

Soft Drinks

International

THE GLOBAL BEVERAGE INDUSTRY MONTHLY

Read in over 100 countries

NOVEMBER 2010

SWEETENERS
Hi & Ni PREVIEW
PLASTIC PACKAGING
RTD TEA & COFFEE
BOTTLING & FILLING
MARKET REPORT - WEST EUROPE

WATERS ~ JUICES ~ ENERGY & FUNCTIONALS ~ CARBONATES

making the tastes people love

NATURALLY CITRUS!®

TRUE TO FRUIT. TRUE TO NATURE. TRUE TO LIFE.

cooling / lemonade / cheering / ooooooh / yummy / refreshing / tickling / fun

news

Europe	4
Africa	8
Middle East	10
Asia Pacific	14
Americas	16
Ingredients	19
Juices & Juice Drinks	22
Energy & Sports	24
Waters & Water Plus Drinks	26
Carbonates	28
Packaging	66
Environment	68
People	70
Events	72

regulars

Comment	2
BSDA	25
From The Past	73
Bubbling Up	74
Buyers' Guide	75
Classified	77

Front Cover: Courtesy of Cargill

Soft Drinks International

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

features**The Conundrum 30**

RTD teas and coffees face an uphill struggle to convert niche consumption to mainstream, reports Rob Walker.

Revitalising The Market 32

Wild's tea infusions offer a natural choice for added-value beverage concepts.

Relaxing And Energising 34

Oliver Hehn explains the health benefits of tea and tea extracts.

Stevia 36

With zero-calorie, stevia-sweetened beverages already available in the US, Cargill anticipates approval in the EU.

Sweet Innovation 38

State-of-the-art semi-industrial scale facilities at Tate & Lyle help customers avoid scale-up issues.

As Sweet As A Nut 40

Enhancing the benefits of coconut water..

Hi & Ni Europe 42

A preview of soft drink specific exhibits to be showcased at Health Ingredients and Natural Ingredients Europe, in Madrid, this month.

Citrus 48

Stephan Raker discusses how Symrise helps customers stay on trend by staying close to consumers.

Package Lightweighting 50

Reducing bottle weights can lead to unforeseen production and distribution problems, warns Scott Steel.

The Green Packaging Movement 52

Innovative plastics offer producers eco-friendly bottling solutions.

Niagra Bottling 54

Ultimate bottle lightweighting and high speed filling becomes a reality for water bottler.

Lightweight Preforms 58

Maximising weight reduction and safeguarding quality, the Netstal way.

Precision Wrapping 60

Safe palletisation of lightweighted bottles.

West Europe 62

The region recorded a lacklustre first half of the year, reports Richard Corbett.

Bridging The Skills Gap 64

A challenge for the drinks industry.

www.softdrinksinternational.com

CBST 2011
中国国际
饮料工业
科技展
 2011 CHINA
 INTERNATIONAL
 BEVERAGE
 INDUSTRY
 EXHIBITION
 ON SCIENCE &
 TECHNOLOGY

November 6-8, 2011

The Expo Theme Pavilion, Shanghai



Join to Harvest
 Join to Develop
 Join to Be Strong
 Join to Succeed



Organizer: China Beverage Industry Association
 Tel: 8610-84464668-806 / 805 / 804 / 803
 E-mail: lyn@chinabeverage.org
 Website: www.chinabeverage.org/cbst

**Published by**

ASAP Publishing Limited

Editor

Philip Tappenden

News Editor

Annette Sessions

Correspondents:

EUROPE

Gerard O'Dwyer

Lubomír Sedlák

Bernadette Tournay

ASIA & PACIFIC

Kelvin King

T. C. Malhotra

AMERICAS

Richard Davis

Market Analyst

Richard Corbett

Annual Subscription Rates (inc. postage)

EU Member State: £110, €150

Rest of World: £125, €170, \$200

Individual copies: £15, €20, \$27

Subscription Enquiries

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: subscriptions@softdrinksinternational.com

Editorial - News

A & S Editors

5 Gloucester Street,

Faringdon, Oxon. SN7 7JA, UK

Tel: +44 (0)1367 241660

E-mail: news@softdrinksinternational.com

Editorial - Features

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: editorial@softdrinksinternational.com

US Representative

105 South Fifth Street

Paris, Arkansas 72855, USA

Tel: 00 1 479 963 6399

Fax: 00 1 775 406 5643

E-mail: softdrinksjournal@msn.com

Advertisement Sales

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: advertising@softdrinksinternational.com

The challenge of choice

It's not often that we devote so many pages to one single event. But we feel our preview coverage of Health Ingredients Europe & Natural Ingredients 2010 Exhibition, from 16th to 18th November at Ifema – Feria de Madrid, Spain, is justified. When all is said and done it is ingredient choice which underpins the success of soft drinks. No wonder the likes of Coca-Cola, Vimto and Irn Bru keep their recipes a closely guarded secret, tucked away in company vaults.

Today the focus is on all-natural drinks, chiming with our austere times of growing your own fruit and vegetables and drinking and eating in a more healthy, wholesome fashion. The new all-natural, zero calorie sweetener, stevia, already approved in the US and on the cusp of EU approval, continues to create excitement. In this month's issue stevia is featured and you will read that the International Stevia Council has been formed to represent the interests of companies that process, manufacture and/or market stevia sweetener products.

There are functional opportunities not only in the obvious energy and sports nutrition categories but also in weight loss management and satiety, probiotics and prebiotics, age-related nutrition and health (cardiovascular, bone and joint, cognitive and mental function) and cosmeceuticals

Meanwhile the search for ever more exotic and functional superfruits high in antioxidants, such as baobab, continues. When it comes to new product development there is no excuse for producers not to get in their kitchens and start experimenting with new recipes.

The paradox here is that traditional drinks have experienced a revival. In difficult economic times the consumer has chosen tried and trusted brands. They are comforted by the value for money offered and are not willing to stretch the purse strings to try something new, no matter how much more exotic, tasty, hydrating or healthy the beverage might be.

Visitors to the show will have to scrutinise the costs as well as the efficacy of the ingredients exhibited. And as for that functional claim, be prepared to have it thoroughly investigated by European Food Safety's Authority's health claims legislation. The hurdles are not insurmountable, but they could well present a challenge.

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).

The entire contents of *Soft Drinks International* are protected by copyright and no part may be reproduced without written permission of the publishers. Whilst every effort is made to ensure that the information contained in *Soft Drinks International* is accurate, the editor and publisher cannot accept responsibility for errors, and the views expressed do not necessarily represent those of the editor or publisher. The fact that product names are not identified as trademarks is not to be taken as an indication that such names are not registered trademarks.

Late Bulletin

● **Coca-Cola GB** is to cease production of Malvern bottled water in the UK, after the firm announced it is to close the brand's UK bottling plant. The Worcestershire-based plant, which employs 17 full-time staff, will close due to cost and capacity issues. A spokesperson for Coca-Cola said: "This has been a very tough decision for us to take, particularly given the hard work and commitment shown by our staff at Malvern."

● Good weather in Europe helped bottled water rivals **Danone** and **Nestlé** to report "unusually strong" results for the third quarter of 2010, an analyst has said. "Both companies reported unusually strong Q3 performances in water," independent analyst James Amoroso told just-drinks. "Whilst Nestlé was less specific about the effects of weather, Danone did mention the positive impact in Europe and this will also have benefited Nestlé," he said.

● **Nestlé Waters** has recorded an increase in sales for the first nine months of the year, driven by share gains in key markets. For the January to September period, sales reached CHF7.3billion (US\$7.47billion), representing organic growth of 4.3% and 'real internal growth' - Nestlé's figure to measure growth achieved without external funding and excluding pricing, currency exchange and acquisitions - of 4.6%.

● **Ocean Spray** has reduced its cranberry crop forecast for 2010 as a result of lower yields due to poor weather conditions in its main growing area. The US-based cooperative said that previous forecasts, as recently as September, were "optimistic" and that it now expects a drop of over 6% compared to previous industry estimates. A spokesperson for Ocean Spray said it estimates the industry surplus to be "only about 600,000 barrels" as it heads into this season's crop harvest.

● **Britvic** is to restructure its operations in Ireland as sales in the country continue to slide. The company said that Ireland continued to represent a "harsh macro and consumer environment" as local revenues dropped by 5% for the 12 months ended 3rd October. While grocery market volumes in the country were up by 4.7% in Ireland, value dropped by 5.6%. Convenience volumes remained flat and value was down by 8.9%. As a result, the Mountain Dew producer said it will restructure its Irish operations in order to benefit from a "future return to favourable market conditions".

● **Danone Waters** has posted an increase in third-quarter sales and confirmed its full-year targets for growth. For the three months to the end of September, sales in the firm's waters division climbed 17.4% to €786million (US\$1.10billion) and 8.7% on a like-for-like basis, the strongest since the fourth quarter of 2007, the bottled water firm said.

● **Charlie's Group** has signed an agreement with **Coles**, the Australian supermarket chain, to supply 11 of its beverages to 750 stores throughout the country. The range is spearheaded by Charlie's Old Fashioned Lemonade and includes several variants of the brand's Spirulina Smoothie. The deal is expected to boost Charlie's earnings substantially and to increase the group's fruit purchasing in both Australia and New Zealand. A public company listed on the New Zealand Stock Exchange, Charlie's has invested heavily in fruit processing facilities in the Riverland region of South Australia. For the year to June, in which it achieved record earnings, the company reported 39% sales growth in Australia and 33% in markets outside Australasia.

www.just-drinks.com

Business Knowledge Providers



connecting compETence®

PLASTICS · ENGINEERING · TECHNOLOGY

PETnology Europe 2010

XIII. Strategy and Technology Conference for the PET Packaging Industry

November 8-9, 2010, Nuremberg

prior to Brau Beviale

www.petnology.com

Conference Organiser

PETnology/tecPET GmbH

P.O. Box 120 429

D-93026 Regensburg, Germany

Phone: +49 941 870 23 74

Fax: +49 941 870 23 73

conference2010@petnology.com



economical cap solutions



Keeping our customers in the lead



Energizing Chemistry



SWISS MADE



Discover Bulkmatology™ The Nature of Bulk Material Handling



Customers. The core of our innovation



PRECISION SENSING



With 100+ Jahre Tradition



valve technology



SUPPORTING ORGANISATIONS:

Brau Beviale 2010



Media PARTNERS:



the home of plastics



VERLAG W. SACHTLACH



THE GLOBAL BEVERAGE INDUSTRY MONTHLY

Europe

Carton manufacturer restructures Nordic operations

A&R Carton has finalised the closure of its production unit in Skjeberg, Norway. All production has been moved to what the company says is its more efficient and specialised A&R Carton units in Sweden, Estonia and Germany. The Norwegian market will be maintained by a sales office and warehouse in Skjeberg. The production unit in Lund, which is currently A&R Carton's largest, with a turnover this year of about €50 million, has taken over some of the Norwegian production.

The company has invested some €9 million in Lund over the past two years. "To further support the A&R Carton growth on the Nordic market, the A&R Carton Board of Directors decided to invest in a flexible offset press specially made for efficient production of short order sizes and fast delivery in one of the Nordic units. This is a very clear trend within many segments", explained Per Lundeen, CEO.

In addition A&R Carton has introduced an Innovation Room where the company's development teams and specialists meet with customers to innovate and develop new packaging solutions. Ralf Mack, formally from the Business Area Branded Packaging, has been appointed Group Innovation and New Product Development Manager.

Nutritional gain

ROYAL DSM NV, the global life sciences and materials sciences company headquartered in the Netherlands, has acquired the US company Microbia Inc of Lexington, Massachusetts, from Ironwood Pharmaceuticals Inc.

Microbia is a successful industrial biotechnology research and development specialist. The company has developed a highly effective technology platform that enables it to produce high-quality, natural carotenoids (including -carotene and canthaxanthin), nutritional products and other specialty materials and chemicals from renewable resources.

Leendert Staal, President and CEO of DSM Nutritional Products, commented: "The acquisition of Microbia represents a significant step for DSM in our strategy to accelerate our innovation activities in natural products and fermentation processes. This acquisition allows us to expand our product portfolio as well as our research and development capabilities."

GEA streamlines

THE GEA Group has combined the operational activities of its subsidiaries GEA Westfalia Separator Production GmbH and GEA Westfalia Separator Systems GmbH through mergers with GEA Westfalia Separator Process GmbH into one new company - GEA Westfalia Separator Group GmbH.

This restructuring will lead to a sustained increase in the transparency of the development and sales processes. "Shortening response times means that we can signifi-

cantly improve the position of GEA Westfalia Separator Group GmbH on the world market which is still impacted by the capital market crisis," Hildemar Böhm, President of the GEA Mechanical Equipment Segment, explained.

"We will dismantle bureaucracy and consequently speed up internal and external processes for the benefit of our customers. In this way, we can substantially improve our time to market in an increasingly competitive environment," added Markus Hüllmann, Managing Director responsible for sales in the new company.

CO2 investment

AIR Liquide, a European leader in the carbon dioxide market, has announced that it is investing nearly €10 million in a new carbon dioxide recovery and liquefaction plant at the Wisington, UK site of British Sugar. The plant, scheduled for commissioning next summer, will be able to recover up to 70,000 tonnes of carbon dioxide per year coming from natural fermentation processes.

Commenting on the investment and partnership with British Sugar, Sylvie Villepoux, Managing Director for Air Liquide UK, said it would enable Air Liquide to strengthen its supply chain and meet the growing needs of its customers. It will also significantly improve the whole supply chain for the British market.

Gino De Jaeger, Managing Director for



British Sugar UK & Ireland, said: "We are delighted to partner with Air Liquide UK on this exciting project. As leaders within our respective markets, we can guarantee the secure supply of carbon dioxide competitively whilst creating value for carbon dioxide for both businesses within the UK."

www.softdrinksinternational.com

Velcorin agreement

LANXESS Deutschland GmbH and DrinkStar GmbH, Rosenheim, Germany, have agreed that, effective 1st January 2011, DrinkStar will take over sales and technical support for Velcorin customers throughout Germany, Austria, Switzerland, Scandinavia and the East European region.

Excluded from this agreement are multinational groups that operate in more than one sales region. From 1st January 2011, Lanxess will look after these customers direct.

Under this arrangement, DrinkStar will provide the technical service for Velcorin product technology on behalf of Lanxess. DrinkStar GmbH, a fully owned subsidiary of Symrise GmbH & Co KG, Holzminden, is a trading company which specialises in the sale of licenses for non-alcoholic beverages under the brand names deit, Frucade, TriTop and Gröbi and the cold sterilisation agent Velcorin.

BIS E.M.S GmbH of Cloppenburg, Ger-

many, a multidisciplinary company working in the field of plant engineering and maintenance, will continue to focus on the production, service and further development of the Velcorin DT dosing units in close cooperation with Lanxess. The two partners have signed an agreement to this effect covering several years.

The Lanxess Material Protection Products business unit produces Velcorin at its German sites in Dormagen and Uerdingen.

Velcorin provides protection against harmful microorganisms in non-alcoholic beverages without affecting the taste, odour or colour of the drink. The ingredient is added to the beverage during production. It performs its antimicrobial function straight away and then degrades completely into tiny amounts of methanol and carbon dioxide, which are natural components of fruit juices and fruit-juice-based beverages. When it reaches the consumer, the stabiliser is no longer present in the drink. The US Food and Drug Administration and the World Health Organisation's Joint Expert Committee for Food Additives have both documented the positive effect of dimethyl dicarbonate in the stabilisation of beverages.

Nestlé forms new entities

FROM its headquarters in Vevey, Switzerland, Nestlé has announced the creation of Nestlé Health Science S.A. and the Nestlé Institute of Health Sciences. These two separate organisations will allow Nestlé to develop personalised health science nutrition to prevent and treat health conditions such as diabetes, obesity, cardiovascular disease and Alzheimer's disease.

Nestlé Health Science SA, a wholly-owned subsidiary of Nestlé S.A., will become operational on 1st January 2011. The new company will be run at arm's length from Nestlé's main food, beverages and nutrition activities, and incorporate the existing global Nestlé HealthCare Nutrition business, which had a turnover of CHF 1.6 billion in 2009. Luis Cantarell, the company's designated President and CEO, will report to Paul Bulcke in his capacity as Administrateur délégué of the Board of Directors of Nestlé Health Science SA, which is chaired by Peter Brabeck-Letmathe.

The Nestlé Institute of Health Sciences will be part of Nestlé's global R&D network. The Institute will be run by Emmanuel E Baetge, former Chief Scientific Officer of ViaCyte, a biotech company based in San Diego, who will report to Nestlé Chief Technology Officer Werner Bauer and a Steering Committee composed of both Nestlé and external members.

Nestlé says it will invest hundreds of millions of Swiss francs over the next decade to build a world-class Institute of Health Sciences, which will conduct research in relevant areas of biomedical science to translate this knowledge into nutritional strategies to improve health and longevity. The Institute will be based in the multi-disciplinary scientific environment of the Swiss Federal Institute of Technology (EPFL) in Lausanne, where Nestlé is already involved in two life science initiatives.

Nestlé CEO, Paul Bulcke, said: "The creation of Nestlé Health Science S.A. and the Nestlé Institute of Health Sciences is the best way to focus our attention and organise our unique capabilities and competencies to seize this promising business opportunity. The new set-up will give us a pioneering and leading role in this entirely new industry, while at the same time allowing us to keep the necessary focus on Nestlé's extremely important food, beverages and nutrition business, as embodied by our binding promise of Good Food, Good Life."

Send your news to:
news@
softdrinksinternational.com

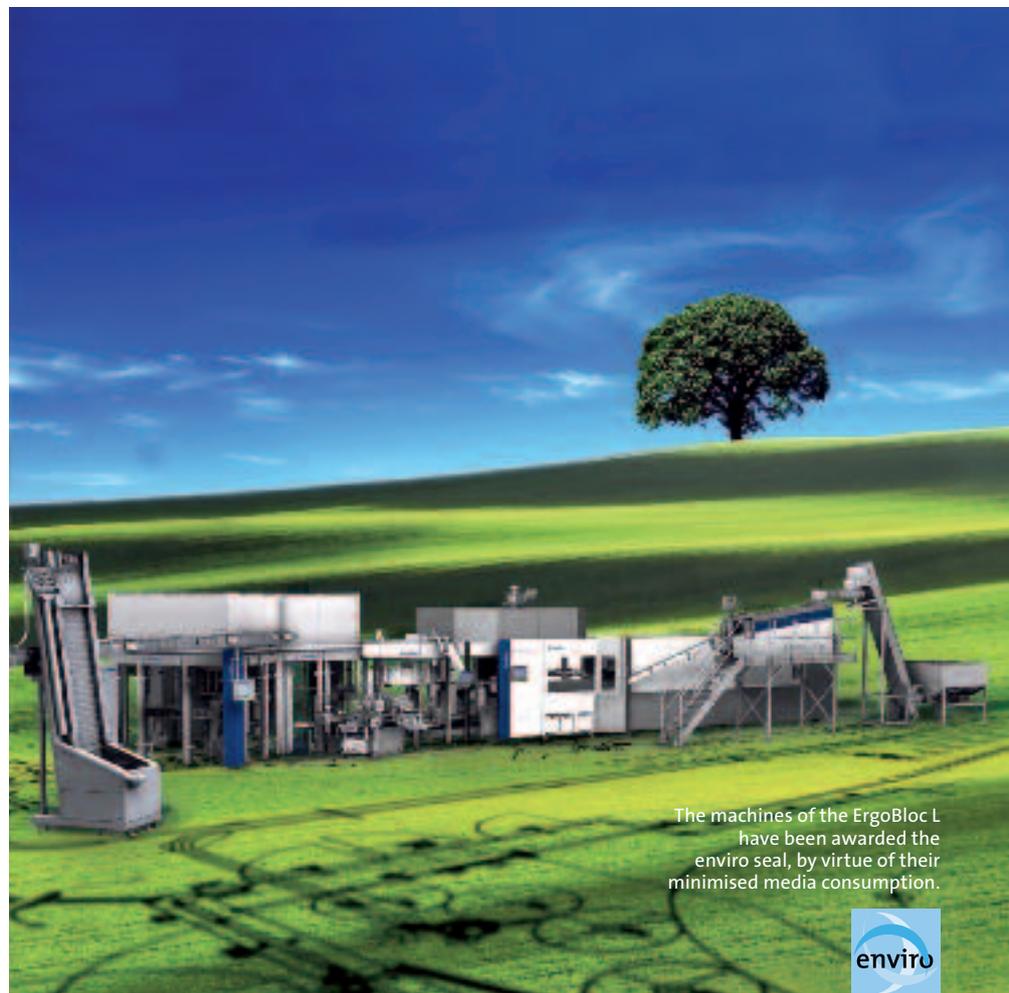
Water treatment purchase

AMPLIO Filtration Holdings Ltd has acquired Environmental Water Systems (UK) Ltd (EWS), water treatment specialists in the design, manufacture, service and supply of water treatment, water purification and waste water recovery systems. Based in Cheddar, UK, EWS has a turnover of more than £4.2million.

Formed in 2002, Puresep Technologies, the other member of the Amplio Filtration Holdings Group, has over 300 clients, an experienced team and revenues of £3.7million. Puresep provides a range of conventional and leading edge water treatment and

process filtration systems to blue chip organisations such as Britvic Soft Drinks.

Vince Payne, Managing Director of Amplio Filtration Holdings, said: "This partnership allows both Puresep and EWS to continue to innovate and grow as technology leaders and major players in the healthcare and industrial markets. Further investment means both EWS and Puresep can continue to build on current growth with programmed development of innovative products. We will continue to bring to market products and solutions that customers require to achieve the competitive advantage they desire in these particularly challenging times."



The machines of the ErgoBloc L have been awarded the enviro seal, by virtue of their minimised media consumption.



You want it? We build it!

No one knows your plant better than you yourself. That's why we customise our lines to suit your visions – never the other way round. Just tell us your destination: we'll find the route, supply the equipment, and stay with you until you arrive where you want to go. There's only one thing you'll never get from us: limitations. Because you are the sole arbiter of what's possible.
www.krones.com

We do more.

 **KRONES**

Africa

Sidel sets up in South Africa

WITH business booming in Southern Africa, beverage packaging solutions specialist Sidel Group has opened its own office in Johannesburg, aiming for further growth and to boost support of existing clients.

Sidel celebrated the opening by organising a customer conference under the banner of 'Sustainability in Packaging'. This featured a number of key speakers from the industry.

The new office will anchor sales and customer support not only in South Africa but also Namibia, Botswana, Zimbabwe, Zambia, Malawi, Tanzania, Mozambique, Lesotho and Swaziland.

"The decision to create Sidel South Africa epitomises our commitment to the whole region to supply nearby support to our already large installed base and to accompany the growth of beverage manufacturers," noted Mart Tiismann, the group's President and Chief Executive.

He pointed out that Sidel had already



been in South Africa for about 30 years, working through its agent. "Establishing our own local company is a first step in strengthening our local presence for greater responsiveness and stronger support to our local customers.

"We also plan to bring additional resources onboard soon in order to offer more service capabilities and competences."

Sidel currently has an installed base of more than 400 pieces of equipment in Southern Africa. The group offers complete bottling solutions, including package design, line engineering, packaging machines and related services.

Biodisc water from Nigeria

AS official recognition of CAM – Complementary and Alternative Medicine – gains pace in Nigeria and elsewhere in Africa, students at a college specialising in CAM degree courses have created a bottled biodisc water which is marketed commercially.

Sales are said to be strong. While initially this might have reflected a degree of novelty, it seems the product is respected because of both its wellbeing claims and its association with the reputable college.

CAM has a good foundation in Nigeria, partly because of the still-extensive use of traditional medicine throughout much of the country. The Federal College of Complementary and Alternative Medicine's campus is in Abuja, Federal Capital Territory. It was established under federal government auspices, based on an extensive investigation of CAM in Nigeria and other countries by an expert panel, which led to approval of both profes-

sional education in this field and practising.

Students called on their learning and on the biodisc concept to create the FEDCAM Biodisc Water. Regarded warily by some, a biodisc is described as a natural energy-generating device which produces 'scalar' energy frequencies, delivering energised water.

The college lists the benefits of its biodisc water as refreshing and rejuvenating, giving improved energy levels, enhanced harmony levels, stress reduction, increased mental awareness, enhanced water and nutrient uptake, sleeping improvement, detoxification enhancement, pain relief and reduction in jet lag effects.

The product's launch was attended by the Minister of State for Health, Alhaji Suleiman Bello, who praised the water's effectiveness. He is a former nurse, nursing educator and medical administrator.

Clover to list

KEEN to raise funds for further expansion, South Africa's Clover group, a major dairy and juice producer, is looking at the possibility of an initial public offering, complemented by a listing on the Johannesburg Stock Exchange. It has appointed Rand Merchant Bank, a division of FirstRand, which is one of South Africa's biggest banking groups, to advise on the prospects of an IPO and lead it should this proceed.

While no decision had been made at our deadline, comments from Clover Chief Executive Johann Vorster suggested this would be forthcoming before the end of the year. Some analysts have suggested the IPO and listing might happen during calendar 2010 but others feel this would allow too little lead time.

Owned largely by its milk suppliers, Clover has changed its articles of association so that a wider shareholder base can be built up, an essential prelude to an IPO. Currently the milk suppliers hold some 85% of the company's shares, with the remainder held by management.

At the beginning of this year, Clover cashed in on its joint venture with Danone, selling its 45% stake to its partner. Danone took the running on the JV break-up, as part of its plans to develop African operations substantially, but Clover gained a little over R1 billion which it used to reduce debt, improve production facilities and strengthen its distribution network. This has added value to the company which should be reflected in the IPO.

Clover's own and licensed juice and related soft drink brands include Tropika, Clover Krush, Aquartz natural and flavoured waters, Clover Nectar, Capri-Sun and Manhattan Ice Tea.



A Clover Krush promotion from earlier in the year.

In brief...

● The 2010 Gary Player Invitational, presented by Coca-Cola, will be held at The Links at Fancourt in George, Western Cape, from 18th to 21st November. This is billed as South Africa's premier charity golf event.

To advertise...

email: advertising@softdrinksinternational.com

or call: +44 (0)1202 842222

Download the SDI Media Pack from www.softdrinksinternational.com

be fit

extracts for body & brain

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 "be fit - extracts for body & brain". It specifically highlights the advantages of Tea and Herbal Extracts: Fantastic taste and valuable functional benefits, as well as new formulation and positioning opportunities. The "be fit" 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 "be fit" and find out how Tea and Herbal Extracts can upgrade your food and beverage products.



HEALTH INGREDIENTS
EUROPE

Visit us at Hall 9, Stand P52
Nov 16th - 18th, Madrid



the nature network®

Tel.: +49 9163 88-450
www.martin-bauer-group.com
welcome@plantextrakt.com

Bralirwa IPO going ahead

RWANDA's offering of government shares in Bralirwa, the country's biggest soft drinks bottler and brewer, is proceeding despite some delays. The IPO hold-up has been attributed to national elections and the budget process, according to the Capital Market Privatisation Committee which is responsible for the government's sell-off of private sector assets, a policy aimed at increasing private investment generally and encouraging further corporate development.

As reported earlier, the government is now divesting its entire 30% stake in Bralirwa. Five per cent will be bought by Heineken, boosting the international group's majority stake in the company to 75%. The remaining 25% will be sold via the IPO, with market interest running high. The government is keen to involve as many people in the process as possible, rather than selling primarily to major investors.

Government shares in at least two other big companies are also being considered for sale at present, most likely via an IPO mechanism.

Bralirwa will be listed on the nascent Rwandan over-the-counter (OTC) market. This is being boosted gradually through cross-listing of Kenyan companies. Two have

Brands on wheels

SOUTH African advertising and marketing group Primedia Unlimited already has an interesting variety of specialist divisions, such as branded shopping trolleys, so there should perhaps be no surprise that it has taken the concept of fleet branding in a different direction by offering individual car-owners the chance to earn some money.

Like most of Primedia Unlimited's other promotional media, bandyourcar.com seems likely to be well utilised by soft drinks companies.

It's a simple, straightforward formula: car-owner signs up to a database indicating will-



Bralirwa production locations, Rwanda.

already been licensed to cross-list and at least five others have expressed interest.

ingness to have his or her car wrapped in an overall branding. Advertisers in turn check the driver demographics, the vehicle, driving habits (where, more than how) and home base.

"For advertisers we've created an exclusive, mobile platform within environments where typical consumers spend time," said Reinhard Korb, Executive Head of Sales. "Not only are we unlocking the potential for brands to access consumers in these environments, we're enabling the owner of the vehicle to effectively add additional income in challenging economic times."

He claims that for advertisers it is an affordable option to enter the world of outdoor advertising without having to deal with typical restrictions such as limited site availability and council approvals. And the database details mean driver and advertiser can be matched closely.

"These drivers are already the brand's target audience, plus they get to become brand ambassadors whilst travelling their regular routes, going about their daily activities," said Korb. "To maximise exposure, we could further incentivise these drivers to use the medium tactically, for instance by ensuring their presence at shopping centres and sport events at specific times."



A mobile sign for Coca-Cola is one suggestion on bandyourcar.com

NEWS • NEWS • NEWS • NEWS • NEWS • NEWS

– Business news – Product news

Global reach!

*SDI is read every month in more than 100 countries.
News about your business or product is always welcome.*

Send press releases to: news@softdrinksinternational.com

NEWS • NEWS • NEWS • NEWS • NEWS • NEWS



WILD TEA

You are looking for natural premium quality ingredients for great tasting tea drinks? With profound raw material, process and application expertise, WILD offers natural tea extracts,

tea flavors and tea-based compounds designed to add a freshly brewed taste sensation to your innovative iced teas. Discover the WILD tea sensation. www.wild.de



**WILD – Innovative Solutions for the Food and Beverage Industry:
Ingredient Systems, Flavors and Extracts, Colors and Process Technology**

Middle East

Aquafina supports conference

PEPSICO International stepped up to support Saudi Arabia's Third National Quality Conference, organised by the Saudi Arabian Standardisations Organisation. It provided sponsorship through its Aquafina bottled water brand.

Held in October, the conference was a major event under the royal patronage of King Abdullah Bin Abdul Aziz Al Saud, involving speakers and other participants from Europe, the United States and Japan as well as the KSA.

Organisers pointed out that the royal patronage reflected the government's interest in quality management, to build stronger foundations for the development of Saudi industry in all sectors.

"We at PepsiCo International see this occasion as an opportunity to contribute towards raising awareness of quality concepts and correct methods of applying this," said PepsiCo GCC Executive Ibrahim Binaquil. He noted that the conference was also "a chance for us to emphasise the responsibility of senior management in adopting TQM (total quality management) and requiring all staff to produce within a high standards environment".

Nestlé lifestyle videos

HEALTH and lifestyle instructional videos with Arabic soundtracks are being produced by Nestlé Middle East in collaboration with Howcast Media. Howcast is also helping Nestlé integrate content into its regional website.

"We are committed to building meaningful long term relationships with our consumers," said Rakan Brahedni of Nestlé Middle East. "Doing so requires that we go beyond the commercial aspect of this process and establish a foundation that is deeper, and ultimately more beneficial to the consumers themselves.

"Having Howcast's videos on our regional website is a crucial contribution to our efforts of entertaining and educating our consumers on topics that not only have relevance to our brands but also to their personal interests as well."

Howcast Media's Jason Liebman said, "Nestlé recognises that every company is now becoming a media company, providing information to consumers and constituents throughout a variety of channels".

Soft drinks plant for Baghdad

A DELEGATION from a US-Turkish company visited Iraq recently to discuss with the Baghdad Investment Commission its hopes to secure land for building a soft drinks plant and a factory to produce gypsum. A statement from the commission said the soft drinks facility would be for Pepsi products.

Pepsi has a long history in Iraq. While the relationship with PepsiCo was strained in the latter days of the Saddam Hussein dictatorship, because of Pepsi containers being used for other beverages, sales of the genuine drinks soon rebounded after the regime change. The commission's statement said the delegation was looking for 16 hectares of land to allow construction of the two factories and a compound for construction personnel.

