

# Soft Drinks International

THE GLOBAL BEVERAGE INDUSTRY MONTHLY

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OCTOBER 2010



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# Soft Drinks International

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

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# Winners and whims

Some heartening news from leading UK companies and brands indicates that 2010 is likely to see the UK soft drink industry end the 21st century's first decade on a high note. This is welcome after the recent doom and gloom of the bad summers of 2007, 2008, a disappointing 2009 and, overall, the worst recession in modern times.

AG Barr has recorded a 19% increase in first-half pre-tax profits and said it remains confident of meeting expectations for the full year. There were strong performances across all its brands, but exceptional sales – up 37% - of the exotic and unique carbonate Rubicon.

Another individual beverage, Vimto, has reached an historic milestone with brand value exceeding £50million for the first time. Vimto is now significantly outperforming the market, growing at a rate of 31.4% year on year. This success, says Vimto Soft Drinks, is a result of its biggest ever £6 million marketing investment to support its fully integrated 'Seriously Mixed Up Fruit' campaign, together with increased distribution and stronger household penetration.

A further record has been broken at Highland Spring, the UK's largest supplier of bottled water. The company has reported that for the year ended 31st December 2009 sales increased 7.5% to a record £54,803,000 and operating profits surged 89% to £4,354,000. The substantial increase in profit was down to a number of factors: a better summer than 2008 combined with a sales and marketing programme which had impact; and the growing trend for people to buy more British brands like Highland Spring. Further, the salesforce was restructured to capitalise on new market opportunities and a dedicated customer marketing team established to meet the increasingly complex requirements of trade customers.

This good news is countered by disappointment at the quiet withdrawal of Pepsi Raw last month. Launched two years ago first to the on trade, both as a mixer and a standalone, and then into the retail sector, it was heralded as the most significant innovation from Pepsi UK in the last 15 years. The development of a new cola featuring all natural ingredients certainly chimed with the times with consumers demanding more natural products.

So what went wrong? The company is reported to have said that despite an encouraging take up in bars and clubs, sales failed to take off in supermarkets and other retail outlets. Yet a simple poll taken by SDI amongst a handful of young adults, habitués of bars and clubs in the cosmopolitan cities of London and Oxford, revealed that none had ever heard of it!

Was Pepsi Raw an example of tokenism for the 'all-natural' brigade, a case of poor marketing or a drink that failed to deliver on the taste front? There are doubtless some lessons to be learned from this, not least that best intentions, manufacturing excellence and careful market research can still fall prey to the whims of luck and chance.

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

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# Late Bulletin

● **PepsiCo** has said it will place more emphasis on producing products backed by science as it announces plans to create a nutrition business unit to develop new products in a series of drinks categories. The US soft drinks giant has set up a 'global nutrition group' to "deliver breakthrough innovation" in fruit and vegetables, grains, dairy and functional foods. The unit will allow the company to achieve its goal of turning a US\$10billion company into a \$30billion nutrition business by 2020, according to Chairman and CEO Indra Nooyi.

● **Nestlé USA** and **Jamba Juice** are close to renewing a partnership deal for the development of a new line of ready-to-drink energy beverages for the northeastern US market. The two firms suspended shipments of their ready-to-drink smoothies and juices in December 2008, due to "production issues". However, Nestlé Jamba All-Natural Energy Drinks will now launch into the US\$8.5billion energy beverage category in early 2011. The products will feature "real fruit juice boosted with natural caffeine."

● **The Coca-Cola Co** has warned that more job cuts are inevitable as it transfers operations in North America to its new entity, Coca-Cola Refreshments, following the acquisition of Coca-Cola Enterprises in the US and Canada. Speaking to just-drinks, Kenth Kaerhoeg, Director of Corporate Media Relations for Coca-Cola, said that there will be job reductions but declined to say how many. He said that Coca-Cola is "committed to letting people know as soon as possible if there will be any changes."

● The British Soft Drinks Association (**BSDA**) has dismissed suggestions that gym-goers who buy energy sports drinks are "wasting their money". According to Nick Hudson, national fitness manager for Virgin Active, sports drinks may be suitable for people training for events such as marathons, but that many exercisers just end up consuming lots of extra calories.

● **PepsiCo** has posted rises in both sales and profits for its third quarter, driven in part by the acquisition of its two anchor bottlers earlier this year. The soft drinks and snack group, which completed the purchase of Pepsi Bottling Group and PepsiAmericas in March, said that net profits in the three months to 4th September were up by 12% year-on-year to US\$1.92billion. Sales in the period leapt by 40% to \$15.51billion, while operating profits increased by a healthy 25% to \$2.80billion.

● **Coca-Cola GB** scrapped plans for a campaign featuring footballer Wayne Rooney, following allegations that he slept with prostitutes. The soft drinks giant said the promotion had been cancelled, as it did not deem it "appropriate" due to the allegations surrounding the Manchester United and England footballer's personal life.

● **Dr Pepper Snapple Group** (DPSG) has completed the licensing of certain brands to **The Coca-Cola Co** following the latter's takeover of the North America operations of Coca-Cola Enterprises. As part of the transaction, DPSG has received a one-time cash payment of US\$715million before taxes, fees and other related expenses. The company expects to use a portion of the proceeds to support its ongoing share repurchase programme.

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## Europe

### Coca-Cola's multi million pound plant opens

NORTHERN Ireland First Minister, the Rt Hon Peter D. Robinson MLA, and Deputy First Minister Martin McGuinness MP, MLA, officiated at the recent opening of the £93million Coca-Cola HBC Northern Ireland manufacturing plant in Lisburn.

Coca-Cola HBC Northern Ireland is part of the Coca-Cola Hellenic Bottling Company. In 2005, Invest Northern Ireland announced that it had secured the project with an offer of support totalling £6.75million.

"In choosing to locate this £93million facility in Northern Ireland, Coca-Cola is making clear its long term commitment to this region. Invest Northern Ireland negotiated for two years to secure this multi-million pound project which has safeguarded almost 400 jobs," said First Minister Peter Robinson. He added, "This site will now demonstrate internationally the strength of the local food and drink sector and our world class manufacturing capabilities."

Deputy First Minister Martin McGuinness



*Pictured left to right are: Marcel Martin, General Manager of Coca-Cola HBC Ireland; Northern Ireland First Minister, the Rt Hon Peter D. Robinson MLA; Deputy First Minister Martin Mc Guinness MP, MLA; Doros Constantiou, CEO of Coca-Cola Hellenic Bottling Company.*

said: "As Coca-Cola's all-Ireland manufacturing and bottling plant, this state of the art facility now employs in the region of 600 people in a key industry sector, across a range of skilled roles. With the relocation of key operations now complete, all Coca-Cola products sold in Ireland will be made here in Lisburn, a fact which can only continue to deliver long term economic benefits."

According to Doros Constantiou, CEO of Coca-Cola Hellenic Bottling Company, the Knockmore Hill facility combines technical innovation, efficiency and environmental sensitivity in a modern comfortable workplace.

Coca-Cola has embraced a green energy ethos and installed a combined heat and power plant on site. The visitor centre is due to open later this year:

### M&A activity on the up in the UK

SIXTY nine percent of senior executives at UK-based food and beverage producers expect M&A activity to increase in the next 12 months, according to a new report from Grant Thornton UK LLP, indicating that the sector has recovered early from recession. Twenty percent (10 of the 50 respondents) said that they were planning to broker a merger or acquisition in that period.

"Food and beverage producers had to digest sharp increases in input prices in 2007 and 2008, leaving the survivors in good shape to bear the recession. Most producers are already targeting growth, while 43% of our respondents are still cutting costs," commented Trefor Griffith, Corporate Finance Director at Grant Thornton.

In terms of growth strategies for the next 12 months, 46% of respondents are considering expansion into new markets, compared to 66% who are considering new product launches.

Twenty-two percent of respondents saw greater domestic competition as one of the biggest challenges facing their business. This compares to 32% who named reduced consumer spending (or spending on premium goods) as the biggest challenge.

### Sugar tax on its way

FINLAND's soft drinks industry has all but conceded defeat in its fight to persuade the government against introducing a tax on soft drinks and confectionery products in 2011.

The Ministry of Finance's (MoF) estimates suggest that the planned tax will generate €120 million annually for the Exchequer in 2011.

The Federation for the Brewing and Soft Drinks Industry (FBSDI) had joined forces with ETL, which is Finland's Food and Drinks Industries Federation, to campaign against the proposed tax which they say is grossly inequitable and will only serve to dampen consumer sales of soft drinks products.

"We have had a difficult year. Our members are seeing reduced profits and thin

In terms of prospects, 52% said that the increasing emphasis on health and wellness presented a significant opportunity; 25% identified the fair trade and free range markets as providing significant opportunities; while 23% said the same about green consumers and local produce.

margins from smaller sales. The industry does not need a tax like this. The government claims that the tax is part of its public health policy, but we believe it is chiefly a tax raising exercise," said Pekka Tiainen, the FBSDI's Chairman.

The government's tax plan will see the excise tax imposed on most soft drinks increased from €4.5 cents to €7.5 cents per litre. In addition to juices, lemonades, and mineral waters, the so-called sugar tax will also be extended to natural mineral waters and milk coffee drinks. The ETL estimates that the tax increase will raise the prices of soft drinks by up to 5% in 2011.

"This tax has nothing to do with public health. It is meant to merely compensate for the lower tax intake caused by the government's decision in June to reduce the VAT in restaurants," said Heikki Jutinen, ETL's Director General.

The sugar tax will also apply to confectionery, chocolate and icecream, where a tariff of €95 cents per kilogramme will be levied. Both the ETL and the FBSDI believe that the imposition of the tax will result in more soft drinks imports from neighbouring Baltic states, such as Estonia.

"If this was a health tax then the tax would be levied on high-in-fat potato snacks. Instead it is being levied on products such as xylitol gum which has been clinically shown to have health benefits," Jutinen said.

## Baltic operations restructured

COCA-Cola Baltic (CCB) has closed its production facility in Estonia and relocated production to Lithuania. The company's strategic plan is to build a central bottling and sales facility in Latvia that will oversee its activities in the Baltic area.

The planned Latvian unit, which is earmarked for the town of Ropazi, is expected to be operational in 2011 / 2012.

The move was expected, moreover, given that CCB terminated production of Coca-Cola brands in Estonia last April, leading to the loss of 63 jobs in the country. CCB told Estonia's Ministry of Industry in July that the company might consider relaunching production in Estonia in the future, if market demand improved and funding became available to support a green-field project.

CCB first indicated in December 2009 that Coca-Cola HBC, the Coca Cola bottler in Estonia, was considering the transfer of production out of the country to a centralised Baltic plant in Latvia. The Estonian unit was opened in 1992.

In May 2010, Coca-Cola HBC's production of PET bottles was transferred to Coca-Cola's Lithuanian unit in Alytus while the production of glass bottles was moved to Coca-Cola's facility in Poland.

CCB has been looking at the commercial basis for building a centralised production and bottling facility in Latvia, to serve the three Baltic markets, since 2008. Core sales and marketing functions would also be transferred from Estonia and Lithuania to the planned unit in Latvia.

## Packaging facility formed

IN response to growing customer demand for its products (primary and secondary packaging systems that include the full complement of end-of-line machinery) and to further support Arpac's European growth strategy, the US Arpac Group has formed Arpac Europe. The move offers existing and potential customers localised sales and service.

Tony Hacker has been recruited as General Manager to head up the facility. He is charged with building the brand throughout the EU.

"I first became aware of Arpac through setting up a strategic partnership with Endo-line and am therefore very excited about the prospects for bringing such a high-quality and well-proven range into Europe. I have always been impressed by the quality of engineering that goes into Arpac's machines and in particular, in the exceptional features that make them versatile and yet operator-friendly. This unique combination delivers a low cost of ownership, which is ideal for the European market."

## Juice JV in Turkey

YILDIZ Holding, the Turkish food and beverage group whose many drinks brands include Cola Turka and Çamlica, is setting up a joint venture company in Turkey with the fruit and beverages specialist Eckes-Granini Group which is based in Nieder-Olm, Germany. The JV will focus on the production and distribution of premium fruit juices.

The partners have indicated that they will also create a strong retail distribution network.

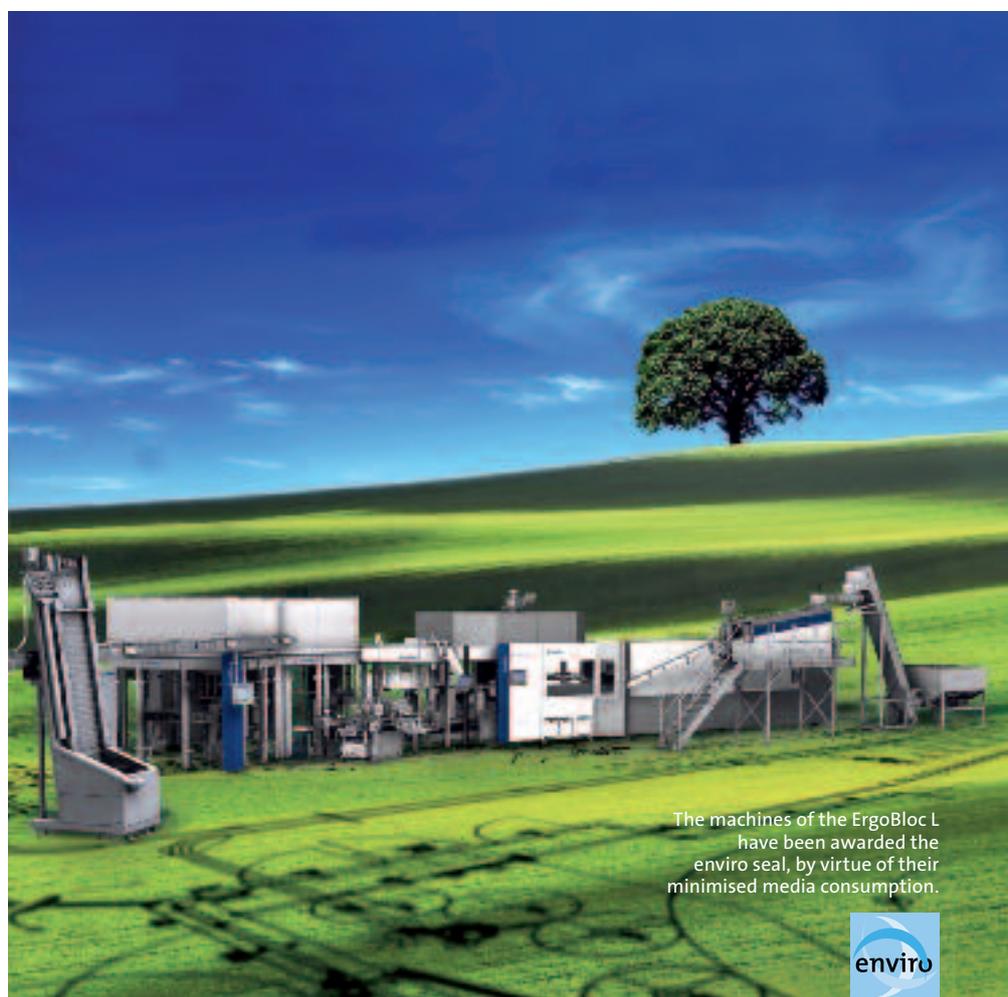
Yildiz Holding and its Ülker Beverage Group are well placed to set the foundations for this. In recent years they have broadened their beverage portfolio substantially, seeking to cover most market needs.

It currently includes a variety of carbon-



Cola Turka and Çamlica promotion.

ated brands, mineral waters, energy drinks, iced teas, milk-based lines, juices, malt drinks and more. Some of the soft drinks brands feature in the group's extensive sports team sponsorships.



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## Accolade for ice-cold merchandiser

FRIGOGLASS, the world's leader in the beverage cooler market, has been selected for a prestigious Ruban d'Honneur in round two of the European Business Awards sponsored by HSBC. Receiving a Ruban d'Honneur is an impressive achievement and celebrates businesses who demonstrate exceptional performance within their sector. Frigoglass will now compete as a finalist within the Award for Innovation category for the ultimate prize of a European Business Award to be presented during a gala ceremony in central Paris on 16th November 2010.

Ruban d'Honneur is awarded to 10 successful entrants in each category. Judges select which businesses are awarded the accolade, and it is from the recipients that the final winner in each category is decided. All Ruban d'Honneur recipients will now prepare to appear before a third judging panel of highly regarded academics, heads of state, industrialists, entrepreneurs and media commentators drawn from across the 27 member European States.

Frigoglass, which was one of only two Greek companies to be given a Ruban d'Honneur, is a company with a global reach and has recently launched the world's first range of environmentally friendly beverage coolers.

Petros Diamantides, Managing Director, commented: "For Frigoglass to receive a Ruban d'Honneur from the European Business Awards is a real mark of distinction and is testament to the determination and passion which drives our company. This recognition reflects the commitment of our people, our strong customer orientation and the importance of integrating innovation in our business model".

## EVA sponsorship

VENDING Paris, the well-established French vending show taking place from 27th to 29th October at Porte de Versailles in Paris is featuring for the first time an International Business Day on 29th October, sponsored by EVA, the European Vending Association.

EVA Director General, Catherine Piana, will be presenting a summary of the main figures of the French vending market, based on a study carried out by Datamonitor, and of which the 2009 KPIs (Key Performance Indicators) are now available. A round table discussion with representatives from the main European vending associations, moderated by Ms Piana, will follow. Ms Piana will also be moderating a round table discussion on new technologies.

● The EVA website – [www.vending-europe.eu](http://www.vending-europe.eu) – has been given a fresh new

## Luxury glacier water expands

ILULIAQ Original, the newly established Greenland drinks company that has started bottling glacier water for the upmarket segment in Europe, the Middle East, North America and Japan, has negotiated a US\$5 million contract with a buyer in Dubai.

"We are in the process of negotiating much larger deals with clients in Japan, Singapore and North America. Considering the high price of product, and the exclusive segment we are targeting, this is a very encouraging start for us," said Julien Caquineau, the CEO of Iluliaq Original.

That high price means that the Greenland company has the distinction of producing the most expensive luxury bottled water product sold in any international market. The Dubai deal prices the Iluliaq Original Water product at US\$52 per designer glass bottle, positioning it in the marketplace as the most expensive bottled water drink in the world. The price tag reflects the product's exceptional characteristics and unique pureness, said Caquineau.

Iluliaq Original is engaged in exploratory talks to raise development capital from Danish and Nordic private equity providers. Greenland is currently a semi-independent province within the Kingdom of Denmark, although moves are underway to seek total independence from Denmark by 2020.

## Strong summer sales lift year

THE strong surge in summer sales of soft drinks products has lifted expectations that 2010 may not be the feared dismal year of reduced volumes and low margins for Norwegian drinks companies.

The fears were generated by unexpectedly weak sales of soft drinks in the first and second quarters of 2010, down by an average of 6% over the six month period. The Norwegian soft drinks industry anticipated a decline in sales over the full year of 5%, said Petter Nome, the Managing Director of the Norwegian Brewers and Drinks Federation (NBDF).

"We have seen excellent sales during the

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look, timed to coincide for managers to register for EVA's Annual General Assembly 2010, to be followed by a conference entitled 'The Ins and Outs of European Lobbying: Speaking Up for Vending in Brussels Today'. The event will take place on 8th and 9th December, in Brussels.



*The water is bottled at source from melting icebergs estimated to have been formed over 200,000 years ago in Greenland.*



Iluliaq Original's unnamed Dubai customer has placed an initial order for 30,000 glass-topped designer bottles. The company expects to sell future product in the price range of US\$40 to \$52 per bottle.

"Our concept is one of quality. Everything is handmade. It's natural, pure and unique. We are selling a special product to the highest area in the bottled water market," said Caquineau.

Iluliaq Original will not be immediately sold in Greenland until the company can resolve price issues. "We want to launch it in Greenland, but it is obvious that if we do the price will have to be lower," said Caquineau.

summer months, in fact record sales due to a combination of good weather and more choice in the full range of the different soft drinks products now available in Norway," said Nome.

The surge in sales proved so strong in the June-September period that the NBDF has revised its projections for 2010 from negative growth to a 10% increase for the year. Sales in June-September rose by 12% compared to the same period in 2009.

Soft drinks sales in Norway were highest in June, reaching 53 million litres, or 11 litres per head of population. This was a 15% increase on the same month in 2009, and the highest sales record for a single month in Norway.

"The weather in Norway was less favourable in July and August compared to June, and consequently we did see a fall-off in sales, mainly due to the bad weather," said Nome. Despite the decline, sales in August were 10% higher than for the corresponding month last year, according to NBDF figures.

All categories of soft drinks, excluding sugar free products, saw an increase in their sales. However, while soft drinks volumes rose during the first nine months, bottled water sales fell sharply, and were about 10% lower than for the same period in 2009. Bottled water sales are down by 22% since January 2008.



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# Africa

## Powerplay at Joburg Day!

JOBURG Day! in September drew a huge all-ages crowd to Riversands Farm at Fourways, Gauteng, to listen to both established and emerging bands presenting music to meet literally all tastes.

Another taste dimension was satisfied by Powerplay Energy Drink which had a big and very active presence at the music festival, thanks to the experiential marketing specialist company, Mo-Tseleng.

Mo-Tseleng invited people at the big event to buy a Play...and come Play. Briefed by their client to conceptualise and create a breakaway area from the day's activities, MoTseleng designed an interactive experience for those who wanted to get their blood flowing.

"A dunk tank tested bravery while dance



*Powerplay Energy Drink at Joburg Day!*

machines and a bungy bounce kept the adrenalin pumping and those muscles moving," said Account Director Margaret van der Westhuizen.

"None of it distracted partygoers from the

big event itself but allowed them the chance to show off their nerve threshold while engaging with the essence of the brand in a bit of extreme adventure. The bevy of beauties running the process didn't hurt, either!"

## Agave nectar for natural sweetening

A SOUTH African company, Agave Nectar South Africa, is offering light grade agave nectar as a flavour-neutral sweetener which enhances the natural flavours of products such as fruit drinks, fruit smoothies, protein drinks and other beverages.

Agave Nectar SA is based in the Eastern Cape town of St Francis Bay. It is the country's only agave nectar distiller. It is headed by Brian Neary, who has a lot of experience in the field; he was production manager for an agave distillery in Bothaville, Free State, which eventually closed down.

Neary says that, due to its low GI value, agave nectar is safe for use as a sugar substitute by diabetics and people with related illnesses. It will not crystallise, is of stable composition and is easy to store because of its long shelf life of about two years. As well



*Brian Neary in his blue agave distillery.*

as bulk product, Agave Nectar SA also sells consumer packs of agave nectar sugar, syrup and agave chocolate syrup.

The blue agave, which originally arrived in South Africa as ballast aboard 16th Century Spanish galleons, is grown extensively around the country. Optimum conditions are found in drier regions such as the Southern Free State, Eastern Cape and the Karoo.

conomic instability had led to some manufacturing infrastructure crumbling and too many things were still being imported when they could be produced locally.

Delta itself had been importing PET bottles from Botswana and South Africa since its previous PET plant was closed down in 2007, suffering from old age and servicing difficulties.

The new facility is not only cutting production costs and use of foreign exchange but has also improved overall efficiencies and boosted capacity. Plant utilisation is around 80% and growing.

## Delta plant in operation

DELTA Beverages' new PET line for carbonated soft drinks is in full operation at the Zimbabwean bottler's plant in Graniteside, Harare. The plant was officially opened in July by Zimbabwe's Vice-President Joice Mujuru who used the occasion to encourage other companies to invest in the manufacturing sector.

She pointed out that the country's eco-

## Bashew's bottle anniversary

CAPE Town soft drinks bottler Bashew's is celebrating the 40th anniversary of its returnable 300ml glass bottle, still delivered to the customer's door today in wooden crates which are Cape icons.

As well as general retailers, supermarkets and the public, customers include restaurants, delicatessens and even trendy fashion stores.

Bashew's was founded by brothers Marx and Harry in the spring of 1899, when very hot and correspondingly thirsty British soldiers on the way to the Anglo-Boer War camped at Cape Town's Green Point Common. After the war, the brothers capitalised on their good reputation, moved to larger premises and began supplying the civilian community.

The company remained in family hands for 70 years, continuing to expand and negotiating franchise production agreements for 7-Up, Webb's Tonic Water and Cydrax, a non-alcoholic cider.

In 1969 Bashew's was sold to Cape Town businessman Ismail Mammon and in 1991 was bought by the current owners, Zahir Williams and Mehboob Adams.

Two bottling lines nowadays work around the clock, with product distribution to trade customers and door-to-door in certain neighbourhoods undertaken by a team of more than 100 community-based entrepreneurs.

## Tackling illicit trade

A HIGH powered group of African business leaders and government officials met early October in Nairobi, Kenya, to tackle the growing threat of illicit trade in the East African Community. One of the key counterfeit problems is with fruit juices and other beverages.

The meeting was organised by the East African Business Council (EABC), which has been very active in attempting to bring a rationalisation of tariffs in the region, a major topic of concern for soft drinks producers. Partners in the project were the Government of Kenya and the East African Community (EAC) Secretariat.

"The profitability and market share of EAC companies, especially those involved in the manufacture of fast moving consumer goods, have been negatively affected by counterfeits and pirated products," said Agatha Nderitu, the EABC's Executive Director. "This makes the region extremely unattractive to investors and producers of genuine products."



