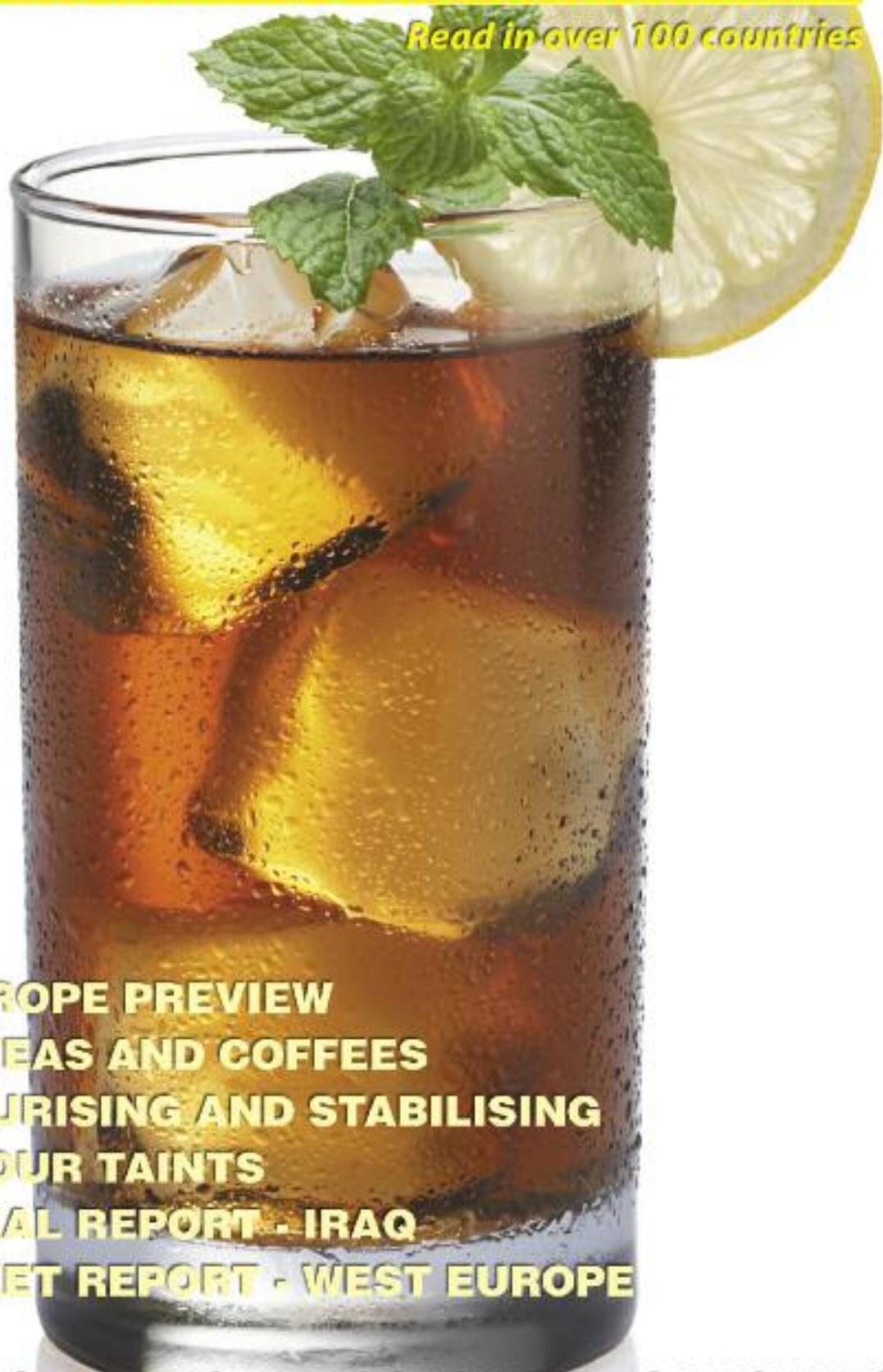


Soft Drinks International

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Soft Drinks International

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

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The region's most important ingredients event takes place in Frankfurt this month. *SDI* takes a look at what will be on show.

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Health rules

The biggest movement in new product development for soft drinks in decades – health and wellness – looks set to continue, evidenced by exhibitors at this month's key European ingredient show, Fi Europe taking place in Frankfurt. (see pages 30 – 34 for preview) .

Health and wellness issues remain core within non-alcoholic beverages. Producers are responding to the growing number of consumers who are willing to pay more for foods and beverages that display health benefits on their labels. Results of a recent survey conducted in Germany, France, UK, Spain and Italy on behalf of Tate & Lyle (an exhibitor at FiE) indicate that there is an increasing awareness and sophistication amongst those questioned in their attitudes towards their diet and their perceptions of food labelling.

Across Europe, 53% of consumers often check on-pack nutritional information, and 57% check the ingredient list at the back of a packaging, confirming their interest in labelling to determine if a product is healthy.

Additionally, around 80% of respondents noted that they would be prepared to spend more on specific claims which have so far been less common in some countries, such as 'improving cardiovascular health' and 'helps to control cholesterol'.

These results chime with the innovation on show at Frankfurt. Not only are there concepts which provide greater nutritional content in drinks, but also there appears to be a new wave of ingredient usage aimed at a consumer demographic which, if forecasters are to be believed, will become the most influential in years to come: the elderly. There are ingredients for joint care, brain, heart and digestive health, with cancer-fighting nutrition taking centre stage.

In a further development, as the US soft drink industry is threatened by a US Federal soda tax, The Coca-Cola Company has announced global plans to include energy information (calories, kilocalories, kilojoules) per serving on the front of nearly all product packages in a move to increase consumers' awareness about the calorie content of its beverages. Coca-Cola claims to be the first beverage company to make such an international commitment, which will see front-of-pack energy information on all products by the end of 2011.

Soft drinks have become an all-too-easy target when it comes to nations' health concerns. Yes, there are drinks with a high sugar content, but that is countered by myriad new beverages with low or zero calories, added vitamins and minerals, and new 'super' fruits high in antioxidants. The industry's responsible and health-pioneering spirit is there to see at FiE.

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

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Late Bulletin

● **Coca-Cola Amatil** has agreed new employment terms with its Managing Director. Terry Davis will now have a 12-month rolling contract in place. Whereas Davis had in place a three-month resignation notice period, CCA now requires 12 months notice should he wish to move on. Davis' previous agreement with Coca-Cola Amatil (CCA) was due to expire on 30th November 2011. Should CCA wish Davis to leave the company before the end of November 2011, the company is now bound to pay him 12 months' total remuneration. After 30th November 2011, CCA will have to give him 12 months notice.

● **Coca-Cola Hellenic Bottling** has reached a deal with the Siptu trade union over staff redundancy terms in Ireland. The company will press ahead with its plan to cut up to 130 jobs in its Ireland distribution and warehouse facilities, but has agreed to improve its redundancy terms. The agreed redundancy package comprises of seven weeks per year of service with a cap of €150,000 (US\$221,000), plus an additional lump sum payment, ranging from €5,000 to €20,000 per individual, based on length of service.

● **Cott Corporation** has posted net profits for the three months to the end of September of US\$13.9million, with operating profits hitting \$26.9million, compared to losses of \$87.6million and \$90.5million respectively in the same period of 2008. Net sales for the quarter slipped by nearly 4% to \$404.9million. Sales rose by 1% at constant currency rates. It is the first time Cott Corp has reported a third quarter profit since 2006.

● **PepsiAmericas** has posted a fall in third-quarter profits, but declared itself "satisfied" with the performance. Net profits for the three months to the end of September dropped to US\$63.5million compared to \$73.1million a year earlier. Sales also fell, to \$1.13billion from \$1.33billion, while operating profits were down to \$115.4million from \$146.3million. For the first nine months of 2009, net profits stood at \$146.6million against \$188.6million in 2008, with sales decreasing to \$3.45billion from \$3.77billion. Having raised its full-year earnings guidance in July to between \$1.87 to \$1.94 per share, PepsiAmericas adjusted its EPS outlook for 2009 to between \$1.83 and \$1.87.

● The European Commission has approved **PepsiCo's** proposed purchases of two of its major bottlers, **PepsiAmericas** and **Pepsi Bottling Group**. The Commission said that the transactions, lined up in August, "would not significantly impede effective competition in the European Economic Area or any substantial part of it".

● The CFO of **Dr Pepper Snapple Group**, John Stewart, has decided to take early retirement. Stewart, who also holds the post of Executive Vice-President, will step down at the end of March next year. Dr Pepper Snapple Group said it will conduct an external search for his replacement, with Stewart set to help in his successor's transition. Stewart, 51, has held the post since November 2006.

● **The Coca-Cola Co** has launched **Minute Maid Pulpy Super Milky** in the Chinese dairy drinks market. The new drink, which is made with fruit juice, milk powder with whey protein and coconut bits, comes in mango, peach and pineapple flavours. Minute Maid Pulpy Super Milky will be launched in 300 cities across China by the end of this year, going head to head with domestic producer Wahaha's Nutri Express.

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Europe

Even larger

COCA-Cola Enterprises Ltd (CCE) has announced plans to invest £13million in a new can line at its UK Wakefield plant, the largest soft drinks manufacturing site in Europe. The investment will increase production by an additional 2,000 cans per minute.

Opened in 1989 as part of an original investment of £90million followed by a further investment of £150million, the factory now produces over a million cans of product a day. The new production line will increase the site's capacity from over 66 cans per second to over 100 cans per second.

A new pre-form area is the result of a £6million investment and will allow the factory to produce its own pre-forms, which are then blown into PET bottles, helping to cut production costs and carbon emissions by reducing delivery miles by 135,000 a year.

The factory has implemented a number of environmental initiatives including introducing sustainable packaging across its product range, working with Rexam to have cans supplied from a factory next door in order to reduce transportation, and now sending zero waste to landfill.

Since it commenced production in 1989 the factory has introduced five additional PET lines, one of which has the largest carbonated filler in Europe producing 1,000 litres of product per minute. Wakefield now produces over 100 million cases of Coca-Cola, Diet Coke, Coke Zero and Schweppes per annum.

Stephen Moorhouse, Coca-Cola Enterprises Vice-President & General Manager for European Supply Chain said: "We are immensely proud of the achievements at our site in Wakefield. Wakefield is our



largest factory in Great Britain but is the most energy efficient in terms of energy used for every 1000 litres of soft drinks it makes, and is the first to house its own pre-form area. This will help remove transportation from the UK's roads - reducing carbon emissions - and enable the site to work even more efficiently."

- CCE has opened a new £11million canning line at its site in Northfield, Milton Keynes. As part of an ongoing investment programme within the site, the new canning line is set to drive productivity enabling the production of up to 1,500 330ml cans a minute and facilitate the production of 500ml cans of the energy drink Relentless.



The site's new pre-form area was opened by local MP, the Rt Hon Ed Balls.

Coke down in Czech

NET profit of Coca-Cola in the Czech Republic in 2008 fell year-on-year by almost a half, from CKr411million to just over CKr209million. Sales fell from CKr6.896billion to CKr6.540billion, according to the annual report of the Coca-Cola Hellenic Bottling Company (HBC) which makes and distributes Coca-Cola products in this central European country.

A spokesman for the US manufacturer in the Czech Republic, Milan Luzum, declined to explain to *Soft Drinks International* why both its turnover and profit went down

between 2007 and 2008 or what is the prediction for the current year. "We do not comment on the company's financial situation in individual countries," he said.

Coca-Cola HBC, which serves approximately 560 million people in 28 countries (19 of them post-communist), was formed in 2000 as a result of a merger between London-based Coca-Cola Beverages and Hellenic Bottling Company of Athens, Greece. It has 90 brands in its portfolio and employs almost 48,000 people.

This largest bottler and vendor of the American soft drinks in Europe last year netted a profit of €425million, which was a fall from €472million the year before. Sales, on the other hand, actually rose, from €6.462billion to €6.970billion.

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Organic first

THE fourth biggest distiller in the Czech Republic, Fruko Schulz, has begun production of an organic syrup called biosyrup, a first for the company. It is a reaction to the fact that in the economic recession, Czechs are increasingly turning their backs on bottled water, including the flavoured brands, and going for tap water instead.

The new product has been given a raspberry flavour which is the most popular with customers out of all the existing syrups in the Fruko range. "Czechs are very fond of this fruit because it is commonly found in forests across the country," the company's General Director, Josef Nejedly, explained to *Soft Drinks International*.

A biosyrup syrup differs from other syrups in that at least 95% of the content must be from eco-agricultural products. "It contains neither colourings nor any chemical preservatives," Nejedly pointed out.

Last year, compared to 2007, Fruko Schulz saw the demand for its syrups fall by 4% to 1,700 metric tons but in the first six months of the current year, sales rose by 9%. "The fact remains that tap water in this country is of high quality and according to my mind, it is actually in many cases healthier than the products you see in PET bottles on shelves of the stores, which contain so many additives, for example artificial sweeteners, that it is hard to squeeze all the information on the respective label," said Schulz.

Portuguese distributor for energy shot

VOLTZ International has appointed Estrela Iberica Technologies, based in Lagos, Algarve, as its sole distributor for the Voltz energy shot health drink in Portugal. This marks the beginning of the European roll out of the popular energy drink first launched in the UK earlier this year.

"The active ingredients in Voltz are a healthy complex of B vitamins, playing a key role in energy production by breaking down carbohydrates, proteins and fat," explains Rob Arnold, CEO, Voltz International. "The B vitamins also aid mental function and provide a feeling of physical wellbeing and because Voltz is just two calories the healthy energy shot is proving hugely popular in the UK. Now with the appointment of Estrela Iberica Technologies as our distributor for Portugal, consumers across Europe will soon be able to take advantage of the benefits of Voltz."

"The energy drink market is very new in Portugal," confirmed Greg Brownlee, Director of Estrela Iberica Technologies. "We anticipate the introduction of such a new and exciting concept like Voltz will prove

Water falls

IN THE Czech Republic, consumption of bottled water is, due to the economic recession, falling at the expense of much cheaper tap water; but in neighbouring Slovakia, the situation is still the reverse, at least in the case of flavoured water. Between August 2008 and July 2009, according to a Nielsen survey, flavoured water sales in the latter country's retail sector went up compared to the preceding 12 months by almost 36%.

Demand for plain water, however, fell in the period by 3.7%. The only type which, on the contrary, saw its sales rise, even if only by 0.55%, was spring or table water with a low mineral content (between 150 and 400 mg/l), the share of which has been gradually rising year-on-year.

The most popular brand among flavoured waters in the Slovak off-trade sector is the non-carbonated Rajec Bylinka which has five different herb flavours, namely balm, dandelion, rose hip, sage and thyme. "In July of the current year, its market share in this category slightly exceeded 21%," said Lenka Puzlíková, spokeswoman for major Czech soft drinks company Kofola which makes this product in Rajecká Lesná, the north-western part of Slovakia.



Spanish acquisition

SEVERN Trent Services has acquired P.S. Apliclor SA, a leading supplier of water and wastewater solutions based in Barcelona, Spain. The acquisition is part of Severn Trent Services' plan to significantly grow its business in Europe.

Alex Lloyd, Managing Director, Severn Trent Services Operations, said: "Apliclor is a strong company that has consistently grown its revenues over the past five years. It is highly regarded for its commitment to its customers and the quality of its offerings, which now include additional Severn Trent Services filtration, disinfection and instrumentation products."



particularly popular and we are therefore delighted to become Portugal's sole distributor for Voltz."

"We have substantially grown our European business in just the past two years, and we are poised for even greater success in the future. Apliclor has worked with Severn Trent successfully on some of the region's largest water and wastewater projects, and our combined experience and resources have enabled us to win several new projects over the past 12 to 18 months."

French can closure

REXAM has entered a consultation process with its Dunkerque plant's Works Council regarding a proposal to close the facility.

Tomas Sjölin, Sector Director of Rexam Beverage Can Europe and Asia, commented: "Rexam continually strives to be a more efficient producer, analysing the balance of its capacity to ensure that customers' needs are fulfilled as cost effectively as possible. The decision to start this consultation process comes after evaluating the market conditions in the light of the economic downturn since the second half of 2008. The over-capacity that exists in the French market is a situation that is likely to exist for many years even after the economy picks up."

He added: "The employees have done an outstanding job at the Dunkerque plant and the proposal to close it is just a matter of balancing capacity to demand. We will do everything we can to support our employees during this difficult period."

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Finnish drinks industry oppose tax plan

FINLAND's drinks industry has railed against a government decision to introduce a special so-called 'sugar-tax' on soft drinks, as part of Prime Minister Matti Vanhanen's ruling Centre-led coalition's latest economy-stimulus budgetary measure.

Panimoliitto, the country's drinks industry federation, described the tax as "inequitable and unfair" on the basis that the tax is levied universally at not only sugar-containing soft drinks, but also bottled water and sugar-free fruit-based beverages.

The federation is engaged in a political lobbying exercise to minimise the likely impact of the tax by having bottled water excluded from the levy plan.

The government decision effectively represents a re-instatement of the 'sugar' levy applied to soft drinks and confectionery products, which was abolished in 2000.

"As it stands, the soft drinks tax is discriminatory and unfair to open competition, since it is levied only on carbonated soft drinks, mineral waters and certain juices, regardless of whether the beverage contains sugar," said Tero Kallio, Panimoliitto's (PL) Managing Director.

The PL argues that beverages containing

sugar and fat, including dairy milk, coffee and yoghurt products, are exempted from this tax. The PL's core producer members, including Hartwall, Nokian Panimo, Sinebrychoff, and Olvi, are also engaged in lobbying efforts directed at government departments and opposition parties.

"The soft drink tax cannot be justified for reasons of national health. This is also evident from the inconsistency that carbonated water is subject to the tax, but non carbonated is not. All waters should be exempted from the soft drink tax in the tax reform," said Kallio.

The tax plan forms part of a €135 million revenue raising programme that also aims to levy a special tax on confectionery products. Market surveys suggest that some 2% of the sugar intake of consumers is derived from soft drinks.

The 'sugar-tax' proposal emerged in the Eduskunta, Finland's parliament, during a debate on a government proposal to reduce VAT on food. MPs in the Eduskunta, both on the government and opposition benches, declared that the move would also reduce the cost of "unhealthy foods".

The MPs concerned formed a pressure-group demanding that the government introduce a new tax-system that penalises high sugar and fat drinks and foods, suggesting that Finland adopt a tax-reform similar to that being launched in Denmark in January 2010, under which taxes on soft drinks, chocolate, confectionery and ice-cream will be raised by 25%.

Baltic operations restructured

COCA-Cola Baltic (CCB) has adopted a decision in principle to relocate its bottling operations from Estonia to a larger centralised plant in Latvia. CCB has been looking to acquire land to build a new production and bottling facility near the Latvian town of Ropazi.

"We are still in the early stage of making a final decision. The costs for such a move are being reviewed, and we will need to purchase land in Latvia to build a new bottling factory. There are also the various building and production permits that we will need. This is a process, and it will take time," said Piret Jaaks,

a spokesperson for Coca-Cola Estonia.

CCB has been looking at the commercial basis for building a centralised production and bottling facility in Latvia to serve the three Baltic markets. Core sales and marketing functions would also be transferred from Estonia and Lithuania to the planned unit in Latvia.

The restructuring of Coca-Cola's operations in the Baltic states will most likely take effect in 2010, creating a centralised production and administrative organisation in Latvia supported by national sales units in Estonia and Lithuania.

CCB established a working group last March to assess the extent of the company's future investment commitment to the Baltic markets, which have a combined population of 6.4 million consumers.

Pro Carton trade congress

THE Association of European Cartonboard and Carton Manufacturers (Pro Carton) whose members include manufacturers of cardboard retail packaging, will host its annual trade congress at the Düsseldorf Congress Centre CCD on 25th and 26th November 2009.

"The claim of the Pro Carton trade con-

gress is to cover key future themes in a comprehensive and holistic approach. The interpack city of Düsseldorf and the Congress Centre within the Exhibition complex offer us an appropriate and highly professional environment", said Stéphane Thiollier, President of Pro Carton.

The theme of this year's Pro Carton trade congress is 'Promoting brand values through sustainable packaging' and it will also be examining ways to achieve a comprehensive packaging concept, which optimally combines economical and ecological

Energy drinks dependency?

FINLAND's Department of Health (DoH) has established a research working group to determine if teenagers are acquiring a 'dependency' for energy drinks. The investigation is triggered by a Finnish study that found that up to 10% of those teenagers who consume energy drinks have developed "a dependency".

The study, which examined a test group of 1,600 teenagers over a 12 month period, was conducted by the Riihimäki Research Committee (RRC). The RRC published its final results in mid-September and presented its findings in report form to the DoH on 30th September.

"The conclusion that we can draw from the research is that a growing number of Finnish teenagers have developed a dependency on energy drinks. The risks increase as more teenagers consume drinks that have a high stimulant content," said the report.

The MoH received a report from the Consultative Committee on Nutrition (CCN) in August that recommended that children under the age of 15 should not "consume caffeine in any form".

"Caffeine is a substance that can cause restlessness, problems in concentration, sleeplessness and similar symptoms among children and teenagers even in fairly small amounts. Energy drinks do have a risk that a percentage of young consumers can develop a dependency," said Raija Kara, the CCN's Committee Director.

The CCN report noted that in addition to caffeine, high energy drinks also contain other stimulant substances and vitamins. "Not all of the effects of long-term use are known," said the report.

The RRC study revealed that 70% of the 9 to 17 year olds polled in the survey consume energy and high energy drinks, while 10% were identified as daily users. Consumption was highest among teenage boys aged 15 to 17, where daily consumption was 30%.

"Caffeine can be addictive, and many of those who drink energy drinks every day can become dependent, so heavy consumption by young people is a cause for concern," said Kara.

requirements. The 'Night of Packaging' will be held on the evening of 25th November featuring the presentation ceremony of the 2009 Pro Carton and ECMA Carton Awards.

Distribution deal in Sweden

SPENDRUPS has signed a Memorandum of Understanding (MoU) with Coca-Cola Drycker Sverige (CCDS) that aims to reduce costs and 'delivery miles' by collaborating in a new joint distribution system that targets urban and rural markets in southern Sweden. A final agreement is expected by the end of 2009.

"What this agreement does is strengthen our cooperation in distribution for a better environmental return and improved efficiency," said Göran Holm, the CEO of CCDS. The new distribution system is due to come into force in the first quarter of 2010.

The co-operation agreed between the two drinks companies will centre on their distribution operations in and around the southern cities of Gothenburg, Jönköping, and the Västergötlands and Skåne regions of south east and south west Sweden.

CCDS and Spendrups have established a joint Co-ordination Unit (CU) that will aim to create a new distribution system and eliminate overlapping of routes and deliveries. The greater efficiency will enable both

soft drinks companies to complete more deliveries with fully stocked rather than semi-filled trucks.

"We will get better stocked trucks and fewer deliveries. This reduces overall costs, and also reduces CO2 emissions. This is a win-win deal for both companies," said Holm.

The deal marks the latest phase in co-ordinating distribution between the two companies. Spendrups and CCDS already collaborate in product distribution in the Umeå and Gotland regions of eastern Sweden.

"The extended agreement will further reduce the environmental impact. This is possible by driving more efficient routes and a higher degree of stocking of delivery vehicles, resulting in less miles and less CO2 emissions," said Jens Spendrup, the CEO of Spendrups.

The co-ordinated distribution system will require both companies to re-structure their current delivery structures and activities. Coca-Cola will need to expand its operations in southern Sweden while Spendrups will be required to increase its operations in Gothenburg, Jönköping and to a lesser extent in eastern and western Gotland.

Additionally, Coca-Cola will operate from a regional distribution base in Gothenburg.

In brief...

- drinktec, the World Fair for Beverage and Liquid Food Technology and China Brew & China Beverage, International Brew & Beverage Processing Technology and Equipment Exhibition for China, have signed a memorandum of understanding on future co-operation. The aim is to strengthen and further expand the market position of both exhibitions. drinktec takes place every four years in Munich, Germany, whilst China Brew & China Beverage is held every two years in Beijing, China. The co-operation was sealed with the signing of a corresponding declaration during this year's drinktec event.

- Royal DSM NV, the global life sciences and materials sciences company headquartered in the Netherlands, has regained its number one position in the chemical industry sector in the Dow Jones Sustainability World Index. From 2004 to 2006 DSM was named the worldwide sustainability No. 1 in this sector. In 2007 and 2008 it ranked amongst the top leaders in the sector. "We are very proud to have regained the No. 1 position in the Dow Jones Sustainability Index," said Feike Sijbesma, Chairman of DSM's Managing Board.



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Africa

Making the most of the World Cup

THE Coca-Cola Company's leveraging of the 2010 FIFA World Cup tournament in South Africa is shaping up as one of the great marketing success stories of recent times.

It continues the brand's tradition of helping ensure the World Cup is a financial and operational success but is this time leveraging the landmark sporting event to a particularly impressive level, not only for its own market advantage but also to give large numbers of people – most with little or no chance of attending games – an opportunity to enjoy and feel involved.

Best known of the initiatives is the FIFA World Cup Trophy Tour by Coca-Cola, the biggest-ever roadshow of its kind. This has been extremely well received throughout Africa and Coca-Cola has created a series of promotions and offers in each market.

While Africa is a primary focus of the TCCC campaign to make the most of the



A Nigerian online promotion for the World Cup.

Website sparkles

APPLETISER has had a very favourable consumer reaction to its new South African lifestyle-oriented website, www.sparkl.co.za, which was launched in September. It builds on the target audience loyalty which the brand has strengthened through a series of events, sponsorships and lifestyle concepts.

"Our aim is to add value and 'sparkle' to members' lives by making planning an event simpler, easier and more enjoyable, whether the event they are planning is a meal for two or a banquet for 100," said Denese Pillay, Appletiser's Group Brand Manager.

The website does things such as sending out personalised invitations to everyone on the guest list and allows users to check which dates best suit their guests. A built-in RSVP system makes it easy to follow up with people who have not responded. And



Kent and Blatter at a presentation on the World Cup celebrations.

World Cup, the programme also extends globally. For example, young football fans around the world are being given the chance to become flagbearers, leading teams on to the pitch for games, and 250 teenagers from many countries will attend a special football camp in Pretoria during the tournament. Commemorative packing will be available in many markets and a documentary – *Coca-Cola Presents: Celebrating the Goal* – will be screened internationally.