The Baghdad Investment Commission was formed in January 2008, through a vote in the first session of the Baghdad Provincial Council. It grants investment licences, encourages and assists with investment planning, allocates land



for projects such as the soft drink plant and works with local and national government agencies.

Since the political situation in Baghdad moved towards normalisation, international investment opportunities in the region have attracted considerable interest, especially from Turkish and American interests. Until the fall of Hussein, US companies were unable to do business in Iraq because of international sanctions, meaning they more or less had to start from scratch.

US companies have been heavily involved in the reconstruction of Iraq, with much of the work funded by US government agencies.

Water coolers in taxis

Al AIN Mineral Water, which produces a range of bottled variants, has partnered with the Dubai Taxi Corporation (DTC) and Dubai's Roads and Transport Authority (RTA) to install mini water coolers in the emirate's taxis. The project's initial testing phase sees the coolers fitted to 350 taxis which work airport ranks.

"The company will provide these mini water coolers along with water bottles for use in our taxicabs and the performance of the operation will be monitored with a view to improving the service offered," said Abdul Aziz Malik, DTC's Chief Executive. "All water bottles to be sold through this service will bear the logo of the RTA and Dubai Taxi, together with the customer service telephone numbers."



A Dubai taxi – now with mineral water for passengers.

Malik explained the cost of water bottles would be added to the meter charge, to avoid potential irregularities. DTC is tracking sales daily, with a weekly financial report measuring the project's success during the trial period.

Al Ain Mineral Water is fully owned by Emirates Foodstuff and Mineral Water Company.

Georgian juice plant renovated

INVESTMENT by the Millennium Challenge Georgia Fund has allowed Gori juice producer Geoconcentrate to expand its plant, installing new packaging equipment and improving other systems.

As well as fruit juices, Geoconcentrate also produces traditional marinated vegetables, canned vegetable salads and a variety of jams and preserves. The juices and other lines sell not only in Georgia but also in the United States, Europe, Israel and elsewhere. Most of the lines are marketed under the

Kula brand name.

While some of the automated equipment now installed in the plant replaces hand-processing, the plant's renovation has not led to any layoffs. Instead, over 40 new jobs have been created as production increases, while some 300 extra farmers are now supplying fruit and vegetables.

Gori is capital of Georgia's Shida Kartli region and was the birthplace of Joseph Stalin. The city was severely damaged during the recent South Ossetian War.

The Millennium Challenge Georgia Fund was set up jointly by the US Government aid agency Millennium Challenge Corporation and the Government of Georgia. It is now funded by the MCC and other aid agencies.

Dubai Drink Technology Expo

The Premier Specialized Event
for the **Beverage Industry...**
Liquid + Technology

13 - 15 December 2010
Dubai International Convention & Exhibition Centre

www.drinkexpo.ae

Exhibitor Profile

Packaging & Filling	Soft Drinks
Bottling & Labelling	Energy Drinks
PET & Moulding	Juices
Closures	Milk & Dairy Products
Cooling & Dispensers	Tea
Water	Coffee



Organised by



Strategic Partners



United Arab Emirates
Ministry of Economy

Associated with



Supported by



INDEX® Conferences & Exhibitions Organisation Est.

P.O. Box: 13636, Dubai - United Arab Emirates | Ibn Sina Bldg. #27 Block B, Office 203 | Dubai Healthcare City

Tel: +971 4 3624717 | Fax: +971 4 3624718 | E-mail: drinkexpo@index.ae

Street Heroes Oman

REFLECTING the interests of many young people in its target demographics, Red Bull sponsorship includes a variety of 'street' activities, among them inline skating. Skaters increasingly share the road with motorists in many cities, showing an element of creativity and flexibility denied to the drivers of cars or trucks.

Red Bull Street Heroes celebrates this prowess, while seeking to encourage safety and responsibility.

This was seen recently in Red Bull Street Heroes Oman, held in Souk Matrah, Muscat, where young riders competed to strut their stuff against fellow experts. In its promotion of the event, Red Bull called on college and university students to register, then video the event, edit it impressively, and enter a competition for best coverage.



Riders and competition marshals in Muscat. Photo: Shaquil Al Boulouchi.

Looking for buyouts

FRUTAROM, the global food flavouring and ingredients group whose headquarters are in Haifa, Israel, is on the lookout for new acquisitions. The group is heavily involved in the soft drinks sector, supplying ingredients to both small and large beverage manufacturers, including the Coca-Cola group. Nestlé is another key client.

Ori Yehudai, the company's Chief Executive, said recently that while Frutarom was interested in assessing all opportunities, it was particularly interested at present in North America, South America and Asia. The group was currently in discussions with several takeover possibilities, he said, and one or more acquisitions were likely in the next six to 12 months.

As we have reported, Frutarom has made several corporate purchases in the past two years. Around 80% of its production is now outside Israel, as are about 90% of its sales.

Yehudai has dismissed suggestions that Frutarom itself might be vulnerable to takeover, pointing to its buoyant sales, high equity, limited debt and continuing growth. "The company's strong capital, its low debt level and the positive cash flow it generates will enable us, combined with support from leading banks, to continue to implement acquisitions."

Frutarom would, he said, act "decisively" on its "rapid growth strategy which combines organic growth and strategic acquisitions and the two together will allow us to again double our sales turnover in the next four years to approximately US\$1 billion".

Mo'men looks to IPO

IN Egypt, Mo'men restaurants – bannered as 'The Sandwich Company' – seem to be everywhere. And if that's not actually the case, it will seem even more so as the group expands both through new store openings and acquisitions.

Mo'men, which is a very big retailer of soft drinks, also has outlets in Bahrain, Libya, UAE and Sudan, with the first Qatar store scheduled for opening early next year and entry to the enormous Saudi Arabian market now in planning with a 2012 first store target. The group has also identified Malaysia as having solid potential for Mo'men and other group brands, with plans to buy an existing chain already progressing.

Revenue growth and profitability have led to Mo'men considering an initial public offering, probably late next year. One trigger for this has been the impressive success of soft drinks and food producer Juhayna's IPO earlier this year, as we reported. That offering was over-subscribed, proving that the market was again ready for such developments after a two-year financial pause.

As well as Mo'men, the group operates Three Chefs and Planet Africa outlets, while the Three Chefs brand is also utilised for packaged food lines.

Planet Africa, with an African safari decor theme, is renowned for its mocktails, based on fruit juices and carbonated beverages. Mo'men is a family name but fortuitously also means faithful in Arabic. The first restaurant was opened in Heliopolis, Cairo, in 1988.

Egyptian Open 2010

COCA-Cola has gained substantial brand exposure in Egypt through its recent sponsorship of both the Egyptian Open 2010 and the earlier Egyptian Amateur Open.

The Egyptian Open 2010 presented by SODIC (the naming rights sponsor is a major development company) was played at the JW Marriott, Mirage City Golf Club, drawing players from Egypt and elsewhere in the Middle East. International participants included Egyptian Amateur Open winner Jack Senior and runner-up Eddie Pepperell, both of England, whose triumph in that event qualified them for the major tournament.

As well as being a sponsor, Coca-Cola was also the official soft drink for both



Ayman Hussein presents the Egyptian Amateur Open trophy to Jack Senior, sponsor logos prominent in the backdrop.

events, lining up with a large number of other brands and corporate supporters. "We are delighted as to how the 2010 tournament has been received by the local and international business community," said Ayman Hussein, Chairman of the Egyptian Golf Federation.

There's more on the line than your bottom line.

To us, it's elementary.

Your customers depend on you to provide a safe, high-quality product that tastes great. That's what you can give them with SLENDA® Sucralose from Tate & Lyle. We refuse to compromise when it comes to setting the standard for quality, reliability and consistency. Our customers wouldn't have it any other way. Would yours?



© Tate & Lyle 2010 SLENDA® and the SLENDA® logo are trademarks of McNeil Nutritionals, LLC.

To see all our elements in action, visit www.splendasucralose.com

TATE & LYLE

Asia Pacific

Binh Duong draws foreign investment

NOT so long ago, Binh Duong Province in southern Vietnam was known largely for its excellent vegetables and other crops, much appreciated by residents of the sprawling Ho Chi Minh metropolis (Saigon as was) adjacent to the then largely rural province.

Binh Duong's cropland, fed by the Saigon River and other waterways, is still very much in production, but the province has evolved in the past decade as foreign investment poured in to help develop manufacturing and processing infrastructure. Soft drinks producers are well represented in this process and there are indications that others will follow.

The provincial government is very business-friendly and eager to assist with getting projects under way. Provincial headquarters are in the pleasant city of Thu Dau Mot, on the banks of the Saigon



Thu Dau Mot, Binh Duong's capital.

River upstream from Ho Chi Minh City. This city has itself grown significantly in recent years.

Among beverage plants established in Binh Duong is a US\$60 million project in the Ben Cat district commissioned by Kirin Acecook Vietnam Beverage Co, a Japan-Vietnam joint venture. This produces primarily juice-, tea- and milk-based soft drinks. Acecook Vietnam has other manufacturing facilities in the province.

PepsiCo, whose expansion plans in Vietnam we reported in an earlier issue, has a new foods plant in Binh Duong.

City of Adelaide in a bottle

THE age-old tradition of the 'ship in a bottle' has been resurrected by Adelaide soft drinks producer Bickford's Australia. On its website (www.bickfords.net) the company is featuring a pattern of the historic clipper ship 'City of Adelaide' which can be printed off, trimmed and assembled as a model. It is designed to fit into a Bickford's juice bottle.

Targeting younger consumers, the project has a wider significance as part of the enormous interest in South Australia to return the historic clipper, now in Scotland, to Adelaide. The aim is to develop a City of Adelaide Seaport village as a jubilee project to celebrate South Australia's 175th birthday in 2011.

For Bickford's, supporting this aim is natural. The ship actually hauled Bickford's products to the UK in its heyday. Bickford's Australia traces its history back to 1874, producing premium cordial and aerated drinks.

Tianyi looks to expand customer base

FCOJ (frozen concentrated orange juice) supplier Tianyi Fruit Holdings has signalled that it is keen to expand its customer base, mainly to keep up with increased output. The Tianyi group has a number of subsidiaries which also grow and market whole-fruit oranges, as well as a variety of other fruit-based products such as fillings, powders, puree, fruit sac and pulp.

Tianyi, which is listed on the Hong Kong exchange, is a big player in the Chinese fruit beverage market.

The group's FCOJ division is believed to have been talking with PepsiCo which is expanding its non-carbonated beverages in China. Tianyi already supplies Coca-Cola,

also on the growth trail with its juice beverages, but sees no conflict. A company spokesperson has stressed that any deal with PepsiCo would not cut out Coca-Cola, observing wryly that "in the long run, we can't just rely on one big customer".

Tianyi operates under the Summi and Shangguo brands and is also involved in beverage production through its powders and other lines, in addition to FCOJ.

The group reported a 42.1% increase in revenue and a remarkable 120.3% revenue growth for the year to 30th June. It attributed this to offering more products, expanding its orchards and the extra capacity provided by its new plant in Chongqing.



Tianyi Fruit Holdings' Summi factory.

Analyst gives Tingyi thumbs up

AN analyst for Taifook Securities Group, whose corporate assessments are highly regarded in Hong Kong, Macau, mainland China and Taiwan, has described the big Tingyi soft drinks and noodles group as an "industry leader" which "continues to outperform".

As reported in our last issue, Tingyi recently bought a further 8% stake in Tingyi-Asahi Beverages Holding Co, a soft drinks joint venture whose operations seem set for further expansion, from Asahi Breweries, while Asahi purchased 6.54% of Ting Hsin, which owns just over a third of Tingyi.

Another recent development for Tingyi is that construction of a substantial new plant to produce mineral water, juice and tea drinks has got under way in Nanchang City, Jiangxi Province.

The Taifook analysis, undertaken by Lawrence Chor, said that Tingyi had benefited from China's rising rural consumption demand "which emerges as a growth driver for the country's beverage industry".

Year on year beverage sales jumped 40% to US\$1.8 billion in the first half of 2010, it said, although gross margin eased 6.3 points to 33%.

Ready to drink tea contributed 69% of beverage sales, followed by bottled water and juice at 16% and 15%. "Robust demand for beverage products has been witnessed in the aftermath of Tingyi's 'One More Bottle' campaign, coupled with the unusually hot weather during summer," the report noted.

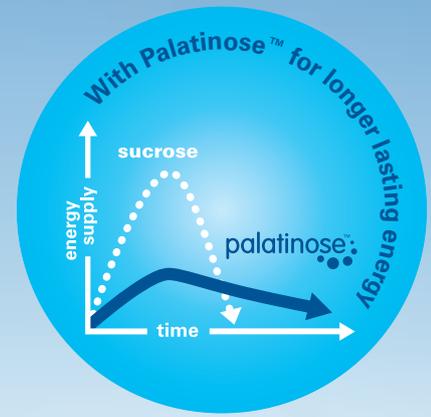
It said that Taifook continued to believe in the growth story of China's beverage sector: "The consumption of beverages, in particular juice drinks and bottled water, tends to be largely unaffected by economic changes." Further, mainland consumers' buying power had improved because of "the significant increase in income levels".

Taifook concluded that "though the rising cost of raw materials will continue to dampen margins of China's food and beverage producers in 2H10, we expect Tingyi's economies of scale and stronger pricing power from its leading F&B market share to support its outperformance".

In brief...

- The Niue nonu juice processing venture owned by the Reef Group, a New Zealand company which also has shipping and fishing interests in the South Pacific, is to be expanded to Samoa. Reef plans to set up its own orchard in Samoa and is also encouraging other farmers to plant crops. Niue is a small coral island with very limited economic opportunities, the nonu operation being one of its few business success stories.

Palatinose™ – the longer lasting energy



palatinose™

Palatinose™ from BENE0-Palatinit is the only low glycemic carbohydrate for natural and prolonged energy. Functional products with Palatinose™:

- Provide prolonged energy in the form of glucose
- Support physical endurance
- Taste as natural as sugar

beneo
palatinit

Americas

Best of bottlers

PEPSI-COLA North America Beverages (PCNAB) has named Browning Harvey Limited (BHL) of St John's, Newfoundland, Canada, its Donald M. Kendall Bottler of the Year for 2009. Named after PepsiCo's former chairman and founder, this is the highest honour bestowed upon PCNAB's bottling partners.

The award was presented to John Patten, BHL's President at PCNAB's national bottler meeting recently held in Washington, DC. BHL has been a Pepsi-Cola bottler for 65 years and earned its award for "extraordinary marketplace activation and share leadership across all retail channels and beverage categories".

Speaking at the awards ceremony, PCNAB President Tom Bené, said: "Browning Harvey's winning position in their market speaks to their dedication and commitment to our brands, as well as their passion for the communities they serve.

"This is an invariably tough competition. I tell anyone who will listen Pepsi-Cola bottlers are the best in the business, and this year, BHL and the Patten family proved to be the best of the best."

PCNAB presents each finalist with a \$5,000 Donald M. Kendall Community Grant, in recognition of their ongoing commitment to their communities. BHL is giving this grant to the Vera Perlin Society, an organisation devoted to providing quality service and support for all individuals with developmental disabilities in the St John's area.

The other Donald M. Kendall Bottler of the Year finalists were Northern Bottling Company of Minot, North Dakota, and Weinstein Beverage Company of Wenatchee, Washington.

South American expansion

FORTITECH South America has announced plans to double the size of the company's facility in Campinas, Brazil to 65,000 sq ft. Scheduled for completion in late 2011, the enlarged facility will enable the company to continue to grow its business in South America. A key component of this expansion will be the company's ability to provide finished packaging for powdered products in a variety of forms including sachets, cans, boxes and pouches for the South American market.

"Consumer demand for fortified foods, beverages and pharmaceuticals in the South American marketplace is on the rise," said

Soy purchase completed

SOLBAR USA Inc has completed the acquisition of the Green Planet Farms plant to produce soy protein isolates in South Sioux City, Nebraska, for approximately \$7.75 million.

The Green Planet Farms plant, which specialised in production of soy processing, was built in 2008 and includes new assembly lines and modern equipment and technology to produce soy protein isolate at the highest quality. The plant was built with the goal of using an eco-friendly process that separates protein from oil without the use of chemicals.

"We are very proud of this strategic move to purchase the factory to manufacture isolated soy protein in the USA," said Shaul Shelach, Solbar President and CEO. "This purchase will significantly take Solbar forward in our manufacturing and sales capabilities within the main target market in the USA. It will help the company leverage

Stevia brand gets new team

PADDY Spence, a veteran of the natural/organic packaged goods industry, and Northwood Ventures, a leading private equity investor in the branded consumer sector, have taken over Zevia LLC, a leading natural calorie-free soda brand. In three years, the Zevia line of stevia-sweetened carbonated beverages has become one of the best-selling beverage brands in natural products retail stores.

Spence has assumed the role of Chairman and CEO at Zevia. In addition, he brings a team of seasoned professionals. "Consumers are seeking alternatives to carbonated beverages laden with sugar and artificial sweeteners, and Zevia offers a true

Juarez A. Fairon Rech, Director General for Fortitech South America. "The investment we are making will provide our customers with a one-stop-shop for all their fortification and end product packaging needs. This complete service offering is a cost efficient solution to get their products to market faster, without sacrificing quality."

Once completed, the new facility will be the company's third largest operation worldwide (after corporate headquarters and Asia Pacific) and includes a state-of-the-art laboratory for developing and testing premixes as well as a larger manufacturing and distribution centre. In addition blenders capable of producing over 6,000 metric tons of premixes annually will offer advancements in flexible batch sizes and faster turnaround times.



The Solbar Kid.

our leading technology and our innovative products for beverages."

The company has put together a new management and sales team under the leadership of the President of its subsidiary Solbar USA, Greg Horn, and says it has recently signed sales agreements with various large clients.

point of difference," said Spence. "As the first and only soda brand completely focused on stevia-sweetened solutions, we're providing a healthy option for soda drinkers."

"Northwood Ventures looks forward to partnering with Paddy Spence and the new Zevia management team, and to accelerating

the growth trajectory of this unique brand," said Hal Wilson, a Managing Director with Northwood. "With the combination of a highly differentiated product line, a 'best of breed' management team, and the financial resources necessary to scale the business, we are highly enthusiastic about the company's future growth prospects."



**Send news to
news@**

softdrinksinternational.com

**To subscribe
subscriptions@**

softdrinksinternational.com

**To discuss advertising
advertising@**

softdrinksinternational.com

or call +44 (0)1202 842222

www.softdrinksinternational.com

Bill vetoed by Governor

THE members of the International Bottled Water Association (IBWA), in conjunction with the California Bottled Water Association, have commended Governor Arnold Schwarzenegger (pictured) for his veto of Assembly bill 301, sponsored by Assembly Member Felipe Fuentes. If enacted, AB 301 would have required bottled water companies in California to annually provide the California Department of Health (DOH) with new information regarding the total annual volume of water bottled or sold for either wholesale or retail use in the state, and would have required the DOH to make this information available to the public.

As IBWA pointed out, AB 301 would have placed unnecessary, costly and potentially harmful regulatory requirements on bottled water companies within the state, without providing any additional public health benefits to California residents. Water bottlers producing or shipping product into California are already providing the state with substantial information as part of their regular permit application and renewal process. Some portions of AB 301 were duplicative and unnecessary.

If the purpose of AB 301 was to capture



groundwater withdrawal data to better manage groundwater usage in California, IBWA believes it is imperative that all groundwater users, not just the bottled water industry, be required to report such data to the California Department of Resources.

In 2008, Governor Schwarzenegger vetoed essentially the same Assembly bill. "This bill wasn't necessary in 2008 when I first vetoed it, and it isn't necessary now," he stated.

Also, in support of First Lady Michelle Obama's 'Let's Move!' anti-obesity campaign, America's leading beverage companies have committed to clearly display the calories in all beverages on the front of the can or bottle as well as on company-controlled vending and fountain machines.

ABA points out that beverage companies are producing fewer total beverage calories for the marketplace through the introduction of more no- and low-calorie beverages. In fact, from 1998 to 2008, industry cut the total beverage calories it brought to market by 21%.

ABA responds to food stamp move

IN response to New York City Mayor Michael Bloomberg's petition to the US Department of Agriculture to eliminate the purchase of sugar-sweetened beverages from the Food Stamps programme in New York City, the American Beverage Association issued a statement in which it said:

"There is nothing unique about the calories in sugar-sweetened beverages - which include flavoured waters, sports drinks, juice drinks and teas - to justify singling them out for elimination from eligible purchases in the Food Stamps program in New York City. This is just another attempt by government to tell New Yorkers what they should eat and drink, and will only have an unfair impact on those who can least afford it."

The ABA added: "If we want to reduce obesity in this country, we need to look at comprehensive solutions that address balancing calories in with calories out. After all, we know that is the key to maintaining a healthy weight."

Recently ABA's members have removed full-calorie soft drinks from schools across the country and replaced them with lower-calorie, smaller-portion beverage choices. As a result of this initiative, calories available from beverages in schools have been cut by 88%.

Caps and closures to grow

US demand for caps and closures is forecast to increase 4% per year to \$9.5 billion in 2014, reaching 275 billion units. Advances will be aided by greater use of more expensive dispensing closures and child-resistant closures. Unit gains will be supported by the continued popularity of single-serving containers, especially in the beverage market, and further inroads by plastic containers in applications formerly dominated by glass and metal containers. These and other trends are presented in *Caps & Closures*, a new study from The Freedonia Group, Inc, a Cleveland-based industry market research firm.

Beverages, which represented over 50% of unit demand and 31% of value demand in 2009, are the largest market for caps and closures. Through 2014, beverage applications will experience below-average gains based on weak consumption outlooks for major segments such as carbonated soft drinks and beer; and a sharp deceleration for bottled water.

Plastic caps and closures, which comprised 79% of unit demand in 2009, will post above-average unit and value advances, reflecting continued inroads by plastic containers into numerous markets. Plastic cap and closure demand is supported by the long term shift in the consumer packaging mix away from glass and metal containers to plastic alternatives. Moreover, the compatibility of plastic caps with glass containers and the use of such caps on gabletop cartons will boost growth. However, gains will decelerate from the 1999-2009 performance, reflecting the already significant penetration of plastic containers in most markets.

Metal cap and closure demand is expected to decline moderately through 2014 as a result of further inroads by plastic containers and closures and a sluggish outlook for production of beer, the dominant application for metal crowns.

In brief...

- The International Bottled Water Association (IBWA) has released a new YouTube video 'Bottled Water: The Big Picture' to provide an informative and educational video for consumers that shines a light on actions taken by bottled water companies to produce a safe, healthy, high-quality product and improve their products, protect the environment, stand by sound science, and safeguard water as a resource for future generations. The video made its debut in Orlando, Florida, at the IBWA Convention and Trade Show, held in conjunction with InterBev.

- The Canmaker Summit 2010 takes place in São Paulo from 10th to 11th November.

Canned drinks sales in Brazil are currently booming and to meet demand canmakers are investing in more capacity across the region. With the FIFA World Cup in Brazil in 2014 and the Olympic Games in 2016, the market looks set to receive further boosts. Canmakers and suppliers from Brazil and South America will join with those from across the world to exchange information, do business and learn about various in-depth topics covered by the industry experts giving presentations at the Summit.

Ingredients

Stevia council formed

THE International Stevia Council has been formed to represent the interests of companies that process, manufacture and/or market stevia sweetener products. The Council will focus its efforts in the areas of safety, quality, and stakeholder education as part of its agenda to support and promote the worldwide use of stevia as a safe and trusted sweetener.

The 11 founding members of the council comprise: Cargill, Corn Products International, GLG Life Tech Corporation, Granular, Morita Kagaku Kogyo, PureCircle Limited, Sunwin, Sweet Green Fields, SweetLeaf Sweeteners, Verdure Sciences Europe and the Whole Earth Sweetener Company.

"All of the founding members share a common vision to promote naturally-sourced stevia extracts as a way to improve the diets and health of people globally by addressing



sugars and calories in food," said Maria Teresa Scardigli, Executive Director of the International Stevia Council.

Membership is open to any company engaged in the processing and/or manufacturing and marketing of stevia

products with a purity level in accordance with JECFA (Joint FAO/WHO Expert Committee on Food Additives) specifications. The founding members of the organisation have also committed to establish and participate in an industry proficiency testing programme to ensure accurate analytical methods for measuring the purity of stevia extracts.

Carl Horn of Granular, who has been elected as President of the Board of Directors, stated: "The founding members of the International Stevia Council are extremely pleased to have agreed on the formation of this global platform representing the voice of the stevia industry worldwide. The industry will now be able to speak with a unified voice on many important issues related to stevia to government authorities, healthcare professionals, consumers and the media."

Oats for soft drinks

SWEDISH cereal fractionation specialist, Biovelop AB, has launched a taste- and colour-neutral, oat-based soluble fibre ingredient called PromOat which can be incorporated in soft drinks.

Made using locally sourced Swedish oats, PromOat is a natural, versatile ingredient that is rich in oat beta glucan (35%). It does not contain insoluble oat fibre or oat protein, which are the components that can compromise the flavour and aesthetics of finished drink products.

Established in 2003, Biovelop AB has invested more than €20 million into the research and development of the new oat ingredient which includes a €15 million oat grain processing facility and patented, chemical-free separation process.

Already trialled in fruit juices, smoothies, fermented milk drinks and energy drinks, PromOat enables products to provide or contribute to consumers' recommended daily intake of 3g of beta glucan, therefore allowing access to the JHCI, EFSA and FDA health claims linking oat beta glucan to maintenance of healthy blood cholesterol levels.

In addition to this, PromOat can also help brands in delivering the other widely publicised and researched, but not yet JHCI-, EFSA- and FDA-approved, positive oat health messages. With various research showing that beta glucans may help to lower blood pressure in people with hypertension, help to regulate blood sugar due to its low Glycemic Index, promote satiety, thus curbing hunger

and fighting weight gain as well as acting as a prebiotic for improved gut health and protection against bowel disease, Biovelop believes PromOat opens up exciting opportunities for producers of functional health drinks to tap into the positive oat health messages.

PromOat can also be used as a smooth texturant, stabiliser and viscosity modifier thus opening up opportunities for the creation of a new 'smooth' sub-category in the oat-based drink sector; similar to the 'with bits' and 'smooth' sub-categories offered to consumers by fruit juice brands.

Professor Mark Lawther, one of the leading experts in cereal grain fractionation who has been spearheading Biovelop's research and development into oat beta glucan said: "Oats are now widely accepted by consumers for their health properties and are one of the few ingredients to have health claims approved by the FDA and EFSA. For this reason, I believe there will be fantastic growth

Getting a taste for life

SYMRISE has introduced a new 'taste for life' strategic taste platform giving beverage producers an innovative framework to develop new products more rapidly and tailor them to market needs. The concept highlights which trends and consumer needs the industry is serving with its brands, where there are gaps in the product portfolio, where the competition is positioning itself, where line extensions would make sense, and so on.

Cloe Croixmarie, EAME Marketing Director Flavour & Nutrition, explained: "Taste for life provides the conceptual framework for what a product should achieve. But whether the product promises health benefits or offers complete pleasure – it must always taste good."

Heiner Schaper, President Flavor & Nutrition EAME, added: "With taste for life we are introducing an authentic change in perspective of our industry. We no longer speak first about molecules or technologies, but instead have the consumer in mind. We take the consumer's perspective into account when designing our products and ask ourselves: how can our product innovations satisfy the preference of the end consumers and how can we align our products with the requirements and brands of our corporate customers? The industry needs not only service providers but also strong and creative partners for innovation. With 'taste for life' we are once again honouring this claim."

opportunities for manufacturers looking to add the beneficial health properties of oats to drinks.

"In the past, most functional oat ingredients have drastically affected the taste and appearance of finished drinks, so wider usage of oat beta glucans in the drinks sector has been limited. By being neutral in both taste and colour, as well as providing an indulgent, rounded mouth-feel to finished drink products, PromOat solves this problem and opens up scope for value-added, oat beta glucan drink products throughout the international drinks sector."



Biovelop AB will be showcasing PromOat to the trade at the Health Ingredients Europe and Natural Ingredients Exhibition in Madrid running from the 16th to 18th November.

AT BRAU BEVIALE 2010, Nuremberg

● KERRY Ingredients & Flavours will present a range of beverage concepts that demonstrate how its unique ingredient technologies, and in-house development capabilities, can help customers develop innovative new products that respond to key market trends such as the demand for reduced sugar. The concepts, which will be available to taste, show how Kerry addresses market trends with creative solutions.

"Customers are returning to well-established traditional flavours like colas", said Jolande de Ridder, Kerry EMEA Marketing Manager Beverages. "But there is also great interest in the health aspect of beverages, such as natural flavours, clean label, reduced sugar content and more drinks containing fruit juice. Our sugar modulation technology, fmt, provides us with the capability to respond to the demand for reduced sugar drinks."

Kerry's Flavour Modulation Technology (fmt) helps beverage manufacturers create reduced sugar products, then enhances and re-balances the taste. Also by drawing upon Kerry's expertise in the sourcing and processing of natural extracts, these sweetness modulators can be declared as natural flavourings when combined, according to the latest European regulations.

Available to taste on the stand will be: a beverage sweetened with stevia incorporating Kerry's fnt technology; a premium juice beverage restoring flavour freshness properties through Kerry's juice restoration aroma technology and natural botanical extracts; and a no-alcohol adult-targeted beverage incorporating the company's new Biofoam system. Flavour directions can be malt-super fruit and malt-cocktail range for low malt, mid-malt and high malt beverages.

* * *

● WILD will be highlighting the most promising market trends and providing beverage concepts that address the key topics of the future: naturalness, added value and enjoyment. In keeping with its motto, 'We grow your business, naturally' the company will be introducing product options with stevia sweetening such as near water or tea drinks as well as nectars. The EU is expected to approve the calorie-free sweetener in early 2011.

Concepts for premium soft drinks with added value will also be promoted. Products with fruit pulp, for example, enhance the segment and stand out from traditional soft drinks due to their quality and exceptional fruity flavour.

Wild will also be presenting to the industry its new alcohol-free cider-mix concepts. The beverages have a tart and zappy, fruity note, and are classed in the premium category, which gives manufacturers the opportunity to set a new trend in adult soft drinks.

New ideas for sparkling teas will also be on show. These are refreshing, like carbonated soft drinks, taste like tea, and are characterised by their health-giving properties.



Premium opportunities on the Wild stand.

* * *

● DOHLER is presenting a number of new developments and product applications at Brau Beviale. The company's comprehensive product portfolio ranges from flavours and emulsions, natural colours, health ingredients, compounds, fruit preparations, alcoholic and non-alcoholic beverage bases, dairy bases,

malt and cereal bases to sweetening systems. In combination with fruit and vegetable juices, purees, concentrates and blends this portfolio provides an ideal basis for innovative beverage applications.

At Brau the focus is on fermented and non-fermented beverage bases that make new and distinct beverage concepts possible. The company is using its comprehensive know-how not just in the area of organic and fermentation technologies, but also in the technology platforms extraction and emulsion. The broad portfolio of Döhler beverage bases includes acid-stable dairy and soy bases, tea and coffee bases, and cereal and malt bases, and ranges from fermented, non-alcoholic bases to alcoholic beverage bases.

Döhler and the market leader for stevia, PureCircle, have entered into a global strategic partnership combining PureCircle's vast portfolio of high-purity stevia ingredients with Döhler's strong sweetening flavour and application know-how. The entire spectrum of beverages with stevia will be on show.

Further, under the motto 'We bring ideas to life', Döhler will be presenting innovations such as brewed lemonades and modern malt-based beverages. In addition the company is highlighting a new generation of still drinks, which offer previously unknown taste experiences thanks to natural flavours and fruit ingredients such as fruit cells and fruit pieces. For carbonates Döhler has formulated a complete product spectrum, which ranges from natural carbonates to the new sweetening solutions with stevia. Flavoured water; modern Aqua Plus concepts, including vitamin water; aqua tea with fruit juice and tea extracts are the latest applications in the water plus beverages category. And for energy drinks and shots the company has introduced new product applications.



Refreshing look – first-class ingredients!

