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Soft Drinks International

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Too easy a target

There's no pleasing some. And in this case the 'some' is a leading member of the British press. Ever since the nation's waistlines began to expand and obesity became, quite rightly, a worrying epidemic with health consequences, the soft drinks industry has been in the dock. On 24th August *The Times* ran a headline 'Killing us softly'. In an 'investigative' feature the journalist concluded that the nation's drinking of 14,000 million litres of soft drinks a year was "putting our health at risk and fuelling the obesity epidemic."

The article drew upon studies carried out at the Johns Hopkins School of Public Health in Baltimore, and conversations with nutritionists. It also referred to the call by US health experts that soft drinks be taxed and derided the new functional drinks, questioning the nutritional aspect of some of the ingredients used.

With such an emotive headline as 'Killing us softly' you would have expected the article to include comment by the industry. Surely the journalist would have interviewed a soft drinks manufacturer or representative of the BSDA. But no; yet again here was a one-sided biased piece of writing, resulting, as the BSDA has pointed out, in an inaccurate and misleading portrayal of soft drinks.

SDI's response is this: decades ago, in a previous generation, children were slim. They were slim because, for the most part, they walked or cycled to school and played outside. School included plenty of sporting activity and you were encouraged to win. There was little TV to keep children glued to the box and certainly no computers. Yet, they drank squashes, lemonades, cherryades and colas laden with sugar and preservatives and artificial flavours. They also drank full fat milk – given free at school as the calcium content was good for growing bones.

Fast forward to the 'noughties' and the choice of soft drinks has expanded beyond expectation, with new product development responding to health and wellness issues. Children's drinks recipes have been revised to exclude preservatives and artificial flavours and include natural ingredients. The juice content of juice drinks has been increased, there are strict guidelines as to what children can drink at school and the bottled water industry has developed products especially for children. For adults there is a wide choice of low calorie or zero calorie drinks.

Yes, obesity is a complex issue, but at the end of the day there is no getting away from one simple equation: calories in versus calories out.

The proposal in the US that soft drinks should be taxed is also flawed. A recent nationwide Rasmussen Reports survey showed that 70% of Americans oppose a national tax on all non-diet soft drinks, while only 18% supported the idea of an 'obesity tax' on regular soda (like the one proposed by New York Governor David Paterson which was subsequently rejected).

"The survey underscores that Americans, who are already struggling to keep their jobs and pay for groceries, fear that more taxes on middle-class life will only increase their financial burden and put even more jobs at risk during a time of record job losses," said Kevin Keane, Senior Vice-President of the American Beverage Association. Further, critics pointed out that many overweight individuals drink diet sodas.

Today, soft drinks have, unjustly, become too easy a target in the obesity debate.

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** is to publish a health audit of its product range in the UK. The audit, to be published in October, is being launched as part of the company's bid to help tackle the issue of obesity in the country. The US-based group declined to comment which of its products will form part of the audit but admitted that the initiative will be launched in the autumn. Soft drinks firm Britvic holds the licence to PepsiCo soft drinks in the UK and Ireland

● UK bottled water group **Highland Spring** has strengthened its links with cycling by signing a deal to sponsor The Tour of Britain 2009 and the Prostate Cancer Charity Tour Ride. Highland Spring's logo will be visible in and around the UK road race, which is to take place from 12th to 19th September. It will start in Yorkshire and finish in London.

● **Nestlé Japan** has launched a KitKat drink that combines vegetable and fruit juices with chocolate cream, named KitKat 'vegetables galore'. Nestlé KitKat Jujitsu yasai is a collaboration between Nestlé and drinks maker Itoen. The companies claim a single pack of the KitKat drink contains the equivalent of the recommended daily intake of vegetables specified by the Japan's health ministry.

● **PepsiCo** had joined forces with media group CBS to release a print advertisement featuring video technology for its Pepsi Max brand in the US. The 'Monday to the Max' video content can be watched from a printed page via a 'paper-thin' interactive video player, the company said and features five channels of CBS and Pepsi Max content. The content will be inserted into CBS/Pepsi Max ads in select copies of *Entertainment Weekly's* September TV preview issue.

● **AG Barr**, producer of Irn-Bru, plans to subdivide its share capital in order to attract more investment. The soft drinks maker will hold a general meeting for shareholders at its Edinburgh offices on 18th September to discuss the plan. It is proposed that each of the company's issued and to be issued ordinary shares of GBP0.25 (US\$0.40) each be subdivided into two ordinary shares of GBP0.125 each.

● **Skinny Nutritional Corp** has posted rising net losses despite soaring sales in its second quarter. The US-based company, which owns the Skinny Water portfolio, reports that net losses for the three months to the end of June more than doubled to US\$1.3million, compared to \$606,895 in the same period a year ago. Net sales in the quarter, however, soared by 563% year-on-year to \$1.2million. The climb in net losses was blamed on increases in marketing, advertising, general and administrative expenses, which increased by approximately \$1million for the 2009 quarter to \$1.6million.

● **Coca-Cola Icecek** has announced 14.5% increase in half-year profits and said it expects to continue top-line into the second half of 2009. Consolidated net income for the six-month period to the end of June reached TRY76.9million (US\$51million), compared to TRY88.1million in the prior year. Net sales rose to TRY1.18billion, representing a 12.2% increase on the comparable period of 2008. International operations accounted for 23.2% of the total net sales in the first-half versus 15.8% a year ago.

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Europe

Buoyant first half for Nichols

THE UK soft drinks group Nichols plc which comprises two divisions - soft drinks and dispense systems - has reported a strong performance for the six months to 30th June 2009.

Sales rose 28% to £37.5million, giving pre-tax profits up 34% to £4.3million; the interim dividend was raised 8%.

John Nichols, Non-Executive Chairman, said: "Despite the economic doom and gloom, we have had an exceptionally strong first half – which makes this success even more pleasing. We expect that we will continue to grow during the second half and for the full year, we anticipate that profits will be ahead of last year and also ahead of current market expectations."

The Vimto brand has performed particularly well. In the UK it grew by 13.4% during



the first half, against a total soft drinks market that decreased by 1.9% for the same period (AC Nielsen 26 weeks to 13th June 2009). Sales of carbonated Vimto were up 14.8%, with sales of still Vimto up 12.5%.

Internationally, sales of Vimto increased by 22.6%. Vimto continues to grow in Africa and on a like-for-like basis in the Middle East. First half sales into the Middle East benefited from increased product shipments compared to 2008, in order to build local stocks ahead of the month of Ramadan.

Bottle auction for Pink Ribbon

NEXT month, Breast Cancer Awareness Month, Welsh natural mineral water producer, Ty Nant, will be auctioning a collection of its iconic crimson red and cobalt blue glass bottles in aid of the Pink Ribbon Foundation. These are no ordinary Ty Nant glass bottles, as five of them have each been decorated by one of the UK's most dynamic fashion designers.

These unique 'Pink' artworks will be auctioned on eBay's charity site with bidding opening on 13th October. The designers include, Ben de Lisi, Elspeth Gibson, Hamish Morrow and Justin Oh. All the bottles will come with a certificate of authentication.

Ty Nant has been an ongoing supporter of the Pink Ribbon Foundation, producing a special pink charity version of its PET bottles, with money from the sale of each bot-



Ben de Lisi's creation and Justin Oh's design.

tle going to the Pink Ribbon Foundation. For more information on the auction visit www.tynant.com.

Can plant closes in Russia

FOLLOWING an assessment of the current and future market for beverage cans in Russia, Rexam Beverage Can Europe & Asia has decided to cease all production at its Dmitrov plant near Moscow at the end of the high season.

Volumes in the Russian beverage can market have reduced significantly owing to

the effects of the global economic recession. As Rexam's strategy has always been, and continues to be, to match its capacity to market requirements, ceasing production at the plant was seen as the logical decision.

Customer requirements for cans and ends will be met by Rexam's other Russian plants where there is sufficient capacity to meet any foreseeable volume levels. Dmitrov's can lines will be mothballed while its end making equipment will be installed at Naro Fominsk, says the company.

Symrise on steady course

THE international flavour and fragrance company Symrise AG reports it has held its ground well in the first half of 2009 despite difficult market conditions. In a declining total market, the group achieved stable sales. Although its earnings position was affected by high raw material prices as well as restructuring and integration expenses, Symrise generated an EBITDA margin of 17.3%.

Dr Heinz-Jürgen Bertram, Symrise's Chief Executive Officer, explained, "Symrise has performed well in a still difficult market environment. We implemented a number of restructuring measures in the first half of 2009 and are already beginning to see the first results. However, the full effect of these measures will not be felt until the beginning of next year. The adjusted EBITDA margin of over 20% in the second quarter demonstrates that Symrise is operationally in good shape."

Sales rose from €676.0 million to €685.1 million in the first six months. This represents an increase of 1% compared to the strong prior-year period.

Globally, in South America sales grew by 15%; in North America, the acquisitions made in the previous year contributed significantly to sales, which grew 31%; and in the Asia-Pacific region, sales increased by 5%. The EAME region, which proportionately has the highest sales, continued to be adversely affected by the recession in major sales markets as well as continued customer destocking during the first half. Here, sales fell by 10%.

Water sales improved

MARIENBAD Waters (MW) of Czech Republic last year lost almost Ckr12.7million but that was actually an improvement from the loss of Ckr14.8million in 2007. The financial results of this mineral water producer were published in its most recent annual report.

In year 2006, according to this report, the MW shareholders voted that the producer go into liquidation. As a result, its bottling plant was closed down. Its new owner called Surtec resumed production after a lapse of 12 months.

The company, based in the west Bohemian spa town of Mariánské Lázně (better known abroad under its German name Marienbad), was founded in 1995. At present, it makes three brands of mineral water, namely Aqua Maria, Excelsior and Rudolfuv pramen; the first comes in either carbonated or still versions, the second can be both natural and flavoured (eg with orange, lemon and linden blossom) and the third has thanks, to its calcium and magnesium content, positive healing effects.



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Anuga activity hots up

WITH just a few weeks to go before Anuga begins, the event's organisers report some 6,000 suppliers from approximately 100 countries are expected to come to Cologne from 10th to 14th October 2009.

"This confirms that Anuga is a stable and reliable event serving the international food business," said Peter Grothues, Vice-President Food at Koelnmesse. "Anuga has achieved its positioning not only by virtue of its size and international scope, but also due to its capacity for addressing and shaping important issues early on."

