estimate)

This success is based on the proven DoubleSeal system, the neck wall being maintained and supported between the inner boreseal of the closure and its outer seal. The distortion of the neck is therefore limited during the hot fill process and the tightness of the closure on the neck can then be achieved, securing the integrity of the beverage in its package.

This first success encourages minimising neck wall thickness further. Even, if final judgments are not taken now, a final weight saving for the 38mm neck can be expected in the range of 2.5grams. A similar development can be predicted for the 28mm DoubleSeal one-piece closure. The future neck finish for a hot fill bottle will most probably be the same as used for a carbonated soft drinks product today. When, at the same time a conversion from a PCO 1810 hot fill neck to a PCO 1881 standard finish is achieved, a total weight saving for closure and neck of approximately 33% seems feasible. Such profound savings are based on the 28mm DoubleSeal one-piece closure – a two-piece closure could not achieve it. ■

BERICAP is a globally acting manufacturer of plastic closures with 20 factories in 18 countries across the world, on-going projects in several countries of Asia and Middle East and a network of licensees and partners to supply similar products made according to the same quality and service standards to its global customers; with four central R&D centres in France, Germany, Spain and Turkey and two mould shops in Hungary and Poland and several satellite R&D offices in its main operations, Bericap is particularly committed to development and innovation in plastic closures for its customers.

www.bericap.com

Send your news to:

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Innovative solutions

help protect the environment

Material and energy savings can be derived from closure lightweighting developments, according to Romeo Corvaglia.

When it comes to PET bottles, 'lightweighting' is all the rage. One of the main objectives behind this trend is to preserve resources – not least due to a continuous increase of raw materials prices. Here shortened closure threads in the thick-walled neck area of the bottle provide particularly beneficial weight reductions. And the associated development of so-called 'short necks' also saves raw materials and energy.

First short neck trials

In an effort to save raw materials and thereby preserve limited natural resources while also saving energy by processing a smaller quantity of thermoplastic melt, a whole series of so-called 'short necks' have appeared in recent years.

In parallel to PCO 1810 with a neck diameter of approx. 28mm, which is used for both carbonated and non-carbonated beverages (known as PCO 28 for short), a neck geometry with a diameter of 30mm was created in France exclusively for non-carbonated beverages. At the start of the new century, the first short necks were introduced for both 30mm and 28mm neck diameters.

Saving weight is number one topic

Driven by increasing cost pressure in plastics, Corvaglia began its pioneering work in the area of short necks in 2003. The development of the 'PCO Corvaglia' created a winning format that uses less material for the cap and the bottle neck without sacrificing performance – even when used for carbonated beverages. Following successful field tests, the PCO Corvaglia was refined further in collaboration with Nestlé Waters Italy, after its introduction at drinktec 2005.

The PCO Corvaglia neck design is the only one that does not alter the distance between the neck ring and the tamper band. This permits the use of the existing grippers on many filling lines. Moreover, the height of the PCO Corvaglia matches the widely available three-start 26.8mm 'Alaska' finish. That means Alaska bottles can be processed on the same filling lines without any problem.

With the support of its biggest members Coca-Cola and Pepsi, the International Society of Beverage Technologists (ISBT) developed the PCO 1881 short neck at more or less the same time. The essentially parallel development of the different short necks led to some confusion on the market. While PCO Corvaglia has maintained constant geometry since 2005, almost 20 different releases of PCO 1881 have been issued all together. For carbonated soft drink bottles PCO 1881 will probably prevail worldwide in its basic dimensions, however, even if this development is taking longer than



The PCO 1881 (top), Corvaglia CSN 26mm (centre) and PCO Corvaglia.

initially expected. Next year, for example, several well-known companies with global operations will be converting to PCO 1881 on a large scale. And naturally, Corvaglia will offer this neck geometry too.

Further potential through vertical integration

Filling operations that can go 'off standard', i.e. ones that do not have to resort to standardised preforms and caps, have a clear advantage. They have additional potential to conserve resources, raw materials and energy. For example, the still water sector, where extremely large quantities are filled, presents opportunities for vertical integration. In this case, fillers produce not only their own preforms and bottles themselves – thereby achieving optimal preform and neck geometry, with the associated savings in raw material, energy and therefore money – but caps are also produced in-house as well. It takes a critical quantity of around 1 billion bottles per year for this approach to be profitable, however, whereby the exact break-even quantity depends on the specific circumstances, of course.

One example is a North American mineral water producer with a volume of about 7 million bottles per day. Last year Corvaglia worked in close collaboration with the customer to develop a customised cap for its half-litre bottle, thereby reducing it from 1.60 g to 1 g. In the neck area of the bottle alone, they managed to trim the weight from 3.15 g to 1.75 g.

Reduced CO2 emissions as well

With an estimated savings potential of 3.01 tonnes of CO2 per tonne of PET* and about 1.69 tonnes of CO2 per tonne of PE* (*source: Fraunhofer / Interseroh), the example above reduced CO2 emissions by about 36.6 tonnes per year simply through the reduction in the amount of raw materials used. A modern passenger car with an economical petrol engine has to be driven 366,000 kilometres to generate that much CO2. And this does not take into account the reduction in emissions due to the lower amount of energy consumed while process-

ing the thermoplastics. But there's no ecology without economy. So along with energy and emissions, a few thousand euros per day can also be saved in raw material alone (depending on the price of raw material).

Weight optimisation must not lead to diminished performance

Building on this individual customer solution, which had to follow certain criteria relative to existing bottles, Corvaglia developed an optimised still water neck/cap solution (CSN). That new cap delivers enhanced performance at the same weight – the tamper band breaks before initial leakage occurs, for example. Corvaglia calls this BTL, which stands for 'break, then leak'.

Meanwhile, the improved 'still water BTL short neck' from Corvaglia has been introduced at other customers as well. Numerous queries suggest that this solution could prevail as the standard.

Ecology through one-piece cap design

One-piece cap solutions also offer financial and ecological benefits, as they are injection moulded from a single material in a single operation. Two-piece caps, on the other hand, are manufactured in four operations: impact extrusion, cutting and folding of the tamper-proof band and insertion of the liner. Along with the required investment, this incurs the associated assembly costs and energy consumption. Moreover, the quantity of raw material (and the cost of raw material) is lower for one-piece caps than for two-piece ones.

And the recycling of pure PE-HD is easier and more energy-efficient than the conditioning of multi-piece polypropylene caps with liners made of EVA.

Bottles and caps made from bio-plastics

Along with initial market introductions of bottles made from PLA (poly lactic acid), which are produced from 100% renewable raw materials, other concepts are beginning to establish themselves on the market. Coca-Cola, for example, recently presented its 'plant bottle' – a PET bottle whose monoethylene glycol components (approx. 30% by

weight) are produced from sugar cane and molasses.

Welcomed wholeheartedly by consumers, this trend toward bio-based plastic packaging products also includes the demand for caps made from renewable raw materials too, of course. So Corvaglia is also working with a wide range of materials, whether based on modified starch, cellulose or bio-plastics such as PLA, which are generated by fermentation.

Here in the area of bottles and caps in particular, the biological degradability of some bio-plastics tends to play a somewhat subordinate role. The conservation of natural resources through the use of renewable raw materials is considered to be of far greater significance. This reduces our dependence on oil and diminishes the destructive effects of CO₂ emissions on the Earth's climate.

Conclusion

All of these innovative developments are possible only in close collaboration with the bottlers and sometimes even with the end customers, who also want to use their packing to achieve further savings in raw materials and energy and also, of course, on the cost side.

The use of short neck threads and cap geometries promises considerable ecological and financial benefits. But we must not underestimate the challenge associated with their technical application and implementation in high productivity cap production and filling lines. This also includes the conversion from two-component cap systems to single-component caps. Here's where the experience and expertise of companies like Corvaglia make the difference. ■

Corvaglia Group, with headquarters in Eschlikon, Switzerland, is a highly specialised manufacturer of one-piece closures for all types of beverages in PET bottles and liquid food containers made from plastic. The range of services goes from new cap design and manufacture of the mould, up to production of caps and cap application. The company, established in 1991, has some 180 employees worldwide and, together with its partner network, a global market share of 20%.

... we must not underestimate the challenge associated with their technical application and implementation in high productivity cap production and filling lines.



Romeo Corvaglia is Group President at Corvaglia. www.corvaglia.ch

An interview with... Virginie Dorance, New Products and Marketing Executive at Crown Closures Europe

What is the market like for metal closures in the beverage industry?