Nuremberg, Germany

10 – 12.11.2010

Brau Beviale 2010

Raw Materials – Technologies – Logistics – Marketing

**The beverage industry
meets in Nuremberg!**

Organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg

Visitor service

Tel +49 (0) 9 11.86 06-49 99
Fax +49 (0) 9 11.86 06-49 98
visitorservice@nuernbergmesse.de

Wanted? Found!

www.ask-Brau-Beviale.de

Here you will find all exhibitors and products!

NÜRNBERG / MESSE

Juices & Juice Drinks

Gourmet for on trade

UK Metro Drinks has launched Folkington's, a range of gourmet juices designed specifically for the on trade. The brand will not be available in supermarkets, further ensuring a degree of exclusivity.

With an authentic Spanish provenance the range is made from 100% pure juice from selected late-harvested fruit varieties grown by co-operative farming communities in three regions of North East Spain. They are harvested, pressed, squeezed and bottled locally, exclusively for Folkington's Juices.

The range consists of three flavours:

- Orange juice, from late-harvested 'Valencia Late' oranges, a variety noted for its intense and sweet flavour; plus a selected blend of early-harvested varieties including 'Navelina' and 'Salustiana'. The oranges have been grown principally in the region of Valencia.
- Cloudy apple juice, from a carefully selected blend of apple varieties noted for their fresh aroma and taste, including the late-harvested 'Fuji' variety. The apples have been grown in the Lérida province of Catalonia.
- Tomato juice, from hand-picked late-harvested tomatoes grown in small farming communities based around the River Ebro in the Spanish region of Navarra.

The juices have a 12 months-plus shelf life, having been gently pasteurised before being bottled and vacuum sealed. They are



free from all preservatives, additives and added sugar.

Paul Bendit, founder of Metro Drinks, commented: "Bulk commodity traded juices have for too long had centre stage in the drinks sector and price, volume and convenience have won over quality. Today many

pubs, bars and clubs are looking to give their soft drink offering a gourmet point of difference to attract new customers. Folkington's Juices offer a unique taste, authenticity and provenance and so provide consumers with a much better quality juice."

Panto Karaoke

UK Britvic will once again bring back the magic of pantomimes to families with a new addition to its Robinsons festive-themed campaign – Panto Karaoke – to encourage families to star in their own shows and send e-cards over the festive season.

Appearing on-pack across the full range of Robinsons squash the digital promotion invites families to visit www.pantokaraoke.com where a three minute online tool enables children to have fun getting stuck into making a Panto Karaoke with the added bonus of all proceeds going to children's charity Barnardo's. The promotion also offers consumers the chance to win a Samsung Netbook every hour, simply by entering the Robinsons squash pack code online.

The Panto karaoke site uses augmented reality to capture children's faces through their webcams. The site lets children perform their chosen panto, recording the action which can be used as an e-card to send to family and friends. Users also have the



option to use their e-cards as a fundraising tool for Barnardo's.

Jon Ellis, Activity Marketing Manger at Britvic, said: "Last year, the 'Put on a Panto' website had over 350,000 visits, which is fantastic; now we want to make the experiences even better and easier to get involved

with. Pantomimes remain extremely popular and are a natural fit for Robinsons. The Panto Karaoke on-pack promotion will strengthen Robinsons' position as the number one squash in the lead up to and during the Christmas and New Year holiday period".

New logo for Al Rabi

MIDDLE EAST Al Rabi Saudi Foods has introduced a new logo for its juices, saying this is intended to strengthen the products' standing on both local and regional markets.

"Demand for our products has seen steady growth year after year and so we have decided as part of our marketing strategy to invest in a new logo for Al Rabi juices, while maintaining the same quality of production and considering the emerging consumer preference for natural foods," said Monther Al Harthi, the company's Chief Executive.

"We expect to witness even more growth in the future and we are totally committed to our motto of 'Health for All' by producing the best and healthiest juices and dairy products."



Al Rabi intends to leverage the new logo as part of a drive to increase sales on the Saudi domestic market and to broaden its reach in other GCC countries, as well as Jordan, Lebanon and Yemen.

Super Fruit recipes

SOUTH AFRICA Continental Beverages, part of the Ceres Beverages Company which is in turn owned by the Pioneer Foods group, is promoting its Super Fruit nectar range in South Africa by encouraging its use as a cooking or more complex drink ingredient.

Super Fruit is offered in several flavour choices, presented in easy-grip 1 litre containers designed for home re-use. Fruit content varies from 20% to 50% and each flavour is vitamin-enriched.

Among the recipes promoted by Continental is one for cheesecake which calls for 100ml Super Fruit Mango and Peach nectar. The recipes give detailed instructions for preparation.

Others are for Mixed Fruit Breakfast Crush and Breakfast Pine Sparkle, both calling for Super Fruit Breakfast Punch. The latter also uses 7-Up.



Purity

NORTH AMERICA Leading Brands Inc has introduced its Pure line of 100% juices, featuring blends of superfruits and premium varietal wine grapes, in Canada and along the West Coast of the United States. The antioxidant rich range comprises: PureBlue, PureBlack and PureRed featuring 750, 740 and 660 mgs of polyphenols, respectively in each 300ml bottle. PureWhite combines coconut water with sauvignon wine grapes and Lulo, a South American superfruit, to offer both an exceptional taste and coconut water experience that appeals to mainstream beverage drinkers.

Designed in-house and produced in the company's own high speed bottling plant, the 'Pures' are being distributed through mainstream grocery, health and natural food stores.



Best of show

AUSTRALIA Juice producer Golden Circle, part of Heinz Australia, has taken the PCA Best of Show Award for its chilled juice bottle in this year's Australian Packaging Awards, organised by the Packaging Council of Australia.

The best of show winner is chosen from all gold-winning entries. The Golden Circle bottle earlier took the gold medal for the Avery Dennison Beverage Award, open to all liquid beverages and judged on aesthetics, visual impact and presentation appropriateness to the market segment.

This year's award judges reported there was "overwhelming agreement" on the choice for best of show, saying that it excelled in functionality, aesthetics and innovation. "Its simple, beautiful form is perfectly matched to its function. The intriguing curvilinear shape is engaging on both intellectual

and emotional levels and invites further investigation from consumers."

Functional work was done by Outerspace Design Group – Michael Grima, Troy Nyssen and Andrew Kellock – with graphics by Acorn Brand Design. The bottle is produced by VIP Plaspak, closures by VIP Closures and label by Labelmakers Group.



More 'Treasure'

SOUTH AFRICA Clover's Tropika, a very successful fruit juice and dairy combination range, gained massive attention in South Africa for its Tropika Island of Treasure promotions in 2008 and 2009.

The promotional model has been further expanded with Tropika Island of Treasure 3 which will see seven celebrities and seven competition winners dealing with challenges on the Thai island of Phuket, with all the action featuring in a reality TV show. Grand winner takes R1 million as well as further TV exposure opportunities.

Clover has circulated extensive point-of-sale material to retail outlets and is advertising heavily in online, print and broadcast media. In addition to the usual dedicated website, this year there is also a mobi-site where consumers can play 'my celeb slave'.



**2011 Media Pack
now available
from the
SDI website**

**To discuss your
advertising requirements
contact:**

**advertising@
softdrinksinternational.com**

or call +44 (0)1202 842222

www.softdrinksinternational.com

Energy & Sports Drinks

Jones re-energised

USA Jones Soda Co, known for its unique branding and innovative marketing, has relaunched its WhoopAss energy drink with new edgy packaging, functional new ingredients and updated flavour profile and colour. The new variant made its debut at the National Association of Convenience Stores trade show held last month in Atlanta, and is available on shelf this month.

"WhoopAss is a product with major potential, but it was ahead of its time when it launched in 1999, slipped to the backburner for Jones, and unfortunately stayed there without getting the proper attention and marketing backing it deserves," commented Bill Meissner, who took over as Jones CEO in April this year.

"Earlier in my career I played a key role in bringing a number of top selling energy drinks from initial concept to household name. This is my territory; I know the energy drink space, I know what it takes to be successful, and I couldn't wait to get my hands



on WhoopAss when I came to Jones. Right now the product only accounts for a small portion of our total sales, and we aim to gain share points in this category and make WhoopAss a major part of Jones' beverage portfolio."

The new WhoopAss comes in a tall, all-black 16oz aluminium can featuring a gritty red and grey Iron Cross graphic and contains the antioxidant power of 2.5 servings of vegetables, to provide users with an energy boost while also promoting muscle recovery.

Key ingredients are: amino acids including taurine, L-arginine, L-carnitine, L-lysine, which



are protein building blocks crucial to metabolism; polyphenols and catechins sourced from yerba mate, grape extracts, and green tea, which helps in muscle recovery; and a vitamin blend of B2, B3, B6 and B12 to supply an energy boost.

The flavour has gone from tart and sweet to a fruit flavour with notes of dragon fruit and the colour has switched from yellow to purple.

Showcased

FRANCE Powershot, producer of natural energy drinks and shots, took two stands at last month's SIAL show held in Paris. The company exhibited in the Organic Products Hall and the Beverage and Energy Drinks Hall. Powershot energy drinks are non-carbonated and are marketed as a healthy alternative to other 'spike and crash' energy drinks. They contain no alcohol, taurine, guarana or artificial colours or flavours.

Powershot's energy drinks come in three flavours – Green Tea & Ginseng with Acai & Pomegranate, Black Tea & Ginseng with Acai & Peach, and White Tea & Ginseng with Acai & Cherry. Each flavour has been formulated to provide refreshment, natural energy and a wellbeing boost. The superfruit acai is common to all three drinks along with ginseng and organic tea extracts blended in organic fruit juices and organic agave syrup in mineral water.

The company's Organic Shots deliver a natural energy boost in one calorie controlled 10ml phial. Only natural organic functional ingredients are used to help improve physical and mental capabilities, strengthen the immune system and promote wellbeing. The shots are available in three flavours: Powershot Original with Chinese Panax Ginseng, Powershot Ginkgo Biloba, and Powershot Double Boost with Chinese Panax Ginseng & Ginkgo Biloba.

Lean performance

USA mixl beverage company, best known for its all-natural protein shakes, has introduced a new product line, mixl Lean Performance. The all-natural protein beverage offers the everyday athlete a high-quality protein beverage whose foundation is clean, simple and naturally effective nutrition.

The new mixl Lean Performance Shakes are designed to be used pre or post workout. Each 11oz serving is low in sugar, has just 90 calories and features 10 grams of premium whey protein isolate, 10 grams of

carbohydrates, antioxidants equivalent to 3 servings of fruits and vegetables, 3 grams of soluble fibre and 1 gram of heart healthy fat from olive oil. The acai-pomegranate and orange-twist flavours have no preservatives or artificial ingredients.

"We listened to our consumers and the result is our new line of Lean Performance Shakes," said John Burns, CEO of mixl. "Over the last few years consumer demand for protein shakes has been increasing rapidly. Elite athletes were the initial customers, but now everyday athletes recognise the importance of incorporating protein into their workout routine."

100% natural

USA The latest addition to the Guru line-up, Guru 2.0, is a certified organic and 100% natural variant. The drink was developed in response to a growing online demand.

"True to our pro-health ideal, we are proud to introduce a product with a well-known taste that can smooth the transition to a healthier lifestyle and one that is better for the environment," said Ray Jolicoeur, the company's co-founder.

Berry flavoured, Guru 2.0 has a formula that combines all-natural ingredients and an exclusive, botanical complex, with no preservatives, no taurine, and no artificial ingredients.



In brief...

● **USA** Chill Drinks has launched Chillo an energy drink combining caffeine, vitamins and hemp seed extract. According to the Miami-based company, the drink has a unique flavour and energy experience that also has relaxation properties. It is currently available in the South Florida area as well as Louisiana and California in 8.4oz cans.

● **ITALY** The Coca-Cola Company has introduced Powerade Active Drink Gusto Limone (lemon flavoured active drink) and Powerade Active Gusto Arancia (orange flavoured). The drink, available in a 500ml bottle, contains vitamin B and magnesium and is said to recharge the body naturally.



The Voice of the UK Soft Drinks Industry



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

Join the BSDA today and have your say in your industry!

**Influencing Government
Communicating with the Media
Promoting Sustainability
Enhancing Skills**

If you wish to receive further information about all the benefits BSDA membership has to offer please call us on +44 (0)207 430 0356 or email jbroad@britishsoftdrinks.com.

Water & Water Plus

More tennis support

UK Highland Spring, the leading UK produced brand of bottled water, is the official water supplier to the Barclays ATP World Tour Finals, taking place in London at The O2 from 21st to 28th November 2010. The brand has signed a four year contract with the ATP to become Official Water Supplier until 2013.

Last year, attendance at the week-long event surpassed 250,000 making it the highest attended indoor tennis event ever. The tournament is the climax of the men's professional tennis season and gives tennis fans the opportunity to see the top eight singles players and the top eight doubles teams battle it out for the coveted last title of the year. Rafael Nadal and Roger Federer have already qualified for the event.

Visitors to the tournament can also brush up on their own tennis skills by visiting the Highland Spring Hot Shots Tour which will be part of the new Fan Zone at The O2. Developed in association with the LTA, the interactive tennis feature will help players of all ages improve coordination and racquet skills with a range of fun and educational tennis games.

As a long term supporter of British tennis, the sponsorship is a natural fit for Highland Spring which is the exclusive beverage sponsor to Andy, Jamie and Judy Murray, and also the official water supplier to the Lawn Tennis Association.

Water plus first

USA Vitaminwater has announced its latest innovation: vitaminwater stur-D, a blue agave, passion fruit, citrus-flavoured blend, the first enhanced water and juice beverage to include vitamins D and C and calcium, which help support strong bones. It will be on shelf next month.

The beverage is also the first nationally available enhanced water and juice drink with a blue colour that's derived solely from fruit. Each 8 fluid ounce serving contains 10% of the daily value for vitamin D and calcium, and 120% of the daily value for vitamin C.

"This has truly been an exciting year for the vitaminwater trademark - from the successful launch of vitaminwater zero to a breakthrough in industry innovation like vitaminwater stur-D," said Matt Kahn, Senior Vice-President, Brand Marketing. "These are true testaments to vitaminwater's commitment to meeting consumers' needs and ever evolving lifestyles."

Awards

UK Isklar Norwegian Glacial Natural Mineral Water has won bronze for the packaging of its new sparkling water at the prestigious Pentawards in Shanghai.

The new lightly sparkling water was launched in March and is now available in 460ml bottles for on-the-go shoppers and a larger 975ml for home dining. The bottle communicates its pure and invigorating glacial origins, with a unique faceted design.

The challenge here was to maintain the faceted design for the sparkling water bottle which under normal circumstances would be pushed out and distorted by the bubbles.

After extensive analysis, the combination of a profile with a unique curvature and a series of beading on the facet borders with a petaloidal base, provided a structurally sound sparkling bottle that also matched the unique beauty of the still variant.

The brand has won a further accolade: Diamond, at The Gramia Awards 2010 for its new sparkling water. These awards - The Advertising and Marketing Industry Awards in FMCG - judged by *The Grocer*, celebrate creative excellence in FMCG marketing. The company reports that it is the second fastest selling sparkling water in the UK.



Returnable recognised

NEW ZEALAND A returnable glass bottle for New Zealand's Deep Origin Water has won a gold medal at the 2010 Pentawards and a silver medal for best packaging design at this year's Berkeley Springs competition.

Returnable bottles for water are increasingly rare but Deep Origin founders Emmanuelle and Stephan Jelichich decided on this approach as a further key factor in their determination to not only supply one of the purest waters available but also one that incorporated optimum environmental protection methods.

The company supplies the bottles in reusable wooden deposit crates made from pine harvested from sustainably grown New Zealand forests. For markets beyond reach of the current returnable system, packaging is in cartons made from 85% recycled pulp, themselves fully recyclable.

The bottles' main label is permanently printed, through a ceramic inlay, while the intentionally small neck label is made from biodegradable cellulose, has a water-soluble adhesive and is printed with vegetable-based inks.



Deep Origin Water is, as the name indicates, sourced from a deep aquifer formed in layers of volcanic rock beneath the native forests at the foot of the Rotama Hills, Bay of Plenty.

Bottle for not a lottle

NEW ZEALAND Bottled water producers are often eager to stress affordability, especially when up against heavy competition.

Frucor Beverages came up with a funky idea for its h2go, producing a promotional bottle which not only trumpeted an under-\$1 pricing but underlined it with the message that consumers could buy the 'bottle for not a lottle'.



Golf sponsor

UK Harrogate Spring Water has become sponsor of two high-profile golf tournaments: the recent Alfred Dunhill Links Championship and the Ricoh Women's British Open earlier this year. It is the second time that Harrogate has sponsored both leading golfing events.

Paul Martin, Managing Director at Water Brands Group which owns and manages the Harrogate brand, commented: "These two prestigious events in the sporting calendar give us a great platform to demonstrate bottled water's role in health and hydration and



Samuel L. Jackson.

drive the category. The sponsorship has allowed us to put Harrogate Spring Water up there alongside some of Britain's best golfers, gaining great exposure and increasing awareness of the brand."

This year's 10th Alfred Dunhill Links Championship featured one of the strongest line-ups yet, including one of this year's major championship winners, Martin Kaymer. Celebrities in the amateur line-up included Samuel L Jackson, Hugh Grant and Chris Evans, and leading a team of sporting greats was Sir Bobby Charlton, Sir Steve Redgrave and Sir Ian Botham.

Holes in one

AFRICA Coca-Cola East and Central Africa and its Kenyan bottlers have brought Dasani bottled water to the fore with a high-profile national golf tournament which has not only involved a lot of players but has also picked up substantial and very positive media coverage.

Games in the 18-leg Dasani Golf Gala have been played at clubs around the country, under the auspices of regional bottlers. This led to 196 qualifiers meeting at the Muthaiga Golf Club, Nairobi, for the tournament's grand finale, with the champion team winning a trip to George, South Africa, for the Gary Player Invitational in November. As reported earlier, this is sponsored by Coca-Cola.



Hydration sampling

UK Juice Doctor, the naturally isotonic juicy water brand co-founded by five times Olympic gold medallist Sir Steve Redgrave, carried out its biggest consumer sampling campaign last month.

Venues included the Metro Snow (The Ski and Snowboard Show) from the 20th to 24th October where over 35,000 visitors were expected to attend. Free samples were also given away in Thurrock, Birmingham, Sheffield, Hull, Bristol and Manchester.

Designed to help balance the body by restoring and maintaining healthy levels of hydration, Juice Doctor's range of naturally isotonic drinks are made from spring water and natural fruit juice. Instead of salt, used in most sports drinks, Juice Doctor uses a potassium hydration booster, which has been shown to have a similar effect by regulating the body's ability to retain essential fluids once absorbed.

Each drink contains around 20 calories per 100ml (the range has up to 50% fewer calories than many other juicy waters) and has no artificial colourings, flavourings, preservatives,

sodium or sweeteners.

Juice Doctor says it is the first soft drinks company to combine the isotonic functionality commonly found in sports drinks with the

natural taste profile of a 'juicy water' to create the new category of 'everyday hydration', designed to appeal equally to men and women.



Sir Steve Redgrave, co-founder of Juice Doctor.

Carbonates

Prize for edgy look

UK Tango, Britvic's fruit-flavoured carbonate, has won a bronze award at this year's Pentawards for its edgy new look. The Pentawards is the only worldwide competition devoted exclusively to packaging design.

Launched in May 2009, with the help of brand agency Blue Marlin, the 'too much Tango causes side effects' 330ml can was designed to meet Tango's target audience - teens and young adults' - desire for new entertainment, and the campaign surrounding the relaunch attracted 600,000 new households to the brand.

Building on this theme, earlier this year, Tango launched a limited edition cold effect can, which used temperature-sensitive ink to reveal cheeky straplines when the cans are chilled to perfection. The strap lines included: 'Chilled Tango Froze my Peel Off', 'Chilled Tango Made My Stones Shrink' and 'Chilled



Tango Made My Pips Go Hard'.

Adam Goodger, Senior Brand Manager for Tango, said: "We're thrilled Tango's fun and unique design has been recognised by the Pentawards. Tango's evolving design continues to keep the brand fresh and makes sure it stands out in a very competitive category."

Orchard fresh

USA Hotlips Soda has introduced a cherry flavour made from fruit grown in Oregon's famous cherry-growing orchards of the Hood River and Willamette Valley regions. "Cherry may be the most challenging fruit of the entire flavour portfolio to transform into a Hotlips Soda, with nostalgic flavour associations and expectations from many a palate," said David Yudkin, co-owner of Hotlips Soda. "This is the perfect new addition to our line of natural fruit sodas."

The cherry variant is made of all-natural and local ingredients – cherry juice plus cane sugar and water – with no preservatives. The

cane sugar is infused for months with high-quality vanilla bean, adding a buttery flavour to the complex fruit, and enhancing an inherent cola flavour. There are now seven Hotlips Soda flavours: apple, black raspberry, blackberry, boysenberry, cherry, pear, and raspberry. All feature Oregon and Washington fruit that is picked at the height of the season.

In 2008, the company invested in a McMinnville, Oregon, bottling facility and re-learned the classic method of bottling soda pop to produce a greater volume of its fruit sodas. The distinctive bottles started appearing on shelves throughout the Pacific Northwest and beyond. Today, the sodas are available in more than 400 retail and restaurant locations in eight states.

Traditional

UK Princes Soft Drinks is tapping into the ongoing resurgence in heritage food and drink products with a new collection of traditional-style branded carbonates. Under the Barracloughs brand the range features four classic flavours including dandelion and burdock, ginger beer, cloudy lemonade and cream soda.

The Barracloughs name dates back more than 170 years. Originally founded in Yorkshire in the 1830s, the brand was acquired by Princes in 1991 and its relaunch follows a resurgence in traditional food and drink products, which have seen sales of ginger beer grow 8.3% year on year. Each variant has been given a modern twist using a no added sugar recipe and featuring only natural colours and flavours – a move that Princes



The new traditional drinks are available in 2 litre bottles.

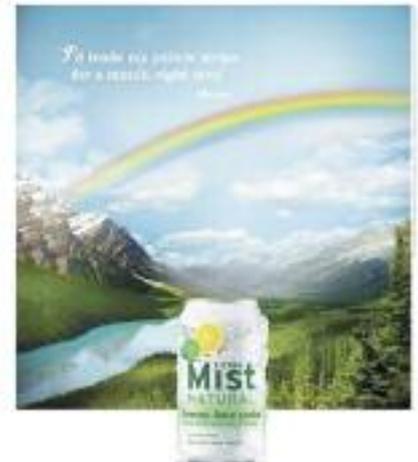
hopes will help drive long term growth in the market for heritage carbonates.

The launch is being supported by a pro-

Given away

USA PepsiCo gave away 10 million cans of Sierra Mist Natural at 2,800 Walmart Supercenters nationwide last month. The Sierra Mist Natural 'free for all', which took place for one day on 9th October, has been the largest sampling event in the history of PepsiCo or Walmart.

Made with real sugar and nothing artificial – no preservatives, no artificial flavours and no caffeine – Sierra Mist Natural is being touted as the reinvention of lemon-lime soda made with five simple and natural ingredients.



Big Fizz

NEW ZEALAND The already wide-ranging Fresh Up juice franchise has been leveraged further by the introduction of Fresh Up Big Fizz. As the name indicates, this is a lightly carbonated variant, available initially in three flavours: Crisp Apple, Juicy Orange and Feijoa Burst. Big Fizz features 20% fruit juice in a 500ml can.

Producer Frucor Beverages has used Facebook very effectively to introduce the new line, building exposure through the 'Thirst is Creepy' theme campaign, which includes 'advice' from zany 'specialists'.

Consumers were also offered a free can of Big Fizz by signing up on Facebook; take-up was both large and immediate.



programme of in-store promotions. Graham Breed, Marketing Director for Princes Soft Drinks, said: "We spotted an opportunity for a premium range of classic carbonates that deliver real value to consumers – combining quality, choice and a trusted brand name as well as an affordable price. We're confident that the new Barracloughs line-up is ideally placed to meet growing consumer demand and drive value into the market."

Functionals

Bottled beauty

JAPAN A healthy sub-category of functional drinks, the beauty drink genre is gaining loyalty from female consumers in Asia and elsewhere. Women's magazines, as well as specialist websites and blogs, are tending to review the beverages more and compare newcomers with existing lines.

Tsubaki Perfect Beauty Drink has gained considerable exposure in recent times, partly because of the enthusiastic marketing efforts



Tsubaki beauty drink bottle and pack.

Health claims

NORTH KOREA A new functional beverage from Moranbong Carbonated Fruit Juice Joint Venture Company in the Democratic People's Republic of Korea is claiming a range of health benefits. Called Pirobong, it is described as "a super anti-oxidation drink" incorporating "some 60 kinds of micro-elements extracted from more than 30 species of natural plants".

of its Singapore-based distributor: Produced by the AFC Japan health supplements company, Tsubaki is the result of research and development work undertaken by Nihon Preventive Medical Laboratory.

It is presented in 10-packs of 50ml bottles. Both the bottle and box feature emphasis on the number 10,000. This refers to the 10,000 micro-collagen peptides in each bottle, claimed to promote skin firmness, hydration and clarity, while reducing pores, wrinkles, fine lines and pigmentation.

Other ingredients are bio-cell activator complex for reviving skin, hyaluronic acid for revitalising and vitamins B and C for rejuvenating. Tsubaki Perfect Beauty Drink is preservative-free, so has a slightly shorter active life than some other collagen-based beauty drinks. The expiry date is printed clearly on the box.

Presented to overseas buyers at trade fairs, it is said to be attracting strong buyer interest.

Its health claims include improving mental and retentive faculties, protecting skin from wrinkles and black spots, and acting as a preventative to various geriatric diseases. It is also said to be efficacious for skin diseases such as allergic dermatitis.

The Pirobong name carries strong Korean connotations of natural purity. Pirobong is part of Kumgangsan, a peak in the Taebaek Mountains, which runs down the Korean peninsula.



Kuryong Falls, Kumgangsan.

Teas

Silver for Iyemon Cha

JAPAN Suntory's Iyemon Cha Tea Ceremony in Autumn bottles won a silver medal in the 2010 Pentawards, the fourth in this global series. The product's achievement came in the limited editions, limited series and event creations category.

As befits the world status of the Pentawards, 2010's major winners were handed their trophies in a unique setting: the European pavilion of Expo 2010 Shanghai China.

The Pentawards position themselves as 'the world's leading competition dedicated exclusively to packaging design'.

Iyemon Cha green tea is made from 100% Japanese tea, sourced from Fukujuen, a Kyoto company founded in 1790. It is claimed to be the only bottled tea to add a touch of matcha, a stone-ground super-quality tea made from the youngest leaves of the bush. Matcha delivers intense sweetness and depth of flavour.

Standard packaging for the range is a



Iyemon Cha.

stylish, environmentally-conscious glass bottle. The limited edition bottles blend Japanese tea traditions with autumnal art, to create a beautiful effect.

Dental approval

SWITZERLAND Baby teas from HiPP have been approved as "safe for teeth" by Toothfriendly International, a non-profit association governed by dental professionals.

For the first time in its history, the association has allowed its recognised Toothfriendly quality seal to appear on a range of infant teas. The endorsement is based on scientific pH-tests demonstrating that HiPP's baby tea range is both non-cariogenic and non-erosive, thus fulfilling the toothfriendly criteria. The accredited tea range comes in three herbal flavours and is available in Germany, Austria and Switzerland.



The conundrum

of RTD tea and RTD coffee

Both sectors are globally ambitious, but Rob Walker warns that each faces an uphill struggle to turn niche consumption pockets into more mainstream demand.

RTD tea is on course to generate around RUS\$2 billion of new business this year, roughly double the retail gain achieved in 2009. Meanwhile, the growth prospects of RTD coffee appear stymied despite investment from big-name players.

Over-dependence dilutes bullish growth

Global consumption of RTD tea is tipped to break 30 billion litres this year but, tellingly, three quarters of that volume will be sourced from only four markets, China, Japan, the USA and Indonesia, according to latest available data from Euromonitor International. In fact, there is a higher level of dependency today than a decade ago when the same four markets accounted for 70% of demand. With compound annual growth since 2004 running at 9% by volume, the highest global rate of any soft drinks sector, you could hardly argue that RTD tea was going backwards. Yet, the sector is clearly some way short of breaking into the global beverage mainstream.

If over-dependency is a problem for RTD tea, it is a crisis in the making for RTD coffee, with one market, Japan, accounting for some three quarters of worldwide volume last year. Furthermore, only seven countries registered an annual per capita consumption rate of over 1 litre, according to Euromonitor International. Compare that with carbonates, which stakes a claim to more than 70 different countries with a per capita consumption rate in excess of 10 litres. It is a monumental disparity and evidence enough that RTD coffee has a big game of catch-up to play if it is ever going to climb beyond ultra-niche status.

Of the industry's two RTDs, tea has shown the biggest mainstream ambition over recent years, emerging as a frontrunner of a new generation of value-enhancing niche categories. Others of this genre include energy drinks, functional water, flavoured milk, soy beverages and drinking yoghurt. Again, though, growth of RTD tea is heavily concentrated in Asian markets, above all China. Last year, for example, consumption in



©Nikolay Okhtin (from Bigstockphoto.com)

China increased by a whopping 1.6 billion litres, which in turn fuelled around US\$1.4 billion of new retail business. This means that China accounted for some 86% of total incremental volume. For a category with global ambition that scale of over-dependence is, quite simply, too high.

The Eastern comfort zone

The impressive growth curve in China can be explained to some extent by a natural predisposition to the good-for-you functionality of RTD tea. But, that is only part of the story. Consider the case of carbonates, for example, which scores poorly on good-for-you credentials. They also generated significant new volume in China last year with absolute growth of around 700 million litres. Granted this was less than half the gain of RTD tea, but it shows that wellness drivers were not all pervasive. What seems more likely is that growth in both RTD tea and carbonates was due to a scaling up of demand on the back of intensive urbanisation.

To put this in context, in 1980 China's rural population outnumbered its urban by more than 4 to 1, whereas today the split is virtually even. The population might be ageing, but we are seeing unprecedented rates of urbanisation to the extent that by 2030 there will be more than 200 cities with over 1 million inhabitants. This vast influx of people to the cities increases the distribution power of RTD tea, bringing leading brands into daily contact with millions of new consumers. The same rationale can be applied to carbonates, and all other soft drinks. It would be a mistake, therefore, to over-emphasise the wellness drivers of RTD tea. They exist, but they are nothing new to China, which has a deep consumption culture for RTD tea.

Given the urbanisation phenomenon, the prognosis for RTD tea looks good in China. It is in the rest of the world where the sector needs to raise its game. Even in Japan, arguably the spiritual home of RTD tea, there is evidence of consumers drifting away. Last year, for example, RTD tea volume contracted 7%, the worst performance of all

RTD Tea & RTD Coffee: Top Five Markets 2009

RTD tea		RTD coffee	
Country	Total volume (mn litres)	Country	Total volume (mn litres)
China	10,311	Japan	3,220
Japan	5,504	USA	272
USA	3,566	South Korea	194
Indonesia	1,439	Australia	138
Germany	926	Thailand	113
Other	6,150	Other	337
Total	27,896	Total	4,274

Source: Euromonitor International

Japan's soft drinks sectors. On the upside, Japanese consumers continue to drink more RTD tea than any other soft drink, implying there is room for some downward pressure on demand. What seems clear is that we need to look beyond Asia Pacific to get a clearer idea of the sector's real global potential.

If we take Asia Pacific out of the frame, absolute RTD tea growth is forecast at around 300 million litres for 2010, which is nothing to write home about. Fruit/vegetable juice, by contrast, is projected to grow by around 1 billion litres in non-Asian markets. The good news for the RTD tea sector is that demand is on the rise in the highly prized US market. Last year, RTD tea was one of the fastest growing soft drinks sectors in the country, trailing only functional water in absolute volume terms, and a similarly robust performance is expected this year. In the USA, growing consumer awareness of functionality is rightly identified as a contributing reason for RTD tea growth, but again, we should not over-egg that driver. Growth is also coming from an embedded RTD tea consumption heritage.