The focal point of the trade fair will be the challenges faced by the international food industry, as well as new products and strategies. About 160,000 trade visitors from all over the world are expected to attend.

The supporting programme will kick off with leading managers from the sector discussing the key principles of corporate social responsibility as part of the Anuga Executive Summit. Topics such as organic products, adult nutrition, wellfood (health and functional food) and trademark brands will be addressed in detail through congresses and workshops. And this year marks the first time that Anuga will present the Global Halal Conference.

New in 2009 will be the Trends Forum Drinks. Trend researchers from the Future Institute in Kelkheim will identify the trends of the drinks sector and will present forward-looking concepts for discussion. The Trend Forum Drinks will also offer



ALUMINIUM cans produced by Rexam are now being used to sell mobile phone SIM cards from vending machines in the Ukraine. The move is designed to appeal to a younger audience who are looking for a quick and convenient sales platform. Rexam has teamed up with Ukrainian radio-systems company TM Beeline to distribute its BOOM mobile packages through vending machines that also sell the usual snacks and beverages. The standard 500ml beverage cans, which have a special plastic closure, are currently on sale in vending machines throughout Kiev and are due to be sold in more cities throughout the Ukraine.

New business for Norbev

NORTHERN Ireland-based contract bottler Norbev has won a series of contracts worth around £30 million over the next three years. The company will be bottling a range of juices and soft drinks for industry leaders including German discounter Aldi.

Based in Ballymena, Norbev has developed into one of the UK's leading contract bottlers for customers such as Coca-Cola, Britvic, Vimto, GSK and Makro through Elbar Services. Norbev produces upwards of 100 million bottles of soft drinks and water annually. The company is currently celebrating its 90th anniversary.

David Halliday, Norbev's Managing Director, commenting on the new business won by the company, said: "The contracts are for bottling a range of drinks including some new juice and mineral products over the next three years. As well as enabling us to strengthen our partnerships with major developers of soft drinks, the contracts are an important endorsement of our technical capability and strong customer focus that underpins our overall business approach."

exhibitors interesting models for participation and presentation.

This year, Anuga's partner country is Turkey. In addition to the large number of exhibitors, the German-Turkish Economic Conference and other events from the supporting programme will help to communicate the outstanding capabilities and expertise of the Turkish food industry.

Trade support

BASED in the UK, The Green Seed Group is a new international consulting network, formed to help food and drink manufacturers around the world develop overseas trade. Founded from the now defunct Food from Britain international network, Green Seed offers a wide range of services to businesses irrespective of country of origin, who wish to market their products outside their home territory.

Headed up by David Wilson, who previously ran the Food from Britain North American operation, The Green Seed Group has nine offices in Europe (the UK, France, Germany, Spain, Italy, Portugal, Belgium, the Netherlands and Nordics), as well as one in North America, servicing both East and West Coast America and Canada, plus a new office in Australia. The UK arm of the business will be run by Simon Waring, who was previously the International Management Director at Food from Britain.

**To discuss advertising opportunities in
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In brief...

- The international conservation organisation Rainforest Alliance and the Ethical Tea Partnership (ETP) have unveiled an agreement in London that will further their vision of an industry-wide commitment to sustainable agriculture. The move will streamline the Rainforest Alliance certification process and complement the monitoring work the ETP undertakes against its own standard. It will see many tea producers make the necessary improvements to achieve Rainforest Alliance certification, thus helping brands meet consumer demand for certified products.

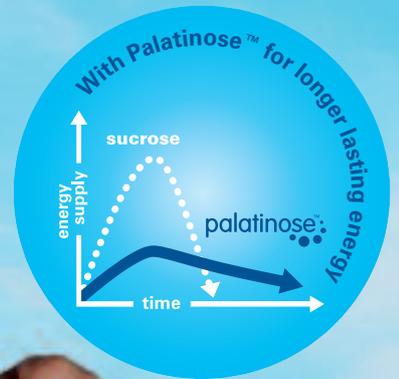
- The European Vending Association (EVA) has launched its vending market and consumer survey, co-drafted with Datamonitor. The EVA believes that the study will become a reference for the industry. It is the first time that such a comprehensive study has been carried out. The scope for both market and consumer surveys is hot drinks, as well as canned and bottled food and drink. The study, which is composed of 21

individual country reports (Austria, Belgium, the Czech Republic, Denmark, France, Germany, Greece, Hungary, Republic of Ireland, Italy, Netherlands, Poland, Portugal, Russia, Slovakia, Spain, Sweden, Switzerland, Turkey, the United Kingdom and Ukraine) will be updated every year.

The survey can be purchased online at: <http://static.datamonitor.com/sc/cm/dchn0032/dchn0032b-brochure.pdf>

- During a recent tour of Germany's most promising and innovative companies, Frank-Walter Steinmeier, Federal Minister of Foreign Affairs and Vice-Chancellor of Germany, met with InterMed Discovery (IMD) at the TechnologieZentrum in Dortmund. The company claims to have one of the most powerful natural products research engines in the industry. Steinmeier received a brief presentation of the work that IMD conducts as well as a visit to the laboratories. He was accompanied on his tour of the IMD facilities by Dr Thomas Henkel, one of IMD's two managing directors.

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Africa

SABMiller in Angola

A NEW soft drinks plant and brewery is to be commissioned shortly in Luanda, Angola, by beverages giant SABMiller. It will have three carbonated soft drinks lines, capable of producing 200,000hl annually, while the brewing plant will have an annual clear beer capacity of 500,000hl.

Some 500 people from nearby areas will be employed. This will take the total employed by SABMiller and its joint venture partner Empresa Cervejas de N'gola in five production plants around Angola to more than 2000.

"SABMiller remains positive about the potential of the Angolan market and, in conjunction with our partners, we are continuing to invest in what will be a bright future for the business," said Mark Bowman, Managing Director of SABMiller South Africa, adding: "Angola's economy has held up well during the global economic crisis and our team on the ground has risen to the challenges posed by supply chain and infrastructural constraints."

SABMiller has invested some US\$125 million in the new Luanda plant, taking the company's total spend on upgrading or building new facilities in Angola to around US\$250 million in the past 20 months. Other developments have included a new carbonates line at the Catumbela plant, which came online in June. SABMiller has also invested



Mark Bowman.

heavily in staff training, including an apprenticeship scheme which has delivered nearly 200 graduates so far.

SABMiller's first investment in Angola came in 1997, some five years before the debilitating civil war came to an end. It began managing the Empresa Cervejas de N'gola brewery in Lubango under a management contract from the government, taking over the soft drinks business in Luanda two years later. It invested in a further carbonates production facility, in Lubango, in 2001.

In South Africa, SABMiller has announced that it is proposing a broad-based black economic empowerment transaction. This will involve an equity issue of about 10% of its subsidiary, South African Breweries, to a broad base of participants. These will include SAB's employees, black-owned licensed liquor outlets and black-owned customers of ABL, SAB's soft drinks division.

It will also extend to the wider community

through the SAB Foundation. "There are three innovative and distinctive features of this transaction," explained Graham Mackay, SABMiller Chief Executive. "Firstly, the transaction places no reliance on external bank funding and requires only a relatively small and hence affordable cash investment from retail participants.

"Secondly, a meaningful dividend stream is expected to be paid to all participants for the whole of the 10 year transaction period, thereby delivering a significant economic benefit from the first year. Thirdly, the transaction aims to benefit the stakeholders who have made a real contribution to SAB's success as well as the broader South African community through the SAB Foundation."

Ultimate goal

SOUTH Africa's Egg + Humanoid have produced a further 60-second television commercial in a series which entrenches Coke's strong association with football and the country's youth. The commercial brings to an end the first chapter in the story of the lead character; a young filmmaker commissioned by Coke to make them a football ad.

The latest offering, called 'Ultimate Goal', pits Mfundo and his oddball team of reality-defying soccer players against an evil team of football henchmen. It was a complicated job, with the main shooting at Orlando Stadium over three icy nights. Included in the action were 300 (freezing) extras, gymnasts, acrobats, dancers and a goat.

In a felicitous ending, the real-life Mfundo – a film student who worked with director Greg Rom when not playing his role – will be doing an internship with Egg when he graduates at the end of the year.

Red Bull unleashed

ENERGY drink Red Bull recently organised a junior coaching and training workshop for the cream of South Africa's junior surfers. Known as Red Bull Unleashed, the event was structured to give high-achieving young surfers a helping hand to the next level.

Held on the South Coast of KwaZulu Natal, Red Bull Unleashed involved 18 of the country's best junior surfers, aged between 14 and 17. They included two outstanding female surfers, Sarah Baum and Bianca Buitendag.

While there was plenty of active riding the waves, the emphasis was as much on learning in workshop sessions, including heat strategy, psychological training, fitness and nutrition, surf forecasting and dealing with the media.

The venue was chosen for its variety of beachbreaks and pointbreaks, as well as a variety of waves and warm water – this gave the practical training sessions a welcome diversity.



Ups for Coke in Botswana

COCA-Cola bottler Kgalagadi Breweries has been praised for its extensive support and practical assistance in developing football in Botswana, especially at grassroots. David Fani, President of the Botswana Football Association, said Coca-Cola's assistance, notably through its very active involvement in the Copa Coca-Cola/BISA Games, had produced a number of top performers.

Copa Coca-Cola/BISA Games is the new name for what has long been known as the Copa Coca-Cola/BISA Cup. The nationwide schools tournament has been revamped this year. BISA is the Gaborone-based Botswana Integrated Sports Association, through which Coca-Cola channels much of its sports funding each year.

Christine Forster of Coca-Cola Central Africa said the school competitions had been restructured to fit in more effectively with international competitions. "Football has always been part of the Coca-Cola DNA and it is the game which always brings people together," she commented. "Our commitment to youth development is on a global level and we see this as a chance for youth to show their potential."

Mozambique bottled water

MINERAL water production was identified recently at a Trade and Investment Conference in Maputo as an area of potential for trade and investment opportunities in Mozambique. The two-day conference was organised by the US Embassy. Speakers included several government ministers and leaders of various industry organisations, with opening remarks by the President of Mozambique, Armando Guebuza.

In its background notes for the conference, the US Embassy pointed out that production of mineral water in Mozambique had risen more than 500% since 2005. "As access to clean drinking water is still insufficient, all provinces will continue to demand more access to potable water."