Agatha Nderitu.

Although EAC partner states have taken some strides in seeking ways to address the menace, she said, similar initiatives at a regional level have been lacking. "There is need for a strong coherent regional framework to address all forms of illicit trade, given the widening integration process that has resulted in freer circulation of products within the region."

### In brief...

● A South African advertising agency, The Jupiter Drawing Room (Johannesburg), has won an international pitch to relaunch Coca-Cola's Burn energy drink in Russia and Ukraine. "Winning the Burn account proves that we can create work that has global appeal and relevance, and successfully compete against some of the world's greatest creative agencies," said Jupiter's Executive Creative Director, Tom Cullinan. Coca-Cola has a fair idea what to expect: the agency has 15 years' experience in handling Minute Maid and other soft drink accounts.

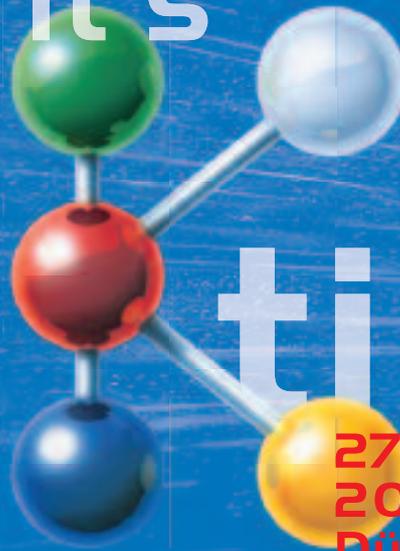
● Yanna Erasmus, General Manager of the Namibian brand booster organisation Team Namibia, said recently that water bottling regulations in Namibia needed to be tightened. "Any person can buy a filter and bottle so-called mineral water. There are currently few controls and no labelling laws," she noted. "Advertising standards, too, are not regulated and hence any claim can be made on product quality. As such, there is very little consumer protection and no reward for those who adhere to international standards."

● Visiting the Soyo District, in Angola's northern Zaire Province, the country's Minister of Industry, Geology and Mining said the government intended to back several developments in the area as part of its strategy of diversifying the national economy. Soyo is at present heavily oriented to oil production. Minister Joaquim David said that fruit juice production would be among the priorities, along with sugar, ceramics and other sectors. Zaire Province is not to be confused with the previous name of what is now the Democratic Republic of the Congo, which it abuts. Its capital is M'banza-Kongo.

● Cargill has committed US\$5 million to a three-year programme in support of sustainable cocoa in Côte Ivoire and Ghana, including a partnership with CARE to help improve the livelihood of cocoa farmers and their families in the two countries. Since Cargill started operating in Côte Ivoire in 1998 it has supported the development of cocoa farming. Cargill's Field Schools focus on farming techniques and post-harvest activities such as pruning, farm renewal and cocoa fermentation methods, as well as stressing the importance of school attendance for children and HIV awareness.

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## Middle East

### Aquafina runs a marathon

PEPSICO Jordan is sponsoring the 2010 Amman International Marathon, with its Aquafina brand as the exclusive bottled water supplier. The marathon has established strong international credentials but is also very much oriented towards local participation, including young and disabled people.

"We believe in the great moral value that the marathon offers and commend its vision towards contributing to the establishment of a healthy Jordanian society," said Ahmed Sheikh, PepsiCo Jordan's General Manager, at the sponsorship signing. "We also support the marathon's aim to encourage people



Ahmed Sheikh and Samir Farkouh shaking hands on the sponsorship agreement.

with physical disabilities to participate."

Samir Farkouh, the marathon director, thanked Pepsi for its partnership, saying that "the company's efforts reflect its positive

engagement with the Jordanian community, particularly with youth and athletes". The Amman International Marathon runs on 22nd October.

### Never say no to fun Fanta

WITH a brief from Coca-Cola Israel to get the fun back into its Fanta brand, reaching a teenage target audience with a 'never say no to fun' message, Promarket Israel got into the challenge in a big way.

They devised an Fclub, registering tens of thousands of teens via Facebook or text messages.

Every few days a text message was sent to club members' mobile phones and the first to respond found themselves having a huge amount of fun in some zany situations.



For instance, there was the spontaneous flight to London, arranged in collaboration with the Israeli 24 music channel. The first 24 teens who arrived at the channel's pop-up studio in Jerusalem, complete with passport, won a ticket to London for 24 hours of fun. Then there was the first stand-up show on a plane, enjoyed by 70 club members.

Other fun events were a yacht party for 70, complete with games, contests, prizes

and plenty of Fanta; a huge pool party; a late-night mob the mall, with the first 35 teens given money plus a flashlight and

sent into the Lee Cooper denim store to buy something for themselves; and a 'Nowhere Orange' party night in a secret spot in the woods (well, as secret as it could be when 1000 Fclub members were shuttled there).

Agency and client were both confident they had effectively communicated the 'never say no to fun' message and rejuvenated the Fanta brand in Israel.

### Acting on school canteen survey

A SURVEY of 216 schools in Dubai has shown that 63% provide processed fruit juices and 7% offer carbonated soft drinks. The survey, which covered both public and private institutions, was undertaken by the Dubai Health Authority's Public Health and Safety Department.

Among its discoveries, eliciting negative comment, was that 1% of schools sell energy drinks. Some 20% were found to have vending machines on their premises, 12% of these presenting carbonated soft drinks.

Looking at the provision of food, the survey indicated that 68% provide ready-made food in their canteens, 22% prepare food themselves and 10% provide no food and instead ask parents to supply this from home.

"This survey provides us baseline data to

### Food, Hotel & Hospitality Arabia

A NEW hospitality trade show, which is expected to have strong representation from the soft drinks and dairy sector, will make its debut in Saudi Arabia in September 2011. The inaugural Food, Hotel & Hospitality Arabia (FHHA) will be held at Riyadh's International Convention and Exhibition Centre from 11th to 14th September 2011.

"This is a great new opportunity for the

develop policies which will ensure better food provision services across schools in Dubai," said the department's Director of Health Policy and Strategy, Dr Ali Al Marzooqi. "Nutrition across schools in Dubai is a crucial issue to ensure students follow a healthy eating pattern and do not get hooked onto fast foods."



Saudi Arabian food and hospitality industry," said Bechara Nacouzi, senior adviser for show organiser Alagat Montgomery. "As the kingdom's hotels and restaurants develop, they are looking for the very latest products, designs and services available from the international community."

Christopher Newton, Chairman of Montgomery International which is marketing the new show globally, noted that in Saudi Arabia "new hotels and restaurants are being introduced at a significant rate to accommodate the growth in business, religious and leisure tourism. A younger, more widely travelled population is leading the demand for international quality accommodation and a wider variety of foods and diets."

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## It's a date – juice in growth project

THE Saudi inland oasis city of Buraidah, capital of Al-Qassim Province, is renowned for growing fruit, some of it used for juice, as well as production of wheat and dates. Every day the central date market draws around 1500 farmers keen to sell their stock to buyers who come from around the Middle East and further afield, as well as from within the kingdom.

Now the government is keen to help boost Budairah's status as a prime international date market by diversifying usage into value-added lines such as date juice and syrups. Facilities for visiting merchants are being extended and a warehouse complex is planned so that trading can become a year-round affair. At present it is largely confined to the date growing season which usually runs from August to October:

Underlying this are initiatives to extend



*Date market, Buraidah. Photo: Suliman Al Kurishan.*

current palm plantations and cultivate new farms with the aim of boosting annual output to more than 16,000 tonnes annually, nearly three times the current output. A key

driver of the palm development project is creating more jobs. KSA is suffering from high unemployment, exacerbated by a steady increase in population.

## Ramadan Art Competition

COCA-Cola Middle East has long committed itself to helping youngsters and the needy during the holy month of Ramadan, a community policy inspired by the teachings of Islam.

Among its many projects is the Coca-Cola Ramadan Art Competition, held again this year in many parts of the Middle East, includ-

ing Saudi Arabia, UAE, Bahrain, Jordan and Syria. This sees children at orphanages invited to submit artistic renditions of their happiest Ramadan moments, with a variety of prizes on offer. Coca-Cola also contributes drinks and funds to many orphanages for Iftar feasts.

"Coca-Cola dedicated the month of Ramadan to spreading happiness and joy among children," said Antoine Tassar of Coca-Cola Middle East. "We always strive to bring a smile to the faces of the orphans and make Ramadan a memorable experience for them."

### *In brief...*

- During the holy month of Ramadan, health and food safety authorities in many parts of the Middle East and North Africa warned consumers to take care when buying juice, recommending that they chose either packaged variants or bought from reputable vendors with the appropriate hygiene licences. In recent years there has been a growing crackdown on sub-standard vendors profiting from the eagerness of the fast-breaking evening crowds to feed their hungry children as well as themselves.

- UAE beverage producer Agthia Group has furthered its plan of developing as a sector leader by signing a franchise agreement with Yoplait to make and distribute dairy products under this brand. "With the goal of becoming UAE's leading food and beverage company," commented Chairman H.E. Rashed Mubarak Al Hajeri, "we believe Agthia's entry into the dairy business category is in line with its expansion and diversification strategy."

## Jollibee expands in region

THE Philippines-based Jollibee fast food chain, a major purveyor of soft drinks in several countries, has opened its first franchised outlet in Doha, Qatar. The brand was already established in Saudi Arabia and the UAE.

"Being a family-oriented fast food chain, we will provide Qatari and Filipino families alike with an alternative venue to enjoy each other's company over meal time," said Ernesto Tanmantiong, Jollibee's President, when launching the restaurant. "Opening our first store in Qatar marks a milestone for Jollibee, one that will hopefully lead to more stores in the near future."

In its home market, Jollibee has a massive presence and frequently features soft drinks specials, such as a promotion built around limited edition Coca-Cola bottles.

Despite its size, Jollibee is a fairly young retail phenomenon. It started with a single ice cream parlour in 1975 and was rebranded in a marketing exercise three years later which established the now-famil-



*Jollibee's colourful mascot.*

iar image, including the brand's colourful bee mascot. The group now owns other fast food brands including the Asian-style Chow King which is also a major soft drinks retailer. Chow King is represented in the Middle East.

In China, where Jollibee is expanding rapidly through the Yonghe King, Hong Zhuang Yuan and – from next year – San Pin Wang brands, the group is building a major food processing plant in association with a Singaporean company.

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# India

## drink technology India finds fertile soil

IN a country of tea and coffee drinkers, packaged cold beverages are viewed by the organisers of drink technology India as having tremendous potential. Rising consumption places demands on corresponding investment on the part of the beverages and food industry. Existing plant and machinery has to be modernised, and new installations set up. It is against this fertile background that drink technology India 2010 is taking place – from 18th to 20th November 2010 at the Bombay Exhibition Centre.

One of the fastest growing economies in the world, India has a prosperous middle class, numbering around 300 million, who are oriented towards western consumer habits. The beverages market is profiting from this, and for many years it has been experiencing a unique boom.

Already beverages consumption is the third highest in the world, after the US and China – and there seems to be no end in sight to this rise. Across all categories of beverages, further increases – some in double-digit figures – are predicted for the coming years.

Today India is the tenth largest economy and the third largest food processor worldwide. Due to the extraordinary developments in all important industrial sectors, the demand for machinery and equipment has grown rapidly within the last 10 years, a demand that cannot be met exclusively out of India's production.

Despite a considerable increase in the supply provided by local food processing and packaging machinery manufacturers, there is a high demand for foreign machin-



*Krones' stand at the last drink technology event. Germany is the most important supplier to the Indian food and beverage industry.*

ery featuring state-of-the-art technology. For the manufacturers of food processing and packaging machinery, India has become a very important market in Asia with strong growth potential. Within the last five years the Indian imports of food processing and packaging machinery increased by 200% and amounted to US\$550million in 2008. With a market share of 23% Germany is the most important supplier to the Indian food and beverage industry.

The carbonated soft drinks industry in India comprises over 100 plants across all states. It provides direct and indirect employment for over 125,000 employees. It

has attracted one of the highest foreign direct investments in the country, amounting to around US \$1049 million.

Soft drinks constitute the third largest packaged food segment after packaged tea and packaged biscuits. But the penetration level of carbonated soft drinks in India is still low compared with other developing markets, an indication of further potential for rapid growth.

The market size for bottled water in India has been estimated at US\$570 million in 2008. With an annual growth rate of 14.5% volume sales of bottled water will increase rapidly within the next five years.

### Sales volume of non-alcoholic drinks in India

litres mill.	2009	2010	2011	2012	2013	Annual growth rate 2009-2013
bottled water	3.290	3.885	4.515	5.169	5.825	14.5 %
carbonated soft drinks	1.323	1.430	1.536	1.639	1.738	6.7 %

Source: Euromonitor International 2009

## Diversification a possibility

TATA Global Beverages (TGB), known earlier as Tata Tea, may diversify into food business, Tata Group Chairman, Ratan Tata, has said.

While addressing the shareholders at the company's Annual General Meeting in Kolkata, Ratan Tata said that the change in name (has been) "done to reflect change in business of the company, which going forward would be more and more beverages and eventually and possibly into food."

When asked to elaborate on the cate-

gories of food business, he said: "Obviously, beverages could be liquid and solid."

The Tata Group is contemplating increasing its stake in key companies. The company is looking at a US\$5 billion sales revenue and 15% Earnings Before Interest and Tax (BIT) by 2015, TGB's Chief Executive Officer Peter Unsworth said.

The company is looking at growing in the core tea market in the ongoing financial year (2010-11) and building its presence in the US and Russia. It is also planning to expand across beverage categories in India.

Tata said, "We will continue to invest in innovation of new products. There will be wide innovative products in the beverage company and we will focus on wellness and good health products."

Talking about the TEAION brand, he said TGB is looking at the brand's distribution in India and to make it a pan-India product. Asked about Mount Everest and Tata Coffee merger, Tata said: "We always look at merging like businesses to optimise operation. The company will look at it when we feel the time is right."

## Coca-Cola and the Commonwealth Games

AS official beverage partner of the 2010 Commonwealth Games, Coca-Cola India introduced a new Visual Identity System (VIS) and logo for the Games in Delhi. With the slogan 'Go Dilli, Let Sports Win', the new VIS encouraged people to participate in and support the Games.

Announcing the launch of the new identity and campaign, Atul Singh, President & CEO, Coca-Cola India, said, "By associating with the Commonwealth Games, we will have the opportunity to refresh more than 8000 athletes and delegates and more than 30,000 volunteers that will take part in the Games."

The VIS was developed for Coca-Cola India by 'Iconologic', a US brand design firm who took inspiration from the Chakra in the Commonwealth Games logo, the cultural symbol of celebration - 'Ambi or Paisley' - and the architecture of the Lotus temple in Delhi. The logo has been seen extensively in packaging, point of sale materials, product delivery trucks, and out of home media.

The accompanying campaign included



extensive outdoor presence, activity at more than 2000 outlets, partnership with Delhi Tourism for key venues, consumer sampling, road shows and contests.

More than 200 Coca-Cola branded CWG product delivery vehicles were to be seen across the city sporting the message Go Dilli- Let Sports Win. The company employed over 1000 workers to oversee the venue operations.

## Rasna chooses health

FMCG major Rasna has plans to enter the health drinks segment with the launch of a glucose-based powder product.

Speaking during the recent Confederation of Indian Industry event, Piruz Khambhatta, Chairman and Managing Director, Rasna Pvt Ltd, said the company will soon launch its own health drink, called Rasna Glucose Plus.

"We are looking to diversify in the health segment by launching a glucose health drink, specially targeted at children which will provide nutrients and supplements," he said. Available in nutrient-based powder form, the product is currently being test marketed in Kolkata and will be priced at less than Rs 10 (US\$0.21).

Rasna plans to double its fast food chain Devil's Workshop by March by entering the markets of Hyderabad, Mumbai and Delhi. At present, there are 350 kiosks of Devil's Workshop in Ahmedabad, Gurgaon and Pune, which would be increased to 700. The kiosks will be installed in institutions, colleges and office areas and not malls or multiplexes as the footfalls in the latter category are falling.

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## Asia Pacific

### Lotte Chilsung boosts Pepsi stake

WHILE speculation continued about the possibility, as reported in our last two issues, that Asahi Beverages might sell its controlling stake in Haitai Beverage Co to the giant Lotte group, Lotte Chilsung Beverage has announced that it is boosting its interest in Pepsi-Cola Products Philippines Inc. The move gives Lotte Chilsung a 34.4% holding, ahead of PepsiCo's stake of around 30%.

"Lotte will bring into the company its expertise and resources to continue the growth momentum of Pepsi-Cola Products Philippines in the country's highly competitive beverage industry which recently has started to expand again due to the coun-



*Lotte buys stake in Pepsi-Cola products in Philippines.*

try's improved economic fundamentals," said Micky Yong, PCPPI's President and Chief Executive, at the signing ceremony.

Pepsi products are very familiar to Lotte Chilsung which has been bottling them in Korea for more than 30 years. The company is a major player on the Korean market, with an extensive soft drinks portfolio, and has been reaching out to other Asian markets since it began exporting its Chilsung Cider – a lemon-lime soft drink – to Vietnam in the

mid-1960s.

At the PCPPI signing, Lotte Chilsung Chief Executive Hwang Chung confirmed that the company was keen to expand further throughout Asia, with the aim of being one of the region's top 10 soft drinks producers by 2018.

Asahi initially denied that it was buying into Chinese food and beverage giant Ting Hsin but subsequently announced it was paying US\$520 million for a 6.54% stake.

At the same time, it sold Ting Hsin, again for US\$520 million, a fifth of the 40% holding it had in Tingyi-Asahi Beverages Holding Co, a soft drinks joint venture. Ting Hsin controls Tingyi Group.

Yet another possibility floated of late is that Asahi might be considering the part-sale of its soft drinks joint venture with Ting Hsin and Itochu Corp.

Asahi has, of course, made no secret of its Asia Pacific regional expansion plans. As reported in our last issue, it has purchased P&N Beverages, Australia's third largest bottler by volume, and is integrating it with its Schweppes operations in that country.

### Red Bull Thre3Style

ANYONE who frequents nightclubs is likely to be aware that there's a big difference between a competent DJ and one who excels.

Red Bull Thre3Style is an innovative concept that gives highly skilled DJs a platform to battle, perform, gain notoriety and express themselves to the limits of creativity.

Competitions are held in locations around the world. The competition was intense at the recent event in Shibuya, Japan, with the honours going to the frenetic musical genius calling himself DJ Iku.



*DJ Iku, Red Bull Thre3Style. Photo: Masanori Naruse.*

### Crown expands Asian operations

CHINA, Vietnam and Cambodia all feature strongly in a far-reaching programme by Crown Holdings to consolidate and expand its beverage can production in Asia, meeting a solidly growing demand.

In Cambodia, Crown Asia Pacific Holdings is to add a second beverage can line which is expected to be running by the fourth quarter of 2011. It will have an initial annual capacity of 700 million two-piece 330ml aluminium beverage cans, taking the plant's overall capacity to 1.3 billion units.

"The country is developing rapidly, with more customers choosing the two-piece aluminium can as their packaging preference," said Jozef Salaerts, President of Crown's Asia-Pacific Division.

Three new beverage can plants are to be built in China: in Putian, Fujian Province; Foshan, Guangdong Province; and Ziyang, Sichuan Province. Start-up for the three plants is targeted as fourth quarter 2011 for

Putian, first quarter 2012 for Ziyang and third quarter of that year for Foshan. Each of the plants will handle 250, 330 and 500ml units and all are being designed to allow installation of additional lines as demand merits.

"The demand for beverage cans continues to grow in China and we are pleased to expand our capacity with new state of the art equipment," commented Salaerts.

Crown has also consolidated other operations in China and Vietnam by purchasing the holdings of Swire Pacific, one of China's major soft drinks producers and with other diverse interests, in five joint ventures. Under this arrangement, valued at around US\$150 million in total, Crown has bought the 44.57% Swire holding in the four Chinese JVs and 49% interest in the holding company for the JV plant in Hanoi, Vietnam.

John Conway, Chairman and Chief Executive of Crown Holdings, said the developments in China and Vietnam supported the group's emerging markets growth initiative in Asia. "Our Asian can businesses in China and Southeast Asia are currently, taken together, the largest metal packaging enterprise in Asia, excluding Japan."

### Cambodian water project signed off

A COMMUNITY clean water supply and sanitation project in Cambodia's Kampong Speu province, undertaken by Cambodia Beverage Company with substantial financing from the Coca-Cola Foundation, will be fully completed in November.

The project, which began in December 2009, has already been handed over to its beneficiaries. It will enable over 1800 people,

in what is one of the least developed provinces of Cambodia, to have access to clean water through ceramic purifiers and new wells. It has also had an educational component, informing both adults and youngsters on sanitation and health care to broaden the initiative's positive impact.

Cambodia Beverage Company is part of the Coca-Cola Sabco group.

## Advantame assessment

IN its initial report on an application for approval of Advantame to be used in a number of foods, including soft drinks, Food Standards Australia New Zealand (FSANZ) said that it is satisfied there are no problems. It has called for submissions on two usage options.

A statement from the organisation said it had concluded "that approval of Advantame for use in table-top sugar substitutes (powdered only) and a range of powdered beverages including fruit-flavoured drinks, milks and flavoured milk drinks, instant tea and coffee, and protein drinks poses no risk to public

health or safety for Australian or New Zealand consumers.

"Furthermore, Advantame is technologically justified as it provides the function of sweetening these foods at the use levels proposed by the applicant."

FSANZ noted that "the general labelling requirements of the Code will provide adequate information to consumers regarding foods containing Advantame, which includes the mandatory declaration of food additives under requirements for labelling of ingredients".

The two usage options now open to submissions are establishing maximum limits in Schedule 1 of the Code or giving approval for use according to good manufacturing practice in Schedule 2 of Standard 1.3.1.

## Asian Citrus looking to buy Beihai BPG

CHINA's largest orange plantation owner and single biggest producer, Asian Citrus, has entered into an MoU to buy the entire equity interest in Top Honest Holdings and Fame Zone which together own nearly 93% of Beihai Perfuming Garden Juice Company.

According to the China Beverage Industry Association, Beihai BPG was the leading sup-



plier of tropical fruit juice concentrates in China from 2007 to 2009, in terms of production volume.

It was also the biggest player in pineapple juice concentrate and lychee juice concentrate. The company produces a number of other fruit lines, such as fruit purees and quick-frozen fruit.

## Red Bull BC One

IF you have to ask what a B-Boy is then you probably wouldn't have been entering the contest arranged recently by Red Bull New Zealand. Fortunately for the brand, which is heavily into the B-Boy scene itself, a lot of its target market enjoys B-Boy action so the response was excellent.

Prize was a trip for two to Tokyo to watch Red Bull BCOne on 27th November, when 16 of the world's best B-Boys meet for a one-on-one knockout battle to determine who is 'The One'.

A major attraction will be the Red Bull BC One All Stars, the only crew whose seven members hail from four different continents.



## Chinese business award

HALMA plc has won the Innovation Award at the British Business Awards in Shanghai, China. This award recognises the achievements of Halma's subsidiaries operating in China who, between them, have introduced over 130 innovative products to the Chinese market since 2006.

Over 20 Halma subsidiaries now operate in China in industries as diverse as water treatment and testing, industrial safety, pho-

## Christchurch earthquake

THE massive early-September earthquake in New Zealand's South Island city of Christchurch and nearby areas of the Canterbury district caused extensive damage but no deaths and little serious injury.

Despite the loss of city buildings and thousands of homes, the damage was limited by tough building regulations.

With little prior experience of natural disaster, most people were not prepared for the aftermath. Sales of bottled water and other soft drinks soared in the two days following the major quake, as heavy aftershocks continued to cause damage.

Shops opened despite the difficulties, although one supermarket was destroyed and some smaller convenience stores badly damaged. One dairy store became something of a goodwill symbol when its owners gave away soft drinks and other products if customers were unable to pay.

Beverage distributors were hard hit. Frucor Beverages' Christchurch warehouse took a battering, losing much of its racking and some stock, although quite a lot was salvageable. Lion Nathan, which produces and sells a wide range of beers, wines, spirits and non-alcoholic beverages, was forced to write off much of the stock held in its main warehouse.

tonics, laboratory instrumentation and health. For example, UV water disinfection systems from Hanovia are said to have transformed the Chinese bottled water industry by offering chemical-free disinfection.

Organised by the British Chambers of Commerce in China, the British Business Awards recognise and promote excellence in innovation, enterprise and endeavour in the British business community in China. The Awards Ceremony and Gala Dinner, held on 7th September in Shanghai, was attended by a host of VIPs including His Royal Highness Prince Andrew, the Duke of York, who is a UK Special Representative for International Trade and Investment.



Martin Zhang (left) Director of Halma China, receiving the Innovation Award from Roy Brown, Chairman of GKN Plc.

## Americas

### Bottling acquisition completed

THE Coca-Cola Company has completed the acquisition of the North American operations of Coca-Cola Enterprises and the sale of the company's Norway and Sweden bottling operations to CCE.

Muhtar Kent, Chairman and CEO, The Coca-Cola Company, said: "With the completion of this transaction, we have redefined our operating model to best serve the unique needs of our flagship market, in full alignment with our 2020 Vision. Our thoughtful and disciplined planning efforts prior to completing the transaction will enable us to execute and quickly drive a seamless integration in North America, delivering enhanced value to our customers, consumers and independent bottling partners.