Among the many other initiatives, a stand-out is the Coca-Cola Celebration Award which will recognise the tournament's best goal dance celebration. Fans will be able to vote for the eventual winner online. For every goal celebrated with a dance, TCCC will make an additional donation to the company's 'Water for Schools' effort.

Dance and music are key elements of Coca-Cola's programme which is, in effect,

an extension of the current brand platform 'Open Happiness'. "The international reach and marketing expertise of our partner Coca-Cola is an enormous benefit to strengthening the game and helps us bring the excitement and passion of our sport to more people around the globe," said Joseph 'Sepp' Blatter, FIFA's President. "This campaign captures both the unique spirit of the continent of Africa and the celebrations that football inspires."

"The worldwide passion for the sport of football is unrivalled and gives our business the best platform to connect with fans everywhere Coca-Cola does business," said Muhtar Kent, TCCC's Chairman and CEO. "Our programmes to support the 2010 FIFA World Cup, like the Trophy Tour, will help ensure that fans have the chance to experience the excitement and pageantry of football, no matter where they live."

Summer Yama SummAHHH

COCA-Cola South Africa has released what's being promoted as 'the hot hit song of summer', as the next step in a major venture which saw three young people chosen in a nationwide competition to find fresh talent for the recording.

These winners – Neliswa Chitha, Jabulani

if guests don't know where you are, a map system will guide them straight to the door.

The site also covers trends and happenings, tips on keeping health and fit, and news of products, movies, music and services of interest to the target audience. Competitions and giveaways are featured every month.

Gambu and Bianca Erasmus – joined entertainers Lebo M, Refi and JR to record the song 'Summer Yama SummAHHH' which was also written and produced by Lebo M. 'Summer Yama SummAHHH' is part of the current 'Open Happiness' campaign in South Africa.

"We are very pleased to be part of unearthing such amazing talent," said Coca-Cola South Africa executive Zayd Abrahams in announcing the competition winners. "Youth development is a passion for our brand and we are pleased to provide a platform for these youngsters to realise their dreams. Open Happiness is about celebrating the spirit of optimism for South African youth and the 'Summer Yama SummAHHH' campaign encompasses these elements."

The track will be played widely on national and regional radio stations, as well as at events and on Coca-Cola advertising.

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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Middle East

Promotions popular in Oman

WITH consumer confidence high in the Sultanate of Oman, more and more FMCG brand promotions are gaining good traction. Recent initiatives have included the Masafi Treasure Quest, organised through Enhance, which distributes the Masafi range in Oman, and a cross-brand competition for Nestlé products under the banner of 'Crown your purchases with Gold'.

Enhance, which is the new identity for Matrah Cold Stores LLC, ran the Masafi Treasure Quest as part of its strategy to continue growing the brand's share of the Oman market. It has achieved this growth year on year for the past four years. Prizes in the treasure chest were impressive: gold coins and pearl pendants.

"The Masafi Treasure Quest promotion was aimed at rewarding our loyal customers with a gift that epitomises the rich natural heritage of the Gulf," said Enhance's Biju George. "That is: pearls and gifting gold, which is a valued commodity in these challenging economic times. As part of our remit in managing the distribution of a leading FMCG brand in Oman, we are committed to developing innovative distribution and marketing strategies that match the world-class quality of our product portfolio. And if we can provide our consumers with delight and excitement in the process, then that's a great plus too."

Enhance's success in building Masafi sales has won it Masafi's best distributor award for three years in succession. "Masafi is more than a premium brand to us," said George.

Record Halal event

WITH sales of Halal foods, including beverages, estimated at edging close to US\$44 billion in the GCC region this calendar year, both exhibitor and buyer interest in Halal Expo 2009 is running at record levels. The show, which bills itself as the definitive event for this sector, will be held at Madinat Jumeirah in Dubai from 10th - 12th November.

The organisers, Orange Fairs & Events, say that a significant jump in Halal food imports has been recorded over recent years. "Amidst this economic crisis, the region has experienced a growing demand for Halal and Shariah compliant products," said Raees Ahmed, Director of Orange Fairs & Events. "This is being further driven by the growing competition among market players across the globe on a single quality



Muscat, Oman.

"It is an important part of our future. We set out to make the Masafi brand the leader in Oman, accessible throughout the country, and we've almost achieved just that."

Ashraf Abushady, Masafi's Chief Executive, commented: "Enhance has continuously and significantly grown the market share for Masafi in Oman, undaunted by the challenges inherent in improving volumes and distribution in this very competitive water category. We believed we were doing the right thing when we first consolidated our activities through Enhance back in 2005 and year after year they have proved this to be correct. Our faith and trust in them is well placed and we look forward to a continuing and fruitful partnership in years to come."

Masafi's well-known recycling programme is run and managed in Oman by Enhance's logistics division. In conjunction with the Environmental Society of Oman, Enhance is proactively expanding its recycling initiative.

Bottled water for US forces

PROVIDING bottled water to American troops and community development personnel in Iraq has become a massive undertaking. The 1st Cavalry Division, for instance, transports 864,000 bottles monthly to what is known as Forward Operating Base Warrior in Kirkuk.

Baulino Moralez, fuel and water platoon sergeant for Company A, said the water supported nearly 5000 soldiers, sailors and

standard for Halal products. Halal Expo 2009 aims to fuel the growth of this potential-laden sector, with a focus on encouraging the trade of high quality, regulation-compliant products."

Enhance also handles a number of other beverage brands, including Libby's fruit juices from Lebanon. Its Beverages Direct Division has 45 trucks covering the sultanate, with depots in Muscat, Salalah, Nizwa, Sharqiyah and in the Batinah coast.

Earlier this year Enhance also picked up the first of Interbrand's best distributor awards in GCC countries for Libby's products, after achieving 58% sales growth in calendar year 2008. "We believe that our rapid growth was only possible due to the passion and dedication of the sales team at Enhance in Oman," said Marc Tabourian, Interbrand's General Manager.

As its name suggests, the Nestlé 'Crown your purchases with Gold' promotion also offered gold coin prizes, as well as free sample offers and other bonuses. The promotion was based on scratch and win coupons, offered through several retail chains with a minimum purchase.

airmen in the area, as well as civilians operating from the military facilities. Bottled water was essential because non-nationals often did not have proper immunities to drink from local sources, he pointed out.

"The bottled water is guaranteed to be contamination-free," he said. "Soldiers don't have to think twice about the quality of the water they are consuming and can focus on performing their mission."

Shawn Horton, one of Moralez's specialist supply team, said the platoon prided itself on ensuring that supplies were distributed smoothly. "With the weather as hot as it is, the challenge for this platoon is getting water to everywhere it needs to go before the last drop runs out."

Horton said the positive reaction from the platoon's 'clients' was pleasing. "We get a lot of 'thank you's'. Even if we don't get a 'thank you', we know we are appreciated because the water gets drunk."

Scholarships attract attention

PEPSICO's International's Tomooh scholarships have drawn a lot of interest this year, helped by an extension of the deadline for applications. This is also the first year that previous applicants are eligible for reconsideration without the need to re-apply, if they have maintained high academic standing and are still in need of financial assistance to continue their education.

Introduced in Lebanon in 2006, the Tomooh educational scholarship programme was extended to Jordan and Egypt the following year. The scholarships are open to all students aged 15-22. In Jordan, they are administered in cooperation with the Jordanian Hashemite Fund for Human Development (JOHUD).

"Over the past two years, PepsiCo and

JOHUD's collaboration saw us grant scholarships to over 350 exceptional students who, with the help of the programme, have been provided with the opportunity to continue their higher educational goals," said Farah Daghistani, JOHUD's Executive Director.

"Through Tomooh scholarships, PepsiCo contributes to shaping tomorrow's leaders and to build a better future for Jordanian youth," said Sufian Al-Salman, Human Resources and Corporate Affairs Director for PepsiCo Jordan. "We are also playing our part to support Jordan's national educational development priorities.

More than 500 students have benefited from the scholarships over the past three years in Lebanon where they are managed in association with Ajjalouna. This is a non-profit organisation which focuses on school health, social welfare and education. PepsiCo funds the scholarships as part of a wider commitment to help disadvantaged communities in the Middle East.

Almarai expands

THE Saudi dairy and juice producer Almarai, which is on the expansion trail in the Gulf and beyond, has absorbed Hadco, the Hail Agricultural Development Company, in an historic move. Almarai's takeover of Hadco is the first involving two listed firms in the Kingdom of Saudi Arabia.

The merger also means that shareholding stakes have been diluted because the share base has been expanded as part of a deal which saw Hadco stockholders paid with a package of one Almarai share and cash for every five of their Hadco shares. The biggest investor, Prince Sultan Mohamed Saud al-Kabeer al-Saud, now has a 28.6% stake (was 30.2%), while the Savola Group, another major player in the food and beverage sector, has reduced its stake to 26.5% (27.9%).

Hadco is best known for its extensive

poultry business but is also heavily involved in olives, wheat, dates and animal feed.

In a separate move, Savola Al Aziza United, which is the kingdom's second largest food products company, was at our deadline in talks to buy out the Tate and Lyle stake in Egyptian and Saudi sugar refineries.

In early October Savola gained a green light from the KSA's Competition Protection Council to acquire the Saudi assets of the Géant hypermarket chain. Savola was already a major beverage and food retailer through its Aziza Panda supermarket brand.



In brief...

- The Health and Vocational Control Department of the Greater Amman Municipality, Jordan, recently warned citizens to avoid buying handmade juices. These are particularly prevalent during Ramadan. Dr Mervet Mheirat, the department's Director, said the only way to avoid widespread food poisoning was by making citizens partners in the responsibility of protecting public health. Brochures produced by the department urge people to buy juice from proper stores and restaurants to avoid potential problems from beverages made in unhealthy conditions and stored in insanitary containers during hot weather.

- Bottled water sales hiccupped in Kuwait after a rumour spread that desalinated sea water from the electrical plant, which sup-

plies several bottlers, was polluted and unfit for human consumption. This was denied by the Minister of Electricity and Water, Dr Bader Shabeeb Al-Shuraiaan, while the Ministry of Commerce asked the Ministry of Health to test locally bottled products. These tests showed no sign of harmful organisms. The rumours apparently began when the Mishref sewage plant experienced some outfall difficulties which were soon resolved and did not affect the drinking water supply.

- An Abu Dhabi entrepreneur, Rashid Mubarak, has drawn a lot of attention in recent months for his prayer beads and jewellery made from date seeds. He has invented an unusual but very effective way of colouring the seeds through the use of soft drinks and Arabic coffee.

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India

Setting the pace

GATORADE, the sports drink from PepsiCo, has established the Gatorade Centre for Pace Excellence (GCPE) in New Delhi. In a first of its kind, the academy is teaching participants bowling variations and strategy and, equally important, equipping them with the right fitness and hydration strategies to ensure that they enjoy long and successful injury-free careers.

Sandeep Walunj, VP-Innovation of PepsiCo and the architect of GCPE, said the centre runs on a four step process. First, a talent hunt in major cities for pace bowlers (Gatorade 'Pacers'); second, tuition is given to correct the action of pacers from a bio-mechanical perspective which helps to minimise strain and injuries; third, strengthening the basics of wrist position, in and out swing, variations and how to bowl; and fourth, implementing a personalised hydration and fitness programme.

Gatorade says the personalised hydration strategy leading to optimal body preparedness has made a big difference to the performance of major teams like the Australian



Wasim Akram in action.

Cricket Team.

The Gatorade Centre for Pace Excellence has contracted the pace bowling legend Wasim Akram to be the Coach - Bowling Variation and Strategy. Mr T A Sekar, the ex-Head Coach of MRF Pace Foundation is the Chief Consultant - Bowling Technique and India's leading sports fitness expert Ramji Srinivasan is the Chief Fitness Adviser and international expertise in Sports Science and Training.

Cleaning the coast

COCA-Cola partnered with coast guards and other stakeholders to clear litter and debris from the beaches and inland waterways along the coastlines across India on International Coastal Clean Up day. Thousands of volunteers from schools, colleges, many NGOs, civil administration and government organisations gathered around the main beaches to execute a mass clean up operation.

In the South, Coca-Cola supported coastal clean up drive at four beaches in Chennai. "The Clean up is an opportunity to demonstrate the positive change we can create when we engage Coca-Cola system employees in every corner of the world in support of a common cause," said Rajan Gupta, Area Operations Director, Tamil Nadu, Hindustan Coca-Cola Beverages Pvt Limited.

In Vishakhapatnam in South, over 1000 volunteers participated in the clean up drive at the Rishi Konda Beach to help improve the health of the coastline around Bay of Bengal.

In the Central region, the clean up drive was organised at two beaches in Mumbai. Actor, Madhu Shah joined Coca-Cola India to spread awareness on the coastal clean up drive. He said: "International Coastal Clean-Up Day is the right platform for us to work with local people and encourage them to safeguard the environment, and more importantly the coastal environment around them. I would like to thank Coca-Cola for this great initiative."

"We have come here to clean up the beach. If everybody tries to keep the beach clean then this place will be garbage free. This is my humble request to everybody, that they should throw the trash in the dustbin only," said Deepak Masti, a volunteer from Mumbai.

Mumbai launch

YAKULT Danone India (P) Ltd (a joint venture between Yakult Honsha of Japan and Groupe Danone of France) has launched the probiotic health drink in Mumbai, thus expanding distribution in the Asian market.

Kiyoshi Oike, Managing Director, Yakult Danone India Pvt. Ltd said, "After a success-

ful launch in India in 2007, Yakult is available in the cities of Delhi-NCR, Jaipur, Chandigarh and Punjab. The positive response from consumers in these markets has urged us to widen our foothold in the country."

Yakult is priced at Rs 50 for a pack of 5 bottles and is available at all leading retail stores across Mumbai. It is manufactured at Yakult's state of the art facility at Sonapat, Haryana, near Delhi.

Events join forces

DRINK technology India and International PackTech India organised by Messe München GmbH and Messe Düsseldorf GmbH are being combined into one event which will take place at the Bombay Exhibition Centre from 18th to 20th November 2010.

The two trade fair companies are convinced that the co-operation will create a major joint platform for packaging solutions and establish an Indian trading platform for customers from the packaging, beverage and liquid food industries.

The organisers say India is a booming market for the beverage industry. It already accounts for some 10% of global beverage consumption today, the third-largest beverage consumption after the USA and China. Market analyses indicate that beverage sales in India will be increasing by more than 60% between 2008 and 2012. Since India is (still) a country of tea and coffee drinkers, packaged cold drinks have enormous potential. Packaged water, beer, spirits and carbonated drinks are recording what are in some cases high double-digit growth rates. All in all, annual per capita consumption of packaged beverages is expected to triple from 2.6 litres in 2000 to 8.7 litres in 2012.

After China, India is the most important sales market for packaging machines in Asia. The main suppliers are Germany and Italy, but Asian suppliers like China and Taiwan are catching up. In the country itself, there are about 600 to 700 companies that manufacture packaging machines. The sector is highly fragmented and 95% of these producers have small or very small operations.

Both drink technology India and International PackTech India are offshoots of the leading industry events in Munich and Düsseldorf. drink technology India has developed from drinktec, the global trade fair for beverage and liquid food technology. The organiser of the International PackTech India trade event is Messe Düsseldorf, which holds interpack, the world's most important trade fair for the packaging industry and the relevant process industry, every three years.

In brief...

● It has been reported in the *Economic Times* that owing to a fall in sugar supplies because of this year's drought, soft drink manufacturers and bulk users of sugar have been asked to buy sugar overseas. India is the second largest producer of sugar in the world after Brazil. The country is also the world's largest consumer, with consumption estimated at 23 million tonnes per annum. The low output has seen sugar prices double over the past year to Rs 35 a kg.

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Asia & Pacific

GSK praised for positive action

GLAXOSMITHKLINE Hong Kong drew considerable praise for its quick response to a small number of consumer complaints which pointed to mould in 500ml bottles of Lucozade Sport Hydro Active Citrus Fruits and the same brand's Summer Fruits flavour. Mould was also found in two quality-controlled samples but an extensive product check of stock in the company's local contracted warehouses and at point of sale failed to find further defective items.

GSK immediately notified Hong Kong's Food and Environmental Hygiene Department and pledged to work with it in investigating how the mould had formed. Despite the small number of affected bottles and the fact that the mould posed no danger to health, GSK also implemented a voluntary recall of the two drinks in the Hong Kong market.

"This voluntary withdrawal does not affect other markets or other Lucozade products which are safe for consumption," said a company statement.

The statement also pointed out that,



despite the recall for product quality reasons, "Lucozade Sport Hydro Active products are safe for consumption. You may consume the product with an intact neck seal and consume prior to the 'best before' date which is printed on the bottle cap."

The Hong Kong Centre for Food Safety, in its public notice, was more cautious, recommending that people did not consume the drinks. However, said a CFS spokesman, "the concerned mould is unlikely to pose health risk to the general population."

GSK's transparent handling of the problem appears to have saved the brand from any significant ongoing harm. The mould is believed to have come from bottle damage during transport.

Kiwis recognise innovation and quality

THE New Zealand Juice and Beverage Association's annual awards are so well organised – under the direction of Kerry Tyack, the association's Executive Director and a veteran of the beverage industry – their format has been successfully adapted elsewhere in the world.

Emphasis is put on both innovation and quality, with the supreme champion title this year going to Phoenix Organic Apple and Guava Juice from Charlie's Trading Company. Runner-up was 100% Squeezed Gisborne/ Kerikeri Valencia Orange Juice from Arano Juices.

Both of these won their respective categories. Charlie's also took the fruit drinks category with Phoenix Organic Sparkling Fruit Drink Blood Orange while Arano headed the single origin juice category with its Gisborne/Bay of Plenty Grapefruit Juice.

Tyack explained that for the first time this year orange juice was given promi-



John Evans of Charlie's Trading Company.

nence with its own category, this decision being taken to highlight the quality of New Zealand-produced orange juice.

Judging of this category was completed using a set of sensory evaluation criteria specially developed by a group of graduate students from New Zealand's Massey University as part of their studies. This is believed to be an Australasian first.

A group of students from Strathallan

Beijing water conservation

THE Beijing Municipal Commission of Development and Reform, a regional economic planning agency, has told a number of producers – including several beverage companies – to look at their wastewater procedures in a bid to reduce water pollution and conserve water resources.

It has also told others to review their energy use. "2009 is a key year for fulfilling our energy-saving and pollution-reduction goals," said the commission in an official statement.

But while some news reports have suggested that companies such as Coca-Cola, Pepsi, China Huiyuan Juice, the Tsingtao brewery and dairy companies are not up to scratch on wastewater treatment, the call was more of a general bid to boost standards further so that goals outlined in China's 11th five year plan – running from 2006 to 2010 – are met.

A later clarification from the agency did not grab as much media attention. A PepsiCo official pointed out that the inclusion of its Beijing facility on the list "simply reflects that the plant is a large user of water".

He said it "strictly adheres to all national standards for wastewater treatment and emissions. In fact, our Chinese beverage plants were recognised last year by the Beijing Water Resources Bureau and the China Beverages Industry Association for water conservation efforts. We are committed to continuing to work with the Chinese Government to further reduce our water use in China."

College in South Auckland was asked to blind taste all entries under the supervision of Massey University staff, to determine the winner of the Youth Choice Award. This was Just Juice Mandarin Passionfruit Peach from Frucor Beverages. Frucor also won the still water category with NZ Natural, milk-based beverages with Moccona Mocha and new to market with Just Juice Pulped Orange Juice. Coca-Cola Oceania also did well, with four awards.

"It is particularly pleasing to see the significant growth in the numbers of products being presented for judging, especially those drinks reflecting international demand trends for new and different flavours," said James Wilson, the association's President. "As the range of non-alcoholic drinks available to the New Zealand consumer increases, it is important they are given guidance about the quality of what is available and these awards are very valuable in providing that lead."

Consolidation underway

AUSTRALIA's National Foods is this month opening a new distribution centre in Hexham, inland from Newcastle in New South Wales. National Foods is a major producer of juice and dairy products, including the Berri juice brand and the Big M Edge range.

The new operation in Hexham is part of a consolidation policy which will see production of dairy lines at Hexham phased out next year. The Hexham facility is taking on the workload of one regional distribution centre which has been closed and part of

Nutrient facility in operation

FORTITECH Asia Pacific has completed construction of its Kuala Lumpur, Malaysia, nutrient premix production facility, the second biggest plant in the group after the corporate headquarters. It includes an advanced technology laboratory for developing and testing premixes, along with distribution facilities servicing customers throughout the region.

"The demand for fortified foods and bev-

the volume handled by another locale.

Closing the production plant followed a strategic review, said Arthur Murphy, Group Executive Manufacturing Operations. "We have a good business at Hexham but when we take into account a range of factors, including duplication in our network, the age of the site, the costs associated with manufacturing at that location and the scale of our operation, we do not see long-term viability for the site.

"Hexham, Newcastle and the Hunter Valley are still very important to National Foods. We continue to buy local milk and sponsor the Newcastle Knights, the Newcastle Show, the Newcastle Surf Fest and the Tocal Agricultural College Field Day.

erages in the Asia Pacific region is growing exponentially," said Tony Tan, the company's General Manager. "The time had come for us to increase our operations to effectively address consumer demand placed on our customers. Those customers can expect to receive the same dedicated service they currently enjoy and new customers will find that working with Fortitech offers numerous advantages."

The new plant incorporates blenders capable of producing more than 6000 tonnes of premixes annually, with enhanced flexibility in batch sizes and blends.

Big still plant opened

COCA-COLA has invested nearly US\$88 million in its new still beverages plant in Wuhan, capital of Hubei Province, which opened in mid-October. It will have an annual capacity of around 45 million unit cases, making a significant contribution to the annual sale of 300 million cases of still beverages in China, a goal Coca-Cola expects to achieve soon.

"Today, still beverages are growing to contribute more than 30% of Coca-Cola's sales in China, the world's second-largest beverage producer after the US," said Doug Jackson, President of Coca-Cola China. "China has also clearly shown the potential in the still beverage market as the Chinese consumer maintained high demand in non-carbonated drinks."

Two of the production lines at the Wuhan plant will be used to make Minute Maid Pulpy Super Milky and related juicy dairy products. The facility will also produce bottled water, tea and fruit juice beverages.

www.softdrinksinternational.com

In brief...

- Big sighs of relief in the Asia Pacific region – and further afield – that Danone and the Wahaha Group had come to an amicable agreement after a volatile period which reflected on the wellbeing of high profile joint venture beverage operations in the region. Danone has sold out to Wahaha, stressing that it still had a substantial commitment to China: "We are keen to accelerate the success of our Chinese activities, in keeping with our mission of bringing health through food to the largest number of people," said Frank Riboud, Danone's Chief Executive and Chairman. Wahaha's charismatic leader, Zong Qinhou, noted somewhat enigmatically that "Chinese companies are willing to co-operate and grow with the world's leading peers on the basis of equality and reciprocal benefits."

- Bottled drinking water was a priority in the first phase of the response to the recent earthquake and tsunami devastation in Samoa, American Samoa and the remote island of Niutoputapu in the Kingdom of Tonga. Civilian and military aircraft flew in emergency supplies from New Zealand, Australia, Tahiti and elsewhere, although getting bottles to Hihifo on Niutoputapu, where the community water supply was largely put out of action, was made the more difficult by the island airstrip also being damaged by the killer wave.



RUSSIAN rider Alexey Kolesnikov (23) performs a daring feat of moto-x freestyle artistry against the equally dramatic architecture of Astana, capital of Kazakhstan, during the Red Bull X-Fighters Exhibition Tour. Red Bull continues to achieve brand-building success through its proactive involvement in edgy sports like moto-x freestyle.

Americas

Brazilian investment

CROWN Holdings Inc has announced that its Brazilian subsidiary, Crown Embalagens SA, plans to build a new \$60 million beverage can plant in Brazil. The new facility is expected to be operational in the second quarter of 2011 and will have an initial annual capacity of 700 million cans.

The new plant will be located in Southern Brazil to meet the growing demand of that region. Crown Embalagens has a strong presence in the country with beverage can plants in Cabreuva and Estancia, and a beverage end plant in Manaus. The company's annual production capacity in 2011 will be approximately 4 billion cans.

"Demand for aluminium beverage cans in Brazil is strong and the positive trends are expected to continue," said Raymond L. McGowan, President of Crown's Americas Division. "Brazil is an important market for us and our joint venture partner in that country, Petropar SA. This expansion demonstrates our commitment to support the growing needs of our global and local customers and to help them continue to build their brands in the region."

Pepsi exclusivity

MARCO's Pizza chain has announced that Pepsi will be its exclusive beverage provider. Marco's currently operates more than 190 stores in 17 states and plans to add more than 880 locations in the coming years. Under the terms of the agreement, Marco's will carry Pepsi products in fountain and bottle format, including soft drinks Pepsi, Diet Pepsi, Sierra Mist and Mountain Dew, and will also serve Aquafina, Gatorade and Sobe. The deal marks a switch to Pepsi after 30 years with Coca-Cola.

"PepsiCo and its portfolio of brands, especially Mountain Dew, make sense for the next generation of growth at Marco's," said Marco's Pizza CEO Jack Butorac. "Consumer preference, economic considerations, and the tools, resources and commitment to grow in our rapidly expanding system were the key decision criteria, and we are excited that PepsiCo will be part of Marco's next stage of expansion."

"Marco's has impressive plans and we want to help them achieve their goals," said Tom Everett, National Account Sales Manager, PepsiCo Foodservice. "Our consumer insights and diversified brand portfolio combined with their outstanding pizza is a recipe for success."

New unit follows mergers

IN anticipation of the previously-announced mergers with its two largest bottlers, The Pepsi Bottling Group (PBG) and PepsiAmericas (PAS), PepsiCo is establishing a new entity comprising the bottling businesses, to be called PepsiCo Bottling North America (PBNA).

Eric J. Foss, current Chairman and CEO of PBG, will become CEO of the new bottling unit, reporting to PepsiCo Chairman and CEO Indra Nooyi.

PBNA will comprise all current PBG and PAS operations in the US, Canada and Mexico, and will account for about three-quarters of the volume of PepsiCo's North American bottling system, with independent franchisees accounting for the rest.

It will focus on integrating the two bottling businesses into "a lean, nimble and highly-efficient organisation." PBNA will be separate from the brand-oriented PepsiCo Americas Beverages (PAB) unit, which will continue to oversee independent bottlers and Gatorade and Tropicana operations. The separation, says PepsiCo, will allow greater focus for both units and enable PBNA to

continue producing and distributing 'allied brands' not owned by PepsiCo.