In Europe, with the exception of Germany, there is no such consumption tradition for RTD tea. Most strikingly, the sector is a virtual misnomer in the United Kingdom despite its deep-rooted hot tea culture. In fact, the UK's strong hot tea tradition is a probable reason why RTD tea has failed to make an impact. In short, hot tea consumers are often put off by the concept of a cold RTD tea. They fail to identify RTD tea as a fundamentally separate category. Associations with hot tea also work as a barrier to RTD tea development in non-hot tea drinking cultures. In much of Latin America, for example, hot tea is perceived as a digestive, or as a remedy to cure an upset stomach. There is confusion, therefore, regarding the functionality and consumption occasion of RTD formats. It is an identity issue that RTD tea will need to address if it is to break major new ground in Latin America, as well as in Europe.

No strangers to innovation

Unlike hot tea, hot coffee yields positive associations for its RTD counterpart, thanks mainly to growing global café culture. Starbucks, notably,



RTD Tea Forecast Growth by Main Market, 2009-2014

Market	2009-2014 CAGR %	2009-2014 Absolute Growth (mn litres)
China	13.2	8,838
Vietnam	18.8	588
Indonesia	6.9	572
USA	2.6	492
Mexico	17.3	159
Taiwan	2.8	123
Russia	4.4	96
Philippines	5.2	63
Hong Kong, China	3.6	56
Canada	2.4	55

Source: Euromonitor International

has led the way in gourmet coffee education, and helped create a platform for a premium RTD coffee segment. Coca-Cola's joint venture agreement with Italy's Illycaffè Spa in 2008 was indicative of the aspirations of RTD coffee, but also of its limitations. Coca-Cola had attempted on various occasions to kick-start an RTD coffee category, but without much success. The emphasis of the Illy Issimo joint venture was on tapping into demand for more sophisticated soft drinks. And that is the most likely strategic direction of RTD coffee. Like the current generation of energy drinks, the packaging and on-trade occasion profile of RTD coffee lends itself to premium positioning.

When it comes to the critical issue of product development, both RTD tea and RTD coffee will continue to be tough strategic nuts to crack. On paper, the better-for-you attributes of RTD tea ought to act as a springboard to growth. But, in markets where consumers have limited truck with functional issues, an over-emphasis on wellness benefits could work less favourably. Ultimately, RTD tea needs to maximise consumption occasions, so straitjacketing inside too much functionality could be a mistake. Tailored country-specific innovation has some potential, but that means drilling into the functionality drivers of different groups within different countries. Last year, for example, Coca-Cola rolled out a fat-burning green tea-flavoured cola in Japan, targeting diet-conscious young women. It is the type of ultra specific tailoring that could work for RTD tea.

Pepsi-Lipton's launch last year of a sparkling RTD green tea in the USA was a bold move, but you could also argue that it further complicated the definition of the sector from a consumer perspective. Is RTD tea a still, or a sparkling drink, or like bottled water, is it both? The RTD tea sector has not been shy of innovation over recent years, but to date there has been nothing game-changing at the global level. As such, RTD tea and coffee both seem destined to remain comparatively low volume niches outside their small cluster of comfort zones. There is nothing wrong with niche per se, it comes down to how well that niche is developed. One of the biggest tests will be in maximising the value of the niche in those markets with a limited RTD tea and coffee culture. Quite clearly, while there are myriad untapped opportunities ahead, there are multiple uncertainties too. ■

When it comes to the critical issue of product development, both RTD tea and RTD coffee will continue to be tough strategic nuts to crack.



Rob Walker is Senior FMCG Analyst at Euromonitor International.
rob.walker@euromonitor.com
www.euromonitor.com

Revitalising the market

with fresh ideas

Multi-faceted added-value concepts for beverage manufacturers, from Wild

Having a feel for the right flavour at the right time – that is what makes Wild stand out. The company's beverage experts have demonstrated their innovative strengths to show how well they understand the market. And the result is beverage concepts which not only focus on consumers' needs but are also designed with their everyday lives in mind. Novel tea beverages offer people exceptional enjoyment, whereas refreshing vitamin waters can have an invigorating or calming effect, depending on the formulation. Current concepts in the segment of premium carbonates or adult soft drinks are prompting important growth in the overall soft-drink market. Energy drinks continue to perform well, and natural concepts in this area also provide new incentives for consumers, as do innovative formulations that include juice or coffee.

Tea beverages: enjoying convenience in premium quality

Tea beverages are in vogue throughout Europe. Consumers appreciate these thirst-quenchers with a high wellness factor which they can enjoy anywhere and anytime without having to brew tea themselves. Wild has created a premium selection of beverages based on tea infusions. Being able to choose among white tea, green tea and Ceylon, which is known for its stimulating effect, gives manufacturers a variety of options in terms of positioning their products. Caffeine-free rooibos tea can also be used as the basis. All of



the concepts provide ways for people to enjoy excellent natural tea, and they also enable beverage manufacturers to clearly distinguish the flavours of their products from classic extract-based iced teas.

Sparkling teas meet two consumer needs simultaneously: they combine the refreshment of a carbonated soft drink with the flavour and wellness image of tea. Varieties such as white tea and herbs or green tea with apple and mallow stand out clearly from classic soft drinks and standard tea beverages. All of these flavours are low-calorie and contain only natural ingredients.

Manufacturers can use Wild's tea creations to offer beverages that appeal primarily to adult consumers who select products based on how enjoyable they are, appreciate only slightly sweet drinks and want a subtle flavour. Depending on the client's preference, the application experts at WILD supply a variety of excellent sweetening options and flavourings which are the optimal way to enhance the enjoyment of authentic-tasting tea drinks.

Vitamin-water concepts: a new trend with an added value

At the moment, 'vitamin waters' are growing steadily in Europe. In addition to the significant vitamin content they feature, these innovative beverages are remarkable because the variety of ingredients and functions they offer serve the needs of different consumer groups in specific everyday situations.

Wild's vitamin-water concepts fulfill the expectations consumers have of near-water beverages: people want factors such as convenience, refreshment, solid vitamin content and, above all, individual functions for different situations. These drinks are low-calorie and have no artificial colours, flavours or preservatives. They allow manufacturers to offer the target group a contemporary portfolio.

Premium carbonates: refreshing concepts with added value

In the highly competitive carbonated soft drink segment, new premium concepts give people



No matter whether you prefer black tea, white tea or rooibos, WILD's tea infusions offer a way to enjoy top-quality natural beverages.

variety, enjoyment and a real added value. They are both top-quality thirst-quenchers and a solid growth market. Wild's concept ideas let beverage manufacturers distinguish themselves from the competition.

Fruit pulp in soft drinks is a further concept Wild uses to offer additional features in carbonated beverages. Pulp from citrus fruits, for example, can be used to create more mouthfeel in a finished product. This exceptionally fruity flavour and kind of quality create yet another USP that classic citrus sodas do not have. Wild uses purely natural ingredients here as well. The added value of these products can also be reflected in the design and communicated by an appropriate style on the label.

Concepts for bitter drinks are a source of even greater variety. Especially popular in southern Europe, drinks such as 'chinotto' in Italy remind consumers of vacations in the Mediterranean, making these beverages attractive to more than young adults. Wild's bitter drinks contain no artificial colourings and are naturally flavoured. Options such as 'Bitter Orange' win people over with their tangy and slightly astringent note.

One particularly interesting variation on premium carbonates is fruit tonics, which combine fruity flavours with a tonic note. There are no limits to the creative options available, whether blackcurrant, cranberry or other flavours.

All three of these premium-carbonate concepts are appealing to manufacturers and create ways to give products a clear edge over classic soft drinks, winning consumers over with new alternatives.

Energy drinks: continuing on their successful path

Energy drinks are the strongest growth category among non-alcoholic soft drinks throughout Europe, and Germany remains one of the highest-volume markets in this sector. In these drinks with a special boost of energy, adding natural ingredients leads to growth in the market. The caffeine here comes from natural sources. The caffeine for our natural energy drink, for example, is derived from an extract of green coffee beans. Beyond that, only natural flavourings are used in the product. Unconventional fruity flavours further enhance the appeal of the beverages and provide an alternative for everyone who wants something more interesting than a classic energy drink.

Blending energy drinks with other beverage categories like juice or coffee is yet another way to open new doors. Energy-plus juice beverages feature premium quality and are noteworthy because of their fruity note and their juice content, which can be individually customised to manufacturers' preferences. Beverages in this sector can also be positioned among natural products: the energy kick comes from extracts of green coffee beans and guarana. Like the caffeine itself, the flavours and colours can also be obtained from natural sources. The 'energy plus coffee' concept is another new development in the Wild portfolio. The product delivers an extra kick and combines it with the enjoyment of coffee.

Energy shots are another novelty on the German market, which are an excellent match



New in the near-water segment are 'vitamin waters.' The products can be relaxing or stimulating, depending on their ingredients.

for consumers' growing interest in especially convenient solutions: they fit in any pocket and provide a boost of energy with a single drink. Wild offers a premium concept in different flavours with its energy shots.

Adult soft drinks: enjoyment that comes from non-alcoholic cider-mix concepts

Right now on the adult soft drink segment, one concept that features new flavours is the non-alcoholic cider-mix concept by Wild. These beverages are creating new impulses on the market by including tantalising new flavours from domestic fruits like apple or apple and blackcurrant as well as unusual combinations such as bitter orange. What stands out here is that the drinks are based on non-alcoholic cider.

These concepts are an outstanding match for the target group's preferences with their characteristic slightly tangy cider note. Unlike children and teenagers, adults tend to prefer products that are only slightly sweet and mildly carbonated. The tart and tangy non-alcoholic cider-mix is a refreshing alternative to classic soft drinks and alcoholic beverages.

Customised solutions

Wild offers manufacturers customised formulations for everything from tea beverages to premium carbonates, right down to energy drinks, and these options all let manufacturers position their products with absolute precision and gives them an added value. These promising new developments are based on successfully established segments and incorporate major trends. In these newer categories, manufacturers can gain ground in new product concepts such as vitamin waters or non-alcoholic cider-mix beverages, thus generating growth in sales. Wild's beverage concepts enables the company to identify trends early on and win points in the market. Emphasising the naturalness of a product will continue to play a major role in the future. ■

All of the concepts provide ways for people to enjoy excellent natural tea...



Relaxing and energising

ready-to-drink teas

An interview with Oliver Hehn, Marketing Manager at Plantextrakt, Germany.

Health and wellbeing are often associated with tea drinking, however, it can also be stimulating or calming or, in the case of green tea, increase powers of concentration.

Soft Drinks International: Ready-to-drink (RTD) teas are currently very popular all over the world. How do you explain this development?

Oliver Hehn: Convenience is a key concept of our age. Consumers want to be able to enjoy drinks wherever they may be without having to spend too long making them. At the same time, they appreciate high-value, natural ingredients. Ready-to-drink teas should therefore offer the convenience of a takeaway product and yet offer an authentic taste experience. In other words, they should taste like freshly brewed tea but take no time at all to prepare.

SDI: So, ready-to-drink teas tick two boxes?

OH: Yes, but RTD teas can do a whole lot more. There are very good reasons why tea is one of the most widely consumed drinks in the world, because tea has all kinds of associated benefits. RTD teas can fulfill the aspiration of many consumers to do something for their health, physical strength and wellbeing.

SDI: Let's focus on the associated benefits for the moment. What properties do tea extracts have?

OH: Thanks to their many and varied ingredients,



tea extracts offer many additional functional benefits. Consumers nowadays are often looking for something to pep them up and/or calm them down. Caffeine, also found in tea, is responsible for the invigorating effect. A special is the mild, long-lasting stimulus it provides. The caffeine in tea occurs in smaller quantities and is bound up with amino acids and tannins. The counterpart to caffeine is theanine which is said to have calming properties. The special thing about it is that it occurs exclusively in tea plants. It is found primarily in green tea. Beverages containing green tea extract have yet another benefit, as we have shown in a scientific study: they can increase your powers of concentration.

SDI: Your latest product concept, 'be fit' – extracts for body and brain – which you will present at the Health Ingredients trade show in Madrid, is all about enhancing performance.

OH: Yes, precisely. As suggested by the name we have given to our new concept, we focus on improved performance both on a physical and on a mental level. To achieve that, we employ tea extracts and herbal extracts. Drinks producers worldwide were particularly interested in our 'tea shot'. This mildly syrupy mini-drink containing Darjeeling tea includes the caffeine level of two cups of black tea into just 100 millilitres.

SDI: So are these associated functional benefits in demand throughout the world, or are there regional differences?

OH: Drinks that offer associated functional benefits have steadily grown in popularity in all parts of the world. The US market has certainly led the way. Over there, teas are expected to possess high concentrations of catechins and polyphenols and so have a lot of antioxidant potential. American consumers want products that have a positive effect on their health and wellbeing. As well as beverages containing anti-inflammatory antioxidants, drinks having a high concentration of theanine are set to play a bigger role in future.

SDI: At the start of our interview, you said that tea extracts not only have useful additional properties

but also contain colourings. What colours do these natural ingredients have?

OH: Tea extracts have many different nuances of colour. There are numerous shades within the six basic tea colours of white, yellow, green, black, blue Oolong and red Pu-erh tea. Although all of these tea varieties come from exactly the same plant, i.e. *Camellia sinensis*, the manufacturing and production processes are different, hence the colour when infused.

SDI: And what about the actual taste experience? Can RTD tea beverages cater for different taste preferences?

OH: Yes, of course. With so many consumers looking for an authentic taste nowadays, this is of tremendous importance. For example, the 'authentic taste of tea' will mean something quite different depending on whether you are talking to a Western European or to an Eastern European. Any RTD tea that promises an authentic taste experience must therefore unerringly conform to the conventional notion of what constitutes hot tea. For example, black tea is especially popular in India and has been a favourite drink in many parts of Europe since the nineteenth century. German tea drinkers, on the other hand, are an exception, preferring to drink herbal teas. For centuries, China and Japan have been the traditional green tea countries, even though the demand for

green tea has since become established in other countries. Furthermore, different regions have different preferences with regard to varieties. Russian black tea drinkers prefer to infuse reddish teas having a powerful, nutty flavour, such as Assam or Ceylon. In Britain, by contrast, tea drinkers prefer a distinct flowery flavour and a bright, yellow colour, as in a Darjeeling tea.

The decisive factor affecting the way a tea tastes is mainly where and how it was cultivated. That is why the Martin Bauer Group places great importance on controlled processing and well-founded research, and on developing long term relationships with our growers worldwide. This is the only way we can rely on being able to source high-quality botanicals and offer customers only those extracts that precisely match up with the highly diverse preferences of consumers in various countries.

SDI: And in what form do you supply these extracts to your customers?

OH: That is up to the individual client. If a manufacturer requires pumpable extracts, then we supply them in liquid form. For dry blends, we offer extracts in powder form. We have different grades of powders to choose from, such as ultra-fine ground or granular. If desired, we can supply beverage manufacturers with extracts that meet precise specifications, are soluble in either hot or cold water as required, and are calcium stable. ■

...different regions have different preferences...



Oliver Hehn is Marketing Manager at Plantextrakt, one of the leading manufacturers of tea and herbal extracts and decaffeinated tea.
www.martin-bauer-group.com

International PackTech India 2010



6th International Exhibition and Conference for the Packaging- and Processing Industry

18–20 November 2010

Bombay Exhibition Centre
Mumbai/India

www.packtech-india.com

Supported by



Partner State



Sponsors and Conference Organisers



Messe Düsseldorf GmbH
P.O. Box 10 10 06
40001 Düsseldorf
Germany
Phone +49/211/45 60-77 39/-77 41
Fax +49/211/45 60-77 40
RuessM@messe-duesseldorf.de
SchlaefkeM@messe-duesseldorf.de
www.messe-duesseldorf.de



drink technology India 2010

International trade fair for beverage and liquid food technology

18–20 November 2010
Bombay Exhibition Centre,
Mumbai/India

www.drinktechnology-india.com

Powered by **drinktec**

Partner:



Supported by:



Contact: MMI India Pvt. Ltd. • Lalani Aura, 5th Floor, 34th Road, Khar (W), Mumbai – 400 052, India
Phone (+91 22) 26 48-71 17 • Fax (+91 22) 26 48-71 14 • sunali.agarwal@mmi-india.in

Stevia

the next generation of sweetener

Following years of development, stevia is now being used as a natural sweetener in beverages.

Stevia rebaudiana Bertoni is a small shrub native to South America. As a member of the Asteraceae family or 'sunflower family', stevia is related to such herbs, flowers and vegetables as chamomile, tarragon, endive, lettuce, daisies, sunflowers, and chrysanthemums. The botanical discovery of stevia is attributed to Italian-Swiss botanist, Dr. Moisés S. Bertoni, in 1901. The plant, however, has been used for centuries by indigenous people in various parts of Argentina, Brazil, and Paraguay to sweeten foods and beverages. Today, stevia is grown commercially in South America and Asia primarily for its use as a sweetener.

History

In 1931, two French food-chemists, M. Bridel and R. Lavielle, identified and isolated the sweet components, known scientifically as steviol glycosides, that give stevia its sweet taste. There are at least 10 steviol glycosides in the leaf of the stevia plant, including but not limited to: stevioside, rebaudioside A, rebaudioside C, dulcoside A, rubusoside, steviolbioside, rebaudioside B, rebaudioside D and rebaudioside F, and rebaudioside E. The two most prominent are stevioside and rebaudioside A.

Terminology

Stevia typically refers to the plant *Stevia rebaudiana* Bertoni or to a crude preparation (powder or liquid) made from the leaves of the stevia plant. Such preparations contain a mixture of many components, not just those that give a sweet taste to the leaf.

Steviol glycosides are the sweet components of the stevia leaf. There are various kinds of steviol glycosides, but the two most abundant types are stevioside and rebaudioside A.

Rebaudioside A is the best-tasting of the steviol



glycosides found in the stevia plant. Rebaudioside A is almost identical in chemical structure to stevioside, and the body breaks it down into the same basic parts. This means that the extensive body of safety data on stevioside can be applied to rebaudioside A.

Rebiana is 100% steviol glycosides, containing no less than 97% rebaudioside A. It is the first high-purity, well-characterised form of rebaudioside A.

From field to table

The sweetness of stevia is increased by the plant's exposure to daylight – the longer the day, the sweeter the plant. Cargill agronomy and food technology experts have identified rebiana as the sweetest compound of the stevia leaf, which is released from the plant in a process similar to steeping tea.

After the leaves have reached their peak sweetness, they are harvested, dried, and soaked in water. After the water absorbs the sweet essence of the leaves in the first extraction, the mixture is strained to remove plant matter and stems. Then it is filtered to separate rebiana, the best tasting part of the stevia leaf. Rebiana crystals are formed during this filtering process, similar to the way in which salt crystals are formed when water evaporates. Finally, these sweet crystals are dissolved one last time in a mixture of water and food grade alcohol to ensure the sweet granules are of the highest purity and quality.

Zanna McFerson, Business Leader – Truvia Enterprise – Ingredient and Consumer Products, commented: "Cargill has been planning and structuring a stevia business for the past seven years. It started with a vision – building a sustainable business that supports farmers and delivers a natural zero-calorie sweetener to consumers. Following that idea was a comprehensive plan laying out how we would build this business. Like an architect, we had choices to make in every part of the design and every step of construction. Each decision is embedded in the business and the quality of the product.

"In building our stevia supply chain, we are committed to conducting ourselves with integrity, accountability and responsibility – every day, in every community where we live and work. As we build, we have a strong code of economic, social, and environmental standards – from good agricultural practices at the farm level to protection of worker rights and safety at the processing level. Underpinning this code is the adherence to the

highest food safety measures and a commitment to good manufacturing practices to ensure a consistent, safe, quality product.

Agronomy

Cargill agronomists are exploring ways to increase stevia farm yields and sweetness per acre in a manner that supports responsible land usage and conservation. While researchers have worked with the stevia plant for years and commercial operations have used it to sweeten beverages and foods, the stevia plant has never before been farmed and harvested on a global market scale. More than 200 different varieties of the stevia plant exist. Cargill brings the depth of experience, resources and skills needed to commercially develop the stevia plants that will produce rebiana in multiple geographies on farms around the world.

Partnering with agricultural research institutions and farmers Cargill is working to identify the hardiest varieties of stevia, grow a consistent product and produce enough to serve a global marketplace. Cargill is actively working with farmers and agricultural communities on two continents, Asia and South America.

McFerson commented; “Our agronomy programme works to improve the stevia plant, making it easier to grow in more places, and increasing its yield of sweetness – rebiana. In South America, the United States, and Asia, our research programmes will result in the right plant variety for each geography. We are working on seed and cutting propagation, sweetness profiles, growing conditions and other variables. Cargill agronomists and food scientists use their industry-leading expertise to better understand how the stevia plant produces sweetness so they can improve the plant and its extracts. In the past two years alone, we have improved the leaf content of rebaudioside A by over 60% in our South American breeding programme.”

Helping farmers

As Cargill develops this new business, it will help farmers increase yields, improve the quality and sweetness of the plant and manage their use of agricultural inputs like water and pesticides. This involves everything from cultivar selection to land management, bringing best practices to small rural communities. As part of this programme, Cargill will bring new opportunities for cash crops to small, rural family and co-operative farms.

“By improving the quality of the stevia plant, through traditional breeding practices and respecting the biodiversity of this plant species, we help farmers produce better yield and quality,” said McFerson

Developing a sustainable global market

The agronomy programme is part of a long term strategy to develop a sustainable global market for rebiana. Cargill has established a plant-breeding programme where stevia is studied to select for particular plant traits. As the market develops and the agronomy is better understood, productivity per plant, per farm, per acre and/or per hectare will improve.

As rebiana is 200 times sweeter than sugar, smaller amounts of the product are required in food and beverages compared to other sweeteners. Improvements to the productivity of the plant –

increasing the sweetness per square foot on the farm – reduce stevia's space requirements as well. Overall, this means the ‘footprint’ for rebiana will remain sustainable over the long term development of the market.

“Because this sweetener is new and not yet taught in university food-science programmes, we provide expertise to our customers on how to optimise the sweetener's benefits and incorporate it into foods and beverages. Using high intensity sweeteners in food applications requires knowledge of the food matrix, of other ingredients, use of bulking agents, and a mastery of flavours, said McFerson.

“High-purity stevia extracts are not ‘drop-in’ solutions for food and beverage applications. For the food industry, taste rules, and this means complex formulation work to find just the right taste profile for a customer. Our experienced food scientists work with the full Cargill portfolio of ingredients to solve customer taste challenges when formulating products with this new and promising sweetener,” she continued.

Introducing Truvia

Truvia (pronounced True-VEE-ah) is the brand name for the first great tasting, zero calorie sweetener made with rebiana, the best-tasting part of the stevia leaf. The name, Truvia, comes from the combination of ‘truth’ and ‘the way’. Cargill has worked for years to develop Truvia sweetener in response to consumer demand for new choices of foods from plant origin and a zero calorie way to sweeten foods and beverages. The sweetener is offered as both an ingredient and as a tabletop sweetener helping consumers to reduce the number of calories in their diet, and is suitable for people with diabetes.

Safety

Cargill enlisted leading scientists to design and conduct a rigorous safety evaluation programme for rebiana – the first such programme to test a well-characterised, high-purity form of rebaudioside A.

The Cargill Truvia rebiana research programme was published in May 2008 in *Food and Chemical Toxicology*, and the safety data has been shared with leading food safety authorities around the globe, including the French Agency for Food Safety (AFSSA), the Joint FAO/WHO Expert Committee on Food Additives (JECFA) and the European Food Safety Authority (EFSA).

Prior to this programme, safety data on rebaudioside A was limited to several smaller metabolism and safety studies. However, stevioside had been evaluated extensively. Since rebaudioside A is broken down into the same basic parts in the body as stevioside, data from studies of purified stevioside are acceptable in the safety assessment of rebiana.

Additionally, in June 2008 JECFA, a global panel of food ingredient safety experts completed a multi-year review of the available scientific data on high purity steviol glycosides and established a permanent ADI, thus validating safe use as a sweetener.

Truvia sweetener is already available in France. The rest of the European market will open with the EU approval of steviol glycosides, which is currently anticipated in 2011/2012



“Using high intensity sweeteners in food applications requires knowledge of the food matrix, of other ingredients, use of bulking agents, and a mastery of flavours.”



Sweet innovation

from concept to product

Tate & Lyle's state-of-the-art facility leads the development of functional ingredients and wellness foods, according to Caroline Sanders.

Tate & Lyle Ingredients Europe has undergone a significant transformation and now employs over 2,000 people in 13 production facilities with a network of five research and development, and application labs, linking two businesses:

'Single Ingredients' produces and markets a wide portfolio of specialty starches, sweeteners and fibres from maize, as well as ingredients from other Tate & Lyle operations, like Splenda sucralose.

'Food Systems' unites texturants, hydrocolloid and stabiliser system expertise originally, created by two companies that joined the group, G.C. Hahn & Co. and Cesalpinia Food.

The brand-new Health & Wellness Innovation Centre in Lille, France, is the latest addition to Tate & Lyle Ingredients, Europe.

A unique proposition

The state-of-the-art €4 million facility opened in September 2008 and drives the research and development of functional ingredients and foods. The centre is unique, housing researchers, application scientists, nutritionists, regulatory and quality experts as well as sales, marketing and product management personnel under the same roof. These teams work together to offer a 'whole-of-life' service for the development of new health



State-of-the-art semi-industrial scale equipment helps customers avoid problematic scale-up issues and confirms the validity of processes.



and wellness products, thus maximising the efficiency of the innovation process.

Equally important, the centre is available for Tate & Lyle's customers to use, as they develop and refine new food and beverage products – the first time that a facility of this kind has been available.

Quest for new ingredients with proven health benefits

The facility focuses on developing new and innovative ingredients with clinically proven health benefits, in four distinct fields:

- Weight management
- Digestive health & Immunity
- Vitality
- Healthy aging

A team of carbohydrate chemists, bio-chemists, enzymologists and process technologists works closely with academic and industrial partners across Europe to create the unique science needed to produce market-leading ingredients. At the same time a team of nutritionists gives guidance to the research group, driving a programme of pre-clinical and clinical research projects aimed at uncovering and validating nutritional benefits in tandem with the Tate & Lyle Health Research Centre at King's College London, and several other top quality research institutes around the world.

Thanks to the location in Lille we have access to leading research bodies and dynamic organisations, ensuring that we maintain our commitment to 'Open Innovation'.

It's not food until it is enjoyable to eat

Having a functional ingredient is one thing, creating a tasty nutritional or functional food is another. The Centre's programme includes the development of novel applications for Tate & Lyle's functional food ingredients, texturants, and sweeteners platforms.

The 800 square metre pilot area is fully



equipped to address application projects from four major categories:

- Beverages (carbonator, UHT line, mixer, dispenser, climate chamber etc).
- Dairy (UHT stations including tube in tube and scraped surface systems, in-line homogenization and aseptic filling).

Findings from the state-of-the-art semi-industrial scale equipment help customers avoid problematic scale-up issues and confirm the validity of processes when implementing new recipes and ingredients in their plants.

The application and analytical laboratories on the 800 square metre 1st floor hold all of the equipment necessary for in-depth understanding and characterisation of food and food ingredients, from measuring water activity through the determination of sugars in a food to complex rheological analysis.

With taste a key driver for consumers, the centre would not be complete without a detailed understanding of sensory analysis, or indeed without its very own demonstration kitchen, helping us to ensure that our customers are entirely happy with their new food and drink creations.

The team of application scientists and technicians brings a wealth of hands-on industry experience to each of the centre's focus categories. They study the behavior, interactions and synergies of ingredients in a food matrix, formulate recipes based on customer's nutritional briefs, and, creative spirits, they develop new food concepts to help drive customer innovation.

Centre of excellence

The facility is also Tate & Lyle's centre of excellence for the development of applications for Splenda sucralose.

Splenda sucralose is made from sugar, tastes like sugar, but it's not sugar. It's a sweetener with a taste profile very similar to sugar, yet is not broken down for energy by the body – so it has no calories. It comprehensively outperforms all the high-intensity sweeteners on the market through its unique combination of taste and stability – making it the best choice to help customers seize the market opportunity for tastier, healthier, lower-calorie foods and beverages.

As the centre leads Tate & Lyle's European fibre platform, it demonstrates the functional and nutritional value of Sta-Lite® Polydextrose and Promitor™ Soluble Gluco Fiber or Promitor™ Resistant starch in a wide range of foods and drinks.

Open and customer facing

The centre is open to Tate & Lyle's customers. Both the laboratories and pilot plant facilities are designed to accommodate customer project teams working on new food propositions or optimising existing brands. Tate & Lyle's technical service engineers are the first point of contact, supporting customer's trials and coordinating with the centre from initial brief through to final implementation.

Consumer options

The centre offers marketing resources to underpin Tate & Lyle's long-standing relationships with customers, through continuous research into consumer behaviour.

Tate & Lyle's 2008 European dietary fibre study



surveyed a representative panel of over 4000 consumers in the UK, France and Germany. The detailed conclusions are available to customers and provide crucial insights on what people expect from food, how manufacturers can communicate with consumers, and how the benefits of fibre can be marketed across a wide range of food applications.

Similarly, Tate & Lyle shares with customers the results of a survey among over 5,000 consumers in UK, France, Germany, Italy and Spain assessing attitudes towards health, eating and sweeteners, as well as how consumers' behaviour was influenced by these attitudes. Our research discovered that Europeans are increasingly aware that they can take active part in managing their health by making smart decisions in food and beverage choices. High on the list of consumer concerns is the level of sugar in products, both for adults and children. The majority of European consumers find sucralose appealing as a way to reduce sugar in several categories such as carbonated soft drinks, fruit drinks, yoghurts, flavoured milk etc.

As consumer views continue to evolve, it is essential for Tate & Lyle's clients that they are able to track any changes in attitude, so that they can refine their own products accordingly.

Smart solutions

We improve nutrition and digestive health benefits through our ENRICH™ service, we control calories through REBALANCE™ and bring new functionality through CREATE™. But we are just as well placed to address cost pressure on customer's recipes via our OPTIMIZE™ formulation service.

Looking forward

Tate & Lyle's Innovation Centre team is confident that our unique formula based on deep consumer insight, long term partnerships with customers, leverage of external knowledge and disciplined research and development will help drive food and beverage innovation in the field of health and wellness for years to come. ■

Both the laboratories and pilot plant facilities are designed to accommodate customer project teams working on new food propositions or optimising existing brands.



Caroline Sanders is Global Marketing and Communications Director at Tate & Lyle.
www.tateandlyle.com

As sweet as a nut

and a natural isotonic drink

How Danisco has enhanced the benefits of coconut water.

According to Mintel's GNPD, functionality continues to be the main growth area for healthier soft drinks, despite the challenges that the food industry is currently facing¹. There is uncertainty in the market. There are new challenges ahead. However, there is one area that seems to defy the trend – and that is health.

Despite current uncertainty, there is still an inherent interest in healthy foods and drinks. Consumers are still aware of the relationship between diet and health, and so the demand for functional food products that are able to enhance health beyond providing basic nutrition is still apparent. This can be seen in the products that consumers are buying today.

Coconut water

One of the major drink trends seen this year is the natural phenomena coupled with 'better for you'. Fitting into this trend perfectly is coconut water – this speciality beverage trend has been big news in the US. Marketed as a natural alternative to sports drinks, coconut water contains a good source of potassium and magnesium, and is reported to have a similar composition to human blood plasma. This aids rehydration, with the angle of being 100% juice.

The health benefits of coconut water have been recognised by the World Health Organization (WHO) as a natural isotonic drink. Coconut water, however, could also be marketed in the mainstream drinks section and coupled with sweeteners and added dietary fibre.

Fructose

Natural sweetening products can also be added to the coconut water to give a sweeter flavour, and can be added in small amounts along with juices.



©Narebbo (from Bigstockphoto.com)

Fructose, also known as fruit sugar, is found naturally in fruit and honey and is suitable for adding into coconut water drinks. Fructose is a monosaccharide sugar with a higher sweetness potency than sucrose, although like sucrose it also contributes 4kcal/g. As a result of the high sweetness potency, fructose is used in lower amounts than sucrose. Therefore, fructose is commonly used in products claiming energy/sugar reduction. In aqueous solutions, fructose is approximately 1.2-1.5 times as sweet as sucrose, although the sweetness perception can vary with concentration, temperature, pH and with other components in the matrix.