"Through CCE's acquisition of our bottling operations in Norway and Sweden, this transaction also further strengthens our franchise system in Europe by providing broader geographic coverage and optimised marketing and distribution leadership in this key geography."

Following completion of the transaction, The Coca-Cola Company has renamed the



*Muhtar Kent (centre), Sandy Douglas (right), President, Coca-Cola North America and Steve Cahillane (left), President and CEO of Coca-Cola Refreshments Inc.*

sales and operational elements of the North American businesses, Coca-Cola Refreshments USA Inc. and Coca-Cola Refreshments Canada Company, which will be wholly-owned subsidiaries of The Coca-Cola Company and led by CCR President and CEO Steve Cahillane.

CCR will integrate five business components (CCE North America; CCNA Food-service; the Minute Maid and Odwalla juice businesses; CCNA Supply Chain Operations and the company-owned bottling operations in Philadelphia) into a bottling and customer service operation in both the US and

Canada.

A newly reshaped Coca-Cola North America, led by President Sandy Douglas, will provide franchise leadership and consumer marketing and innovation for the company's flagship market.

"As former President of the North American Business Unit for CCE, Steve Cahillane is the perfect choice to lead Coca-Cola Refreshments," said Kent. "Together with Sandy Douglas, we have put in place a leadership team with the skills and experiences necessary to deliver sustainable growth in our flagship market."

### More Brazilian interest

BALL Corporation has acquired an additional 10.1% economic interest in its Brazilian beverage packaging joint venture, Latapack-Ball Embalagens Ltda.

The transaction increases Ball's overall ownership in the joint venture to approximately 60%. Latapack-Ball's results will be consolidated and reported in Ball Corporation's metal beverage packaging, Americas and Asia, segment beginning with the third quarter of 2010. Ball expects to report a gain in the third quarter on its previous ownership interest in Latapack-Ball.

Latapack-Ball operates metal beverage packaging manufacturing plants in Tres Rios, Jacarei and Salvador, Brazil, and is expected to have 2010 sales of approximately US\$360 million.

"Ball's roots in Brazil reach back more than 15 years, and the Brazilian market has become an increasingly important region for our products and our company," said R. David Hoover, Ball's Chairman and CEO. "The business is experiencing significant growth and we expect it to contribute to



*Pedro Henrique Mariani.*

our future success, though the impact on Ball's earnings per share this year will be limited, as we already report 50% of the net income of the joint venture."

Ball also announced that Pedro Henrique Mariani has joined the company as an Advisory Director. Mariani is one of the executive officers and president of the board of directors of BancoBBM, one of Brazil's leading financial institutions.

"Pedro Henrique has worked with Ball for many years as a partner in our growing

### A break from taxes

THE Americans Against Food Taxes coalition has been running a new television advertising campaign entitled 'Give Me A Break'.

The purpose of the campaign is to educate voters about the potential threats of new, discriminatory taxes on beverages and other items in the grocery cart. As Susan Neely, President of the American Beverage Association, explained: "Public opinion polls continue to show a strong majority of people are opposed to these discriminatory taxes, and the coalition wants to make sure the candidates know it."

The advertisements are appearing in Minnesota, Michigan, Connecticut, Pennsylvania, New Mexico, Illinois and Washington, DC. These states were selected because there has been discussion by some policymakers and/or outside organisations about a beverage tax.

Brazilian joint venture, and his extensive knowledge and experience has been an important part of its success," Hoover said. "As an Advisory Director, Pedro Henrique will provide valuable advice and counsel to Ball and its board of directors."

## Refreshing ideas

BASED on its success and impact, Pepsi says it will continue to fund the Pepsi Refresh Project and intends to launch the programme in Europe, Latin America and Asia in 2011.

"The Pepsi Refresh Project has demonstrated that bringing simple ideas to life can create a powerful impact in local communities," said Lauren Hobart, CMO Sparkling Beverages, PepsiCo Beverages America. "Over the past year, we've been inspired by the quality and impact of the ideas put into action by Pepsi fans across the US. And we're excited to extend the impact of the programme next year."

The Pepsi Refresh Project is in line with PepsiCo's Performance with Purpose platform. As of 1st September 2010, 42 million votes have been cast for over 7,500 ideas, and the 256 Pepsi Refresh Project grantees are estimated to have reached over 200,000 people across the country.

"We've seen such a great diversity of ideas funded through the project," said Max Schorr, GOOD co-founder, "everything from building playgrounds in communities across the US to providing instruments to students and supporting energy efficiency installations. We are excited that Pepsi will continue to help move communities forward by supporting local ideas through this groundbreaking programme."

The project will award more than US\$20 million in 2010 to move communities forward. Individuals can apply for grants to benefit a variety of projects starting 13th January, and site visitors can vote for the best ideas for funding starting 1st February.

## HOD acquisition

NOVEMBAL, a Tetra Pak subsidiary company, has acquired Quebec-based Crealise Conditionnement Incorporated, a leading manufacturer of injected plastic closures.

Crealise, which was established 58 years ago, is a leader in the home and office delivery (HOD) bottle closures market, with strong sales throughout Canada and a growing presence in the US. The company's business is principally focused on high quality 55mm closures for 3.5 and 5 gallons (11 and 18 litres) plastic bottles.

Lorenzo van Haelst, Managing Director, Novembal, said: "In uniting Crealise's North American bottled water market expertise with Novembal's global caps and closures portfolio, we are able to offer our customers in the bottled water market more innovative and cost effective solutions."

The acquisition is also expected to create new opportunities for Crealise products in the US thanks to Novembal's network of operating units across North America. Crealise, which is based in Rawdon, Quebec and employs 60 people, has been renamed Novembal Canada.

## South American reach expanded

OWENS Illinois Inc (O-I) has bought Brazilian glassmaker Companhia Industrial de Vidros (CIV), significantly expanding its market in South America's largest container market.

CIV is the leading glass container producer in northeastern Brazil, one of the country's fastest-growing regions. The acquisition includes two plants in the state of Pernambuco and one in the state of Ceará and boosts O-I's capacity in Brazil by approximately 50%. The plants employ approximately 1,300 people and produce glass containers for beverages, amongst others.

Under the terms of the agreement, O-I is purchasing CIV's glass container business for US\$603 million, which includes future tax benefits with an estimated present value of US\$140 million. These tax benefits include federal and state incentives for development in Brazil's northeastern region.

In the first full year of operation, O-I expects the acquisition will boost regional net

sales by approximately US\$200 million.

"The acquisition of this well-managed company in South America – our fastest-growing and most profitable region – directly supports our strategy of expanding our presence in emerging markets with robust earnings growth potential," said Al Stroucken, O-I Chairman and CEO. "Our recent expansions in Argentina, China, Malaysia and Vietnam, as well as the opening of new furnaces in Peru and New Zealand, clearly demonstrate our commitment to these rapidly growing regions and the opportunities they offer."

O-I South America President, Andres Lopez, says the expanded Brazilian footprint also aligns with unfolding consumer trends and customer growth plans.

"Economic development and increased consumer purchasing power is driving significant growth in the Brazilian container market. Our customers are expanding their operations, and this acquisition enables us to serve them, as well as new customers, more effectively. After we've implemented our advanced technology and lean manufacturing principles, we fully expect to boost productivity in the new plants," said Lopez.

## New distribution for Gatorade

PEPSICO has announced a change of distribution for its Gatorade products in the key trade channels of Convenience, UDS (up and down the street) and Dollar, from a warehouse-delivered go-to-market system to direct store delivery through both company-owned and independent bottlers in the US and Canada. The company expects the change to become effective 1st January 2011.

"This is a clear example of using PepsiCo's broad set of go-to-market systems to best serve our customers. We remain dedicated to the existing warehouse distribution system for some of our beverage products, but the change to direct store delivery makes sense for Gatorade as we redefine the sports nutrition category through the G Series," said Massimo d'Amore, CEO of PepsiCo Beverages Americas. "As a company, we are com-



mitted to bringing a wider variety of products to market more quickly and efficiently than ever before."

This will be the first significant move following the bottling acquisitions earlier this year. The expected synergies related to these changes are included in the company's target of US\$400 million in pre-tax annualised synergies from the bottling acquisitions once fully implemented by 2012.

"The distribution of Gatorade in key trade channels of Convenience, UDS and Dollar is well suited to the direct store delivery model due to its high velocity, so the switch will result in better store-level customer service," added Eric Foss, CEO of Pepsi Beverages Company.

Other PepsiCo brands that are warehouse-delivered to the key trade channels of Convenience, UDS and Dollar, including Tropicana, Quaker and Naked Juice, will not be affected by this change.

### In brief...

● Bear Head Lake State Park in Ely, Minnesota, has been named 'America's Favourite Park' by Coca-Cola. The park received more than 1.6 million votes in Coca-Cola's 'America Is Your Park' campaign. People across the US cast over 5.7 million votes during this online campaign that encouraged families to be active outdoors this summer and visit LivePositively.com to help their favourite park win funding. In addition to winning the title Bear Head Lake State Park was awarded a \$100,000 recreation grant made possible by Coca-Cola's Live Positively initiative.

● IBWA's consumer website, www.Bottled-WaterMatters.com has released 'Bottled Water: Show Your Support' a 90-second YouTube video calling on consumers to show their support for bottled water. In this video, a Bottled Water Matters' teenage advocate talks about the value she places on bottled water and how access to bottled water is being threatened by anti-bottled water activists who are discouraging consumers from buying this safe, healthy, convenient food product. She calls on bottled water consumers to show.

# Ingredients

## For adults only

CATERING for an adult palate, WILD Flavors has developed Cider-Mix beverages featuring tart, tangy, fruity notes. The concepts are said to offer a refreshing alternative to classic soft drinks and alcoholic beverages.

The slightly tart cider note of these beverages has a taste that is specially customised for its target group, because unlike children and teens, adults prefer less sweet beverages for a more grown-up palate. Furthermore, this target group tends to prefer drinks that are only slightly carbonated. These properties clearly distinguish non-alcoholic Cider-Mix concepts from classic soft drinks.



*The portfolio includes both domestic fruits such as apple or a mix of apple and blackcurrant, as well as innovative combinations such as bitter orange.*

## New tea flavours and formulations

THE French Aromatech Group has developed a new range of flavours, Aroma-T, for tea and herbal tea. The flavours come in both liquid and granule forms; dosages are standardised between liquid and granule versions to facilitate their use.

The range is available in organic, natural and nature-identical formats. Flavours include bergamot, lemon, orange, mint, jasmine, cinnamon, vanilla, caramel, apple, peach, pomegranate, red fruits, blackberry and exotic fruits, with specific organoleptic profiles developed to meet worldwide consumption trends.

A 'low cost' range has also been developed. These nature-identical flavours are

available in granulated version, at a unique 5% dosage per teabag. The range includes flavours that dominate the tea market, such as bergamot, caramel, vanilla, lemon, orange, apple or forest fruits, and also more surprising notes such as pineapple or passion fruit.

Completing the range are flavours for iced tea: mango, peach, lemon and green tea mint, and also more exotic ones such as herbal tea, tchai and white tea vanilla (some in organic certified versions). For iced coffee, indulgent notes such as orange chocolate, vanilla and macadamia nut have been developed.

Based in the South of France, the Aromatech Group operates worldwide with six subsidiaries in Tunisia, Turkey, Algeria, China, Thailand and USA, a network of exclusive agents and a commercial presence in over 50 countries.

## Stevia global partnership

PURECIRCLE headquartered in Kuala Lumpur, Malaysia, and the Darmstadt, Germany-based DöhlerGroup have agreed a global strategic partnership to develop innovative Stevia-based ingredients and formulations. The companies will be working together in 21 application centres around the world.

Both partners are leading companies in their business. PureCircle is the global leader in the production and marketing of natural high-purity Stevia sweeteners and is a key driver in local approval processes. The company is vertically integrated, sourcing raw materials from four continents and has invested approximately US\$200 million in supply chain and infrastructure. PureCircle



has developed a strong sustainable natural supply chain with control across plant breeding, harvesting, extraction, purification and application.

Döhler is a global producer, marketer and

## Rebranding for soy protein provider

SOLBAR Israel, a global producer of speciality soy proteins, has undergone a corporate re-branding with new website, logo, slogan and redesign of its communications materials.

"The re-branding is an integral part of the service enhancement transformation Solbar has been establishing for the last two years," explained Shaul Shelach, the company's CEO. "This strategic move is an 'inside out' process, as at the same time we're engaging an internal reorganisation of the company's focal point toward intensified customer service and increased innovation in the development of products with high functional characteristics."

Major markets for Solbar are China, with its growing beverage market, and the health food category in the US. The company also is providing unique solutions of isolated soy protein (ISP) and continuing its growth in the European market.

The main pillars of Solbar's strategy include a focus on ISP and extruded products for beverage applications. "The group invested substantial resources to successfully develop high-quality products" said Shelach. "New products launches, such as calcium-fortified ISP for beverages are the best indications for this process."

"Our new logo expresses these new initiatives well—it's simple, clean, modest and solid, yet at the same time it is also fresh, and modern," added Alex Shnaiderman, MarCom Manager at Solbar.



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provider of technology-based natural ingredients, ingredient systems and integrated solutions for the food and beverage industry. The company offers a broad product portfolio ranging from flavours and emulsions, natural colours and health ingredients, compounds, fruit preparations, alcoholic and non-alcoholic bases, dairy bases, malt and cereal bases to sweetening systems.



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## Döhler at SIAL

THIS month's SIAL show which takes place from 17th to 21st October, in Paris, sees Döhler showcasing new products and applications tailor made for the European, African and international markets.

The company's product portfolio covers flavours and emulsions, fruit and vegetable ingredients, beverage and dairy bases, sweeteners, natural colours, and functional ingredients.

Döhler's product range includes NFC, fruit juice concentrates, purees, puree concentrates, blends and special concentrates for non-alcoholic beverages.

MultiSweet Plus is Döhler's umbrella natural sweetener brand. This comprises: MultiSweet Stevia, whose taste profile has been significantly enhanced by using the new 'sweet flavour technology'; and MultiSweet Fruit, decolourised and neutralised fruit juice concentrates for natural product applications. Finished products can bear the claim 'no added sugar' on their labels.

For calorie-reduced solutions, there is MultiSweet 2.0 and MultiSweet TEC. Their flavour is more similar to sugar than that of any other product due to Döhler's 'sweet flavour technology'.

At SIAL, Döhler says it will unveil a number of new ideas. For fruit juices, smoothies and nectars, the company offers a range of innovations which span from breakfast snacks with fruit particulates and pieces, and seasonal smoothies to new non-alcoholic cocktails. Fruit splashes, sparkling juices and nectars round off the segment of juices and fruits.

The trend of natural and healthy beverages influences all categories. For carbonates Döhler has developed a complete range of modern applications from natural carbonates to new sweetening solutions. In the still drinks category, the company will present a new



*For energy drinks, where the market is evolving into the segments shots, Döhler will present new flavours and product applications.*

generation of still drinks featuring natural flavours and fruit ingredients such as fruit pulp, particulates and pieces. For the water and water plus segment, there are new flavoured water varieties sweetened with stevia. Innovative aqua plus concepts include vitamin water, aqua tea with fruit juice and tea extracts.

A further highlight will be the new beverages for adults, also called 'brewed lemonades', which contain fewer calories and valuable lactic as well as gluconic acids, said to have a positive effect on digestion and metabolism.

Especially for the Middle East, Döhler will be showcasing product applications made from malt bases which are combined with sweet pineapple or mango juice. These products are the popular non-alcoholic alternative to beer. In other areas malt-based beverages are seen as new natural lemonades.

### In brief...

- Fortitech, developer of custom nutrient premixes, has launched a blog entitled Fortitalk, a place where information can be shared and debated with colleagues from throughout the food, beverage and pharmaceutical industries. Types of information available include postings on clinical nutrition studies, feature news stories related to nutrition and fortification, nutrient profiles, corporate updates and excerpts from the company's various technical papers. The blog can be accessed by visiting [www.Fortitalk.com](http://www.Fortitalk.com).

- Treatt plc has expanded its portfolio of FTNF (From The Named Food) clear distillates with the addition of Ginger Treattarome 9745. This latest introduction imparts the distinctive aroma of freshly grated ginger root but without the tingling heat associated with ginger oil. Offering a strong, lemony aroma with rooty potato-like overtones, Ginger Treattarome 9745 is wholly distilled from *Zingiber officinalis* – an internationally recognised source of flavours and flavour oils. The ingredient is 100% natural and entirely water soluble. Applications include plus juices and juice drinks.

## Caramel for China

D.D. Williamson has introduced its most popular caramel colour (Caramel Color 570) to food and beverage companies in China. Asia's largest manufacturer of caramel has transferred the technology for manufacturing Caramel Color 570 from its UK and US plants to its Shanghai operation.

The World Health Organisation and other global food authorities list four classes of caramel colour. Caramel Color 570, a Class One, contains no ammonium or sulphur compounds as raw materials. China companies using the colour can include the words 'Colour Plain Caramel' on the ingredient label for exports to the European Union.

Caramel Color 570 has the highest hue – red to yellow tones – of the dozen types of caramel colours manufactured by D.D. Williamson (Shanghai) Ltd. It is not suited for applications that require stability in salt or acid.



*Zingiber officinalis.*



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# Juices & Juice Drinks

## 100% for children

**UK** The Feel Good Drinks Company has launched its range of Kids Juice Drinks nationally through ASDA. Available in either Orange, Pineapple + Banana, or Blackcurrant, Apple + Grape variants, the juices are made from 100% natural ingredients with no added sugar and provide children with one of their 5-a-day. They come in 180ml Tetra packs.

Commenting on the new listing, Steve Cooper, co-founder of the Feel Good Drinks Company, said; "We are delighted that ASDA share our ambition to offer healthier kids drinks and to have them roll out Feel Good Kids in their stores nationwide for back to school is absolutely awesome. The fact that we offer our drinks at £1.99 for a 4 pack, means mums can now buy healthy, great quality lunch box drinks for their kids at less than 50p per carton."

## On trade

**UK** Frobishers has launched a range of pure fruit juices in response to customer demand for healthy alternatives to the more traditional soft drinks available in the on-trade.

'Frobishers Fruit Fusion' is a blend of two 100% pure fruit juices, and comes in three flavours: Apple & Raspberry, Apple & Mango,



**USA** Genesis Today is giving its 'superfruit' juices a new look. The company is committed to producing healthy and nutritious products. The new label is aimed at embodying the natural, healthy personality of its juices. At the same time the company has enhanced the flavour of its Goji Berry Juices and added a cranberry variant.

## Healthier heart

**USA** Smoothie maker Odwalla has introduced Heart Health Superfood, a berry blend that contains 0.4g of plant sterols per 8 fl oz serving. The plant sterols (naturally sourced plant extracts) may help to reduce cholesterol and support cardiovascular health when you drink two 8 fl oz servings per day with meals as part of a diet low in saturated fat and cholesterol.

The smoothie comprises apple, peach, banana and strawberry with boysenberry puree and Concord grape juice. "With its great berry taste, this new superfood smoothie is so delicious that you might not realise that it's good for you," said Jason Dolenga, Brand Manager, Odwalla. "But your heart will know."

*Right: Heart Health is available in 450ml recyclable plastic bottles.*



and Orange & Passionfruit, with no concentrates, additives, colourings, flavourings, sugar, water or preservatives. One portion contributes to a person's five-a-day.

Available in 250ml bottles, Frobishers' Fusion has been developed, says the company, after licensees said they were not happy with the current juice drink offering, but could not find a good quality natural alternative.

"We felt there was a gap in the market for an adult soft drink that had the sophistication to appeal to the grown-up palate but didn't contain all the nasty stuff too. Licensees told us that they were looking for something more natural – and more interesting – but their choices were very limited," said Steve Carter, Sales and Marketing Director at Frobishers. "Our new Frobishers Fusion range has all the taste and all the natural goodness. Only grade A fruit goes into our juices – nothing else – and we take pride in producing drinks of distinction".

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## Berri juice promotions

**AUSTRALIA** National Foods Australia has been very active recently in promoting juices in its wide-ranging portfolio.

One recent initiative, under a Get Back to Nature banner, offered a Ford Territory four wheel drive as the major prize. This was complemented by 200 A\$100 WISH gift cards from Woolworths. Using an SMS mechanic for entry, the promotion required participants to buy any two Berri products, excluding Berri Australian Fresh Juice, from participating Woolworths stores.

Another recent venture was presented as Create Another Refreshing Creation and focused on the new Berri Creations range.

Each of the five major prizes was A\$5000 in cash and the opportunity for the winning creation to be posted on a large format billboard in the winner's state of residence. Participants were required to log onto a competition website and design the billboard using only elements supplied on the site.



*All entrants received a bottle of Berri Creations.*

## Low cal apple

**USA** Tropicana has launched a low calorie apple variant – Trop50 Farmstand Apple – with just 50 calories per 8oz serving. The juice features Pure Via, the stevia-based sweetener.



“The taste of Trop50 Farmstand Apple doesn't fall far from the apple tree,” said Memo Maquivar, Vice-President of Marketing for Tropicana. “It delivers the delicious taste of orchard-ripened apples that consumers crave with less sugar and calories than apple juice, to help you look and feel good without sacrificing enjoyment.”

The Trop50 range has also been given a new look. Now available in a sleek, clear plastic bottle, the Trop50 line is still found in the chilled juice aisle. Included in the range are Pomegranate Blueberry, Pineapple Mango and the original Orange offering. Trop50 Orange is available in several varieties, including No Pulp, Some Pulp and No Pulp Calcium & Vitamin D, which provides 35% daily value of calcium and 25% daily value of vitamin D.

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## Pink grapefruit

**UAE** Masafi Juice, a major beverage player throughout the Middle East, has added Pink Grapefruit to its range. This takes the juice range to 10: Orange, Apple, Mango, Tropical, Citrus, Melon, Berry Mix, Pineapple, Cranberry and Pink Grapefruit.

The new flavour blends pink grapefruit with lemon and orange.

Masafi claim that the new juice “extends multi-dimensional health credentials such as vitamin C, vitamin A, calcium, iron, manganese, potassium, phosphorous, magnesium, folate and B-vitamins. It offers a wide array of natural benefits such as aiding weight loss because of its low sodium and high fat-burning enzyme content, and is a powerful antioxidant.”



Masafi Pink Grapefruit is marketed in 1litre PET packaging.

## Pouch package

**UGANDA** Juice, fruit drinks and mineral water producer Jakana Foods has responded to market demand by introducing a 1litre pouch pack variant for its big-selling banana juice. Featuring colourful graphics, the pouch is an addition to other packaging choices rather than replacing any existing line.

The pouch also brings an enhancement in juice content. “Because you have waited for so long, we have awarded you with 10% extra juice for free,” explained Chief Executive Dan Jakana in an email to customers.

As we explained in an earlier report, Dan Jakana combined entrepreneurial, technical and management skills to develop a unique system of banana juicing, eventually taking it to full commercial production and adding other beverages and associated lines.



Jakana Foods' banana juice is extracted from organic crops grown in southern Uganda. The fruit is hand-picked and sorted. The juice contains no preservatives or additives.

## Vegetable additions

**NEW ZEALAND** Enjoying being one of the market's best-known juice brands, the power of Just Juice has been extended further in New Zealand by Frucor Beverages with the introduction of a range called Just Juice with Veges.

As the name signals, these are a combination of vegetable and fruit juices, presented as delivering healthy daily servings of both. The range has made its debut with three blends: Orange Mango with Beetroot; Tropical, Carrot and Pumpkin; and Pineapple, Passionfruit, Carrot and Broccoli. All feature an apple base.

Just Juice with Veges has no preservatives, added colour or added sugar; Frucor notes that it has at least 20% less sugar than regular Just Juice.

The juice blends are sold in 1.8 litre bottles and 6 x 250ml multi-packs, with supermarkets as the lead channel.



# Energy & Sports Drinks

## Sports nutrition

**USA** Developed by Abbott, sports nutrition scientists, the new performance beverage EAS Peak features P3 technology to help fitness enthusiasts achieve their personal fitness and performance goals.

Featuring a proprietary blend of beta-alanine, isomaltulose and HMB (beta-hydroxy-beta-methylbutyrate), the company says EAS Peak goes beyond typical carbohydrate beverages to help maximise physical performance. Supported by years of nutrition science at Abbott, the P3 technology in EAS Peak claims to help athletes in three ways:

- push – increases workout capacity with 1.1 grams beta-alanine, an amino acid used to produce carnosine in the muscles;
- perform – sustains energy with 15 grams isomaltulose, a slowly-digested carbohydrate that maintains blood glucose levels, a source of muscle energy, over a longer period of time compared with other carbohydrates;
- protect – reduces muscle breakdown with 1 gram HMB, a proprietary ingredient that can help slow muscle protein breakdown while promoting the production of new muscle tissue.

EAS Peak is ideally drunk before a game or workout but can be consumed anytime. The caffeine-free beverage is available in three flavours: Orange Spark, Peach Surge and Fruit Power.

## Flying Pigs

**NEW ZEALAND** Given the Red Bull energy drink's extraordinarily successful liaison with extreme sports, advertising bannered as Flying Pigs might possibly be an extension of this sponsorship strategy.