Current PBG and PAS operations in Europe and Russia will be managed by PepsiCo Europe when the mergers are completed.

"This structure will provide two very important benefits," Nooyi said. "It will allow us to continue the critically important work we began last year to refresh our core soft drink brands. At the same time, it will enable us to maintain the operating focus we need to capture the strategic opportunity created by our bottler mergers, particularly in North America."

Commenting on the appointment of Eric Foss, to lead PBNA, Nooyi said, "Eric is an extraordinarily talented executive with tremendous knowledge of and love for the bottling business. We are fortunate to have him lead this new unit." Foss declared he was "extremely excited to lead the new bottling entity."

In order to facilitate a smooth integration of the bottling businesses, PepsiCo will establish a special advisory board. Among its members will be: Eric Foss, Indra Nooyi, Robert Pohlard, Chairman and CEO, PepsiAmericas; and Craig Weatherup, founding Chairman and CEO of The Pepsi Bottling Group, who retired in 2003.



IN a multi-million dollar investment, Ball Corporation has expanded its metal beverage packaging pilot manufacturing line at the Ball Technology & Innovation Center (BTIC) in Broomfield, Colorado. A new palletiser has been bought along with a state-of-the-art decorator and several other improvements. Mike Vaughn, Vice-President, Packaging Innovation, Ball Corporation, said: "We continuously work to improve our packaging and its printing options, and now have even better tools to do so with our improved pilot line and new decorator."

Obesity initiative support

BOTH PepsiCo and Coca-Cola have joined the Healthy Weight Commitment Foundation (HWCF) formed to help reduce obesity in the US. HWCF involves the collaboration of more than 40 members of the food and beverage industry, retailers and diverse non-governmental organisations. The group aims to provide and promote solutions that will help people achieve a healthy weight by balancing the calories they consume with the calories they burn. The HWCF's efforts will help provide people with the tools to achieve energy balance. These efforts will focus on three key areas: the marketplace, the workplace and schools.

"As an industry, we touch the lives of tens of millions of people every day. We are driven by the belief that by joining forces with partners across many sectors, we can make a far greater impact in the fight to reduce obesity than by working alone," said Indra Nooyi, PepsiCo Chairman and CEO and HWCF Vice-Chair.

She added: "For our part, we are committing to enhancing our efforts to offer food and beverage choices that can contribute to healthy weight. To do that, we'll offer more reduced-calorie and portion-controlled options. At the same time we will do more to educate people, particularly children, about balancing the calories they consume with those that they burn."

Sonoco restructures

THE packaging group Sonoco with operations worldwide has announced plans to streamline its organisation.

"Through a series of acquisitions and growth over the years, Sonoco has developed into a complex organisation with 19 operating divisions, separate international organisations and various support functions," explained Harris E. DeLoach, President and CEO. "While this structure has

served us well in the past, the global recession has structurally changed many of our served markets. As a result, we must change our organisation to address these new market realities and react to the changing needs of our customers."

The restructuring programme will see 19 separate business units consolidated into six consumer and industrial business units with a direct reporting line to the company's senior leadership. A further nine consumer packaging and services business will be consolidated into four global business units headed by Charles Sullivan, Executive Vice-President, Consumer Divi-

sion. In the US 10 industrial products divisions will be consolidated into two North American business units and three international divisions.

DeLoach said the changes will bolster technology applications to drive new product development and continue to expand its 'One Face' customer service strategy to grow cross-divisional sales. "Implementing these changes will in some cases involve adding resources, including people and capital. However, combining businesses will result in some redundancies. Overall, we estimate that these actions will reduce costs by an additional \$20 million annually."

Energy information on the pack

THE Coca-Cola Company is to include energy information (calories, kilocalories, kilojoules) per serving on the front of nearly all product packages in a move to increase consumers' awareness about the calorie content of its beverages.

The new labels seek to make it even easier for consumers worldwide to make more informed decisions about the beverages they drink based on their own individual taste preferences and nutritional needs. The company already has successfully rolled out front-of-pack energy labelling throughout Europe and Australia with Mexico and the US currently in roll-out phase. The Coca-Cola Company's global commitment is to have front-of-pack energy information on all products by the end of 2011.



ST LOUIS-based Novus International, creator of science-based health and nutrition solutions, is working with Vitamin Angels on a new humanitarian programme that supplies children with zinc in order to relieve severe diarrhoea. As part of the partnership, the company has committed to making significant donations in the way of monetary funds, as well as raw material zinc. The programme has been launched in Sauri, Dertu, and Eldoret Kenya, with plans to extend to other areas of need worldwide.

On shelf...

● Innovative Beverage Group Holdings Inc has signed a partnership with 5 Star Beverage to distribute its proprietary product, drank, a 16 oz lightly-carbonated beverage formulated with melatonin, valerian root and rose hips, throughout San Diego County which touches the Mexican border to the south and Orange County to the north. With more than 1,400 accounts, 5 Star Beverage is claimed the leading distributor responsible for satisfying the thirst of consumers in San Diego County.

● NBI Juiceworks has joined forces with two of the leading distributors in Texas: Metroplex Organics, based in the Dallas-Ft. Worth area and Houston-based Bev Source. Both companies will be distributing Drenchers 100% all natural super juices, Fit 'N Lean super juices and all natural Fit 'N Lean Super Blends. "We are thrilled to be partnering with Metroplex Organics and Bev Source to help increase distribution of Drenchers in Texas," said Chris New, Founder, Chairman and CEO of NBI Juiceworks, producers and distributors of Drenchers and Sun Shower brand products. "Both companies have developed exceptional relationships with stores in their respective areas and we know they will be great assets to our company as we continue to build awareness and sales of Drenchers in Texas."

● Apple Rush Co Inc has signed agreements with two Midwest distributors for the Apple Rush line of Organic Sparkling 100% Juice beverages. These distribution agreements are with Goodness Greenness of Chicago, Illinois, and Caito Foods Services of Indianapolis, Indiana. Both companies are known for their strong distribution of green and organic products throughout the Midwest.

● GuS (Grown-up Soda), the range of 100% natural, less-sweet sodas, reports its west coast expansion into the BevMo! chain spanning California and Arizona and an initial 50 locations of The Coffee Bean & Tea Leaf chain in Southern California. Roll-

out of GuS Sodas will continue into 200 plus Coffee Bean & Tea Leaf locations throughout California. "Obtaining distribution in BevMo! and The Coffee Bean & Tea Leaf makes perfect sense for our line of natural, lower-calorie sodas," said Steve Hersh, co-founder and president of GuS - Grown-up Soda. "They offer only the highest quality beverages and food to a discriminating clientele."

● XYIENCE, the official energy drink of the Ultimate Fighting Championship (UFC), has signed a distribution agreement with Beverage Incubators Inc giving access to over 2,000 independent retailer doors in Delaware and the South Jersey and Philadelphia areas. Darren Matik, President of Beverage Incubators Inc, said that XYIENCE's affiliation with the UFC was a key factor in picking up the brand. In addition, in the metro New York City area, newly established relationships with members of the Northeast Independent Distributor Association (NIDA), an alliance of distributors with major purchasing and distribution power in states from Maine to New Jersey, significantly boost the brand's presence.

In New Jersey, further distribution agreements have been made with Fisher-Thompson Beverage; High Grade Beverage/Briar's USA; and J.D. Beverage in Newark. XYIENCE has also picked up additional retail listings in Connecticut's Fairfield County, home to the state's four largest metropolitan areas, by signing an agreement with NIDA member B&E Juices.

● Thomas Kemper Soda Company, a Portland, Oregon-based maker of premium craft brewed soda, has entered into a new distribution agreement with SPIKE Beverage, LLC, in Arizona, a premium non-alcoholic beverage distributor. "SPIKE Beverage has been nationally recognised for its innovative business model", said Bill Germano, President and CEO of Thomas Kemper Soda Co. "We believe that our premium sodas match up very well with their beverage portfolios and are excited to be working with them."



BSDA 2009 Training Programme

The British Soft Drinks Association is the national trade association representing the UK manufacturers and producers of fruit juices, soft drinks and bottled waters. All our training courses are sector specific which means you get training tailored to your business needs.

Manufacturing Soft Drinks Today 17-19 March 2009 & 17-19 November 2009

A three-day residential course which provides an in-depth introduction to the technical and scientific aspects of soft drinks manufacture. Course topics include:

- basic microbiology
- water quality and treatment
- carbonation and filling,
- fruit juice and bottled water production,
- ingredients and flavourings
- primary and secondary packaging.

Fees include accommodation, meals and tuition fees and comprehensive course notes.

Fees: Manufacturing/Factor/Brandisor members: £1005; Associate members (Includes Beverage Council of Ireland): £1315; Non-members (UK & Overseas): £1725

Hazard Analysis of Critical Control Points (HACCP) Workshop 15-16 April 2009 & 23-24 September 2009

A two-day, non-residential workshop on implementing and applying HACCP principles to the manufacture of soft drinks, fruit juices and bottled waters. If you are involved in the quality and safety assurance of soft drinks, fruit juice and bottled water production, then this course is an essential requirement.

Delegates will sit the Royal Society for Public Health's Intermediate Certificate in Applied HACCP Principles examination. Tuition is delivered by Dialog, leading trainers in hygiene in soft drinks manufacture.

The course fee includes tuition, course notes and meals for the duration of the course but does not include the RSPH examination fee.

Fees: Manufacturing/Factor/Brandisor members: £615; Associate members (Includes Beverage Council of Ireland): £715; Non-members (UK & Overseas): £875; RSPH Exam Fee: £45

Introduction to Basic Microbiology January & September 2009 (dates tbc)

A two-day, non-residential workshop delivered by Reading Scientific Services Limited, for those involved in microbiological examination.

A mixture of lectures and practical sessions, this workshop provides an introduction to spoilage, pathogenic and beneficial micro-organisms of significance to the soft drinks industry.

Attendance on this course will ensure that participants understand what is involved in microbiological examination of samples, the significance of laboratory results and what action may be necessary to control the growth of particular organisms.

Fees: Manufacturing/Factor/Brandisor members: tbc; Associate members (Includes Beverage Council of Ireland): tbc; Non-members (UK & Overseas): tbc

Food Safety in Soft Drinks Today 'Train the Trainer'

16-20 March 2009 & 16-20 November 2009

A five day residential course for aspiring in-house food safety trainers. Delegates will learn and understand:

- all aspects of food hygiene
- how to maintain standards of hygiene
- to improve and develop personal skills as trainers
- to use and deliver the BSDA Food Safety Training Package

Successful course delegates will receive a RSPH Level 3 Award in Food Hygiene and Safety and undertake an assessment leading to an RSPH accredited certificate in Group Training Skills. Tuition is delivered by Dialog. The course fee includes accommodation, meals, tuition, course notes and examination fees.

Fees: Manufacturing/Factor/Brandising members: £1700; Associate members (Includes Beverage Council of Ireland): £2010; Non-members (UK & Overseas): £2320

To request further information on any of these training courses or to book a place, please contact

The Training Department

BSDA, 20/22 Stukeley Street, London WC2B 5LR

Tel: 020 7430 0356 Fax: 020 7400 3711

Email: training@britishsoftdrinks.com Web: www.britishsoftdrinks.com

Science Monitor

Effect of pomegranate by-products and ellagitannins on gut bacteria

DESPITE a marked increase in interest in the health benefits of pomegranate juice the impact of pomegranate tannin constituents on the microbiota of the human gut has not been fully elucidated. Research at the University of Mississippi, US, has now examined the growth of human gut bacteria in the presence of pomegranate ellagitannins (punicalagins and punicalins) as well as their structural constituents (ellagic acids and gallic acid), which can be released from ellagitannins by hydrolysis.

The study by Dobrosława Bialonska and colleagues investigated the effect of a commercial pomegranate extract called POMx, and individual pomegranate tannins on various species of human gut bacteria including *Lactobacilli* and *Bifidobacteria*, as well as the pathogenic *Clostridia* spp., *Bacteriodes fragilis* and *Staphylococcus aureus*. The POMx comprised 19% ellagitannins (as punicalagins and punicalins) 4% free ellagic acid and 77% of oligomers composed of 2-10 repeating units of gallic acid, ellagic acid and glucose in different combinations.

The results of the study showed a clear trend that, in general, the mixture of pomegranate tannins as well as individual molecules inhibited the growth of pathogenic bacteria without having any adverse effect on beneficial bacteria tested. Overall, punicalagins and ellagic acid generally showed the most potent growth inhibition among the studied compounds. In contrast, punicalins and gallic acid generally enhanced or did not affect the growth of most of the test bacteria. Gram-positive intestinal pathogenic species of *Clostridium* were the most sensitive to the pomegranate constituents, with ellagic acid completely inhibiting the growth of *Clostridium perfringens* and *C. clostridiforme* whilst partially inhibiting the growth of *C. ramnosum*.

POMx also inhibited the growth of *C. perfringens* and *C. ramnosum* and reduced the growth of *C. clostridiforme* by 60%. Gallic acid was partially inhibitory towards *C. perfringens* and *C. ramnosum*. *Bacteriodes fragilis* was inhibited only in the presence of ellagic acid. With respect to *S. aureus*, both POMx and the punicalagins inhibited the growth of this Gram-positive pathogen.

In their summary, Bialonska et al compare their findings with other similar work carried out on berry fruits which contain similar polyphenols and have the same inhibitory effect on various patho-

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

Reading Scientific Services Ltd.



genic bacteria, whilst having no inhibitory effect on the beneficial gut bacteria. This may be because polyphenols tend to decrease the pH of the intestinal environment. Generally, lower pH favours probiotic bacteria rather than pathogenic bacteria, which are highly variable in their tolerance of acids. The complexation of tannins with enzymes changes their structural conformation and thereby inhibits enzyme activity. Complexation with cell wall proteins may decrease permeability and reduce the transport of substrates into the cell.

However, the authors point out that although their results indicated that pomegranate tannins were selectively



Picture courtesy of David Berryman

toxic towards intestinal pathogens in vitro, the interactions between tannins and gut bacteria would be far more complex in the real gut environment and need to be verified by additional studies using human faecal microbiota. (Bialonska et al. *Journal of Agricultural and Food Chemistry* ASAP article, doi: 10.1021/jf901931b).

Food Standards Agency warning

THE Food Standards Agency in the UK has warned consumers not to drink certain brands of clay-based products, following test results that show unsafe levels of arsenic and lead.

Blueberry smoothie aids cognition

A STUDY by scientists from Reading University presented at the British Science Festival examined the effect of blueberries on cognitive performance. The researchers, Spencer et al, recruited 80 subjects, half aged 18-30 and half over 65. Subjects were given a standard breakfast, followed by a smoothie made from blueberries. An hour later they carried out a series of mental tests to measure short term memory and concentration. Tests were repeated five hours later. The participants also repeated the tests two weeks later but with a control smoothie with the same level of sugar and calories but no blueberries.

Spencer et al discovered that in the tests just after the smoothie consumption, the presence of blueberries made no difference, but in the test five hours later, performance was considerably worse when blueberries were excluded. With blueberries included no decline in performance between the tests was noted.

Dr Spencer is quoted in the *Daily Mail* as saying that this effect is not unique to blueberries and that other foods containing flavonoids, such as strawberries, cocoa and raspberries, would produce similar effects. Spencer et al believe the flavonoids present in the berries activate an enzyme in the body that increases the flow of blood and oxygen to the brain. Without this, the brain becomes tired as the day progresses and the ability to concentrate declines.

Rebaudioside A approved for use in France

THE French government has approved the use of rebaudioside A in food and beverages in France. This approval is the first for an EU market and allows the food and beverage industry to formulate with rebiana, high purity rebaudioside A, for the next two years. Rebaudioside A is the best-tasting component of the stevia leaf, derived from the small shrub native to South America. Today, the plant is grown on a commercial scale in Asia and South America. The approval is the latest positive affirmation of the safe use of rebiana, a high purity rebaudioside A.

Juices & Juice Drinks

Irresistible

GLOBAL Chicago-headquartered, Tampico Beverages has launched its first global multi-media campaign to spotlight its new packaging and range of flavours. Its drinks are distributed in more than 50 countries.

Raja Grar-Augustin, Senior Director of Global Marketing at Tampico Beverages, said: "Since the taste of Tampico translates across geographical boundaries, we wanted to develop a campaign that does the same. Irresistible has been our brand promise since Tampico was founded and reflects why our juices have become so popular around the world. Our strategy was to customise a message that appealed to kids, young adults and mums on a local level while preserving the key brand elements that have made Tampico into the brand it is today."

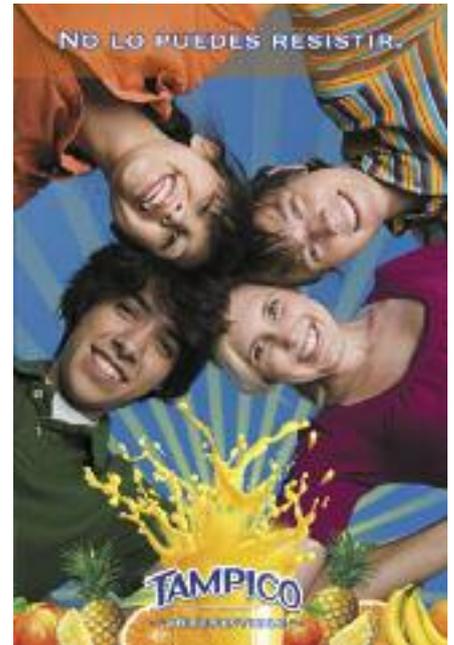
The campaign has already launched in India, Kosovo, Trinidad, Barbados, and Jamaica, as well as in Tijuana and Monterrey, Mexico where sales are reported to have increased

in response to the new image. Further, the campaign's success has established it as a template for all new market roll-outs around the world, specifically in India and Kosovo.

Tampico's new image and label design reflects a more modern look while still appealing to the core consumer segment. Designed to provoke a feeling of fun and excitement, the integrated campaign will be delivered through an array of media including print, radio and television spots, out-of-home advertising point-of-purchase, and consumer promotions.

"This campaign illustrates how a global brand that has unique and distinct consumer segments can deliver a unified message across a wide array of diverse markets," said Pablo Acosta, co-founder and Creative Director at PACO Communications, the Chicago-based multicultural marketing agency that created the campaign.

To maintain brand consistency while embracing the unique tastes of each of its geographic markets, Tampico localised and customised brand elements to each country.



For instance, in Haiti, radio spots were translated into Creole.

CEO Scott Miller said: "We wanted this campaign to communicate the continuing relevance that Tampico offers in a modern, fun, and light-hearted way as we look to expand our trademark around the globe."

Low-cal cocktails

USA Hansen's Natural has introduced four all natural - free of artificial flavours and colours, as well as preservatives and sweeteners - juice cocktails claimed ideal for health-conscious consumers. Its Natural Local Juices come in four fruit flavours: Tropical Mangosteen, Acai Blueberry, Pomegranate Blackberry and Apple Raspberry and feature 40 calories per serving. The drinks are naturally sweetened with Truvia the zero-calorie stevia-based sweetener.

Charitable addition

USA Odwalla has expanded its Superfood family with the addition of Pink Poetry to its Superfood range to help raise awareness of breast cancer and support the work of The Breast Cancer Research Foundation. The drinks ingredients include plum, dark sweet cherry, guava and other juices, along with hibiscus, cranberry, and green tea extracts. It also contains antioxidant vitamins C and E, iron and calcium.

Pink Poetry comes in 450ml recyclable

plastic bottles and is available in natural food stores, select supermarkets, and speciality outlets throughout the USA .

New variants

UAE Al Ain Dairy, which is based in Abu Dhabi but is active throughout the UAE, has added two new variants to its big-selling juice range. The company aims to build this range further, covering all key juices, and expects that as new products are added its juice sales will grow significantly.

The newcomers, which are already selling strongly, are guava and pineapple. The guava is made from pulp sourced from Egypt, with pure water, citric acid and sugar added. Pineapple concentrate is sourced from Thailand. Only water is added, with no sugar. Neither of the juices contains preservatives.

Al Ain Dairy is targeting a 23% increase in production for its juices by January 2010. The company has also seen a substantial increase in milk production and sales this year. Growth across the product portfolio



has allowed a 10% increase in staff numbers.

"Despite the global economic slowdown and tough competition in the market we are continuing to expand our workforce and product line," said Saeed Al Darmaki, Al Ain Dairy's Chief Executive. "Our aim is to eventually be present in all product categories and to offer our customers an unlimited selection of fresh fruit juices."

Fresh range extended

THAILAND Food & Beverage Solutions by ItalThai Industrial, a beverage producer which is part of a giant Thai group with extensive interests including hotel ownership, has introduced two new juice beverages - Raspberry and Blackcurrant – under its AC fresh brand. Both are available in 280ml and 975ml bottle options.

Preechaya Taweewat, the company's Sales and Marketing Manager, said the new flavours extended the fruit offerings of AC fresh, targeting health-conscious consumers.

Also available in the range are kiwifruit, pink guava and pomegranate juices. The expanded range was presented to office workers around Bangkok in a two-week promotional programme.



Rainforest conservation

UK Calypso Soft Drinks has launched a brand to build on the success of its flagship juicy waters range. The new 'Calypso Juicy Aid' range has been developed in association with leading rainforest and wildlife conservation charity, the World Land Trust.

Available in Apple, Citrus, and Berry varieties in 330ml fully sleeved bottles, Juicy Aid contains 58% pure fruit juices blended with 42% lightly sparkling natural mineral water, sourced from Calypso's own natural springs.

The World Land Trust, whose patron is Sir David Attenborough, is an international conservation charity which funds the purchase and protection of some of the world's most threatened rainforests and other wildlife habitats.

For every bottle of Calypso Juicy Aid sold, a donation will be made to the charity – every £50 donated to the Trust will buy one acre of threatened rainforest.

Calypso and the World Land Trust hope also to produce a schools resource pack to tie into the school curriculum for key stages 1, 2 and 3 focusing on science and geography.

Richard Cooke Marketing and Sales Director at Calypso commented "We are delighted to support the World Land Trust. Calypso Juicy Aid combines our ongoing commitment to provide refreshing products to schools. It sends both a strong ethical message to children and also encourages a healthier approach to school meals."

1.8 litre option

NEW ZEALAND Frucor Beverages has expanded the home-drink packaging scope of its McCoy Real premium fruit drink range by offering a 1.8 litre option. The sculptured



Healthy vitality

SOUTH AFRICA Liqui-Fruit, a brand of Ceres Beverage Company, has built a strong reputation for quality and innovation in its 34 years on the market. Recently Ceres, nowadays a division of Pioneer Foods, has leveraged the brand's power by adding a new range: Liqui-Fruit Vitality.

Described as a new generation of health drinks, Liqui-Fruit Vitality combines juices with Superseed, a grape seed extract. Superseed is promoted by Ceres as "a powerful natural antioxidant" which "helps the body to protect itself against free radicals by reducing cell damage and provides a welcome boost to the immune system."

Three flavours are offered in the range: Pomegranate & Red Grape, Blueberry & Blackcurrant, and Strawberry & Blackcurrant. They are presented in 200ml single serve and 1 litre cartons.

Ceres Beverage also recently launched a new television commercial for the Liqui-Fruit brand, reaffirming its position as a market leader and a national icon. It is something of a reprise of advertising in the 1980s and 1990s, when Liqui-Fruit gained its high profile through promotions featuring models in hot environments.

The 2009 take on this features high-profile South African model Rue Essop stranded on a deserted road which morphs into



images of fruit-filled rain, tropical fruit erupting from the arid ground and Essop diving into a pool, prior to focusing on her drinking from a 1 litre carton of Liqui-Fruit.

www.softdrinksinternational.com

PET bottles are now available for McCoy Real Cranberry Drink, McCoy Real Orange and McCoy Real Blueberry.

The bottles, sold primarily through the grocery channel, have been well received in the market, especially for their on-table attractiveness and family-serve practicality.

Valencia Orange

UAE Valencia Orange is the latest flavour addition to the Foster Clark's range of powdered fruit drinks available in the United Arab Emirates where the brand enjoys a high profile in beverages and desserts. Over 20 flavours are now offered.

The new product brings "all the goodness of the Valencia orange flavour in an instant drink with a new formula," said Sales Director Joseph Busuttill. "Valencia oranges are juicier, which makes it an excellent and refreshing orange juice drink."

Valencia Orange was introduced in Dubai and Sharjah through a high-profile sampling programme in supermarkets. This was a very successful operation, highlighting the full powdered drinks range as well as the new addition.

The drinks are offered in sachet packs, jars and tins, targeted primarily at the family market.



Foster Clark sampling activity.

Energy & Sports Drinks

Red Bull's shot

UK Already available in the US, Red Bull has chosen the UK to launch its energy shot in Europe. Matt Hollier, Red Bull's Head of Off-trade, said, "The energy shot market in the US has already been a massive success and we expect the same to happen in the UK. With the sports and energy category continuing to drive growth in soft drinks, energy shots will add to this and provide big impulse sales opportunities for retailers across the UK."

Red Bull Energy's 60ml shot contains the same amount of energy as a 250ml can. There is also a sugar free version. The company recommends that the product should be stocked in ambient impulse purchase locations. But they should not be sold from chiller cabinets in order to avoid confusing consumers.



Natural take up

UK Since its launch at The Natural and Organic Show, followed by a sampling campaign to coincide with the London Marathon, Focus reports its vitamin-B derived 60ml energy shot has been listed by the health and wellbeing retail market. The launch campaign – 'Focus... now have we got your attention?' – involved promotional 'HotShots' handing out samples at London's busiest commuter stations on the Friday and Monday of the Marathon weekend, having been cycled to their locations in eye-catching black and orange Focus 'wrapped' PediCabs.

Karen Nunn, Sales and Marketing Director, said: "The Focus Energy Shot is produced and distributed in Britain and represent a healthier way to achieve an almost instant energy boost as it is formulated with a highly effective mix of vitamin Bs and antioxidants. It has just 50mg of caffeine, which is equivalent to one cup of coffee; whereas its US shot counterparts contain twice as much on average."