Fibre

The addition of dietary fibre can enhance product appeal and strengthen a healthy image. Although dietary fibre is an integral part of many natural foods such as grains, cereal products, fruit and vegetables, it is not typically present in juices or juice drinks in any tangible amount, due to the processing of the fruits used as ingredients. As individuals are not typically consuming enough fibre to maintain regularity and optimal digestive health, addition of fibre into drinks can help increase consumption in a convenient, portable format.

Natural balance

Danisco has developed a coconut water-based drink with a fresh invigorating taste of the exotic. It is sweetened with fructose, a naturally occurring sugar, and fortified with Litesse® polydextrose as a source of dietary fibre. Litesse polydextrose is a highly versatile ingredient containing high levels of dietary fibre together with a low energy content. It perfectly complements the healthy image of functional or wellness drinks without adding any undesirable flavours, colours or significant calorie increase. ■

1. Mintel's GNPD, *Trend Insights, Healthy Drinks – Marketing and Positioning*, January 2010.

Email: litesse@danisco.com
www.litesse.com



www.beverage-world.com

The new
edition

Your access to markets on the move

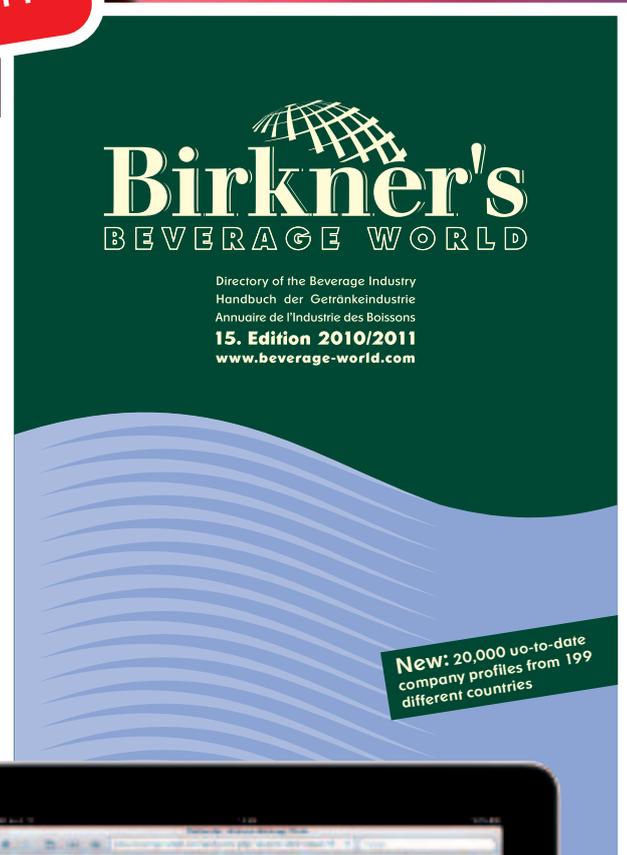
The 15th edition Birkner's Beverage World 2010/2011, the directory for the international beverage industry, shows you the markets on the move. More than 20.000 company profiles from 199 countries: Breweries, producers of mineral water, juices and soft drinks, distilleries, suppliers of hop, malt and raw material, supplying industry, international associations and trade press. With a **professional access to the internet database** you will find and reach the deciders of international markets.

Your advantages:

- Access to regularly updated company profiles of the international beverage industry
- Unlimited research of breweries, distilleries, producers of mineral water, juices and soft drinks, raw material suppliers, service companies and suppliers
- Professional search opportunities for management, machines, raw material, products, trade names and services
- Easy data export for the completion of own customer files and bulk letter files
- Up to date company news and product videos – linked to the company profiles

Birkner GmbH & Co. KG
P.O. Box 54 07 50
22507 Hamburg, Germany
Telephone: +49-40-800 80 1777
Telefax: +49-40-800 80 1902
Mail: info@beverage-world.com
Internet: www.beverage-world.com

Professional access
to the internet database
www.beverage-world.com



Birkner

www.birkner.de

Hi & Ni Europe

showcased in Spain

SDI singles out those exhibitors targeting soft drinks.

From 16th to 18th November Madrid will host Europe's leading exhibition and conference dedicated to the health and natural food and beverage industry. This market has seen a surge in demand over recent years with consumers actively seeking out products that are perceived to be of nutritional benefit. Natural ingredients (Ni) is running alongside HiE. This sector is showing significant growth potential as companies seek to differentiate their products and consumers are increasingly demanding natural ingredients.

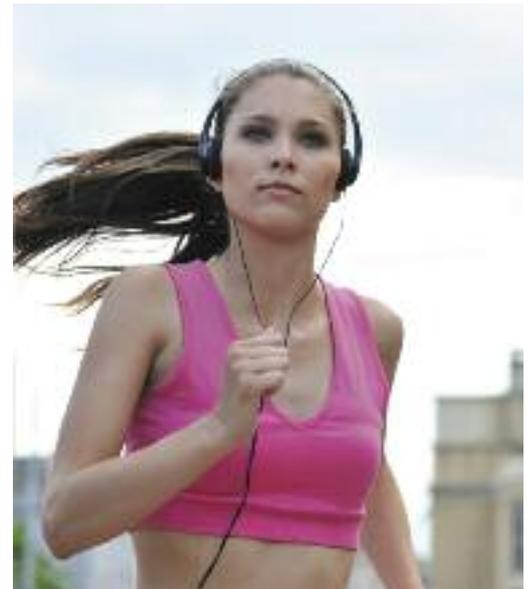
On show

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. They help manufacturers of functional foods capitalise on the approved EU health claim stating plant sterols have been shown to lower/reduce blood cholesterol. Also the company will be offering Novasoy soya isoflavones which help with the menopause and are suitable for beverages. Another highlight is Novatol, a natural source of vitamin E, which is needed by the body to protect cells and support natural defences. *Stand P60*



Leading manufacturer of functional ingredients, **Beneo**, will unveil OrafitL58 Organic an organic fructo-oligosaccharide. The product gained National Organic Program certification for marketing in the US and is in the final stages of the organic certification process for the EU market. Produced from organic sugar, OrafitL58 Organic offers technological and nutritional properties. It can be used as a prebiotic fibre, promoting good digestive health and can be used to replace sugar in applications such as yoghurt. Production samples of L58 Organic are now available for EU food producers and production is planned to supply the EU market from early 2011 onwards. *Stand M6*

Carbery will be showcasing its Isolac range of advanced clean-tasting whey protein isolates



(WPI). The range is used to fortify ready-to-drink products, functional waters, weight management products and sports drinks. The range claims to provide all the health benefits of superior whey protein and deliver a very low fat and lactose content, easy mixing and a clean taste. The company has invested in a new processing plant to increase its capacity to produce WPI for its Isolac range. Another highlight will be a new clean tasting addition to the Optipep range of high quality whey protein hydrolysates. Specifically designed for the sports nutrition market and built on recent in-depth sensory studies with the North Carolina State University, Optipep's new clean tasting profile is said to be an ideal ingredient for sports nutrition and beverage manufacturers. *Stand M17*



Technical and marketing experts from **Cargill** will showcase the company's health-promoting ingredients, including Truvia rebiana, made from the best tasting components of the stevia leaf. Already approved for use in the US, and with the approval process underway in the EU, this natural zero-calorie sweetener will be exhibited in a number of prototypes. On the stand will be a range of beverages formulated with Truvia rebiana, including Fanta Still and Eckes-Granini juice drinks, which are already available in France. Cargill's

health ingredient portfolio includes a comprehensive range of heart health solutions, weight management options and cholesterol reducers, all formulated to deliver proven functional health benefits while also assuring good flavour, desirable mouthfeel and straightforward manufacturing. *Stand P34*

CNI, a world leader in Acacia gum, will launch its latest innovation Fibregum Clear, a highly purified and clarified version of Fibregum, especially developed for the fibre enrichment of beverages. Fibregum, an all-natural Acacia gum is particularly rich in soluble fibre (minimum 90%) and offers scientifically proven nutritional properties, including a strong prebiotic effect.

Fibregum Clear's low viscosity and excellent stability in acidic medium make it, says CNI, the preferred choice to improve the nutritional profile of functional beverages and juices with no impact on their clarity, brightness and flavour. *Stand P16*



On the **Danisco Health & Nutrition** stand visitors can taste high fibre coconut water featuring its Litesse fibre giving consumers the proven digestive health benefits of fibre without compromising on taste and mouthfeel. Orange juice with Howaru will also be highlighted.

According to Danisco, this beverage takes probiotics beyond dairy. Fortified with Danisco's scientifically documented probiotic – HowaruBifido - a single dose of 1 billion CFUs per 250ml serving delivers proven benefits for transit and digestive comfort. In addition, Peter Wisler, Business Development Director, Danisco Health & Nutrition, will be speaking on vitamin K2, the 'new' essential for calcium utilisation to improve bone health on Wednesday 17th November. *Stand P6*



DSM Nutritional Products will showcase a new ingredient for heart health following a long-term alliance agreement with the product developer, Provexis. Fruitflow is the first natural, scientifically substantiated solution for the promotion of healthy blood flow. To date, Fruitflow is the only ingredient with an approved health claim from the European Food Safety Authority (EFSA) under Article 13.5, opening up clear routes to market for food, beverage and dietary supplement products. Fruitflow can be used individually or combined with other important nutrients for heart health in a Quali-Blends premix. Quali-Blends are custom-designed premixes containing a combination of nutrients to enhance food, beverages and dietary supplements.

Other new products on the stand include a new low colour strength beta-carotene for nutritional fortification without the usual colour effects. DSM will also showcase a new flavoured version of its successful sports nutrition ingredient, PeptoPro, with a considerably improved taste profile. *Stand R6*

Fortitech will showcase its custom nutrient premixes. With the ability to source over 1,400 ingredients, the company's premixes can integrate a comprehensive selection of vitamins, minerals, amino acids, nucleotides and nutraceuticals. Applications include sports drinks, juices, and waters. A powdered beverage mix for women's health will be one of the product samples on stand.

Fortitech has taken a proactive stance to dramatically decrease the number of people affected by micronutrient malnutrition through the company's business unit, the World Initiative for Nutrition (WIN). WIN's focus is to work with non-governmental organisations, governmental and international agencies aiming to improve nutrition. *Stand P26*



...the first natural, scientifically substantiated solution for the promotion of healthy blood flow.

Continued overleaf



Hi Europe – continued

A pioneer in numerous sectors such as oral health or foods for particular needs, **Roquette** has been involved for over 50 years with natural nutrition. The company's range of proteins brings an original and ethical vegetable touch to protein intake. Recently singled out for distinction by Frost & Sullivan for its unique properties, the new Nutralys pea protein enables dairy, dietary, slimming and sports enthusiast products to be designed to be more balanced in terms of vegetable proteins while still maintaining their nutritional and taste values. Of the finished product concepts and prototypes presented on the stand, visitors will be able to discover the potential of VegBoost – an original alternative to milk, 100% vegetable, and designed to bring new development prospects in the ready to drink field. Another prototype that strengthens the sustainable innovation possibilities of Nutralys AminoFuel will be of interest to producers of sports drinks. *Stand N18*

Lonza Sales Ltd will be promoting Carnipure, its high quality L-carnitine which can be successfully integrated into various applications. 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 ageing. In addition there is a focus on FiberAid a premium prebiotic fibre consisting of arabinogalactan; and ResistAid, 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. The company's Custom Microbial Fermentation Group will also be represented. *Stand N28*

Vegetarian DHA omega-3 supplier, **Martek Biosciences**, will be highlighting the opportunities for algal DHA omega-3 products following important scientific results and industry developments over the last 12 months. Positive new research and regulatory successes have added to the accumulating evidence of the commercial viability of DHA products, pointing to a successful future for the omega-3 market. Martek has successfully developed a range of vegetarian and sus-

tainable algal DHA omega-3 ingredients and products to tap into the growing market demand for supplements and fortified food and beverage products with the potential to support cognitive, eye and heart health. Visitors to the stand will be able to test samples of life'sDHA food, beverage and supplement applications. Representatives will be available to discuss the opportunities for developing innovative new products with Martek's vegetarian life'sDHA. *Stand P33*

Lipid Nutrition will highlight its weight management ingredient, Clarinol CLA. In 2010 the innovative ingredient was launched successfully in a yogurt in the USA, proven safe by the EFSA and received an award for best new ingredient for dairy foods and beverages at the 2010 Global Dairy Conference. Visitors to the stand can experience several new dietary supplements and functional beverage applications that provide a 'body shaping' effect, by decreasing body fat and increasing lean muscle. Several representatives will share insights into the weight management market and latest updates in the dietary supplement and functional food market. Lipid Nutrition also offers a variety of branded products like Marinol concentrated fish oils for heart health and brain development VitaTrin. *Stand Q16*

Visitors to **Syral's** stand will be updated on the regulatory side of the prebiotic benefits of Actilight fructo-oligosaccharides on gut health. Actilight fibre promotes taste and health; it can be used to enhance satiety and maintain intestinal balance. For protein enrichment of beverages aimed at weight management and sports nutrition, Syral offers Meripro, a highly digestible soluble wheat protein. Meripro is convenient for formulating tasty satiating beverages as it is low viscous and tastes neutral. Rich in glutamine, it enhances muscle recovery and development.

The company's Maltilite maltitol syrups and powders enable the formulation of sugar-free foodstuffs with reduced calorie content and preserved taste and texture. Maltilite is also tooth-friendly. *Stand P48*

Gelita is spotlighting Fortigel, its joint health ingredient. Made up of optimised collagen peptides, Fortigel has been scientifically proven to stimulate measurable regeneration of cartilage tissue in the joints. By treating the causes and not just the symptoms of the condition, Fortigel claims to considerably improve joint mobility and reduce pain. The product can be easily incorporated into nutritional supplements and functional beverages. *Stand Q28*

With Exberry the **GNT Group** will present a whole spectrum of colouring foods made from fruits, vegetables and other edible plants. These natural concentrates are an ideal alternative to additive food colours as they carry neither E-numbers nor EU-warning notices. In GNT's 'Garden of Colours' visitors will be able to see the variety, the naturalness and the brilliance of these



versatile ingredients for themselves. The concentrates from ripe fruits, vegetables and other edible plants are obtained exclusively by traditional physical processing without the use of any chemicals. GNT maintains control of each step of the production process – from selection of the raw material to contract cultivation and right through to the finished product. In order to demonstrate the complete range of application possibilities, many samples in all sorts of shades will be on show. Food technologists will also be on hand to answer questions about applications and product concepts. *Stand N39*

Rousselot a leading producer of gelatine and hydrolyzed collagen, will be highlighting the functionalities and the nutritional interest of its gelatine for the preparation of healthier products. The company will be presenting the Peptan range of hydrolyzed collagen for bone, joints and skin health. These health and anti-ageing benefits have been clearly reported in scientific studies, which will be available for consultation at the Rousselot stand. Peptan has experienced a broad success in Asia. Its organoleptic properties make it easy to integrate into any kind of drink. With this ingredient, Rousselot also targets the protein nutrition markets for sportsmen, weight-conscious people and the elderly. Visitors will be given the opportunity to experience samples of gelatine based products, as well as Peptan collagen powder for bone and joint health and DrinkBeauty collagen for the skin. *Stand R46*



Starlight Products' stand will feature tropical and African raw materials, botanicals and other natural ingredients for the nutraceutical industries. The company operates a highly specialised network, which guarantees its customers a secured and high quality procurement for a wide range of natural products, including water-soluble gums and hydrocolloids, texturisers, aromatic and medicinal plants. The company is deeply committed to a sustainable development approach:

responsible sourcing of natural products which implies the protection of natural resources and their sustainability, tight collaboration with local rural communities from producing countries, contributing to their development; and a respectful approach to the environment and traditions. *Stand P16*

Volac will showcase the potential of its whey protein isolate, Volactive Hydrapro. The company maintains that no other protein has been proven as effective as whey protein for rapid muscle recovery. It can be absorbed by the body faster than any other naturally occurring proteins and contains the highest levels of leucine, an amino acid which has been shown to be the trigger for muscle protein synthesis. But in clear protein beverages, maintaining clarity throughout the product's shelf life has been a challenge for manufacturers. With Volactive Hydrapro manufacturers can combine the benefits of this high quality whey protein with carbohydrates and fluids in a clear, convenient and refreshing beverage which will rehydrate, refuel and recondition muscles quickly after exercise. Two prototype beverages will be available to demonstrate the versatility and potential of Volactive Hydrapro to the sports recovery drink market. Each will contain 2% protein, providing the amount of protein required for recovery by those engaging in regular exercise. *Stand T12*



The **Plantextrakt Business Unit** of the Martin Bauer Group is presenting 'be fit' innovative formulations based on the performance-enhancing properties of natural tea and herbal extracts,

The company has divided the 'be fit' concept into three subcategories to meet the various requirements of the customers. 'Brain' is based on extracts that stimulate mental performance and cognitive skills; 'The Body Vitality' segment stands for products that support physical performance and vitality by means of baobab or rhodiola extract, for example; and the products from the 'Energy' segment use mate, guarana or kola nut to provide a fast-acting boost of energy. For new 'shots', slightly viscous mini beverages with intensive invigorating properties, Plantextrakt has developed a completely natural product, which concentrates the caffeine amount of two cups of black tea into a 100 ml shot by means of Darjeeling extract. *Stand P52*

Continued overleaf

... guarantees
its customers a
secured and
high quality
procurement
for a wide
range of
natural products.

Hi Europe – continued



Solbar, Israel, a global producer of specialty soy proteins, will present its new formulations for protein beverages. Calcium fortified isolated soy protein designed for dry beverage blends and other powdered drinks can be used in ready-to-drink beverages and UHT processed. Major applications include calcium fortified soy milk and other soy beverages. This ingredient contains a highly nutritious protein and an ideal balance of essential amino acids. *Stand M34*

SternVitamin's expertise is in tailor-made micronutrients. The company develops and pro-

duces individual vitamin and mineral premixes to fortify beverages and foods. 'Ready to drink/eat – but healthy nevertheless' is the company's motto. SternVitamin helps its customers develop ideas for new products. In addition to the full range of vitamins, minerals and trace elements, SternVitamin offers special active ingredients such as cholesterol-lowering plant sterols and prebiotic inulin for dairy products. For energy drinks, plant extracts like guarana, ginseng and ginkgo biloba are available besides standard additives such as caffeine, inositol and the amino acid taurine. The company maintains close partnerships with universities and research institutions and has entered strategic alliances with vitamin producers. When new premixes are to be made up, careful attention is given both to synergisms between nutrients and to economic aspects and optimum processing properties of the products. *Stand P37*

Tate & Lyle will be showcasing new digestive health and weight management concepts that are underpinned by a distinctive offer of solutions based on sweeteners, texturants and wellness ingredients. The company will launch Stalactis, a new wellness ingredient solution that is claimed to efficiently deliver fibre and prebiotic functionality, and improves intestinal regularity. Visitors will be invited to sample Yogurt Drink Enrich, a light breakfast dairy drink concept with digestive health benefits. In addition, Tate & Lyle will present new calorie-reduced juice drinks and explain how to add value and innovate with Splenda sucralose, its beverage sweetener. *Stand Q55* ■

SUBSCRIBE

To subscribe – download the subscription form from the SDI website

To renew a subscription – complete and fax back the renewal section on the address sheet,
email: subscriptions@softdrinksinternational.com or call +44 (0)1202 842222

Annual subscription – European Union: £110, €150 Rest of World: £125, €170, \$200



All major credit/debit cards accepted

ADVERTISE

To discuss marketing opportunities – email: advertising@softdrinksinternational.com
or call +44 (0)1202 842222

The 2011 Media Pack can be downloaded from the SDI Website

Tel: +44 (0)1202 842222 Fax: +44 (0)1202 848494 www.softdrinksinternational.com



FIND THE RIGHT INGREDIENTS TO MAKE YOUR PRODUCTS **SHINE** NEXT TO THE COMPETITION!



HEALTH INGREDIENTS EUROPE & NATURAL INGREDIENTS 2010 EXHIBITION & CONFERENCE 16-18 NOVEMBER 2010 IFEMA – FERIA DE MADRID, SPAIN

Health ingredients Europe & Natural ingredients are the only global nutraceutical, functional & supplement ingredients events dedicated to showcasing the world's most innovative ingredients.

Visit Hi Europe & Ni and find the latest ingredients to make your products shine next to the competition! Discover thousands of products including brand new launches and meet over 550 ingredient suppliers. For more information Google "Hi Europe".

FIND ALL FUNCTIONAL BENEFITS AT HI EUROPE & NI!

- Natural Functional Ingredients
- Health Claims
- Clean Label
- Salt, Fat, Sugar Reduction & Replacement
- Antioxidants
- Weight Loss Management & Satiety
- Probiotics & Prebiotics
- Age Related Nutrition
- Immune Health
- Digestive Health
- Cognitive & Mental Function
- Cardiovascular Health
- Bone & Joint Health
- Energy & Endurance
- Anti-Allergens
- Beauty-From-Within
- Clinical Trials
- Children's Health F&B

Google 'Hi Europe' for more information

Citrus

the trend continues

Soft Drinks International talks to Stephan Råker about Symrise and its passion for citrus.

Symrise is one of the world's four largest manufacturers of fragrances and flavourings. Its Flavor & Nutrition division offers not only individual flavourings, but also develops complete product concepts for the food and beverage industry. Strategically speaking, its focus continues to remain on the topics of taste – the most important issue in consumers' eyes – and of nutrition, meaning healthier, more natural or lighter foods and drinks.

Soft Drinks International: Citrus is still going strong as a trend. How do you respond to this?

Stephan Råker: The trend continues unbroken – globally speaking, citrus is the most important flavour of all, with orange leading the pack. This is why we at Symrise made major expansions to our Global Citrus Center in Sorocaba, Brazil, over the past few years. With our ultra modern production facilities, we have positioned ourselves in the very heart of the global citrus centre. This area is known as the 'Citrus Belt' and yields 58% of the world's orange crops, placing it far ahead of other growing areas such as Florida or southern European countries. Another advantage is that Argentinian grapefruit and lemon groves are not far away, and we get our limes from the neighbouring countries of Paraguay and Peru.

SDI: Describe the concept behind the company's citrus programme Naturally Citrus!

SR: Naturally Citrus! is the umbrella brand, and it rests on three pillars: 'True to fruit', 'True to nature', 'True to life'. These slogans clearly express that we produce particularly authentic citrus flavourings. They show that we process



fruits near the source, and we offer the exact flavourings that consumers want to have. In this industry, that means full service in the world of citrus: product diversity and quality, technology and sustainability.

SDI: What distinguishes your products?

SR: Our oils produced in Sorocaba have particularly good sensory properties and quality. Regular oils on the market are only concentrated five to 10 times, whereas a special distillation process allows us to generate our MC and MD oils that are concentrated by a factor of 50. One drop of this citrus oil can flavour an entire ton of product. For our clients, such a high yield not only leads to excellent quality, but also high cost-effectiveness. Beyond that, our citrus oils are water-soluble, unlike regular oils, and that makes them ideal for use in beverages.

SDI: Who are your clients when it comes to citrus flavourings?

SR: Citrus is a key flavouring in practically every segment of the market. That's evident in non-alcoholic beverages such as citrus sodas, fruit juices or fruit-juice beverages, but beyond that, some 35-40% of all alcoholic drinks are flavoured with citrus, while another 25% such as herbal liqueurs also contain citrus notes. Generally speaking, the range extends from lightly alcoholic beverages to wines, cocktails, blended beers, flavoured beers, fruit liqueurs, herbal liqueurs and bitters all the way to flavoured vodka. And there is not only demand for the classic orange, lemon or lime – people also want more exotic varieties, from limequat to yuzu all the way to calamansi.

SDI: Symrise produces a variety of application-specific beverage solutions. What precisely do you offer your clients?

SR: Our solutions are as multi-faceted as the flavourings themselves. We emphasise customised and application-specific beverage solutions – both flavours and complete compounds – and try to keep discovering new and different



varietals in citrus. Consumer preference and technology always play an unbelievably important part here, as in cases where the goal is to take well-known profiles like lime and make them even more authentic, fresh and stable. And we are leaders in this field.

SDI: Where do you see the greatest challenges in manufacturing citrus flavourings?

SR: Creating the desired beverage with the right flavouring is always a challenge. Blended beer beverages simply behave differently than flavoured vodkas or carbonated soft drinks: clouding, precipitation and similar problems have to be ruled out. One extremely important aspect is stability, which is heavily influenced by oxidation and ingredients such as acids or alcohol. By developing customised flavours that are a perfect match for the application, we offer clients the greatest possible security – and of course optimal quality.

SDI: What do you do to live up to your slogan 'True To Life'?

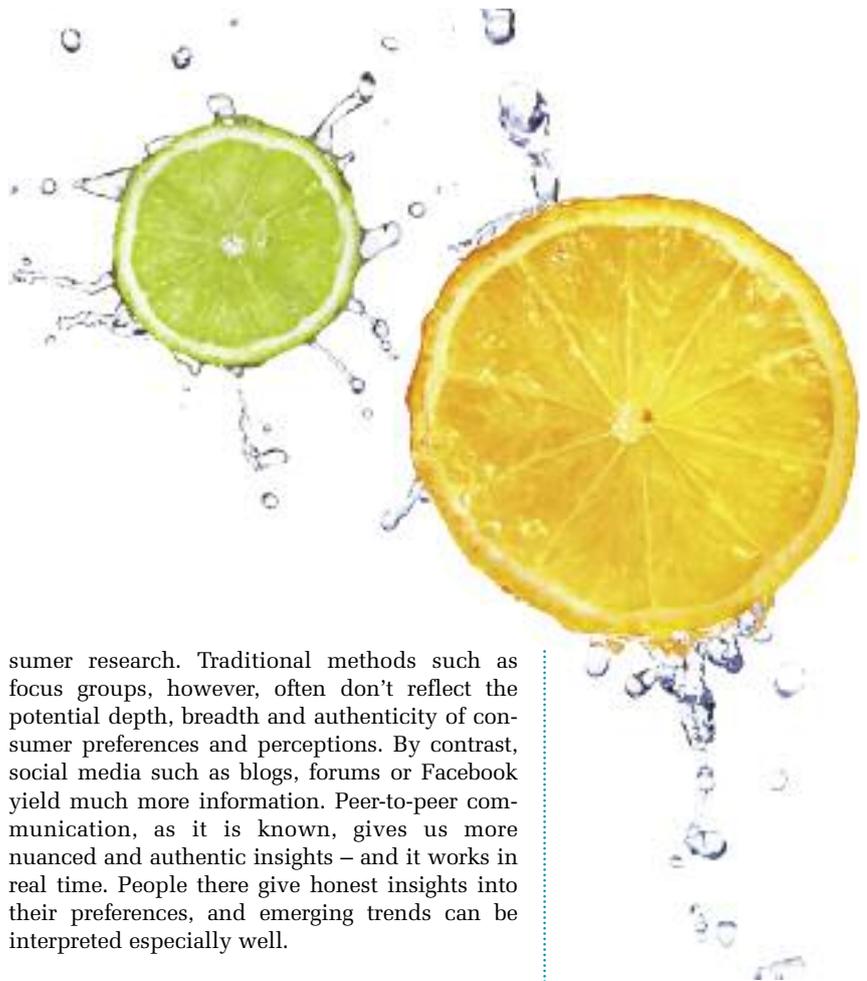
SR: It means being close to life, close to consumers, to people. And life means change, and we want to stay on top of all of these things. In other words, we try to detect flavour trends as early as possible so we can help shape them. We are using more and more new methods in consumer research here – netnography is the approach we are using to track trends on the web.

SDI: What exactly does the term 'netnography' describe?

SR: Netnography is a methodology that applies ethnographic research techniques to the internet. Netnography analyses how and what users talk about online. For our current studies of citrus beverages we spent a longer period of time closely observing select online formats in Internet communities, forums, blogs and review pages. We collected statements and then analysed the data.

SDI: Why is market research with netnography a good idea?

SR: If you want to keep your finger on the pulse in the beverage industry, you can't get around con-



sumer research. Traditional methods such as focus groups, however, often don't reflect the potential depth, breadth and authenticity of consumer preferences and perceptions. By contrast, social media such as blogs, forums or Facebook yield much more information. Peer-to-peer communication, as it is known, gives us more nuanced and authentic insights – and it works in real time. People there give honest insights into their preferences, and emerging trends can be interpreted especially well.

SDI: What insights do you anticipate gaining by using netnography?

SR: Netnography is giving us answers to questions such as, what do consumers associate with citrus beverages? What emotions do they link with them? Which consumption environments make a difference? How do people online talk about the issues of citrus flavours, brands and packaging? These answers offer huge potential for our clients, because they allow us to generate well-founded overall concepts that include the product, branding and packaging, all based on information from unbiased consumer statements. The three strong pillars of our citrus competence are the new media, tried-and-true methods and our sensory expertise.

SDI: What plans do you have for the future when it comes to citrus?

SR: We want to create visions for the products of the future, and in doing so we want to stay close to consumers' needs and perceptions. This will give our Naturally Citrus! portfolio new forward motion – and will give our clients promising concepts that reflect the spirit of the times. We fundamentally continue to emphasise top quality and product diversity. Citrus is one of Symrise's core competences. So our standards in this field are very high, and we want to keep offering our clients the best possible products and innovative solutions for their brands. Sustainable and gentle technologies will go on growing in importance. Citrus is a key product. And that's how we are going to treat it. ■

"We want to create visions for the products of the future, and in doing so we want to stay close to consumers' needs and perceptions."



Stephan Råker, Category Director Non-Alcoholic Beverages EAME at Symrise. www.symrise.com

Package lightweighting

why less may not be best

Reducing bottle weights brings its own challenges, writes Scott Steel.

For the past 20 years, brand owners around the world have reduced packaging costs by lightweighting their containers. While the efforts yielded positive cost results, continual lightweighting has had a negative impact on performance and consumer perception.

To insure that brand equity is not being put in jeopardy, companies need to do a more thorough evaluation of their package before commercialising lightweighted containers.

Here are some scenarios of why 'less may not be best.'

Production, unitising issues

As weight continues to be driven out of containers, one of the first areas of concern is how will your bottle perform on high speed lines. For example, can loads of empty bottles be transported to the filling line without damage? Will the containers be stable as they move down the line? Will they crush or collapse during high speed filling, creating a costly downtime situation. Will shorter finishes allow proper closure seating? Can shrink bands be applied without affecting the bottle geometry? These are all very real examples of how lightweighting can have a negative effect on production.

Let's move on to unitising. When multipacks are stacked, one on top of the other in pallet layers, will they be able to handle the top load? Are you optimising the container and the secondary packaging? Is performance being compromised? These loaded pallets need to be transported to a distribution location. The lightweighted containers are going to be subjected to abrasion, vibration, top load and other physical forces that are going to challenge their structural integrity. Will the bottles arrive dented, will any panels collapse, will there be leakers? Will any of those pallets loads be rejected or destroyed? Will there be a negative financial impact due to lack of structural performance?

Retail environment

Let's assume the product makes it to the retail environment. There are two scenarios here. In the case of a big box store, the products are sold directly from the pallets. It may not be until the stretch wrap is removed and the consumer reaches to purchase a multipack that the damage is discovered. Are one or two bottles dented? Does the product leak, requiring a store cleanup? Is the consumer so turned off by the experience that they end up walking out of the store with a different brand?

In this environment of extreme lightweighting,



Has lightweighting negatively affected the performance of your water bottle?

many firms are putting their brands in unnecessary jeopardy. Here's a potential scenario. A full pallet load of product has a retail value of \$25,000. We'll put the cost of the packaging components at \$2500. That comes in at 10% of the retail price. So the question is, are you willing to put thousands of dollars of retail value in jeopardy because you shaved a couple of hundred dollars off of your packaging costs? It's something that every brand owner needs to consider.

Consumer experience

At this point, the lightweighted container has made it through the distribution process and has been purchased by the consumer. Is the container easy to grasp and hold or is it so flimsy that it can be inadvertently squeezed which results in undesired spilling. Is the closure height so short that it is difficult for some hands to grasp and twist open? How does the package function across all demographics? For example, can an elderly person access the beverage or will it be too difficult for them to open? Will there be enough room for larger hands to grasp and twist? Will some of the contents end up on your shirt, on the floor or in your car?