Mageu No 1

THE modern adaptation of mageu, one of Africa's longest-established traditional drinks, is moving ahead fast, with several brands and variants now available. Leading the trend is Mageu Number 1, a division of the big Foodcorp conglomerate.

Latest from this stable is Mageu Number 1 Smooth, promoted as a smoother, creamier version of the familiar beverage. It is based on Mageu Number 1's fermentation process but uses a finer quality maize meal. It is low in fat, high in essential vitamins and contains vitamin C for an extra energy boost. The new variant is targeted at the female market.

Mageu Number 1 Smooth is packaged in 330ml containers with re-sealable caps; graphics are in what has been described as 'soft feminine colours'. Initial flavours are Lemon & Lime, Strawberry Cream and Banana Custard.

South Africa's high-population Gauteng area has been chosen as the launch region, with a promotional emphasis on mall and event sampling, other in-store promotions and local advertising.

Karin Fritz, Mageu Number 1's Marketing Manager at Foodcorp, said the Smooth range was a natural extension for the brand. The company had noticed a demand for a smoother variant suitable for females, she said. Mageu Number 1 Smooth aimed to highlight the health and energy benefits of a convenient tasty snack for women on the go, Fritz suggested.



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Juicing plant sold to OWC

SOUTH African winemaker KVV has sold its grape juice concentrate plant in Upington, Northern Cape, to Oranjerivier Wynkelders/Orange River Wine Cellars (OWC). OWC will sell non-alcoholic grape juice in its product line-up.

Thys Loubser, KVV's Chief Executive, said grape juice concentrate was a commodity product that relied on international market demand and local raw material supply. It was an important mechanism to remove surplus grapes from the wine industry during years of over-supply, he pointed out, but more recently South African grape growers had opted increasingly for higher value options such as selling surplus fruit for other winemaking, raisins or distillation.

"KVV's strategic focus is on brands and consumers, and although we have always been proud to include grape juice concentrate as a non-alcoholic product in our portfolio, we believe that OWC will be in a better position to continue servicing our current customers."

The sale to OWC makes sense on several levels. OWC has been a long term partner in the concentrate business and has been sole supplier of fruit in recent years. Further, Upington is where OWC's head office is sited. Loubser noted that OWC as supplier and processor would be in the best position to manage the supply and demand for grape juice concentrate within the scope of its own business model.

Herman Cruywagen, OWC's Chief Executive, said the company was excited about the new opportunities open to it. The company would continue to serve existing customers and develop new business.

OWC is the biggest co-operative winery in South Africa. It takes its name from the Orange River which flows through much of its grape growing area, and through Upington itself. The Orange is South Africa's longest river; it rises in the Drakensberg Mountains in Lesotho and forms parts of the borders between South Africa, Lesotho and Namibia.



Thys Loubser, KVV Chief Executive.

Glass banks expand

South Africa's Glass Recycling Company is adding a further 120 recycling banks to the 700 already placed at strategic locations around the country.

The Glass Recycling Company is heavily driven by beverage manufacturers, with many major soft drinks producers and distributors among the company shareholders. These include Coca-Cola, Appletiser, SAB-Miller, Coca-Cola Fortune, Peninsula Beverage, Ceres Fruit Juices, Tiger Brands and Nestlé.

There is also strong involvement from the packaging production sector; notably Consol and Nampak Wiegand Glass.

A new model of glass bank has been

designed, more rounded than the previous unit and easier to empty efficiently. Manufactured in South Africa from roto-moulded plastic, they are also sturdier than their predecessors.

Easily identifiable, at a height of just under two metres, the glass recycling banks are dark forest green in colour and have two circular openings on either side. Strategic considerations for choosing sites include sufficient traffic to warrant a glass bank, visibility and accessibility to the general public, and safety considerations.

Since the Glass Recycling Company began operations in 2006, waste glass recycling in South Africa has risen by just over 38 per cent to 204,000 tonnes annually. However, 550,000 tonnes of waste glass still enters landfills each year.

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Middle East

Coca-Cola remains No 1

It came as no surprise to Israelis that Coca-Cola scored the top spot again for 2008 in the definitive brands survey conducted by the Globes business news group. This is the seventh consecutive year that Coke has achieved the lead ranking.

This survey, whose results were released recently, is based on the value of a brand, rather than consumer popularity or other indicators – although there is obviously a strong inter-relationship between product sales and brand value. Coca-Cola held its title despite being valued at a slightly lower level – down 2.53% on the previous 12 months.

This decrease was not out of the ordinary, with seven of the top 10 brands losing value. Globes and its survey partners reported that the aggregate drop for the top 10 was around 4%. Extending this to the top 100, 61 brands lost value, most of them affected in particular during the sharp downturn of the fourth quarter.

While it is a given that Coca-Cola is an icon brand throughout much of the world, it



Central Bottling's Bnei Brak plant; photo courtesy Aykleinman.

certainly enjoys an exalted – and extremely solid – status in Israel where its bottler has a substantial share of the soft drinks market, including bottled water which is a megaseller in the hot Middle Eastern climate.

The Israeli franchise is held by the Central Bottling Company, often called Coca-Cola Israel although its operations extend well beyond the Coca-Cola brands, including mineral water from Neviot Teva Hagalil, Mashkar vending machines, Tara Dairies, Prigat juices, Central Distribution Company and a brewing operation.

The group is headed as chairman by the country's 'beverage king' Moshe Wertheim,

known as Muzi. Now in his late 70s, Wertheim was a long-serving army and security officer before joining Central Bottling under founder Avraham Feinberg. In his youth he was active in the Palmach, the elite combat unit credited with a key role in establishing the state of Israel.

Central Bottling's plant at Bnei Brak, in the Tel Aviv district, is one of the largest Coca-Cola production units in the world. It has been a pioneer of various techniques and systems, including the computerised information system installed in 1998 which was later adapted for use in many other Coca-Cola plants elsewhere in the world.

Enlarged expo justified

BOOKINGS for the second Dubai Drink Technology Expo are heavy, justifying the 50% increase in exhibition space, say the organisers, Index Conferences & Exhibitions Organization. DDTE will be held from 6th to 8th December at the Dubai International Convention & Exhibition Centre.

Integrated Packaging Systems FZCO, for example, has reported that three of its principals – Krones, KOSME and Netstal – will be represented. The expo is supported by Dubai's Department of Economic Development, through its Dubai Export Development Corporation which will be an exhibitor.

Running in tandem with the expo will be the Arab Asian Beverage Meeting which enjoys support from the UAE Ministry of Economy, Federation of UAE Chambers of Commerce and Industry, the Jebel Ali Free Zone Authority and the Department of Naturalisations and Residency.

"The strategic importance of Arab Asian Beverage Meeting is in being a manufacturing event, knowing that the manufacturing sector is growing 18% in GDP," says Dr Ahmed Al Banna, AABM's Secretary-General.



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Footvolley gives boost to Pepsi

PEPSI-sponsored footvolley has become very popular in Saudi Arabia, thanks partly to a festival in Jeddah and Riyadh which featured Brazilian and UK players competing against Saudi football stars.

Footvolley was also promoted in Egypt recently, drawing a huge response. A series of events was held in city malls and holiday venues, featuring a competition and international exhibition matches. The main competition prize was a football-oriented trip to London.

The new competitive sport is being heavily promoted by Pepsi Arabia, including through its consumer websites.

Footvolley is played on an 18 x 9 metre sand court with a 1.9 metre net. Points are calculated according to volleyball rules and are scored each time the ball hits the ground, when the opponent fails to return



the ball, or where a rule is broken. A key rule is: no hands.

"The keenness of Saudi youth to take up footvolley is obvious from the record atten-

dance at the events in Jeddah and Riyadh," said Brand Manager Ibrahim Zeinelabdin. "We are confident footvolley will become a highly popular sport in the kingdom."

Schweppes returns to Egypt

THE re-introduction of the Schweppes brand in Egypt has been very well received by the market, with consumer enthusiasm hyped up by an extensive marketing campaign.

The success of the re-launch ended a gloomy period, including a legal saga and a not untypical track record of a brand losing impetus through lack of marketing support and producer commitment. Late last year a bottling company which used to produce Schweppes in Egypt sued Coca-Cola for a large amount. This has now been resolved.

Dramatic as that was, the underlying problem for Schweppes was that it had lost impetus since the heady days of the 1980s when actor Hassan Abdeen starred in a series of TV commercials which enjoyed almost universal consumer awareness. In fact,

they became reminiscence material, often referred to and sometimes replayed for nostalgic reasons.

The TVCs were shown at the Schweppes re-launch ceremony at the Four Seasons Nile Plaza Hotel in Cairo, reinforcing the brand's heritage credentials. The reaction of media and other people in attendance indicated they had lost little of their popularity.

For its return to the market, Schweppes has chosen modernised 250ml slim cans and 1litre PET bottles, designed specifically for the Egyptian market. New fruit flavours of apple and cloudy lemon have been added. Schweppes Holding is running an advertising campaign with a tag of 'This is not a soft drink, this is Schweppes'.

"The slogan is mainly driven from the initiative that Schweppes does not need to follow the traditional trends that other carbonated soft drinks do in advertising, according to the research we conducted among consumers," said Brand Manager Sara Sadek.

Joy of Success

The Middle East's largest juice producer, Al Rabie Saudi Foods Co, is a long-standing supporter of community organisations such as Insan, an organisation dedicated to the welfare of orphans. Recently, with assistance from Al Rabie, the women's section of Insan organised a 'Joy of Success' day-long event for youngsters. This featured a variety of educational and interactive activities, with an emphasis on the importance of a healthy lifestyle.

Al Rabie, which is also one of the Kingdom of Saudi Arabia's leading dairy companies, provided food packages, bottles of juice and appealing giveaways. The day was structured to interest and motivate various age groups,

with a special corner for younger children.

"Al Rabie continues to extend its support to social programmes that aim to care for and develop today's younger generation," said Monther Al Harthi, general manager of Al Rabie Saudi Foods Co. "These children need to know that, despite the hardships they have gone through, there are people and organisations like Insan and Al Rabie that are more than willing to extend a helping hand.

"These efforts will hopefully help nurture these kids, who will potentially be the leaders and innovators of the future."

Established in 1999, Insan bases its philanthropic activity on the Islamic teaching that 'serving orphans is our Islamic duty'. It is chaired by the Governor of Riyadh, HH Prince Faisal Bin Salman.