She added: "Because our product has just four calories, no sugar, carbs, artificial colourants or flavourings, it is ideal for people watching their



Energising young professionals

UK Ubershot is an energy shot from newly established Uber Drinks Ltd, promising 'energy for life with no lows'. It has been created to support a healthy lifestyle of diet, exercise and sleep by giving people the energy they need to get through their working day and avoid the common afternoon slump. Uber Drinks says its shot "challenges perceptions of the energy drinks market through ingredients and appearance."

The red aluminium bottle contains functional B vitamins that aid concentration and amino acids for long term energy. Caffeine levels are equivalent to a strong cup of coffee and the sugar free shot only has 5 calories. Ubershot doesn't need to be refrigerated and promises to energise consumers for up to five hours with no crash.

Andre Hess, co-founder of Uber Drinks Ltd, said: "We are very excited about launching this fantastic product into such a new and exciting market within the UK. We believe the ingredients are a perfect balance to avoid that common afternoon slump and will help to energise the lives of young urban professionals."



Upmarket

UK The Austrian Wild Dragon energy drink is being introduced to UK consumers as an upmarket quality drink for the more sophisticated consumer. The drink recently won an award at the Superior Taste Awards organised by the International Taste and Quality Institute (ITQI). The Brussels based ITQI is the leading independent chef and sommelier-based organisation dedicated to judging, honouring and promoting superior food and drink from around the world. Wild Dragon was awarded the prize because of its superior taste, aroma, appearance and texture.

Wild Dragon has recently launched a global marketing campaign under the slogan 'be wild'. The campaign, which has been created by New York's night-life photographer Merlin Bronques, aims to see the brand firmly established as one of the leading up-market energy drinks.

Wild Dragon's distribution partner in the UK is Time Out Beverages who, as licence holder will operate as Wild Dragon UK.



Hybrid

USA Funktional Beverages Inc has launched Supraliminal Labs Red Stuff. Red Stuff with LuraLean is described as a hybrid sports drink that combines energy, appetite control, calorie burners and 100% natural GRAS-approved fibre under the developing sector of weight management nutritional supplements. Its motto is 'Get focused, get wired, get lean'.

There are three flavours: Grape, Triple-Berry and Wild Super Fruit which come in 8oz plastic resealable bottles.

Industry analysts have previously reported that the growing energy drink market is divided into two distinct categories, sports nutritional including weight management and energy drinks which bolster replenish or

weight or slimming, the health conscious, fitness enthusiasts, or indeed anyone who needs a boost in concentration and energy."

One shot is said to provide a sustained boost in concentration, alertness and vitality for up to five hours. Like all shots, Focus is ideal for counter-top and till-side displays – an impulse purchase with wide consumer appeal.

revive energy levels.

"Our products have a broader appeal to consumers because the benefits are multi-faceted. The ingredients are top quality and the science behind our brands is strong. The functionality of an appetite suppressant and lipid metabolism booster appeals to consumers looking for a sports endurance beverage, and that is what they get with Red Stuff," said Tim Lucas, the company's Chief Marketing Officer.

Funktional Beverages has timed the release of Red Stuff to follow one year after its successful predecessor, Purple Stuff Pro-Relaxation beverage line of 16oz sodas and 3oz nutritional supplement shots.

Darrell Duchesneau, co-founder and CEO for Funktional Beverages Inc, added: "The taste of Red Stuff is like fresh fruit... it has set the new standard in the nutritional supplement class. You can smell the fresh aroma of the flavours."

The drink's appetite control is centred on LuraLean, the only fibre in the world to expand 200 times its original size only after reaching the stomach. This is why Red Stuff leaves the consumer's hunger satiated. GRAS approved, LuraLean has undergone over 60 clinical trials and 14 safety studies, and is high temperature tolerant and 100% natural.

Waters & Water Plus Drinks

Jeema Junior

UAE Jeema Mineral Water, the UAE producer which earlier this year boosted its operations through the acquisition of the Aquafina plant in Dibba, Fujairah, has added a 280ml bottle to its range, targeting youngsters and especially school lunches. Marketed as Jeema Junior; its labelling combines graphics of appeal to children with the usual Jeema branding.

Mohab Hanafi, the company's General Manager, said that Jeema had undertaken a lot of research before introducing the range extension, working closely with schools. He noted that the product was designed to fit conveniently in school bags or to be carried by children when running or taking part in sport. Jeema was trying to encourage youngsters to have water with them at all times to avoid dehydration, he explained.

Jeema Junior was launched with a free sampling programme and a promotional offer comprising a branded school bag with wheels, tiffin box, tiffin bag and 12 bottles of Jeema Junior.

Weight loss

USA TriPharma LLC has developed and launched SoLeau, claiming the water to be the world's first weight loss water that contains a proprietary, patented and clinically tested ingredient that can regulate the hormones leptin and adiponectin. The company says these hormones play a key role in regulating appetite and fat storage.

In a placebo-controlled double-blind human clinical trial, participants taking the active ingredient in SoLeau averaged 21 pounds of weight loss in eight weeks and showed a significant improvement in virtually all body composition markers, especially the critical abdominal, or gut fat.

The active ingredient in SoLeau was researched and developed over seven years at the University of Minnesota in response to the discovery of leptin by scientists in 1994. leptin and adiponectin send critical messages to the brain that control appetite and fat storage. Consuming SoLeau can assist in regulating these key hormone levels, to ensure the brain receives the proper message to stop eating and to stop storing excess fat.

The weight loss water was developed in

Design-led

USA Evian Natural Spring Water has partnered with fashion designer Paul Smith to produce a limited edition bottle. Designed in vibrant colours with a festive theme and a nod to the famous Paul Smith stripes, the bottle underlines the purity of the natural spring water from the French Alps. It also aims to capture the youthful and optimistic mindset of the brand's new signature message, 'Live Young'.

"The Paul Smith Limited Edition 2010 bottle truly captures the new Live Young mindset that believes everything is possible and challenges the status quo," said Jerome Goure, Vice-President of Marketing for Danone Waters of America Inc. "This third

annual designer Evian bottle is a perfect addition to our current portfolio of products, and we're thrilled to include it in our collection."

"Youth is not just a question of age, it's also a question of attitude," said Paul Smith. "The concept of the bottle is to complement the brand's vision of the Live Young campaign, by infusing health, youth and excitement into the design."



The bottle can be bought on line at www.ShopEvian.com, and at fine dining establishments and gourmet retailers beginning this month.

New flavours

USA glaceau has added Mixed Berry Mega-C (grape raspberry), Recoup (peach-mandarin) and Revitalize (green tea) to its vitaminwater10 range.

"It's all about listening to consumers, and giving them what they want when they ask for it," said the brand's Senior Vice-President, Eric Berniker. "Before vitaminwater10 consumers had to choose between low calorie and great taste. With vitaminwater10, we're giving them the perfect combination - a beverage that is only 10 calories per serving, naturally sweetened - and if I do say so myself, tastes really good. Now, with the introduction of these four new varieties, we've taken low cal to a whole new level."

Vitaminwater10 is naturally sweetened with truvia and contains only 10 calories per serving. Every 20 oz bottle is formulated with a minimum of 100% vitamin C, 25% of four B vitamins (b3, b5, b6, b12) and added electrolytes (calcium, magnesium, potassium).

response to the problem of globesity. TriPharma determined that there was a paucity of true functional weight loss foods and beverages that legitimately offered solutions for this pandemic and maintains SoLeau is the first beverage of its kind that can claim a bona fide scientific mechanism of action and clinical substantiation for weight and fat loss.

SoLeau is available in 16 oz servings in Pink Lemonade and Fruit Punch flavours.

Range extended

UK A year since the brand's launch, glacéau vitaminwater xxx - triple berry is the seventh flavour to join the range. The variant features acai, blueberry and pomegranate superfruits. It has been formulated to keep consumers hydrated and contains added vitamins B and C.

To support the introduction glacéau vitaminwater launched a talent search asking consumers: do you have the 'berry factor' (xxx)? three vital qualities that stand you apart from the crowd - xxxtraordinary talent, xxxtremely entertaining and xxxcellent stage presence. Entrance was via www.dailyvitamins.com.



Whole relabels

NEW ZEALAND Fonterra Brands has made labelling changes to its Whole water range which contains 'Clearprotein', a trademarked whey protein. The company has been praised for its proactive move because it was not in breach of any food safety or other regulatory requirements.

The amended label makes it clearer that Whole contains milk protein and fibre. As the Fonterra website stresses, "this drink is not suitable for anyone with cow's milk allergy. Whole is not suitable for children under 12 or infants."

The decision to change the labels followed an incident where a 1 year-old child had an allergic reaction after consuming a small amount of the beverage.

Whole is available in three flavours: Lemon & Lime, Tangerine and Berry. Packaging size is 500ml.



UK Wenlock Spring has won three BBI awards at the British Bottlers Institute Awards. In the Taste category Wenlock Spring won a Diploma and Gold Award for the excellent taste of its still and sparkling waters and in the Packaging category Wenlock Spring won another Gold Award for the bottle dress of its glass bottles and the innovative label design.

For chocolate lovers

USA Soma Beverage, based in San Francisco, has introduced Metromint's Chocolatmint water. The drink combines water, cocoa and real mint. The company says mint stimulates the brain to open the senses and send cooling sensations throughout the body. The ingredient also works to settle stomach, fight stress and freshen breath,

The new variant, with zero calories, does not contain sweeteners or preservatives and joins Spearmint, Peppermint, Lemonmint, Orangemint and Cherrymint in the Metromint range.

Get cycling!

UK Highland Spring is encouraging consumers to get on their bikes with a new on-pack promotion – Get in Gear With Chris Hoy. On shelf throughout October and November, the promotion supports the brand's sponsorship of the quadruple Olympic gold medallist and offers four lucky families the chance to win a money-can't-buy coaching session with Sir Chris at The Manchester Velodrome and a set of bikes for the whole family.

Secondary prizes take the form of 1000 limited edition Highland Spring cycling kits which each include a reflective bag, cycling computer and refillable water bottle. To enter the free prize draw, consumers can register via text message or on the dedicated micro-site at www.gettingearwithchris.com Highland Spring is official bottled water supplier to Sir Chris Hoy as he competes and trains around the world.



With whisky

UK Welsh Tau Spring Water from Ty Nant and Penderyn Whisky recently joined together in an online competition, the prize being 24 bottles of 750ml Tau spring water and a bottle of Penderyn Single Malt. Ty Nant said the two beverages made a perfect partnership with Tau's refreshing taste and slightly sweet note and Penderyn's delicate whisky produced at its distillery located in the foothills of the Brecon Beacons



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Carbonates

Eco-promotion

UK Diet Coke has teamed up with New York stylist Patricia Field to create an exclusively designed, reusable bag - made entirely from recycled plastic bottles in a promotion running in selected Boots stores. Customers who purchase two 500ml bottles will be given one of these limited edition bags free of charge.

Patricia Field said: "Together with Diet Coke, I'm showing that an eco-friendly bag doesn't have to be brown, it can be fierce. Enjoy it. After all the compliments you will receive, I know you'll use it over and over. So it's called 'Where did you get that bag?'"



Second season

USA Diet Coke is sponsoring the second Style Series, the live online entertainment and lifestyle programme. New episodes for the series will focus on living a balanced lifestyle and once again be broadcast live from Times Square.

"The new season of Style Series presented by Diet Coke will feature celebrity guests offering insider access to the tools needed to enjoy a healthy, enriched life," said William A. White, Global Brand Director, Diet Coke. "From food and entertainment to fashion and exercise, people today expect great taste in all aspects of their lives. With Style Series, Diet Coke is giving them resources to complement their contemporary lifestyles and help them live life tastefully."

After the live events, each show will be edited into a series of three minute 'webisodes' that will be released weekly on the Style Series website and distributed across the internet through the DBG Video Network.

Send your news to:

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Cricket my way

INDIA Pepsi's new television commercial centres on the passion Indians have for cricket being played in unusual locations. The commercial features five popular cricketers – MS Dhoni, Virender Sehwag, Ishaant Sharma, Robin Uthappa and Praveen Kumar – in the spectacular backwaters of Kerala with a group of young fisher boys challenging the celebrities at their own game. The advertisement carries the tagline 'My Pepsi, My Way!'

Mood-enhancing

USA 7UP has joined forces with celebrities famous for being grumpy to illustrate 7UP's mood-boosting capabilities. Brad Garrett is the first to experience a total transformation in 7UP's new 'Ridiculously Bubbly' advertising campaign. The humorous spot features Garrett at a sidewalk cafe transforming from 'Mr Grumpers' into an effervescent free spirit, running through the streets after one sip of 7UP.

Pepsi's Brand Ambassador M. S. Dhoni said: "I have always enjoyed shooting for Pepsi ads as they give me a chance to do something new every time. In this TVC, there was yet another exciting game of cricket but this time round on a boat with paddles! Shooting for this TVC has been great fun!"

Sandeep Singh Arora, Executive Vice-President – Marketing, Cola, PepsiCo India, said, "Within a short time, 'Youngistaan' has become a term that encapsulates today's youth – it speaks their language and reflects their attitude, thoughts and aspirations. Through the TVC and the campaign line of 'My Pepsi, My Way' brand Pepsi is provoking the youth of today to take on any situation and use their mental smarts to effortlessly find their way through any given situation."

"Our consumers told us that only 7UP gives them a crisp, clean, bubbly and uplifting feeling. With this campaign, we wanted to showcase that refreshing instant lift that comes with every first taste of 7UP while recapturing the fun associated with the brand," said Dave Falk, the brand's Director of Marketing. "By choosing the most un-bubbly of people, we've put 7UP to its toughest test."

The new campaign, airing on cable television stations nationwide, continues into next year.



UK Coca-Cola celebrated Selfridges' 100th birthday with the exclusive Selfridges Centenary Bottle, an eye-catching limited edition original glass bottle in the store's signature shade of yellow. The development of the bottle is a symbol of the long-standing relationship between the two brands, with Coca-Cola first being poured in the UK in Selfridges in 1926. The distinctive bottle wrap was created by Sleever International.

By The Case Load

Infomercial for joint juice

SUPPLE Beverages LLC, of Neenah, Wisconsin, recently launched a new 30 minute Supple infomercial. The 'Smart Medicine' programme is in a 'non-scripted' format that features Dr Monita Poudyal, as the medical host interviewing Supple Beverage Founder and CEO, Peter M. Apatow.

The infomercial format is a proven methodology of marketing nutraceutical products and Supple is a natural for this kind of marketing. Infomercials have generated numerous multi-million and even some billion dollar plus products in the health and fitness category.

Supple is a new functional juice beverage that provides the body with the building blocks of cartilage, glucosamine and chondroitin, to augment the strengthening and rebuilding process. Glucosamine and chondroitin are natural molecules that penetrate to the joints and help synthesize proteoglycans which give resilience to cartilage and strength to ligaments surrounding the joint. Supple is enhanced with 10 important vitamins and minerals that facilitate joint repair and inhibit oxidative injury.

"Today, nearly 70 million Americans suffer from some form of arthritis and that number is expected to grow to 100 million by 2020," Peter M. Apatow. "Glucosamine salts (glucosamine-6-phosphate) and chondroitin may be an effective treatment for moderate to severe knee pain due to osteoarthritis, and may be more effective in the long term than conventional over-the-counter

Richard Davis discovers two diverse functional drinks.



painkillers on joint pain, according to new preliminary research findings."

Apatow discovered this nutraceutical and incorporated it into the Supple Beverage drink after suffering from arthritis himself for over 20 years. Like other arthritis sufferers, his doctors couldn't help him feel better, and he grew tired of waiting weeks and months for promised pain relief that never materialised.



The secret to Supple Beverages lies in its ability to stop the vicious cycle of cartilage breakdown and rebuild joint space to completely eliminate pain, swelling, and immobility so you can enjoy life on your terms again. This clinically-proven supplement has been used in over 40 countries worldwide to reverse the painful effects of arthritis, gout, and other conditions. It not only eradicates pain but also helps your body permanently heal the cause of your pain.

What's in a name?

IF YOU drive through Pennsylvania's Amish country, you may notice several small towns with very unusual names, including Bird-in-Hand, Blue Ball and of course Intercourse, Pennsylvania.

These towns certainly have catchy names: you can buy a Thanksgiving holiday pack of Turkey-and-gravy soda with all the trimmings in Bird-in-Hand; a blue bottle of Bawls Guaraná Soda in Blue Ball or a can of Turn On Love Drink in Intercourse.

There is no Turn On, Pennsylvania,

but there are plenty of street signs saying to Turn On Pennsylvania Avenue. Viagra, Virginia has a good ring to it but it is not on the map yet, until some cash-strapped city is persuaded to change its name like Halfway, Oregon did for a few bucks to Half.com back in 2000. Chocoholic Milton S. Hershey born in 1857 opened the world's first modern chocolate factory town in 1905 that changed its name to Hershey, Pennsylvania.

Turn On Love Drink is a unique premium adult beverage imported from Europe, that promises to assist men and women in becoming more sexually aroused and more ready for a more pleasurable time between the sheets. Even Billionaire Donald J. Trump recently gave it a plug on his radio programme.

Turn On Love Drink is made 'au naturel' with no preservatives, no dyes and nothing artificial. It is made with only the highest quality ingredients and has a smooth, superb, indescribably pleasing adult taste with a sparkling mouth-feel and foamy carbonation.

The beverage promises those who drink it will have great sex, because it contains a potent variety of active herbs, including schizandra, a herb native to China that has been used for centuries for its aphrodisiac effect, and guaraná, a South American forbidden love fruit reputed to be a powerful aphrodisiac. The National Geographic magazine, first published in 1888 and read by more than 40 million people each month, devoted its Valentine's Day centrefold and cover to the love drink.

"The public's appetite for sex enhancers has never been stronger," said Howard R. Hersh, aka 'Doctor Love' and President of Turn On Beverages Inc. "Consumers are constantly striving to enhance their lovemaking and Turn On may be the answer many have been looking for.

"Turn On is the only effective love drink in the marketplace, there is no comparable product. Turn On Love Drink offers consumers something they want and need, but that they can't get elsewhere! It is in a class of its own and will help provide the best sex a person will ever have," stated the good doctor.



'Doctor Love'.



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Fi Europe

the future of ingredients

Held once every two years in a major European city, Fi Europe brings together the world's leading food and beverage suppliers, and showcases the most diverse range of new and innovative ingredients and services.

Europe's most important ingredient show, Fi Europe, takes place this month in Frankfurt, Germany from 17th - 19th November. SDI previews those companies who are exhibiting with soft drinks in mind.

D.D. Williamson's range of natural colours, along with its sought after caramel colour, helps sell 1.5 billion servings of foods and beverages every day. DDW operates four manufacturing facilities in Europe including SuperiorPowders Ltd, a contract drying joint venture with Marigot Ltd. The product standards resulting from DDW's quality systems exceed those required by all national and global food agencies.

Visit the stand to see the visual appeal of a mango iced tea coloured with caramel colour and a juice drink coloured with natural beta-carotene.

Stand 8B49

Archer Daniels Midland Company (ADM) will showcase the CardioAid range of phytosterols and phytosterol esters, which have approval as novel food ingredients and can be used in a variety of food and beverage applications targeted at reducing blood cholesterol levels. The company's Decanox mixed tocopherols and Novatol natural-source vitamin E will also be highlighted. Visitors can also learn about the health benefits of Novasoy soya isoflavone concentrates, particularly for women around the time of the menopause, which are suitable for a range of applications including supplements, functional foods and beverages.

ADM Specialty Food Ingredients will focus on its growing portfolio of Arcon functional soya protein concentrates. The company will also present its range of soya isolates and concentrates which replace dairy protein in a range of non-meat applications, such as beverages and ice cream.

Stand E29 and E30

BENE0-Group will be announcing a major new initiative to celebrate 200 years of experience in the functional ingredients industry. The group offers functional ingredients that are derived from natural sources chicory, sugar beet and rice and collaborates with those looking to create products suitable for weight management, digestive, bone and dental health, and for products promoting fat and sugar replacements as well as fibre enrichment.

Visitors to the stand will gain product, market and consumer insight from experts within the BENE0-Group's three business units; BENE0-Orafti, BENE0-Palatinit and BENE0-Remy. The Solutions Platforms are focused on technical, nutritional and health benefits and are a direct response to the industry's need for expert information regarding formulation, health and regulatory facts.

Through the Solutions Platforms, the BENE0-

Group provides beverage and food producers with the expertise needed to develop innovative, balanced and healthy products. The group supports its customers throughout the entire product development process; from new product ideas and concept development using consumer insight and market research, to legislation advice and formulation of successful products.

BENE0-Orafti, recognised for its inulin and oligofructose products derived from chicory, will have experts on the stand to talk about the launch of the latest liquid organic fructo-oligosaccharide, produced from organic sugar, that gained the NOP certification for marketing in the US.

BENE0-Palatinit's functional ingredients are derived from pure sugar beet. The Modern Energy Management Concept with Palatinose highlights the importance of fully digestible and low glycaemic carbohydrates for a balanced and prolonged release of energy.

Group members are also taking part in the FiE conference programme. Topics include: gut health ingredients and opportunities; new natural and functional ingredients; and developing beverages that boost energy management.

Stand 9D16

Manufacturer of quality whey protein ingredients, **Carbery Food Ingredients** will be promoting its nutritional fortification expertise. The company will highlight its whey protein isolates, concentrates and hydrolysates for enriching everyday foods, clinical nutrition products and meal replacement food and drinks. A new product innovation designed specifically for weight management and meal replacement applications will also be unveiled.

The company combines protein knowledge with in-house flavour expertise, provided by subsidiary Synergy who will be presenting its clean label flavourings. Experts from the company will offer advice on using natural ingredients that offer equal or improved flavour to standard alternatives.



Solbar, a market leader in soy phyto-chemicals and isoflavones, has developed an isolated soy protein for neutral pH beverages. **Stand 8G29.**



For the clinical nutrition and weight management markets, Carbery will highlight Carbelac Low lactose 80 – a clean tasting whey protein concentrate, and Isolac and Isolac Clear – whey protein isolates for use in beverages.

Stand 8H19

Vegetarian DHA omega-3 supplier, **Martek Biosciences**, will promote the commercial potential for food and drink manufacturers using DHA regarding brain and heart health. EFSA recommendations will help accelerate demand for DHA-containing products, which is already expected to grow at over 20% per annum for the next five years.

A new study using Martek's algae-derived life'sDHA, presented at the recent International Conference on Alzheimer's Disease (ICAD) in Vienna, tested DHA in healthy adults to see its effect on 'age-related cognitive decline'. Dr Karin Yurko-Mauro, the study leader, reported "healthy people with memory complaints who took algal DHA capsules for six months had almost double the reduction in errors on a test that measures learning and memory performance versus those who took a placebo. The benefit is roughly equivalent to having the learning and memory skills of someone three years younger."

Research also suggests DHA may help maintain cardiovascular health and, for the first time, a European-wide recommended daily intake of 250mg per day for long chain omega-3 fatty acids was proposed by the European Food Safety Authority on this basis.

Representatives from Martek will be available to explain more on the brain, heart and eye health benefits of DHA omega-3 and offer applications advice for the beverage sector.

Stand 8R9



Recent studies suggest that DHA omega-3 may help reduce risk of developing dementia in later years.

Fortitech Europe will demonstrate the company's ability to fortify products with a variety of nutrients that can target specific health concerns. Having helped manufacturers introduce or improve over 30,000 products offering health and wellness benefits to consumers worldwide, the company can source over 1,400 ingredients and is solely dedicated to the development and manufacturing of custom nutrient premixes. Samples that will be on hand, in tune with current consumer health concerns, include a brain tonic, nutri-cosmetic licorice and immunity boosting ice cream.

The company will also have information available on its World Initiative for Nutrition (WIN). For more on WIN, visit www.fortitech.com/win.

Stand 8G45



Fortitech's customer nutrient premixes have a variety of applications including sports drinks.

According to the latest Innova Market Insights data, product launch numbers recorded in the Innova Database (www.innovadatabase.com) between June 08 and June 09 were up 7.3% on the previous 12 months, despite the economic downturn. "In general, companies and markets are bouncing back in 2009 after reaching product launch number lows in the last quarter of 2008," said Innova Market Insights Analyst, Natalie Tremellen.

The product researcher says companies are introducing new products that were in the R&D pipeline before the financial crisis really began to make waves in September 2008, or have entered the next phase with low cost items. Many categories are remaining stable in terms of product launches.

Innova Market Insights' stand will showcase 'Ingredients in Action' in conjunction with show organisers UBM International Media. The pavilion will demonstrate the trends driving new product development today, with particular emphasis on the incorporation of innovative ingredients into finished products. Key topics will include: cost control, health claims, sodium reduction and going natural. A tasting bar will allow visitors to sample some key trend-setting products from around the world.

Stand 9.1 C5

National Starch Food Innovation will demonstrate how it can accelerate new product development, providing a quick and flexible route to market. The approach combines National Starch Food Innovation's latest textural insights, culinary expertise and technical know-how with its versatile ingredients including new products to tackle the current cost/quality challenge and new options for clean label or healthier foods.

The Novation range of clean label functional native starches, now comprising more than 20 options will be a notable highlight, whilst Q-Naturale offers effective beverage emulsification.

A key focus on stand will be the company's texture mapping capabilities. Visitors will be able to find out how to translate key consumer purchase drivers into textural attributes to create new products or improve existing offerings.

Stand 8H20

Continued overleaf

"In general, companies and markets are bouncing back in 2009 after reaching product launch number lows in the last quarter of 2008."



Fi EUROPE
- continued

FiE 2009 provides an opportunity for the **Roquette Group** to present a selection of ingredients produced from renewable raw materials. Ingredients, such as Nitriose fibre, offer fresh prospects in the fields of satiety and digestive health and Roquette's Nutralys vegetable proteins also offer satiety applications.

Regarding nutritional profiles, SweetPearl maltitol, Nitriose ingredients produced from peas, Glucidex 1 maltodextrin, Clearam and Cleargum modified starches, provide a balance for certain nutrients such as sugars and fats. Roquette will propose an original means of fibre enrichment for all the food products and beverages typically consumed during the day.

The company strives to 'Do better, with less' replacing gum arabic, gelatine and also animal and vegetable proteins with more economical high-quality alternatives, increasing production yields and improving the texture and stability of finished products. Recipe preparation and tasting sessions will be organised throughout the day.

Stand B10

Israeli company **Gadot Biochemical Ind** will feature an advanced minerals line for bone health, specifically designed for beverage fortification and suitable for different beverage categories. The company says each product provides the exact solubility required for each type of beverage and does not affect its colour or taste.