"According to Euromonitor, the beverage market is expected to record an annual growth of 4% by 2013. The most significant opportunity for metal closures in the beverage industry is in the juice segment, in particular juice bottled in glass containers, which represents 8% of the global worldwide volume.

"Strong markets for metal cap and closure growth include Eastern European countries such as the Ukraine and Russia, as well as India and China, where consumption of 100% juice products is growing. The UK and Germany are also big consumers of 100% juice products, while Germany, Turkey and Italy are driving growth in nectar juices.¹

"Further, consumer demand for chilled beverages, single portions and consumption in bars and restaurants are driving demand for glass bot-

tlers and leading to additional opportunities for closures. Using glass packaging helps brands emphasise the freshness of their products and supports a premium image."

What are the latest innovations in caps and closures for the beverage market?

"Using colour, design, shape and embossing on metal closures can all help enhance the appeal of glass containers.

"There are many different options for decorating closures, so brands can choose the one that best complements their package. One of our most recent innovations is a range of decorative finishes that expand branding possibilities and differentiation. The new finishes are available in matte, metallic sparkle, and a special colour-changing finish.

"We also recently introduced a process that

Continued on page 51

Cap that!

closure developments

A look at the activities of three leading closure specialists.

Seaquist Closures, now part of Aptar Food + Beverage, has developed a silicone valve with a different density from PET. This enables separation in sink tanks used in the PET recycling stream. The valve is also coloured for detection by vision systems. Swimming silicone, exclusive to Aptar Food + Beverage, is available as a standard for beverage and on demand for other applications using PET packaging. Conscious of the importance of PET recycling, a growing number of customers have adopted this solution.

General Bottlers CR, the Czech subsidiary of Pepsi Americas, selected the 28mm Original SimpliSqueeze Sport Cap for Toma Natura still water in a 700ml bottle. Klara Kovacs, Purchasing Manager CEG of Pepsi Americas, commented; “We were keen to use a silicone valve because of silicone’s superior performance and organoleptics and wanted to be sure that the valve could be integrated into existing recycling processes.”

Meanwhile, the Aptar 28mm original sport cap has been selected for use by Soccerade Drinks. Designed for those who prefer an active lifestyle and endorsed by some of the world’s top athletes, including Cristiano Ronaldo, this type of drink requires convenient and safe packaging for on-the-go use. Two tamper evident systems guarantee product integrity, whilst the closure is easy to open and close with one hand. The attractive bi-colour closure matches the colours used for the different flavours in the range to ensure maximum shelf appeal. www.seaquistclosures.eu

CSI

Closure Systems International (CSI) offers a comprehensive portfolio of beverage closures, capping equipment, and expert technical services. In addition to the environmental and economic benefits associated with reduced weight packaging, CSI’s Xtra-Lok mini profile utilises the ‘Sure Grip’ knurl, an ergonomically designed profile that makes it easy for consumers to grip.

Two of the newest mini profiles being offered by CSI are Omni-Lok mini 28mm and Aqua-Lok mini 26mm. Omni-Lok mini 28mm is a one-piece closure, precision engineered for carbonated and sparkling beverage applications. Its patented Omni-Seal design ensures high-performance seal integrity across the widest range of temperature cycling conditions. For the end user, this means the beverage will be fresh and bubbly every time. For the beverage company, this advanced seal geometry means brand integrity protection and strong consumer satisfaction. This versatile clo-

sure is engineered for packaging sizes ranging from 250 ml up to 2.5 litres in size. Its patented ‘bead-behind-wing’ tamper band design assures consumer security and trouble free application performance. Omni-Lok mini has enjoyed wide commercial success, having been adopted by major bottlers for use on their flagship brands all over the world.

The Aqua-Lok mini 26mm cap is compatible with 1901 and other 26mm short height 3-lead bottle finishes. This low-profile closure and short height bottle finish provide resin material savings of up to 40% over existing 1844 26mm standard finishes. These new ultra-lightweight closures include tamper evidence before seal release for maximum product security, 3-start thread design for easy-opening convenience, and organoleptically tested and approved resin. This lightweight closure establishes a new standard in material reduction and conservation while maintaining all the sealing performance, reliability, and ease of application that bottlers rely on.

CSI also offers a family of lightweight, superior venting non-carbonated beverage closures for aseptic and hot fill packaging applications in both 38mm and 28mm sizes. The latest aseptic closure design is the Asepti-Lok V38 3S closure. In addition to providing consistent, consumer-friendly opening torques, this one-piece, 3-lead closure incorporates a precisely designed safety venting feature that, combined with tamper evidence, provides the ultimate in consumer safety. Bottlers also benefit from the closure’s lube-free design, which prevents contamination of the sterilisation bath, for superior uptime and overall line efficiency. With clean, sterile rinsing and pressure control venting, CSI aseptic closures prevent product spoilage and eliminate risks to consumers from improper storage or handling throughout the entire supply chain.

For hot fill applications, the Extra-Lok 38mm OD lined closure is one of the lightest weight 2-lead 38mm closures on the market. Its unique liner profile enables customers to reduce their bottle finish thickness without compromising performance. This cap’s design maintains the seal with hot-fill vacuum packages, but allows excessive pressure due to fermentation to vent, which provides the product with improved consumer safety.

In addition to the 20-40% material savings resulting from CSI’s lightweight closure systems, bottlers have realised unprecedented line efficiency improvement when partnering with CSI capping experts for their short height and lightweight conversions. Today, beverage closures are lighter weight and higher performing than ever – a combination that benefits the environment, the consumer, the bottling customer and all stakeholders in the supply chain. www.csiclosures.com

Portola

Ready for market in 2010 is the 28mm Easy-Flip closure; a two piece drinking spout, designed for ease of use for the consumer, the Easy Flip also incorporates Portola’s reputable lightweighting technologies to deliver an efficient solution,

The Easy Flip also has a long spout for drinking comfort, a flow rate comparable to three-piece sports closures, delivering rehydration fast and efficiently, and so reducing the need to squeeze the bottle for faster consumption..

Ergonomically designed, Easy Flip’s double



The Aptar Food + Beverage 28mm original sport cap.

hinge fits inside the overall diameter of the closure; ensuring that it will perform on existing capping heads with minimal adjustment within the filling machine.

Portola Packaging Europe have reduced the weight of Easy Flip by 28% of polymer compared to a normal three-piece sports closure, so making it one of the lightest functional two-piece sports closures. Available for 28mm, the Easy Flip is designed for the PCO 1810 Neck Finish and is available with natural or opaque covers in a wide range of colours.

Gerry Mavin, Commercial Director for Europe, stated: "We have developed this closure with the environment in mind. Portola has led in reducing the weights of its closures in the past and has utilised these skills in the development of Easy Flip to minimise its affect on the planet. Reducing the weight by 28% of material reduces significantly its carbon footprint".

As part of its continuous development programme, Portola has also announced the launch of its new 1881 Sports-Flow closure. Based on its well proven NXT design, the new 1881 version combines all of the best design features from the 1810 NXT closure series with the material reduction

benefits from the 1881 neck. The 1881 version also features a bore seal and enhanced TE before Seal function.

The Sport-Flow complies fully with the BSDA recommendations, with spout pull-off force for example being higher than the recommended standard and indeed one of the highest of current suppliers. Sports-Flow's unique feature is it is the only sports cap that has a spout with a tamper-evident drop down band making it truly visually evident, giving the brand and consumer the extra confidence and safety. Other sport caps in the market rely on tamper evidence on the dust cover, once removed and re-applied; it is difficult to see if it has been tampered with or not.

Easy Flip and 1881 Sports-Flow products will be produced in dedicated packaging facilities under strict hygiene controls.

Portola Packaging is an innovative global manufacturer of plastic closures for the food and beverage industries; product lines include closures from 28mm to 110mm, sports caps, flat caps, and closures for aseptic filling. www.portola.eu.com ■



Ready for market in 2010 is the 28mm Easy-Flip closure from Portola.

continued from page 49

allows us to print on the interior of metal closures. This part of the closure provides an additional surface area for incorporating messages and provides an eye-catching platform for promotion, communication and extra branding. For occasions such as sports events, the inside part of the cap can be used for competition games or cultural events. This helps build consumer loyalty and strengthens the image of the brand.

"Both of these innovations are geared at helping juice and other beverage manufacturers, allowing their products to stand out on store shelves and connect with consumers."

Where would you say the focus is for advancements in caps and closures for the beverage market?

"There are several advancements in caps and closures that focus on meeting consumer and brand owner needs in the beverage market.

"Firstly, more and more manufacturers are recognising the power of a closure as a tool to achieve brand differentiation and visual appeal. The printability of metal closure surfaces allows for the communication of brand messages and eye-catching decoration to create distinctive packaging and we are continually innovating in this area.