In brief...

- Agthia Group, whose extensive soft drinks interests include Capri Sun juices and Al Ain mineral water, has reported a significant 18.7% increase in sales during the first six months of 2009, as compared to the first half of 2008. Gross profit margin reached 32.1% up from 20.7%. And the group's net profit doubled. Water and other beverages performed particularly well – sales grew by 42.8% – and Agthia's Chief Executive, Ilias Assimakopoulos, notes that Agthia's new Capri Sun plant is likely to play a key role in building sales further. Agthia sees the Capri Sun franchise as an essential step in expanding the group's regional footprint and diversifying its product range.

- Adrenaline Sports Live, presented by Rani, is shaping up as a major regional event. To be held in Abu Dhabi from 8th to 10th October, the 2009 show has attracted an impressive line-up of international exhibitors covering a range of edgy sports and hobbies. The soft drinks brand's naming rights have paid off well in extensive media coverage for months prior to the show.

- Coca-Cola Light has been promoted in the UAE – and other key Middle Eastern markets – of late in an unusual initiative presented within the Open Happiness campaign. This has seen a hip 'VIA' – Very Important Apartment' – in Dubai's new Uptown MotorCity residential zone offered as a prize in a competition driver by SMS mechanics. The promotion has been part of Coca-Cola's sponsorship of the 2009 Dubai Summer Surprises. The fully-furnished apartment was designed by celebrated interior decorator Bara Zaher and features several one-of-a-kind celebrity-signed souvenirs.

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Asia & Pacific

Coke franchise extended

FRASER & Neave Holdings is to continue producing Coca-Cola beverages in Malaysia beyond the planned cut-off date of 26th January, 2010. The extension will be for 20 months, ensuring that F&N will produce and supply Coca-Cola brands until the end of September 2011. Coca-Cola products will also continue to be supplied for Singapore and Brunei. There are no plans for a further extension – the arrangement is definitely not open-ended.

As we reported earlier, The Coca-Cola Company had advised F&N that it did not plan to extend its bottling franchise when it came due for renewal in January.

F&N took this in good heart (publicly, at least!) and began making plans for an exit with dignity, while stressing the strength of its remaining beverage portfolio and pointing to plans for new product development. F&N also has other, non-beverage, business holdings so, while shaken by the planned Coca-Cola termination, it was coping well.

Working through the exit strategy, F&N

and TCCC explored “mutually beneficial transition arrangements in the spirit of the long-standing relationship between the two companies,” F&N told shareholders in a stock exchange statement.

The extension is designed to allow all parties – F&N Holdings, F&N Coca-Cola (Malaysia) and TCCC – “to prepare and gear up their respective organisations for the future. The transition agreement provides for a smooth transition of business and seeks to minimise any supply disruption to customers and distributors.”

Featured in the agreement is a green light for F&N to launch new brands or categories, with the exception of cola and lemon-lime carbonates, in Malaysia. Coca-Cola, in turn, is given the OK to independently pursue opportunities in categories other than isotonic beverages and fruit-flavoured carbonates – F&N is heavily active in these categories outside of the Coca-Cola franchise.

F&N described the deal as a win-win situation, providing “a longer runway to build sales volume” in products other than Coca-Cola and Sprite while continuing to enjoy exclusive distribution rights for these. The company said that plans to launch new products are now in full swing.

Fruit juice policing stepped up

AUSTRALIA and New Zealand regulatory authorities are continuing their drive to ‘clean up’ the juice industry, warning of further investigations and possible court action as well as other sanctions. New Zealand’s Commerce Commission has come down strongly on two juice suppliers, with both actions generating extensive consumer media coverage.

Industry reaction has been largely positive. There is a strong feeling that anomalies need to be addressed and that this will eventually give consumers more confidence in the quality and integrity of the product. In the short term, however, there is the possibility of confusion which could affect sales of other brands.

As a result of the Commerce Commission investigations, one distributor agreed to withdraw four juice products originating from Armenia and marketed under the Yan brand name. These claimed – on packaging labels – to be 100% juices and to include no added sugar, preservatives, artificial flavours, artificial colourings and artificial sweeteners.

Testing of three of the four products showed that the blackcurrant and peach ‘juices’ contained little or no traces of fruit

of any kind, the commission noted. While the pomegranate possibly contained some pomegranate juice, the independent laboratory felt it was not 100%. Further, vitamin C claims on the labels were questioned.

“The testing shows clearly that the information on the labels relating to these products is incorrect,” said Adrian Sparrow, the Director of Fair Trading. “The distributor has agreed to recall all of their products until further testing has been undertaken to ascertain the exact nature of the products that have been imported.”

Sparrow said that as the ingredients were still in some doubt, it was not known if the beverages were unsafe although there was no evidence of this. The commission advised consumers to exercise caution if they had known allergies.

“Accurate labelling on food and drink products is vital so that not only can consumers make informed purchasing decisions based on accurate information but so they can make choices about the ingredients they consume, especially in regards to ingredients to which they may have some sensitivity. In this case, both stockists and consumers may have been misled by inaccurate descriptions on the labels.”

In the other recent case, a producer trading as Simply Squeezed was investigated for claims made in a television advertising campaign last year. The investigation has led to

Objections to water ban

THE Australasian Bottled Water Institute’s (ABWI) Chief Executive Officer Geoff Parker, has expressed disappointment at NSW Premier Nathan Rees’ announcement on government department bans on the purchase of bottled water.

ABWI members are largely local businesses (many of them are NSW-based) that employ thousands of workers in the bottling and distribution of bottled water. “The domino effect of this decision on company owners, workers and families of local NSW bottlers, their suppliers and small business retailers who stock and sell the products could be devastating.

“ABS figures just released show that NSW continued to record the highest jobless rate, rising to 6.5% in June from 6.4% in May. In a month when Australia shed 22,000 full-time jobs the NSW Government should be encouraging small business not hurting it,” said Parker.

The Government has also overlooked the volume of community support the industry provides, often in times of crisis. Earlier this year the industry provided approximately \$2 million worth of bottled water to support local communities affected by the Victorian bushfires. The same arrangements are in place with the NSW Government’s Rural Fire Service.

court proceedings. Separately, the commission has told the producer it needs to provide clearer information about the nature, content and origin of the labels on its Simply Squeezed Chilled Orange Juice.

It believed a breach of the Fair Trading Act had probably occurred because labels on this and other products did not disclose the use of water-extracted soluble orange solids (WESOS) or ‘pulp wash’ as a separate component and the use of imported Kinnow juice concentrate. The producer has subsequently advised that it will no longer be using WESOS in its products.

The Commerce Commission was also unhappy about a wholesale price list which described the products as ‘100% squeezed juice’ when this was not the case.

Sparrow said the producer had been told to give more information on the front label. “The lack of specific qualifying information on the front label, combined with the brand name Simply Squeezed, may lead some consumers to believe that the juice product is purely squeezed orange juice when this is not the case.”

Stressing the need to provide all relevant information for consumers to make informed decisions, Sparrow noted that “providing accurate information is also fairer on those competitors in the juice market who are already being clear about the nature and origin of their products”.

Suntory-Kirin link possible

KIRIN Holdings has confirmed that it is in "an initial stage of business merger discussions" with Suntory, adding credence to weeks of rumours that a merger was being considered. Suntory also confirmed the talks – spokesman Naoko Tsuda said several options had been looked at.

Both parties stressed that the talks were exploratory and analysts pointed out that any amalgamation would be a long way off, with a minefield of regulatory hurdles to be overcome not only in Japan but also throughout Asia and further afield.

One of Kirin's statements noted that the

two groups were not strangers to each other, despite being competitors in several markets. "Kirin and Suntory have already collaborated in various operational areas such as distribution and procurement."

Kirin is currently working its way through the regulatory requirements to formalise its purchase of the shares in Lion Nathan it does not already own. While Lion Nathan is big in the Australasian beer, wine and spirits markets, this deal has only limited relevance to soft drinks. Lion is now only a minor player in the soft drinks sector.

A merger between Kirin and Suntory, however, would change the geography of the Asian soft drinks industry. In Japan, for instance, the two companies have an overall soft drinks market share of around 30%

and in several other Asian countries they have soft drinks interests. This is in addition to their brewing, spirits and wine industries.

Last year Suntory acquired Frucor Beverages from Danone; Frucor is a key soft drinks producer and distributor in Australia and New Zealand, with smaller stakes in some other Asian countries.

Analysts have been cautious in assessing the possibilities of a merger, although some have pointed to the operational synergies, with benefits in joint purchasing of ingredients and opportunities for cross-brand production in markets beyond Japan. However, others have noted the uncertainties of anti-competitive strictures which could lead to brands being sold or modified as has happened with some other beverage industry amalgamations.



COCA-COLA China is reducing material usage by converting the company's aseptic PET beverage packages from PCO 1810 neck finish to PCO 1881. One of the closures they selected was the Bericap 1881 SuperShorty closure. Bericap China is one of the key closure suppliers to Coca-Cola bottlers in China and was invited to perform a major role in the conversion process.

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Americas

Fortification facility opens

GLANBIA Nutritionals has opened a new vitamin and mineral premix facility in Missouri, USA. The 83,000sq m plant will enable the company to support its partners in the food, infant formula and active nutrition sectors across the world.

The facility is equipped with the latest milling, blending and packaging technology and complements its existing production plants in Germany, California, and its recently-opened nutritionals facility in Suzhou, China. The Missouri plant aims to reduce lead times and optimise service levels for Glanbia Nutritionals' customers.

Raimund Hoenes, the company's Chief Operating Officer, commented: "Our ability to respond rapidly with bespoke solutions to our customers' vitamin and mineral challenges is what sets us apart from the competition. Significantly increasing our production capacity takes this one step fur-



A children's vitamin syrup from Glanbia Nutritionals.

ther. Customers in the US and beyond will reap immediate rewards by accelerating their speed to market."

Glanbia Nutritionals' customised premix solutions business designs nutrient mixes to

suit a range of specific processing and nutritional requirements. Liquid and powder premixes enable food, beverage and supplement developers to improve their products' nutritional credentials.

Brazilian acquisition

PEPSICO is gaining a leading share of the Brazilian coconut water market with the announced acquisition of Amacoco Nordeste Ltda and Amacoco Sudeste Ltda (Amacoco), Brazil's largest coconut water company and maker of the country's top-selling coconut water brands, Kero Coco and Trop Coco. Together they account for the bulk of packaged coconut water sales in the country, making PepsiCo the category leader.