While not even Red Bull has worked out yet how to make pigs fly, an animated advertisement suggesting that feeding the drink to porkers gives them wings has gone down well on the internet.

Not so on New Zealand television where it garnered a thumbs-down from the Advertising Complaints Board. The storyline shows a boy asking his mum if he can go to a strip club. She gives an appropriate "when pigs fly, young man" response, which leads to a final scene of the youngster at a club, a feather boa around his neck, staring at long legs.

Red Bull NZ pointed out it was hyperbolic, aimed at a mature audience, open to various interpretations and just the latest in a 'gives you wings' series. The board acknowledged all this but was worried by

## Isopower

**NEW ZEALAND** Frucor Beverages has launched its Mizone Isopower and Isopower Low Carb ranges with a competition which calls for entrants to upload video clips of their personal great sporting moments.

Videos are featured on a dedicated Mizone website, [www.MelnMizone.co.nz](http://www.MelnMizone.co.nz). "You know those moments, when everything comes together seamlessly and the world around you slows down," says the website text encouragingly.

Frucor says that Mizone Isopower sales strengths are the drinks' full flavour and superior formula, featuring four electrolytes and four B vitamins. Three flavours are offered: Silver Surge, Arctic Blitz and Citrus Blast.

Also available is the Mizone Isopower Low Carb range which is promoted as having "one third less sugar than the leading isotonic sports drinks". Flavours are Lemon



Lime Charge and Raspberry Rush.

There are four flavours of Mizone Active Water:

## Basketball link

**PHILIPPINES** Coca-Cola Bottlers Philippines has associated the Powerade sports beverage brand with its professional team franchise in the Philippine Basketball Association. Under its previous Coca-Cola name the team has in recent times performed unspectacularly and the renaming is seen as a fresh start.

Franchise Governor J.B. Baylon is confident that the Powerade Tigers will work back up to championship status, although he has been quoted as saying this might take until 2012, acknowledging that there is a lot of work to be done.

Coca-Cola Bottlers Philippines purchased



the franchise from San Miguel Corporation in 2006. The Coca-Cola Tigers team was formed in 2002 when San Miguel was the major force in Coca-Cola bottling in the Philippines.



the boy's age, voice and the expression on his face, ruling that the ad had "not been prepared with the requisite sense of social responsibility"

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# Water & Water Plus

## Rainforest support

**USA** Volvic has entered into a new partnership with the Rainforest Foundation US for its North American 'Drink 1, Give 10' campaign. Volvic will donate US 5 cents to the Rainforest Foundation for each litre of 0.5litre, 1litre and 1.5litre bottles of Volvic sold in the US and Canada from 1st August to 31st October 2010. The campaign will help 10 indigenous groups in Central and South America protect their rights and forests.

Launched in the US and Canada in the spring of 2008 the campaign has provided funds in excess of US\$500,000 to provide clean, safe drinking water to residents in two districts of the Benishangul-Gumuz region of western Ethiopia.

"We are very excited to be part of Volvic's 'Drink 1, Give 10' campaign that will enable us to help 10 indigenous groups in Peru, Brazil, Guyana, Ecuador, Panama and Belize to protect their rights and forests," said Suzanne Pelletier, Executive Director of the Rainforest Foundation US. "The funds from the campaign will not only enable the Rainforest Foundation to help indigenous groups secure land rights but will also help them protect their natural resource rights, participate in policy setting, and build strong community leadership.

"We've seen great consumer response to the campaign so far and we look forward to making an even greater difference together during this partnership with the Rainforest Foundation US," said Olivier Sonnois, CEO of AMI Brands.

## Fashionable

**UK** Coca-Cola GB was the official Soft Drink Partner of the 26th year of London Fashion Week and the London Fashion Weekend held last month.

The sponsorship focused on glacéau vitaminwater, the Official Soft Drink of London Fashion Week, and Diet Coke the Official Soft Drink of London Fashion Weekend – a consumer event which took place immediately following London Fashion Week. Previously Coca-Cola GB has produced a number of collectable limited edition bottles with some of fashion's most well known names including Manolo Blahnik, Matthew Williamson and Patricia Field.

Schweppes Abbey Well mineral water was also available widely throughout both events.

## Special edition

**USA** Evian Natural Spring Water has partnered with fashion icon Issey Miyake, known for his innovative and minimalist style, to unveil its fourth annual limited edition designer bottle. Miyake joins a celebrated line-up of designers who have unveiled bottles for the brand since 2008, including Christian Lacroix, Jean Paul Gaultier, and Paul Smith.

The new bottle design is decorated with an imaginary, shimmering flower; a symbol of youth and the brand's signature message, 'Live young.' The inspiration for the bottle sprung from the Pleats Please line for which Issey Miyake is known, emoting a modern and functional design that has attracted the attention of the fashion-conscious public across the world.

"The Issey Miyake bottle design, glowing with both optimism and freshness, is a perfect pairing with the brand," said Jerome Goure, Vice-President of Marketing for Danone Waters of America Inc. "This simple yet vibrant creation uniquely decorates our all natural and perfectly pure evian water – we are thrilled to add it to our collection."



## For children

**UK** Highland Spring has teamed with Costco to launch an exclusive new charity promotion on its Highland Spring for Kids pack, to raise money for BBC Children in Need. The eye catching packs feature the BBC Children in Need logo and the iconic Pudsey Bear, communicating that Highland Spring and Costco will jointly donate 20p from the sale of every 24 pack to the charity.

Commenting on the initiative, Paul Con-

dron, Head of Brand Marketing for Highland Spring, said: "BBC Children in Need is a fantastic charity and every year we are inspired by the real difference it makes to the lives of disadvantaged children and young people right here in the UK.

"Highland Spring for Kids is one of our most popular packs and a great way to keep kids hydrated throughout the day. Working with Costco we have the opportunity to use this strength to raise valuable funds and awareness of the charity, at a time when more vulnerable children are in need of our support."



Promotional packs will be available until November with the aim of raising more than £25,000.

## Taking to the skies

**USA** Vita Coco has become the first coconut water available on a domestic airline, served as a complimentary beverage on all JetBlue Airways flights. Vita Coco co-founder and CEO, Michael Kirban, said: "Smart travellers stay properly hydrated. And now, whether you're at the terminal or in a JetBlue cabin, you can enjoy the refreshing benefits of Vita Coco. The brand was the first coconut water in airports, and is now the first in-flight."

New York-based nutritionist Dana James, noted: "We know hydration is a must, but what if you could accelerate your body's ability to hydrate? That's exactly what coconut water does, as it is abundant in potassium which allows water to be transported into cells."



Vita Coco is currently being offered as a complimentary beverage to customers who ask for it. To help inform JetBlue travellers about the benefits of coconut water, the beverage company and airline will air an in-flight commercial titled 'The Hard Way' produced in consul-

tation with Academy Award-nominated director Spike Lee.

Said Marty St. George, SVP Commercial and Marketing, JetBlue Airways: "This tasty beverage is a great brand fit and our customers will enjoy the coconut water's hydration properties."

## Face spray test

**INDIA** Bottled-water major Bisleri International Pvt Ltd is entering new segments. The company plans to launch a face spray soon. R.K. Garg, Director for North India, said the face spray is still being developed at an Aurangabad facility and will be test marketed by the end of this year.

"Only after gauging the customers' reactions will we fix the price range and perhaps release it to the market by early next year, if all goes well," Garg said.

"Composed of Bisleri water and nitrogen, the spray hydrates the skin and leaves you feeling refreshed," he added.

Due to be launched either in Delhi or Mumbai, the face spray is likely to be sold only in metropolitan cities as it may not have a viable market in B-class towns.

Bisleri's R&D division is also developing flavoured water in lemon, ginger and rose flavours. Tentatively priced at Rs 20 to 25 (US\$0.43 to US\$0.54) per bottle, it is expected to be launched in the market by March 2011.

On the bottled water front, the company plans to invest Rs 1 billion (US \$21.7 million) in the coming fiscal year. It will set up eight new plants in North India, which will take the number of plants in the region to 18 by March 2011.

## Export targets

**NORTH KOREA** The Korea Unha Mineral Water Trading Corporation is stepping up export marketing of its Kangso Mineral Water, now presented in stylish modern packaging.

The Democratic People's Republic of Korea (North Korea) has a long tradition of utilising its mineral water resources in spas and other health facilities, leveraging this reputation to support the attributes of bottled mineral water.

Promotional material for Kangso, which has been available on export markets for several years, says that "a large amount of free carbonate stimulates stomach cells to accelerate the secretion of digestive juices and activates digestive enzymes. It has a special virtue for preventing metabolic diseases because it facilitates the excretion of gallstones, effete matters and toxic materials."

Korea Unha Mineral Water Trading Corporation is based in the Taedonggang District of Pyongyang, the DPRK's capital.



## Alcohol awareness

**UK** Leading UK brand Highland Spring has teamed up with Filshill Wholesale Distribution to provide bottles of water for Keystore consumers during this month's Scotland's Alcohol Awareness Week.

JW Filshill, based in Hillington, Glasgow, works with 170 Keystore retailers across Scotland and the north of England. Highland Spring is supplying 48,000 500ml bottles to the retailers for distribution with every alcohol purchase made in-store from 4th to 10th October, Alcohol Awareness Week.

Paul Condron, Head of Brand Marketing at Highland Spring, said: "Scotland is known for its drinking culture and we are lucky to

have a pure product that can help minimise some of the negative effects of alcohol consumption. Alcohol sales are big business for independent retailers but encouraging water consumption between alcoholic drinks supports the important responsible drinking message and brings an additional sales opportunity in bottled water."

Throughout the week Keystore will feature Highland Spring promotional materials giving advice on 'spacing' - drinking water between alcoholic drinks. Director of Filshill, Simon Hannah commented: "The Scottish Government is attempting to bring about a cultural change. Our initiative to encourage 'spacing' is designed to make the independent sector more visible and to highlight the commitment of these retailers to the responsible selling of alcohol."

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# Carbonates

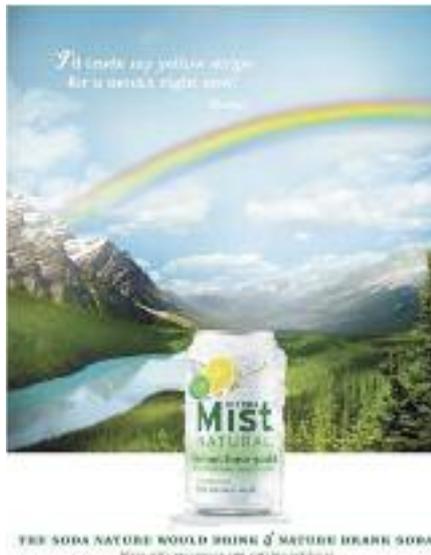
## Going natural

**USA** Responding to consumer demand for products made with natural ingredients, Pepsi-Cola North America Beverages has reformulated Sierra Mist, its lemon-lime soda, into Sierra Mist Natural.

"New Sierra Mist Natural has been stripped of everything artificial and is naturally sweetened with real sugar so that the crisp, clean taste of lemon-lime shines through," said Kristina Mangelsdorf, Vice-President of Natural and Flavored Sodas at PepsiCo. "It's a big, bold innovation that shakes up the world of sodas with its surprisingly authentic simplicity, making Sierra Mist Natural a beverage that's in line with the times and consumer preference."

To complement its natural profile there is a new look. The updated logo, package design and new light green bottle is aimed at reflecting the product's crisp, clean lemon-lime taste, its simplicity and natural appeal.

To underscore that Sierra Mist Natural is made exclusively with natural ingredients, the advertising campaign, which comprises TV print, digital radio and out of home elements,



*The brand will be putting a year's worth of media investment into the fourth quarter of 2010.*

uses the tagline, 'The soda nature would drink if nature drank soda.' A departure from traditional soda advertising, Mangelsdorf notes, "Sierra Mist Natural is all about the reinvention of lemon-lime soda. We needed a campaign that would communicate how significant – and meaningful – this natural transformation is. Who better to testify to the refreshingly natural ingredients of new Sierra Mist Natural than nature itself?"

## College kick-off

**USA** Coke Zero is putting college football fans' decision-making skills to the test with its new Playbook Challenge game at CokeZero.com. The online game challenges fans to use their knowledge of, and passion for, the game to create their own plays for chances to win daily and weekly prizes from some of the most popular football schools in the country, as well as a grand-prize trip to the Chick-fil-A Bowl in Atlanta on 31st December.

Fans playing the Playbook Challenge game aren't designing conventional on-field plays. Instead they must make quick choices to determine their own path to solve dilemmas to which football fans can relate. For example, what do you do when you've left your game tickets at home, or how do you keep your cool when you're seated next to an annoying fan?

Players accumulate points based on how quickly they react to various scenarios and whether they make the right choices to successfully resolve the situation. The challenge runs through to 25th October and players can participate every day for a chance to earn more points and more chances to win.

"With its Playbook of Possibilities, Coke Zero is giving fans a way to enjoy the college football game day in a whole new way," said Bill Kelly, Senior Vice-President, Coca-Cola Trademark Brands, Coca-Cola North America.

## Sipping Friday

**INDIA** Actor and Fanta Brand Ambassador, Genelia D'souza, recently met the winners of 'Fanta – Sip A Taste of Friday' initiative in Bangalore, introduced earlier in the year to connect with consumers across the states of Karnataka, Andhra Pradesh and Tamil Nadu. Consumers sent in creative responses to the question: 'What is your Friday fun idea?' via SMS or by logging onto Fanta.meetgenelia.com. The most creative and unique responses were adjudged as winners.

Genelia D'souza enthused: "Brand Fanta is all about being vibrant and making every moment full of life and excitement. All these are the qualities which I closely identify with. The 'Fanta – Sip A Taste of Friday' initiative clearly captures the same feelings of taking a break from the boring moments of life. I would once again like to congratulate the winners of Fanta's 'Sip A Taste of Friday' initiative. I would also like to thank Coca-Cola India for giving me this opportunity to meet my fans from South India."

As part of the special 'Meet & Greet' with the winners, Genelia met consumers, media and retailers along with the sales field force and other employees.

## Upgrade

**USA** 7UP has been reformulated to include more 100% natural lemon lime flavour. Packaging has been updated and there are new 'Ridiculously Bubbly' TV spots, featuring actor and comedian David Spade as the newest un-bubbly character to be transformed by the new taste of 7UP.



"7UP knows our fans love the great lemon lime taste of the original uncola and we're always looking for ways to improve their flavour experience and win over more taste buds," said Dave Falk, Director of Marketing for 7UP. "We've added more 100% natural lemon lime flavour to deliver the authentic crisp, clean taste consumers told us they wanted."

The new graphics will be featured on all pack sizes and flavours and will hit stores this month, to coincide with the new advertising campaign.

## Website boost

**MALAYSIA** Fraser & Neave has been building up its F&N Fun Flavours carbonate range successfully with a series of promotions and competitions targeting youthful consumers.

Some of these are structured around the brand's increasingly active website [www.fun-flavours.com](http://www.fun-flavours.com) such as the Mix'n'Win mocktails competition which featured cash and LCD television prizes.

This initiative was associated with the website's offer of party hints, including the concept of Fun Flavours' ice cream soda being utilised as an appealing mocktail base. Another website/promotion link focuses on Freestylz creative street dance performances, a participate-or-watch activity which is fast growing in Asia.

The Fun Flavours line-up includes Flashy Fruitade, Groovy Grape, Smashing Strawberry, Outrageous Orange, Zesty Zappel, Cool Ice Cream Soda and Punky Peach Zappel.

Associated with these are the F&N mixers: Club Soda Water, Extra Dry Tonic Water and Special Dry Ginger Ale.



*F&N Fun Flavours targets youth.*

## Spooky

**UK** Britvic is launching a programme of activity this Halloween for Tango: the tongue-in-cheek brand has nominated itself official sponsor of the occasion. Featuring across all 330ml and 2litre packs from October, symptoms of Tango consumption will be communicated to consumers – 'Too much Tango turns you into a Zombie' with a radical, but collectable Zombie design. A flash on pack will communicate to consumers the partnership alongside the call to action 'Don't be seen dead drinking anything else'. Zombie PR events will also take place during October and will feature on both [www.facebook.com/youvebeentangoed](http://www.facebook.com/youvebeentangoed) and [www.youtube.com/tango](http://www.youtube.com/tango).

Adam Goodger, Tango Senior Brand Manager, said: "From having a carefully-planned Halloween party to a big night in with a scary film, Halloween is a perfect fit for Tango with its so-called sponsorship and limited edition packaging."



## Fiesta

**RWANDA** Coca-Cola bottler, Bralirwa, has introduced Fanta Fiesta to this central African country in 300ml bottles.

Fanta Fiesta has a rich blackcurrant taste and dark purple colour, carried through to the purple cap. The new flavour was launched with a dance competition which drew a lot of public attention and generated media exposure for the product.

Three Fanta flavours are now available in Rwanda, the others being Orange and Citron.

## T-shirt promo

**JAPAN** The Sangaria Ramune brand has t-shirts available through an online store operated by Sangaria USA.

Ramune is a big-selling traditional Japanese carbonated drink, produced in a wide variety of flavours and sold in marble-capped bottles. While traditional, the beverage style was introduced by western visitors when Japan relaxed its entry restrictions in the 19th century. The exact origin is unknown, with two or three likely theories vying for supremacy.



## Ginger for adults

**UK** Halewood International has developed John Crabbie's Cloudy Ginger Beer, part of the Crabbie's family, in a 330ml bottle for the on trade. Its introduction follows the recent launch of Iron Press, the soft drink for 'real men' and forms part of an innovation programme which is set to reveal more new Crabbie's products before the end of the year.

The launch is being supported by consumer press, sampling and in store theatre. Halewood International says its increasing portfolio of adult soft drinks offers licensees a credible range for designated drivers who are limited by the traditional soft drink choices of cola, lemonade and fruit-based alternatives.

Differing from Iron Press that is targeted heavily towards men as a 'sessionable' alternative, John Crabbie's Cloudy Ginger Beer is aimed at ABCI men and women aged 25 to 55 years old with a focus on occasions, a drink to enjoy with light bites and bar food or an indulgent refreshing drink with friends.



*The drink is a blend of real ginger extract and natural lime.*

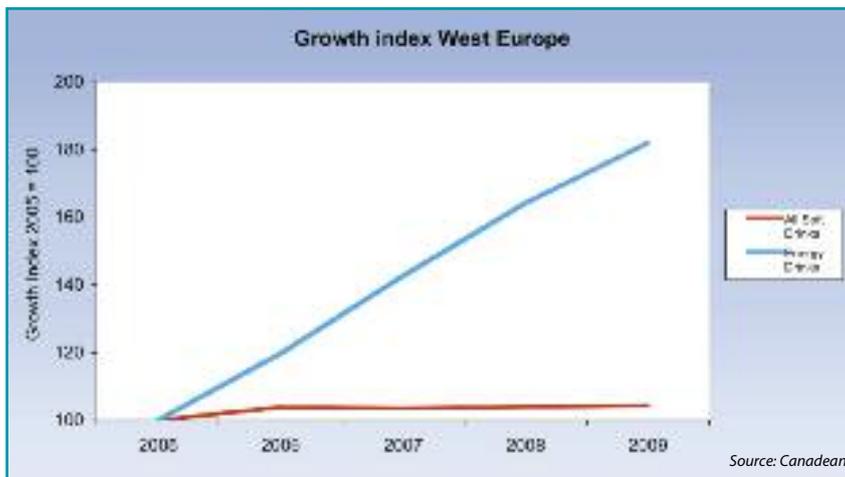
# Energetic rise

## and further growth anticipated

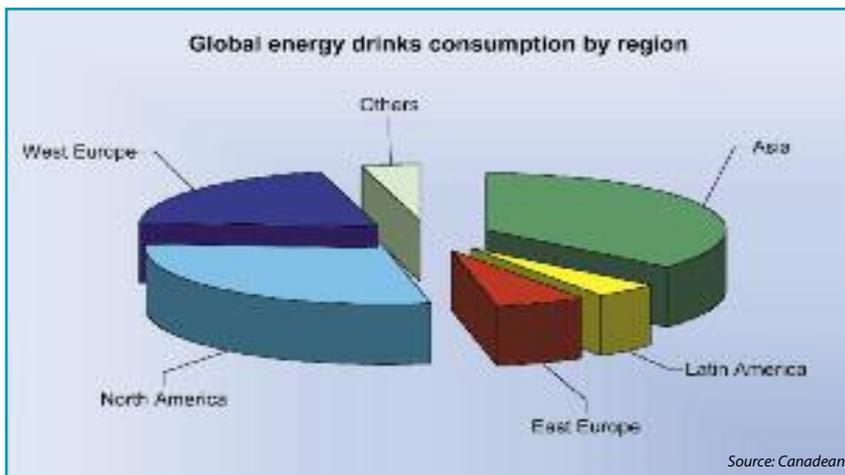
West European energy drinks march on at the double digit rate, reports Richard Corbett.

Canadean's latest research shows that the energy drinks category in West Europe recorded a stunning 11% rise last year. This compares favourably with an overall soft drinks market that barely registered growth at all. West Europeans are now consuming as much as three litres of energy drinks every year, a figure that has increased from less than a litre at the turn of the century. Further good news comes from Canadean's latest Quarterly Beverage Tracker, which anticipates another strong year of growth in 2010, predicted at 10%.

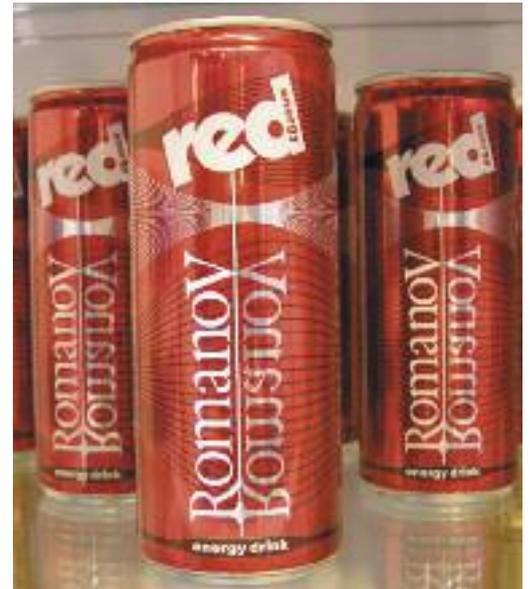
What is all the more impressive is that, according to Canadean's Wisdom database, per litre, energy drinks are considerably more expensive than most other categories and in 2009 on average, a litre of energy drinks cost as much as €4.39, which compares to €1.12 for a litre of carbonated soft drinks. Despite their high price, the dark clouds of recession have not rained on the



Energy drinks have offered strong growth in a sluggish overall West European marketplace.



West Europe accounts for one in every five litres of energy drinks traded around the world.



energy drinks parade. Energy drinks make up 4% of the region's soft drinks value, but just 1% of the volume.

### Markets liberated

With the exception of Portugal, every market in the region is expected to deliver growth this year, albeit at varying levels. Three of the fastest growing markets of the year will be Denmark, France and Norway, all of which have recently liberalised regulations that have stunted the development of the category and reflected the initial suspicion often given to the arrival of the stimulation concept. In Denmark, until third quarter 2009, regulations restricted caffeine content to just 150mg per litre, thus exiling the global leader Red Bull. The change to 320mg per litre has triggered an explosion of demand and innovation. The Norwegian government too had limits on caffeine content and products such as Red Bull were treated as medicinal and excluded; these restrictions were lifted in May 2009, transforming the market. In France, Red Bull was introduced for the first time in the market after the official authorisation by the French 'ministère de l'Economie' to allow the original Red Bull recipe to be sold in France in May 2008; the momentum appears to have continued into 2010.

With an unrivalled share of 37% of the West European energy drinks market, mainly due to the long-established Lucozade brand, the UK market is expected to make gains this year.

### Private label

It will not however be the traditional heavy-weight brands that will be driving growth but private label and relative newcomer Monster. It is the number two market, Germany, which will contribute most to this year's performance in West Europe. In Germany, strong price promotional activities of both branded and private label lines have helped lift sales to impressive levels this year. The garage forecourt and other on-the-go outlets are also becoming a very valuable volume contributor. It should also be noted that the German market was impacted by allegations last year that some energy drinks contained cocaine which is probably amplifying this year's growth.

The energy drinks category in the region is

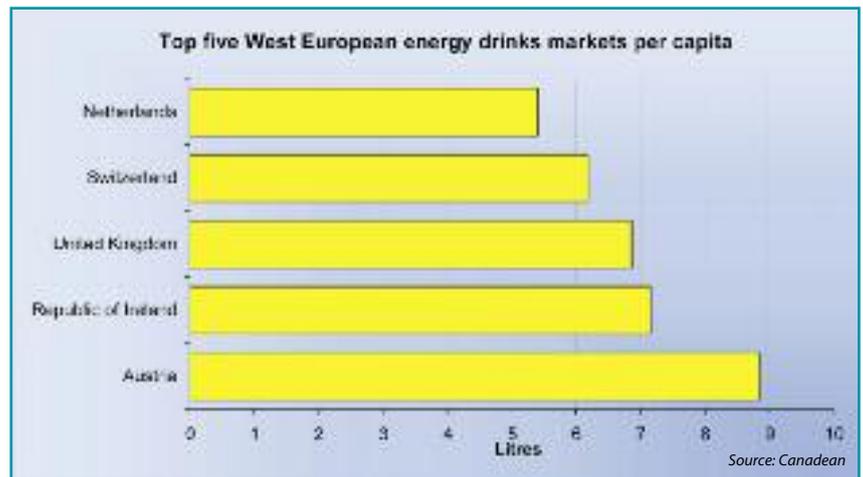
evolving and this helps analysts explain what has kept the momentum going for a category that only really began in many countries when Red Bull arrived. Initially Red Bull attracted a youthful following, as a mixer with vodka, before increasingly being used for its original intention as a pick-me-up. Not surprisingly, as in Germany, garage forecourts are a major channel for energy drinks everywhere, because like the tuk-tuk or rickshaw drivers that inspired Dietrich Mateschitz to develop Red Bull, ordinary West European drivers often need a pick-me-up to complete their journeys. Their role as a stimulant will give the category longevity because it enables them to widen their audience to a more diverse and older type of consumer from the youthful and partying stereotype often given to users today.