The range comprises: Gadocal+, a formulation of calcium citrate for clear, acidic beverages such as blueberry juice or cranberry juice; Gadocal Gold, a unique formulation of calcium citrate for clear, mildly acidic beverages such as apple juice, tomato juice and mineral water; Gadolin Calcium is a unique combination that provides a synergistic effect between fructans and calcium, resulting in higher calcium absorption; and Gadocal Extreme,



Glanbia Nutritionals' Customised Premix Solutions division will present its range of vitamin and mineral premix solutions, focusing on the new Optisol range of dairy and flax-based solutions designed to enhance the nutritional and organoleptic characteristics in beverages and a range of foods. **Stand M11.**

a remarkably soluble patented calcium source, designed especially to provide the best solution for fortification of syrups and concentrates.

New patent-pending citrate-based mineral compounds branded as Gadocal K and Gadomag K for soy milk and milk drinks are part of an expanding portfolio.

Stand 8D56

Lonza Sales Ltd will be exhibiting its portfolio of branded health ingredients: Carnipure is a special grade of L-Carnitine. Extensive clinical research has discovered that Carnipure can play a beneficial role in many areas of health, including recovery from exercise, weight management and healthy aging.

FiberAid is a premium prebiotic fibre consisting of arabinogalactan. Lonza extracts this soluble fibre from larch trees via a patented process. It is stable at a wide range of pH and temperatures and highly soluble in hot and cold water and forms low viscosity solutions.

ResistAid is an all-natural, multifunctional product made from the bark and wood of larch trees. It consists of the soluble prebiotic fibre arabinogalactan and bioactive flavonoids. ResistAid is highly soluble and is stable at a wide range of pH and temperatures. Its antioxidant properties and prebiotic effects assist in maintaining healthy immune functions.

DHAid is a purely vegetarian source of omega-3 DHA. Health benefits include the protection and support of brain, heart and eye health.

The company's Custom Microbial Fermentation Group will also be at Frankfurt. Lonza says its process development services offer customers the most advanced technologies, capabilities and experience in the industry.

Stand 8H29



Kerry Ingredients and Flavours is launching its new flavour modulation technology, called *fmt*, designed to provide natural sweetness enhancement for all types and flavours of soft drinks. Already successfully commercialised in North America, the technology allows for up to 30% sugar reduction with a clean taste and clean label declaration.

Kerry's *fmt* is said to have delivered consistently impressive results in comparative consumer taste tests when applied to a variety of beverage applications such as carbonates and still drinks. Moreover, it allows beverage manufacturers to make an all-natural flavouring declaration at a much reduced cost compared with the use of fruit extracts.

Also on show will be Kerry's Mastertaste Natural Apple Collection. Designed for application in a wide variety of beverage and sweet dessert products, these flavours comprise a range of distinctive and authentic apple flavour profiles, including Granny Smith, Cox, Jazz, Braeburn, Gala and Pink Lady. The apple flavours are completely clear in application and cost effective to use in view of their low dosage rate. Importantly, they allow a 'natural apple flavouring' declaration.

Stand 8M5

Pioneer in the science of green tea, **Taiyo**, will present its latest developments. Taiyo's Sunphenon product claims physiological benefits such as improved antimicrobial and antioxidant activity. Suitable for beverages, dairy and dietary supplements, Sunphenon's mild taste does not affect a final product's flavour profile.

Sunfiber will also feature at the show. It delivers the dietary fibre essential in maintaining a healthy gut in the form of a highly soluble powder. Mineral absorption is also improved, further aiding digestive health. This product is ideal for use in a wide range of beverage applications.

As research into the health benefits of the plant continues, the company's portfolio of clinically proven green tea derived ingredients offers manufacturers the opportunity to include powerful antioxidant catechins in their beverage applications. Most recently, polyphenols found exclusively in green tea have been found to play a role in the prevention of prostate cancer development and progression.

Stand G15

Treatt plc will present its latest natural and organic products. Highlights will include new FTNF (From the Named Food) honey Treattarome natural flavour distillates, plus mint and citrus oils.

The new Treattaromes represent an authentic alternative to honey in flavour formulations. Numerous options are available, allowing flavourists to create the exact flavour profile



desired – from floral and delicate to intense and smoky. These water-based natural distillates are highly soluble and easy to use, offering distinct advantages for manufacturers looking to add a taste of honey to their products. Suitable applications include a range of beverages.

Organic and fair trade certified, mint and citrus oils extol the virtues of fair and ethical trading practices at each step of the supply chain. For a fresh, sweet note, the company offers various organic citrus oils which can add that familiar twist to a product's flavour profile. **Stand G55**

DSM will be showcasing its range of innovative ingredients, backed by science and developed to help manufacturers formulate foods and beverages which respond to today's consumer demands. And, as health continues to dominate customer concerns, DSM will reveal its comprehensive portfolio of health benefit solutions via its 'How can we Health you?' platform.



The company will present solutions for eye, bone, heart and immune health, plus mental well-being, sports performance, weight management, successful ageing, beauty from within and essential nutrition. DSM will highlight its beverage capabilities in two ways: a 'filling station,' featuring eight, ready-to-drink beverages, each with their own ingredient mix and targeted health benefit: to demonstrate the versatility of the company's health ingredients, visitors are invited to try DSM's healthy cocktail bar. Here, they can customise and sample a non-alcoholic cocktail which offers their chosen nutritional benefit. Colouration experts will be available throughout the show to discuss DSM's carotenoids coloration capabilities.

Stand 8K22 / 8K26

Continued overleaf



Fi EUROPE
- continued



Superherbs is the name of the new product concept that the **Plantextrakt** business unit of the Martin Bauer Group will be unveiling in Frankfurt. “The number of consumers who appreciate food and beverages enhanced with herbal extracts is growing all the time,” explained Oliver Hehn, the company's Product Manager. This trend is also confirmed by Mintel GNPD: more than 1000 non-alcoholic beverages containing herbs have been launched onto the market in the last five years alone.

“With this in the background, we want to encourage manufacturers in the food and beverage industries to focus on the pleasant-tasting, versatile herbal extracts to a greater extent and score extra consumer points with our new product ideas,” said Hehn.

Natural herbal extracts such as hibiscus, balm mint and green rooibos, offer numerous positive and health-promoting benefits. “With the number of consumers increasing all the time, there is a particularly large demand for products with high antioxidant potential,” said Hehn “Superherbs provides an ideal means of satisfying this demand.”

The concept is said to have high product value. New combinations of juice and herbs can be positioned at a higher level and advertised to a better extent thanks to the use of herbal extracts – while maintaining or even lowering the costs involved.

Stand 9D45

GEA Process Engineering, the world's leading provider of drying technology and powder engineering, will have its engineers on hand to demonstrate how the new Drynetics concept makes it possible to model the spray drying process and optimise performance of the spray dryer based on an analysis of a single droplet of the material being dried. The concept has already been applied to investigate new spray dryer designs as well as to improve existing plants.

GEA Niro, part of GEA Process Engineering, will be showing its small-scale freeze drier - the RAY 1. The drier performs controlled freeze drying of food and drink products for small-scale production with its four product trays for maximum space utilisation.

Stand 8K52



For a reminder of the taste of products sweetened with **Ajinomoto** aspartame, visit **Stand 8A 79**.

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RTD teas and coffees

in the recession

Brian Morgan takes a look at how the categories are performing in the face of the global economic slowdown.

RTD tea and RTD coffee are undoubtedly among the up and coming sectors within beverages. However, the limited geographical coverage of both products will restrict medium term growth, especially in the face of the global economic slowdown.

Concentration at the top for RTD tea

The top three markets in the world, China, Japan and the US, accounted collectively for some 70% of global demand in 2008. Going forward, the big challenge for the industry is, therefore, to unlock new markets. This will be difficult over the short term due to the negative constraint of the economic recession in key potential growth regions.

In value sales terms, Japan is by far the largest market, and is also the most mature market. Japanese producers generate value in the RTD tea sector through functional launches, such as Kirin Bunkai Cha, which claims to tackle “metabolic syndrome” with de-bittered tochu tea, oolong tea and ukon tea. Other growth areas include unsweetened oolong and sweetened black tea; however, unsweetened green tea continued to be the most popular type of RTD tea in Japan in 2008. Innovative products, like anti-ageing functional RTD tea, for example, Kirin I-Tea with antioxidant astaxanthin, are attracting older consumers, who generally prefer to prepare their own tea at home, but are increasingly appreciating the convenience and range of flavours and tea variants on offer.

The leading growth market in terms of absolute value in 2008 was the US. In this market, RTD tea grew at a faster rate than soft drinks as a whole, driven by increased concern over health and wellness and something of a consumer malaise surrounding carbonates, especially ‘cola-fatigue’ among higher income consumers.

There are also opportunities within middle income regions, such as Russia and Latin America. Rising incomes among the richer sections of society and the importing of health trends from high-income countries is driving the growth of the sector from extremely low per capita levels.

RTD tea builds on health positioning

The RTD tea category has so far proven to be relatively resilient, even excluding the major markets of China, Japan and US. The category is seeing limited increases of 4% volume sales growth in 2009 according to the latest Euromonitor International estimates, and its positioning as a healthy beverage alternative will



stand it in good stead for similar or just slightly lower increases in 2010.

The key factor is its healthy image. The fact that the health and wellness trend and the drive to combat obesity persist during a recessionary period are factors behind the RTD tea’s positive outlook. In China, the RTD tea category offers potential, as consumers are still gravitating towards affordable indulgences. A healthier image will also continue to attract consumers looking to switch from highly sugarised drinks, like carbonates, in countries such as the US and Australia. However, throughout most of Western Europe, the category will in the short to medium term remain one of the high profile casualties of the recession in soft drinks.

The growth of RTD tea shows no sign of abating in Asia-Pacific, where, by 2013, per capita consumption will reach Western European levels. Currently per capita volume consumption in the region is very uneven. In Vietnam, it stood at a mere 0.52 litres in 2008, considerably lower than in other developing countries, such as China (6.4 litres), Indonesia (5.7 litres), the Philippines (2.3 litres) and Thailand (1.6 litres). However, North America, and the US in particular, is one of the most interesting markets to watch, as US per capita consumption (11.3 litres) ranks among the highest in the world.

Outside Asia-Pacific, Russia is an important growth market, albeit from a low base, and should continue to be viewed as a strong opportunity in the medium to long term. Its strong hot tea consumption culture provides a solid base on which to build.

Sales through on trade outlets such as restaurants and fast food chains represent a limited portion of overall global sales, but are increasingly being used by manufacturers as a way to gain more exposure for RTD tea. In China on-trade, green RTD tea is the most common mixer for whisky, and the ever-increasing demand for whisky in bars and pubs has benefited sales of green RTD tea. Another important RTD tea type consumed in the on-trade is herbal tea. For instance, Wong Lo Kat Herbal Tea remains popu-

lar in 'hot pot' restaurants, as it is perceived to be effective in balancing out the effects of spicy food. In the US, RTD tea sales are still oriented to the off-trade, for take-home use, but on-trade sales increased at a faster rate than off-trade volumes in 2008, thanks to the expansion of packaged teas in fast food and other restaurant outlets. In Japan though, the on-trade is performing badly, with year-on-year volume declines. Most consumers opt for iced tea prepared on-site or for hot tea in on-trade outlets. The rise of specialist tea houses has further encouraged this trend, with consumers preferring the premium fresh-brewed tea available at these outlets.

The current economic downturn is expected to continue to restrict consumer confidence, and ultra premium RTD teas will be the hardest hit category. Successful products should focus on naturally healthy positioning and health benefits to drive volumes and positioning over the short to medium term is key. Effective product segmentation will be critical, with new flavours and tea types to lead the way. Manufacturers will also have to focus outside core markets and look to growth in second tier RTD tea markets.

RTD coffee sales lack global reach

In percentage terms, RTD coffee is expected to be the most affected soft drinks category by the economic downturn during 2009-2010. Over 75% of RTD coffee volume sales are derived from Japan and the category therefore lacks the geographical diversity to alleviate developed market declines.

Since sales are so heavily concentrated in Japan, the United States, and South Korea, the category's fortunes are tied more directly to the moves of a few global leading manufacturers. Rather than building brands on their own, RTD coffee players are increasingly looking to strategic alliances with existing companies to develop brands, and more recently they have been extending the geographic coverage of these alliance deals to increase their income.

Frappuccino is owned by Starbucks; however, the bottled RTD coffee Frappuccino is produced and distributed by The North American Coffee Partnership, jointly owned by Starbucks and PepsiCo. The two partners are working beyond North America and are even looking to countries which may not currently have Starbucks outlets. PepsiCo Inc's other joint venture with Unilever to distribute tea products, Pepsi-Lipton



International, now officially covers over 50 countries. Pepsi is likely to follow a similar path in RTD coffee with Starbucks. PepsiCo's US-based premium juice brand Naked Juice is now available in select Starbucks outlets internationally to strengthen PepsiCo's share in juice in foodservice. However, PepsiCo still does not have its own mega brands in RTD tea and coffee.

Soft drinks leader Coca-Cola Co also has pursued this path of alliances for its RTD coffees. The company launched a Caribou branded RTD coffee in the US in 2007, based on the coffee specialist chain. Coca-Cola also set up a joint venture with Italian coffee specialist illycaffé, named illy Coffee International. The premium RTD coffee brand illy issimo (owned by illycaffé) is being rolled out in many European markets and the USA. The Coca-Cola system handles production and distribution of these brands under licence.

Other companies have instead chosen to invest directly in RTD coffee manufacturers, such as the recent 2009 deal for Sapporo to take a 22% stake in Pokka Corp. Pokka, ranked ninth in RTD coffee in Japan, saw its position in Japan's overall soft drinks market falling in recent years. Pokka is also present in many international markets such as Russia, the Middle East, Eastern Europe and many Asian countries with its RTD beverages. Pokka may benefit from Sapporo's investment to sustain its position in the domestic market and seize overseas growth opportunities. Sapporo is considering forming a three-way business alliance with Meiji Holdings, which has a 22% stake in Pokka. The deal with Meiji could eventually develop into a capital tie-up as the three firms are considering joint supply and development of products.

In the short term, growth in RTD coffee sales will likely have to come from existing companies and alliances like this, as it will prove too costly and time consuming to build new RTD coffee sales in markets where coffee is not already a prominent part of the culture. Leveraging existing strengths of branding, production, and distribution between companies will remain key to the weathering the economic recession. ■

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L-Carnitine

in tea and coffee beverages

Recently, there has been an increase in the use of L-Carnitine in tea and coffee drinks, writes Adriana Williams.

Thanks to its excellent technological properties, Carnipure™ is a popular functional ingredient for beverages. Its various health benefits have allowed it to be added to many different types of drinks, such as sports drinks and fruit juices. Recently there has been an increase in tea and coffee beverages that contain Carnipure as a functional ingredient.

What is L-Carnitine?

L-Carnitine is a nutrient in our body that plays an important role in energy metabolism. It is essential for transporting long chain fatty acids into the mitochondria, the 'furnaces' of the body's cells, where they are broken down and transformed into energy. L-Carnitine is important in supplying energy to many organs in the body, such as the heart, muscles, liver and immune cells. The human body synthesizes about 20 mg of L-Carnitine per day with the help of several nutrients: amino acids (lysine and methionine), vitamins (C, B3 and B6) and iron. Despite the body's ability to synthesize L-Carnitine, most of it is provided through dietary intake. Red meat (e.g. lamb, venison and beef) is particularly rich in L-Carnitine, whereas fish, poultry and milk contain smaller amounts. Foods of plant origin contain very little, if any, L-Carnitine. A well-balanced, non-vegetarian diet provides about 100-300 mg of L-Carnitine per day.

What is Carnipure?

Carnipure is a special grade of L-Carnitine manufactured by the Swiss life-science company Lonza. Thanks to a unique production process based on fermentation, Lonza is the only L-Carnitine manufacturer capable of producing L-Carnitine in the same way as nature. Products



carrying the Carnipure quality seal on the packaging show the consumer that they contain pure Lonza L-Carnitine.

Health benefits

Extensive research has shown that supplementary Carnipure can play a beneficial role in many areas of health including exercise, weight management, pregnancy, and cardiovascular health.

Exercise

Carnipure supplementation can benefit athletes and physically active people in many ways: optimisation of performance, delayed onset of fatigue and an improved recovery process. Scientific evidence has shown that L-Carnitine can optimise performance by positively affecting VO2 max, the maximum amount of oxygen that an individual can utilise during exercise in a set period of time. A study in endurance athletes has shown that L-Carnitine supplementation decreases the respiratory quotient (RQ) during a 45-minute cycling exercise, indicating a glycogen sparing effect, which is thought to lead to improved performance and a delayed onset of fatigue.

Furthermore, Carnipure can decrease the production of free radicals, lessen tissue damage and reduce muscle soreness from exercise so that recovery time is shortened and exercise can be quickly resumed. It is especially important for high performance athletes, such as triathletes, to consume enough L-Carnitine as they have been shown to have lower than normal plasma levels of L-Carnitine due to increased excretion of L-Carnitine via the kidneys and via perspiration. This loss may lead to a decrease in L-Carnitine in the active muscles which may not always be rapidly replenished. This effect is more pronounced in triathletes who are vegetarians as their diet provides only very small amounts of L-Carnitine.

Weight management

Carnipure supplementation can also play a role in promoting healthy body weight as part of a weight management programme that also includes exercise and a reduced intake of calo-



ries. A study with obese adolescents showed that L-Carnitine supplementation promoted significant weight loss and a decrease in both BMI and body fat content when used as a component of an overall weight management programme. A further study in obese subjects confirms this effect. Those subjects who obtained L-Carnitine supplementation had a 25% greater loss in bodyweight and a decrease in BMI by 1.5 points. Furthermore, total cholesterol, low density lipoproteins (LDL), blood sugar and blood pressure were significantly lower in those subjects receiving the supplementation.

Pregnancy

A recent study conducted at the Institute of Agricultural and Nutritional Sciences at the Martin-Luther University Halle-Wittenberg in Germany showed that daily supplementation with 500 mg Carnipure prevents the decrease in plasma L-Carnitine concentration in women from week 12 of pregnancy up to delivery.¹ Previous studies have shown that plasma L-Carnitine levels continually decrease during the course of pregnancy. At time of delivery the levels have decreased to about half that of non-pregnant women. The reason for this is not fully known. However, the results in this study indicate that an inadequate iron status during pregnancy may lead to a reduction in L-Carnitine biosynthesis, as iron plays a key role in this process. Scientific evidence from previous studies indicates that restoring L-Carnitine plasma levels through supplementation during pregnancy may also help prevent the development of gestational diabetes, especially in overweight women, by decreasing elevated free fatty acids.

Cardiovascular health

The heart obtains about 70% of its energy from fatty acids. This is the reason why the heart has a high concentration of L-Carnitine and is dependent on a continuous supply of fatty acids to the mitochondria and their subsequent transformation into energy. Since the heart is incapable of producing L-Carnitine, it relies on an adequate supply from the bloodstream. Research has shown that L-Carnitine has a stimulatory effect on the expression of specific proteins and enzymes which have antioxidant and anti-inflammatory properties. Therefore, Carnipure may be able to protect from cardiovascular risk factors associated with oxidative stress and prevent myocardial damage. Scientific studies have shown that L-Carnitine may have a favourable effect on total cholesterol, LDL and HDL cholesterol as well as triglyceride levels. Additionally, clinical data indicate that L-Carnitine supplementation can positively support a healthy heart muscle and a healthy heartbeat.

Use in functional beverages

Carnipure can be successfully integrated into various applications in the nutrition and food industries thanks to its efficacy, its excellent safety profile and its suitability for processing. Under the brand, Lonza offers not only Carnipure crystalline, which is 100% L-Carnitine, but also Carnipure tartrate, a non-hygroscopic alternative for liquid and solid applications. Both forms have excellent techno-



logical properties: they are bright white, stable at a wide range of pH and temperatures, highly water soluble, and they form colorless solutions. Carnipure has a neutral taste, whereas the tartrate variant has a slight citrus taste.

Thanks to these characteristics, Carnipure is a popular functional ingredient for beverages. It has been added to all sorts of drinks, ranging from near waters and fruit juices to sports and energy drinks. Lately there has been a rise in tea and coffee beverages containing Carnipure. These beverages are marketed towards consumers who are interested in burning fat and increasing their energy levels. Nestea Fit by Nestlé is an instant iced tea drink with Carnipure tartrate. One packet of Nestea Fit can be dissolved in 1 litre of water and contains 900 mg Carnipure per litre. Envidia by Universal Robina Corporation is a sugar-free beverage containing green tea, EGCG and 300 mg Carnipure crystalline per 355 ml bottle. Vitea by Luzon Tropical also contains green tea along with multiple vitamins and 300 mg Carnipure crystalline per 355 ml bottle. Pro-Slim Coffee by San Miguel is a sugar-free instant coffee that can be dissolved in water. Each packet provides 200 mg L-Carnitine in the form of Carnipure crystalline. ■

1. Keller U et al. 'Carnitine status of pregnant women: effect of carnitine supplementation and correlation between iron status and plasma carnitine concentration.' *Eur J Clin Nutr.* 2009 Jun 3. <http://www.nature.com/ejcn/journal/vaop/ncurrent/abs/ejcn200936a.html>



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www.carnipure.com

Blossom tea

natural innovation

Introducing the latest beverage concept from Symrise.

Absolutely natural blossom tea concentrates refined with selected blossoms or fruit, are the key characteristics of Blossom Tea – Symrise's newest beverage concept in the 'near water' segment. With this new product line, Symrise has come up with something unique and brought more dynamic input to a growing market.

Symrise Nördlingen's latest innovative beverage concept is the first of its kind using natural blossom tea concentrates, creating innovative soft drinks. Blossom Tea will set a compelling new accent in a market that continues to flourish: according to the GFK market research agency, near waters and flavoured waters (not counting spritzers) grew by over 8% in Germany in the year 2008. A closer look at this market shows that it constantly calls for new ideas, both as a way to leverage a positive growth trend and to satisfy consumers' desire for variety.

Delicate blossoms and fruit to create a great flavour

The target group that Symrise envisions for its new range of soft drinks consists of active consumers (especially women) who want both healthy food and pure indulgence. The focus on this group is evident in the flavour varieties that the corporation has now presented. There are three main varieties – red or yellow blossom tea with blossoms, red or yellow blossom tea with fruit, and pure blossom tea – available in a total of nine different flavours, including elegant compositions such as yellow blossom tea with violets or sunflowers, or red blossom tea with black currant. "Right now soft drinks such as Blossom Tea may still come across as being something exotic in their product segment," says Michael Gandy, Category Director of Non-alcoholic Beverages for Germany and Switzerland. "But at one point,



green tea was also unfamiliar in the wellness sector, and nowadays you can hardly find a product category in the beverage market that does not feature green tea in some way. Many of the most successful innovations started out as exotic niche products."

Blossom Tea – concentrated naturalness

In creating its concentrates, Symrise draws upon all of its long years of expertise in processing natural raw materials as well as technologies it has adapted. Together these tools help ensure excellent quality. These blossom tea concentrates can be stated on the label of the finished product, a fact which consumers appreciate. To make such a product statement possible, Symrise worked with the German Tea Association during the concept development phase. Dr. Bernhard Weckerle, Manager Technical Competence Development, Business Unit Beverages EAME at Symrise, explains the advantages of the concentrates: "In response to the industry's efforts to offer more and more clean-label concepts, we blended exclusively natural ingredients using selective extraction and separation technologies such as Symtrap®. The resulting series of natural and authentic compounds led us to compose unique and customised beverage formulations."

A clear added value on the market

Blossom Tea is exactly the drink the market has been waiting for: as an attractive alternative to regular tea-based soft drinks, this concept offers significant added value thanks to its natural ingredients. Using premium pure flavourings or FTNF / FTNJ (From the Named Fruit / From the Named Juice) products gives beverage manufacturers a clean label, since no artificial flavours or preservatives are involved. What's more, the results also create a fantastic taste kick: these beverages, which come in flavours like linden blossom tea, red tea with rose and yellow tea with lemon, will win people over with their authentic flavour profiles that are completely free of 'perfumey' notes.



Blossom Tea satisfies customer preferences

“The concept is as simple as it is convincing,” agrees Michael Gandy. “Blossoms have been proven to have a premium image, and we integrated that into the pristine purity of tea and the ongoing consumer preference for natural products. The result is a beverage that satisfies many wishes all at once: it is refreshing, it contains natural ingredients, it has an authentic flavour, and this blend of factors creates pure enjoyment.” Cornelia Lichter, Marketing Director of Beverages in EAME, adds, “Our consumer research and beverage development departments worked hand-in-hand to offer the industry a soft drink that has demonstrably high ratings when it comes to consumer and market relevance.” ■

Blossom Tea: an overview

- Yellow Blossom Tea, violet
- Yellow Blossom Tea, sunflower
- Yellow Blossom Tea, lemon
- Yellow Blossom Tea, pear
- Lime-tree blossom
- Red Blossom Tea, rose
- Red Blossom Tea, mallow
- Red Blossom Tea, red fruit
- Red Blossom Tea, black currant

www.symrise.com



Blossom Tea concentrates can be declared on the package label.

drinktec

the forums

Has the global economic crisis also hit the soft drinks market? That was one of the important questions discussed at drinktec, the world beverages technology fair held in September in Munich, Germany.

One of those who believe so is Alice Diepenbrock from the Euromonitor agency. “We had to change our prognosis for 2009, made in November of last year, in all the respective categories except concentrates where we still predict that demand will go up by approximately 3% compared to 2008,” she told the event’s participants and continued: “As far as carbonates go, our outlook was thus lowered from +1% to -1% and regarding juices (as well as bottled water) from 5% to just 3%. Due to the recession, the prospect of the world’s soft drinks industry is slightly more pessimistic next year, too. For carbonates, we predict the growth to be merely zero, in the case of juices, 4% and as far as bottled water and concentrates are concerned 3%.”

People now tend to go less for traditional carbonated drinks in order to avoid calories for health reasons, which is why, for instance, the Coke Zero brand has been doing so well.

According to the Munich fair’s spokesman Johannes Manger, by the end of 2009 some 500bil-

lion litres of soft drinks will have been manufactured and bottled, a rise of around 10% compared to 2006. Euromonitor had slightly different figures, in that production has already exceeded that figure last year (and generated sales of \$700billion, by the way). With reference to an ACNielsen study conducted in Germany, Manger also pointed out that in order to survive the soft drinks industry must react to what he called megatrends in customer behaviour. These include a focus on beverages which are natural and healthy, make consumers feel better or even look more attractive and do not add extra weight.