"We're delighted to welcome Amacoco into the PepsiCo family," said Massimo d'Amore, Chief Executive Officer of PepsiCo Americas Beverages (PAB). "Amacoco is an outstanding company that I have known and admired for a long time. Amacoco will complement our current business and enhance our growth prospects throughout Latin America and beyond. Even in the nascent US market, coconut water sales are enjoying extraordinary growth.

Coconut water is a fast growing beverage category due to its natural hydrating qualities, taste and nutritional benefits. It is a source of nutrients, particularly for people who lead active lifestyles. It contains calcium and magnesium, and the same amount of heart-healthy potassium as a banana or a glass of orange juice.

The agreement includes two manufacturing facilities, one in Petrolina in the state of



Pernambuco in northeast Brazil and a recently opened plant in Sao Mateus in the state of Espirito Santo in the southeast.

In addition, the transaction includes exclusive contracts to assure a supply of high-quality coconut water from partners with long-standing expertise in coconut planting and harvesting.

Kero Coco and Trop Coco are currently distributed by a network of independent distributors. PepsiCo will build on the existing network and will use the strength of its local distribution system to expand sales across Brazil, as well as to other markets worldwide.

"Amacoco's brands are already very strong in Brazil, and we will harness PepsiCo's expertise in marketing, production and distribution to accelerate the momentum behind Kero Coco and Trop Coco," said Luis Montoya, President, Latin America Beverages, a division of PAB.

Cott encouraged

REPORTING from Toronto, Canada, the Cott Corporation has announced its results for the second quarter. For the period ended June 27, 2009 revenue was \$438.8 million, as compared to \$466.5 million. Net income was \$33.7 million, or \$0.48 per share, as compared to a net loss of \$1.8 million, or \$0.03 per share.

"We are pleased with our second quarter results which were driven by the steady improvement of our North American operations and a stronger volume performance in our UK business," commented Cott's Chief Executive Officer, Jerry Fowden. "We also benefited from the improved US carbonated soft drink category performance and a favourable tax benefit in the quarter.

"We will continue to support our customers' efforts to increase private label penetration, while executing our plan to reduce operating costs and optimise capital expenditures. Our focus remains on improving year-over-year cash flow and reducing our level of debt, thereby allowing us to strengthen our position as a low cost, high service supplier," continued Fowden.

However, he cautioned, "While our performance in the first half of 2009 has been encouraging, we are mindful of challenges that may still lie ahead, such as heavy summer promotions from the national brands, higher commodity costs compared to the first half of 2009, and a changing competitive landscape."

PepsiCo merger deal agreed

PEPSICO has entered into definitive merger agreements with The Pepsi Bottling Group Inc (PBG) and PepsiAmericas Inc (PAS) to acquire all of the outstanding shares of common stock it does not already own in its two largest anchor bottlers. The total value of the shares that PepsiCo will be acquiring is about \$7.8 billion. This transaction is expected to create annual pre-tax synergies of \$300 million by 2012 largely due to greater cost efficiency and also improved revenue opportunities.

Commenting on the deal, PepsiCo Chairman and Chief Executive Officer Indra Nooyi said: "PepsiCo has had a constructive partnership with PBG and PAS over the past 10 years. While the existing model has served the system very well, it is clear that the changing dynamics of the North American liquid refreshment beverage business demand that we create a more flexible, efficient and competitive system that can drive growth across the full range of PepsiCo beverage brands. Our shared culture, strong operational leadership and ability to successfully integrate operations – in this case operations we know very well – should allow us to bring

the businesses together quickly and seamlessly.

"The fully integrated beverage business will enable us to bring innovative products and packages to market faster, streamline our manufacturing and distribution systems and react more quickly to changes in the marketplace, much like we do with our food business," Nooyi said. "It will also make it easier to leverage 'Power of One' opportunities that involve both our beverage and food offerings, and for PepsiCo to present one face to retail customers. Ultimately it will put us in a much better position to compete and to grow both now and in the years ahead."

Eric Foss, Chairman and CEO of PBG said the agreement provided outstanding value for shareholders and offered new opportunities for its employees and customers. "Ultimately, the transaction positions the entire Pepsi system to continue to win in the marketplace."

PepsiAmericas Chairman and CEO Robert C. Pohlad said, "Over the past nine years, PepsiAmericas and each of our employees have helped build a remarkable organisation. The success we have achieved is reflected in the agreement reached with PepsiCo. This agreement provides great value to our shareholders and an opportunity for them to participate in the unique potential of this combination. Bringing

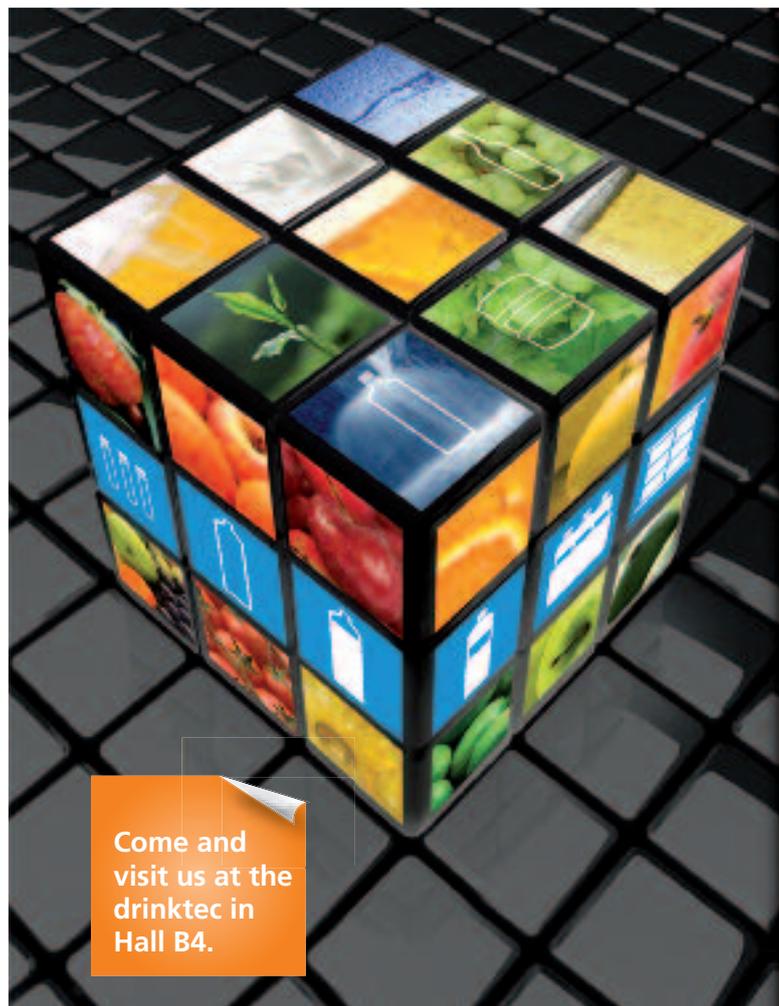
together these three great companies is bold and strategically innovative, and will create a system unmatched in our industry."

PepsiCo cited a number of specific benefits it expects to realise from the merger agreements, including: consolidation of 80% of the North American beverage volume will speed the decision-making process and eliminate friction points; offering more compelling bundles across food and beverage and providing enhanced customer service nationally; consolidation of manufacturing networks will provide cost benefits and optimise investments in growth and innovation; and greater flexibility in deploying multiple go-to-market systems to tailor distribution by channel.

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TCCC upbeat

THE Coca-Cola Company has reported healthy second quarter 2009 operating results with worldwide unit case volume growth of 4% in the quarter and 3% year-to-date; international unit case volume growth of 5% and 4% year-to-date. Unit case volume growth increased significantly in key emerging markets with 33% growth in India and 14% growth in China. There was also unit case volume growth in other key markets around the world, including Japan, Brazil, Mexico, Argentina, Thailand, Korea and Northwest Europe.

Globally, TCCC gained volume and value share in non-alcoholic ready-to-drink beverages for the eighth consecutive quarter. The global Open Happiness campaign, reports TCCC, continues to grow the Coca-Cola brand, up 3%. Brand growth was particularly strong in India, recording a 29% leap. Sparkling beverage unit case volume increased 2% in the quarter, with international sparkling beverage unit case volume increasing 4%, cycling 2% growth. Still beverage unit case volume increased 8% in the quarter, led by growth across the portfolio, including juices and juice drinks, sports drinks, teas and water brands. Still beverage unit case volume increased 12% internationally and 1% in North America.

"We continue to deliver solid operating performance," said Muhtar Kent, Chairman and CEO. "In the first half of the year, we

Further investment in Mexico

SPEAKING at the inauguration of the \$200million Tepotzotlan plant outside Mexico City, Muhtar Kent, The Coca-Cola Company's CEO, announced that the company and its Mexican bottling partners are to invest US\$5billion in the country.

"Mexico is the second largest market worldwide for The Coca-Cola Company, and we wish to reiterate our long-term commitment to sustainable development in

delivered volume and profit results in line with our long term growth targets, despite very challenging global economic conditions. We outperformed the non-alcoholic ready-to-drink industry in most of our key markets and drove further global volume and value share gains. Our consistent strategies are working, and together with our productivity efforts, we are prudently focused on investing in the long term growth of our resilient business. Our investments in key growth markets contributed to the good performance in China, Mexico, India and Brazil. And, with our disciplined approach to productivity initiatives, we remain on track to achieve our \$500 million target in annualised savings by 2011 and expect to deliver more than half of the savings by the end of this year."

Mexico, its communities, and naturally, our business," said Kent.

He said that over the next five years the investment will develop infrastructure, technology, equipment, social programmes, environmental initiatives, marketing activities, and grow the company's training and product portfolios with special emphasis on job protection and family economies.

The 80,000 sq metre Tepotzotlán plant built by Coca-Cola and its Mexican partner Coca-Cola Femsa SAB will produce Jugos del Valle brand of juices. It includes 20 bottling lines with the capacity to produce 140 million cases of beverage per year.

Kent added: "Coca-Cola Mexico's alliance with our bottler partners to modernise this Jugos del Valle plant, is part of a master investment plan that is focused on promoting innovation and productivity in the national industry, creating jobs and offering new opportunities to thousands of Mexicans, while working with the Government to generate strategies to incentivise our national economic development."