### Size matters

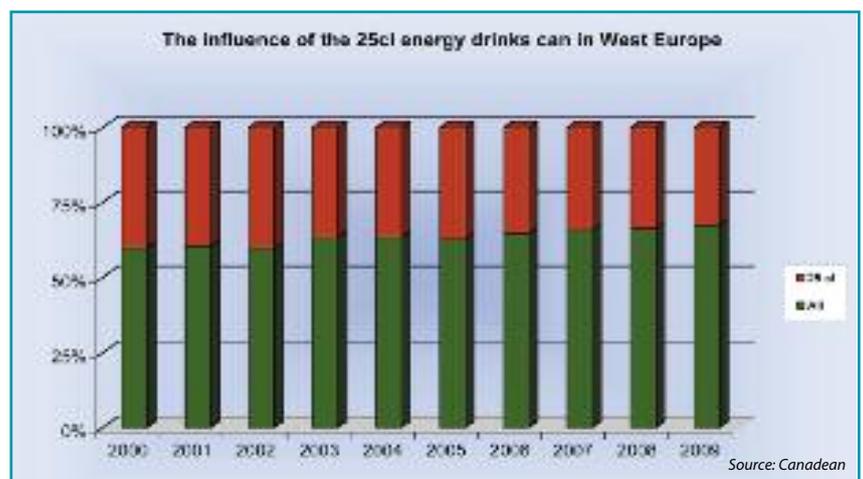
One of the major factors behind the continuous rise of energy drinks in the last year or so has been the trend towards upsizing. For many operators, the 25cl can was the standard format, but now more and more larger options are appearing on our region's shelves; 47.3cl and 50cl cans are now widespread, a process that has accelerated following the arrival of some imports into the region like Rockstar and more specifically Monster. People are consuming bigger unit sizes and this is increasing volumes.

Upsizing continues, but the more recent trend is for brands to launch a shot alternative; often with the same stimulant delivery, shots have quickly established widespread availability. It is still quite early to judge whether the new shot concept has been well received because there will be an inevitable spike as consumers try them for the first time. While people are trialling shots, it may have been expected that the reverse effect of upsizing could be seen, and that while value remains on the up volume might come under pressure, but volumes are holding up in the region so far.

The launch of the shot concept has however stirred up some controversy, triggering age restrictions in Sweden and prompting the German health authorities to issue a 14 page warning against their use last year. It is feared that some consumers will be unable to limit themselves to just one daily shot and subsequently some voices have called for a ban. In



Austrians with their Red Bull connections are the leading consumers of energy drinks in the region.



Although packaging is evolving, the influence of Red Bull is highlighted by the share of 25cl cans in the region's energy drinks pack split.

September 2010, the Danish government even called for stricter EU requirements on the labeling of energy drinks as a whole.

It seems that controversy has stalked the development of energy drinks in West Europe for sometime but somehow the category manages to fend off its critics and continues to expand. Some feedback suggests that many energy drinks consumers are of an age that is rebellious and more immune to governmental health warnings and advice. Generally though, the success of energy drinks comes from the fact that in the lives of busy West Europeans fatigue is endemic and many consumers are simply looking for a remedy to allow them to keep going. It might be by using energy drinks as a mixer to keep on partying or as a pick me up to keep on driving.

### Plenty of slack to exploit

How big the category can grow in West Europe is difficult to quantify, but if you look at Austria, the home market of Red Bull and where Red Bull was launched back in 1987, then per capita has reached almost nine litres and is still rising. If this was replicated over the region then there would still be plenty of slack to exploit. Price may be a deterrent, but with private label making as much headway as it is, this will be less influential in the future. ■

...somehow the category manages to fend off its critics and continues to expand.



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

# Energy drinks

*a recipe for global success*

**Döhler expects to see high growth rates in this segment, writes Diana Wolfstädter.**

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**E**nergy drinks are among the most successful beverage concepts worldwide. While in the past, products always had classic flavour, new concepts are now conquering the market. These not only include products with new flavours, but also energy drinks containing up to 50% juice, which reach out to more health-conscious consumers aged 30 and over. In addition to custom concepts, Döhler also offers the ingredients to match – from flavours, fruit juice concentrates and colours right through to functional ingredients.

### Reaching new target groups with fresh new flavours

Thanks to the increased number of brand new applications, the range of target groups has been broadened significantly. While energy drinks used to be consumed mainly by young adults who enjoy trying new things, the over-30 target group is now being reached too. A survey conducted by Döhler Sensory & Consumer Science has shown that this age group also has a need for energy, but that classic flavours do not appeal to them. Döhler also expects to see high growth rates in this segment in the future, and will respond to the demand with innovative concepts tailored to the market.

### Juicy energy drinks – A natural energy boost

The trend towards healthy, natural products is one of the biggest of the past few years in the food and beverage market. Fruit juice is one of the most natural products out there and enjoys a positive image. Fruit can be combined in juice in countless ways, making it possible to position



©Akhilsh Sharma (from Bigstockphoto.com)

new products perfectly in terms of purpose or occasion, target group and image. The combination of natural ingredients and juice results in premium concepts, in which the classic ingredients taurine, glucuronolactone and inositol are replaced by guarana, a natural source of caffeine. In a young and innovative segment like energy drinks, all kinds of fruits and fruit combinations are possible. Döhler offers an attractive portfolio of juicy energy drinks containing between 5% and 50% fruit juice, in almost any flavour imaginable.

### Coffee energy drinks – Energy meets lifestyle

Coffee is also ideal in the creation of new energy drinks – it is well established in our daily routine, giving us that energy kick whenever we need it. That is why combining coffee and energy drinks is just the next logical step. Just like with juicy energy drinks, it is possible to create products that combine the classic coffee drink with standard energy ingredients, as well as products that cater to the trend for naturalness and only contain natural caffeine from guarana.

### Energy shots – Small but effective!

Alongside new taste energy drinks, shots are the most dynamic segment in the energy drinks category. Although energy drinks have always been sold in small bottles in Asia, it took many years before the shot concept became a success in the western world upon being introduced in the USA. Since the products, which usually contain 60ml to 99ml, have been available, sales figures have soared spectacularly – and at litre prices that are unsurpassed by any other category. Döhler energy shots are available in a wide range of flavours, from classic and juicy right through to innovative variations such as the combination of cherry and menthol. ■



# Beverage can anniversary

## 75 years of innovation

After almost a century on the market, the can lays claim to being the world's most recycled, sustainable and innovative drinks package.

On 2nd September 2010 BCME (Beverage Can Makers Europe) celebrated 75 years of the drinks can as the package entered its Diamond Anniversary year in its most environmentally friendly incarnation ever.

Over the decades, through a series of technical innovations, this versatile and refreshing drinks container, first used to package beer in 1935, has become completely integrated into our modern lifestyles, accounting for more than 25% of all carbonated soft drinks and beer packaging in Europe. It also brings more sustainability characteristics than any other drinks container on the market.

Continual lightweighting of the beverage can means it is now possible to produce three times as many cans from the same amount of virgin material as it was 30 years ago. Today, the 330ml tinplate can weighs just 21g; the aluminium can just 10g, with a wall thickness thinner than a human hair.



### Can timeline – key dates in the history of the beverage can

- 1935: The first canned beer is sold by US brewer Gottfried Krueger, in Richmond, Virginia.
- 1953: Cans are used to package soft drinks for the first time.
- Early 1960s: Introduction of two-piece aluminium can enabling faster production and use of less metal.
- 1975: Introduction of stay-on tab, or 'ecology end' – a key sustainability development.
- 1992: Introduction of the 'widget'.
- 1995-2010: Introduction of innovations such as large opening end (or 'gulper'), under-tab printing, thermochromic and light-sensitive inks, digital printing, embossing, self-heating and self-chilling cans and resealable cans.
- 2009: 51 billion beverage cans filled in Europe alone.



### Recycling is the future

Going forward, some further reductions in the weight of the can are likely but it is now recognised that boosting recycling rates offers the potential for significant environmental benefits in terms of carbon emissions and resource conservation\*. The European average for can recycling is 65% and has increased steadily. With a target to have three out of every four cans recycled in the future, the need for virgin material and energy will be further reduced. When recycling a can, 75% to 95% of the energy is saved.

Innovations such as digital printing, embossing, thermochromic inks, self-cooling and resealable cans, have also made the can one of the coolest, most convenient drinks packages on the market.

"What appeared on the market almost a century ago is loved by today's modern consumer as an environmentally friendly, stylish container, perfect for on-the-go consumption," said BCME spokesperson Caroline Archer.

\* It is possible to recycle a can indefinitely without quality deterioration, with recycling saving up to 95% of energy needed to produce virgin material with a corresponding reduction in CO2 emission.

...boosting recycling rates offers the potential for significant environmental benefits...



BCME (Beverage Can Makers Europe) is a non-profit-making trade body that represents Europe's leading drinks can manufacturers.  
[www.bcme.org](http://www.bcme.org)



# Energy drinks drive growth

## *initiatives to boost recycling*

The UK remains the largest beverage can market in Europe, and carbonates are responsible for further growth this year, according to the Can Makers.

**C**an Makers, the body representing the UK manufacturers of beer and carbonated soft drinks cans, revealed the industry delivered market growth of 7.4% in the first six months of 2010. A total of 4,579 million empty cans were shipped, up 315 million from the same period in 2009. The UK remains the largest beverage can market in Europe.

Whilst many other industries were still recovering from the effects of the recession both the carbonated soft drinks (CSD) and alcohol sector shipments grew: CSD is up 10.5% year on year to 2,317 million, representing 220 million more cans; alcohol delivered a 4.4% increase to 2,261 million, up 95 million cans.

Vince Major, Chairman of the Can Makers, said: "We are extremely pleased with the figures for the first six months, given the continuing tough economic climate. The rise in the soft drinks market is primarily due to the growth of energy drinks in the UK and continuing promotions by the mega brands. Consumers are choosing these over the more costly juices, smoothies and bottled water alternatives. The alcohol sector has benefited from the support of supermarket promotions, the continuing trend to drink at home and, of course, the FIFA World Cup."

The latest Nielson reports (July 2010) also reflect the trends for beverage can sales in the UK. The CSD 25cl can category in particular shows a 16.4% increase year on year to July 2010, whilst sales of cans for all CSD categories rose 7% in volume terms for the same period.

### 'metalmatters'

'metalmatters', a partnership between the UK drinks can manufacturers, the Waste & Resources Action Programme (WRAP) and the aluminium and steel packaging and recycling industries, aims to enable and encourage more people to recycle the metal packaging they use within the home.

Although 95% of the population have local authority recycling collections, research shows\* that consumer awareness of which materials can be recycled is still quite low in some areas. Trials aim to improve the kerbside capture rates of metal packaging in the UK, and two local authorities have already signed up to a pilot scheme.

'metalmatters,' was conceived following in depth consumer research and focus groups to understand the current barriers that local authorities are faced with when trying to drive up recycling rates at home. The results of the testing led to specific communications messages being created, which will be used to target and educate households on the value and benefit of recycling metal.



Norman Lett, spokesperson for 'metalmatters,' commented: "This is a very exciting project for us, as we now know what we need to be doing, to reassure the public, what they recycle at home really can make a difference. We are constantly striving to make people more aware of how valuable metal is as an endlessly recyclable material."

Households will see proactive marketing initiatives roll out over the coming weeks as part of the metalmatters programme. These include; leaflet drops to over 57,000 households, a consumer information roadshow, displays in local shopping centres specially targeting high footfall areas, local advertising, PR programmes and a poster campaign to ensure maximum exposure.

Councillor Bill Shepherd's, spokesperson for the Nuneaton and Bedworth Local Authority, added: "We see this as an important opportunity to help drive up recycling rates in our local community. The 'metalmatters' programme, is a great example of an industry taking an active role in supporting local authorities and the kerbside collection structure that is already in place."

Melanie Chilton, spokesperson from WRAP said: "Our organisation is dedicated to helping individuals and Local Authorities reduce waste and recycle more, conserving resources and helping tackle climate change. 'metalmatters,' is a step further in supporting local authorities and their schemes to drive this message home to consumers."

Findings from the two pilot schemes will be analysed during the autumn and success measured. The goal is to create a proven resource that can be used by all local authorities to support behavioural change and thereby encourage more recycling at home.

### Every can counts

The Can Makers also continue to support the Every Can Counts programme, a scheme that offers organisations the opportunity to set up and promote recycling of cans. The programme demonstrates the commitment of the metal packaging sector to maximising the collection of beverage cans for recycling. Highlights in the first half of 2010 include: working with the National Union of Students to improve recycling on 20 university campuses; expanding can collection to support more beaches; introducing can recycling to key summer festivals such as Isle of White, V Festival and Bestival; and new corporates and other organisations joining the programme. ■

# A can for all reasons

## trends and innovations

According to the US Can Manufacturers Institute, market growth over recent years has predominantly been driven by two factors – energy drinks and regional demand. Whilst, the beverage can has suffered a decline in North America, the overall global market will increase to more than 300 billion units by 2014, thanks to volume growth in Africa, West and Central Asia, South and Central America. The Brazilian market, for example, has more than doubled since 1997, with demand now standing close to 15 billion units. (Ball Corporation internal data)

And, in Europe, the energy drink category has experienced a five year, compound annual growth rate (CAGR) of 17.6% in volume. Carbonated soft drinks by contrast, experienced a growth rate of 1.3% (Canadean).

### Size

One of the factors feeding into unit growth has been the increasing diversity of can size. The energy drink category has again been a significant driver in the development of this, the all-too-familiar Red Bull format, leading to numerous clones using small, slim cans. However, in an effort to seek brand identity, or to create market presence, the same category has spawned many other sizes, including the outrageous Monster 'BFC' 32 ounce offering.

The largest beverage can available is the 1,000ml 'King Can' from Rexam, the resealable version probably being the most functional. In contrast, Coca-Cola recently launched the 7.5 ounce 'mini-can', to provide a single 90 calorie serving.

### Weight

The aluminium beverage can has always been a lightweight packaging format, but developments over recent years have drastically reduced the amount of material used in each can. Computer



Rexam's Fusion bottle enters commercial production.



Digital printing from Ball allows short-run, customised graphics.

modelling and refinements have enabled weights to be reduced to a third of what they were 30 years ago. Reduced-weight ends, and paper-thin walls, provide for the same degree of functionality and product integrity as ever. Indeed, it's now difficult to see how further, significant, lightweighting improvements can be made, hence the focus has now shifted to boosting recycling rates.

### Resealability

Until recently, one of the drawbacks of the can has been the inability to reseal the package. However, over the past few years, innovations have changed this. For example, Ball Packaging Europe won numerous awards in 2008 and 2009 for its innovative 'Ball Resealable End' (BRE), an aluminium end with an integrated, flat plastic, rotating opening mechanism.

Rexam's Fusion bottle, which went into full production in Czech Republic earlier this year, recently won the German Packaging Award 2010 in the sales packaging category. 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 wall ironed aluminium bottle, Fusion combines minimum weight and maximum stability.

### Function

Crown Bevcan Europe and Middle East, recently won a top prize and two gold awards in Starpack 2010, for its new 'Event Can'. Featuring a full aperture end, it is the first of its kind available for pressurised beverages, and allows the entire can lid to be removed, turning it into a drinking cup.

In addition to streamlining the serving process, the can also offers significant branding opportunities at big events, where the need for plastic cups is eliminated.

### Finish

High resolution colour printing provides for high impact marketing, and luminous, temperature sensitive, or tactile inks offer endless graphics possibilities. For the ultimate in customised packaging, the latest digital printing technology can be employed to produce unique messages. ■

The infinitely recyclable beverage can also offers an infinite range of possibilities.



Extreme sizes – the 7.5oz Coca-Cola mini-can and the 32oz Monster 'BFC'.



The resealable end from Ball,

# Ecological ideals

## and market success

Presenting a water with an excellent pedigree.

Llanllyr SOURCE was the first UK bottled water to be drawn from beneath certified organic fields in West Wales, a totally sustainable source that has been used for drinking water for more than 800 years. The water is bottled at source and is 100% natural.

“We bottled our first water only a few years ago in 1999, but behind our highly contemporary product there’s a truly fascinating story that begins literally centuries ago,” explains Patrick Gee, Director, Llanllyr Water Company.

“We know the same sources have been providing drinking water for over 800 years because a Cistercian nunnery was established on the site in 1180 and it survived for over 400 years. The history of Llanllyr goes back much further than that though. Saint Madomonoc is said to have established a hermitage on the site. Evidence of that which remains to this day is a magnet for historians from all over the world.

### Practising the three Rs

The same family has farmed the land at Llanllyr for the past 300 years and it’s their principles that *llanllyr* SOURCE upholds today. “We are not newly converted to the idea of environmental guardianship. Our land has been accredited organic by the Soil Association for many years, but more than that it has never been farmed in any other way. Our whole operation is run in an entirely ethical fashion. Our sources are entirely sustainable. We have Organic Farmers and Growers accreditation for both our line and processes and have established programmes to maximise the use of recycled materials including now over 25% of the glass we use. Our plant was



declared carbon neutral in 2008 and we are UN Global Compact signatories. We are therefore fully committed to sustainability and focus as far as we can on the three Rs, reduce, re-use and recycle. We also constantly review our carbon footprint at Llanllyr,” said Gee.

In terms of packaging materials, Llanllyr bottles are made up of 28% recycled glass and the boxes are made from 80% recycled card. As a result of its core values, Gee believes that *llanllyr* SOURCE has become the ethical water of choice within the hospitality industry.

“Consumers now routinely question a company’s green credentials. The effect of that is that our working practices have to be transparent. Buyers from larger groups in particular question the environmental impact of their own business operations and that starts with their suppliers,” said Gee.

“There is a huge demand for organic ingredients which is fuelled by a combination of a general rise in awareness of the quality of the food we eat, the large number of consumer organisations operating in this area, farmer’s markets and speciality food fairs, the never ending stream of foodie programmes on TV and increased media interest in general. So in effect, the demand for more ethical products is being led by consumers and food operators and suppliers are reacting accordingly.

Attitudes to drinking water are no different. Llanllyr’s focus has always been on recyclable environmental issues and therefore Gee “Welcomes the market’s sharpened attention to environmental issues. We want buyers to know they can enjoy the exceptionally good, fresh, soft taste of *llanllyr* SOURCE knowing they have ticked all the boxes in terms of sustainability.”

Bottled water might be criticised for being ‘bottled water’, but it’s the land-filling plastic bottle that is increasingly seen as the biggest part of the problem. Millions of barrels of oil are used in the manufacture of plastic. Of the 13 billion plastic bottles of all types sold in Britain last year, only about a third were recycled. This



Bottles are made from 28% recycled glass.

means that billions of new ones, made primarily from petroleum feed stocks, are made each year and then dumped in landfill sites or incinerated.

#### Water in an aluminium can

“Because we have always looked after the well being of the environment we are particularly proud to have recently introduced *llanllyr* SOURCE in an aluminium can,” explains Gee

Ideal for the thriving out of home market, aluminium packaging has many ‘green’ advantages over plastic bottles, not least reduced energy consumption, lower distribution costs, no landfill requirement and the can is 100% recyclable. One recycled can = one new can.

Aluminium is the third most abundant element in the earth’s crust and is the second most used metal in the world. The aluminium can is the world’s most recycled packaging container. Over 50% of aluminium cans are recycled worldwide, Switzerland and Finland are leading the way, with a recycling rate of 91%.

The can, with its never ending life cycle (typically a recycled can is back on the shelf in its new form in about six weeks and the UK actually does recycle 58% of the cans it uses), not only saves energy and waste but independent research found that the CO2 emitted in the transport of drinks is 49% less for 33cl cans than for 50cl PET bottles.

#### Around the world

There’s people all over the world asking for the company’s great tasting water (it regularly wins blind taste tests) and in addition to winning a prestigious Queen’s Award, the UK’s Drinks Exporter of the Year and overall Welsh Exporter of the Year, trophies from Food from Britain sit in the trophy cabinet alongside many design awards. The original bottle won the industry’s worldwide award for the Best Concept in Glass



*Llanllyr water is now available in aluminium cans.*

in Milan in 2002 and recognition at design awards in London, New York and Dubai followed.

And then the look improved. *llanllyr* SOURCE was probably the first brand to popularise the now well known and user friendly ‘wine style’ bottle. The stunning and easily recognisable black (still) and silver (sparkling) label combined with it to win Class Magazine’s 2007 Best Soft Drink design award. And the company’s pioneering use of black and silver for still and sparkling respectively is being copied so often it might soon be an industry norm. ■

*Llanllyr Water*  
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# Mandatory deposits

*the case for a better solution*

Richard Laming looks at recent research into deposit refunds.

A recent report published by the Campaign to Protect Rural England (CPRE) attempted to estimate what it would cost to introduce a mandatory deposit scheme. For a long time, anti-litter campaigners have been talking about such an idea but have been met with the response that it would be too expensive.

The CPRE has now commissioned some research into what it would take to set up such a scheme, and in doing so it has proved its critics right (*Have we got the bottle? Implementing a deposit refund scheme in the UK*, by Dr Dominic Hogg, Dr Debbie Fletcher, Timothy Elliott, Maxine von Eye). Enormous sums of money would be involved, money that could undoubtedly be better spent.

When you look at the mechanics of the proposed scheme, you can see where the problems lie.

## Significant costs

The mandatory deposit would apply to all glass and PET plastic bottles and steel and aluminium cans. The deposit would be around 15 pence for a container of 500 ml or less, and 30 pence for anything larger. These figures are working estimates, rather than precise proposals, but their order of magnitude tells a story. The deposit scheme would increase the retail price of soft drinks by around 20%, which would hit consumers, particularly less well-off consumers, very hard indeed.

Why does the deposit need to be so high? Simply in order to make the scheme viable at all. If the deposit is too low, people are less likely to collect up the empties and get their money back. Consumers are increasingly time-pressured, and so the incentive to redeem the deposits needs to



be high. The experience of A G Barr, which chooses to run a deposit scheme for one of its products, is instructive: the deposit charged is 30 pence, and the return rate is only 70%. The CPRE report aims for a return rate of 80 or even 90%, so it is very possible that its proposed deposit levels are still too low.

Remember that redeeming a deposit does not leave the consumer better off. Charging a deposit on top of the sale price takes money from the consumer which, after going to all the effort of returning the empty bottle or can to a collection depot, is then repaid, leaving the consumer financially in the same position as at the outset (although having been put to a lot of inconvenience).

But many deposits will not be returned; 30% in the case of A G Barr, and that unclaimed money mounts up. In A G Barr's case, the bottles on which a deposit is charged are expensive, refillable glass bottles, and the deposit goes towards the cost of replacing them. The CPRE scheme, by contrast, is intended to apply to cheaper, single use packaging: so where does the money go?

The answer is to run the scheme itself. Something like £700 million will be needed to make the scheme work. This is not the value of the deposits, but merely the cost of collecting them in and handing them back, and of handling the empty bottles and cans that are collected as a result.

If you are wondering why the costs are so enormous, remember that there are around 24 billion bottles and cans sold in the UK each year that would fall within the deposit scheme: think about the difficulty of handling so many cash transactions and the burden that this would impose on the retailers expected to operate the scheme. Their costs will need to be covered. It is no surprise that many industry experts think that £700 million is a considerable underestimate of the true cost.

Another reason why the envisaged cost is so high is the sheer number of collection points that would be needed. The CPRE report suggests there would have to be 350,000 of them. That would be



one for every 170 people in this country, or six times as many collection points as there are pubs or places of worship. It would be a lot cheaper to have fewer places where empties are taken in and deposits paid out, but that would make it even harder for consumers to use the scheme, and the CPRE proposal would have enough difficulty as it is in getting people to redeem their deposits.

Demanding that householders abandon the convenience of a doorstep collection is a lot to ask. People are to be forced to provide their own transport for waste, rather than leaving it to the waste collection professionals with their specialist equipment. Making a system work when it is so out of step with modern life will be hopelessly expensive.

And, to cap it all, the unclaimed deposits might even not be enough. The CPRE report calculates that a 90% return rate, i.e. a 10% unclaimed rate, would cover only 70% of the costs of the scheme. Some £200 million a year would have to be levied on the drinks industry, a cost that would inevitably find its way back to consumers in higher prices. The CPRE report even has the cheek to say that £200 million is not a “very significant” cost!