"Product safety is also key - and is a topic consumers are highly attuned to. Significant research and development resources are invested to ensure our closure technologies offer excellent barrier performance, long shelf lives and minimise waste. Tamper-proof packaging is another key focus, and the familiar 'pop' sound that metal closures make when opened provides assurance of drink integrity.

"Finally, sustainability is an ongoing trend and Crown places top priority on environmental matters. Metal is 100% recyclable, allowing compa-



nies with metal closures to promote environmental friendliness.

"The fact that closures make a product reusable helps to reduce waste. In addition, metal closures do not require additional packaging, further reducing packaging waste. Metal is recycled at a rate of 66% in Europe, the same level as glass. Therefore, metal and glass rank as the two major recycled materials in Europe."

What is the added-value of working with Crown Closures for beverage manufacturers?

"At Crown, we understand and respond to product manufacturers' needs, and serve as a partner, not just a supplier. We invite customers to our innovation centre in Wantage, Oxfordshire, where they can engage with our engineers and researchers, and tour an exhibition featuring the latest advancements in metal packaging technologies. With our design and packaging expertise, we get involved with our customers at the start of new product development and help them design the best package possible to launch market-leading, differentiated products." ■

"Significant research and development resources are invested to ensure our closure technologies offer excellent barrier performance, long shelf lives and minimise waste".

Healthy figures

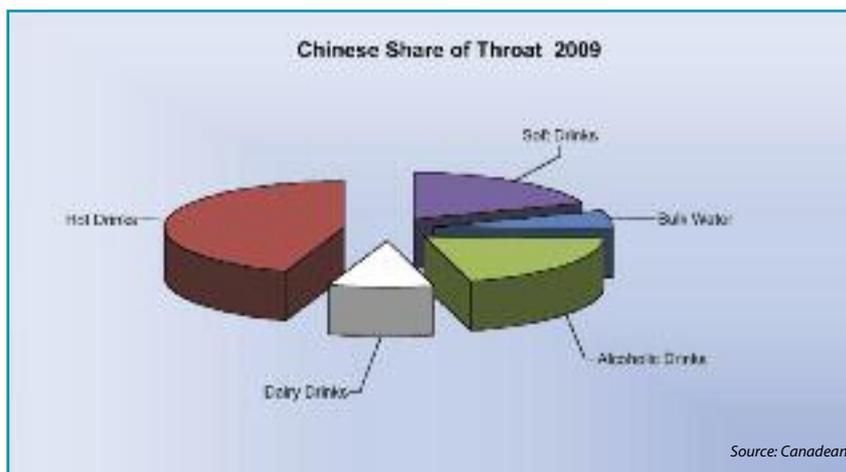
indicate wellbeing

The Chinese soft drinks market has maintained its vibrancy, writes Richard Corbett.

As the rest of the world was still reeling from the knockout blows of the credit crunch, China was the quickest off the canvass. In Quarter 4 2009, China's GDP jumped by between 10 and 11% on the same period 2008, to finish the year up by a healthy 8.7%. This economic outlet looks to have been mirrored in the drinks marketplace with commercial beverages volumes increasing by more than 8%. It is easy to see why the global players in the beverage industry are chasing the dragon.

The Chinese soft drinks market has maintained its vibrancy and provisional figures from Canadean for 2009 point to an impressive 13% growth. This compares favourably with the fortunes of the other beverage categories; alcoholic drinks were up by 8% and dairy drinks and hot drinks were up by between 5 and 6% for the year. The dairy drinks category has performed well considering the market is still recovering from the melamine crisis when an estimated 300,000 infants became ill from contaminated milk. The government's involvement has to an extent helped to restore some public confidence and enabled white milk to edge forward in 2009.

Historically the Chinese have a long tradition of tea consumption, and subsequently there remains a hot drinks bias in the Chinese market. This has restricted soft drinks (not including bulk water) to less than 1 in every 5 litres traded. Soft drinks are, however, catching up and have increased their share from under 13% at the turn of the century. If bulk water is included in the soft drinks total, then this share jumps to more than a quarter. The poor quality of municipal water coupled with the involvement of local players like Yibao and Dinghushanquan, and notably in 2009 the expansion of Wahaha in southern China, has facilitated the rapid rise of cooler waters – 2009 saw an estimated rise of 16%.



Hot drinks remain an important part of the commercial beverages market.



Packaged water

The role of bottled water in China is driven more by need than treat and consequently packaged waters make up nearly a third of soft drinks sales. The need for reliable, secure water is illustrated by the fact that more sparkling water is sold in Denmark than in China, and the market is dominated by still waters. The two heavyweight brands, Kangshifu owned by Tingyi Holding Corporation and Danone's Wahaha, have contributed to much of the category's rise over the years. The high growth of water does not always equate to high profits; margins are very slender and to prosper, volumes must be significant and a number of operators have slipped into the red. It was low profit margins that discouraged Wahaha from investing further in packaged water, choosing instead to focus on other categories. Many shrewd operators are now targeting the premium end of the water market where there is more scope to make money; this has helped the mineral water segment.

Carbonates and still drinks

Carbonates make up nearly a quarter of soft drinks, but this category is conceding share to other more vibrant categories. The rise of the fast food chains must have played a part in the development of the category. The quick service restaurant (QSR) channel has been rapidly growing in China; since KFC opened its first restaurant in 1987 in Beijing it now has over 2,100 stores in China. McDonalds too is opening many new outlets and has over a 1000 restaurants. In 2009 the company announced it was planning to recruit 10,000 more employees to facilitate its further expansion. Carbonates are the main drink consumed in these fast food outlets, but generally the category has been held back by a health conscious Chinese consumer who often perceives these fizzy drinks to be unhealthy. Low calorie carbonates are subsequently flourishing in China as a result but still only make up just 2% of total carbonated soft drinks sales.

The importance of wellbeing in China has helped low calorie carbonates, but the category that has probably gained most has been still drinks. These grew in line with the market and now make up more than a fifth of all soft drinks

sales. As a category, still drinks are focused on addressing health and functional benefits and are most appropriate to these needs. Within still drinks, herbal drinks have been a dynamic segment in recent years. Wang Lo Kat has played an important role in the past few years in the still drinks category after going national in 2003. Its success has encouraged other herbal brands to operate outside the southern region and boosted the whole category volume.

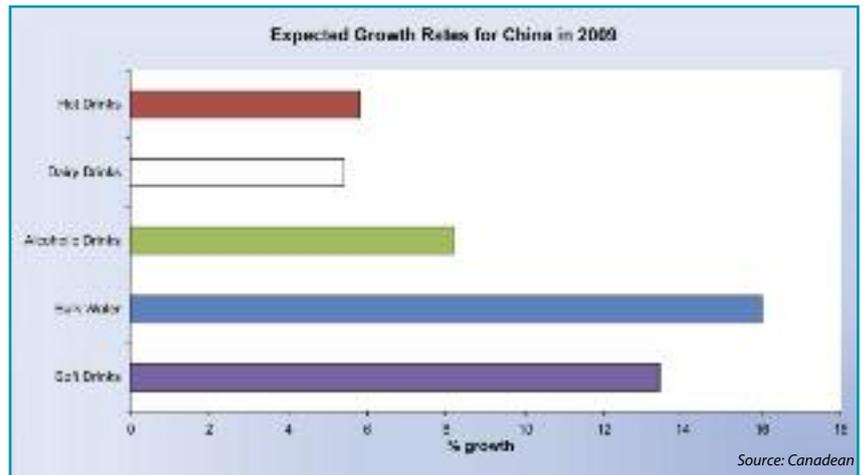
Iced teas, juices and nectars

Like still drinks, iced teas have a disproportionate following in China when compared to the rest of the world. The market remains buoyant with Canadean's office in China provisionally reporting a stunning rise of more than 20%. Leading brand Kangshifu's performance was an important factor, as was the arrival of Wahaha's new carbonated iced tea Pier Chashuang. The iced tea seed was first sown in China as recently as the 1990s with the arrival of the Tingyi and Kangshifu brands. As consumers have become more affluent, they have been drawn to the natural and healthy image of many products in the category. The importance of the health factor in the progress of iced teas is borne out by the recent dramatic rise of green teas that enjoy a good reputation for their pureness and healthy credentials.