Health-conscious consumers are turning their attention to special non-alcoholic beverages which contain, for example, plant extracts such as aloe vera, ginger or ginseng. Another market that has been continuously growing over the past few years is that of innovative malt and fermentation drinks, with 350 million units sold in Germany alone in 2007.

Innovation, for producers seems to be one of the ways to survive. At soft drink companies that are successful, as Manger noted, almost a third of total turnover is generated by products which have been on sale for less than five years. Still, according to Manfred Schmidt from the Swiss Institut für Markentechnik, an innovated product needs between three to five years before it establishes itself on the market.

A totally new soft drink is even harder to sell. “Out of 100 hundred ideas, only 10 are eventually turned into a product and of these, just one actually succeeds on the market,” noted Professor Trommsdorff, naming, for example, a flavoured soda from France called Contrex Frisson as one of the flops.

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Lubomír Sedlák reports from the forums and panel discussions recently held at drinktec.

Soft beverages stabilisation

made easy with tailored solutions

When introducing new soft drinks, good stabilisation is vital, writes Bas van der Burgt.

The international soft beverages market continues to accelerate, as both population and disposable income increase. Currently worth about \$238326 million (210084.7 million volume/litres), the worldwide market is predicted to grow to \$266970.2 million (231536.6 million litres) by 2013. The opportunity within the market, therefore, is clear, but for those wanting to introduce new soft drinks, ensuring good stabilisation is vital.

Choosing the right hydrocolloid

Soft beverages (whether with or without fruit pulp), as well as squashes which are subsequently diluted with water, sometimes require viscosity or mouth-feel modification. Where those products contain only low levels of juice or are low- or no-added sugar or low-carb versions, the need for further fortification of the 'body' or mouth-feel is even more important. Depending on local regulations, certain colloids can be used in such applications for precisely these purposes. Those beverages are acid, with a pH classically between 2.5 to 4.5.

The colloids used are often introduced directly into the medium with the other components (sugars, acids, preservatives, fruit pulp, flavour), and then heat-treated before filling. The heat treatment can be a flash pasteurisation or a UHT treatment, made on a tubular or plate exchanger, and the filling can be made either hot or cold depending on the process used, the aseptic level and packaging materials. Sometimes, especially in glass bottles, post pasteurisation can be used.

The colloids therefore have to display an easy dispersion / dissolution as, very often, there is no



or limited pre-solution and very few or no dispersing agents. In addition, the colloids have to be acid stable, due to the long shelf-life required. Finally, while they must develop the mouth-feel, they should not introduce odd textures or modify the flavour profile.

Viscosity, or rather the mouth-feel, should be developed to only low levels, to avoid over-modifying the organoleptic properties of the beverages – especially the flavour release, as well as the colour and transparency. It is often preferable to talk about mouth-feel, as a viscosity measurement alone does not fully describe the perceived properties of the drink.

Specific ingredient range to address viscosity in fruit beverages

Cargill's beverages applications experts have formulated a range of high methoxyl pectins especially for this application: the Unipectine™ Q series, where the pectins are carefully specified to meet the characteristics required in this application. The range includes apple (Unipectine™ Q...) and citrus (Unicpectine™ QC...) versions to optimise the behavior required in the drink, but both pectins, while offering a very natural and appealing mouth-feel, do not mask or modify the flavour and, in some cases, may even enhance the flavour profile. The pectins are standardised on their viscosity at 2% in water and the higher the number in the commercial name, the higher the viscosity (from Q 15 to QC 100). These pectins are often used alone, typically at about 0.1 to 0.4% to create high quality drinks, or can be used in combination with other colloids such as guar gum, xanthan gum, and CMC.

In addition, Cargill Texturizing Solutions has also developed a range of functional systems – Lygomme™ QMF series – to optimise the choice of colloids depending on the specific needs for the drink. The challenge in acid beverages is to bring viscosity and good mouth-feel in acid conditions, for a low price. Pectin, as mentioned above, provides a very good sensorial profile, resists low pH, but is quite expensive. Xanthan gum provides viscosity, resists low pH, is economic but can create a slimy mouth-feel and for that reason, it is not so well appreciated. The other gums, which might bring viscosity for a low price, do not easily with-



stand low pH (CMC, guar gum, tara gum, locust bean gum), where either they dramatically lose their viscosity properties or they might even flocculate (guar gum).

The Lygomme QMF range consists of different gum combinations which have been optimised to bring a maximum of viscosity, be flexible toward pH and provide good sensorial profile, but each product has its own specificity. The recommended dosage to bring some mouth-feel is between 0.05% and 0.1%.

- Lygomme QMF 250 (CMC/pectin) provides a very good sensorial profile and much more viscosity than Pectin alone (for example Unipectine™ QC 40).

- Lygomme QMF 310 (xanthan/pectin) provides the maximum of viscosity (can be diluted by ~30% compared to the other gums) and resistance to pH (can be used at pH ~2.5), but presents a more slimy profile.

- Lygomme QMF 300 provides a high viscosity and is economic but cannot be used at extremely low pH.

- Lygomme QMF 280 (xanthan/CMC) is a good compromise between viscosity performance and sensorial profile with quite a good resistance to acid.

Finally, one other important issue in beverages is to achieve fruit pulp suspension without bringing too much viscosity to the beverage. For that specific purpose, Cargill Texturizing Solutions has developed Flanogen™ QST 200, a unique blend of alginate and pectin which provides a

fluid gel, i.e. a network which is strong enough at rest to support the weight of fruit pulps, is able to rebuild after shaking, but which does not present viscosity under shearing / flowing, i.e. when the beverage is poured into a glass or drunk.

Close to the market

Proper hydrocolloid selection and usage is critical for achieving the desired sensory elements in the manufacture of soft beverages. Key to making the right choice is accessing the capacity to combine in-depth technical expertise with a clear applications focus. Cargill achieves this balance by leveraging its global technical excellence and offering practical options for beverage and food processors based on an understanding of the specific requirements of local markets.

Conclusion

Time-pressed manufacturers are increasingly looking to ingredients suppliers to provide them with complete functional systems based on specific blends of hydrocolloids and other texturising ingredients, rather than just raw materials.

Armed with an extensive palette of texturising products, which includes hydrocolloids, emulsifiers, lecithins, cultures, starches, soy flour and functional systems, Cargill is committed to creating innovative yet cost-effective products for consumers to enjoy. Couple this with direct access to the wider portfolio of Cargill's other food ingredients businesses, and from development to manufacturing, Cargill Texturizing Solutions aims to be the business partner of choice. ■

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Several of the experts also talked about Lifestyle of Health and Sustainability or LOHAS for short, the term having been coined in United States. "People who advocate this philosophy go, above all, for bottled water when purchasing soft drinks, especially unflavoured, and then juices and nectars, in that order, and less on products with artificial flavours such as lemonades or soda-pops," said Harald Eirund from Nielsen Germany.

Regarding carbonates, Euromonitor expects that non-cola drinks will be the fastest growing in volume between 2008 and 2013, ahead of low calorie cola's. The most dynamic bottled waters, will be the functional variants, with non-flavoured sparkling and still rising only modestly.

As far as juice (from vegetables as well as fruit) is concerned, the winners between 2008-2013 be the drinks in which it is represented by up to 24% plus nectars where the content is between 25% and 99% juice. "Hundred percent juices simply became too expensive for many people, their global price having last year reached almost three dollars per litre while that of juice drinks was merely just over one dollar," said Diepenbrock.

Finally regarding concentrates, Euromonitor considers that powdered and not liquid will continue to grow in volume, as it did between 2007 and 2008. Concentrates were in fact the most popular in past five years, sales volume having increased between 2003 and 2008 by around a third, but juices and bottled water did well, too, their growth hovering somewhere between 20% and 30%. The loser, on the other hand, was carbonates, demand having increased by less than one tenth.

The highest volume of juice, specifically 8.2-billion litres, was drunk last year in the United States, followed by Germany, Russia, Britain and China at 2.2billion, 1.4billion, 1.3billion and 1.2billion respectively. In the first two countries, the demand was, in comparison with 2003, lower, while in the next three it actually rose.

If we were to take into consideration consumption of juice per head, however, the world leaders would be Germans. "In 2008, each one drank more than 37 litres, statistically speaking, although this was actually a fall from around 42 litres five years earlier," Klaus Heitlinger from the Association of German Fruit Juice Industry said, agreeing that demand is decreasing as a result of rising prices.

Demand for the less expensive nectars increased between 2003 and 2008 in all the top countries.

Beverage cartons or PET bottles?,

This panel discussion focused on the question: which of the two forms of packaging (regarding production as well as disposal), is more environment-friendly? It turned out to be rather one-sided as no representatives from the carton manufacturers participated.

"PET bottles can be much better recycled than paper or even other types of plastic which are gradually losing their quality during such a process", said Jürgen Bruder from the German Association of Plastic Packaging (IK) who complained about all the "aggressive ads against such bottles". Alfred Strigl, Managing Director of a German consultancy called plenum, on the other hand considers paper to be gentler to nature (what he did not mention,

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DRINKTEC - THE FORUMS
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Children's preferences

what flavours do they really like?

Givaudan's recent 'Project Kiddo' helps to reveal the soft drink taste preferences of children across Europe.

Trying to identify new flavours that will appeal to kids is often fraught with difficulty. Product developers are left wondering just what drives children's preferences when it comes to beverages, especially when the taste element is isolated from current brand and peer influences.

Do all kids have the same preferences? Do manufacturers need to take account of differences in palettes between different countries?

These questions led to Givaudan's pan-European research project into children's beverage taste preferences. 'Project Kiddo' was conducted across seven European countries – the UK, France, Germany, Spain, Italy, the Netherlands and Russia. It involved over 1700 children aged between 7 and 12 years working in a fun, interactive environment.

Central to the work was the use of Givaudan's proprietary mini-VAS™, which allowed the children to create, sample and compare the flavours they designed in a real-time, iterative process.

The research provided an accurate insight into how children from different parts of Europe regarded various flavours. It also led to some surprises for the kids and researchers alike.

For example, in a number of instances, there was a wide gap between what the kids imagined in advance would be exciting and delicious fruit juice mixes, and what they actually chose as their favourites upon sampling from a wide selection of possible flavour combinations.

Results of study

For the most part there are common groups of flavours that are universally liked across all countries with some local variations of the most preferred types. Conversely, there were found to be some combinations that should be avoided by drinks manufacturers in search of profitable new product development opportunities for the children's market.

Given free choice, banana, apple and strawberry were considered to be the most popular fruits in blends, with combinations of berries being the most popular both across the range of countries and also in the seven individual countries, with only one exception.

However when the kids were asked to suggest blends where one fruit was already defined, there were some interesting results. Red fruit blends scored higher, for example cherry/strawberry, than citrus combinations but it was also clear that the kids tended to prefer combinations they were familiar with over unfamiliar fruits.

Key to the ranking of different flavour combinations was finding a consistency in the mind of



the young panelists between the descriptive sound (the idea) of a fruit flavour, its smell, and the final flavour when tasting the actual product.

The study found some 'star performing' fruit juice blends with some surprising combinations which Givaudan is currently using to advise its clients in addressing the burgeoning children's soft fruit drinks market.

Naturally good flavours

The next phase of project Kiddo involved taking the results of this in-depth consumer understanding to develop a new range of natural flavours for children's beverages and making them available to the company's clients.

During 2010 Givaudan plans to continue to launch further flavours under the Givaudan ByNature™ platform, leveraging the true insight gained from the Kiddo project. Exciting new flavours are expected to include red fruits, tropical and of course citrus, all allowing a 'natural' declaration on the finished product.

Keith Moffitt, Givaudan's Beverages Marketing Director for Europe, Africa and the Middle East, comments: "What's exciting about these flavours is that children have played a big part in their technical creation, which we believe is quite unique. Ultimately, Kiddo allowed us to identify combinations that both sounded good to kids (might entice them to buy or encourage their parents to buy the product) and also actually tasted good to kids! In a crowded marketplace, our clients need true points of difference to stand out. Projects such as Kiddo show how Givaudan can provide real differentiation to help our customers build bigger" ■

Givaudan Flavours is a trusted partner to the world's leading food and beverage companies, combining its global expertise in sensory understanding and analysis and consumer-led innovation in support of unique product applications and new market opportunities. From concept to store shelves and quick serve restaurants, Givaudan works with food and beverage manufacturers to develop flavours and tastes for market leading products across five continents.

Caramels

a new range

Sethness-Roquette has recently inaugurated its new fully automated production equipment with production of a new range of E150a caramels and aromatic caramels

The European caramel colour leader is diversifying its range by putting a new range of caramels of the E150a type and aromatic caramels on the market. To this end, new fully automated production equipment has been installed in the ultra-modern factory located in Merville, Northern France. The facility, the biggest of its kind in Europe, is supplied direct with carbohydrate sources from the neighbouring Roquette factory, a global specialist in the production of products derived from starch.

Mr Franck Bollengier, Sales Manager at Sethness-Roquette, points out that the new range of caramels will make it possible to offer competitive products, perfectly tailored to the increasingly specialised needs of customers who are evermore demanding, in terms of quality and service.

What is E150a caramel colour? How is it made?

Definition: E150a caramel colour ('class I') is obtained by controlled heat treatment of carbohydrates. In order to promote caramelisation, acids, bases and salts can be used, with the exception of ammonium compounds and sulphites. (CASE No: 8028-89-5 / EINECS: 232-435-9)

Contrary to the other caramel colours E150b, E150c or E150d, caramel colour E150a is not produced using ammonium or sulphite ions. However, in order to offset the absence of the caramelisation promoters – ammonium compounds and sulphites – it is necessary to increase the heat exchange. This has led to the development of reactors, specifically designed at the heating and agitation level to intensify and fully master the delicate process of sugar caramelisation.

During the caramelisation process, the product reaches a temperature of over 160°C and becomes pasty before, at the end of the process and after cooling, becoming a highly fluid product and attaining the desired technical properties (colour, specific gravity, pH, viscosity etc.).

Applications and labelling

The applications and examples of uses of E150a caramel colour are diverse and varied. Its neutral to slightly negative ionic charge makes it perfectly stable in the following products, to name just a few:

- Beverages,
- Confectionery,
- Ice cream.

In the labelling of the finished product, E150a caramel colour should appear on the list of



ingredients as:

- Colouring: E150a, or
- Colouring: plain caramel

What is aromatic caramel? How is it made?

Definition: Liquid or solid with a pale, dark brown colour, obtained exclusively through the controlled action of heat on food sugars. The main use of aromatic caramel is the flavouring of foodstuffs. Low quantities of organic acids can be added during the manufacturing process in order to promote the hydrolysis of the sugars. The natural acidity of the caramel may be neutralised after caramelisation. (Standard NF V00-100)

The presentation and the name of caramel may refer to the original raw material if it constitutes the only carbohydrate used.

Produced according to processes similar to those of the E150a caramels, the sugar caramelisation process for aromatic caramel cannot be done in the presence of bases. However, small quantities of organic acids can be used such as citric acid, in the same way as home cooks or confectioners add a touch of lemon juice to their caramels so that they remain liquid and in order to activate the browning process.

Applications and labelling

Aromatic caramel is used for giving a caramel flavour to the finished product, and the applications are very diverse in many food sectors. It is also used in pet food, as it can increase the appetency factor.

On the labelling of the finished product, aromatic caramel should appear as a:

- Caramel (sugar used, water), or
- Aromatic caramel (sugar used, water), or
- Sugar used caramelised, water

Other designations have been used in different countries. For instance, in the UK: burnt sugar, caramelised sugar, caramelised syrup; in Germany: karamell, karamellzuckersirup; in Italy: caramello, zucchero caramellato; in Spain: caramelo aromatico, caramelo.

However, if it is used to colour the finished product and if it complies with the purity criteria of E150a caramel colour, it should be declared on the list of ingredients as a:

- Colouring: E150a, or
- Colouring: plain caramel

"...the new range of caramels will make it possible to offer competitive products, perfectly tailored to the increasingly specialised needs..."

Taint my problem

investigating the causes

Off-flavours can adversely affect the acceptability and commercial viability of soft drinks, writes Alan Rose.

Soft drinks come in a bewildering variety of flavours and tastes. Unfortunately, from time to time, they can also come with a bewildering variety of off-flavours and taints.

Investigating the cause of a taint is seldom straightforward, even if the tainting chemical can be readily identified. In a modern supply chain, where ingredients are being sourced and shipped from all over the world, there are many points of vulnerability with both ingredients and packaging. However, when a taint has the potential to affect millions of bottles or cans, it is important to make every effort to trace the root cause of a problem, and to prevent its recurrence.

Beware of microbial action

Certain taints are well known to the industry. Indeed, one of the best characterised of all tainting compounds is guaiacol, which has featured as a taint in apple and orange juices at levels as low as 0.01ppb (parts per billion). Most consumers can taste guaiacol at levels of closer to 1ppb.

This chemical is produced by microbial (*Alicyclobacillus acidoterrestris*) degradation of vanillin, which is itself a by-product of the degradation of naturally occurring ferulic acid. Guaiacol imparts a smoky off-flavour, and it is actually used in other parts of the food industry as the flavour component of smoked meats.

Ironically, for commercial use, guaiacol may be synthesised from anisole, which is the parent chemical for a family of common and very unpleasant tainting compounds that can easily contaminate soft drinks (and other foods). These are the chloro- and bromo-anisoles that usually



arise from microbial methylation of chloro- and bromo-phenols (also potent taints), which are used in the treatment of wooden pallets. When those pallets are stored in less than perfect conditions, there is potential for chloro- and bromo-anisoles to be produced.

The most potent of these taints is tri-bromo-anisole (TBA) which is formed from tri-bromo-phenol (TBP). Unfortunately, TBP is in widespread commercial use, as a flame retardant in paper, plastics and textiles, as a wood treatment (in its sodium salt form) and as an antiseptic agent in detergents. The point being, there is an awful lot of it around.

It is the use of TBP as a wood treatment that causes the food industry most problems. When TBA is formed from microbial methylation of TBP, it gets into the atmosphere and can easily contaminate any packaging or product that is stored close by. Often it is the air that is contaminated, so that when a bottle is filled, it is the unfilled gap that contains the tainting compound, causing a musty/damp odour.

However, other routes of contamination are also possible. In one case investigated by RSSL, a drinks manufacturer reported several customer complaints of a musty odour when cans were opened. Investigation of the factory site did not reveal the presence of TBA or TBP within the production environment, so the focus was switched to the manufacturer of the cans. Here, investigation of pallets, dividers, top frames and paper stock did reveal traces of TBP and TBA, but not at levels sufficient to produce a taint in the product. This was despite the fact that TBA can cause a detectable taint at levels of only 10 parts per trillion.

So the focus switched to the vessel that had been used to ship the cans from the manufacturer to drink processor. Analysis of the timber floor of the container revealed elevated levels of TBA, and it was concluded that TBA had leached into the lacquer of the cans and thence into the drink



once the cans had been filled.

RSSL has also investigated (and solved) incidents where the root cause of TBA contamination has been: damp walls in a warehouse, the combined use of brominated and phenolic disinfectants that have reacted together in the drainage system to produce TBP (which was converted to TBA by bacteria in the drains), and even the storage of fruit on materials containing TBP.

Some causes of tainting are more easily identified. Recently, RSSL has seen several cases of pentadiene, a chemical that has a petrol-like odour and taste. This has arisen as a direct consequence of some drink producers replacing sodium benzoate with sodium or potassium sorbate as a preservative. The sorbate can be metabolised by some mould species to produce pentadiene.

If it seems somewhat ironic that a tainting compound can be formed from microbial degradation of a chemical used to suppress mould growth, one should remember never to underestimate the ability of micro-organisms to alter, consume and otherwise metabolise any of the chemicals that are used to prevent their growth.

Chemical taints

Microbial metabolism is not the sole cause of taints of course. In a case of similar complexity to the TBP case described above, RSSL investigated a 'disinfectant' note in a dairy-based drink. Here, gas chromatography mass spectrometry was used to identify the contaminating chemical as 6-COC, a component of powerful cleaners that is not approved for food use.

The drink manufacturer was adamant that no chemicals were used on-site that contained 6-COC, and this was verified by inspection. Deliberate tamper was also ruled out. However, analysis of milk supplies revealed the chemical to be present, which took the investigation back to the dairy, and ultimately to one farm where a farmer was unwittingly cleaning his milking room with a disinfectant that contained 6-COC. The farmer in question had purchased and used the disinfectant in good faith, but it proved to be an expensive mistake to have made.

As with TBA, only very small amounts of this chemical are needed to produce a noticeable taint, and this is a common feature of all taints.

Packaging problems

Drinks manufacturers and their packaging suppliers can sometimes cause their own problems without realising. In one incident, a client reported that its consumers were complaining of a smell similar to that of rancid butter. Chemical analysis of the drink did indeed reveal the presence of butyric acid. In this particular case, the problem was traced back to the adhesive used on a plastic wrap, which had penetrated through the plastic bottle and into the drink. Printing inks have caused similar problems in other products.

In another incident, consumers reported a 'bad' taste in a can of soft drink. Gas chromatography revealed a host of flavour compounds within the product, but with the aid of a trained consumer panel, the bad flavour was more accurately described as 'coal tar', allowing the chemists to focus attention on the phenolic frac-



tion of the volatile flavour chemicals. Fractionation of the phenolic extracts identified cresol as the taint. It transpired that there was a cold spot in the ovens used to cure the lacquer on the inside of the cans. Since the soft drink inside the can was quite acidic, it had reacted with uncured lacquer, allowing cresol to be released into the drink.

Not every incident of this kind would necessarily result in a taint, since certain sections of the population are more sensitive to some taints than the rest of us. It is sometimes just a matter of luck for the manufacturer whether a tainted drink reaches the consumer who is sensitive enough to the problem.

Conclusion

There are many routes by which a taint might enter a drinks product, and in a tasteless, odourless product like a bottled water it can take only a trace amount of the contaminant to cause a major problem. Off-flavours, normally considered to be the product of degradation or reaction of naturally occurring chemicals, are also a danger to the acceptability and commercial viability of soft drinks. It would be a very lucky manufacturer that never encountered a taint or off-flavour problem at some point in its history.

Key to resolving any problem is a thorough investigation, although few manufacturers would want to maintain an in-house resource with the technical expertise to investigate these occasional, one-off incidents. On the other hand, it is never a good idea to be 'looking for a lab' for the first time as an incident is unfolding. Far better to have built a relationship with a contract laboratory before the crisis happens, so that its scientists are more able to address the issue at the earliest possible moment. Particularly where there might be a question of liability to settle, the accurate and rapid analysis provided by a third party laboratory will prove highly beneficial in resolving any disputes. ■

... it is never a good idea to be 'looking for a lab' for the first time as an incident is unfolding.



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Iraq

an opportunity arises

The first comprehensive market research into the country's beverage market since the Gulf War reveals exciting prospects, reports David Edwards.

For almost 30 years, and up until quite recently, news coming out of Iraq was unremittingly bleak. The 1980s were marked by the bloody and brutal war with neighbouring Iran, the 1990s by the first Gulf War and a subsequent decade of harsh economic sanctions, and in 2003 the United States and its allies undertook a controversial invasion to remove the regime of Saddam Hussein. As a result, the country was effectively closed to the outside world. But gradually, since early 2008, the security situation has shown marked improvement and the death count has steadily fallen. As the country has stabilised, so traders both from within Iraq and from surrounding countries have become increasingly active in supplying the goods of which the population has so long been deprived.

The opportunity is substantial. Iraq has a population in the region of 30 million people and is believed to have oil reserves second in size only to those of Saudi Arabia – oil which is now being pumped at 2.1 million barrels per day, a level greater than prior to the 2003 invasion. The International Monetary Fund (IMF) estimates that per capita GDP grew by 29% in 2008 and although a dip is expected in 2009 (owing to lower oil prices) growth is then expected to resume at an impressive average of almost 10% per annum between 2010 and 2014.

On the negative side, however, the economy is heavily over-reliant on oil exports and, perhaps unsurprisingly given the country's recent history, corruption is a very significant problem – indeed Iraq ranked 178th in the world out of 180 countries assessed by Transparency International in 2008 (only Myanmar and Somalia were worse).

Against this background, IMES Consulting decided in early 2009 to carry out the first comprehensive market research programme into Iraq's beverage market, in cooperation with a local partner company. Given the inevitable difficulty in obtaining accurate data in Iraq's confused environment, extensive field work was also conducted in the key supplying countries bordering Iraq, which account for a high proportion of products available in the market.

Role of imports

Local production of carbonated soft drinks in Iraq started in the mid 1950s. After the First Gulf War and during the sanctions period, the soft drinks industry suffered and productivity fell dramatically due to a lack of sufficient raw materials and an inability to obtain the required spare parts for plant and equipment. By 2003, much of the local industry had simply ceased to trade and the rest was struggling for survival. However, although in the immediate aftermath of the invasion imports began to flow into Iraq from the



neighbouring countries, the major international players Pepsi and Coca-Cola were quick to build or reactivate local production facilities and by 2009 local production accounts for the majority of the carbonated soft drinks market.

The role of imports varies significantly across other soft drink sectors. Imports dominate in the juice sector (local production of juices is minimal and only of the drink type with low juice content) and in the malt beverage, diluted drink and powdered fruit drink sectors, but contribute less than local production in the packaged water sector.

Saddam's regime did not allow formalised agency distribution in Iraq. Most FMCG business was done via government tenders and distribution managed by the State at that time. Nowadays, distribution is carried out by several layers of wholesalers, semi-wholesalers and retailers. Some international suppliers have assigned agents in Iraq or are dealing with prominent wholesalers. Distribution capabilities are growing to meet the growing demand of the Iraqi consumers and the plans of the soft drinks suppliers.

Several leading international and regional soft drink suppliers are in fact now active in Iraq market now to different levels. As noted, Pepsi has assigned bottlers in several cities while Coca-Cola has built its own production facility in Kurdistan. Other suppliers, such as Aujan, have assigned distributors. However, there are many products available in Iraq – juice products in particular – which are imported and distributed by traders on an ad hoc basis; there are many Iraqi traders who monitor the region looking for relatively cheap soft drinks to import.