#### There must be a better better way

In drawing up its proposals, the CPRE has followed a false course of logic. Their thought process runs: “We must do something; this is something; therefore we must do this.” But there is a better way.

Criticism by industry of the CPRE proposal is not because we do not care about litter – we do, it is our brand names on the packaging that disfigures the countryside – but because we want a better approach. The high costs of the CPRE scheme have already been explained, but there are other failings, too.

Most of the litter that blights our streets and fields is not bottles and cans and would not be covered by this deposit scheme in any case. So a vast bureaucratic infrastructure is set up and substantial costs loaded on to industry and consumers for very little impact on the overall problem of litter.

Furthermore, removing bottles and cans from the local authority collection system goes entirely against the grain of everything that consumers and householders have been told up until now.



Recycle, has been the message. Put your waste in the right bin for the material type. And people have been doing exactly that.

Last year, the volume of plastic bottles collected by local councils for recycling went up by 20%. People are getting the message. But it's a message that this proposed mandatory deposit scheme would confuse and diminish. We think that's wrong.

The right way to fight litter is to provide bins and to create the climate of opinion where dropping litter is the wrong thing to do. There are fines and penalties to be enforced, but we need to work towards an overall culture of tidiness. Putting a monetary value on some litter risks being seen as offering people a licence to drop everything else. All litter is a blight, and all of it should be discouraged, not merely some of it.

That is what needs to be repeated, again and again. Mandatory deposits are no short-cut: there is no solution other than the message that dropping litter is wrong and providing bins in which to put it. The soft drinks industry is investing in on-the-go collection facilities for recycling, and is consistent in its support for the responsible disposal of litter. ■

All litter is a blight, and all of it should be discouraged, not merely some of it.



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# HACCP

## *avoiding the hiccups*

Dr Verner Wheelock identifies common pitfalls and explains why it is essential to write your own HACCP plan.

**A**n outbreak of food poisoning or product recall due to foreign bodies found in food and drink products can prove an extremely costly and damaging experience for the company involved. Nevertheless, there are over 70,000 confirmed cases of food poisoning and in excess of 200,000 reports of foreign bodies found in food and drink products every year. These figures, published by the Health Protection Agency, relate to England and Wales alone. If we take into consideration figures for all European countries, the total figure is significantly higher. Invariably these incidents arise because of inadequate systems and procedures.

### Legal requirement

In order to manage food safety within their own businesses, a great number of companies have developed and implemented HACCP (Hazard Analysis Critical Control Point) plans. In fact, for most food businesses it is actually a legal requirement. These plans are designed to identify and control points during the production process where microbiological, physical or chemical hazards could be present. In soft drink production, microbiological hazards can arise due to multiplication of bacteria from unclean equipment, raw materials (i.e. risk of contamination from water), bacteria transferred from employees or from packaging.

Physical hazards could include plastic or paper, insects, human hair, fibres from clothing or even physical hazards caused by chips of glass from bottle necks or iron powder from defective equipment at a canning plant. Chemical hazards can take the form of cleaning fluids, pesticide residue from fruit, additives, rinse water, preservatives or



the presence of, for example, orange juice in a apple drink.

Before I begin to explain some of the pitfalls in developing and implementing HACCP plans, I would like to point out that for any operation of this type to be effective, commitment must start at the top. The necessary finance must be made available to employ the requisite staff and to ensure that they are trained properly. Equipment must be maintained and, if necessary, replaced when it is no longer fit for purpose. One company that shall be nameless put off buying a new refrigerator and ended up with a bill for wasted food which was about 10 times as much as the cost of the replacement fridge. Furthermore, senior managers must respect the procedures which are in place to ensure high standards of food safety. It is not unknown for a proprietor to bring friends into the plant without protective clothing!

### There's no ready made plan

So, on to HACCP... One of the most important lessons to learn about HACCP is that there is no such thing as a 'one size fits all' HACCP plan. Every operation is different, with its own idiosyncrasies, which means that the temptation to purchase an off-the-shelf package must be resisted. In the past many smaller businesses have been persuaded to do this and have found to their cost that it was a waste of time and money. If the system is to be effective then it has to be done in-house, although outside help and advice may be needed, which is perfectly reasonable. There must be one person who has the responsibility for developing the HACCP plan and ensuring that it operates successfully. In a small business this person may have to shoulder total responsibility. However in larger businesses it will be necessary to have a fully fledged multidisciplinary team which may consist of representatives of quality assurance, production, maintenance, laboratory plus any relevant specialists.

It is essential that the HACCP team members have appropriate training or instruction so that they know exactly what they are doing. Occasionally we have delegates on our courses who tell us they have extensive knowledge and experience of HACCP and have signed up for the courses 'just to make sure they are on the right lines'. Usually it quickly emerges that they still have a lot to learn.

### Safety rather than quality

At the outset it is important to determine the scope of the HACCP plan and to remember that



HACCP is specifically about food safety, rather than quality. A key element of planning is to decide whether HACCP will be done by process or by product. The wrong decision here can result in either a very complex HACCP plan, or one which does not include all hazards from all products. The safety aspects outside the scope must also be addressed. Usually these areas will include the supply of raw materials/ingredients and subsequent distribution/retailing.

One of the first tasks will be to prepare a flow diagram which traces the progress of the raw materials and follows right through to the final product. Here it is essential to document what actually happens NOT what is supposed to happen. At each point there is the potential for contamination, so measures such as visual inspections, temperature tolerances etc. should be considered.

It is also important to recognise that changes are continually being made to production lines so that what is noted in the files may not necessarily reflect reality. Re-work is quite common in many plants and this must be included in the flow diagram so that any risks are controlled. It is also important to remember that contamination can occur from sources such as air and water systems, which are often missed out of plans.

### Keep it simple

The prime objective must be to keep the system as simple as possible. The more complex it becomes the more difficult it will be to run it successfully. The essence of the approach is to limit the number of Control Points to those that are genuinely critical (i.e. those which will ensure that the Hazard is effectively controlled). There are several pre-requisites which must be in place before beginning a HACCP programme concerning general hygiene of staff, equipment and premises, so as long as these are adhered to they should not constitute CCPs – however it should be noted in HACCP documentation that these measures are already under control.



### Establish the CCPs

As with many other types of food processing operations, for drinks, many of the Critical Control Points concern the heating, chilling, filtration and control of product formulation. Others are centred around employee hygiene and general sanitation. For example, the sanitisation of bottling equipment is critical. Often this involves the bottles being inverted and sprayed with steam. This process is a CCP, since there is the risk of contamination if this is not carried out effectively. Similarly, there is the potential for yeast contamination if beverage containing sugar is trapped beneath rubber on a filling valve.

There have also been incidences in the past of orange juice containing traces of milk, so the risk of cross-contamination between different types of product should be avoided by ensuring that filler lines have been thoroughly cleaned. Obviously it is also important to ensure that all cleaning fluids have been completely rinsed away to avoid any solution entering the processing system.

Another potential risk to be aware of and control is the level of benzene in your product, which is produced by a chemical reaction between sodium benzoate and ascorbic acid (vitamin C). This should be of particular concern to manufacturers of diet, sugar-free and low-sugar drinks. pH level monitoring is also critical to prevent microbial growth.

Even aseptic packaging processes are not without risk since they often use steam or hot water under pressure, which can be a potential breeding ground for microbes if the correct temperatures are not maintained, or equipment is found to be faulty.

Once the CCPs have been established, you need to set critical limits in relation to such things as temperature. For example, what is the lowest temperature that juice can be heated to in order to kill potential pathogens? What is the optimum length of time for this heating process? Similarly for chilling – what temperature tolerances are you going to put in place? What is an acceptable pH value range for your product? What level of chlorination is permissible in the water supply? And so forth.

### Ongoing implementation

Whatever your end product, the Controls which are devised must be effective and the team has to be confident that they do what they are supposed to do. Hence it may be necessary to undergo tests or experiments to determine precisely what the Control measures should be. Here specialist advice may be needed.

When it comes to the implementation those who are responsible for monitoring the Critical Control Points (CCP) will have to be trained – in how to monitor the CCP. In particular, they will need to appreciate what action has to be taken if the monitoring shows that the CCP falls outside the critical limits. Record keeping then becomes crucial for due diligence.

Finally it is absolutely essential to keep the plan up to date. Production lines can be changed and products can be re-formulated. Even something as seemingly insignificant as reducing the amount of fat or sugar in order to produce a 'healthier' product can affect food safety if the effects have not been considered. ■

The prime objective must be to keep the system as simple as possible. The more complex it becomes the more difficult it will be to run it successfully.



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# Aseptic technology

*a global update*

Chris Hoemeke reviews current systems and looks ahead to emerging technologies.

The United Nations Food and Agriculture Organisation announced in November 2009 that undernourishment in the world continues to increase despite the recent advancements in the food harvesting and processing technologies. Perhaps processors are not focusing on the proper technologies?

One such technology that holds enormous potential to add value to emerging and developing markets is aseptic processing and packaging of liquid foods and beverages. Whereas more than 50 new aseptic bottling lines were installed in China in 2009 alone, the potential for growth and development remains high. One of the driving forces behind continued growth of aseptic lines globally is the development of aseptic technology. However, has aseptic technology kept pace with the actual, or needed, growth globally?

If not, what are some of the factors to consider? For example, can peracetic acid (PAA) continue to add-value and bring cost-effective solutions to operators? Are other chemical sterilants on the horizon? Will new sterilant paradigms carry us into the future? Let us consider these questions with a brief update of some of these technologies.



Sidel's Combi Predis aseptic filling system.



The e251TB emitter from advanced electron beams, is optimised for sterilising the interior surfaces of bottles.

## Peracetic acid

Peracetic acid is still the dominant technology being supplied today. This potent oxidizing agent, introduced nearly 40 years ago, delivers a simple yet effective aseptic system. Recent advancements have reduced the amounts of water and chemicals used, which has in turn helped these systems continue to be relevant today. The question now is as total cost of operation and sustainability become more and more relevant to equipment purchase decisions, can peracetic-based systems deliver? Today PAA systems are supplied by Procomac, Sidel, Kronos, KHS, and several others.

## Hydrogen peroxide

Hydrogen peroxide is another chemical with a long history in aseptic packaging with companies like Tetra Pak. The complexities are known, whether it is controlling application temperature, contact times, or flow rates. H<sub>2</sub>O<sub>2</sub> is more difficult than PAA because of the increase in CCP or critical control points.

Several years ago, KHS pioneered the use of hydrogen peroxide-based rotary aseptic filling with its ACF line of equipment and continued the development of H<sub>2</sub>O<sub>2</sub> systems with its linear Asbofill filler. This machine is currently the company's main product offering in aseptic technology. Of course, the linear vs. rotary discussion is a lengthy, often-contentious debate! With the Asbofill, KHS can deliver incredible flexibility to a customer with short runs, limited product loss, as well as tremendous range in the bottle size that can be filled.

The most recent H<sub>2</sub>O<sub>2</sub> development comes from Kronos with the introduction of its PET ASEPT D. This dry technology overcomes some of the limitations of the various vapor deposition systems; however, with the leap from vapor to peroxide gas systems you do add additional critical control points that need to be monitored.

### Electron beam

Probably the most exciting sterilisation technology of all is electron beam. The concept is to use energy of the electron beam emitters to sterilise the packaging. With electron beams you eliminate completely the use of chemicals during production and, for all practical purposes, all heat from the process. Electron beam sterilisation can be further broken down into two categories; high energy and low energy.

High energy was the first to hit the market with the introduction of the system from Shibuya. This system is currently in production at Suntory in Japan producing aseptic water.

As with any new technology, the first to market is not always the final solution. High energy systems have many drawbacks compared to the low energy systems under development. For example, beam failure on a high energy can be considerable in comparison to the designs of the low energy systems under development.

On the other hand, low energy electron beam sterilisation has the chance to deliver aseptic packaging as well, greatly simplifying the integration of electron beam technology. With the reduction of voltage, a low energy beam envelope is easier to integrate into a more traditional format. The shielding, power supply and overall design are far simpler.

Electron beam technology is essentially ready for introduction. The issue to-date has been the beverage company's appetite for risk. Whereas many operators have been evaluating eBeam technology for many years, it is likely that early adopters will be less risk-averse operators such as contract manufacturers or small brands. Once systems have commercially proved themselves in the marketplace the industry can then expect the larger operators and multinationals to begin to adopt and innovate around this exciting technology.

From the manufacturer standpoint it appears that not all systems suppliers have advanced or even on-going activities. A few key manufacturers, however, such as Kronos, Procomac and Shibuya, have not been shy about stating their eBeam aspirations and their desire to have systems in the marketplace very soon.

### FDA approval

Kronos did achieve its letter of no-objection from the FDA for the filling system. Upon entering No Objection status an operator can produce commercial product on such equipment without fear of recall by the FDA for equipment-related concerns.

There are now several manufacturers with letters of non-objection from the FDA, including Procomac, Shibuya, Hamba, KHS, Sidel and Stork.

However, not all the manufacturers own their own letter of non-objection so that must be taken into consideration when determining equipment choice. Is the FDA letter of non-objection needed outside the United States? An entirely separate discussion!



The new ABF (Aseptic Blow Fill) from GEA Procomac, places the blow wheel inside the sterile zone.

### Integrated systems

We have examined several chemicals but the main fundamental change in aseptic technology has been the introduction of the integrated blow moulder. The concept of the integrated blow moulder was introduced by Sidel in 1997 at drinktec. With the introduction of the Predis, Sidel has attempted to create an aseptic Combi with a fully integrated preform decontamination coupled to a blow-fill-cap concept, but can the system be considered a true aseptic technology? (That question could be the basis for an entire story)

The company that has taken the concept of the aseptic blow-fill-cap to the next level is GEA Procomac. With the introduction of its ABF (Aseptic Blow Fill), GEA Procomac has designed a system that places the blow wheel inside the sterile zone. With this design, GEA Procomac addresses the concerns the industry has voiced regarding a true aseptic blow-fill-cap system. With the first system to be installed within a few months it won't be long before we see the viability of this design.

### Looking ahead

Given today's focus on the total cost of ownership it is hard to imagine that peracetic will remain the dominant sterilising method of choice. It does deliver a lower capital equipment cost with well-defined strengths and weaknesses but when you consider a typical high speed line will consume millions of gallons of water every year you can understand why the technology has a limited lifespan.

With the advances in hydrogen peroxide and electron beam sterilisation, aseptic packaging is poised to deliver a lower cost of operation that can help beverage manufacturers capitalise on this technology. ■

Cost of ownership and environmental considerations will determine how technologies will be employed in the future.

Christopher Hoemeke  
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# Hyosung Packaging

## *VarioAsept as a process solution*

A new Krones aseptic facility is proving a success in Korea, writes Dr. Matthias Weinzierl.



The Contiform blow moulding machine also includes a PETView container inspector.

Since the beginning of 2010, a VarioAsept product treatment system has been up and running at the Hyosung Group in South Korea, integrated into a newly installed aseptic PET bottling line from another manufacturer. This is the first time that Krones has supplied an aseptic UHT system independently of an order for the bottling line. Krones' process technology has thus successfully established itself as a force to be reckoned with among the traditional worldwide vendors of process technology.

The Hyosung Group, founded in 1966, is a chaebol, a typical South Korean conglomerate, of the type characterised by unusually broad diversification. Many of them operate simultaneously in well-nigh all conceivable sectors of industry. The country's 30 largest conglomerates account for approximately 90% of Korean GDP.

One of these 30 largest is the Hyosung Group, with its approximately 17,000 employees and a turnover of 7 trillion Won (4.6 billion euros). Like its counterparts, it serves an enormously broad spectrum of the market: its subsidiaries operate in innumerable different sectors. Overall, Hyosung's operations comprise seven business groups, with remits covering the chemical industry, textiles, drive systems, mechanical engineering, IT and computer technology, building construction and civil engineering, plus retailing. These seven business groups are in their turn divided into 23 business units, which operate as independent organisations, each under the responsibility of a business group. The business unit Packaging, for instance, is part of the business group Chemicals.

Hyosung Packaging is, for example, as Korea's market leader the biggest converter of PET containers for the beverage industry, and in 2003 was the first manufacturer to develop a multilayer PET container for beer bottling. The company operates four PET production facilities in Daejeon, Jincheon, Yangsan and Deoksan, exports preforms and PET containers to Japan in addition to covering the Korean market, and sells its wares in Beijing, China. Its product portfolio includes pressure-resistant and non-pressure-resistant hotfill PET containers, plus multilayer bottles. A fifth plant was set up at Kwanghaewon in 1999, initially as another converter facility, but then transformed into a bottling plant.

### Co-packaging for aseptic products

In 2007, at its facility in Kwanghaewon, Hyosung Packaging took its first step towards co-packaging for aseptic products by commissioning its first aseptic bottling line for tea, tea-based mixed drinks, latte and other milk-based mixed beverages, which with their low-acid pH value react



The Hyosung Packaging facility in Kwanghaewon.

with particular sensitivity to microbiological spoilage. After all, emphasises B. K. Lee, the Plant Manager in Kwanghaewon, Hyosung was the first company in South Korea to tackle aseptic filling of sensitive beverages, whereas generally the preferred option is to hotfill them. "Aseptics is much gentler on the products, and preserves the vitamins more effectively, that's something we have to get across to consumers in South Korea." In order to communicate to prospective customers the differences between aseptic and conventional filling, and to highlight the advantages of aseptics, Hyosung simultaneously launched the new 'Asepsys' logo on the Korean market, which appears on the labels of the beverages bottled using this method.

### First Krones UHT system independent of filling technology

Because this new line of business proved successful right from the start, Hyosung Packaging commissioned a second aseptic line from the same Japanese manufacturer a good two years later, at the beginning of 2010. This time, however, Hyosung Packaging opted for Krones' systems in the aseptic process zone.

This was major success for Krones' process technology, enabling Krones not only to supply its first aseptic UHT system to Korea, but also to place its first stand-alone UHT system worldwide that's not linked to the installation of an aseptic filling monobloc. The system as a whole has been designed for a maximum output of 24,000 litres an hour depending on the viscosity of the product involved, however, the output can also be reduced to as little as 9,720 litres an hour, which gives the system great flexibility. It is able to handle a wide diversity of different products, like Korean tea mixtures, fruit juice, soy milk, cow milk, latte and other mixed drinks based on milk, coffee and tea.

On this aseptic line, for which Krones also supplied the Contiform blow-moulding machine and the air conveyors, Hyosung Packaging handles around 30 different containers, from round to square, from transparent to coloured. "On the new line, we're bottling 20 different tea blends alone for various customers, and 15 different kinds of latte", emphasises B. K. Lee. South Koreans are particularly fond of a cornsilk tea. "In 2009, the ratio between tea products and their milk-based counterparts on the first line was still at 85% : 15%. For 2010, we expect a change to about

70% : 30%, because the latte and milky-tea products are gaining steadily in popularity. This shift was an important criterion behind the choice of Krones, since we are confident that this UHT system is significantly more flexible to handle, and Krones was also able to cite a wide spectrum of relevant experience, particularly with thermal treatment of latte-type products.”

### VarioAsept J and VarioStore

The system comprises a VarioAsept J with the following modules: media interface, deaerator, homogeniser and shell-and-tube heat exchanger, plus a VarioStore aseptic buffer tank, which holds the UHT-treated beverages in readiness upstream of the filler.

In addition to teas and lattes, Hyosung also bottles fruit juices, including products with a fibre content. “We intend to produce sports drinks, for instance, and an aloe fruit juice with a fibre content: Krones will initially be testing these products for us in the process engineering pilot plant at Neutraubling.” For the beverages with a fibre content a shell-and-tube heat exchanger is required: the model used in the VarioAsept J is suitable for coping with fibres up to a size of 1 x 1 x 10 millimetres. “Using a shell-and-tube heat exchanger instead of a plate model also makes product changeovers easier for us, since in future we shall be running product changeovers a lot more frequently”, comments B. K. Lee.

“From the Krones UHT system, we expect to get significantly faster beverage changeovers, because here the monitoring and control options are more effective.” The heating process used by the VarioAsept J can be controlled either with a high-precision temperature control system or a sliding PU control. The aseptic intermediate cleaning routine for the heat exchanger, using caustic, can be performed without interrupting production at the aseptic filler, since this machine is supplied from the aseptic buffer tank.



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### Significantly reduced product losses

A collecting system for mixed phases, the integrated buffer tank, plus automatic output adjustment from 100% to 40% of the rated figure, all help to minimise product losses and maximise cost-efficiency in the event of fluctuating production at the upstream or downstream systems. “At the phase change between product and water, particularly, Krones’ system ensures significantly lower product losses than we used to have. We’re confident of dramatic savings, down to a third of the previous losses”, says Lee.

The deaerator used in the UHT system prevents quality impairments in the product due to gases, particularly oxygen. Vacuum deaeration is achieved by distributing the product homogeneously over the entire inner surface of the tank. Thus in the vacuum phase the product is distributed particularly gently and efficiently without any foaming. The deaerator’s compact system design enables only a small quantity of product at a time to be processed in the system, achieving excellent deaeration values. The vacuum is matched automatically to the inlet temperature of the product as it enters the deaerator, assuring optimum deaeration values and a high level of heat recovery, since a corrective heater or cooler can be dispensed with.

The VarioStore tank system serves to provide intermediate storage and buffering of products undergoing treatment, which is particularly important for a harmonised, fine-tuned production sequence. The vacuum-proof tank is supplemented by a valve rack with aseptic product valves, sterile vapour seals, and the requisite process gas filtration unit.

### Development potential

Plant Manager B. K. Lee was completely satisfied with the installation and commissioning phases. “Even during installation, for example, the Krones team implemented the Korean language in the touch-screen, making things a whole lot easier for our operators. Communication with the Krones team was really good.

“The market for aseptically filled beverages is still in its infancy in Korea. I am confident that there’s enormous potential for development here”.

“The market for aseptically filled beverages is still in its infancy in Korea. I am confident that there’s enormous potential for development here”.

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# Not-from-concentrate grows

## health the driver

Aseptic filling assures a pure and natural product.



**R**ight on trend in a number of respects, not-from-concentrate juices are turning into mega-sellers. And the reason for their success? Not only do they stand for naturalness and purity, they also combine healthiness and enjoyment – rolling several key consumer trends into one.

Orange juice, apple juice and grape juice are the classics. But the variety of choices available on the juice market is growing all the time: capuaçu, guava and saskatoon berry are the current shooting stars. Added to this are the 'superfruits', such as mangosteen and pomegranate, that are rich in special nutrients. Together, with fruit varieties more commonly used for juices, these fruits are contributing to the further expansion of the juice market. In 2008, worldwide consumption totalled 42.6 billion litres. And the experts at market research institutes estimate that this growth will continue in the next few years. The extent to which this turns out to be the case will vary enormously from country to country.

In the USA and Germany, for instance, the juice market is comparatively saturated, and has experienced only moderate growth in the last few years. But in Canada, South Africa and Thailand, it is a different story. Here, the market has seen considerable growth, with experts talking about a rate of around 5% per annum. In countries such as China, Indonesia and Brazil, the juice market is experiencing even more dynamic development, and growth rates of 10% and more are not uncommon, although these are based on a lower total volume. Whichever way you look at it, on a global scale, juice is one of the markets of the future.

### Juice markets are in flux

But all juices are not the same. At first glance, many markets may appear static, but actually major changes are taking place within them, with individual product groups pitted against one another. And there is a clear winner: not-from-



concentrate juice. Not-from-concentrate juice is made 100% from fruits that have been processed in their country of origin (eg Brazil, Florida or Spain) into fruit juice that, if correctly stored, will last for up to another two years. Particularly in the USA and Europe, not-from-concentrate juice is experiencing high growth figures despite a sluggish market environment. Globally, market researchers from Business Insights' see not-from-concentrate juice as the strongest growth sector. The alternatives are being left behind: sales of fruit juices from concentrate, nectars and fruit juice drinks are increasing at a considerably slower pace.

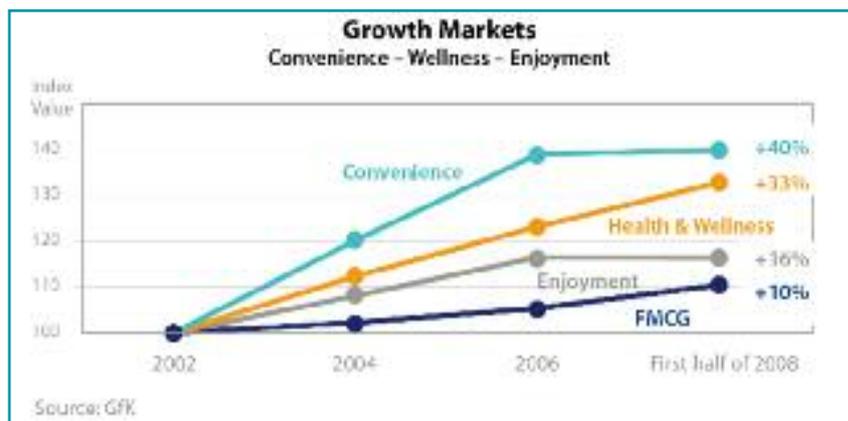
### Natural manufacture brings success

But what is behind the success of not-from-concentrate juice? Just like juice from concentrate, it is made from 100%. The difference lies in how these juices are made. Fruit juice from concentrate goes through a much more elaborate manufacturing process.