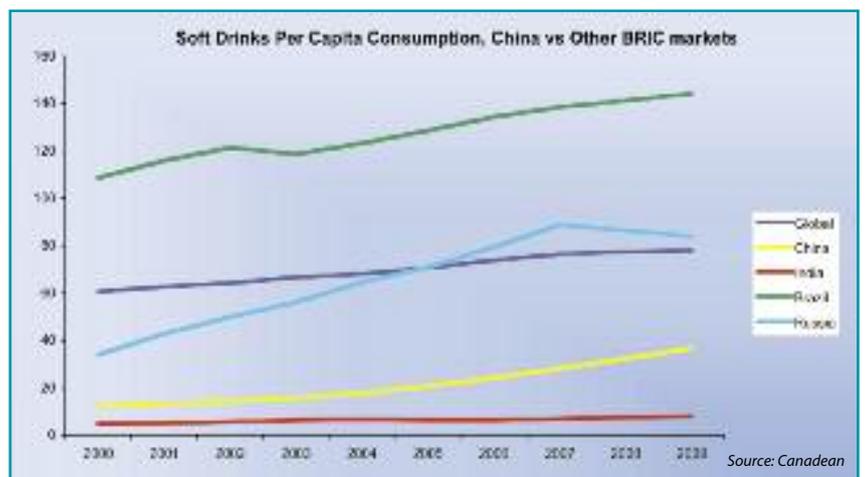
With such a big audience for products with the right wellbeing associations, you might assume that there would be a strong juice and nectar presence. The market is however very underdeveloped, as many Chinese source their juice from 'on the spot' suppliers on the street. Both categories are enjoying good growth, but juice expansion remains behind the overall soft drinks market – price probably pushed some consumers to the lower priced nectar category. Coca-Cola has identified the potential in juice and nectars and launched an unsuccessful bid to buy the leading juice and nectar producer Huiyuan for US\$2.4 billion in September 2008. The bid was rejected by the Chinese government due to competition concerns.

Sports and energy drinks

Sports and energy drinks are more significant in terms of value than volume and both made headway last year. Sports drinks performed behind the total soft drinks market while energy drinks fared roughly in line. There were great expectations for the relatively new sports drinks category in 2008 with the massive Beijing Olympics extravaganza, but the category never really met these expectations. Price is the main deterrent against these drinks becoming more mainstream.



Soft drinks are gaining share.



The low base means that China is alive with opportunity.

Other categories

Iced coffees and dilutables are present in the Chinese market but are very much bit part players, accounting for little more than 1% of total soft drinks sales. Dilutables could only edge forward last year, while Nestlé's targeting of 'second and third tier cities' has helped the iced coffee cross over the 100 million litre market to record a 12% rise.

Understanding the market is key

Canadean's China team's numbers suggest that the Chinese soft drinks market has been more resilient to the deteriorating global economic environment of 2009 than many had expected. The main trends remain intact, in particular the Chinese thirst for products which tick the wellbeing boxes. In many developed markets we have often come to expect this trend to manifest itself in the expansion of the low calorie segment, but in China obesity is not such a big issue and it is still drinks and iced teas which have capitalised on this demand for healthy refreshment. Of course low calorie carbonates are registering strong growth but in terms of volume their sales are insignificant. Operators planning to exploit the Chinese market need to be able to understand these often complex health and wellbeing requirements to reap the rewards of a soft drinks market that Canadean predicts will increase by 14% this year. ■



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

Packaging

For mid-tier bottlers

UNVEILED at the recent interfructa exhibition, Kronen's new labeller, Vinetta, has been developed specifically for the needs of mid-tier bottlers.

According to Kronen, the Vinetta can be used for a wide range of container dress variants. In the standard version, glass and plastic bottles, jars and special-shaped containers are dressed in body and shoulder labels. An additional cold-glue station enables back, neck-ring or swing-stopper labels to be applied. If necessary, the machine can also be fitted with a pressure-sensitive labelling station, offering options for up-to-the-minute product dress design.

A space-saving, rotary-designed labeller, the Vinetta's label magazine holds 5,000 labels. It features short make-ready times when changing over to different containers and labels, replaceable wear strips for a longer useful lifetime of the bottle handling parts; and a glue pump with an integrated heater which offers consistent labelling quality coupled with economical glue consumption.



The Kronen Vinetta offers state-of-the-art labelling technology for the low output range.

Advances in lightweight

PMCI has unveiled new cost-effective and environmentally-friendly neck designs for carbonates and hot fill. First, the company has reduced the weight of its standard PCO 1810 from 5.1g to 3.7g. The thread finish remains at 21 mm and is fully compatible with existing bottling lines.

Second, for bottled water, starting with the Alcoa 26 mm thread finish (a very light neck), PMCI, together with a major US producer of mineral water, has patented a new lighter neck finish from 2.4g to just 1.8g. The neck is extensively tested and already used at the customer's plant. Other savings in newly shaped neck finishes include the 26 mm Novemal, from an original 3.6g to just 2.6g.

And, when it comes to hotfill, PMCI claims "a genuine innovation": HotLight 28, which weighs just 3.8 g. This 28 mm neck is the evolution of a traditional neck that is usually used for carbonates and leads to a saving of 4g of resin when compared to standard necks. It does not compromise the



PCO 1810 5.1 g



NEW PMCI PCO 1810 3.7 g

sealing and allows the production of hot fill and CSD containers on the same machine without any personalisation change.

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Altmühltaler Mineralbrunnen is the first German company to convert its bottled water lines to Bericap's HexaLite 26 FB. The company was persuaded by the lighter closure's reduced packaging costs and its ease of handling for the consumer. The HexaLite 26 FB is suitable for the light weight 26/22 neck finish. It is equipped with a slit and folded safety band (flexband) for efficient TE performance.

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Aseptic choice

CHICAGO-based Tenaya, LLC has introduced Made beverages in Ball Corporation's 16oz PET bottles with KHS Plasmax barrier coating. Made beverages are among the first high acid, shelf-stable beverages aseptically filled in PET bottles in North America.

Made is a certified organic, all natural line of drinks that combine green tea and fruit juices with floral and herbal extracts. There are eight varieties: Strawberry Lemonade, Pomegranate Mojito, Blackberry Peach, Cranberry Limeade, Strawberry Mojito, Pomegranate Lemonade, Raspberry Peach and Blueberry Lemonade.

"The entire Tenaya team shares a philosophy and a vision about how to develop products that are better for the earth, good for the company and good for people, and we do our part to support the overall health of the environment," said Charley Snell, Tenaya Founder and former executive of Nestlé USA. "We strive for environmentally friendly production and packaging. To that end, our current products are uniquely created and packaged aseptically to allow for shelf-stable storage with no need for preservatives or refrigeration, reducing the environmental impact of shipping and storage. We chose Ball's Plasmax-coated PET bottles because the bottles are 100% recyclable and widely accepted for recycling, and the Plasmax barrier is highly compatible with the aseptic filling process."



Ball is the only PET bottle manufacturer in North America to offer Plasmax, an ultra-thin, commercially proven, transparent, internal silicon oxide barrier coating technology that protects the beverage inside the bottle from oxygen ingress and also prevents the PET from absorbing the sterilising agent used inside of the bottles as part of the aseptic filling process. Unlike many other PET barriers, Plasmax is easily removed during the PET recycling process and as a result does not contaminate the recycled PET.

Aseptic screw capping innovation

THE French company Serac has launched a new screw capping machine called Upcap for aseptic capping. The machine is lighter and simpler than previous models and designed specifically for the aseptic environment.

To eliminate all risks of contamination the essential capping elements are kept inside the aseptic zone and all other elements moved outside. Mechanical elements such as cams, actuators, guides, drive motors and electronic systems are located under the machine frame in a non-sterile zone. The technician is therefore able to easily work on these elements without risking a loss of sterility. Production is not interrupted and productivity is maintained.

In order to ensure that no particles, resulting from machine operation, attain the sterile zone of the container neck, the number of elements remaining above the container neck is kept to a minimum. The guide and sliding elements are located under the container shoulders. Only the spindle head, with a minimum surface, is located above the cap.

Further, the clamp holding the container, as well as the top carousel plate have large



Upcap is claimed the first screw-capping system specifically designed to optimise capping operations in an aseptic environment.

openings to allow passage of the sterile air laminar flow inside the aseptic enclosure and thus enable it to retain its uni-directional characteristic. This feature also facilitates cleaning and decontamination.

Global deal

TORONTO-based CCL Industries Inc, a world leader in the development of labelling solutions and speciality packaging, has signed a licensing agreement with Kronos AG to develop and market TripleS stretch sleeve applicator systems for common global customers in the soft drinks market. Under the terms of the transaction Kronos will have the right to market next generation applicator machine systems for stretch sleeves under patents owned by CCL for a one time fee. CCL Label will continue to supply TripleS sleeves to customers adopting the technology.