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On shelf...

● Skinny Nutritional Corp, manufacturer of Skinny Water and a leader in the zero calorie enhanced water category, has entered into a distribution agreement with Canada Dry Bottling Company of New York to distribute Skinny Water's zero calorie enhanced beverages throughout the five boroughs of New York City, as well as Westchester County, Long Island, and parts of New Jersey. Canada Dry Bottling of New York currently distributes national brands such as 7UP, Sunkist, Canada Dry Ginger Ale, Evian, Nantucket Nectars and Welch's.

Ron Wilson, CEO and President, stated: "The opening of the Metro New York market for Skinny Water is truly a milestone for our company as we build out the distribution of Skinny Water. The size of the market, the number of chain accounts and the total number of accounts that Canada Dry can place Skinny Water into is expected to drive significant growth."

● Austin, Texas-based Sweet Leaf Tea Company, makers of organic, all-natural, home-style iced teas and lemonade beverages, has announced that Elyxir Distributing, will be carrying Sweet Leaf Tea into more than 1200 retail stores, restaurants, convenience

stores and bars throughout the Monterey Bay area. Elyxir is one of only two major beverage distributors covering the Santa Cruz, Monterey and San Benito counties.

David Smith, Co-founder and VP Sales, said, "We continue to seek out distribution partners who appreciate our passion for making the best tasting, highest quality beverages for our consumers."

● Hydro One Beverages' range of healthy functional beverages will be on shelf in all 91 stores of The Fresh Market. The products are being distributed by Burris Logistics based in Atlanta, Georgia. "We are looking forward to building a growing relationship with The Fresh Market because both companies believe in providing healthy products to help people cope with everyday problems; plans are to build this brand through distribution, networking and demos," said Sammy Nasrollahi, CEO of Hydro One Beverages.

● Celsius Holdings Inc reports that Celsius, the original calorie burning beverage, will be available at Wegmans Food Markets with 73 stores in the mid-Atlantic region including New York, Pennsylvania, New Jersey, North

ern Virginia and Maryland.

Wegmans Food Markets will carry two popular Celsius flavours - Green Tea Raspberry Acai and Green Tea Peach Mango. Celsius will be found in four-packs and will be found in the New Age section of the beverage aisle of the stores. Celsius says it will support Wegmans with radio advertisements in New York and Mid-Atlantic markets where stores are located.

● Following the signing of a distribution agreement with Milford, Ohio-based Tri-State Juice Co Inc, drank, the 'extreme relation' beverage developed by Innovative Beverage Group Holdings, will be made available in nearly 1,500 off-premise retail accounts throughout the Midwest region spanning as far as northern Kentucky - including Louisville - southeast Indiana, Dayton and the greater Cincinnati region.

"Tri-State Juice knows how to fortify strong brands and boost distribution by leveraging existing relationships," said CEO, Innovative Beverage Group, Peter Bianchi. "The stronghold of associations in the region span from independent convenience stores to industry giants like Kroger, Meijers, Speedway and Wal-Mart.



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Ingredients

Naturalness and taste

PLANTEXTRAKT reports its new natural liquid concentrate, *elexia*, is creating interest throughout the beverage industry. "Our premium product promises absolute naturalness and genuine taste", Oliver Hehn, Plantextrakt's Product Manager, said. "The resulting taste experience is very close to a freshly brewed tea."

The German Nuremberg-based company launched the liquid concentrate less than a year ago. According to Oliver Hehn, "Once again, Plantextrakt has evidently captured the exact spirit of the moment with the new development. This is because an ever-increasing number of consumers are looking for natural, unadulterated beverages that offer a genuine taste."

Elexia comes in a number of different variants. These include black and green tea



as well as a whole variety of herbal tastes such as rooibos, chamomile, lemon balm or exotic flowers. "We can adapt the taste according to the individual requirements of our customers," said Hehn, adding, "The concept also offers interesting labelling and claim possibilities."

Plantextrakt's own production technique ensures that the ingredients are processed in a particularly gentle manner, offering maximum naturalness and genuine taste. "All product variants based on green tea, rooibos, lemon balm and other herbs retain their original character as a result of this," said Hehn.

Demineralisation

ION exchange resins from the Lewatit product line of specialty chemicals group Lanxess help to ensure that mineral salts, coloured impurities and other undesirable substances are removed from sugar-containing raw solutions, which would otherwise change and alter the taste and colour of drinks.

Ion exchange resins are being increasingly used not only for demineralisation but also for decolourising the usual yellowish brown to brown cane sugar solutions. Hans-Karl Soest, Head of Technical Marketing for the food sector in the Lanxess Ion Exchange Resins business unit, said: "Our Lewatit ion exchange resins are used throughout the world by major sugar manufacturers. This includes many companies in the beverage industry who make their own sugar solutions."

With the heterodisperse grade Lewatit S 6328 A and the monodisperse grade Lewatit S 6368, Lanxess offers two ion exchange resins tailored specifically to the decolourisation of sugar solutions. They are based on a crosslinked polystyrene matrix, and because of their macroporous structure, such resins are exceptionally stable during the process and exhibit good adsorption of the coloured impurities.

At the same time, they comply with the strict food contact regulations worldwide. Combined with specially developed patented processes, Lewatit resins make it possible to obtain high-quality water-white sugar solutions in one or several process steps, depending on the level of contamination.

Monodisperse ion exchange resins are particularly suitable for decolourising concentrated, high-viscosity sugar solutions.

Lanxess says its Lewatit ion exchange resins are indispensable aids in the beverage industry, not only of the production of lemonades and other soft drinks, but also for the demineralisation of whey, grape juice and fruit juices and for removing excess acid and bitter substances from orange juice.

New media for consumer feedback

SYMRISE has established a new subdivision with its Market & Consumer Research operation, devoted solely to social media.

"You can't study today's consumers using yesterday's methods," said Dr Dag Piper, Global Director Sensory & Consumer Sciences. According to Dr Piper, 'yesterday's methods' refer to techniques such as traditional surveys of classic focus groups - a company asks the questions and the consumer answers. The results that this method yields are frequently lacking in creativity and fail to reflect all relevant consumer demands.

The internet's social media, however, offers a different perspective. Twitter, Facebook, studiVZ, myspace and other online communities allow users to exchange ideas with each other freely, directly and with no hierarchy. Companies can anticipate authentic, emotional responses from consumers to

Novel food approval

DHA omega-3 innovator and maker of the life'sDHA brand of DHA, Martek Biosciences has received a unanimous vote from the Standing Committee On The Food Chain and Animal Health (SCFCAH) of the European Union for additional novel food approval of life'sDHA in Europe.

This paves the way for new uses of Martek's DHA-rich algal oil in beverages, including milk-based and milk analogue drinks, throughout the 27 member states of the European Union. There are currently more than 30 food, beverage and supplement products that include life'sDHA available in the EU.

"This additional novel food approval will allow Martek to work in even more food and beverage categories and offer European consumers the important benefits of DHA in healthy and convenient products with life'sDHA for brain, eye and heart health," said Dr Rob Winwood, Martek's Director of Scientific Affairs in Europe.

DHA omega-3 is a long-chain omega-3 fatty acid that serves as a primary building block for the brain and the eyes and supports brain, eye and cardiovascular health throughout life. There is a large and growing body of scientific evidence demonstrating that people of all ages benefit from an adequate supply of DHA omega-3 in their diets.

Fish are often incorrectly thought to be the only source of DHA omega-3. However, life'sDHA offers a vegetarian form of DHA that contains no oceanic pollutants or toxins. Fish are sources of DHA because of the DHA-rich microalgae in their food chain; life'sDHA is derived directly from microalgae, a renewable, sustainable source of DHA that does not deplete ocean resources, and is produced entirely in the US in an FDA-inspected facility.

their rational questions.

Initial Symrise studies on the subjects of citrus and healthy eating have already shown that the information drawn from a strategic analysis of peer-to-peer communication is far more meaningful for qualitative consumer research than information yielded by previous methods.

The company is now integrating these new methods and media as a fixed component of its market and consumer research. "The classical methods are still justified for addressing specific issues, of course," Dr Piper admitted. "But the earlier and more direct our efforts to investigate consumer demands, motivations, perceptions and needs, the better. We can't ignore new media and media formats when conducting consumer research. They offer us authentic, unfiltered consumer feedback - the potential here is simply immense."

Functional carbohydrate

ENERGY boost drink 3Action Guarana - Speed on Top from Luked is the latest rtd beverage to contain Palatinose from Beneo-Palatinit. The drink is a nutritional supplement targeted at athletes looking to increase their energy levels without using caffeine. The 25ml bottles relieve fatigue while improving performance.



Independent sports medicine studies have shown that Palatinose promotes the body's own fat oxidation. This means it increases the ratio of energy derived from fat relative to the total amount of energy required to burn fat, which is not only true for athletes but also for less active and overweight people. In one study fat and carbohydrate oxidation in sportspeople after ingestion of a Palatinose drink or a high glycaemic maltodextrine drink was investigated. The result was that before, during and after performance, the Palatinose group demonstrated an increased rate of fat burning compared to the controlled group.

Since July 2005, Palatinose has been officially approved as a Novel Food in the EU and has FDA generally recognised as safe (GRAS) status in the US. The US food agency approved the carbohydrate as non-cariogenic in September 2007. Today Palatinose is approved in more than 45 countries.

One-stop shop

A ONE-stop shop approach to addressing key industry trends has been launched with the amalgamation of Kerry's previously independent business units (Kerry Bio-Science, Mastertaste and Kerry Ingredients) into a single entity, Kerry Ingredients and Flavours. The new approach is aimed at marshalling Kerry's technology portfolio and considerable applications resources to create innovative, market-led solutions for its customers.

Emphasising Kerry's new approach to supporting customer innovation and product development, Albert McQuaid, CEO of Kerry Ingredients and Flavours, said: "There are four key challenges for the beverage industry that are focusing the minds of marketing and technical people in every country today: weight management, clean label, cost reduction and increased speed to market. These trends have led us to look afresh at how we work with our customers with the aim of delivering integrated solutions to these challenges more rapidly and cost effectively."

In brief...

● Ocean Spray has reported very strong participation in its first online auction of cranberry concentrate, held on 22nd July.