Take orange juice, for instance. Immediately after being harvested in their country of origin, the fruits are first washed several times, then sorted and squeezed. At this stage, not-from-concentrate juice is virtually ready. The juice is then centrifuged, filtered, and pasteurised to make it more sterile and non-perishable. Finally, it is filled into chilled or frozen aseptic tanks.

To make fruit juice concentrate, further production stages are then required. After squeezing, individual constituents such as oils, essences and flavour substances are removed from the juice and stored separately. Once the juice has been centrifuged, it is fed into an evaporator unit where the water is removed, concentrating the juice to around one seventh of the original quantity, so it loses a considerable amount of volume. The natural constituents are then added back, and the concentrate is sometimes blended with other orange juice concentrates in order to achieve consistent quality.

The volume-reduced concentrate is more cost-effective in terms of storage and logistics than not-from-concentrate juice, and is usually transported to the consumer countries deep-frozen. There, beverage manufacturers process the concentrate back to juice at their production plants by adding water, flavourings and vitamins, and it is then pasteurised and filled into packages. Both not-from-



concentrate juice and juice from concentrate can be aseptically packaged so they can be kept for extended periods without refrigeration. In case of pasteurisation, they can be packaged and transported in a closed cold chain and sold with a shorter shelf-life.

### Consumers simply want to enjoy a healthy treat

However, the manufacturing process alone cannot account for a product's success. Instead, the product's characteristics, including, in addition to its flavour, quality and price, must satisfy consumers' needs. This is precisely what not-from-concentrate juice does, catering to three key consumer trends: convenience, health and enjoyment. Or to put it another way: consumers just want healthy indulgence. These findings have been backed up by a study carried out by German market research company GfK, which found higher than average growth rates for products in the categories Convenience, Health & Wellness and Enjoyment (Graph: Growth Markets). This study looked at expenditure by households in Germany, but similar trends can be observed worldwide.

Not-from-concentrate juice is also a convenience product: open package, pour, done. This makes it a time-saving alternative to self-squeezed orange juice, and at the same time a healthy, liquid snack between meals. For many consumers, however, there is another aspect besides convenience that prompts this particular purchase decision: pureness and 'realness'. In a world that is becoming more complex by the day, consumers start to feel the simple desire for products that have been manufactured by very traditional means treating the product gently. Very close to freshly squeezed in flavour, not-from-concentrate juice meets this demand.

### Health as the most precious commodity

When researchers looking into future trends talk about 'megatrends', health is always high on the list. One focus of the health trend is diet: consumers are convinced that by their choice of foods they can influence their health both positively and negatively. The juice market in particular has benefited from this trend. More and more consumers are seeking healthy drinks. And when it comes to juices, not-from-concentrate juice is regarded as exceptionally healthy, since it goes through fewer processing stages than juice from concentrate.

### Little everyday luxuries

But health alone is not everything. In the eyes of the consumer, health and enjoyment should go effortlessly hand in hand, and not-from-concentrate juice is positioned accordingly. It is usually offered in the premium segment and at top quality, with corresponding positioning in terms of price. For many consumers, this makes it a little touch of luxury in their everyday life, and at the same time a healthy reward.

### Refrigeration: the biggest challenge

In summary, not-from-concentrate juice is experiencing such strong growth because it serves not just one trend, but several different ones. Consumers can satisfy apparently conflicting desires such as health and enjoyment at one and the same time. Thanks to these characteristics,

not-from-concentrate juice will continue to be in high demand in the future, and sales will climb still further. These positive forecasts make the segment extremely attractive for all fruit juice manufacturers. But it is precisely the pureness and naturalness of not-from-concentrate juice that presents a particular challenge for manufacturers. After squeezing, the juice can only be kept for a few days. Continuous cold chains are costly to maintain, and especially in newly industrialising markets, they are not always practicable.

Many fruit juice manufacturers therefore opt for the aseptic filling of their not-from-concentrate juices. Thai manufacturer Tipco F&B Co, one of South-East Asia's biggest fruit juice producers, has chosen this option. With its 'Tipco 100%' products, the company manufactures a range of not-from-concentrate juices that are aseptically filled in combibloc Premium 1,000 ml from SIG Combibloc. The carton pack is fitted with a screw cap and can be securely reclosed after initial opening. Depending on their acid content, the juices are pasteurised very rapidly, then immediately chilled back to room temperature and filled into the carton packs using SIG Combibloc aseptic filling machines. Thanks to the gentle aseptic process, the flavours, aromas, colours and nutrients of the not-from-concentrate juice are largely retained. The packaged juice can then be kept without refrigeration for up to 12 months.

"We package our not-from-concentrate juices aseptically because it has enabled us to get around the problem with keeping them chilled", explained Viwat Limsakdakul, Managing Director at Tipco. "But there were also other considerations. For instance, vitamin C is destroyed by light. Many consumers are now aware of this, so if healthiness is one of your key selling points, the packaging needs to function accordingly and be impervious to light. In addition, carton packs can be stacked, thereby saving space during transportation. And they're environmentally advantageous, since they consist up to 75% of cardboard, made from wood, a renewable resource. If forests are managed responsibly, this natural resource is available in an almost infinite supply – in contrast to finite fossil resources. These considerations are becoming increasingly important for consumers world-wide".

Tipco sells a total of more than 10 not-from-concentrate juices, from Pineapple to the super-fruit Mangosteen, under the 'Tipco 100%' label, including seven different types of orange juice alone. To keep up with the growing demand, in December 2007 Tipco built a new factory in Wang Noi, 70 kilometres from Bangkok. Thanks in part to two filling machines from SIG Combibloc, 130 million litres of juice per annum can be manufactured and packaged at the new plant. Considering the market trend, this is a promising investment for Tipco. Particularly in the South-East Asia region, a further jump in juice demand is very likely. Here too, not-from-concentrate juice satisfies a variety of consumer needs, and for this reason it will continue to be one of the key growth drivers in the juice market. Said Viwat Limsakdakul: "NFC juice does not only provide product differentiation in terms of nutrition and taste but is also a key success factor for Tipco's number 1 position in Thailand after more than 12 years partnership with SIG Combibloc." ■

...the flavours  
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and nutrients  
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1. Felicity Annette, *Business Insights: Emerging Opportunities in Fruit and Vegetable Juices*. New markets, key innovation trends and development of health brands (2008).

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# Latin potential

*a favourable and dynamic region*

Rob Walker assesses the prospects for Latin America.

The region has several fast growing economies and a strong soft drinks culture in many countries, most notably Mexico and Brazil (the number two and number four soft drinks markets globally, trailing only the US and China).

## Latin America becomes second largest soft drinks consuming region

The lingering effects of the economic downturn are predicted to continue to slow volume growth in more mature developed markets, and Latin America will displace North America by 2014 as the second largest soft drinks volume consumption region.

2009 saw a very different picture play out between regions, as lower spending limited growth in Western Europe and North America, while Asia Pacific became the world's largest in soft drinks volume consumption. Developing markets overall have been more insulated during the recent global economic crisis.

Emerging and developing markets were not completely immune to the recession, but soft drinks on average were already purchased at lower price points here, and so a consumer desire to reduce spending did not translate to as great a reduction in volume sales.

## Individual consumption projected to increase

Mexico is both the largest and the fastest growing country in terms of per capita soft drinks consumption, reflecting strong penetration of fruit-flavoured drinks and carbonates for children, and bottled water and carbonates for adults. Bottled water in particular takes the place of municipal water sources in many rural areas of Mexico, where it is delivered to homes and shared among communities.

The USA has high levels of consumption but



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they are slowly declining as carbonates and especially still bottled water lose popularity among consumers with health and environmental concerns. Argentina meanwhile is the only other Latin American country projected to approach US levels.

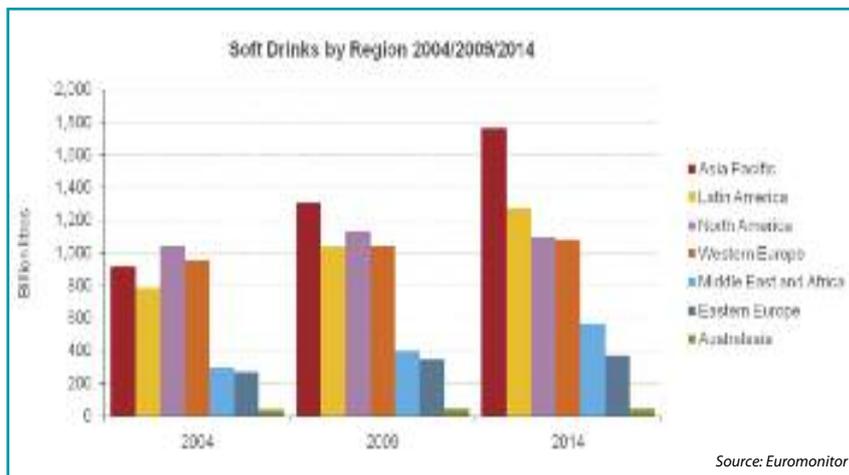
A great opportunity therefore exists for increased soft drinks consumption throughout the rest of Latin America, particularly countries such as Brazil and Peru with well-developed urban areas and younger populations with increasing disposable income. Most of these countries were 30-40% below the regional average of 177 litres per capita in 2009 and have a significant presence of local brands, indicating that short term investment could have greater rewards as consumption increases over time.

Latin America is a major regional consumer of carbonates, due mainly to Mexico, Brazil and Argentina, which in 2009 were the second, third and sixth biggest markets in the world. Regionally, the sector accounted for almost one quarter of global beverage consumption, both in volume and value terms. Between 2009 and 2014 the carbonates category is projected to have the greatest increase in value sales of all soft drinks categories in Latin America.

Carbonates and bottled water collectively generated close to 3 billion litres in 2009, almost 50% more than the rest of the packaged drinks industry combined. The performance of carbonates underscored the region's importance as a consumption hub for the big multinational soft drinks companies, with Brazil, Mexico and Argentina each ranking in the world's top five absolute volume growth markets.

Coca-Cola has an unchallenged position as the carbonates leader in the region, with PepsiCo a distant second. Although AJEGROUP has limited presence, it is a strong competitor where its products are distributed.

Over recent years, bottled water has become an important share-of-throat challenger to carbonates, and today runs almost neck and neck.



Latin America shows stronger growth in juices

Disparity in value reflects a strong low-price bulk water category, above all in Mexico.

Strong growth in the RTD volume of concentrates, a fundamentally low price category, reflected the impact of weaker consumer purchasing power across key markets.

In the wider picture, Latin America is forecast to show a comparatively high level of resilience to the global economic crisis, which reflects stronger economic fundamentals than a decade ago, above all in Brazil. Youthful demographics in key markets will give added impetus to consumption. In Mexico and Colombia, for example, over 30% of the population are under 15 years old.

In soft drinks, bottled water and carbonates will continue to be a strong focus of new investment, with functional and low-calorie products coming increasingly into the mix. Bottled water was a key force behind a surge in soft drinks volume over the preceding decade, though a worsening regional economy will restrict potential for a similar rise over the next 5-year cycle.

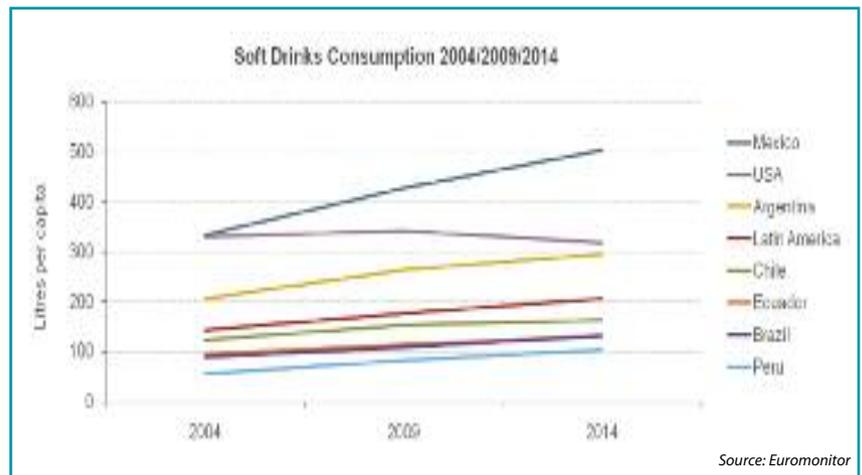
The concentrates consumption culture will remain strong throughout the region, but especially in Mexico, Brazil and Argentina. Value impact is lower than in other soft drinks sectors, but there are likely to be opportunities for value-added segmentation, for example through vitamin-enriched and low-calorie formats.

The top 10 carbonates growth markets to 2014 are forecast to generate the equivalent of over three quarters of the category's global absolute retail volume growth, with Brazil in its own right fuelling almost a third (2.7 billion litres).

Critically, Brazil is identified as one of the world's most resilient emerging markets in the context of the current global financial crisis.

### Opportunity case study: Brazil

2009 saw Brazil's poorest economic performance since 2003. However, the Brazilian economy, while not immune to the unfolding global crisis, has built a sufficiently robust platform to weather the worst of the contagion. Economic recovery



is expected in 2010.

Brazil is first and foremost a carbonates culture, with the category accounting for over two thirds of soft drinks consumption as well as 2 of every 3 reals spent on soft drinks.

The lower tiers of Brazil's income pyramid will become increasingly important drivers of carbonates demand. They have been comparatively well protected from the economic crisis by major social programmes and above-inflation increases in wages.

Higher up the income pyramid, middle-income Brazilians have been buoyed by interest rate cuts, and this is providing a platform of growth for value-added categories, such as fruit/vegetable juice. Health awareness in Brazil is higher than in the rest of Latin America.

### Fruit juices/drinks also have opportunity

Non-cola carbonates was the only category to show a slight volume sales decline in 2009 in Latin America due to the lingering effects of the global economic downturn. Fruit/vegetable juices, particularly cheaper lower juice content varieties like fruit-flavoured drinks (with no fruit juice content) and juice drinks (with 1% to 24% juice content), saw some of the strongest gains as consumers looked to reign in spending.

Such juices are popular with a younger demographic that also promises to drive a large portion of spending in the years to come, creating an opportunity for newer drinks such as RTD tea, RTD coffee, and energy drinks that do not yet have great market penetration. A more detailed approach from manufacturers targeting different market segments will be needed, both in Mexico and Brazil and in second tier markets like Chile and Venezuela.

### Summary of implications for Latin America

Latin America has a dynamic soft drinks category with tremendous future growth potential. Due to favourable demographics and macro economic conditions, the region will become increasingly important to global soft drink consumption. Between 2009 and 2014 total soft drinks volume is projected to grow by 25%, led by bottled water, concentrates, carbonates and fruit/vegetable juice. The value of total soft drinks sales is projected to increase at an even faster 27%, driven largely by the relatively high value-added of carbonates and fruit/vegetable juice. ■

Due to favourable demographics and macro economic conditions, the region will become increasingly important to global soft drink consumption.



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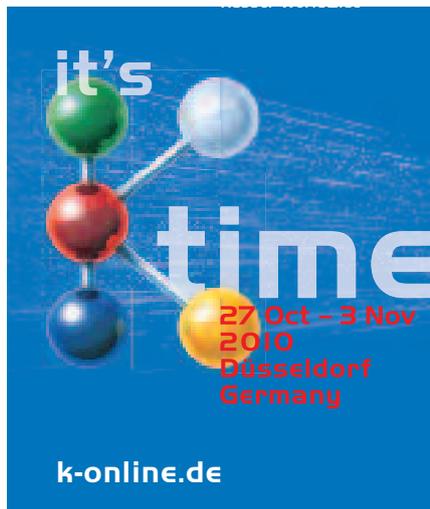
# Packaging

## International presence grows at K 2010

At K 2010, the plastics and rubber trade show being held in Düsseldorf, from 27th October to 3rd November, some 3,100 exhibitors will display their latest developments for all sectors of the industry. Companies from 57 countries have registered to attend.

The total leased exhibition space comes to 164,100 sq m. The number of German exhibitors registered currently totals 1,058, with a net area of 65,740 sq ms.

Italy is traditionally the most strongly represented nation among the non-German exhibitors, and more than 400 Italian companies have booked stands. Also strongly



represented among the European countries are Austria, Switzerland, France and the Netherlands. From the US there are 113 companies taking part with contingents from China, India and Turkey having grown appreciably. Taiwan is also strongly represented. Appearing for the first time are exhibitors from Armenia, Chile, Indonesia, Pakistan and Vietnam.

## PET choice for Swedish producer

PLASTICS packager Petainer has won a contract to supply recyclable PET bottles to brand owner Winnington, the company behind KickUp drinks. Petainer's plant at Lidköping in Sweden is to manufacture 33 cl bottles – opaque white for KickUp energy drinks and transparent green for KickUp functional water. They will be delivered to Winnington's plant in Borås for filling.

Petainer is focused on sustainable technologies. It aims to support brand owners in their drive to lower their carbon footprint by offering consumers an ecological packaging alternative.

According to Petainer, PET can have a significantly lower carbon footprint than equivalent glass packaging, generating up to 77% less greenhouse gases and using up to 58% less energy. For drinks such as KickUp that may be consumed away from home – at the gym, for example, or whilst running or cycling – PET also offers benefits in terms of reduced weight and resistance to breakage.

Designers and technologists at Petainer have worked closely with Winnington to refine the KickUp bottle design. This collaboration has developed a container which is easier to produce than the company's previous bottle yet which gives an eye-catching on-shelf presence.

Richard Svensson, Operations Manager at



Winnington, said: "Petainer was able to re-engineer the bottle design to ensure we consistently get a high quality recyclable container which reflects the brand identity."

To enable K 2010 trade visitors to conduct searches and find solutions in advance during the run-up to the fair, the companies are making intensive use of the fair's web portal at [www.k-online.de](http://www.k-online.de).

Under the heading 'Companies & Products', website visitors can search for exhibitors, products/services or company news. With the 'extended search' option, it is also possible to locate companies according to country of origin or postal code. In addition, users can obtain lists of exhibitors who offer a particular product or service. The Online Showrooms of the individual companies contain exhibitor data sheets, product information, links to home pages, stand activities during the trade fair, as well as company profiles and figures. The 'Match-making' search utility allows users to post specific requests or find products capable of meeting very special demands.

## Lightweight closure for Canada and US

CORVAGLIA reports that its CSN 26mm BTL short neck closure for still water has been successfully introduced in North America and Canada. The cap was first launched by Ice River Springs Water Co Inc in Canada, followed by Silver Springs Bottled Water Company in Florida.

The new cap weighs 1 gram, compared with 1.60 grams of the original cap. The bottle neck finish was reduced from 3.15 grams to 1.75 grams. With an annual volume of over 1 billion bottles and closures this lightweighting exercise has resulted in a saving of over 2,000 tonnes of plastic material and a reduction in energy consumption of approximately 50% without losing downstream performance.

The closure's performance is claimed better than heavier versions on the market. The tamper-evident band is torn off completely before any leakage at the bottle neck can be observed. "We call this BTL – Break-Then-Leak," explained Romeo Corvaglia, CEO of Corvaglia Holding AG. "The opening is extremely simple and safe, even for children and elderly people."



*The CSN 26mm BTL is a user-friendly closure that combines added functionality with lightweighting.*

## Barrier resin gains regulatory clearance

INVISTA, one of the world's largest integrated polymers and fibres producers, has obtained regulatory clearance for OxyClear barrier resin for food and beverage packaging under the Federal Food, Drug, and Cosmetic Act and the European Union Packaging Directive for certain food types and processing conditions.

Containers made from OxyClear barrier resin are crystal clear and protect oxygen-sensitive beverages, such as juices and fortified water throughout their shelf life.

"Our customers repeatedly ask us for a clear, polyester-based oxygen ingress barrier resin to replace glass, multi-layer barrier and other containers for oxygen-sensitive food and beverages. Our answer is OxyClear barrier resin," said Chris Hamman, President of Invista Polymer and Resins.

He added: "OxyClear barrier resin provides the clarity and shelf life performance of glass packaging in a PET container. We expect that OxyClear barrier resin will change the way the packaging industry looks at protecting food and beverages from oxygen."

The barrier resin is a 2-component barrier system in which up to 3% of OxyClear resin, an oxidisable co-polyester, is added at the injection machine to PolyShield resin, the proven barrier resin used in beer packaging. The oxygen barrier is activated when Oxy-



*Colourless and tinted containers made from OxyClear barrier resin show the same clarity as containers made from standard PET.*

Clear resin additive is added to the injection machine.

A high-capacity oxygen absorber that is polyester-based, OxyClear contains no nylon or nitrogen that can contribute to yellowing during recycling. The barrier resin exhibits significantly reduced yellowing during the recycling process compared to other commercial oxygen scavengers.

The company is in the process of reviewing recognition guidelines from the Association of Postconsumer Plastic Recyclers (APR) and/or the European Plastic Bottle Platform (EPBP).

## PET recycle stream test on offer

PLASTIC Technologies Inc (PTI), the US plastic designer, developer and engineer, is now offering recycling stream impact testing services for PET containers (including resins, additives, adhesives and labels).

"The current concern is that new materials entering the market may cause problems in the recycling stream, including increasing the yellowness and or haze of recycled PET. This is why it is important to test various packaging components for recycling stream compatibility early in the development process," explained Frank Schloss, Vice-President, PTI.

PTI is one of only two US companies approved by the Association of Postconsumer Plastic Recyclers (APR) to provide testing services in conjunction with the organisation's critical guidance documents. The voluntary screening guidelines help companies understand the approximate effect that their material or container might have on the quality of the rPET stream.

"The only way for brand owners to really be able to claim that their package is fully recyclable and meets APR guidelines is to subject it to testing that can support their

position," added Schloss.

"The demand for recycled PET resin very often outstrips supply. When you look at what comprises the PET recycling stream today, it's primarily soft drink and water bottles. When you broaden collection efforts to include full shrink wrap-labelled containers, plus vitamin water, juice, cosmetic, and household chemical bottles, you now introduce complications that can lower the quality of the cleaned and washed rPET material,"

To help better manage backend concerns, Schloss also encourages suppliers to get involved. Ideally, the recycling stream audit process should begin before the raw material or packaging component is sold to the brand owner.

Companies also can choose to engage in a preliminary test which typically takes one to two weeks. This can yield valuable information on the yellowing and hazing tendencies of these new materials. As the recycling confidence in the innovation material increases, companies may opt to conduct more in depth testing. Critical guidance testing typically requires a month, with end-use application studies adding another month to the timeline. In addition to material composition, attributes such as colour, haze, intrinsic viscosity and black specks are also analysed for waste stream impact.

## Under 60 seconds to change a mould

BOTTLE Switch is the patented name of Sidel's new quick format changeover system developed to improve blow moulder flexibility by reducing the mould changeover time to less than a minute.

The easy-to-use system with no tools, optimal ergonomics, increases safety and decreases machine downtime by 50%. On an SBO 20 Universal 2, for example, full format changeover is now 18 minutes 'bottle to bottle' for a single operator, instead of 33 minutes for two operators with the previous system. This changeover consists of replacing the shells, body and mould base as well as the stretching thrusts.

This new system is proving popular with 15 Bottle Switch systems already sold. It is available in Options and Upgrades for all the most recent generations of SBO Universal blow moulders and will be available by the end of 2010 for all SBO Series2 and Combi machines.



*The principle involves a simple, semi-automatic solution that places the required blowing station right in front of the operator. Easier unlocking of the mould support units ensures automatic opening. The operator just has to change the moulds and removal/installation in the mould support units is done tool-free.*

## Clarity for multiserve

THE most recent innovation in multiserve beverage packaging from Eastman Chemical Company, Eastman Aspira copolyester EN177, was unveiled at InterBev 2010 in Orlando, Florida. According to Sam Glover, Market Development Manager for Food, Beverage and Consumer Packaging, it has the potential to change the way brand owners and customers view products within the beverage industry.

"Packaging created with Aspira EN177 showcases the product inside, rather than simply containing it. With this material, brands can reinvent and differentiate themselves and their products by positioning premium, eye-catching merchandise that engages consumers upon contact," said Glover.

Providing a quality aesthetic, the copolyester offers gloss and glasslike clarity to increase package shelf appeal. The material allows designers to create containers with functional handles and volumes of 60 oz and larger in ways previously unachievable.

The copolyester can be processed on all extrusion blow-moulding platforms — shuttle, wheel and reciprocating screw — at industry-standard speeds, offering improved manufacturing efficiency for high-output applications.

Glover added, "The unmatched efficiency, versatility and improved manufacturing economics of Eastman Aspira copolyester EN177 demonstrates Eastman's commit-



*Eastman's new copolyester offers gloss and glass-like clarity.*

ment to providing materials that inspire creativity and product innovation. This material can lead the way for designers,

converters and brand owners to customise packaging in ways not possible with other materials."

### In brief...

- To help product developers and others understand the many ways for evaluating the fitness for purpose of types of plastics, metal, glass and paperboard, Campden BRI has made a series of short videos available on its website (<http://www.campden.co.uk/videos.htm>). They show some of the many techniques that are available to industry. For example compression testing evaluates the load bearing strength of packaging – including cartons, boxes and plastic pots – to ascertain their ability to withstand stacking and other compression forces during distribution and storage. Internal pressure resistance is important with bottles for carbonated drinks, to determine the pressure that they can safely withstand when they are filled.