Guenther Birkner, Group Vice-President of CCL Label's Food and Beverage business commented: "Kronos is recognised as the premier supplier of labelling equipment to the beverage industry globally. This license will allow us to accelerate the deployment of our technology much faster than with our own resources and leaves CCL to focus on its core business of label supply."

Geoffrey T. Martin, President and CEO of CCL Industries, added: "We are very pleased to find a company of this calibre to co-market and supply this exciting new technology to our many common customers."

In brief...

- Sustainability related technologies continue to emerge as a trend across all aspects of the packaging and processing supply chain. From new bio-based materials to energy efficient power systems, sustainability is a priority for consumer goods companies. To support this trend, Expo Pack México and Procesa 2010 (22nd – 25th June; Centro Banamex, Mexico City) features Expo Pack Verde – a programme to promote green solutions among industry suppliers, customers and visitors, to highlight and promote technology and solutions that support recycling, reuse and reduction of packaging. Participating Expo Pack Verde exhibitors will display green technologies including sustainable packaging materials and energy-efficient machinery.

- M&H Plastics is now offering an oxygen-scavenging product in PET containers which limits exposure to oxygen and maintains product quality whilst extending shelf life. The product is manufactured from a blend of PET and an oxygen-scavenging concentrate which together create an active barrier against the ingress of oxygen through the walls of the containers. The ability to tightly control oxygen ingress enables PET containers to keep products fresher, more vibrant in colour and tasting better for longer. This helps assure product quality, consistency and extended shelf-life for a wide range of oxygen-sensitive products including tomato-based products, fruit juices and citrus products. The product is fully compliant with both European and US Food Standards.

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Environment

Aluminium can recycling expands

ALCOA has dedicated a US\$24 million expansion of aluminium can recycling capacity at the company's Tennessee operations which will increase recycling capability by nearly 50% and help secure more than 100 jobs at the facility.

"The aluminium can is the world's most efficient package, largely because it can be recycled infinitely," said Klaus Kleinfeld, President and CEO of Alcoa. "This investment is an example of our commitment to increasing recycling as well as to helping secure jobs here in the Tennessee community. In the US alone, more than 46 billion cans were put into landfills last year. If we could instead recycle about half of those lost cans, we could achieve our goal of a 75% recycling rate and save the emissions of two coal-fired power plants."

The new Tennessee Operations Can Reclamation facility includes a new crusher and delacquering furnace. Recycling an aluminium can saves 95% of the energy it takes to make a can from new metal. A used beverage container can be recycled and back on the shelf in 60 days, something no other beverage package can do.

In 2009, Alcoa announced a commitment to work toward increasing recycling rates in North America to 75% by 2015. Increasing recycling capacity is part of the overall strategy to drive recycling rates. "Today Americans recycle about 54% of all beverage cans produced in North America," Kleinfeld said. "If everyone would recycle one more can a week, we can reach our 75% goal."

In brief...

● Work is underway to transform Sonoco Recycling Inc's South Carolina, Charlotte Recycling Centre into a full-scale material recovery facility (MRF) by early summer 2010. The US\$2.6 million project will result in the centre becoming the third MRF owned and operated by the company in the Southeast. The others are located in Raleigh, North Carolina and Columbia, South Carolina.

"We're adding high-tech equipment that will allow us to further grow our capacity and more effectively sort residential single-stream waste. Additions will include new sorting screens, separators, high-speed conveyors, steel disks and other state-of-the-art equipment," said Marcy Thompson, Vice-President and General Manager, Sonoco Recycling Inc.



From left, Roy Dirkmaat, Vice President and General Manager, Rigid Packaging Division; Klaus Kleinfeld, Alcoa President and CEO; Matthew Kisber, Commissioner, Tennessee Department of Economic and Community Development; Helmut Wieser, President, Alcoa Global Rolled Products; and Chris Jackson, Tennessee Operations Location Manager, mark the event by recycling the first cans.

US bottled water has little environmental impact

THE results of a recently commissioned Life Cycle Inventory (LCI) study by the International Bottled Water Association (IBWA), to determine the environmental footprint of the US bottled water industry, indicate that the environmental footprint is very small. The study showed that:

- Measurement based on British Thermal Units (BTUs) indicates that the energy consumed to produce small pack bottled water containers (containers from 8 oz to 2.5 gallons) amounted to only 0.067% of the total energy use in 2007. Home and office delivery (HOD) bottled water (reusable bottles from 2.5 to 5 gallons) energy consumption only amounted to 0.003% of the total energy used in 2007.

- The small pack and HOD bottled water industries' combined greenhouse gas/ CO₂ emissions amounted to only 0.08% of total greenhouse gas emissions.

- Bottled water packaging discards accounted for only 0.64% of the 169 million tons of total Municipal Solid Waste (MSW) discards in 2007.

- The process and transportation BTU energy use for the bottled water industry was only 0.07% of total BTU primary energy consumption.

- Greenhouse gas emissions per half gallon of single serve bottled water came to 426.4 grams CO₂ equivalent (eq.), which is 75% less CO₂ eq. per half gallon than orange juice.

- Small pack bottled water generates 46% less CO₂ eq. when compared to soft drinks also packaged in PET plastic.

Franklin Associates, a division of ERG, pro-

duced the LCI and prepared a report that quantified the energy requirements, solid waste generation, and greenhouse gas emissions for the production, packaging, transport, and end-of-life management for bottled water consumed in the US in 2007. According to a 2008 Beverage Marketing Corporation report, total consumption of bottled water in the country in 2007 was 8.8 billion gallons.

The environmentally aware actions of many bottled water companies, such as the use of more recycled PET (rPET) in their bottle production, increasing recycling rates, and enhanced light-weighting, have positively impacted the environmental footprint of the industry.

Another recent study has also confirmed the bottled water industry's very small environmental footprint. On 2nd March 2010, Nestlé Waters North America released peer-reviewed findings on its environmental footprint, in a study conducted by Quantis International.

The findings showed that of all beverages, water make the least impact on the environment. Tap water has the lightest footprint, followed by tap water consumed in reusable bottles (if used more than 10 times), and then by bottled water.

Further, bottled water is the most environmentally responsible packaged drink choice. Sports drinks, enhanced waters and soda produce nearly 50% more carbon dioxide emissions per serving than bottled water; and juice, beer and milk produce nearly three times as many carbon dioxide emissions per serving than bottled water.

Creative recycling for iced tea

MORE and more soft drinks producers are encouraging the creative re-use of their packaging post-consumption, mostly via their websites. In a bid to drive ongoing creativity, many offer the reward of creations being featured online, sometimes with prizes such as t-shirts and product supplies. One such is the Greenstone Drinks Company, a New Zealand iced tea producer whose commitment to the environment includes 'disguising' its sales and promotional vehicles are flock-covered in green as simulated tea bushes.

The commitment also extends to the use of green energy and the composting of all tea leaves used in production. Leaf mulch has also been offered to customers for gardening. All ingredients used in Greenstone's Teza range are natural, with the company pointing out that "the cinnamon, vanilla, ginger are all from the real stick, pod and root, prepared on the day of brewing".

Greenstone invested in distinctive packaging to help set the Teza flavours apart in chillers and retail racks.



The Teza range.

The tall bottles are well suited to innovative adaptation, such as for use as office jelly-bean jars or, filled with coloured pebbles for balance and visual effect, as stylish candleholders.

They are also being re-used as olive oil

bottles in some Kiwi kitchens, adding a classy touch to the oil and herbs.

Teza's chunky closures are equally good for adaptation, for instance joined together artistically as placemats. Some of the designs are featured currently on the Teza website.

Capital recycling

COCA-Cola Great Britain (CCGB) in partnership with Westminster City Council has installed 260 new recycling bins across London to help recycle the 11,000 tonnes of waste that gets thrown away in the capital every day. This partnership is Coca-Cola's biggest recycling collaboration to date.

The initiative is part of Coca-Cola's commitment to help London stage a 'green' Olympic Games in 2012 and leave a lasting environmental legacy for the city. It was inspired by new research conducted by the

company revealing that more than half of Londoners (56%) want to recycle when away from their homes but 97% think that is made more difficult by a lack of facilities.

The new bins, branded with Westminster City Council and Coca-Cola logos, have dual access: one side for ordinary rubbish and one side for recyclable materials such as paper, plastic bottles and aluminium cans.

In partnership with WRAP, the Coca-Cola System already has 44 Recycle Zones in shopping centres, theme parks, transport hubs and universities across the country and has plans to almost double this number by the time the Olympic Games commence in 2012.