Is the lightweighted structure meeting the performance expectations of your buying public? Is your 'differentiation' being perceived as a good or a bad thing? Do they love your product, but hate your new package? Will your package design be something that invites a repeat purchase or will it be one where the consumer decides that dealing with your container is too much hassle? Will the package be one that is tweeted and Facebooked about in a negative way?

Water bottles, carbonated soft drinks

Let's look at water bottles specifically. This is a category that has been significantly affected by lightweighting. In 2000, a typical weight for a 500ml water bottle was 20-plus grams. Today,

there are bottles in the market place under 10 grams. The result is that water bottles are harder to open and frequently have dented corners. This adds up to poor shelf appearance, reduced opening performance which affects consumer perception. These containers are starting to push the definition boundaries of what is considered rigid and what is considered a flexible structure, thereby opening the market to all sorts of flexible packaging solutions.

In addition to water, carbonated soft drink containers have also been affected by lightweighting. Most 2 litre beverage bottles have become very flimsy. It is more of a challenge to hold and pour without having some sidewall deformation. Once again, let's look at the data. In 1990 bottle weight was approximately 57 grams. Today we are looking at numbers in the range of 43 grams. As the trend towards lighter weight containers continued, sales have declined. We can't prove there is a correlation from one to the other, but it is something to take into consideration. Could it be that the consumer no longer perceives value in the product because of the package?

How to minimise downside

Having said all of this, we realise that the need to control cost and be a good environmental steward is not something that is going to go away anytime soon. It then becomes a matter of how to best manage the package development process so that your lightweighting efforts end up providing true cost savings and not a false sense of accomplishment. You never want to be in a position that you save pennies on your structure and lose dollars in the retail environment and in consumer goodwill. The key point here is to look at the real bottom line. Here are some suggestions to help make that happen.

Prototyping and virtual testing

In the past, it was not uncommon to qualify a new package design with performance testing on a couple of hundred bottles. The typical procedure would be to do some sort of performance analysis

which might include thermal stability, shelf life, dimensional tolerances and so on. This worked fine back in the days where lightweighting to this degree was not taking place. Today, you need to push the prototyping stage further. You need to make thousands of bottles and actually run them through a filling line and a distribution cycle. Your lightweighted bottle has to work properly in a real life scenario.

Technology has evolved to the point that FEA or finite element analysis modelling can be used to predict some of the performance aspects. FEA is a good tool to simulate what happens to the container when it's gripped and squeezed. Another example is to predict performance for unitised loads that have been stretch wrapped. Do the corners receive the same amount of protection as the inner part of the load?

The virtual world can be used to mitigate some of the higher costs of prototyping. We have progressed to the point where we trust permeation modelling as much as testing for some branded products. This technology is indeed speeding many new packaging innovations to market.

Consumer focus

Concurrent to some of these other tests, you must put your package in front of the consumer. After all, it is their opinion which will end up counting the most. And you want to make sure that you test it across your key demographics. You want to have the consumer hold, open and drink from the container. You want to get their opinion on what type of impression the package leaves behind. Are they likely to purchase this container type in the future? Do they like the way it functions? Do they see a downside? How can the container be improved?

Both economic and environmental issues are going to drive packaging decisions as we move into the second decade of the new millennium. The difference between success or failure of your new product may very well lie in the steps you take before its launch to make sure that consumer expectations are met. ■



Can your lightweighted carbonated soft drink bottle keep up with high-speed filling?

Both economic and environmental issues are going to drive packaging decisions as we move into the second decade of the new millennium.

About Plastic Technologies
Plastic Technologies Inc (PTI) is recognised worldwide as the preferred source for preform and package design, package development, rapid prototyping, pre-production prototyping, and material evaluation engineering for the plastic packaging industry.

Scott Steele is Vice-President – Global Analytical Labs Training and Enterprise Projects at Plastic Technologies Inc.

The green packaging movement

and the future of the beverage industry

Innovative bottling companies have already developed a number of plastics that are more eco-conscious, writes Marie Look.



Packaging is powerful. Not only is it the first thing many consumers will notice, but it also plays a major role in the efficient storage, protection and transportation of a product. No wonder brands and manufacturers have poured billions of dollars into designing and securing the perfect packaging for their goods. But what if, in the future, 'perfect' also meant 'green'?

According to the findings of Pike Research, the worldwide market for packaging was estimated in 2009 to be approximately US\$429 billion, with that figure expected to grow beyond US\$500 billion in the next five years. And with the public becoming increasingly aware of the negative effects traditional packaging has on communities and the environment, the demand for eco-friendly packing containers and materials continues to rise. In fact, Pike Research predicts that 32%, or roughly one-third, of all packaging will be sustainable by 2014. That would be a more than 10% increase from 21% in 2009.

In demand

If the food and beverage industry is going to adhere to the 'give the people what they want' principle of business, beverage makers could be using a significant portion of that sustainable packaging in the future.

For a July 2010 report for *BeveragePulse*, titled

'Environmental Concerns: The Impact on Beverage and Package Decisions,' performed by Concept Catalysts and iModerate Research Technologies, more than 500 participants discussed environmental concerns they associate with packaged beverages such as carbonated soft drinks, bottled water, juice, tea, sports drinks and others. Of those participating, the majority said they purchased packaged beverages on at least a weekly or more frequent basis. The results of the study found that a hefty 94% of respondents were somewhat or very concerned about environmental issues. And with regard to sustainable packaging, 56% said the recycling rate or recycled content was the attribute most important to them.

When participants in the same survey were asked which environmental issue associated with packaged beverages they believed to be the most important, recycling took the lead, cited by 45%; the issue of landfills was second, and the use of renewable resources was third. "Our research shows that consumers think about the environment when they are making beverage purchases," says Bob Falkenberg, the founder of *BeveragePulse.com* and President of Concept Catalyst. "Specifically, the findings indicate that consumers relate positively to packages that are easy to recycle. Beverage companies should start a full court press on recycling."

Innovative developers

To help brands and product manufacturers reach their sustainable packaging goals, one of the most popular packaging materials will have to be conquered – plastic. Innovative bottling companies have already developed a number of plastics that are more eco-conscious than traditional polyethylene terephthalate (PET) plastic. For example, NatureWorks LLC (Minnetonka, Minnesota), uses sources such as corn to create polylactic acid (PLA) plastics, also called bioplastics, from which bottles and other packaging can be formed. According to environmental strategist and expert Larry West, the pros of PLA plastics include the fact that they come from renewable sources (for example, plants), rather than petroleum, and they don't emit toxic fumes when incinerated. The NatureWorks plastic, which the company calls Ingeo™ natural plastic resin, has also been praised for the low carbon footprint associated with its creation.

Other solutions focus on the end of plastic packaging's life cycle, rather than on its beginning. For example, bottling company ENSO



Bottles (Mesa, Arizona – www.ensobottles.com), founded in 2008, has developed a material with all the same properties as traditional PET plastic (with regards to strength, heat resistance and the oxygen barrier) that can be recycled right along with PET plastic and will fully biodegrade in a typical anaerobic environment. The company achieves this by inserting an additive, which contains organic compounds, into the polymer chain during the plastic's creation. The result is a bottle that can be easily broken down into biomass and bio-gases by microbes present in landfills and other outdoor environments. Where PLA or traditional PET plastic packaging in landfills could take centuries to decompose, the process for an ENSO bottle lasts anywhere between just one and five years.

Push from retailers

The demand for environmentally friendly packaging hasn't just spurred action from forward-thinking packaging developers, but also retailers. One of the most publicised examples of this has been Wal-Mart's scorecard system and five-year plan to promote greener packaging among suppliers – not just those for beverage products, but for products all across the board.

Wal-Mart's programme was launched in 2006 with the unveiling of a scorecard that would rate a brand's use of sustainable packaging materials with each of its products. The scorecard has been implemented for Wal-Mart's 60,000 suppliers around the world with the goal of ultimately saving 667,000 metric tons of CO₂ and 66.7 million gallons of fuel, as well as reducing packaging by a total of 5% by 2013. In the future, Wal-Mart plans to use the results to prioritise the bids of suppliers and provide consumers with the information so that they can make well-informed purchases. In 2008, Amy Zettlemoyer-Lazarm, Director of Packaging for Sam's Club, which is owned and operated by Wal-Mart, told *Packaging World*, "This change is really good for our business and good for our environment, and we hope that our suppliers will be able to use it as an example of how to reduce the impact of their packaging on the environment while saving money for their company, for our company, and for our customers."

Examples of Wal-Mart's progress so far include



The square jug packaging helps retailers significantly reduce resources and materials used to package and transport milk.



the sustainable packaging changes made to the apple juice sold under the private Member's Mark label at Sam's Club; approximately 50% of the corrugated packaging is produced using 35% renewable energy generated from hydroelectric plants, and 50% of the corrugated box packaging used for Member's Mark Apple Juice is 100% recycled.

Regulation and next steps

With great innovation sometimes also comes the need for regulation. Currently, there is no single entity whose purpose is to work with businesses and packaging manufacturers to implement the best sustainable packaging practices possible. But the Federal Trade Commission has at least developed some rules concerning the environmental marketing claims made by companies. First issued in 1992 and last updated in 1998, the *Guides for the Use of Environmental Marketing Claims*, also known as the Green Guides, are scheduled to be updated again by the FTC by the end of 2010. Until the revised versions are made available, consumers can read about the proposed changes at www.ftc.gov/green.

To consumers, green packaging can be a key sign of a company's environmental commitment, and therefore not something businesses want to skimp on if they're going to win over eco-conscious shoppers in the future. Resources for companies interested in greener packaging include the Green Business Bureau (www.gbb.org), which helps to track sustainability progress, and the Ecolabel Index (www.ecolabelindex.com), where developers, businesses and consumers can sort through nearly 351 eco-labels in 212 countries for 25 different industry sectors to better educate themselves on specific issues of greener packaging. ■

To consumers, green packaging can be a key sign of a company's environmental commitment

Marie Look is an environmental writer.

Email: marie@marielook.com

Niagara Bottling

opts for 'W-design'

New Kronos lines bring ultimate bottle lightweighting and high speed filling to leading water bottler, according to Kai Frick.

The soaring rise of Niagara Bottling in the USA continues. This year, the dealers brand bottler of still water saw its eighth filling plant go into operation. Niagara is renowned for investing in state-of-the-art technology, for taking the latest advances on board, for prioritising operational efficiency. This time, Niagara again set new technological standards and has made an unequivocal commitment to the monobloc configuration for the blow-moulding machine and the filler in its new Kronos lines. For the first time, Niagara opted for a line layout in what's called the 'fight-erline' configuration or the W-design, aiming confidently at very good accessibility for the operators and concomitantly high overall equipment efficiency.

Niagara answers the W-questions: Who? Niagara Bottling, the USA's biggest water dealers brands producer. Where? The newly inaugurated facility is located in Plainfield near Indianapolis in Indiana, south of Chicago. When? The lines went into operation during the early summer of 2010. Why? Soaring growth rates necessitate ever-closer intermeshing of the production and distribution networks. How? With the aid of three high-speed Kronos lines, a monobloc configuration, and the innovative W-layout, Niagara is targeting maximised line efficiency.

Benefits for dealer brands

And all this in a rather weak market environment. Because sales of still water are stagnating in the USA, and in 2008/2009 actually declined. A series of small national brands have already withdrawn from the market. Over these last two years,



particularly, due to the international economic crisis, a fierce battle has been raging over prices. Dealer's brands, by contrast, have tended to profit from the business environment. These private labels meanwhile account for about a third of the total market, and their share is rising. Niagara's sales are anyway achieving high double-figure growth rates every year: in 2009 the firm's output increased by 33%, while for 2010 the founder's son and proprietor Andy Peykoff II is expecting further growth of 20% from what is then a higher level.

Meanwhile the family firm is generating approximately six billion fills a year from an installed capacity of almost 10 billion fills. Niagara's market share on the American water market, including all dealer's brands bottled, is estimated at about 5%. Good quality, low price, concentration on dealer's brands, outstanding service support, optimum customer-responsiveness: these are the factors driving success. With its own brand Niagara, which accounts for only a small proportion of the total output, the company is likewise operating in the low-price segment. "Our own brand achieves a quite respectable volume, but on the other hand it's not big enough to make large-scale marketing campaigns worthwhile", comments Peykoff.

Tap water, by contrast, is not yet a competitor for packaged water in the USA, believes Andy Peykoff. "In America, packaged water is a convenience product. You use it on the go, you have some in your car, you take it with you to the office, to the gym. Tap water, by contrast, is hardly fit for this kind of purpose. Packaged water is affordable and practical. It also offers lower-calorie enjoyment than soft drinks, for example, and fits in with people's lifestyles. We hope that the pricing level on the water market in general will pick up again a bit, and enable the market players to achieve rather better margins.

From a technological point of view, it's important for us to keep on reducing our costs for raw materials and expendables, with lightweight bottles, for instance, so as to remain competitive. I think that in five years' time there are going to be fewer but larger producers operating on the American market, a development that's been foreshadowed for two decades now."

Eighth facility in Indianapolis

Niagara Bottling, under the management of Andy Peykoff II and his Technical Director Rali Sanderson, has been working closely together with Kronos for years. Last year, Niagara put in



In this W-layout configuration, all the machines, starting with the monobloc, then the labeller and the tray packer, all the way through to the palletiser, are so close together that the operator can keep an eye on all of them.

place its first diversification capabilities for bottling vitamin-enriched water and flavoured water as a dealer's brand and as contract bottling, by commissioning two Krones hotfill lines at its Ontario II facility, the headquarters of Niagara in Los Angeles. In addition, Niagara cold-fills ice tea. In parallel to this, two high-speed lines had been installed one year previously as a twin-line concept, each rated at 72,000 containers an hour, in the plants at Allentown, Pennsylvania and Dallas, Texas. At the end of 2009, Peykoff placed an order with Krones for what is by now the twelfth PET line, this time for the production facility in Florida, so as to expand an existing line to form a twin-line configuration. This new line was the first to achieve speeds of 2,000 containers per cavity and hour on a Contiform S24K small-cavity blow-moulder.

But that's not all, not by a long way. The USA's biggest privately managed water bottler has stuck another pin in the map of America, purchased an existing hall in Plainfield, Indianapolis, and began early in 2010 to install another three Krones lines. Once again with the usual series of superlatives and innovations.

Ultra-efficient lines

Two of the three lines are identical in terms of machinery, mirror-imaged, and installed opposite each other so that the large open operator area forms the centre of the two lines, enabling all machines to be reached from here with minimal legwork. For this facility, Niagara opted for what is called a W-layout for the line, where the blow-moulder/filler monobloc, the labeller, the packer and the palletiser are each positioned at the tip of the associated conveyor links, forming a sort of expanded W.

Sanderson says: "What we particularly liked about the fighterline concept, or, as we call it, the W-layout, was the efficiency of operator deployment. In this configuration, all the machines, starting with the monobloc, then the labeller and the tray packer, all the way through to the palletiser, are so close together that the operator can keep an eye on all of them. We're confident that these are going to be highly efficient lines. To make sure, we designed redundancy in the lines, plus a sizable buffer section downstream of the filler, so as to avoid an unnecessary stoppage of the monobloc if at all possible. We also think Krones new palletising system at the end of the line is going to be a big help for this water line's efficiency."

Great confidence in the monobloc's efficiency

In Lines I and II, Niagara uses blow-moulder/filler monoblocs. The integrated Contiform S24 blow-moulding machines each produce 1,900 containers per cavity and hour, which corresponds to an output of 760 bottles a minute. "We've been looking at the monobloc configuration for some years now, and are satisfied that this technology is meanwhile mature," comments Peykoff. "That's why we've now decided to integrate the monoblocs into our line philosophy. I think the layout's a very successful one, we've had quite a few ideas for improving and assuring the availability of the line as a whole. So we're confident that these are going to be our most efficient lines."



In Lines I and II, Niagara uses blow-moulder/filler monoblocs. "We've been looking at the monobloc configuration for some years now, and are satisfied that this technology is meanwhile mature", comments Andy Peykoff II.

Sanderson concurs: "What we particularly liked about the monobloc was the space-saving configuration and the elimination of air conveyors", he says, "and we have great confidence in this monobloc's efficiency. In one of the lines, we have an option for changing over to different bottle sizes, and we think that the monobloc version is much better suited for fast changeovers, because here we aren't being confronted with any problems in the air conveyor. So basically we only have to change formats on a single machine. At present we're looking at about three changeovers a month."

Contifeed, Capcade, Linadry

Downstream of the blow-moulder/filler monobloc is the second tip in the W-shaped line layout, the labelling zone. The third tip is the Variopac Pro TFS shrink-wrapper, which mainly creates 24-bottle shrink-packs. A little apart from the large operator zone of the two lines, the fourth tip protrudes in the shape of the palletiser.

In terms of innovative machines, Krones integrated the Contifeed preform feeder, the Capcade closure sorter, and the Linadry drying tunnel for blow-drying the filled containers prior to labelling. "The monobloc's efficiency depends very much on how the feed systems for the preforms and closures function", comments Sanderson. "We're really pleased that Krones is now able to offer these units from its in-house manufacturing capabilities. The workmanship is better, and the whole thing fits together more effectively.

"It's good to know that Krones has full control over the service support and the line maintenance. That's a development we're very happy about."

And Peykoff emphasises: "We like working with Krones, though not exclusively, of course. The machines are very sturdy, the equipment's fit for purpose, the installation teams do a highly professional job, and are very reliable when it comes to deadlines. I really appreciate it when the

Continued overleaf

...the flavours
aromas, colours
and nutrients
are largely
retained...

Niagra Bottling – continued

“This is to my knowledge the lightest 0.5 litre PET bottle actually in production anywhere in the world”.

agreed deadlines are met. If we hadn't been satisfied with the other Krones lines, we would certainly not have invested in the new ones.”

The fastest blow-moulder/filler monobloc so far

In the third line installed, Niagara was keen to have an even higher output. Here, a Contiform S36K small-cavity blow-moulder/fill monobloc produces up to 68,400 containers an hour. This is the fastest blow-moulder/filler monobloc that Krones has so far supplied. The machinery involved and the line layout, however, are otherwise identical to the two ‘smaller’ lines. In future, the plan is to complete this line as well with a second, mirror-imaged one.

Bottle weight reduced still further

Niagara uses the line solely for bottling water, predominantly in 0.5 litre containers, with smaller quantities also in 8oz and 12oz bottles. “Once again, in close cooperation with Krones, we've been able to reduce the weight of the 0.5 litre bottle still further, to just 9.17 grams. This is to my knowledge the lightest 0.5 litre PET bottle actually in production anywhere in the world”, explains Peykoff. “But I believe we still have some scope left for lightweighting. And there are also some new technologies to consider. Like the admixture of additives for strengthening the containers' walls, etc. In the future, however, I see more opportunities for savings at other stages of the packaging process, like eliminating trays and pads by using just shrink-wrapping. We intend to successively change over other facilities to this weight as well. The 9.9 gram bottle we used to run has now been reduced everywhere to 9.67 grams. For the 8 oz and 12 oz bottles, we likewise use the same preforms. In the case of the 12 oz bottle, our market volume isn't large enough to justify a separate in-house development project. For the 8 oz bottle, this is more viable, so that will be one of our next investments.”

Topping the efficiency of the twin-line concept

“We're confident that with this monobloc concept and the W-layout we'll even be able to top the efficiency of the twin-line concept”, says Technical Director Rali Sanderson. “With the twin-line concept in Dallas, we're getting an output into the warehouse, factoring in all interruptions, maintenance work and changeovers, of 82%. That's a



In the third line installed, Niagara was keen to have an even higher output. Here, a Contiform S36K small-cavity blow-moulder/fill monobloc produces up to 68,400 containers an hour. This is the fastest blow-moulder/filler monobloc that Krones has so far supplied.

very good figure. We think that by eliminating the air conveyor, and increasing the buffer, we're going to be able to run each pair of lines whose operator control zones are directly opposite each other, altogether. This is quite a bit better than with the twin-line concept. But what's more important for us is higher line efficiency.”

Early in 2010, in addition to the Krones lines in Indianapolis Niagara commissioned yet another at its production facility in Groveland, Florida, where Krones lines were already operating. To quote Andy Peykoff II: “Today, one or two regions will still be under-represented in terms of consumer proximity, where the supply chain needs improving. Only then will we start thinking about going international. And we also have quite a few ideas regarding further diversification of the product portfolio. It's still true for Niagara: the sky's the limit”.

Kai Frick, Krones AG,
Neutraubling,
Germany.
Tel. +49(0)9401 70-2799
www.krones.com



Precision wrapping ...achieving the impossible !



***Octopus Twin Head Machine -
Let's put our heads together to find the solution.***

Lightweight preforms

PET-LINE high performance

Undercut the 2mm threshold whilst safeguarding requisite quality criteria.

Since its initial presentation three years ago at K 2007, there has been much development in the area of lightweighting, with the trend moving towards increasingly lighter PET containers. K 2010 in Dusseldorf presents the ideal opportunity for Netstal to demonstrate these developments, again using a PET-LINE platform 2000 machine.

Today's standard minimum wall thickness of up to 2 mm means that preforms have long since reached their limit; in other words, in relation to the subsequent hollow containers, preform geometry has reached the threshold. Any further reduction in preform weight can only be achieved through specific knowledge and a high level of innovation.

A reduction in weight through further minimisation of the preform wall thickness is possible; however, undercutting the threshold of 2 mm necessarily depends on the flow path length ratio in the cavities. Only a precision-built system with reliable injection moulding process reproducibility and extremely sound mould construction could live up to such a challenge. Given that high-pressure injection can deform the cores (deflection) and result in poor wall thickness distribution on the preform – a situation that must be avoided at all costs the most stringent requirements are placed on the system and in particular the mould.

Working in close cooperation with Swiss mould manufacturer Otto Hofstetter, Netstal is now in a position to offer systems that enable the 2 mm threshold to be undercut while safeguarding all the requisite quality criteria.



Comparison of preforms: Standard Design (on the left) and so-called Cappello Design (on the right).

Saving raw materials through weight reduction

In addition to wall thickness reduction, other weight reduction measures have also been achieved: for example, on the screw neck. In this area, the two mould manufacturers, Otto Hofstetter AG of Switzerland and MHT AG from Germany, have succeeded in utilising weight reduction potential without straying from clamping system standards or negatively influencing quality.

Although this involves only a few tenths of a gram per preform, in total this represents a saving of tons of PET raw material every year.

Another area of the preform that is of interest when it comes to weight reduction is the base. Using special base geometries such as the Cappello Design, an infrared heater can heat the base more effectively, particularly in the case of older blow moulding machines. This ultimately improves the stretching of the base and largely avoids thick spots in the preform sprue area. This benefit not only improves the distribution of tension in what will later become the bottle base, effectively reducing the chance of stress corrosion cracking, but also leads to a reduction in weight.

K 2010 – lightweight preforms on the PET-LINE platform 2000

At this year's K trade fair, Netstal-Maschinen AG will be unveiling a production system for manufacturing PET preforms in combination with a mould from Otto Hofstetter AG. In the shortest of cycle times, preforms will be manufactured that encompass the weight reduction approaches described in this article – preforms that will be increasingly required in the future. A further strength of the PET-LINE series will also be demonstrated, namely the efficient utilisation of energy. ■



In the form of its PET-LINE platform 2000, Netstal offers a highly profitable system for manufacturing PET preforms in the lower cavity range.



PFP EXPO Sino-Pack 2011
 中国国际包装工业展

PFP EXPO China Drinktec 2011
 中国国际饮料工业展

The 18th China International Exhibition on Packaging Machinery & Materials

The 15th China International Exhibition on Brewery, Beverage and Liquid Packaging

The Best Platform in Asia for Sourcing Food & Beverage Packaging Equipment & Products All-round



March 9-11, 2011
 China Import & Export Fair
 Pazhou Complex (Area A),
 Guangzhou, PR China
 (Metro-Xingangdong Station Exit A)

Splendid Preview

- **Liquid Packaging Theme Zone** - Showcased by over 100 top dairy, food & beverage packaging enterprises
- Extensive support by trade associations in packaging, food & beverage industries
- Concurrently hold **'Adsale Cup - Green Packaging Competition'**
- Expect to welcome 40,000 trade visitors

ORGANIZER



Adsale Exhibition Services Ltd

ENQUIRY

Tel : 852-2811 8897 (Hong Kong)
 65-6235 7996 (Singapore)
 Fax: 852-2516 5024
 Email: pfp@adsale.com.hk

OFFICIAL WEBSITES

www.ChinaSinoPack.com
www.ChinaDrinktec.com

Precision wrapping

achieving the impossible

It's a question of optimisation and not minimisation, according to David Tuck.

The drive towards lightweighting PET bottles can offer significant cost savings on material, as well as addressing environmental concerns regarding packaging waste. However, as worthy as these ambitions are, it is important not to lose sight of the packaging's true purpose and function; that is, to ensure adequate protection of the goods along the entire distribution chain so that it arrives intact, and in perfect condition.

Avoiding a cascade of consequences

Traditionally, the PET bottle itself has been relied upon to provide a certain amount of strength and stability to a load during transit. During the last few years, advances in secondary and tertiary packaging have created a potential disparity between each packaging medium on what creates the best load containment, regarding overall pallet stability.

As bottle weights are reduced, consideration of the impact on distribution must be fully evaluated. Removing a few grams of PET from a bottle may require significant additional packaging to be added back in, simply to ensure safe transit and display, thus negating all initial efforts.

It's not just the financial costs associated with damaged stock, or the consequential losses associated with spillage, or even the bad impression left in the minds of wholesalers, retailers and customers. There is also a real danger of significant injury. Indeed, reports of a fatal accident in the USA, earlier this year, are being attributed to the alleged inadequate and unstable stacking of lightweighted bottles.

The beverage industry must understand the cascade of consequences that has now developed, and score each medium accordingly to achieve parity,



and maximise cost savings and avoid packaging waste. Following three years of extensive research, Mima Packaging Systems has the score card in balance, and can unite all the variables under one common approach.

Optimisation – not minimisation

There are ways to meet the challenge. Mima Packaging Systems (MPS), whose stretchwrapping systems are already renowned for minimising waste, whilst optimising load integrity, has spent significant time and resources, resolving the light weight bottle transit problem.

Working with leading producers, MPS has successfully demonstrated that with the right knowledge and understanding, even the lightest of light weighted bottles can be successfully stretch-wrapped safely for transit. By fully understanding the properties of individual parts, the load as a whole, and the performance of the film itself, film can be applied in a scientific manner to provide reinforcement where truly needed, and optimised where possible.

This is achieved by collecting and analysing data specific to the load in question, and its behaviour and performance in transit. Once the physics are fully understood, programming of the system for the application of the film can be undertaken.

For lightweighted bottles, a dedicated film was produced to meet specific performance criteria. And, with the correct profiles, the MPS Octopus System Pack is currently achieving perfectly profiled stretchwrapping, at rates of 150 to 200 pallets per hour. The latest systems, including the Octomax facility, also offer remote access and diagnostics, including email alerts.

Knowledge is key, and can be free

Many producers have little true understanding of how their package behaves in transit and, therefore, how best to optimise its packaging. Simply applying more film will not necessarily improve package integrity.

This is where MPS can help. With its specialist knowledge, and with a comprehensive library of performance data, it is uniquely positioned to assist the beverage industry. Even if producers are not in a position to upgrade to its latest stretchwrapping systems, ITW is offering free access to its research centre and packaging specific developments, so that the best can be obtained from existing equipment. ■

22/25 NOV. 2010
PARIS NORD VILLEPINTE 
FRANCE

International Packaging Exhibition



100% INNOVATIVE & 100% SUSTAINABLE!

When innovation makes the packaging of **food-and-drink products** smarter, more functional, more reliable and more attractive, and... designed with sustainable development in mind.

Come and identify the most dynamic providers and the most relevant concepts for your market.

Express your distinctive identity!

EMBALLAGE 2010 offers you the breadth of a generalist trade show, combined with the depth of a multi-specialist exhibition, through new designs and spaces, specialised areas, conferences and original events.

Request your badge at www.emballageweb.com - Code : XSDI

An event by
comexposium

More information?
Tel. : +33 (0) 1 76 77 12 80
stephanie.dryander@comexposium.com

 **emballage**
PACKAGING EXHIBITION-PARIS

HELD
TOGETHER WITH

 **MANUTENTION**
EQUIPEMENTS & SYSTEMES

West Europe

goes back to basics

The first half of the year saw a marginal decline in soft drinks volumes, reports Richard Corbett.

As the green shoots of recovery begin to emerge in parts of West Europe, Canadean's second Quarterly Beverage Tracker of the year indicates that results for the first half of the year saw a marginal decline in soft drinks volumes. Consumers are not consoling themselves with alcohol though, but sales of dairy drinks and hot drinks are on the up in the first six months.

Hot drinks and dairy drinks do traditionally fare better in the cool damp conditions that affected much of the region in the earlier parts of the year. The weather that helped hot drinks and dairy drinks volumes contributed to the muted performance of soft drinks. However, there also seems to have been a trend for consumers to 'go back to basics' in uncertain economic times. The progress of dairy and hot drinks also provides further evidence that consumers in West Europe continue to shun the region's bars and restaurants where soft drinks and alcoholic drinks prevail. Alcoholic drinks have dropped by between 1 and 2% in the year so far.

The FIFA World Cup seems a long time ago now, but this was a key focal point for soft drinks operators in the second quarter of the year and massive marketing resources were directed in the form of advertising and sponsorship. This did trigger some response in certain markets, but generally only in countries that prospered during the tournament and it was more beer that benefited ahead of soft drinks. Beer sales in finalist nation Holland jumped by as much as 15% in June, but still fell in winning country Spain.

Growth and decline

Economic recovery is by no means uniform in the region and this is borne out in the results. Greece and Spain have endured well-publicised financial difficulties and this has been highlighted by the fact that Canadean is expecting these soft



drinks markets to shrink; Greece by nearly 5% and Spain by more than 2%. On a more optimistic note, Germany, accounting for well over a quarter of West Europe's soft drinks sales, is very much on the road to recovery and is forecasted to record soft drinks expansion of nearly 1%. The German economy grew by 2.2% in the three months to the end of June, its fastest quarterly growth in more than 20 years.

Packaged water

One of the key drivers in the rise of the West European soft drinks market over the last decade has been the packaged water market and more specifically, the still water segment. The first six months of 2010 did offer some encouragement with still water sales down, but only marginally. The convenience channel is important in many markets to still water sales and this channel has been hit hard by the recession, which has curtailed demand.

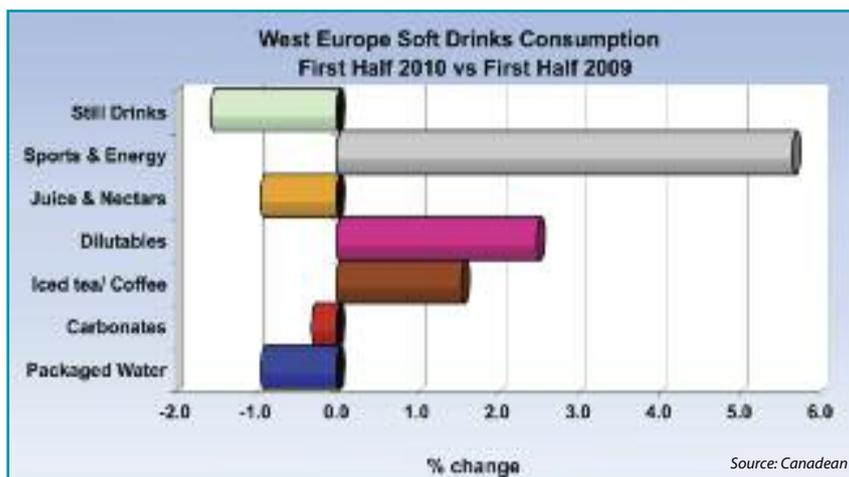
Municipal water is of course a very economical alternative to still water, as has been proved in the recession; many consumers will actually now just fill up a used still water bottle with tap water. With more than four in every 10 litres of soft drinks sold in the region being packaged water, much depends on the water category to determine the overall trend in the West European soft drinks market.