Through the streamlined process, Ocean Spray sold a total of 230,000 gallons of its concentrate at a clearing price of \$33 per gallon for the first contract delivery period (six months following the auction) and \$34 per gallon for the second contract delivery period (the subsequent six months). Open to qualified buyers worldwide, Ocean Spray established the auction to sell its concentrate to all participants on a level playing field. Winning bidders now have the guarantee of their specified volume of concentrate supplied at the price determined in the auction.

● A new study provides evidence that daily supplementation with 500 mg Carnipure tartrate, a special form of L-Carnitine produced by Lonza, prevents the decline of plasma L-Carnitine concentration in women from week 12 of pregnancy up to delivery. Previous studies already have shown the decrease of plasma L-Carnitine concentration during the course of pregnancy. Published in an advance online issue of the *European Journal of Clinical Nutrition* on 3rd June, 2009, the new research was conducted by the Institute of Agricultural and Nutritional Sciences at the Martin-Luther University Halle-Wittenberg in Germany.

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BSDA 2009 Training Programme

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Food Safety in Soft Drinks Today 'Train the Trainer'

16-20 March 2009 & 16-20 November 2009

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

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

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

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

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

The Training Department

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

Tel: 020 7430 0356 Fax: 020 7400 3711

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

Science Monitor

Water footprints

TWO health and food lobby groups have stated in a report that food products should carry 'water footprint' information, which will allow consumers to see how much water is used in manufacturing food and drink products. The article in *The Guardian* quotes the report's co-author Tom MacMillan saying that "Public awareness of water scarcity remains low. In the UK, citizens are rarely exposed to the direct effects of severe water shortage and cannot readily see the links between their purchases and water shortage in other countries. Water use is not reflected in the price of the final product."

Health Canada reports on bisphenol A

THE safety of bisphenol A (BPA), a substance used in the manufacture of polycarbonate plastics and epoxy resins, has been under scrutiny for many years, mainly due to concerns over its estrogen-mimicking properties. Nevertheless, millions of tonnes of BPA are produced every year by condensing acetone with two equivalents of phenol. Health Canada has taken a particularly active position in investigating the dangers, if any, posed by BPA and has recently published three reports on exposure to BPA via bottled water, baby foods in glass jars with metal lids and canned powdered infant formula.

In 2006, the Canadian Government introduced its Chemicals Management Plan (CMP) to review the safety of widely-used chemicals which had been in the marketplace for many years, and to update knowledge and understanding of these chemicals. As part of the CMP, exposure studies on BPA have shown that the general public need not be concerned because, in general, most Canadians are exposed to very low levels of bisphenol A and it is unlikely to pose a health risk.

In the case of bottled water, samples of 54 different bottled water products marketed under 21 brands by 16 companies were purchased in a local store in Ottawa in April 2008. These products covered a variety of water types, such as spring, mineral, flavoured, carbonated and non-carbonated. These products came in various types of containers including glass, metal, high density polyethylene (HDPE), polyethylene terephthalate (PET) and polycarbonate. In addition, samples from two different brands of bottled water products in polycarbonate carboys in the office area (delivered directly by the producers) were also analysed for BPA. Containers of all polycarbonate bottled water products

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



Reading Scientific Services Ltd.

were the 18.5-L polycarbonate carboys.

Results presented by Health Canada showed that levels of BPA in samples from all 51 non-polycarbonate bottled water products were less than the method detection limit of 0.5 µg/L. BPA was detected in 13 of 17 samples from four of the five different polycarbonate bottled water products. Concentrations of BPA ranged from 0.50 to 8.82 µg/L, with an average of 1.5 µg/L. Since migration of BPA from polycarbonate containers into water at room temperature is very slow, it is likely that the products with higher BPA levels were exposed to heat (e.g. under the sun) during storage and/or transportation.

Beetroot juice could help athletes train for longer

RESEARCH led by scientists at the University of Exeter, UK, has shown that beetroot juice, which is rich in nitrates, can reduce oxygen uptake during exercise and increase stamina. The results have implications not only for athletes but also for elderly people or those suffering from cardiovascular, respiratory or metabolic diseases.

The small study involved eight men (aged 19 - 38 years) in a double-blind, placebo-controlled, crossover study. For six consecutive days they consumed 500 ml per day of either beetroot juice (BR)

containing 11.2 mM of nitrate or blackcurrant cordial (as a placebo, PL) with negligible nitrate content, completing a series of moderate-intensity and severe-intensity exercise tests on the last three days. To establish the effect of the beetroot juice they measured the changes in 'oxygen cost' following consumption of the beetroot juice and the placebo.

Results showed that on days 4, 5 and 6 plasma nitrite (a nitrate metabolite) levels and systolic blood pressure in the subjects were significantly lower following consumption of the beetroot juice than the placebo. After drinking the beetroot juice, the men were able to cycle for an average of 11.25 minutes, which was 92 seconds longer than they managed when they had taken the placebo. This would translate into a 2% reduction in the time taken to cover a set distance.

It was also shown that during moderate exercise, nitrate supplementation reduced muscle fractional O₂ extraction, as estimated using near infra-red spectroscopy. The increase in pulmonary maximal oxygen uptake (VO₂) following the onset of moderate exercise was reduced by 19% when beetroot juice had been consumed compared with the placebo. During severe exercise, the VO₂ slow component was reduced with the beetroot juice and the time-to-exhaustion was extended.

Commenting on the work, Dr Andy Jones, Professor of Applied Physiology at the University of Exeter, said that this was the first time that it has been shown that nitrate rich food could increase exercise endurance. He claimed that this sort of effect of oxygen uptake could not be achieved by other known means, including training. He also explained the significance of the 'VO₂ slow component' in some detail in an article in the *Peak Performance* newsletter. Dr Jones and the other scientists involved in the study say they have not yet fully elucidated the mechanism involved in the oxygen-saving effect of the nitrates but suspect it has something to do with the generation of nitric oxide in the body. (From *University of Exeter News*: full text in Bailey et al. *Journal of Applied Physiology*, online Aug 2009.)



Juices & Juice Drinks

Juice giving energy

USA The latest addition to the Minute Maid Enhanced line of chilled juice drinks, Minute Maid Strawberry Kiwi-flavoured juice drink, combines Yerba Maté and real fruit juice offering consumers a natural energy boost.

"Minute Maid is constantly looking for new ways to meet the needs of health-conscious consumers," said Mike Saint John, President Minute Maid Business Unit. "Minute Maid Strawberry Kiwi with Yerba Maté is a delicious juice-based natural energy beverage with the trusted great taste for which Minute Maid is known."



The Minute Maid Enhanced juice and juice drinks line includes: Pomegranate Blueberry flavoured 100% juice blend (five juices with Omega-3/DHA and four other nutrients to help nourish the brain and body); Pomegranate Lemonade and Pomegranate Flavoured Tea, (both with antioxidant vitamins C and E); and Minute Maid Heart Wise Orange Juice with plant

sterols to help lower cholesterol.

Minute Maid Strawberry Kiwi will be available nationwide in the brand's distinctive premium 59 fl oz PET bottles. The launch is being supported by a fully integrated marketing programme.

Slim new look

EASTERN EUROPE Coca-Cola has re-launched its entire Cappy Juice and Nectar portfolio in Bulgaria and Romania, in new Elopak Slim cartons. The Cappy portfolio in Bulgaria comprises classic, premium and functional juices and nectars. The Cappy Classic and Cappy Premium ranges have been re-packaged in the Elopak Slim 1 litre carton, and the functional range – Cappy BodyTime – has been re-launched in Elopak Slim 750ml carton.

This is the first Elopak Slim package to be launched in Eastern Europe. Coca-Cola made its selection following extensive consumer research in 2008 which evaluated shapes and the functionality of beverage cartons. Consumers called the Slim both innovative and unique. When asked to rate it on a scale of 1 to 5 in terms of being convenient to hold, 86% selected the high-



est levels of 4 and 5. Similarly 94% of respondents rated the Slim highly on quality of liquid flow when pouring, indicating fewer spills and splashes thanks to the larger cap.

Acai addition

USA Old Orchard Brands has introduced an acai berry blend to its Healthy Balance line of Fit for Your Lifestyle reduced-sugar juices. The drink blend Pomegranate Blueberry Acai features just 29 calories per 8 oz serving and is available at major grocery stores nationwide.

The acai berry's new-found popularity is linked to a nutrition profile that includes vitamins B1, B2, B3; vitamin E, vitamin C, phosphorus, calcium, potassium, fibre and protein. These properties may reduce cho-



lesterol, aid in weight loss and improve heart health according to <http://www.acaiberry.org>.

"Like the blueberry and the blackcurrant berry before it, the acai is a rich, dark-coloured super fruit that is packed with nutritional value," said Mark Saur, President and Founder of Old Orchard Brands.

"The challenge for the consumer has been how to reap the health benefits of the fruit while keeping calories and sugar intake low. The Healthy Balance line was designed specifically to address that challenge, and the new Pomegranate Blueberry Acai fits perfectly with a healthy lifestyle and diet."

All 13 Healthy Balance varieties are preservative-free, contain no artificial flavours or colourings and are fortified with 100% of the daily requirement of vitamin C. The product is sweetened with real fruit juice and Splenda no-calorie sweetener, allowing for a sharp reduction in sugars, carbohydrates and calories compared with some 100% fruit juices. A portion of all proceeds from all Healthy Balance sales goes to the Juvenile Diabetes Research Foundation.

Go digital

UK Vimto has launched the first digital elements of its 'Seriously Mixed Up Fruit' campaign through the brand's new consumer website to drive further sales in the teen market. A branded game entitled 'High Dive' and a UGC electronic greeting card – can be found on the Vimto website (www.vimto.co.uk) and can be sent on to friends and family.

Both the game and the e-card feature the 'Seriously Mixed Up Fruit' characters from the TV and radio advertising campaign and their on-going desire to get mashed together to create the fruity and distinctive Vimto taste. The e-card enables players of 'High Dive' and visitors to the Vimto website to send a funny personalised message to friends and family featuring the talking fruit characters who dare recipients to press a button that will splat them.



Emma Hunt, Senior Brand Manager at Vimto, said: "These highly creative digital elements mark the next stage in the Vimto brand's £5 million marketing push this year. Vimto recorded the most successful month in its 101 year history following the launch of the 'Seriously Mixed Up Fruit' campaign. The addition of the new digital elements aims to build on this milestone by gaining more share of our target teen audience."