Commitments from PepsiCo

PEPSICO has announced its commitment to promote higher rates of beverage container recycling in the US by creating partnerships that promote the increase of US beverage container recycling rates to 50% by 2018.

The commitment was developed in cooperation with Boston-based Walden Asset Management, a leader in socially responsible investment, and San Francisco-based As You Sow, a foundation which promotes corporate social responsibility through shareholder engagement.

In order to promote higher rates of beverage container recycling, PepsiCo intends to work with other US industry leaders in support of programmes and policies that effectively increase recycling; develop innovative US retail customer and consumer programmes that support the recycling of beverage containers; partner with its US bottlers, communities, suppliers, governmental entities and non-governmental organisations in support of efforts to encourage increased recycling; help educate consumers on the environmental need to and efficiency of recycling; and continue to be the industry leader on the use of recycled content in its primary beverage packaging.



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Environment-friendly cup lids

UAE mineral water giant Masafi, whose green credentials have won widespread praise and awards, has taken a further step by replacing aluminium lids on its water cups with PET. This ensures that the cups can now be recycled easily. Previously they were not suitable because of difficulties in removing the aluminium lids from the plastic cups.

Cupped water is a big seller in the Middle East and Masafi offers three cup sizes – 250, 200 and 125ml – alongside its bottle packaging choices. "Compared to aluminium lids, the PET lids offer the best substitute from the environmental perspective," said Brand Manager Makram Haidar. "We have always believed in innovation across our product portfolio, processes and packaging technology and the new PET lid is a major sustainable extension."

A new square design also cuts packaging materials for the lids – a 16% reduction for the 250ml cup.



As reported earlier, Masafi late last year introduced Oxo Biodegradable films in its shrink-wrap packaging for water bottles and developed the Brown Carton Box for outers, reducing corrugated cardboard use significantly. The company runs a major corporate recycling operation in the UAE and has installed energy-efficient chillers at its bottling plant in Ras al Khaimah.

Saving water

BUSINESS leaders across the UK are being urged to reduce their impact on the environment by getting involved with next month's Water Saving Week 2010 which takes place from 12th to 18th June. This DEFRA-backed nationwide campaign, highlights awareness of water waste both in the workplace and in domestic environments.

Now in its second year, the theme of this year's Water Saving Week is: 'three reasons to save water = Save Energy, Save Money, Be Green'. Supported by regulators, trade associations, industry and government-funded business support organisations, the objective of Water Saving Week is to create a real focus on issues relating to water efficiency.

Businesses are encouraged to get involved with Water Saving Week by visiting the website www.watersavingweek.org.uk where a pledge to save water can be made. Water Saving Week's organisers are also encouraging business leaders and owners to engage with staff, customers and suppliers to visit the website too, where an individual or corporate water-saving pledge can be made.

Shawn Coles, the founder of the not-for-profit Water Saving Week initiative, said: "Climate change, the greenhouse effect and global warming are now on everyone's agenda. However water saving has not had the attention it deserves. Businesses of all types and sizes use water and it is crucial that they think about ways of reducing their impact on the environment through practical and sustainable measures. We believe Water Saving Week is a perfect opportunity to do this."

Visitors to www.watersavingweek.org.uk can find a host of water-saving tips for business – many of which are simple to implement and will deliver instant, tangible savings.

The Plastiki generates massive coverage

AFTER four years of work, the unique environmental vessel The Plastiki set sail from Sausalito, California, in late March. Its voyage is being tracked online by CNN and the project's own website. Other media organisations in the US and globally, especially in Pacific Basin countries, have given extensive coverage to the project.

As reported last year, The Plastiki is a 60-ft catamaran engineered largely from 12,500 reclaimed plastic bottles and srPET, a fully-recyclable material. The mast is a reclaimed aluminium irrigation pipe, while the sail is made from recycled PET cloth. Secondary bonding is reinforced by organic glue concocted from cashew nuts and sugar cane.

The boat's 11,000 nautical mile voyage

across the Pacific, partly inspired by Thor Heyerdahl's pioneering Kon-Tiki expedition in 1947, is aimed at drawing attention to the poor health of oceans, in particular the enormous amounts of plastic debris.

The project has been organised by Adventure Ecology, an organisation devoted to moving individuals, communities and businesses towards a more sustainable 'planet 2.0' way of living and activities. This was formed by adventurer David de Rothschild who is now skippering The Plastiki. Other crew members are Jo Royle, David Thomson and Olav Heyerdahl (Thor's grandson). Also aboard The Plastiki are National Geographic film-maker Max Jourdan and Myoo Media's Vern Moen.



Plastiki's crew.

Human Resources

APPOINTMENTS

The Coca-Cola Company says it will name **Steve Cahillane**, currently President of the North American Business Unit for Coca-Cola Enterprises (CCE), as President and CEO of Coca-Cola Refreshments Inc, (CCR), once the company's acquisition of CCE North America has been successfully completed. Coca-Cola Refreshments Inc, will integrate four business components: CCE North America; CCNA Foodservice; the Minute-Maid/Odwalla Juice business; and CCNA Supply Chain Operations. The closing of the transactions is expected to occur in the fourth quarter of this year and is subject to, among other things, regulatory and CCE shareholder approvals.

The Coca-Cola Company has appointed **Beatriz Perez** as its Chief Marketing Officer for Coca-Cola North America (CCNA). Previously Senior Vice-President of Integrated Marketing for CCNA, Perez joins the company's executive leadership team and becomes a member of the global marketing function leadership, reporting to Sandy Douglas, President of CCNA.

Borealis, provider of chemical and innovative plastics solutions, has announced that **H.E. Khadem Al Qubaisi**, Managing Director of the International Petroleum Investment Company (IPIC) and Chairman of the Board of Aabar Investments, is the new Chairman of the Borealis Supervisory Board. He takes over from **Gerhard Roiss**, OMV Deputy Chairman, who becomes Vice-Chairman of the Supervisory Board.

HypoTech Ltd, based in the Isle of Wight,



Clockwise from top left: Steve Cahillane, Chris Hric, Rick Bacon, Marilyn Stieve, Glyn McCracken.

has appointed **Glyn McCracken** Managing Director of its SteriBev brand, which is described as a groundbreaking line-cleaner, steriliser and sanitiser for use in the on trade, brewing and manufacturing processes.

Jones Soda Inc has appointed **William Meissner** Chief Executive Officer. He replaces Joth Ricci, who was named CEO and President last year. It is reported that Meissner's first job will be to find a buyer

for the Seattle-based soda company.

Glass container manufacturer, Owens-Illinois Inc, has named **Radhika Batra** Vice-President and Chief Procurement Officer. Batra will be responsible for leading O-I's global strategic sourcing function and driving synergies across the company's regional operations to maximise buying power.

Solo Cup Company, of Lake Forest, Illinois, a leading provider of single-use products used to serve food and beverages, has announced the appointment of **R. James Alexy** to fill a vacancy on its Board of Directors.

Barry-Wehmler International Resources, a global provider of business and technology solutions to the engineering and discrete manufacturing domain, has appointed **Chris Hric** Business Development Manager for Global Engineering Solutions.

Following four decades with Accraply Inc, including 23 years as company President, **Gregory J. Tschida** retires in June. The company is a leading manufacturer of automated label application systems and label and film converting and finishing equipment. He will be succeeded by **Rob Leonard**, a 34-year Accraply veteran who currently serves as Executive Vice-President.

Severn Trent Services, a global leader in water and wastewater solutions, has promoted **Rick Bacon** to Director of Operations for its Water Purification division. Bacon will have responsibility for the management of Severn Trent Services Ltd (U.K.) and Severn Trent Water Purification S.p.A. (Italy).

Marilyn Stieve has been appointed Business Development Manager at Glanbia Nutritionals, manufacturer of dairy and flax-based nutritional solutions and vitamin and mineral premixes. She will be responsible for developing commercial opportunities for new flaxseed solutions.

Training recognition

NSF-CMi has been welcomed into the 'Network of Excellence' of the respected National Skills Academy for Food and Drink Manufacturing. This means that its highly valued training services are now more widely available to companies nationwide, as they are searchable through the Academy's free online training directory.

NSF-CMi has joined the Academy as one of its accredited training providers who specialise in training for the food and drink industry sectors. Dan Fone, Training Director at NSF-CMi, said: "We are delighted to have this endorsement from the National Skills Academy of the quality and effectiveness of our training courses. We have always aimed to provide training that focuses on industry needs and also meets specific client requirements and so we are pleased to be able to support the Academy in its continuing

New York community award

US aluminium producer Alcoa Inc's President and CEO, **Klaus Kleinfeld**, has been honoured for his personal commitment to national service, receiving the 2010 Ripples of Hope Award from City Year New York.