Dilutables

If still waters are vulnerable to recession, then at the other end of the scale, squashes, arguably the most economical form of soft drinks refreshment, should be aided by gloomy economic times. The squash category in West Europe is certainly in growth in 2010 at the half year stage (+3%); the figures are perhaps amplified by a burst of good weather in the key UK and French markets. There is also a considerable supermarket bias towards squash sales, meaning that as supermarket sales have held up better than on-premise sales, squash has been more immune to the poor economic climate.

Energy drinks

If squash is a cheap way of drinking soft drinks, then energy drinks are a very expensive means of soft drinks consumption. Undeterred by their high price, energy drinks sales continue to rise –



Energy drinks maintain their momentum despite their high price.

Canadean reports double digit growth in the first half of 2010. The energy drinks concept remains young in West Europe; it is just 23 years since Red Bull arrived in the region and Red Bull has only recently had restrictions lifted on it in Denmark, Norway and France.

Despite the arrival of shot energy drinks in West Europe, there remains a shift to larger pack unit sizes in the category and this is helping to fuel volume growth – consumers are increasing their weight of purchase.

Carbonates

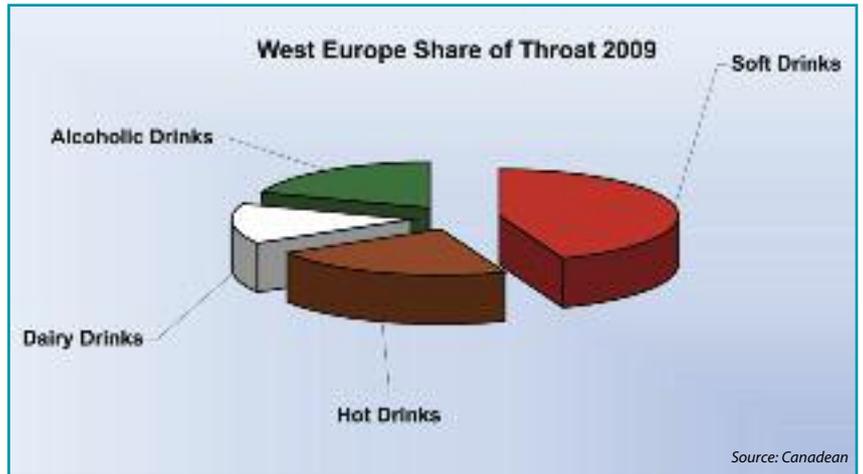
The surge in energy drinks may have been expected to have some implications for the carbonates category in West Europe, but in reality the carbonates category is 25 times bigger than the energy drinks category and a big rise in the energy drinks market has a very limited impact on carbonates. Sales of carbonates are holding up reasonably well again in 2010 with sales only down very slightly to date – the losses can all be traced to on-premise. Again people generally consume more carbonates when they stay at home because they drink from bigger units; this has restricted losses.

Juice

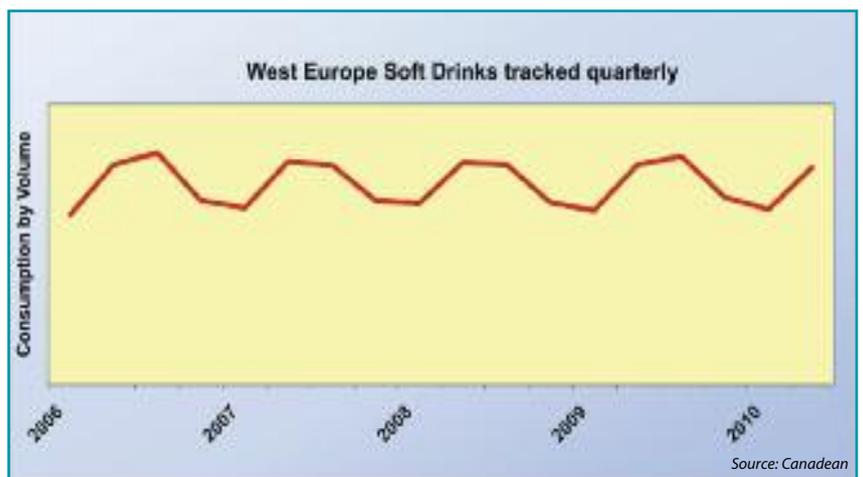
Consumers also drink more juice when they stay at home, but a big hike in orange juice concentrate prices has pushed consumption down slightly in the first half of the year. Concentrate prices may have had a greater effect, but the juice category covers a broad range of prices and consumers often downgrade to cheaper juices. It seems, however, that consumers have not been downgrading to nectars and still drinks this year as sales of both these categories are also down. A sharp decline in nectar sales in Germany is the main factor behind the decline in nectars this year.

Economic uncertainty remains

Overall, the first six months of 2010 have once again seen no dramatic fluctuations in the volume trends for soft drinks sales in the region. There does remain plenty of economic uncertainty in parts of the region and this keeps consumers cautious; the recovery will not be like turning on a switch but will be a gradual process. In West



Soft drinks are by far the most significant commercial beverage category in West Europe.



Volume has held up well despite turbulent economic conditions.

Europe, real recovery for the soft drinks industry will not be measured so much in volume sales, but in visits to hotels restaurants and bars, in purchases of premium and superpremium drink segments and in private label share shrinkage – value is more important than volume. Canadean’s quarter three Quarterly Beverage Tracker is published in November and should provide more clues as to how West Europe is emerging from the great crash of 2008.



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

Bridging the skills gap

in the drinks industry

Sourcing the right skills could become increasingly challenging, writes Jane Wharam.

Soft or hard, hot or cold, the UK drinks market is booming, with a significant increase in market share of soft and hot beverages, and the upward trend is set to continue. Total soft drinks consumption in 2009 afforded a retail value of £13.224 billion, and unsurprisingly, given the propensity of everyone to 'pop the kettle on' to mark any event, almost every household in the country regularly buys some kind of hot drink, from tea to cocoa.

And not only do we need to drink to live, it appears that we enjoy doing so and have an unparalleled choice of beverages from which to choose. The water industry is buoyant and we now drink more bottled water in the UK than we do fruit drinks, wine or spirits.

Surprisingly, given the recession and the possibly unfair reputation of the British for boozing and binge drinking, according to a recent report by the BBPA, we are actually drinking less alcohol although, fortunately for the economy, we export huge amounts of the UK-manufactured hard liquor.

For example, the UK is the largest exporter of gin in the world with approximately 70% of production worth £200 million going overseas, while the UK alcohol beverage industry as a whole exports £3billion. This export activity also makes a valuable contribution to the economic welfare of local communities by creating almost 70,000 jobs across the country.



©Angela Woye (from Bigstockphoto.com)

Retiring expertise

Research shows that British world class manufacturing, innovation, new product development and quality standards are amongst the best in the world, hence the popularity of these products overseas.

So why is this? It is mainly because the workforce in the industry is currently amongst the most experienced, best trained and motivated to provide a world class service. But can the sector remain so vibrant, given that over a third of the workforce is due to retire in the next 20 years?

Whether you make it, distribute it, sell it or serve it, you need staff – more specifically, the right staff with the right skills. – and if many of your current skilled and productive workforce will soon be consumers rather than producers, how will you maintain your output, innovation and standards?

Recruitment and training

Increasingly, drinks industry professionals are concerned about the potential skills gap in the future and feel that recruitment and training are the key issues facing the sector. Many of the leading companies in the industry are seeing the importance of hiring the best staff and training them to do the job to perfection. Stella Artois, for example, launched a Quality Training Programme in August, which focuses on providing bar staff with the tools to ensure absolute customer satisfaction, guaranteed to boost sales of the drink.

It's not only employers who are seeing the benefits of training; individuals wanting jobs or promotion in the industry are getting themselves trained or persuading their bosses to pay for qualifications. This year has seen an unprecedented number of people gaining level 4 wine and spirit qualifications and more than 7,000 candidates have now achieved the WSET's flagship qualification, which provides an educational benchmark for the drinks industry worldwide.

Despite making up such a large sector, the drinks industry has now become too small a pool to fish in for such a large number of available jobs. Employers are no longer stipulating drinks



industry experience in job adverts, as there are not enough people with that experience to go around. However, a lot of people have expertise gained in allied sectors, such as pharmaceuticals and food and they can be cross-trained to suit the employer's specific needs.

But, if you have a shortfall in the number of people you can actually train to do the job, how and where do you find experienced staff who can be trained in your business methods, particularly when you take into account that the drinks industry traditionally pays up to 20% less than similar FMCG businesses?

Johan Hallvig, Business Development Manager of the newly-launched drinks industry jobs website, chinchinjobs.com, explains that the industry lacked the means to plug this gap effectively until chinchinjobs.com was formed.

"Before chinchinjobs.com, people who wanted to work specifically in the drinks industry didn't have many places to look. Of course, there are the specialist magazines for wine, which is actually an aspirational industry anyway, so never short of applicants, but, if someone wants to be a quality manager for a drinks company or a brewing engineer, where does he or she look? There are head hunters in the market, such as The Carling Partnership of course, but they really only look for high level, international personnel. Not only is there a skills gap in the industry, there was a gap in the market for the more mid range workers, up to around £50,000 and chinchinjobs.com has plugged that gap."

And not only does this method of recruitment benefit the potential employee; it is a positive boon to the potential employer, Hallvig goes on to say:

"The last thing a busy HR or Talent Management professional wants is to wade through hundreds of unsuitable CVs to find the right person for their vacancy. The beauty of a head hunter is that this work is done for them but large companies cannot afford to use headhunters to fill all of their vacancies, as they have far too many. By going to a specialist drinks industry portal, such as chinchinjobs.com, they only find people who want to work in their industry. It's as simple as that."



The perfect match

So it would seem that employers in the drinks industry can find suitable talent if they look in the right places and – more importantly perhaps – if potential candidates know where to look to find the vacancies. It seems ironic that in times of recession, there are so many people looking for work and so many opportunities on offer; it's just a case of putting the two parties together in one place. As Hallvig says:

"All we need is for everyone who wants a job in the drinks industry – or has transferable skills, such as planning, account management or quality standards – to look at our vacancies and for all the employers in the trade to come and find them on our site. It would be the answer to everyone's prayers." ■

For further information on WSET qualifications go to http://www.wsetglobal.com/london_school_courses/wset_qualification_courses/default.asp

For further information on how to place or find jobs in the drinks industry, go to www.chinchinjobs.com

www.chinchinjobs.com



Packaging

Middle East first

MASAFI, one of the biggest beverage fillers in the Middle East, has recently chosen to adopt an innovative cap solution, the one-piece hot fill cap, from Swiss-based Corvaglia.

Masafi fills still water and fruit juices in no less than 14 different flavours under the Masafi brand. In addition to its standard closures, which the company produces itself, Masafi has, until now, imported two-piece caps from Australia for hot fill applications.

Corvaglia, based in Eschlikon, Switzerland, has pioneered the one-piece hot fill cap and in recent years has enjoyed huge success with the concept in some of the Latin American countries. Masafi is now the first beverage filler in the Middle East producing its own hot fill caps on a 16-cavity tool supplied by Corvaglia.

"We are totally convinced by this innovative solution from Corvaglia. Filling and capping with these hot fill caps at 87°C runs smoothly and safely. We now plan to successfully switch all of our lines to the one-piece Corvaglia cap", said S.M. Usman, the Masafi Plant Manager.



The use of one-piece caps offers economic and environmental advantages because they are made from just one type of material (HDPE) in one injection-moulded

process step. Two-piece caps, in contrast, are produced from polypropylene in four process steps. This entails, in addition to the investment in up to four machines, associated assembly work and energy consumption. Furthermore the material used (and hence also the cost) for one-piece caps is less than for two-piece caps. "A filler can save more than 30% when using a Corvaglia one-piece hot fill closure", said Romeo Corvaglia, the company's Managing Director.

The user-friendly one-piece cap dispenses with the aluminium foil seal. "It represents a clear advantage in terms of convenience," said Usman. "The consumer no longer has to remove an aluminium foil and then dispose of it." Furthermore a one-piece cap needs less effort when opening.

However, one-piece caps do require a certain know-how to be sure that there is no micro-leakage. A critical point is the transition period from overpressure (caused by hot filling) shortly after capping and the vacuum that occurs as the filled bottle is cooled down. It is equally important at this second stage that the cap is totally leak-proof in order to avoid any ingress of the cooling water.

Corvaglia achieves this by using some very ingenious geometry. The 2start, 38 mm closure, when screwed down, provides sufficient tension for a perfectly tight seal. This is then enhanced by a deformation of the cap under vacuum during and after the cooling stage.

European glass, a role model

A WEB conference staged last month by The European Container Glass Federation (FEVE) highlighted the glass packaging industry's strong record on environmental sustainability and the health benefits of glass. Speaking at the conference was European FEVE President, Niall Wall, Kathleen van Brempt from the European Parliament and FEVE Technical Director, Fabrice Rivet.

In the light of the upcoming European policy on recycling, Member of the European Parliament, Kathleen van Brempt stressed the importance for the industry of thinking and acting sustainably: "Cradle to Cradle is our future. Not out of ideology, but out of necessity. The glass industry is in a strong starting position when it comes to recycling. Their attention to recycling and re-use of both materials and energy is promising. The Belgian experience with glass recycling shows that there is no reason why 'closing the loop' of the glass production cycle should not be possible on the EU-level. I hope this will be an example for others. Recycling is a mindset, so Europe must change its ways and keep pushing bound-

aries towards a sustainable future."

The conference began with a presentation by FEVE on its environmental sustainability and the cradle to cradle lifecycle of glass. "The European Union is the biggest glass producer in the world. The glass container industry makes a valuable contribution to sustainability by preventing and reducing environmental pollution and protecting consumer health. A multi-use returnable bottle, for example, may be used over 40 times reducing its CO₂ impact significantly and the energy saved by recycling a single bottle could power a computer for 25 minutes," said Niall Wall.

When addressing the environmental aspects, Fabrice Rivet pointed out the FEVE Life Cycle Assessment (LCA) is an initiative by the container glass industry to measure the industry's impact. The study quantifies the savings on energy, raw materials and CO₂ every time it recycles glass. Approximately 30% less energy is required to melt cullet in the furnace compared to virgin raw materials. For every 1 tonne of cullet used to produce 1 tonne of glass, 1.2 tonnes of raw materials are saved and nearly 0.7 tonnes of CO₂ are avoided.

Other insights highlighted during the conference were the health benefits of glass packaging. Results from the European Pack-

aging Survey conducted by global marketing research company TNS in September showed that 83% of consumers prefer glass packaging to plastic to protect products against chemical contamination, keep food and beverages healthy (83%) and contribute to a healthy lifestyle (88%).

The glass packaging industry continues to support the Friends of Glass initiative and the new Friends of Glass health campaign, 'Nothing to Hide', launched in twelve European countries last month.

In brief...

- European Metal Packaging (Empac), the association bringing together European producers of rigid metal packaging, has extended the deadline for the student competition, Empac Challenge – The Next 200 Years, to coincide with Empac's participation at Interpack in May 2011, the world's most important trade fair for the packaging industry. The new final date for applications is midnight on 5th May, 2011, and the winner will be announced by Empac during Interpack. Empac extended the deadline after participating students said they needed more time to develop their design entries. The competition calls on students throughout Europe to create sustainable innovations for the manufacturing, sales, marketing, storage and transport, and recycling of the metal can.

Award winner

REXAM's 'Fusion' bottle has won the German Packaging Award 2010 in the sales packaging category. The award was announced during September's FachPack, trade fair for packaging solutions in Nuremberg, Germany. Along with the bottle's engaging design and its ability to create new drinking experiences, the resealable aluminium bottle also convinced the judges with its environmentally friendly manufacturing process. Being the first drawn wall ironed aluminium bottle, Fusion combines minimum weight and maximum stability.



The winning Fusion sample has been developed in close co-operation with *nutriveau*, an innovative German beverage producer, who uses the elegant aluminium bottle for its beauty drink *Beauq*.

Conference looks ahead

PACK Vision is the name of the conference accompanying *Emballage*, the French packaging show (Paris Nord Villepinte from 22nd to 25th November). High profile speakers and industry professionals will be there to discuss the latest technological developments and tomorrow's major challenges, as well as to give the latest regulatory updates.

Amongst the speakers are Michel Fontane, President of the Conseil National de L'Emballage, Julian Carroll, Managing Director of EUROOPEN, Gérard Caron Chairman of the Pentawards international jury and President of Caron Design Network, and Philippe Cahen, foresight consultant.

Highlights of the comprehensive conference programme include:

- Analysis of food packaging trends in seven European countries, by the UBIFRANCE survey department.
- Liquids packaging – how to shape future growth? Leveraging packaging design to meet the needs of liquid product consumption, by Karine Dussimon of Euromonitor International.
- Deciphering packaging design trends via the Pentawards 2010 winners. A five-continent trip, by Gérard Caron.
- Sustainable development: Good practices in Europe, by Michel Fontaine and Julian Carroll.
- Design or how to ensure the successful encounter between brand, product and consumer, by Anne-Marie Sargueil President

of the Institut Français du Design.

“We are delighted to have received this award”, said Welf Jung, Sales and Marketing Director for Germany, who was present at the ceremony to accept the award. “Bringing Fusion to market has been a great technological challenge. It is also a great privilege to have received acknowledgement from such an experienced judging panel.”

Combining the shape of a bottle with all the advantages of the beverage can, Fusion is lightweight, unbreakable, resealable and 100% infinitely recyclable with no loss of quality. It is suitable for both still and carbonated beverages and protects its contents safely from light and oxygen.

of the Institut Français du Design.

- Packaging new frontiers, by Giovanni Brunazzi President, Brunazzi & Associati and Satkar Gidda, Sales and Marketing Manager, Sieberthead Ltd.
- The relationships between consumer and package, or how packaging interacts with the customer's behaviour
- Extended Packaging: Creating a new communication channel with the consumer, by Cédric Houlette, Project Manager, GSI France.
- The packaging industry in France and abroad: trends and outlook.



Liner-less lightweight closure

WHAT has been described as the first liner-less lightweight closure for carbonated drinks in Australia has taken the gold medal in this year's Colorpak Innovation Award, one of the Australian Packaging Awards organised by the Packaging Council of Australia.

Criteria for this award are that “the packaging should be enhanced by innovative design and thinking, demonstrate a significant advance in technology or material usage and should deliver significant benefit to the marketplace”.

It was won by the Sure Seal from Unique Class Plastics Australia, designed by Vern Casey.

The judges' notes explained that it had undergone five years of testing and four modifications to the seal mechanism. “Its predecessor used two component materials for the liner and cap which challenged recycling. Sure Seal has eliminated the wad liner altogether through some extraordinarily clever design engineering.

“The intricate inner profile of the cap seal successfully carries the pressure of the gas within carbonated drinks without leakage and subsequent problems of drinks going ‘flat’.

“This is a breakthrough for quality assurance and delivery of superior drinks.

“Equally impressive is the light-weighting achievement.”

Production increases for aluminium bottle

THE Ball Corporation has announced that it is expanding production of its lightweight Alumi-Tek bottle to meet strong customer demand in North America. The company's Golden, Colorado, metal beverage packaging plant will begin making Alumi-Tek bottles in the second half of 2011. Ball's Monticello, Indiana, plant has been producing the reclosable, recyclable Alumi-Tek bottles for beverage customers since 2006.

“The commercial success of our Alumi-Tek bottle as a value-added package for premium beverages continues to drive volume for Ball,” said Michael L. Hranicka, President of Ball's North American metal beverage packaging, Americas, division. “This is a distinctive package that adds the convenience of reclosability and a bottle feel to the long list of aluminium can attributes, such as superior shelf life, the ability to chill quickly, shatter resistance and 100% recyclability. Adding Alumi-Tek manufacturing capability to our Golden plant will help us supply our customers' growing need for this innovative beverage package.”

The Alumi-Tek expansion in Golden will use existing space within the facility. Ball's Golden plant currently produces aluminium beverage cans and ends.

Environment

Joint initiative on rPET

FRIGOGLASS, a leading player in the beverage coolers market, and Coca-Cola Recycling LLC are joining forces to give used plastic beverage bottles a new life through recycling and re-use. At the recent National Association of Convenience Stores' Show in Atlanta the two companies announced a joint effort that will facilitate the manufacturing of beverage cooler components from specially processed post-consumer recycled rPET bottles.

"Our commitment as a global supplier of beverage coolers (ice cold merchandisers) is to design and produce innovative products that aim to reduce the impact on the environment," said Petros Diamantides, Chief Executive Officer, Frigoglass. "Our collaboration with Coca-Cola Recycling is another milestone in our effort to promote sustainable development in our operations," he continued.

"We envision a world where used beverage containers are not seen as waste, but as valuable resources that can be used over and over again to manufacture new products," said John Burgess, President of Coca-



Cola Recycling LLC. "We are pleased to work with Frigoglass in bringing that vision to life with cooler components made from recycled PET plastic bottles."

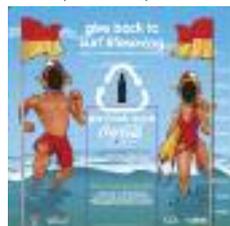
In addition to the recycled component initiative, Frigoglass showcased its 2011 range of beverage coolers (Miracool) developed specifically for the North American Market. The Miracool product line is based on a cartridge-type refrigeration system that is easily removable and is interchangeable across models. The environmentally friendly features include natural substances in the insulation process, increased recyclability and technology ready to accept natural refrigerants.

Wet'n'Wild

A QUEENSLAND entertainment park, Wet'n'Wild Water World, now has an interactive recycling system sponsored by Coca-Cola Amatil. It joins public place recycling stations at many other entertainment and convention venues in Queensland.

In a move that is synergistic with the water amusement park's theme, CCA is donating 5 cents to Surf Life Saving Queensland for every PET bottle placed in the recycling bins.

"The development of this fun and interactive recycling station encourages people to recycle when away from home," said Ian Sippel, CCA's Queensland State Sales Manager. "Coca-Cola Amatil recognises the beach is an important place for residents and visitors



to Queensland and safety on the beaches is paramount. We are proud to assist in the funding of equipment for Surf Life Saving."

Energy-friendly policy adopted

FRUCOR Beverages, New Zealand, have been working towards making their production facilities more environmentally friendly in a variety of ways, seeking expert assistance to achieve this on an ongoing basis.

One of their advisers was the Energy Efficiency and Conservation Authority which last year undertook an audit and presented Frucor with 17 projects to become more energy-friendly. This has including taking out unnecessary lighting where this was possible

without compromising workplace safety, adjusting air conditioning controls and boosting insulation around hot water systems.

While these do not sound major, the small improvements have already added up to substantial energy savings. Leading the quest have been Environmental Manager Gareth Cartwright and Engineering Manager Ian Sydenham. Their approach has emphasised involvement by all staff, including office as well as production personnel.

Beat Waste Start-Up Challenge

THE first of a series of challenges inspired by the Plastiki expedition – the trans-Pacific voyage of a boat built largely of recycled soft drink containers – has delivered a winner.

Waste Ventures, which creates and invests in garbage management companies in India that are owned and operated by waste pickers, receives a US\$15,000 first prize. This was funded by Sculpt the Future Foundation, a registered charity founded in 2006 by David de Rothschild, the principal force behind the Plastiki concept and subsequently captain of the vessel.

The challenge was administered by Myoo Create, an online community for environmental and social innovation. Nominations were sought worldwide and were considered by an impressive line-up of judges, eminent in environmental, micro-financing and waste management sectors.

"I have always viewed the Plastiki as more than just an expedition, but rather as a metaphor for change, and to that end the Beat Waste Start-Up Challenge has acted as a qualifier of this," said de Rothschild.

"The competition not only generated and exposed a raft of real world solutions but acted as a decisive statement that the list of solutions for a Planet 2.0 way of living clearly outweighs the list of Planet 1.0 problems."

In brief...

- Preliminary findings from the 2010 UK Household Plastics Packaging Collection Survey, commissioned and researched by Recoup, show an encouraging increase in the bottle recycling rate with 45% of plastic bottles in the UK now being collected for recycling, a 6% increase on the 2009 survey. The information gathered from waste collection authorities and unitary authorities demonstrated that over 260,000 tonnes of plastic bottles were collected in 2009, with a high increase in material collected through kerbside systems to over 215,000 tonnes.

- Tetra Pak has begun supplying carton packages in Switzerland bearing the Forest Stewardship Council (FSC) label. Starting with a range of packages for Coop stores Tetra Pak plans to offer around 340 million FSC-labelled packages to Swiss customers next year, representing around 60% of its annual sales in this market. The launch marks another step towards Tetra Pak's goal of having all its packages bear the FSC label which aims to assure consumers that the wood fibres in the package are traceable all the way through the supply chain back to the forest and that the paperboard used in the package comes from FSC-certified forests and other controlled sources.

Switch to gas

AUSTRALIAN soft drink producers have been among companies keen to take up an offer from AusIndustry, a federal agency, to help introduce energy-efficiency measures.

The Re-tooling for Climate Change programme is structured to both encourage and assist small and medium-sized manufacturers reduce their environmental footprint. Qualifying projects are those that improve energy or water usage efficiencies, or both. Government grants vary from A\$10,000 to \$500,000-plus, up to a maximum of half the cost of each project.

The historic Cascade Brewery, in the foothills of Hobart's Mt Wellington, gained \$550,000 funding towards converting boilers to run on natural gas. Owned by the Foster's Group, this facility produces fruit juices and carbonated soft drinks under the Cascade Brewery Company banner, as well as beer.

Max Burslem, General Manager Production, said Cascade moved to natural gas as soon as the Hobart network was extended to its plant. It was, he explained, another step in a sustainability programme which has



The Cascade Brewery, Tasmania.

been under way since the late 1990s, winning several awards.

In Adelaide, Bickfords Australia has installed a night air compressor for maintain-

ing critical services during non-productive hours. It has also upgraded the air receiver capacity to allow for a lower overall working pressure.

Water usage down

BOTH PepsiCo and Coca-Cola have published their respective reports on water stewardship.

PepsiCo's report 'Water Stewardship: Good for Business. Good for Society' outlined its efforts to conserve and replenish water use in its operations and expand access to clean water across the globe, whilst The Coca-Cola Company's (TCCC) report produced with the Nature Conservancy 'Product Water Footprint Assessments: Practical Application in Corporate Water Stewardship,' examines three pilot studies that were conducted on Coca-Cola products and ingredients.

In April 2010, PepsiCo unveiled a new set of global goals. The company is committed to improving its water use efficiency by 20% per unit of production by 2015; providing access to safe water to 3 million people in developing countries by the end of 2015; and striving for water balance, ie giving back more water than is used in operations in water-distressed areas.

PepsiCo reports that to date it has achieved a 15% improvement in water use efficiency compared to 2006 and achieved a positive water balance in India. The company has replenished 6 billion litres across the country exceeding the total intake of 5 billion litres. At the same time pledges made by PepsiCo and its Foundation will have provided access to clean water to 1 million people by 2011.

"Currently, around 1 billion people are without access to clean drinking water; making the world water crisis one of the most press-

ing challenges of our time," said Indra Nooyi, PepsiCo Chairman and CEO. "As a global food and beverage company, we have an inherent responsibility to be good stewards of this increasingly limited resource, and we are proud of the progress made so far on our journey to minimise our water footprint while expanding access to clean water around the globe."

Measuring water footprints

According to TCCC, a product water footprint is the total volume of freshwater consumed, directly and indirectly, to produce a product. A full water footprint assessment considers the impact of this water consumption on local watersheds, as well as appropriate response strategies to minimise those impacts. Such assessments are helpful in supporting corporate water stewardship efforts by providing a tool to measure and understand water use throughout the supply chain.

The types of water are green water, which is rainwater stored in the soil as moisture; blue water, which is surface and ground water; and grey water, which is the volume of freshwater required to assimilate pollutants based on existing ambient water quality standards. TCCC and the Nature Conservancy found that the largest portion of the product water footprints assessed in the pilot studies comes from the field, not the factory.

"We see significant opportunity to engage more directly with our agricultural suppliers to advance sustainable water use for the cultivation of ingredients in our supply chain," said Denise Knight, the company's Water and Sustainable Agriculture Director. "Our initial efforts will focus on the sustainable sourcing of sugarcane, oranges and corn."

In partnership with third-party researchers, TCCC and the Conservancy calculated the water footprints of Coca-Cola in a 0.5 litre PET bottle produced by Coca-Cola Enterprises Inc (CCE) in the Netherlands; beet sugar supplied to Coca-Cola bottling plants in Europe; and Minute Maid orange juice and Simply Orange produced for the North American market.

Estimates are that the green water footprint of the 0.5 litre Coca-Cola beverage is 15 litres; the blue water footprint is 1 litre; and the grey water footprint is 12 litres.

The average green water footprint for sugar from sugar beets across all regions of Europe is estimated to be 375 litres/kg sugar; the average blue water footprint is 54 litres/kg sugar; and the average grey water footprint is 128 litres/kg sugar.

For Simply Orange sourced from Florida, per litre of product, the green water footprint is 386 litres, the blue is 154 litres, and the grey is 100 litres. For Simply Orange sourced from both Florida and Brazil, per litre of product, the green water footprint is 407 litres, the blue 127 litres, and the grey 117 litres.

For Minute Maid sourced in Florida and Costa Rica, the green water footprint is 319 litres per litre of product; the blue 115 litres; and the grey 84 litres per litre of product.

TCCC says water footprints are helping to inform its approach to global water stewardship. The company has a goal to safely return to communities and nature an amount of water equivalent to what is used in all of its beverages and their production. Measurable, time-bound targets have been set by the company to reduce, recycle and replenish water used in the manufacturing of its beverages.

Human Resources

Sponsored by:



APPOINTMENTS

Beverage can packager, The Ball Corporation has appointed **Colin Gillis** President of Lata-pack-Ball Embalagens, Ltda, Brazil, and **Gihan Atapattu** has been named President of Ball Asia Pacific Ltd, Hong Kong. "Brazil and the Asia Pacific region are important growth markets for our company, and naming Colin and Gihan to their new roles strengthens our leadership teams in those beverage packaging businesses," said Raymond J. Seabrook, Executive Vice-President and COO Global Packaging Operations.

Azelis, the Belgium-based leading Pan-European specialty chemicals distributor, has announced the appointment of **Benoit Fritz** as Principal Development Director.

Silverwood Partners of Sherborn, Massachusetts has announced that **Michael Hartman** has joined the company as an Industry Advisor, further enhancing the firm's expertise and experience in the food, beverage and consumer products sector.

US PET producer and supplier Constar has announced the promotion of **Matt Dauzvardis** to Vice-President, Corporate Technologies at its Research and Development Center in Alsip, Illinois. He will be responsible for leading the packaging company's material, design and engineering teams.

Husky Injection Molding Systems of Ontario has announced leadership changes within its sales organisation in the Americas.



Clockwise from top left: Caroline Sanders, Andrzej Kukula and Kevin Baudhuin.

Carmen Lowe, Vice-President, North American Sales since 2008, has announced his intention to retire after 23 years of service. As a result, **Mike Urquhart**, Vice-President, Latin American Sales since 2007, will assume leadership responsibility.

Caroline Sanders has been promoted from European, to Global Marketing & Communications Director, Tate & Lyle.

Following the success of its inaugural International Dairy Show, the US International Dairy Foods Association has announced the promotion of **Robin E. Cornelison** to the position of Director, Trade Show.

Jim Moseley, Managing Director of General Mills UK, Ireland and the Nordic markets, has

been elected President of the Food and Drink Federation, the voice of the UK's largest manufacturing sector. His term will start 1st January 2011.

Leading UK print and flexible packaging specialist Roberts Mart & Co. Ltd's ongoing expansion plans have continued with the announcement of a new addition to its team.

Andrzej Kukula has joined the family-run business as Technical Manager.

Pregis Corp of Deerfield, Illinois, a US leading manufacturer of protective packaging products and specialty solutions, has named **Kevin Baudhuin**, President, Global Protective Packaging.

Italian Sacmi Verona has strengthened its Sacmi Labelling brand leadership with the appointment of **Ermes Belicchi** as General Manager and **John Pasqua** as Commercial Manager.