Growing fast

The commercial soft drinks market itself is still small in comparison with other regional countries with large populations. For example, it is less than one quarter that in Saudi Arabia which has a slightly smaller population. However, the Iraqi market has grown at 14% since 2004, compared to growth of 5.5% in Saudi Arabia.

Table A examines the size of key commercial soft drinks product sectors in Iraq and compares

these with Saudi Arabia. As can be seen, the carbonated soft drinks and juices markets in Iraq are each around one-third of those in Saudi Arabia at present. However, both sectors have recently shown impressive growth and are expected to keep growing rapidly in the future. While there are several companies producing carbonated soft drinks in Iraq, the number of juice producers is fewer with local production accounting for a low share of the overall consumption.

Iraqis have serious concerns about the quality of the drinkable water supplied through the public water network due to the lack of required maintenance in the treatment stations coupled with power shortages that cause regular plant failures. This, in addition to the diminishing flow of the major rivers, has driven Iraqi consumers to slowly switch to the packaged water alternative or to rely on in-house water filtration systems. Currently, there are many local suppliers of dispensed and bottled water in the country with local production accounting for the bulk of the consumption.

Malt beverage products are newly introduced to Iraqi consumers. The product is positioned as a carbonated drink rather than a non-alcoholic beer as suppliers believe that consumers will be reluctant to buy a 'beer' product even though non-alcoholic. All brands available are imported from the neighbouring countries with products from Saudi Arabia particularly in demand.

however, was that its production means, among other things, felling trees and polluting water from the respective pulp factories).

Not that making PET bottles is without problems, either, although Bruder assured that only a minute amount of crude oil is spent on their production and in several decades, moreover they will all be from other raw materials, discovered in the meantime. Still, a much bigger issue is getting rid of them – in California, for instance. The problem has become so pressing that some of its cities now want this type of packaging banned.

A case in point is the so-called Great Pacific Plastic Patch, floating in the ocean off this state's coast and, according to some, reaching an area as large as that of Texas. It is not made up of solely PET bottles – its composition also includes bags, wrappers and cups.

Speakers agreed that, in Germany, recycling of bottles is more widespread, primarily thanks to the deposit system. However, Managing Director of the Federation of German Food and Drink Industries, Peter Feller, conceded that this share has been falling recently, the actual ideal being 80%.

In the US, incidentally, the measure of recycling seems to be highly dependent on how well the country's economy is doing. "When jobs are scarce, recovery of plastic bottles as well as of those made from glass or cans goes up, at least in those states which have deposit laws," said Stephen Hawsworth from PTI Recycling Systems. "But when jobs are plentiful, it decreases".

As much as 50% can be used to make new goods without problem (most end up in textiles), the goal being to eventually raise that share to 80%.

Four-fifths of packaged water is currently sold in PET bottles, according to GfK. Almost half of all fruit drinks, on the other hand, still come in cartons

Table A: Comparison of key soft drinks sectors in Iraq and Saudi Arabia (million litres)

Sector	Iraq	KSA
Carbonated Soft Drinks	558	1,676
Juice Products	304	889
Packaged Water	571	3,661
Malt Beverages	5	73

Source: IMES Consulting

Looking ahead

We believe that the next few years will see a rapid expansion in the Iraqi soft drinks market. With the security situation improving, disposable incomes increasing, distribution capabilities growing and the number of soft drinks suppliers interested in the market on the rise, the variety of soft drinks available is expected to expand and the market size to grow at an annual average rate of 5.9% in the next five years. ■

IMES Consulting, with its headquarters in Dubai, has over 30 years of researching markets in the Middle East. Information in this article is taken from the company's recently published report on the Iraq soft drinks market.



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but that share is gradually decreasing at the expense of the other materials.

Jürgen Bruder in conclusion tried to convince the discussion's forum that beverages in PET bottles sell better than those in cartons simply because they are more convenient to the consumer. "You can see their content before they are opened and drink straight from them without spilling," he said, naming also one of their disadvantages compared to cartons – the fact that they take up more space in the fridge.

Stephen Hawsworth of PTI Recycling Systems was in Munich to speak at PET World Congress 2009, an event also held as part of the drinktec fair. "Global demand for packaging of this type, the least expensive to make and one with the lowest carbon load, is expected to increase from just under 15 billion metric tonnes this year to over 30 billion in 2015, in other words more than twice as much", he said with reference to extrapolated data by Gerson Lehman. "But according to Container Recycling Institute (of US), only 21% of the bottles sold are being recycled throughout the world, while as cans go, the share is 43%" (in the case of glass, incidentally, it is 20%).

Hawsworth gives two reasons why recovery and reuse of aluminium is more than twice as high as that of PET. "First, this metal costs a lot of money to make so its recycling really pays off and second, the bottles we talk about here were initially promoted as a one-time use product and they still have to overcome that perception."

On a more general note, plastic is this year for the first time expected to become the main form of packaging for beverages. "PET bottles will have accounted for a third of the global market, just ahead of glass and well ahead of cans," Manger of drinktec noted. ■

DRINKTEC - THE FORUMS - continued from page 43



Lubomír Sedlák is Europe Correspondent at SDI.

Volume holds up

but value slides

Richard Corbett reports on how West Europe has weathered the economic downturn.

West Europe accounts for 15% of the commercial beverages volume (excluding bulk waters) traded across the globe. In terms of soft drinks this part of the world is even more important, and is responsible for nearly one in every five litres consumed. Not surprisingly those involved in the commercial beverages industry are keen to gauge how West Europe is riding the global economic storm.

Soft fares better than hard

Inevitably the West European commercial beverage marketplace has seen a slowdown and Canadean expects volumes to have slipped by around 1% by the end of the year. It is alcoholic drinks that have endured the most torrid time during the recession and this sector is predicted to have shrunk by nearly 3% in 2009. Wines and spirits have contributed to these losses (notably FAB's) but it is beer that has seen the most pronounced losses. Beers have not enjoyed growth since 2006 and sales had been falling before the onset of the financial crisis but the rate of decline has accelerated significantly in 2009 to well over 3%. Much of the rate of decline can be accredited to the drop off in volumes in the on-premise; beer is much more reliant on Horeca sales than other beverages and one very clear symptom of the downturn has been for consumers to cut back on their trips to bars and restaurants. The term 'cocooning' has been resurrected from the early 1990s to describe the trend for consumers who stay at home to entertain family and friends rather than eat out or go to a bar to socialise.

Soft drinks have not been immune to consumers staying at home but people have to a large extent been compensating for not going out by drinking more soft drinks at home; as a result of the shift from on to off-premise, sales of soft



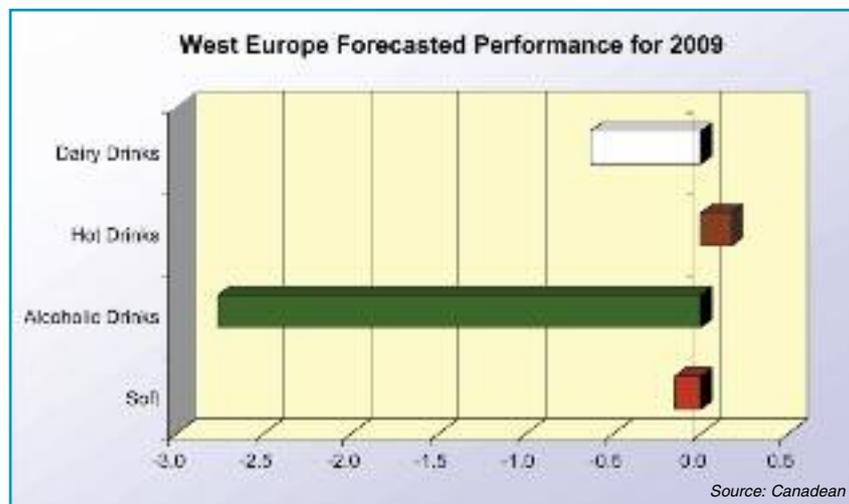
drinks are expected to remain almost flat in 2009. The weight of purchase in supermarkets is significantly higher than in the on-premise, the unit size is bigger in supermarkets and this is helping to conceal the true impact of the recession. In some markets there has also been evidence that consumers have been downgrading from the more upmarket Horeca outlets to the fast food and takeaway outlets, which being soft drinks strongholds, has helped to 'soften the blow' further. The side effect of consumers shunning restaurants and bars has been that while volumes have held up relatively well, the value of the soft drinks market has fallen steeply.

It is not just the on-premise where value is being lost, Canadean's Quarterly Beverage Tracker assesses the performance of private label and the most recent survey (July QBT) showed that the private label segment is outperforming branded products in every market in West Europe with the exception of just Belgium, Finland, Sweden and Greece. As consumers collectively spend less across the region, private label allows them to maintain their consumption patterns but at the cost of branded offerings. When the storm does pass the concern for branded operators will be whether drinkers will switch back to branded products as readily as they abandoned them.

Economics and economy

Another factor that has suppressed the value of the market has been the remarkably low levels of inflation and in many cases zero or deflation. The fall in juice concentrate price from the high levels seen in early 2008 have also contributed to the lower prices. With few exceptions (Sweden being one) the once thriving premium end of the market has also faded as consumers struggle to justify paying a premium price for added value products in times of economic hardship.

Another side effect of the recession in West Europe has been the surge in the number of discount outlets. The German discounters Aldi and Lidl in particular have seen the economic turbulence as a massive opportunity to widen their coverage across the region. In Austria, Lidl plans to expand its presence from 181 to 200 outlets in 2010 while rival discount chain Penny plans to increase its outlets by 26 to a total of 300 by the end of 2009. In the Republic of Ireland, which has



Alcoholic drinks have taken the biggest hit during the economic downturn.

been particularly badly hit by the downturn, Aldi will create 650 jobs over the next three years as it opens 35 new stores and a distribution centre. Lidl has now even reached the Canary Islands and Switzerland. Research in the UK suggests that the investment is well founded with nearly a quarter of consumers surveyed saying they would shop at a discount store if there were one nearby. From a beverage perspective hard discounters often punch well above their weight in volume and are sapping further value from the industry.

Dilutables and powders prosper

If you look at soft drinks categories individually, then the performance of every soft drinks category in West Europe in 2009 is expected to deteriorate with just two exceptions. Squashes and the very minor fruit powder category will see sales pick up this year. It is no coincidence that squashes have shrugged off their maturity to return to growth at a time of economic difficulty; dilutables are acknowledged as the best value for money soft drink. It is perhaps also no surprise that hot drinks, which are also often seen as an economical form of refreshment, are actually forecasted to register a very small growth in West Europe in 2009.

Premium slowdown

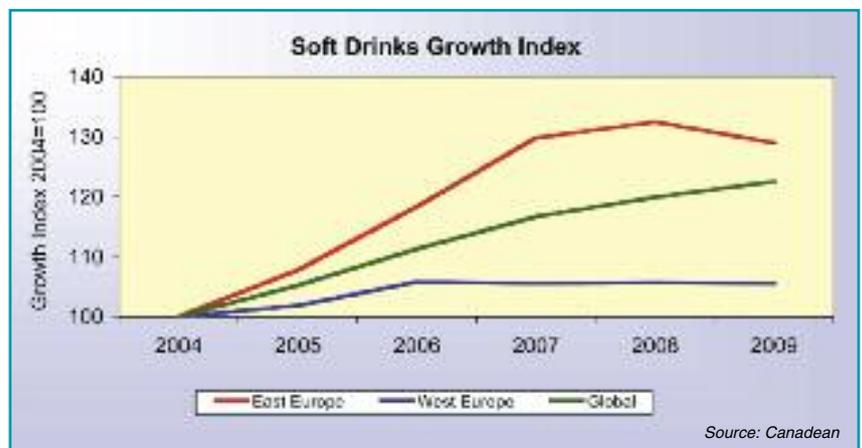
The soft drinks categories with the biggest slowdown in 2009 are two categories which are definitely at the premium end of the price scale, sports and energy drinks. If a litre of squash in West Europe cost €0.43 in 2008 (source Canadean) then a litre of sports drinks cost €2.47 and a litre of energy drink cost as much as €5.68. At these prices consumers were always going to cut back to some extent. Energy drinks may have seen the biggest slowdown but Canadean is still forecasting growth for the year that is not far of double digit. Energy drinks are still in the growth stage of their lifecycle and have been helped by the lifting of the ban on Red Bull in Norway and the progress of a modified version of Red Bull in France.

Water – it could have been worse

Many commentators anticipated that still water sales would be particularly vulnerable to the downturn and indeed sales have fallen but perhaps not by as much as had been predicted. Competing on price with private label is one thing but competing with tap water is even more difficult and for still waters to be down by less than



More than 4 in every 10 litres sold in West Europe is a soft drink (Bulk waters not included).



West Europe volumes have held up relatively well during recession.

3% (July QBT) can be considered relatively respectable. There is however another factor that has helped to maintain still drinks volumes and that is higher temperatures. Early indicators in quarter 3 pointed to improved summer weather in 2009 in certain key markets compared with the same period in 2008; it is a simple equation, recession or not, people become thirstier in hot weather. Part of the reason behind soft drinks volume holding up better than some assumed is down to the better weather in certain big West European markets in 2009.

Overall – better than expected

Canadean forecasts suggest that West European soft drinks volumes have held up better than expected. In neighbouring East Europe, the recession has had a far greater impact and soft drinks volumes are projected to fall by between 2 and 3%. Financial difficulties may have had a more muted impact on volumes than forecasted at the beginning of 2009 but the slump in value has been every bit as terrible as might have been expected. Foot traffic in the region's bars and restaurants has slowed considerably, brands are being spurned in favour of private label offerings, while premium offerings like organic and chilled juice have lost their momentum. We can also conclude that the prospects for the soft drinks sector would be considerably worse this year if temperatures in some key markets had not been higher during this summer than last.



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Packaging

Compostable shrink film

ALESCO of Langerwehe, Germany, has developed a compostable shrink film called Bioshrink. Initially available for 6 x 0.5 litre PET and PLA drinks containers, the film has already been successfully tested by the soft drinks bottler SDI. Bioshrink will be produced carbon neutrally, with the exclusive use of green electricity.

The development of compostable shrink film from renewable raw materials has been one of the great challenges that processors



of plastics have faced in recent years. "When we introduced our first alesco biofilm two years ago, we didn't think it would be possible to present a ready-for-market compostable shrink film within such a short space of time," said the company's Managing Director Philipp Depiereux. The key issue was developing a formula that

Sleeves support promotion

HOOP Kofola, Czech producer of soft drinks for children has given its Jupik brand a makeover accompanied by a marketing campaign which interreacts with its young consumers via the 'Jupik Team'. This is a group of four virtual team members, each endowed with special powers (strength, IT genius, etc). A bespoke website exists where consumers can follow their adventures, illustrated by the motto that can be summed up as 'Together we are stronger!'

Using the internet Jupik intends to increase its visibility and sales by enabling 7 to 15 year-olds to identify with the brand. The operation features TV commercials, point of sale events, a web competition and new packaging, which is where Sleever International stepped in. The group proposed a bespoke solution that fulfils three functions: dressing the bottle and enhancing



PLA developments

THE 2nd PLA Bottle Conference hosted by the journal bioplastics which took place in September in Munich, Germany attracted some 80 delegates from 18 countries. The organisers report that delegates from the beverage industry as well as bioplastics experts came from all over Europe, North America and from countries as far away from the event venue as South Africa, Kuwait and Syria.

The conference followed a central theme from renewable feedstock to end-of-life. Starting with the basics on how starch or sugar is converted into lactic acid and then into PLA, the speakers addressed topics such as preform making and bottle blowing. Spe-

the soft drink, consumer information with the game announcement on the front and a promotion by way of a thermochromic printed peel-off label on the inner sleeve, which can only be removed after the bottle has been purchased.

Once in possession of this label, the player places it on his or her computer screen and the screen's heat reveals a code so that players can move from one level of the game to the next on the website. The operation involves some 10 million bottles.

Sleever International says the project represented a genuine technological challenge, particularly in choosing and fixing the label to the bottle which has a spherical upper and a curvy lower section.

The group proposed an SI-PET-TG/050 film, because of its finish and shrink properties – the bottle's complex shape required a shrink rate in excess of 75%. The sleeve was printed in 8-colour helioengraving, one of which is a base white, to which was added a simple micro-perforated access to the peel-off label on the inner side of the sleeve.

allowed for reliable shrinking as well as surface properties for optimal gliding behaviour. The development engineers at alesco successfully solved this issue.

SDI was impressed by the quality of the film. "The behaviour of the film in the packaging machines was excellent and it is definitely ready for the market," said Daniel Gebels, Purchasing Manager at SDI in Erftstadt, Germany. The beverages bottler, which is among the top 10 in the sector in Germany, has already entered discussions with interested customers and is planning to introduce the Bioshrink film to the market and use it for future packaging.

A high quality surface on the new bio shrink film was another prerequisite for an environmentally friendly, solvent-free printing process. Such a surface enables the exclusive use of water-based colours for customers to create an eye-catching glossy image.

cial focuses were on certain challenges such as barrier improvement (eg by SiOx coating) or enhanced thermal stability.

Delegates learnt there are ongoing efforts being made in the field of bioplastic caps and closures and labelling. Shrink sleeves made of PLA represent a viable solution that neither compromises automated sorting nor compostability.



SIDEL's new SBO Universal 2 range, which increases industrial blow moulder outputs by 10% (reaching a record speed of 2,000 bottles per hour per mould) whilst energy consumption is decreased by 10%, is also able to blow bottles from recycled PET. The 1.5 litre mineral water bottle, developed with Husky, a world leader in PET preform injection systems, has all the features of a traditional PET bottle – crystallinity, resistance and elegance, yet contains 50% recycled materials.

ADVERTISEMENT

New generation of MSK's stretch hood machine – Tensiontech F

PROVIDING the highest stability, maximum flexibility and convenience, the MSK Tensiontech F is a powerful system.

Tensiontech F, is the latest generation of stretch hood devices, for MSK, which consists of new patented packaging concepts concerning a higher degree of automation compared to conventional bottling lines.

MSK Tensiontech F, allows the food beverage producers, numerous advantages, most importantly high stability and effective product display, for attractive and promotionally effective imprinted pallets, to reflect the value of the bottled product.

Fully automatically, each pallet size is recognised and packaged with the right stretch hood. As a result, pallets are processed perfectly; the product handling is gentle and there is a high standard of overall stability of the pallet load.

The Tensiontech F is driven by servo technology, which is why mechanical drive sections have been notably reduced. Another great advantage in servo technology is automatic synchronisation. Whenever there is external influence, the synchronicity of the stretching process can be re-established at any time via software and computer by simply pushing a button. The system's exact synchronisation is guaranteed for its whole service life.

An additional aspect is the possibility of automatic torsion turn-off when it comes to difficult handling. MSK's new edition of stretch hood machines, the Tensiontech F, is exactly the kind of system the market calls for. Maximum flexibility and individuality provided by the modular construction method are complemented by highest precision and consistent clean-design. Furthermore, maximum operation and change-over convenience are offered and the Tensiontech F fascinates with its extraordinary accessibility.



The MSK Tensiontech stretch hooder



The MSK Tensiontech stretch hood applicator securely packages beverage products on pallets for transport, even with perforated, stamped or printed film. The vertical film stretching system reduces the amount of film used. The special MSK coordinate stretch system can process a variety of pallet sizes with just one film tube. You benefit from substantial cost savings, paired with optimum display effect and a noticeable reduction of transport damage in comparison to conventional stretch-wrap procedures.

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Production scheduled for aluminium bottle

REXAM Beverage Can's new Fusion aluminium bottle is to go into full production at its plant in the Czech Republic in the first quarter of 2010. The first Fusion production line will be located at Ejpvovice, near Prague, with a first year capacity of 60 million units. This initial amount is aimed at creating a market for the bottle, with an increase in capacity to 120 million units, intended at the same production facility, before expanding into other Rexam plants throughout the world.

Radek Madr, Plant Manager at Ejpvovice said, "My team and I are excited that Fusion is coming to Ejpvovice - it's a new challenge and one that we look forward to. The Ejpvovice plant is ideal for this type of pioneering work and we look forward to welcoming customers, curious to see this new process in production."

Both the standard 33cl and 25cl bottles will be produced on the line, with all three

closure types, ROPP (re-sealable), MaxiP Crown and Standard Crown, available. Customers will be given the flexibility to choose the closure type which best suits their target market. As the aluminium can be pasteurised it is suitable for a wide range of beverages and markets.

Illustration Impact, which allows photo-like images to be printed on to the can, will be standard for the Fusion bottle, with gloss and matt finishes available as well as a white basecoat. Rexam plans to introduce the full spectrum of ink and varnishes in due course.



The first Fusion line will be located at Rexam's plant in the Czech Republic.

Funding support

ONE of the UK's leading providers of venture capital funding, mergers and acquisitions services and general consultancy has introduced a dedicated service for the UK packaging sector:

Ex-RPC Group General Manager, Keith Ormrod, has joined Cavendish Management Resources (CMR) as their consultant specialising in packaging. CMR has been providing support for small to medium sized businesses for 25 years. Through CMR it is possible to access venture capital funding, government subsidised grants, support for Intellectual Property Licensing and corporate turnaround consulting services.

With the credit crunch making it much more difficult to obtain funding from banks, many packaging companies are struggling to raise finance just at time when there are tremendous pressures in other areas such as falling order books, rising costs, more regulation, fiercer competition and environmental issues. More consolidation in the industry is inevitable but that, too, often requires finance.



"This is where we can help," says Keith Ormrod (left). "Business Angel investors are not interested in putting money into firms which are in difficulty but there are always opportunities

out there for well-managed businesses with good plans for the future that are frustrated by the current inability to secure funds."

PlantBottle

A HIGHLIGHT of the 2010 Packaging Conference due to take place 8th - 10th February 2010 in Las Vegas at the new Aria City Center will be a keynote presentation by The Coca-Cola Company's Dr Shell Huang on the recently announced PlantBottle. The container is made through an innovative process that turns sugar cane and molasses, a by-product of sugar production, into a key component for PET. Unlike other plant-based plastics, the PlantBottle can be processed through existing manufacturing and recycling facilities without contaminating traditional PET.

The Packaging Conference, produced by

In brief...

- Adhesive experts Beardow Adams has a new-look website. "beardowadams.com gives users quick access to enough information about our adhesives to know that working together we can specify the best product for the job in hand. The site also demonstrates our global experience and local service – and is particularly easy to navigate," said Stuart Wetherell, Beardow Adams' Strategic Marketing Director.

As a way of promoting the site, Beardow Adams has commissioned a special mug that includes a picture of the site's home page. And readers of *Soft Drinks International* who would like one can go to www.beardowadams.com/page3488/mug.aspx



Plastic for health conscious

IN response to consumers growing concerns about the health risks associated with plastic products, specifically those with Bisphenol A (BPA) and phthalates, the polymer scientists and biologists at US Austin-based PlastiPure have partnered with the Californian hydration specialists at Hydrapak to create the new Purebot water bottle.

"Our Purebot water bottle has been certified as a PlastiPure-Safe EA-Free product, and our partnership with PlastiPure allows Hydrapak to bring this important technology to our customers," said Hydrapak President Matt Lyon. "We believe our health-conscious customers are seeking safer solutions than BPA- or phthalate-free, and that they want a product that retains the significant advantages plastic has over glass, steel, aluminium and other materials."

Over the last nine years, PlastiPure says it has invested millions of dollars to develop exclusive patents, methods and data covering material formulation, manufacture, processing, testing and certification, resulting in the creation of PlastiPure-certified products.

"The PlastiPure certification seal ensures customers are receiving not a mere marketing tag, such as BPA-free or phthalate-free, but a comprehensive health solution," said Mike Usey, CEO of PlastiPure. "PlastiPure's partnership with Hydrapak provides us with the opportunity to leverage the strength of both companies and is a model we will continue to follow as we work with plastic suppliers and product manufacturers to deliver the safe and ecologically-friendly products consumers demand."

Plastic Technologies, Inc (PTI) and SBA-CCI, Inc has established a reputation as an event which unveils new technology along with key industry announcements.

and follow the simple instructions. As the company sells globally, contact details and links to over 50 distributor partners around the world are also included.

- Applied Vision Corporation of Akron, Ohio, a leading provider of machine vision inspection systems for the container manufacturing industry, reports it is supplying inspection systems for 11 new can manufacturing plants in 10 countries. Each new plant will install multiple Applied Vision systems to inspect everything from the quality of ends to decoration accuracy. Major can manufacturers, including Can-Pack, Crown, Impress and Rexam, are among the backers of the new projects located across the globe in Europe, North America, Asia and the Middle East.

China Import & Export Fair Pazhou Complex (Area A), Guangzhou, PR China
(Guangzhou Metro - Exit A, Xingangdong Station)

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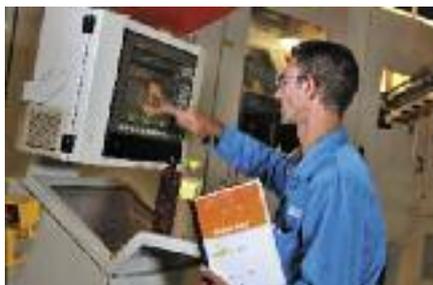


Environment

Eco improvements in production

SIDEL chose drinktec to launch ECO Services a range of products and services, to assist bottlers and bottle manufacturers improve the productivity of their equipment and deliver improved environmental performance. The first two - ECO EIT and ECO Booster - help reduce the impact of packaging materials, for example lightweighting and use of recycled materials, decrease water and energy consumption as well as waste and emissions.

EIT (Efficiency Improvement Tool) supervisory system uses measurement equipment to



Sidel has launched its first ECO Services in response to bottlers' and bottle manufacturers' economic and environmental concerns.

record data on energy consumption (air, water, electricity, gas) for a machine, a zone, an entire line or even the whole plant. It enables correlation between consumption levels and the different stages of production and provides support for users who are looking to reduce consumption levels and to optimise energy costs during production.

The ECO Booster for blow moulders is

used to measure and reduce machine energy consumption. This includes improvements in the machine configuration and optimisation of the package production process and of the package itself. According to Sidel, it is of particular importance because the blow moulder alone accounts for 70% of energy consumption on a complete line, with compressed air for bottle blowing representing nearly 70% of blow moulder consumption by itself.