The Award recognises Kleinfeld for his passion and dedication to community service and his commitment to building a positive future for all young people.

Accepting the award at a gala New York

www.softdrinksinternational.com

research and skills development."

NSF-CMi provides training in the areas of Food Safety, HACCP and Internal Auditing skills as well as a range of compliance areas bespoke to individual clients.

ceremony in front of 500 corporate, community, and philanthropic leaders, including Mayor Michael Bloomberg. Kleinfeld paid tribute to the Alcoa volunteers who each day give time and energy to make the world a better place.

"The private sector has a responsibility to contribute to the communities where they operate; this has been an important Alcoa value for decades. Alcoa's relationship with City Year New York allows us to live up to our values by partnering our employees with the talented and dedicated Corps Members to achieve lasting and positive change for New York City's students," said Kleinfeld.

City Year unites young people for a year of full-time service across the US. They serve as tutors and mentors, running after-school and youth leadership programmes.

Since 2004, Alcoa Foundation funding of over \$750,000 has made it possible for City Year Corp Members to make a difference in the lives of hundreds of children in the South Bronx, the poorest congressional district in the country.

Services streamlined

THE UK's sector skills council Improve and the National Skills Academy for Food and Drink Manufacturing have announced a restructuring programme. Improve's operations and marketing teams are being merged with the National Skills Academy management team to create a single employer-facing arm responsible for training delivery, engagement and communications.

The new team will be headed by Justine Fosh, who moves up from Director of the Academy to the new role of Director of Skills Solutions for Improve and the National Skills Academy for Food and Drink Manufacturing.

Fosh says the reorganisation will result in a more streamlined, flexible service for employers offering a broader range of skills and training solutions.

"Our aim has always been to help employers access training and skills which deliver real benefits to their business," said Fosh. "What we have now is a single team providing an integrated service to employers, able to discuss and identify their skills needs, and deliver the appropriate training solutions."

- Women working in the food and drink industry are being offered access to subsidised training in a bid to give them better access to higher paid, higher skilled careers. Improve, the food and drink sector skills

New directors for ABA board

THE American Beverage Association (ABA) has elected six new members to its Board of Directors. The new members are: Anthony J. Varni, President, Varni Brothers Corporation; J. Andrew Moore, Co-president, MLF Group; Jerry Fowden, Chief Executive Officer, Cott Corporation; Scott Miller, Chief Executive Officer, Tampico Beverages, Inc; and Seth Goldman, President & TeaEO, Honest Tea. In addition, Tom L. Bené, President, Pepsi-Cola North America Beverages, was elected to the board and will assume the Vice Chair position vacated by Hugh Johnston, Chief Financial Officer for PepsiCo.

"I am pleased to welcome these talented members of our great industry to ABA's board of directors and look forward to their insight and perspective on issues that are critical to our business," Larry D. Young, Chair of ABA's Board of Directors, and

council, and the National Skills Academy for Food and Drink Manufacturing have secured funding to re-launch the Women and Work programme which was first made available to food and drink companies in 2006. The new expanded programme will offer grants of £650 which can be used to help fund a broad range of training, qualifications, short courses and coaching.

President and CEO of Dr Pepper Snapple Group, said. "With our successful efforts on School Beverage Guidelines and our new Clear on Calories initiative, this is a busy time for our industry on a number of different fronts and we are grateful to add these members to our team."

Members of ABA's Board of Directors serve a four-year term and participate in semi-annual meetings that help shape association policy and initiatives. With the election of these six new members, there are now 32 members on ABA's board.

"In the years ahead, ABA is going to keep building on our successful nutrition, environment and education initiatives. We are glad to have the expertise and experience of our new board members as we push ahead," said Susan K. Neely, ABA President and CEO.

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In Spanish

PMMI, the leading US packaging and processing supply chain association has launched 'Troubleshooting Packaging Machinery - Version en Español.'

"This Spanish language translation of PMMI's popular 'Troubleshooting Packaging Machinery' course enables Spanish speakers to enjoy the same convenient training opportunities as their English-speaking counterparts," said Jorge Izquierdo, Vice-President of Market Development, PMMI. "With it, we take down a language barrier in the workplace while opening up the course to an international audience."

The course includes the same content as the English language course.

Developed in cooperation with the University of Florida, 'Troubleshooting Packaging Machinery,' presents entry-level theory, process and logic of troubleshooting and applies them specifically to packaging operations. The course was designed to help technicians improve observation, thinking and communication skills and become more effective in finding sources of, and solutions to, machinery problems on the packaging line.



EMCOR Group (UK) has become the first Facilities Management provider to be awarded PAS 11000 by the BSI. Pictured from left to right are John McKnight (Emcor), Chris Kehoe (Emcor), Lord Drayson, Minister for Science and Innovation, who presented the award, and Jeremy Campbell (Emcor). The new Publicly Available Specification is the world's first relationship management standard for creating and maintaining successful business-to-business partnerships and provides a foundation for benchmarking organisations internally and externally. Emcor UK provides engineering services, facilities management, and sustainable business solutions for a diverse range of private and public sector organisations.

Events Diary

MAY

18th - 20th SWITZERLAND

Vitafoods + Finished Products Expo

Geneva Palexpo
Geneva
Switzerland
www.vitafoods.eu.com

25th UK

Soft Drinks and Juices: NPJ Seminar

Campden BRI
Chipping Campden
UK
www.campden.co.uk

25th - 26th POLAND

FiCEE – Food Ingredients Central and Eastern Europe

Warsaw International Expocentre
Warsaw
Poland
www.ficee.ingredientsnetwork.com

25th - 26th USA

The Beverage Forum

Grand Hyatt
New York
USA
www.beverageforum.com

25th - 27th UK

Total Processing & Packaging

NEC
Birmingham
UK
www.totalexhibition.com

JUNE

2nd - 4th CHINA

Fi Asia China (Hi+Ni)

Shanghai New International Expo Centre
Shanghai
China
www.fiasiachina.ingredientsnetwork.com

8th UK

British Soft Drinks Association

Industry Lunch
Plaisters' Hall
London
UK
www.britishtsoftdrinks.com

8th - 11th USA

IBWA Board of Directors & Committee meetings

Park Hyatt Hotel
Washington DC
USA
www.bottledwater.org

8th - 11th ITALY

Packology

Rimini Expo Centre
Rimini
Italy
www.packologyexpo.com

14th SLOVAKIA

Bacillus Subtilis and Sporeformers - Scientific Symposium

Doubletree by Hilton
Kosice
Slovakia
www.probiotic-conference.net/bacillus-subtilis

16th UK

British Fruit Juice Association AGM/Luncheon

The Innholders' Hall
London
UK
www.bfja.org

JULY

14th - 16th CHINA

Propak China

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

17th - 20th USA

IFT10 – Annual Meeting and Food Expo

McCormick Place
Chicago
USA
www.am-fe.ift.org

25th - 27th SOUTH AFRICA

Africa's Big Seven / Drinktech Africa

Gallagher Convention Centre
Johannesburg
South Africa
www.exhibitionsafrica.com

SEPTEMBER

7th - 10th CHINA

China Brew & Beverage

China International Exhibition Center
Beijing
China
www.chinabrew-beverage.com

13th - 15th USA

International Dairy Show

Dallas Convention Center
Dallas
USA
www.dairyshow.com

14th - 16th BRAZIL

TecnoBebida

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

14th - 17th RUSSIA

World Food Moscow

ZAO Expocentr
Moscow
Russia
www.world-food.ru

20th - 21st USA

IBWA Board of Directors & Committee meetings

Orlando
USA
www.bottledwater.org

22nd - 24th USA

InterBev

Orange County Convention Center
Orlando
USA
www.interbev.com

OCTOBER

8th - 10th UK

Fi South Africa

Expo Center Norte
Sao Paulo
Brazil
www.fievents.com

17th - 21st FRANCE

SIAL

Paris Nord Villepinte
Paris
France
www.sial.fr

27th - 03 NOV GERMANY

K Show

Messe Düsseldorf
Düsseldorf
Germany
www.k-online.de



100 Years Ago

From the *Mineral Water Trade Journal* of May 1910

That Gulf Stream again

(comment by 'Rambler')

Personally, I always had a good deal of sympathy with the late Mr Spurgeon in his picturesque protest against the United States shovelling her filthiest weather out of her back-door to our disadvantage. Confound that whimsical-minded, fliberty-gibbety Gulf Stream! Apparently, the lady is at her old pranks. Listen to this, from the expert meteorologist of the Lancashire Sea Fisheries Laboratory:

"He felt it very certain," quothed he, "that the Gulf Stream drift was late again this year, and he thought it very probable that the weather during the coming summer would be somewhat similar to last year."