Solo Cup Company, a leading provider of single-use products used to serve food and beverages, has announced the appointment of new vice-presidents: **Larinda Becker** has been named Vice-President of Foodservice Marketing; **April Darre** has been named Vice-President of Financial Planning and Analysis; **Robert Grainger** has joined Solo as Vice-President of Procurement; **Kimberly Healy** has been promoted to Vice-President, Consumer Division; **Karen Leeker** is Vice-President of Innovation and Quality; and **Jeffrey Lombardo** has been appointed to the position of Vice-President of Foodservice Sales.

Route sales winners

THE International Bottled Water Association (IBWA) announced its 2010 Award recipients for Route Salesperson of the Year during the 2010 IBWA Convention and Trade Show in Orlando, Florida, held in conjunction with InterBev.

"These awards recognise excellence within the bottled water industry and the IBWA membership," said IBWA President Joe Doss. "As ambassadors of the bottled water industry, our route salespeople are on the front lines of customer service, and – through them – we have direct contact and connection with our customers."

Route Salesperson of the Year from a company with sales between US\$2.1 million

MP presents awards

UK supply chain specialist Gist received a visit from local MP and Minister of State for Further Education, Skills and Lifelong Learning, John Hayes to present its employees with their NVQ certificates. Since the roll-out of the NVQ programme at Spalding, over 85% of drivers and warehouse employees have completed their qualification.

and US\$8 million is Troy Baker, from Culligan Bottled Water in Brooklyn Park, Minnesota, whilst Christian Dimitri of DS Waters' Kentwood Springs plant in New Orleans was named Route Salesperson of the Year from a company with sales over US\$8.1 million.

Since its beginnings 40 years ago, Gist has been passionate about training its people. Gist has since established industry leadership by embedding an ambitious NVQ training programme for all employees delivering skill, performance, safety and environmental benefits.

The MP took a tour around the workshop, the chill facility as well as having a close look at some of the 'value-added' activities that are carried out in the warehouse. After the tour, Hayes presented certificates to a number of the company's successful learners who have achieved their NVQ qualification in Business Administration, DGV and Warehousing.

Hayes said he was "delighted to visit the Gist site at Spalding to share in the success of those employees who have achieved, through their own efforts, proven levels of competence, and, thereby added to the business's progress."

Make a splash in the drinks industry

chinChinjobs.com
drinks industry jobs T +44 (0)1483 892 910

Education award

THE British Soft Drinks Association (BSDA) and Britvic Soft Drinks education project Liquids Mean Life has won the award for Enterprise & Innovation at the Institute for Education Business Excellence (IEBE) Business Awards 2010 held last month at London's Design Museum.

This prestigious award recognises enterprise and innovation in business involvement in education. The IEBE judge, Jane Samuels, Project and Operations Manager of Edge, said:

"This is an excellent example of a trade association and a major corporate working in partnership with local education business partnership organisations across the country to provide valuable resources and support for teachers. Particularly impressive is the long term commitment to education demonstrated by Britvic's Learning Zone provision at its Beckton site and the plans to expand this provision to two other sites in Leeds and Norwich.

"The curriculum materials, industry visits and competition programmes are all highly praised by teachers and students who have benefited from them. The current plans to develop links with PGCE students at Universities is especially innovative and a great

Welsh boost

MORE than three-quarters of a million pounds will be invested in ensuring the food and drink workforce in Wales has the specific skills and relevant qualifications that the industry needs.

The four food and drink supply chain sector skills councils, Lantra, Improve, People First and Skillsmart Retail, have been successful in a joint bid for £850,000 to the Sector Priorities Fund Pilot Programme (SPFPP).

The key aim of the SPFPP is to ensure post-16 training is more responsive to, and aligned with, the needs of employers. The programme has three elements to it – research, piloting solutions and developing those initiatives which prove successful.

example of maximising the potential of a programme from every angle."

Jill Ardagh, BSDA Director General, said the association was proud and delighted to have won the award. "The Liquids Mean Life Enterprise Challenge shows students how the soft drinks industry works from the inside. It is a popular and successful educational tool, which this award recognises."

Sponsored by:



Huw Rees, Improve operations manager Wales, said: "In order to grow in a highly competitive market, in challenging economic conditions, businesses have to ensure their staff are trained and equipped with the specific skills to do this. This project is designed to support the growth of the Welsh economy by providing businesses with the essential tools they need and is set to play a key role in the economic renewal programme."

Once completed, the research results will be evaluated to assess how training initiatives can be developed to address specific skills needs in the industry

Send your news to:

news@
softdrinksinternational.com

Employees green challenge

ELOPAK's Green Challenge employee engagement programme and its key environmental initiatives, which have already reduced CO2 emissions by 12%, recently featured in CNBC's Responsible Business series. The 'Elopak story' was viewed as a perfect fit for the series which is broadcast worldwide and highlights innovative strategies that tackle global issues.

"The series is part of a long-standing partnership with UN agencies and showcases leading corporations and more grass roots organisations such as NGOs that are developing business-driven solutions for today's most pressing global challenges, not only for profits and reputation, but because they believe it is the right thing to do. Elopak fits perfectly with this. Its Green Challenge engagement with employees forms the linchpin of its environmental strategy and it is a great story to tell," said Shabry Fuard, Global Initiatives' Head of TV production.

Elopak's six minute film was broadcast across Asia, Europe and the US. It was filmed mostly at one of Elopak's main carton converting plants in Terneuzen, the Netherlands and focuses on key initiatives developed from Green Challenge and the group's environmental strategy, its Forestry Stewardship Council (FSC) traceability system, and the favourable carbon footprint of



Elopak employees attending a 'green' meeting.

its core product – the paperboard carton.

"Green Challenge has engaged over 3,000 employees to develop initiatives in line with our goal to reduce CO2 emissions by 15% by end 2010. It has generated simple, practical and ingenious ideas for reducing our impact on the environment. Many of these have been put into action from a new compressor and cooling system at Terneuzen mentioned in the film, solar panels, electronic invoicing and salary slips to simply putting light sensors in toilets and using energy saving light bulbs, which alone helped reduce energy consumption by 25% at the Dutch site,"

explained Elopak's Environment Director Sveinar Kildal.

"At Elopak our story begins with a core product, the paperboard beverage carton, which already has a favourable carbon footprint compared to other packaging. This, and the acknowledgement of our environmental responsibility, has provided the principles on which to build an effective environmental strategy operated across the entire supply chain alongside our customers, suppliers and partners. We are delighted and proud to be part of the Responsible Business series and hope others benefit from viewing our film."

Events Diary

OCTOBER

31st – 03 Nov **USA**

Pack Expo
McCormick Place
Chicago
USA
www.packexpo.com

NOVEMBER

8th – 10th **GERMANY**

PETnology Europe
Novotel Nuremberg
Nuremberg
Germany
www.petnology.com

9th – 10th **MEXICO**

LAPET 2010
Camino Real Santa Fé
Mexico City
Mexico
www.cmtpetconferences.com/lapet-2010

10th – 12th **GERMANY**

Brau Beviale
Messe Nuremberg
Nuremberg
Germany
www.brau-beviale.de

16th – 18th **SPAIN**

Hi & Ni Europe
IFEMA Feria de Madrid
Madrid
Spain
http://hieurope.ingredientsnetwork.com

16th – 19th **UK**

IMHX
NEC
Birmingham
UK
www.imhxonline.com

18th – 20th **INDIA**

drink technology India
Bombay Exhibition Centre
India
www.drinktec.com

22nd – 25th **FRANCE**

Emballage
Paris Nord Villepinte
Paris
www.emballageweb.com

DECEMBER

2nd – 4th **INDIA**

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

13th – 15th **UAE**

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

JANUARY

6th – 8th **INDIA**

Everything About Water Expo
Bombay Exhibition Centre
Mumbai
India
www.eawater.com

27th – 29th **INDIA**

Taste
Bombay Exhibition Centre
Mumbai
India
www.taste-expo.com

FEBRUARY

7th – 9th **USA**

The Packaging Conference
Aria Resort
Las Vegas
USA
www.thepackagingconference.com

16th – 19th **TURKEY**

Anfas Food Product
Antalya Expo Center
Antalya
Turkey
www.anfas.co.tr

19th – 22nd **ITALY**

Sapora
Rimini Fierra
Rimini
Italy
www.saporerimini.com

27th – 2nd Mar **UAE**

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

27th – 2nd Mar **UAE**

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

To include your trade event,
send details to:
events@softdrinksinternational.com



100 Years Ago

From the *Mineral Water Trade Journal* of November 1910

Filtration – how affected by speed

Mr Chapman, a once recognised analyst in this country who lost his life in 1872, wrote thus on the question of filtration:

"This is the most common method of purifying water. If a water contains solid particles of a given magnitude and we pass the water through a wire gauze, the meshes of which are of smaller diameter than the particles, we shall, of course, separate the particles; and unless either the gauze or the particles are elastic, the rate at which the operation is conducted will have no effect on the result. But in filtration, as ordinarily conducted, speed affects the result to a very great extent. In filtering through beds of sand, we may roughly say that the effect of the filtration will be almost inversely as the

speed at which the filtration is effected. If a bottle full of slightly turbid water be laid upon its side, and allowed to stand for 24 hours, and then examined, it will be found that the sediment has not only deposited itself on those parts of the glass to which gravitation has carried it, but that, though thickest at the bottom, it has spread itself much higher up and in many cases is even to be found adhering to the top part of the glass. This circumstance has doubtless much to do with filtration."

A contrast in soda waters

Under the designation of soda water, two totally distinct liquids are to be met. There is (as Professor Wanklyn told us in his famous work) the common soda water, as usually sold – this is a liquid of comparatively slight alkalinity. There is the medicinal soda water, which is official, and which is comparatively rare. It contains 240 grains of bicarbonate of soda per gallon. The official potash water is of like strength, viz 240 grains of bicarbonate of potash per gallon; and there is an official

lithia water with 80 grains of neutral carbonate of lithia per gallon (which, being supersaturated with carbonic acid gas, exists in the state of bicarbonate in the water). These waters should not be taken indiscriminately and immoderately.

Man hurls himself under horses' feet

An unusual street scene was witnessed in New Street, Huddersfield. A mineral water lurry, belonging to Messrs B. Shaw & Sons, of Birkby, was being driven along the street, when a man suddenly leaped in front of the horses and threw himself under their feet. Mr Wilfred Ainley, landlord of the Albion Hotel, the Huddersfield Northern Rugby Union football player, dragged the man out of danger; and afterwards told the police that the man tried to put his head in front of the lurry wheels. The man, whose name was afterwards found to be Maurice Curtin, of no fixed address, exclaimed, when rescued: "Let me do it; if I do not do it now I shall do it some time today."

Curtin, who was removed to the Workhouse, said he had been drinking heavily for a week.

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal* of November 1960

Coca-Cola/Minute Maid merger

The boards of directors of the Coca-Cola Company and Minute Maid Corporation have approved in principle the proposal under which Coca-Cola would acquire Minute Maid through an exchange of stock.

The proposal will be submitted for approval by stockholders of both organisations at special meetings to be held, probably in December.

An announcement to this effect was made recently by Mr W. E. Robinson, Coca-Cola Board Chairman and Mr J. F. Brownlee, Chairman of the Board of Minute Maid. They added that both companies would continue operating with the present managements.

Under the terms of the proposal, Coca-Cola would issue one new share of its common stock for each 2.2 shares of Minute Maid common stock. This would involve the issue of about 906,400 shares of Coca-Cola common stock.

Coca-Cola is engaged primarily in the manufacture, bottling and sale of its trademarked carbonated beverage 'Coca-Cola' which is distributed throughout the Free World. The company also makes the Fanta line of flavoured soft drinks.

Minute Maid is a producer of frozen concentrates, fruit juices (it also markets single strength juices) ades and bases. The company is also a grower of citrus fruit, holding



some 25,000 acres of groves either in production or under development.

Through its Tenco division, Minute Maid produces instant coffee, sold mainly to regional coffee distributors and chain stores in America. Tenco also produces instant tea.

Using the weather

The Sunkist organisation used an interesting promotional idea in their huge summer campaign which has just come to an end. The aim was to boost sales of their line of fruit punches. In addition to a series of regularly scheduled spot announcements over a Chicago radio station, special 'weather-tie-in' announcements were arranged.

Whenever the forecast called for a series of days with a 90% humidity and temperature over 70 degrees, these special announcements were broadcast. The advice given was to get in supplies of the punches while the stock lasts.

Spread of Mission

George A. Rodriguez is using a warm smile and the command of seven languages to sell the 30 flavours of Mission of California around the world.

Mr Rodriguez has toured the world as Mission's Vice-President and Director of Sales.

Mission of California Inc is a wholly-owned subsidiary of Cott Beverage Corporation with home offices in New Haven, Conn. It is comprised of three franchise divisions: Big Giant Cola, Quiky and Mission.

To new foreign bottlers, Mission offers a variety of services, ranging from supervision of design and installation of the physical plant to consultation on sales and marketing. The franchise agreement specifies that Mission provides techniques of mixing syrups and bottling. A team of Mission experts will be sent to assist bottlers in setting up operations by supplying advice and guidance on selection of machinery, equipment, water filtration systems, accounting production controls, inventories, floor plan layout, sales organisation, service routes, advertising and promotion.

Mission supplies the bottlers with only the concentrate.

Black is white

Nothing is much 'blacker' than blackstrap molasses, but cane blackstrap is now being used most extensively by means of a new deep fermentation process for the production of huge quantities of citric acid of the highest quality conforming with the requirements of the various pharmacopoeia. The final product is available either in crystal form or as readily dissolved powder, the first being beautifully transparent and the second dazzling white. ■

bubbling up

A focus on equipment and services

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

Recycling label liner



Logopak International Limited
Clifton Moor Industrial Estate
York YO30 4XE, UK

Tel: +44 (0)1904 692333
email: salesonweb@logopak.net
www.logopakprintandapply.co.uk

A RECYCLING scheme for the silicon coated glassine release liner used in pressure-sensitive labels has been set up by print & apply machine specialist Logopak, providing an eco alternative to disposal in UK landfill sites.

Under the scheme Logopak supplies reels of labels in collapsible box pallets, rather than corrugated cases, together with empty pallets ready for assembly to receive the spent release liner.

Pallets are then collected by Logopak as part of its label delivery service and the waste shipped in bulk to a new specialist processor in Holland. Here the silicon is removed and the paper fibre made ready for recycling. Logopak is also working with label manufacturers to extend the use and collection of polypropylene and polyethylene release liners.



Lower flow rate



GEA Tuchenhausen GmbH
Am Industriepark 2-10
21514 Büchen, Germany

Tel +49 4155 492242
email: sales.geatuchenhausen@geagroup.com
www.tuchenhausen.de

GEA Tuchenhausen -Variflow Centrifugal Pumps has added a new pump size, the TP2020, which operates in the flow volume range of up to 35m³/h, has a pump head of up to 62 m w.c. and offers motor power rating between 3.0 to 22 kW. It joins the existing TP 3050 allowing process plant operators to select more precisely the desired and needed flow range, resulting in more economical and efficient operation. In most cases a smaller motor can be applied at the TP 2050 than in the TP 3050. The TP 2050 is EHEDG and 3A certified.

GEA Tuchenhausen now offers nine pump types with a fine tuned capacity range of flow rates from 1 m³/h up to 220 m³/h.

Bag in box vending



Rapak
Clifton Road
Rugby CV21 3RQ, UK

Tel: +44 (0) 1788 570612
email: stephanie.humez@rapak.com
www.rapak.co.uk

RAPAK's aseptic bag-in-box technology is helping to ensure the freshness and quality of the drinks produced in the newly launched Pouchlink vending machine. The system incorporates newly developed post-mix technology that produces each drink to order, and is capable of using both preserved and unpreserved concentrates stored in bag-in-boxes supplied by Rapak.

The Rapak bags used in the system are 5 litres in size and feature high barrier films to offer full product protection and maintain product sterility. The patented connection system provides a 100% closed environment using a specially developed self sealing connector to the bag in box, which enables the concentrate to be mixed with water without the risk of contamination of the concentrate.

Improved accuracy



Bellingham + Stanley
Longfield Road
Tunbridge Wells, TN2 3EY, UK

Tel: +44 (0)1892 500400
email: sales@bellinghamandstanley.co.uk
www.bellinghamandstanley.com

RFM340+ refractometers now have an increased measurement performance between 0-20°Brix, reducing potential measurement error in the critical range covering finished products in the beverage industry. Improving the performance at the low end of the scale allows users to trim syrup dilution to the absolute minimum without the risk of breaching manufacturing specifications.

SG scales for sucrose are now common to the series. These scales may be used to express the relative density of pure sucrose solutions and when used in conjunction with a product offset from within the Method system, can express finished product as an equivalent SG - just as if it were measured on a density meter!



Logicolor-ful



Astell Scientific Ltd
Powerscroft Road
Sidcup Kent DA14 5DT, UK

Tel: +44 (0) 208 309 2024
email: sales@astell.com
www.astell.com

ASTELL, the leading autoclave and sterilizer manufacturers, are now fitting their world class LogiColor controller to all their autoclaves.

The Astell LogiColor controller provides the precision, accuracy and flexibility that are essential in today's most demanding laboratory environments. The integral PLC combines with a variety of analogue and digital input/output modules to provide a range of standard features including cycle selection, cycle progress, temperature and pressure displays, timed start and auto start facilities, timed safety valve testing and fault display.

The operator interface is a full colour touch screen with a multi-lingual, icon based operating system. The control software has been developed by Astell's in-house design team, based on the company's 80 years experience in autoclave manufacture.

Amino acid analyzers



Biochrom Ltd
22 Cambridge Science Park
Cambridge CB4 0FJ, UK

Tel: +44 (0) 1223 423723
email: enquiries@biochrom.co.uk
www.biochrom.co.uk

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

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

Closures



CLOSURE SYSTEMS INTERNATIONAL
 csiclosures.com
 North America 800-311-2740
 Mexico (52-55) 5566-8445
 South America 55 11 4134-2500
 Europe 34 93 891 82 43
 Middle East, India & Africa
 973-17-458-888
 Japan 81-3-5511-0036
 Asia/Pacific 98-22-28972277

Contract Bottling



Your Natural Beverage Partner
 • Since 1885 •
 First class quality, sensible prices,
 and many labelling/sleeving/processing
 and capping options
 • PET at Vila Drinks, Sunderland
 • GLASS at Bottling Solutions, Stockton
 Email: roger@viladrinks.co.uk
 or phone Richard: +44 (0)191 518 3201
 We are step step for all your bottling needs

Flooring



Flooring Problems?
 Here's the solution...
www.conren.com

The SDI Buyers' Guide is also available on line – visit: www.softdrinksinternational.com

Reach buyers around the globe
 – In print and on line
 email: advertising@softdrinksinternational.com
 or call: +44 (0)1202 842222

Ingredients

BEVERAGE INNOVATION



DÖHLERGROUP
 Riedstrasse 7-9
 64295 Darmstadt
 Germany
 Phone +49 6151 306-0
 Fax +49 6151 306-278
www.doehler.com
 mailbox@doehler.com



Juicevibe
 Juice Creations
 from Concept to Launch
www.juicevibe.com
 T: (44) 191 308 0500
 Juicevibe is part of
 Liven Food Group Ltd
 Wood Park, Newton
 Cheshire CH64 7TB

COLOURS



★ NATURAL COLOURS
 ★ EXTRACTS
 ★ EMULSIONS
 (For soft drinks)
Contact Sales
 Kanegrade Ltd
 Ingredients House
 Caxton Way
 Stevenage, Herts SG1 2DF
 England
 Tel: +44 (0)1438 742242
 Fax: +44 (0)1438 742311
 Email: info@kanegrade.com
 Website: www.kanegrade.com

COLOURS – CARAMEL



Colour With Confidence
 Tel: +44 161 886 3345
 Tel: +353 21 4353 821
 E-mail: info@ddwilliamson.com
www.ddwilliamson.com



Bringing Colour to Life
 Tel: +33 328.50.00.50
 Fax: +33 328.50.11.55
 e-mail: sethness-roquette@sethness-roquette.com
www.sethness-roquette.com

COLOURS – NATURAL

Delivering Your Imagination.
 Colouring Foodstuffs & Natural Colours

Sensient Food Colors Germany GmbH
 Geesthachter Str. 101 - 105
 21502 Geesthacht
 Tel. +49 (0) 4152-8000 0 | Fax -5479
 Sfc-eu@eu.sensient-tech.com
www.sensient-fce.com
SENSIENT FOOD COLORS

www.softdrinksinternational.com

ESSENCE & FLAVOURS



Claremont Ingredients Limited
 Unit 2B, Aspect Court
 Silverdale Enterprise Park
 Newcastle-under-Lyme
 ST5 6SS, UK
 tel: +44 (0)1782 623883
 fax: +44 (0)1782 623773
 email: help@claremont-ingredients.co.uk
 web: www.claremont-ingredients.co.uk



DÖHLERGROUP
 Riedstrasse 7-9
 64295 Darmstadt
 Germany
 Phone +49 6151 306-0
 Fax +49 6151 306-278
www.doehler.com
 mailbox@doehler.com



Fuerst Day Lawson
 SPORTS DRINK BLENDS
 VITAMIN BLENDS
 SWEETENERS
 PRESERVATIVES
 ACIOLUANTS
 FRUIT JUICES
 VITAMINS
 FLAVOURS
 AMINO ACIDS
 CONCENTRATES

 +44 (0)207 488 0777
fdlgroup@fdl.co.uk
 South Place, 58-60, Kingsway, London, EC4A 3DF, UK



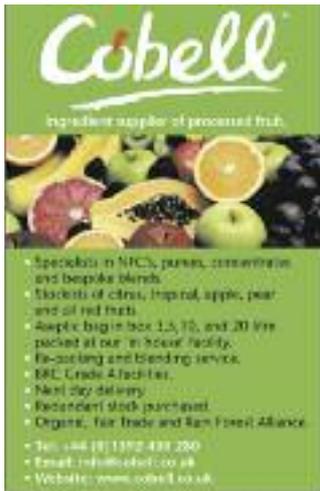
★ FLAVOURS
 ★ ESSENCES
 ★ AROMAS
 ★ EMULSIONS/CLOUDS
Contact Sales
 Kanegrade Ltd
 Ingredients House
 Caxton Way
 Stevenage, Herts SG1 2DF
 England
 Tel: +44 (0)1438 742242
 Fax: +44 (0)1438 742311
 Email: info@kanegrade.com
 Website: www.kanegrade.com



Ingredients & Flavours
 • FTNF Flavours & Extracts
 • Full Range of Citrus Flavours & Emulsions
 • Natural Ingredients

 For Further Information Please Contact
 Tel: +31 36 5233 100
 Beverage Centre of Excellence:
 Amsterdam, The Netherlands | www.kerry.com

FRUIT JUICE CONCENTRATE AND EXTRACTS



Cobell
Independent supplier of processed fruit

- Specialists in NFCs, purees, concentrates and beverage blends
- Blends of citrus, tropical, apple, pear and all red fruits
- Simple 4 litre box 1.5, 10, and 20 litre packs all run in house facility
- Packaging and blending service
- UK, Europe 4 facilities
- Next day delivery
- Excellent stock purchase
- Organic, Fair Trade and Rain Forest Alliance

Tel: +44 (0)1382 433 250
Email: info@cobell.co.uk
Website: www.cobell.co.uk

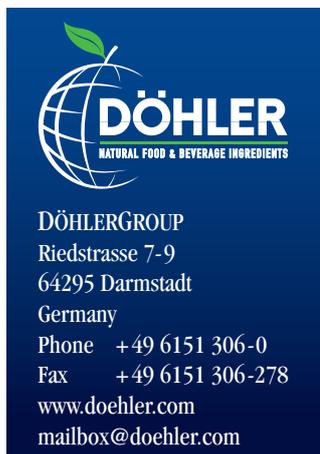


KANEGRADE
in touch with nature

- ★ **FRUIT JUICE CONCENTRATES** (Citrus, Tropical & Red)
- ★ **NATURAL COLOURS & EXTRACTS**
- ★ **FRUIT AROMA/ESTERS**
- ★ **BOTANICAL EXTRACTS** (e.g. Kola, Guarana, etc.)

Contact Sales
Kanegrade Ltd
Ingredients House
Caxton Way
Stevenage, Herts SG1 2DF
England
Tel: +44 (0)1438 742242
Fax: +44 (0)1438 742311
Email: info@kanegrade.com
Website: www.kanegrade.com

FRUIT JUICE BLENDS



DÖHLER
NATURAL FOOD & BEVERAGE INGREDIENTS

DÖHLERGROUP
Riedstrasse 7-9
64295 Darmstadt
Germany
Phone +49 6151 306-0
Fax +49 6151 306-278
www.doebler.com
mailbox@doehler.com



FDL
Fuerst Day Lawson

SPORTS DRINK BLENDS
VITAMIN BLENDS
SWEETENERS
PRESERVATIVES
ACIOLANTS
FRUIT JUICES
VITAMINS
FLAVOURS
AMINO ACIDS
CONCENTRATES

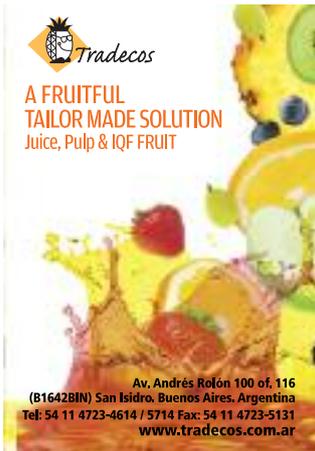
+44 (0)207 488 0777
fdlgroup@fdl.co.uk

Boon Place, 58-60 St. Andrew's Way, London, E1W 1P, UK

Citrus, Soft Et Exotic Fruit Concentrates, Comminutes Et Purees, Organics Et Custom Blends



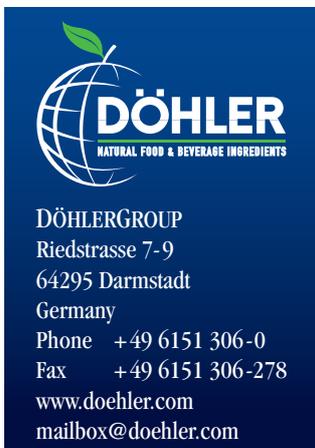
GD Gerald McDonald & Co Ltd
Trinity Farm Road, Dunstable
Bedfordshire, MK22 7ET
Tel: +44 (0)1298 244100
Fax: +44 (0)1298 244100
www.geraldmcdonald.com



Tradecos

A FRUITFUL TAILOR MADE SOLUTION
Juice, Pulp & IQF FRUIT

Av. Andrés Bólon 100 of. 116
(B1642BIN) San Isidro, Buenos Aires, Argentina
Tel: 54 11 4723-4614 / 5714 Fax: 54 11 4723-5131
www.tradecos.com.ar

FRUIT JUICE CONCENTRATES
Citrus, Tropical and Red


DÖHLER
NATURAL FOOD & BEVERAGE INGREDIENTS

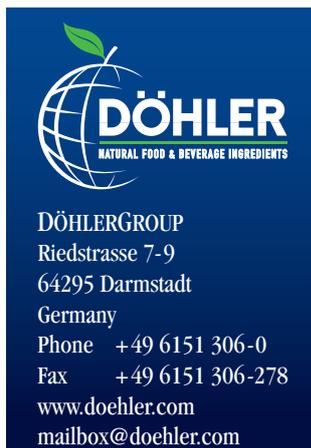
DÖHLERGROUP
Riedstrasse 7-9
64295 Darmstadt
Germany
Phone +49 6151 306-0
Fax +49 6151 306-278
www.doebler.com
mailbox@doehler.com

Citrus, Soft Et Exotic Fruit Concentrates, Comminutes Et Purees, Organics Et Custom Blends



GD Gerald McDonald & Co Ltd
Trinity Farm Road, Dunstable
Bedfordshire, MK22 7ET
Tel: +44 (0)1298 244100
Fax: +44 (0)1298 244100
www.geraldmcdonald.com

SPORTS DRINK INGREDIENTS



DÖHLER
NATURAL FOOD & BEVERAGE INGREDIENTS

DÖHLERGROUP
Riedstrasse 7-9
64295 Darmstadt
Germany
Phone +49 6151 306-0
Fax +49 6151 306-278
www.doebler.com
mailbox@doehler.com



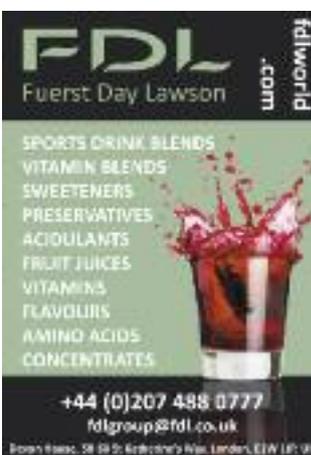
FDL
Fuerst Day Lawson

SPORTS DRINK BLENDS
VITAMIN BLENDS
SWEETENERS
PRESERVATIVES
ACIOLANTS
FRUIT JUICES
VITAMINS
FLAVOURS
AMINO ACIDS
CONCENTRATES

+44 (0)207 488 0777
fdlgroup@fdl.co.uk

Boon Place, 58-60 St. Andrew's Way, London, E1W 1P, UK

SWEETENERS - ASPARTAME



FDL
Fuerst Day Lawson

SPORTS DRINK BLENDS
VITAMIN BLENDS
SWEETENERS
PRESERVATIVES
ACIOLANTS
FRUIT JUICES
VITAMINS
FLAVOURS
AMINO ACIDS
CONCENTRATES

+44 (0)207 488 0777
fdlgroup@fdl.co.uk

Boon Place, 58-60 St. Andrew's Way, London, E1W 1P, UK

Labelling

LABELLING MACHINERY

Harland Machine Systems

2 Michigan Avenue
Salford
Manchester M5 2GY
Tel: 0161 848 4800
Fax: 0161 848 4830
Website: WWW.harland-hms.co.uk
Email: enquiries@harland-hms.co.uk

Plant & Machinery

FILTERS



PALL Food and Beverage

Europa House, Flaxent Street, Portsmouth,
Hants. PO1 3PD United Kingdom
Tel: +44 (0)23 924 3033 • Fax: +44 (0)23 9233 1100
process@europapall.com • www.pall.com

Processing



The one stop shop for container processing

Tel: 01924 896975 Fax: 01924 895373
Email: sales@bottleworks.co.uk

Bottleworks, Unit 19 Imex Business Centre, Ripley Drive,
Normanton, West Yorkshire WF6 1QT

FILTER SYSTEMS



BEGEROW

E Begerow GmbH & Co
An den Naheweisen 24
55450 Langenlonsheim, Germany
Phone (+49) 6704 204 0
Fax (+49) 6704 204 121
http://www.begerow.com
e-mail: info@begerow.com

Parker | domnick hunter

Together, we can obtain maximum performance & quality assurance.

dhprocess@parker.com
www.domnickhunter.com

ENGINEERING YOUR SUCCESS.

Recruitment

Dip your toe in our talent pool

chinchinjobs.com
drinks industry jobs T +44 (0)1463 892 910

To Advertise your

**PRODUCTS,
SERVICES,
AUCTIONS
or
SECONDHAND EQUIPMENT SALES**

Call +44 (0)1202 842222

**USED EQUIPMENT
BUYING? SELLING? CALL US!**

Process equipment (tanks, filters, premix...)

Preform injection

PET Blow moulders (SIDEL, ADS, Kronos...)

PET bottling lines

Glass bottling lines

WALLART

USED EQUIPMENT FOR THE BEVERAGE INDUSTRIES

Tel. +33 320 93 66 71
www.wallart.fr

Fax: +33 320 92 80 74
info@wallart.fr





INTRODUCING THE MOST ADVANCED MACHINE IN OUR RANGE

The human being. We put over 3000 specialists into dedicated teams that work together to get the best out of every processing and packaging machine we make. They also work closely with our customers to eliminate inefficiencies, reduce their operating costs and maintain product quality. Because, despite our engineering heritage, we think it takes more than state-of-the-art technology to make food safe. You need the human touch too. **This is the Circle of Protection.** tetrapak.com/protection