- Norland International Inc of Nebraska, US, has introduced the industry's first oxo-biodegradable cap for 5 gallon water bottles. The LDPE caps, sold under the Earth Cap trade name, contain an additive that accelerates the degradation process, resulting in total degradation in five to 10 years. The injection moulded Earth Cap – a replace-

ment for traditional LDPE caps – also features a biodegradable non-adhesive tamper-evident label and 2mm foam seal, making the entire cap structure totally biodegradable. The oxo-biodegradable caps have a two-year shelf life and offer the same performance as current versions and are also FDA compliant. "This is a significant milestone in meeting the sustainability needs of water bottlers throughout the world," said Sam Noordhoff, Vice-President of Norland International. "This is an environmentally friendly option that goes far beyond lightweighting and other recycling strategies, offering a truly effective means of reducing the environmental impact of these plastic products."

- The solution for distortion in hot-filled PET bottles is frequently a container with thicker walls or vertical ribs. However, for Monin Gourmet Flavorings, TricorBraun has created a mould with horizontal ribs, hidden at the top and bottom of the label panel area, in order to protect the product's signature appearance. Monin typically hot-filled its bottles of flavoured syrups at 155° to 160°,

so they unsuccessfully used a heavier bottle to overcome heat-related distortion. To eliminate the warp, Monin originally was told it needed vertical support ribs, similar to those found in water bottles. However, vertical ribs would interfere with the label panel and compromise the product's appearance. TricorBraun's solution of adding a support ring above and below the label panel solved the problem.

- The International Society of Beverage Technologists' (ISBT) website [www.threadspecs.com](http://www.threadspecs.com) is now available and contains the latest information on industry accepted thread finish voluntary standards. In addition, the release of the new lightweight PCO1881 finish is featured on the site. Threadspecs is a global open domain initiative driven by the ISBT and supported by the Closure and Container Manufacturers Association (CCMA). "This one site allows anyone seeking a voluntary industry standard accepted without charge," explained Larry Hobbs, Executive Director of the ISBT. "It allows for more industry-wide standardisation and potentially drives lower costs."

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## Environment

### Raising standards in China

PEPSICO's Greater China's Nanchang beverage plant has been certified with the LEED (Leadership in Energy and Environmental Design) Gold status. It is the first plant to receive the LEED NC (New Construction) Gold certification in the beverage industry in China, according to published information on the US Green Building Council website.

The rating acknowledges the plant's high-class site, water/ energy efficiency, material and resource conservation, and indoor environmental quality.

"The LEED Gold Certification for Pepsi Nanchang new plant is a further proof of PepsiCo's commitment to promoting environmental sustainability through the development of more sustainable facilities in China," said Kerswick Leung, PepsiCo Greater China Operations Vice-President. He added that the relocated Nanchang new plant can save potable water use by 33% and can achieve energy consumption savings of 54%, compared to the old Nanchang plant.

PepsiCo now has 22 bottling plants in the Greater China region and all future plants in China will be built by LEED standards.

### Sustainability recognised

THE Ball Corporation has received Ocean Spray's Supplier of the Year Award for sustainability. Ocean Spray chose the company for its "overall commitment to environmental sustainability, long-running efforts in packaging reduction and lightweighting and the spirit of transparency."

The award is part of Ocean Spray's 2010 Strategic Supplier Partnership Awards. Ball supplies recyclable aluminium cans for a variety of Ocean Spray beverages.

In making the award it was noted that Ball has decreased energy usage by 11% from 2007 to 2009 and increased energy efficiency by 9% during the same period; achieved a 13% reduction in greenhouse gas emissions in 2009 compared to a 2002 baseline; decreased absolute corporate water usage by 8.6% from 2007 to 2009; and converted to a new beverage can end that uses more than 10% less aluminium.

### Eco audit can lead to savings

HAVING worked for the past two years on new sustainability solutions for complete bottling lines, Sidel has introduced its ECO Audit service, a snapshot of a complete line's situation in full production.

The audit has two major objectives: first, to evaluate any gaps in production performance and energy consumption between the real operation of the line and its original specifications, and second, to establish a reference point and identify levers for an improvement plan aimed at generating energy savings, or improving performance quickly based on concrete recommendations.

The audit is also used to quantify subjective data concerning the line's performance so that actions can be planned and implemented in order to meet agreed targets. The service summarises the line's potential to reach a world-class production level in the medium or long term.

It is carried out in two steps. The first involves two Sidel engineers who collect data on site for one week using innovative measurement equipment. For example, the amperage measurement apparatus installed on a complete line can be used to analyse up to 15 machines at once. These tools can also be used to make continuous recordings of the line's various consumption levels without any mechanical intervention required on the line itself.

The second step is data analysis and



Engineers collect data onsite.

reporting. This report is sent to the customer within three weeks of the audit. Its recommendations for improving line efficiency and reducing energy consumption are adapted to the customer's needs and schedule. There are three focus areas: excessive consumption by the machines, related to tuning or ageing issues; consumption levels that vary with line productivity (the better we produce, the less we consume); and finally, nonproductive consumption, i.e. all water and energy consumption recorded during the draining, format changeover and cleaning phases and during breaks and shut-downs.

### Petco reaches out

SOUTH Africa's PET Recycling Company – known as Petco – intends to extend its membership during the next year. The company, which is renowned for its educational programmes and especially its very effective website as well as its practical reprocessing of PET bottles, incorporates PET converters, bottlers, brand owners, resin producers, retailers and others.

"We want companies that are still not members of Petco to become participants," said Casper Durandt, the newly appointed Chairman.

Durandt, who is Region Technical Manager for Coca-Cola South Africa, says that Petco is also re-evaluating its collection strategy. "We are investigating the possibility of direct support of collectors, which could start new collection initiatives and improve the quality of the collected bottles."

Petco earlier this year became a member



PET recycling, South Africa.

of the Global Alliance for Recycling and Sustainable Development. "The alliance provides Petco with a platform to share, learn and exchange best practice and benchmark with other developing countries," said Cheri Scholtz, Petco's Chief Executive.

This was "valuable particularly as we are currently working towards a packaging industry management plan," she explained.

## Westfield recycling initiative

SEVERAL Westfield shopping malls around Australia are installing public recycling bins in a project organised through the Australian Packaging Covenant. Funding has been provided by the covenant industry association (which includes many soft drinks producers), state governments, Coca-Cola and the Australian Food and Grocery Council.

The initiative was launched by Angela D'Amore, Parliamentary Secretary for Climate Change and Environment in the New South Wales Government.

The yellow bins are intended to divert some 675 tonnes of beverage containers from landfills annually.

Timothy Roberts, Westfield's NSW Regional General Manager, said the programme would help achieve the company's sustainability goals. It would, he noted, "empower our shoppers to recycle and understand that every bottle and can counts."

Alec Wagstaff of Coca-Cola Amatil com-



Westfield Bondi Junction. Photo J Bar.

mented that "if we don't make recycling easy for people where they are, then we're missing a great opportunity. In the 21st century, places like Westfield are the town squares and this is where people come."

## SABMiller and WWF

THE Water Futures Partnership involving international Coca-Cola bottler and brewer SABMiller and WWF, the global environmental organisation, has published its latest results. The report highlights the immediate water risks impacting both SABMiller's operations and river habitats in several countries, as well as the actions necessary to manage the long term problems.

Countries covered by the report include Tanzania and South Africa, along with Peru and Ukraine. A variety of problems and challenges are outlined, such as the over-use of agrochemicals resulting in the pollution of irrigation channels.

"Faced with climate change, inadequate infrastructure and population growth, business cannot respond to these challenges alone," said Andy Wales, SABMiller's Global Head of Sustainable Development. "It is critical that a collaborative approach is taken and in a way which attracts the support of



SABMiller and WWF water partnership.

all relevant stakeholders."

Dave Tickner, WWF's Head of Freshwater Programmes, also called for greater collaboration. "It is vital that businesses, governments and NGOs acknowledge that the risks around watersheds are shared and the responsibility must be shared, too. We hope that the Water Futures Partnership will serve as a catalyst for change, by inspiring others to act to protect eco-systems and, in doing so, secure global water supplies."

GTZ, the German development agency, is also active in the Water Futures Partnership.

## Namibia: juicy incentive

SCHOOLS taking part this year in the Schools Recycling Competition sponsored by Namibia Breweries and the Recycle Namibia Forum are not only in the running for a grand prize of N\$10 000 but were also given a fruit juice incentive to boost their throughput part-way through the programme.

Ten cases of Fruitree juices went to Elim

Primary School in Windhoek for showing the highest volume growth.

The competition runs until the end of October. This year it has grown to include 22 schools in Windhoek, the capital, and three in Tsumeb, a mining town in the Oshikoto region of northern Namibia.

Namibia Breweries is very active in clean-up and recycling projects, including a venture in Kakoland, a fragile area in the country's northwest, which also featured community education, and Project Shine which covers coastal towns from Henties Bay to Walvis Bay.

## Greener bottle

VOLVIC Natural Mineral Water has launched a new bottle made partially from sugarcane waste. The company has developed brand new technology to create a 100% recyclable PET plastic using this renewable plant material, and is the first company to introduce it in the UK.

"The 'greener bottle' is a real breakthrough for us and a genuinely cutting edge innovation", said Stéphane Cousté, Director, Nature Committee, Evian Volvic Worldwide. She added the development, "is just the first step to integrating renewable materials into our bottles and is a key milestone in our journey to reduce the global carbon footprint of the Volvic brand by 40% from 2008 to 2012."

The new Volvic 50cl bottle will be available from December and contains 20% plant material, reducing the amount of non-renewable material needed to create the bottle. It will have a 38% lower packaging carbon footprint and a 16% lower total lifecycle footprint than the previous 50cl Volvic bottle. This reduction is achieved through incorporating 25% recycled plastic from previously used bottles and using the new plant-based plastic, BioPET. BioPET is created by combining PET with fermented and dehydrated sugarcane waste, a natural and renewable waste product from the production of sugar from sugarcane.

A further eco gain is the reduction in weight of the greener bottle from 17g to 15g, which will halve the carbon footprint of the current Volvic bottle.

"Volvic has an established heritage of working hard to reduce our impact on the environment. We have cut the amount of plastic in our bottles by 30% over the last 15 years," said Nadine Slyper, Marketing Manager, Volvic UK. "But it doesn't stop there. Brand new technology has enabled us to create this revolutionary new plastic and we're thrilled to be the first to bring it to UK consumers."

## Water usage cut

IN India both Coca-Cola and PepsiCo have significantly reduced the amount of water they use to produce a litre bottle of beverage.

In 2006, the average consumption of water in Coca-Cola factories was about 4 litres for every litre of beverage sold, but now the company has reduced that water consumption to about 2.5 litres. Coke India's Vice-President, Technical, Asin Parekh, said: "Our aim is to reach 1.1 litres."

Following a similar pattern, PepsiCo, has slashed unit water usage from 7.1 litres in 2001 to 2.4 litres currently.

Globally, the two giant beverage companies have a water consumption usage ranging from 1.8 litres to 2 litres for every litre of beverage sold.

# Human Resources

## APPOINTMENTS

ADM Cocoa has made a number of technical and commercial appointments in Europe:

**Rinus Heemskerck** has been named Technical Director of ADM Cocoa International, based at the company's processing centre in Koog aan de Zaan, the Netherlands; **Marek Jagusiak** is appointed Senior Chocolate and Cocoa Technologist based in ADM Cocoa's office in Szamotuly, Poland; **Norbert Wachter** has been appointed as the Research and Development Manager for ADM Cocoa, Germany; and **Dimitri Derriks, Klaus Pfaller** and **Małgorzata Michalska** have joined as Sales Managers for Benelux, Germany and Eastern Europe respectively.

Constar International Inc, global producer of PET containers for beverages and foods, has announced the appointment of **Grant H. Beard** as its new President and CEO.

Borealis, a leading provider of chemical and plastics solutions, has announced the promotion of **Wim Roels**, previously responsible for the Moulding business as Vice-President, to Senior Vice-President for the Business Unit Film & Fibre. **Thierry Chevrier**, coming from BASF, has been appointed his successor as Vice-President Business Unit Moulding. The company also reports the move of **Gerd Löbber** to Executive Vice-President for Polyolefins, effective 1st October.

Royal DSM NV, the global life sciences and materials sciences company headquartered in the Netherlands, has announced the following management changes: **Anton Robek**, most recently President and CEO of DSM Melamine, is appointed Senior Vice-President of DSM Bio-based Products & Services with effect from 1st January 2011; **Volkert Claassen** is appointed Vice-President Strategy & Growth Options of the DSM Innovation Center and Vice-President Strategy & Partnerships of DSM Bio-based Products & Services; and **Karin Dorrepaal** joins DSM as Senior Vice-President in the Corporate Strategy & Acquisitions department.

The international blow moulding machines manufacturer, Kautex Maschinenbau GmbH, has appointed **Bill Farrant** to be the new CEO of Kautex Machines Inc,



*Clockwise from top left: Pix of: Amy Chambers, Domenico Maruzza, Peter Verdegem, Wim Roels, Thierry Chevrier, Rinus Heemskerck.*

its US subsidiary company.

Meech International, specialist developer and manufacturer of electrostatic control and related solutions, has strengthened its UK sales team with the appointment of **Paul Levene** as Sales Engineer for the North of England.

Thiele Technologies Inc, a US leading manufacturer of high-speed packaging equipment solutions headquartered in Minneapolis, has appointed **Braden Beam** as Flexible Business Unit Leader.

Tahitian Noni International (TNI) has appointed Dr **Peter Verdegem** as Managing Director of European Operations. He will be based in TNI's London, UK, office and report to Rob Johnson, Executive Vice-President, who will also continue to support Europe.

Univar, a leading global chemical distributor, has named **Simon Atkins** as Sales & Marketing Manager for its Food Ingredients business in Europe, the Middle East and Africa. He will focus on driving sales and

marketing activity across all 25 EMEA territories, working with local teams.

As a consequence of **Luis Cantarell's** new operational responsibilities as President and CEO of Nestlé Health Science S.A. from 1st January 2011, the Nestlé Board of Directors has approved the appointment of **Chris Johnson** as Executive Vice-President in charge of Zone Americas. Chris Johnson, who has been in charge of Nestlé Japan since 2007, will officially take up his new role on 1st January 2011.

UK bottled water brand Harrogate Spring Water is going ahead with plans to significantly grow the on-trade side of its business, with the appointment of **Domenico Maruzza** as Senior National Account Manager.

Label Apeel, the UK Leicester-based provider of self-adhesive labels has appointed **Amy Chambers** as its new Sales Manager.

Sonoco one of the largest diversified global packaging companies, has announced that **Brad Weller** has been promoted to Division Vice-President and Managing Director, Asia, with responsibility for all of Sonoco's industrial and consumer businesses throughout Asia.

## New Chair at ABA

THE American Beverage Association (ABA) has elected **Thomas L. Bené**, President, Pepsi-Cola North America Beverages, as Chair of its Board of Directors. Bené, who previously served as Vice-Chair, succeeds Larry D. Young, President and CEO, Dr Pepper Snapple Group.

During its board meeting in Orlando, Florida other officers elected were: Vice-Chair **Claude B. Nielsen**, Chairman and CEO of Coca-Cola Bottling Co. United Inc, and Treasurer **Ralph D. Crowley Jr**, President and CEO of Polar Beverages.

"Our industry is a strong one with roots in communities across the country," Bené said. "As board chair, I look forward to working alongside our industry's great leaders to ensure that we do what is best not only for our businesses, but also for our consumers, our environment and our industry as a whole."

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## Hall of Fame

AT the recent US packaging trade association's PMMI Annual Meeting, Vice-Chairman Nick Wilson announced this year's inductees to the Packaging Hall of Fame. Of the four individuals selected for induction, two are associated with PMMI member companies: **Robert Dodrill** Chairman of the Board; Rollprint Packaging Products (PMMI member since 2007); **Edwin Landon**, Landon, Farrey & Associates, for-

mer Executive Director, Institute of Packaging Professionals; **Michael Richmond**, Sr Partner, Packaging & Technology Integrated Solutions; **Bill Zito**, Vice-President, Sales, Enercon Industries Corporation (PMMI member since 1994).

"Each of these gentlemen has helped to shape the packaging industry as we know it today. Whether it's been by inventing new products, outreach, or education, they've all made a positive impact," said Maria Ferrante, Vice-President, Education & Workforce Development, PMMI.

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## OBITUARY – WEI DONG ZHU

Comax Flavors of Melville, New York, regrets the loss of Wei Dong Zhu, VP of International Sales, who passed away on 6th September 2010.

For many years prior to his employment with Comax in 2003, Wei Dong Zhu acted as adviser and company expert on Asian markets. He was instrumental in developing Shanghai Comax Flavors, a wholly-owned US company, of which he later became Assistant General Manager. With his guidance and his remarkable leadership, Comax maintains manufacturing, research and development facilities serving the Chinese domestic market and the Pacific Rim.

He was an extremely valued and respected member of the Comax Flavors team and he will be truly missed. The Comax Flavors family wishes to extend its heartfelt condolences to his wife, son and extended family.

## Colouring competition

D.D. Williamson has created a student competition to encourage learning about naturally derived colouring used in beverage applications and to link students with the food ingredient industry. The winning student will receive an expense-paid trip to the 2011 IFT Annual Meeting and Food Expo in New Orleans (11th to 15th June 2011).

"We're spreading the excitement of working with colour to create more alluring beverages," said Margaret Lawson, Vice-President, Science and Innovation. "Students will use their technical skills to develop a beverage and learn how nature offers food colouring sources that can function as alternatives to synthetic sources," added Lawson, who served as IFT President 2005-2006.

The competition is open to all active members of the IFT Student Association (IFSTA). Abstract submissions are due by 15th November and the winner will be notified by April 2011.

## Skills courses launched

AT the Growth and Innovation Event held at Manchester Metropolitan University last month six new industry-specific training courses developed in conjunction with the National Skills Academy for Food and Drink Manufacturing and food and drink employers were launched. The courses are available to small to medium food and drink businesses in the north-west of England and are intended to assist with the development of leadership and management skills in order to drive profitability, productivity and growth.

The six courses available are Leadership and Motivation, Internal Quality Auditing, Food Science and Technology, Marketing Concepts for the Food Industry, New Product Development for the Food Industry and Supply Chain Management. A further six courses, covering subjects such as lean and food ingredients, formulation and processing, are still being developed and opportunities exist for employers to be involved in consultation.

The development of the courses is part of an initiative called the Higher Level Skills Partnership (HLSP) which is being led by the North West Universities Association and is funded by the Northwest Regional Development Agency (NWDA). The partnership is working to connect employers in the region with higher and further education.

Clare Keegan, Project and Opportunities Manager at the National Skills Academy for Food and Drink Manufacturing, urged employers who wanted to see their business move to a higher level of productivity to

look into signing up to the courses.

"Our aim is to help business leaders in the north west become more productive and efficient by delivering programmes that are specific, relevant and deliver business benefits," said Clare. "We have been able to ensure that we achieve this by working closely with food and drink employers. "The result is that we have created a bite-sized approach to learning where managers, technicians and team leaders can choose from a

menu of skills which will benefit their company. Delivery is flexible, with a mix of talks, tutorials, practical work and self-directed study in the workplace. Issues covered include business strategies to drive growth, product and process innovation, new technologies to develop existing and potential markets, environmental awareness and commercial food science and technology skills."



From left to right: Maria Ball, Business Development Manager, Michael Jeffrey, faculty-wide Projects Director, Haleh Moravej, Senior Lecturer (all from Manchester Metropolitan University), Clare Keegan, Project Manager for the National Skills Academy, and Andrews Hollingsworth, Principal Lecturer and External Liaison at Manchester Metropolitan University.

# Events Diary

## OCTOBER

8th – 10th

UK

**Fi South America**  
Expo Center Norte  
Sao Paulo  
Brazil  
www.fievents.com

17th – 21st

FRANCE

**SIAL**  
Paris Nord Villepinte  
Paris  
France  
www.sial.fr

17th – 21st

FRANCE

**IPA**  
Paris Nord Villepinte  
Paris  
France  
www.ipa-web.com

22nd – 23rd

INDIA

**Fi India**  
Bombay Exhibition Centre  
Mumbai  
India  
www.fiindia.ingredientsnetwork.com

26th – 28th

ITALY

**NUCE International**  
Milan Exhibition Centre  
Milan  
Italy  
www.nuce.pro

27th – 03 NOV

GERMANY

**K-2010**  
Messe Düsseldorf  
Düsseldorf  
Germany  
www.k-online.de

28th – 29th

MALTA

**Malta Stevia 2010**  
Radisson SAS Hotel, Bay Point Resort  
St. Julian's  
Malta  
www.stevia-site.com

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**  
Dubia International Convention and Expo  
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www.drinkexpo.ae

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# bubbling up

A focus on equipment and services

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

## Colour coded



Axiom Process Ltd  
Hendy Industrial Estate  
Swansea SA4 0XP, UK



**Tel: +44 (0)1792 883 882**  
**email: info@axiumprocess.com**  
**www.axiumprocess.com**

AXIUM Process, filtration specialist, has introduced coloured coded handles to its range of compact, 316L stainless steel, in-line sample valves enabling quicker and accurate identification of pipeline sample points. The handles, which help reduce heat transfer to the hand, cannot be accidentally over tightened or dismantled whilst in operation.

BS EN 10204. 3.1 certified, the sample valves are designed with an internal crevice free construction using an FDA approved elastomer boot to enhance their hygienic properties. Available with a 4mm entry port as standard or an 8mm entry port for viscous or particulate containing applications, the valves can withstand pressures of up to 10 Bar, are suitable for CIP and fitted with a clamp connection as standard. They can also be used as miniature drain or vent valves.

## Dust collection



**flexicon**

Flexicon (Europe) Ltd  
89 Lower Herne Road  
Herne Bay, Kent CT6 7PH, UK

**Tel: +44 (0)1227 374710**  
**email: sales@flexicon.co.uk**  
**www.flexicon.co.uk**

A NEW Bag Dump System from Flexicon (Europe) Ltd collects dust generated during manual dumping, compaction of bags and conveys bulk material downstream. The unit is intended to reduce material waste and eliminate the need to clean a remote dust collection site, while protecting workers and preventing plant contamination.

Pre-engineered, pre-wired and ready to plug in and run, the compact system integrates a receiving hopper, dust collector, bag compactor and flexible screw conveyor on a frame which streamlines installation and allows for easy relocation if required. The entire system, including the flexible screw conveyor, is available mounted on frames with boom and casters for in-plant mobility.

## 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.

## 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 35m<sup>3</sup>/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 m<sup>3</sup>/h up to 220 m<sup>3</sup>/h.

## 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!



## 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.

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 email: help@claremont-ingredients.co.uk  
 web: www.claremont-ingredients.co.uk



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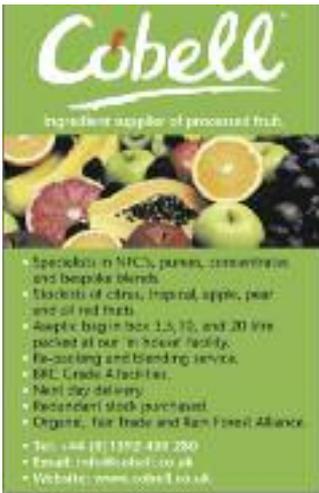
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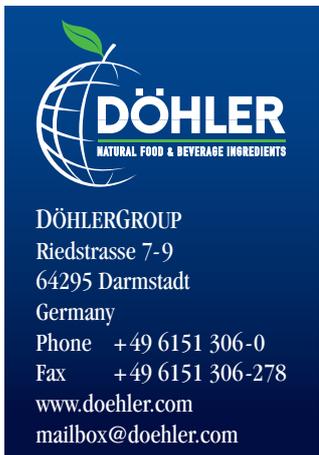


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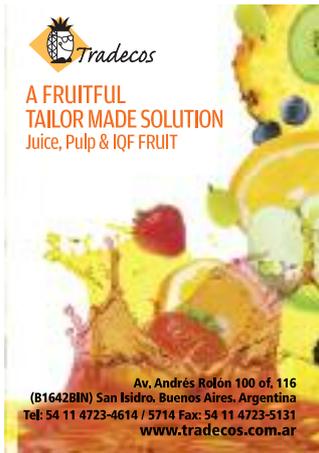
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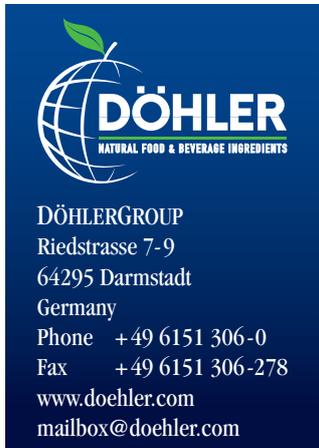
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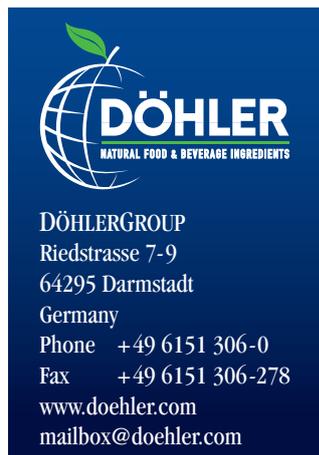
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#### Bright Beer Tanks

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