Is there no means of circumventing this rascally Gulf Stream? Shakespeare spoke with a good deal of complaisance of his ability to girdle the earth. Lord Milner recently besought his noble colleagues to do the thing that is right and damn the consequences. Well, if you can girdle the earth you can assuredly dam a stream. Why not call into being an army of Mrs Partingtons to, mop-armed, defy this



wretched invasion? We live in patriotic and imperialistic days. Why should we, a nation of heroes, take our weather from the Yankees? Heavens alive, have we ever recalled that the United States is a German-dominated country? Whence came the name of Roosevelt, think you? Who form the majority of American barbers? Who knows, then, but that the ungenerosity of this Gulf Stream has not been machined in the interest of German natural waters? I said "natural waters"; and I beg there be no scoffing cough. Who

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal* of May 1960

Winning the youth market

There was a time when no one had heard of a teenager. But now there are not only teenagers but also 'pre-teenagers' ... and the citrus juice people are going after both varieties with every persuasive device known to man and valid for advertising agencies. Especially, the Florida Citrus Commission is preparing a national programme aimed at educating the nation's youngsters into the values of orange juice.

Here is how Homer Hooks, general manager of the FCC, spoke of the endeavour:

"Latest population information tells us that now is the time to plan a new approach for the schools and appeals to the children and young people – not only because they will form such a large part of our population in the next few years, but because they will soon become adults who will make decisions whether to buy or not to buy citrus items."

He went on to point out that the popu-

lation in the United States is expected to reach 210 million by 1970, up from 180 million in 1959. Two-thirds of this increase, he said, would be in the teenage and young adult bracket. Current estimates, he went on, also placed new births at about 6 million a year by the end of this decade – an increase of 2 million a year over the present birth rate.

Lemon drinks as anti-smoking aids

In a recently published American book, *'The Cigarette Habit – A Scientific Cure'*, the author, Arthur King makes all kinds of suggestions including a preliminary canter in which the favourite brand is replaced by another, there are frequent mouth-washings and lozenge suckings, with the taking of tranquilisers, but a salient part of the system would appear to be that more or less whenever the addict feels like smoking, he should take a sip of lemon juice and water. There is also some suggestion of taking a moderate amount of caffeine.

Now, plain lemon juice and water is admirable from many viewpoints, but it cannot be said to be particularly palatable, while caffeine in the raw is bitter and not at all nice to take. However, there are many sweetened lemon juice drinks on the market, while as the kola nut contains

knows, I repeat, but that it be not the first step in the conquest of Britain?

At all events, I echo Mr Spurgeon's protest. We have suffered enough from this Yankee-produced Gulf Stream. If we are to have a Gulf Stream let us have one of our own make, a stream resolved to do its best to, in summer-time, parch honest British throats with the anxiety for honest British waters. Here, sirrahs, is a good electoral cry – a British-made Gulf Stream for British waters!

"A tool of someone else"

Still another saccharin prosecution, and still another hundred pounds fine. The defendant – who made his bow to the magistrate at the Stratford (London) police-court – was James William Mack, and the charge preferred against him was of harbouring and conveying 176 1/4 ounces of saccharin, the duty on which had not been paid. Mack, who had been under suspicion and observation, was followed to Liverpool Street station. There a parcel he carried was examined, and found to contain saccharin. At his house a small quantity of the sweetener was also found. "The stuff," he said, "was given me; I don't know what saccharin is." However, this assurance did not prevent him being fined £100, with the alternative of six months' imprisonment. "He is the tool of someone else," said the magistrate. "Yes," said the customs officer, "of sailors who bring the saccharin over, and get dock-workers to dispose of it."

plenty of caffeine, cola beverages will supply the caffeine, whether or not any added caffeine is used in their manufacture. Naturally, we cannot, in view of the regulations and, indeed, trade ethics generally, go the whole hog and advertise 'Cure the tobacco habit; imbibe soft drinks', but there is little doubt that a heavy smoker who has decided to make a really determined effort to rid himself of the habit could do worse than consider their potentialities.

Self-service exhibition

Shops and stores providing self-service facilities have increased 10 times in number during the past 10 years. Today, recruits to this retailing technique are being added at the rate of 100 new shopkeepers every month.

With this tempo of development and the present existence of 6,000 such establishments in the UK, the second Self-Service and Shop Equipment Exhibition to be held at Olympia, London from 23rd to 27th May, can expect a bumper attendance.

The emphasis this year will be on elegance and increased visibility of display, speeding customer flow, differential refrigeration and staff-saving behind-the-scenes pre-packaging equipment... ■

bubbling up

A focus on equipment and services

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

Real-time monitoring



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email: sales@camlab.co.uk
www: camlab.co.uk

A TRUE on-line monitor that enables accurate, sensitive, real-time analysis of Chemical Oxygen Demand (COD) is now available from Camlab, a leading UK scientific supplier and service/repair agent.

The innovative PeCOD® analyser, capable of generating a reading every 15 minutes, provides unrivalled analysis data of waste or discharge streams. On-line, real-time monitoring of processes enables them to be adjusted in real-time to reduce energy use, make downstream treatment more cost effective and prevent waste of expensive ingredients. Following extensive testing of the laboratory model of the PeCOD® analyser in real life applications, Camlab is now supplying the on-line monitor version of the technology to high profile UK beverage manufacturers.

Quality hygiene



Hi-Tec Spray Ltd
Parkwood Industrial Estate
Maidstone, Kent ME15 9YR, UK
Tel: +44 (0) 1622 356590
email: elaine@hitecspray.co.uk
www: hitecspray.co.uk

BULK vacuumation systems specialists, Hi-Tec Spray Ltd (HSL) is the UK's leading distributor for GRACO's world class range of sanitary pumps, sanitary drum and bin unloaders and pressure washers. Where there is a material to dispense HSL has the right pump for the application. Whether it requires a simple double diaphragm pump, a higher pressure piston pump, shovel or check valve ram mounted pump module, HSL has the solution.

The product range is FDA-compliant. Further, HSL develops a partnership with its clients to design and develop turnkey systems, where individual components work well independently, and also collectively fit together. Pictured is Hi-Tec Spray's 200L Ram Mounted, FDA Approved, Double Diaphragm, Pump Transfer System.

New markets focus



Artenius Packaging UK Ltd
Gresford Industrial Park Wrexham
North Wales LL12 8LX, UK
Tel: +44 (0)1978 856111
email: Martene.Spencer@arteniuspackaging.com
www: laseda.es

A UNIQUE dual colour manufacturing process for PET bottles will be a major highlight of the Artenius PET Packaging Europe (APPE) stand at Total Processing & Packaging 2010. The company will showcase its design and technical skills, new decoration techniques and latest sustainability initiatives to demonstrate how its PET containers are suitable for the drink market.

The dual colour process utilising specialist injection moulding equipment enables PET bottles to be produced in a graduated shade of two different colours to create an individual and eye-catching appearance that enhances branding and ensures maximum shelf impact. Sustainability initiatives on display include lightweight bottles, a weight saving new neck finish and bottles incorporating up to 100% post consumer recycled material.

Stand 5768B

Amino acid analyzers



biochrom

Biochrom Ltd
22 Cambridge Science Park
Cambridge CB4 0FJ, UK
Tel: +44 (0) 1223 423723
email: enquiries@biochrom.co.uk
www: biochrom.co.uk

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

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

Three-sided labelling



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

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

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



Bag-in-box solution



Rapak
Clifton Road
Rugby CV21 3RQ, UK
Tel: +44 (0) 1788 570612
email: stephanie.humez@rapak.com
www: rapak.com

1000 and 15 litre PE and VLDPE bags from bag-in-box specialist Rapak came to the aid of homeowners in Ireland who had their water supplies restricted by the bad weather earlier in the year.

Rapak's bag-in-box technology is increasingly being adopted as an alternative packaging format for all types of bottled water. The company has developed special low taint films that prevent the polymers in the bags reacting with the water, a common complaint with more traditional bag-in-boxes.

Furthermore, the bag-in-box format, where the bag collapses as the liquid is dispensed, hinders air getting into the product and helps to maintain the quality of the water, inhibiting bacteriological growth that can sometimes occur.

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Website: www.kanegrade.com

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ESSENCE & FLAVOURS - cont.



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