An in situ audit is carried out measuring electricity consumption, air pressure and leaks, and performing mechanical testing on all sub-assemblies of the blow moulder. Inspections are made on the process and the technical qualities of the package, the quality of the blow air and cooling water and the general production environment for the machine.

Based on the results of this audit, energy and cost savings are estimated, along with the return on investment for proposed corrective actions. Those actions are customised, with joint servicing operations on the blow moulder, the process and the package.

Sustainability branded

TOTAL packaging solutions provider, Sonoco, has developed True Blue, a sustainable brand, which the company launched at the Sustainable Packaging Forum in Atlanta, Georgia.

To qualify for the Sonoco True Blue programme, a package must clearly offer an advantage over the package it is intended to replace, either through the use of more sustainable materials or source reduction. A package may also qualify if during the production process it uses less energy, water or raw material, or results in fewer carbon emissions. Any of these improvements should be verifiable via a life-cycle assessment, by third-party certification or through recognition from an independent industry organisation.

"For more than a century Sonoco has been engaged in 'green' initiatives, long before sustainability was considered important. Now, we are taking our efforts to a new level, a True Blue level, with the creation of a brand for our packaging products and recycling services," said Charles Sullivan, Sonoco's Executive Vice-President, Consumer, adding that the company was recently named to the Dow Jones Sustainability World Index.

"Customers now have a one-stop shop when looking for sustainable packaging solutions that reduce environmental impact. The True Blue brand focuses our environmentally responsible offerings to meet the unique needs of our customers whether they need composite cans, flexible packaging, rigid plastic containers, ends and closures, protective packaging or a customised solution."

Currently, the following products are a part of True Blue: shaped composite cans, blow-moulded plastic containers, thermoformed packages, printed flexible packaging, point-of-purchase displays and protective packaging.

Blue and Green

NAMPAK, Africa's largest packaging company, has a big stake in the soft drinks sector as well as other FMCG categories. Now Nampak Recycling, a division of the group, has launched a campaign known as Blue and Green, its name derived from the recycling banks that have been positioned in recent months at strategic sites around Johannesburg, such as office parks and shopping centres.

The choice of office buildings points to a core aspect of the project: to actively involve office staff in recycling beverage containers, office paper and boxes, waste plastic and other materials.

Funded largely by the Nampak group through its corporate social investment committee, Blue and Green also involves Apple Green Holdings which specialises in environmentally friendly waste management solutions.

Apple Green is managing the recycling banks on a day-to-day basis. Company representatives, who are employed specifically for this purpose, man each of the units, partly to ensure that leftover liquids are emptied from

beverage containers as well as directing waste into the correct sections of the bins. Full bins are then delivered to Nampak factories for inclusion in the manufacturing cycle.

Nampak Recycling decided to promote Blue and Green in office parks for several reasons, explained Project Manager Meshack Mosiya. "First, offices generate a lot of waste, which can be recycled. Easy access to a recycling bank is convenient and cost-efficient. Second, office workers, who probably don't have the means or time to recycle household waste, can now do so at work. All they need to do is bring their recycling waste to work and someone separates it and puts it in the bin."



Packager's sustainability listing

THE Australian Melbourne-based packaging company Amcor has been recognised as a global sustainability leader with its inclusion in the Dow Jones Sustainability World Index. Amcor has also been listed in the Dow Jones Sustainability Asia Pacific Index, a new index launched this year.

Launched in 1999, the Dow Jones Sustainability Indices (DJSI) are the first global indices tracking the financial performance of the leading sustainability-driven companies worldwide.

To be included in the DJSI companies are subject to a thorough analysis of their economic, environmental and social performance.

Ken MacKenzie, Amcor's Managing Director and CEO, commented "We have made excellent progress towards our improvement targets for energy consumption, water use and waste reduction. Our holistic approach to sustainability is having a positive impact in all areas of our business, not just the environmental aspects."

Amcor says it is one of only three companies within the containers and packaging sector internationally selected for the DJSI and the only packaging company in the Asia Pacific Index.

Bottling stormwater

RECHARGE is not available commercially – as yet – but this new Australian bottled water brand is attracting widespread interest. Public tastings have shown that stormwater can be transformed into a safe and pleasant drink.

Samples offered at both consumer and industry events – the latter including the Reuse 09 conference and exhibition in Brisbane – have brought a positive response which is underlining further development by the CSIRO-led scientific team which initiated the project. CSIRO is Australia's major national scientific and industrial research organisation. It collaborates closely with other government and private research bodies, both in Australia and internationally.

The 'stormwater to drinking water' venture is part of CSIRO's Water for a Healthy Country Flagship. The flagship programmes deal with matters identified as vital to Australia's sustained wellbeing and include CSIRO research, joint ventures, scholarships and multi-disciplinary work, funded on a long-term basis.

Dr Peter Dillon, the flagship's urban water stream leader, described Recharge as "an

exciting demonstration of the value of stormwater and the drinking water that can be produced from it by using a combination of natural treatment processes and engineered methods".

The water was captured in the City of Salisbury, a project partner. Salisbury is part of Metropolitan Adelaide. "The stormwater was first treated by passing it through a reed bed or wetland," he explained. "This allows particles to settle. It was then injected via wells into a limestone aquifer for storage and months of natural slow filtration through the aquifer."

For extra safeguard and aesthetic quality the water was subsequently aerated, filtered through an activated carbon filter and processed through microfiltration and ultraviolet disinfection. This was followed by extensive, independent testing.

"Compared to other common alternative supplies, stormwater harvesting is cheaper, energy-efficient and has a small carbon footprint," noted Dillon. "It also avoids the economic, social and environmental costs of building new dams for water storage and shows the value of urban aquifers."

CSIRO scientists are continuing to test the concept's robustness to ensure water can be produced that consistently meets drinking water health standards.

Pasteuriser that combines economy with ecology

INTRODUCED by Tetra Pak, the new generation of Tetra Therm Aseptic Drink pasteurisers claims to cut water consumption by up to 80%, energy by up to 30% and product losses by up to 30%, compared to other solutions on the market.

"With the Tetra Therm Aseptic Drink unit, we want to enable our customers to achieve worry-free operation," explained Sam Strömerstén, President of Tetra Pak Processing Systems. "Each unit can be customised to meet specific customer demands, is hygienically designed for easy and thorough cleaning and pre-tested before shipping. Self-diagnostics assure optimal performance at all times."

The new generation pasteurisers are suitable for juices and nectars, still drinks, tea drinks and enhanced water, including 'wellness' drinks with high value-added sensitive ingredients.

The units will automatically identify deviations in process parameters and provide automatic notification of every maintenance requirement. The new pasteuriser is also compatible with the Tetra PlantMaster control system that enables additional intelligence functions such as full traceability, with unit history, batch control and review of all previous actions.

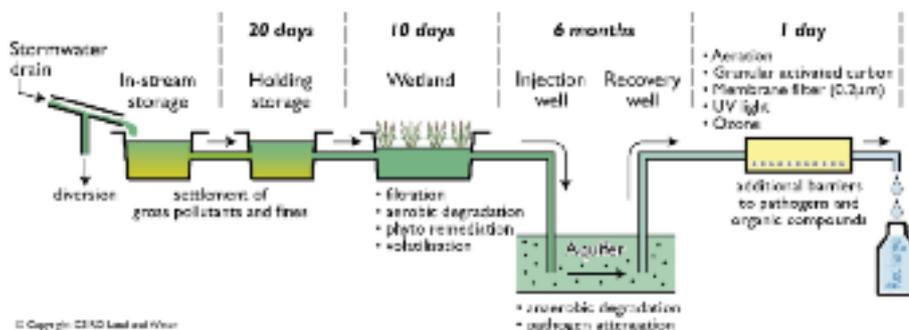
A new balance tank, heat exchangers and deaerators sharply reduce water and energy consumption as well as product loss. Energy consumption is further cut due to improved energy recovery through double hot-water circuits.

This latest development is part of the company's Tetra Vertenso beverage production solutions service, newly established to develop and deliver customised components and lines that meet the needs of beverage producers and enable them to achieve optimum operational efficiency.

Tetra Vertenso production solutions comprise proven technology for a vast range of other beverage processing needs, for example, heat treatment, mixing and blending. "With Tetra Vertenso production solutions, Tetra Pak further enhances its capability to offer beverage solutions that are not only tailored to each customer's products, but also to their production conditions, such as utility costs, environmental legislation and market requirements," said Strömerstén.

itions and ensuring a sustainable future for our consumers."

There will be no visible change to the J2O bottle as, despite the height having been reduced by 5mm, the volume remains the same. The bottle has also maintained its durability and strength ensuring that it can be stacked and stored as usual.



Bottle gets the green light

BRITVIC Soft Drinks has reduced the amount of glass in bottles of its juice drink J2O as part of its ongoing work to reduce packaging and energy use within its corporate responsibility programme.

The new 275ml J2O bottle is 20 grams lighter, with each bottle reduced from 200 grams to just 180 grams, saving around 4000 tonnes of glass per annum (at current production levels), the equivalent to 20 million bottles of J2O a year.

The new design has also led to improvements in filling line efficiencies, due to the bottle being lowered in height, as well as energy savings of around 10% as less glass is used during bottle blowing. Additionally the lighter bottles require less fuel to transport due to the reductions in weight.

John Gibney, Britvic's Finance Director and Corporate Responsibility Programme Spon-



The lighter bottle has led to improvements in filling line efficiencies.

sor said the company remains focused on further packaging reductions as well as energy, fuel and water usage reductions across all its brands and manufacturing sites. "With J2O representing a leading juice drink brand with 13 bottles sold every second in the UK, we are pleased to be playing our part in reducing the impact of our opera-

Human Resources

APPOINTMENTS

Jan Annwall, Vice-Managing Director, founder, Chief Financial Officer and Board member of BioGaia AB, has announced he is leaving the company on his 60th birthday in April 2010. He will stay as a consultant and board member. BioGaia's present Controller, **Margareta Hagman**, will be appointed as both Chief Financial Officer and Controller from 1st April, 2010.

EPAX, the Norwegian specialists in oils, such as omega-3 oils, that are formulated for specific indications, has appointed **André Markussen** as an additional North American Sales Manager.

Portola Packaging Ltd has appointed **Andrea Williams** as Sales Manager for the European Union. The company, which specialises in the design and manufacture of tamper-evident plastic caps for the beverage market, stated that this new position was created to support the development of its activities in France and abroad.

NOVA Chemicals has announced that **Todd D. Karran** has been appointed Chief Financial Officer, effective 1st January 2010. Karran has been with the company for 24 years and is currently Treasurer and Vice-President Corporate Development.

Barbara Owens has been named Vice-President and Chief Communications Officer by Owens-Illinois Inc. She will be responsible for leading O-I's communications strategy through the planning, development and implementation of external and internal communications on a global basis.

New York-based flavourist and ingredient



Clockwise from top left: Andrea Williams, Glen Dreher, Silke Ruschke, Canesha Appleton.

supplier, Virginia Dare, has promoted **Canesha Appleton** to Marketing Associate, with responsibility for regional trade shows and supporting sales with market research and presentation materials.

The European Vending Association has elected **Silke Ruschke**, Huhtamaki Marketing Manager for Central Europe, its Chairperson of the EVA's Cup Committee. The committee was established a year ago to promote disposable cup use in vending machines.

D.D. Williamson has announced the addition of Dr **Glen Dreher** to its Science and Innovation team at the company's US Global Support Centre in Louisville.

and it's a terrific opportunity for students to see firsthand all of the players involved with creating a package and delivering it to the market," said Charles D. Yuska, PMMI President & CEO.

● CAN manufacturer Rexam's UK Milton Keynes plant was Highly Commended by the judges in the Best Engineering Plant of the Best Factory Awards. It was the first time that Rexam, which has 22 plants globally, had entered the awards and the company was delighted to have been given Highly Commended status. "The award is a celebration of how hard we work here at Rexam," said Liam Cairns, Plant Manager at Rexam's Milton Keynes plant. "It recognises the passion, leadership and commitment of the people at the site. It highlights just what can be achieved by focusing on customer satisfaction, the development of people and the driving of operational excellence and innovation."

First Master

THE first student to have completed the two year Master of Engineering in Packaging Technology course has received his degree. After 10 years of professional experience Markus Hochuli chose the master's programme offered by the IPI International Packaging Institute to educate himself in Packaging and Management. As a studied food technologist, he saw this as an opportunity to widen his knowledge and to improve his career opportunities, and thus successfully completed the two year professional master's programme.

"It was extremely worthwhile" said Hochuli. "The study delivered a broad range of expertise like material science, coating and converting, engineering, printing and interaction between fillgoods and packaging. This expert knowledge together with the conveyed soft skills in leadership, ethic and culture as well as the managerial expertise in investment and finance, marketing, strategy and law enable me to now utilise a comprehensive approach in thinking and problem solving."

In the coming months further students will present their master thesis and graduate early next year. For more information visit www.ipi.eu

Career video

THE Scottish Food and Drink Federation (SFDF) has made a video entitled 'A World of Opportunities' promoting careers in the food and drink industry, Scotland's largest manufacturing sector. Currently there is a shortage of engineers, technologists and food scientists and the industry is urging people considering their future career to think about training for a role in these areas.

SFDF Director Flora McLean, explained: "As the voice of Scotland's food and drink manufacturers we believe that the promotion of the industry as a career destination of choice is a priority issue. We were therefore delighted when the Scottish Government agreed to provide grant support to help us produce the careers film, 'A World of Opportunities'."

The film has already been sent to a range of colleges and universities and the feedback so far has been positive. Professor John Palfreyman, Deputy Principal and Head of Contemporary Sciences at Abertay University, said: "SFDF's video provides a fascinating introduction to some of the interesting careers on offer in the food and drink industry in Scotland. Seeing the progression of students from placements to industry was very impressive. This video will also be an extremely practical resource for use in recruiting students to our programmes."

The video is now being sent to schools across Scotland.

In brief...

● To keep the food and drink sector aware of the wide range of training opportunities available, Campden BRI has launched its October 2009 to December 2010 training brochure. Courses are available on HACCP and quality management, sensory science, manufacturing and processing techniques, chemistry, agriculture, food hygiene and microbiology. The brochure also lists the specialist seminars and conferences that Campden BRI will be running throughout the period.

● PMMI introduced the packaging industry to 245 packaging students from 14 packaging schools via travel grants to October's Pack Expo show held in Las Vegas. Through its Education & Training Foundation, the Institute provided \$27,600 in funding to support students' travel costs related to attending the event. "Pack Expo Las Vegas is the single largest packaging event in the world in 2009

Events Diary

NOVEMBER

17th – 19th **GERMANY**

Fi Europe
Messe Frankfurt
Frankfurt
Germany
www.fi-events.com

24th – 28th **ITALY**

SIMEI
Fiera Milano
Mila
Italy
www.simei.it

24th – 26th **UK**

Own Label Show
Barbican
London
UK
www.ownlabelshow.co.uk

24th – 26th **CHINA**

CBST - China International Beverage Industry Exhibition on Science & Technology
Shanghai New International Expo Centre
Shanghai
China
www.chinabeverage.org/cbst

DECEMBER

2nd – 4th **INDIA**

International Food & Drink Expo India
Pragati Maidan
New Delhi
India
www.indiafooddrinkexpo.com

3rd – 4th **UAE**

Tea and Health Dubai 2009
Shangri-La Hotel
Dubai
United Arab Emirates
www.indiafooddrinkexpo.com

6th – 8th **UAE**

Dubai Drink Technology Expo
Dubai International Convention and Exhibition Centre
Dubai
www.drinkexpo.ae

FEBRUARY

17th – 20th **GERMANY**

Biofach
Nuremberg Messe
Nuremberg
Germany
www.biofach.com

21st – 24th **UAE**

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

21st – 24th **ITALY**

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

24th – 25th **UK**

Packtech
NEC
Birmingham
UK
www.easyfairs.com

MARCH

2nd – 5th **JAPAN**

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

9th – 11th **CHINA**

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

18th – 20th **VIETNAM**

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

22nd – 28th **SPAIN**

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

24th – 26th **GERMANY**

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

30th – 31st **FRANCE**

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

APRIL

2nd – 5th **USA**

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



100 Years Ago

From the *Mineral Water Trade Journal* of November 1909

Beverages supplied through lead pipes

There have been reports current, of late, in the metropolitan area that the conveyance of ginger-beer through lead pipes – a method which is pursued in certain London public-houses – is apt to result in the impurity of the beverage. In some cases drinks of this character are, we have been told, sold at a penny the glass! Perhaps, a case heard at the South-Western Police-court may induce another method to be resorted to, though it must in fairness be said to the landlord, in this instance, that, on discovering the possibilities of this method of distribution, he at once renounced it. The following is a report of the case:

George Gammon, landlord of the Selkirk Hotel, Selkirk-road, Tooting, was summoned, at the instance of the Wandsworth Borough Council for selling ginger-beer, containing metallic lead equal to 1.54gr per gallon, so as to render the article injurious to health.

Mr Burton Ward, prosecuting for the Council, said there was no suggestion that the addition of lead was done wilfully. The medical officer of health, owing to circumstances coming to his knowledge, sent out a circular letter to the defendant in common with other publicans, advising the discontinuance of a leaden pipe used in the service of ginger-beer, as it was calculated to cause lead poisoning among consumers of the beverage.

Sidelines in New Zealand

Many New Zealand cordial factories have added side lines to the usual manufactures of their trade. So many alien trades have 'cut-in' on the legitimate preserves

of the cordial-maker that this is regarded as a fair retaliatory move. The side lines taken up by makers in different localities are varied according to environment. The standard lines are sauces of different sorts, vinegars, pickles, all condiments, essences of coffee, culinary essences, fruit wines, candied peel and a few more.

Wise Dan

Dan, the distinguished dog actor, at present appearing at the Empire (London), is in his private life most strict in all his ways. Though he frequently calls for refreshments, nothing can persuade him to look at anything except ginger beer or lemonade.

"Be more particular ..."

"I only drank mineral waters." Thus John Parrott, a Thrapston labourer, by way of explaining his condition when appearing before the local magistrates on a charge of drunkenness. "Be more particular of the brew next time," said the presiding JP, in announcing to him that he had been fined half-a-crown.

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal* of November 1959

Control system for juice producers

For some months past, rumours have been circulating about the alleged importation of sophisticated fruit juice. It has been alleged that certain shipments of concentrated fruit juice arriving in this country have been sophisticated in the areas of origin by the addition of sucrose and other items so that the concentrated juice purporting to be of six-fold concentration is in fact below that concentration.

From reports of a meeting held at the end of last month in London, it appears that fruit juice producers are themselves now concerned about these allegations. The Comité de Liaison de l'Agrumiculture Méditerranéenne (CLAM) is an international organisation on which are represented the fruit juice producers of the Mediterranean countries.

At the recent London meeting of CLAM, the President announced that in order to combat the allegations, CLAM is setting up an international body of inspection and control. That body will regularly inspect factories in the producing areas and undertake, with the aid of Government-sponsored research bodies, the analysis of juices taken at random by their inspectors. Factories participating in this scheme will be bound to declare the true nature of their products and CLAM intends to issue to importers a list of all



juice-producing factories which agree to be subject to this control.

Vitamin soft drinks

For many years, there have been carbonated beverages on the US market, which have contained not only vitamin C but also other vitamins such as members of the B complex. Apparently, the Food Standards Committee, having regard to its comments on the possible addition of nicotinic acid to our products, stubbornly takes the line of "Tha canna do that there 'ere", which seems a pity. At the beginning of the 1959 summer a new American 'vitaminised' series was introduced with a considerable flourish in four flavours,

cola, grape, orange and root beer, all in carbonated form. According to the hand-outs, only the finest fruit flavours are used (though what kind of fruit Root Beer is based on I wouldn't know) while in addition to vitamins B1, B2, B6, B12 and C, iron and niacin are present.

The sponsors appear to be spending a very considerable amount of money to get this novel beverage going throughout the United States.

Advertising in America

IN an interesting talk given recently at a London symposium of the Incorporated Advertising Managers' Association, Mr J. Caiden, UK Advertising Manager of the Coca-Cola Export Corporation, spoke of advertising methods used in America and what could be learned from them here.

Talking of the slide film, he said that it is used as a selling tool and many American companies send their salesmen on the road equipped with a portable projector and screen. Almost every organisation or firm he visited in the States put their story over to him by this method ...

If the occasion requires, many feats of acting and stage management are performed in order to get a point over to an audience and ram it home. In his own company during a meeting, the subject of which was refrigeration, there was a bottle cooler on the platform. The speaker spoke about refrigeration and then said "if that cooler could talk ..." whereupon the lid of the cooler opened and a tape recorded voice from inside exclaimed "Gee but I can talk ..." and proceeded to give a lecture on the advantages of refrigeration. ■

bubbling up

A focus on equipment and services

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www.bpipoly.com

bpi.films - the UK's leading manufacturer of pallet stretch, shrink and converter films - has launched NOV8 an environmentally-friendly shrink film. bpi.films has engineered NOV8 to offer all the protection and performance of a conventional shrink film but from a thinner film thickness. This means users apply less film by weight to wrap a given pack and create less packaging waste. This reduced waste can be recycled rather than sent to landfill as NOV8, like many other bpi.films' products, is 100% recyclable.

Further, the use of solvent free plate making technology eliminates ozone damaging volatile organic compounds from the process. To ensure maximum on-shelf impact NOV8 has a high gloss finish and can be photo quality printed in up to eight colours for image depth and vibrancy.

Label innovation



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www.roystonlabels.co.uk

SPECIALIST self-adhesive label manufacturer, Royston Labels' innovative approach to label development has brought about a brand new innovation to add value to your products. The new, highly decorative process results in a label with a raised tactile effect which has a smooth, matt finish. Until now only a gloss tactile has been available. The process, which conveys exceptional quality and stand out on shelf, can be used to highlight specific details within the label design.

The sensory format has both decorative and functional benefits. Incorporating a matt tactile finish into elements of the label design significantly enhances its shelf appeal whilst areas of tactile varnish can also add grip to products that need to be squeezed.

Print & apply



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UK
Tel: +44 (0)1904 692333
www.logopak.com

A NEW range of self monitoring print & apply labelling machines giving advance warning of component failure and alerting service engineers automatically to any faults or maintenance needs, has been launched in the UK by Logopak International.

The monitoring software forms part of the new PowerLeap 3 control system developed for Logopak's 400 Series print & apply machines. It helps reduce the number of personnel required to supervise the labelling operation: the control can be programmed to alert service staff via an E-mail or text message to simple problems. The software also checks machine components to provide an early warning of potential problems.

Achieving 40-50 cases or shrink-wrap collations a minute, the 400 Series features a touch screen display, full database management facilities and is Ethernet compatible.

Vision sensor versatility



European Regional Office
Banner Engineering
Belgium
Tel: + 32 (0) 2 456 07 80
email: mail@bannereurope.com
www.bannereurope.com

WITH IP68-rated housing, PresencePLUS P4 OMNI sealed vision sensors from Banner Engineering withstand shock, vibration and washdown conditions. The durable nickel-plated aluminium housing of the new PresencePLUS P4 OMNI tolerates shock and vibration. Colour and gray-scale models are available, both including a comprehensive suite of inspection tools and nine language software capability. The self-contained unit does not require a separate controller.

The new Sealed PresencePLUS P4 Vision Sensor handles many applications, including: label alignment inspection; colour verification and matching; flaw detection; packaging inspection; assembly verification; fill level detection; adhesive bead inspection; vial stopper inspection; drilled hole inspection; orientation verification; part or model identification and error proofing.

New drum dumper



Flexicon (Europe) Ltd
Herne Bay, Kent CT6 7PH
UK
Tel: +44 (0) 1227 374710
email: sales@flexicon.co.uk
www.flexicon.co.uk

BULK solids handling specialist, Flexicon (Europe) Ltd has introduced a Drum Dumper, TIP-TITE™, that accommodates drums from 115 to 210L.

The drum platform is raised by a single hydraulic cylinder, creating a dust-tight seal between the rim of a drum and the underside of the discharge cone. A second hydraulic cylinder tips the platform-hood assembly and drum, stopping at dump angles of 45°, 60° or 90° with a motion-dampening feature. The vertically oriented cone mates with a gasketed inlet port fitted to the lid of an optional hopper with integral flexible screw conveyor or pneumatic pick-up adapter or to existing process equipment. A pneumatically actuated slide gate valve prevents material flow until the discharge cone has been properly seated in the gasketed receiving ring.

°Brix, CO₂, %TA On-line Analysis



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Email: sales@bellinghamandstanley.co.uk
www.bellinghamandstanley.com

B+S Process Instruments, a division of refractometer manufacturer Bellingham + Stanley Ltd has launched a new range of on-line IR Sensors for °Brix, CO₂, %TA (diet) and %ABV analysis.

No-moving-parts technology and the ability to install the sensors directly to the line provides significant savings when compared to pump driven bypass installations, both in terms of initial cost and routine maintenance. CIP is also performed without the need for special considerations to the sensor.

Single and multiple parameter sensors are available, providing the user with a myriad of system configurations.

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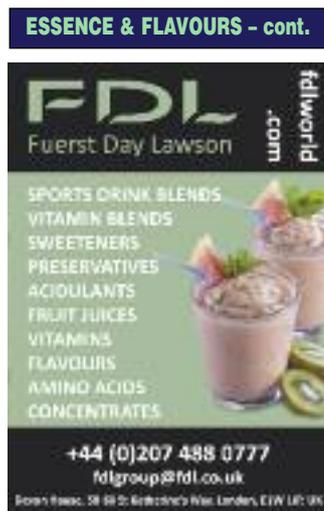
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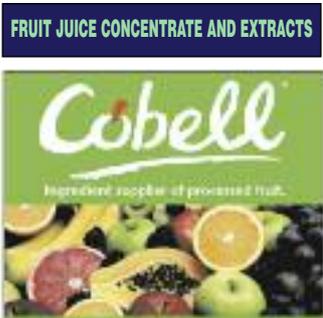
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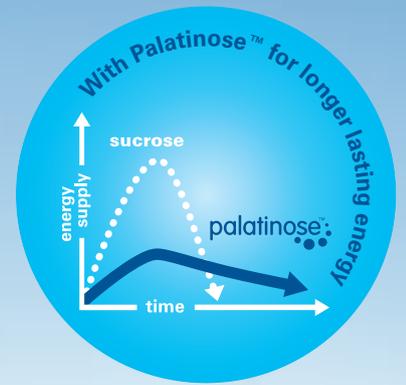
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