Send your news to:

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Taste and goodness

UK Aimed at family consumption, a new fruit juice has been launched promoting the health giving and flavoursome properties of Montmorency cherries. Called Cherrygood the makers say the Mont-



morency cherry contains powerful disease fighting antioxidants which have been linked to heart health benefits that reduce inflammation, total cholesterol and belly fat.

Cherrygood is available nationwide in two varieties - Original Cherry and Cherry and Berry a blend of blackcurrant, raspberry, blackberry and blueberry. All ingredients are 100% natural with no added sugar, additives, or preservatives.

Skills campaign

UK Robinsons Fruit Shoot launched a major campaign this summer encouraging 8 year-olds to 'get the juice' - learning and practising fun mental and physical skills. The 'What's your juice?' skills campaign aimed to inspire children in the playground, showcasing cool new skills they can have a go at and giving them tips on everything from keepee uppies to beat-boxing, from skipping to the latest craze ping cup or hula hooping to body popping.

The website www.fruitshoot.com hosted the 'Fruit Shoot Skills Player' where children could find out anything and everything about fun things to learn and do, regularly updated with 'how to' videos of cool new skills to learn that children can watch on their computer then try out for themselves.

Activity included a new TV campaign which featured youngsters under the age of 13 with particular skills talents, to encourage, said Britvic "kids to get out there, have a go and discover what their juice is."

To further highlight skills for primary school children, Fruit Shoot co-funded a new factual entertainment programme for kids, hosted by children TV favourites Zoe Salmon and Nigel Clarke, 'Skillicious', which was aired on CITV throughout the summer holidays.



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Energy & Sports Drinks

Distribution takes off

UK Voltz Distribution UK reports it has seen unprecedented take up of the Voltz 5 hour energy shot health drink by wholesalers and retailers across the UK.

"Since securing the rights for exclusive UK distribution in May, initial sales of the product have exploded," said Rob Arnold, CEO, Voltz Distribution UK. "With numerous major retailers now stocking Voltz, and a full consumer advertising campaign backing the product, we are now projecting sales before the end of the year to be more than eight times higher than originally anticipated.

Arnold puts the significant retail interest down to: "The fact that the product is so easy to store and doesn't require refrigeration. The Voltz 5 hour energy shot can therefore be displayed on the counter and as a result, we are seeing great pull through from impulse purchasers.

"The Voltz energy shot is also a completely different concept," continued Arnold. "It is made up of a combination of B vitamins, amino acid and antioxidants. The concentrated bottle of energy does not contain carbohydrates and only supplies two calories, giving the consumer an energy boost without the sugar and high concentrations of caffeine. We are seeing particular interest in the under 25 market but the appeal is broad due to the shot's healthy properties."



Mother

NEW ZEALAND Buoyed by excellent sales figures in Australia, Coca-Cola Amatil has launched its Mother energy drink across the Tasman in the New Zealand market. Early sales have been strong, driven partly by cross-market familiarity but also – based on consumer feedback – by a positive response to Mother's formulation and its black and red 'heavy metal' packaging graphics which stand out in chillers. Mother is sold in 500ml cans.

Acceptance in New Zealand has been faster than was initially the case in Australia where a controversial television commercial was not well received and was withdrawn following complaints. It was later replaced by an animated version.

The relatively small (4.5 million) New Zealand market is noticeably mature in terms of energy drinks availability. V, the international brand created by Frucor Beverages, is based in New Zealand and enjoys not only a strong 'home town' acceptance but also offers nearly 20 formulation and packaging variants (as opposed to Mother's one).

Red Bull is also a very strong seller in New Zealand and several other local – such



as Demon – and imported brands (Dark Dog, for instance, is well promoted and is building its market penetration through enhanced distribution strategies) have significant sales, making Mother's early penetration the more impressive.

Shot extension

UK Coca-Cola Great Britain has launched its Relentless energy drink in a shot format, designed to dispense the same amount of stimulant as 250ml of regular Relentless within a concentrated 50ml measure for immediate consumption



Supporting the launch is an outdoor advertising campaign. Ninety-six, 48 and six sheet posters designed by Erasmus Partners will be unveiled around the UK, featuring the tagline 'Size is relative. Energy is absolute', whilst commuters in London will be further targeted via digital screens on the underground system. National transvision digital outdoor advertising will feature at major railway stations across the country. Digital advertising and a mass sampling campaign is also planned.

Cathryn Sleight, Marketing Director for CCGB, explained: "With the launch of Relentless Shots, CCGB is offering people a new modern brand experience which is set to energise the growing segment. Diversification is key to building and maintaining a dialogue with consumers, and this direct-to-consumer campaign perfectly reflects this."

Nutritional shot

USA New from ABB is a Pure Pro Shot aimed at busy, on-the-go people. The company says that, with 30 grammes of protein in each 8.5 oz bottle, a Fruit Punch or Sour Grape flavoured shot presents a quick, convenient way to supplement high-protein diets, support muscle maintenance or recover from a workout at the gym.



"Getting lean, clean nutrition has always been a challenge for active individuals, especially those with hectic, fast-paced schedules," said Jay Jacobsen, Marketing Manager with ABB in Aurora. "Our new Pure Pro Shots are small enough to slip into a briefcase, lunch bag or even a purse. With 30 grammes of concentrated protein, less than a gramme of fat, and just one gramme of carbohydrates, this shot has plenty to build on and pretty much nothing to get in the way of any diet."

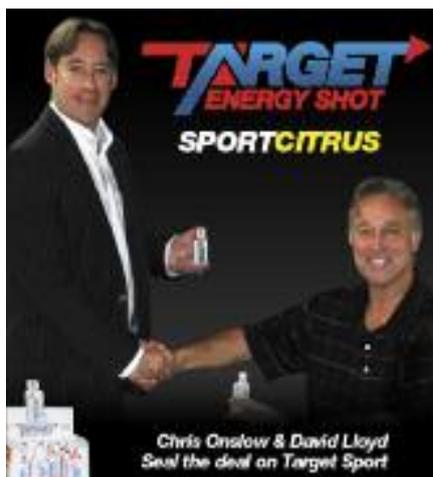
The company introduced the first power activator beverage during the 1980s, and continues to market an extensive line of energy drinks.

Marketing partnership

UK Sports personality and entrepreneur David Lloyd has teamed up with the energy shot Target Sport to promote Target to sporting amateurs, enthusiasts, and professional athletes throughout the UK. "I see massive commercial opportunities with Target – not only within the sports industry but also within health and lifestyle sectors. I am very excited to be a part of what is set to be a very big success story," said Lloyd.

Chris Onslow, MD Target Energy Shots, said, "The collaboration with David Lloyd will see Target become a High Street success – there is a flavour for everyone and every pursuit. Working with an acclaimed sports personality is fantastic for the brand and I see this partnership affirming Target Sport as the No 1 energy shot."

Target launched its original shot, Life, earlier this year. The brand has generated part-



nerships with other leading companies including Codemasters in a collaboration to launch Fuel, the new computer game. Other shots in the Target family include Urban, an Xtra strength variant with double the hit and Gorgeous, a pink, fruity shot designed for women.

Brand ambassador

MALAYSIA Lee Chong Wei, the country's top badminton player and a leading international competitor, has become brand ambassador for Fraser & Neave's 100Plus sports drink range. Not only is badminton a high profile sport in Malaysia but Lee's appointment is especially effective because of his status as Malaysia's only medallist at the 2008 Beijing Olympics.

When he took the silver, he broke an Olympics medal drought for Malaysia reaching back to 1996. Inevitably this brought him massive media coverage, monetary awards (including a monthly pension for life), sponsorships and an honour which allows him to be styled as Datuk. He was also proclaimed a national hero by the country's prime minister and has subse-

quently won national awards.

Lee signed his two-year 100Plus ambassadorial agreement – the biggest sponsorship for a badminton player from Malaysia's corporate sector – with F&N executives Chris Ng and Datuk Kamal Harun, in the presence of Datuk Mohd Nadzmi Mohd Salleh, President of the Badminton Association of Malaysia.

In his role as 100Plus brand ambassador, Lee will conduct training clinics for young players around the country with his coach. He has also promised to help enthuse young people to take up badminton, saying there is a need to keep interest in the sport at a high level.

Lee also enjoys the support of several other sponsors, including Malaysia's national car company, Proton. Further, he is a UNICEF goodwill ambassador. He is aged 26 and comes from Penang.



IN FUTURE ISSUES

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Waters & Water Plus Drinks

Football partnership

UAE Al Ain Mineral Water, bottled by the Abu Dhabi-based Agthia Group, has become official water partner to the UAE Football Association. The arrangement lasts until 2012 and gives the brand rights to presenting an annual award, as well as ongoing involvement with teams and football events. Football enjoys a high profile in the UAE, both with citizens and expatriates.

"In the years to come, major competitions are under way and Al Ain Mineral Water Company will play an important role in the success of our national teams," said Mohammad Khalfan Al Rumaithi, the association's President.

"As part of an Emirati-owned, publicly listed company, this partnership is an extension of increasing our involvement with our consumers, particularly through such a passionate and much supported sport as football," said Fasahat Beg, General Manager of the Al Ain Mineral Water Company.

The company would, Beg noted, "look at encouraging soccer from the UAE grassroots level through its support of the UAE teams ranging from its under-12 to full national teams".



USA AQUAMANTRA's new ENSO bottles are FDA-approved PET bottles that are not PLA (made of cornstarch) or oxo-degradable (in need of UV rays to break down). The most recent tests conducted by North East Labs in Berlin, Connecticut, show that ENSO Bottles will biodegrade in a compostable environment in 250 days.

New bottle

CZECH REPUBLIC With a market share of 80%, Karlovarské minerální vody (KMV) is the country's leading soft drinks producer. The company is now offering customers in the country's gastronomy sector (besides the traditional 0.33 litre bottles) a new 0.75 litre bottle with a screw cap. "In May, we have begun to fill these larger bottles with our Mattoni brand mineral water and a month later with the Aquila spring water as well," KMV Sales Director Martin Karas told local online daily www.idnes.cz.

The new bottles, designed by the Italian studio Pininfarina, are to strengthen the position of the company in Czech restaurants and hotels where it has been losing to competitors from abroad such as Ferratelle, Perrier

and San Pellegrino. Karlovarské minerální vody is the very first soft drinks producer in the country which has begun to sell mineral water in three-quarter-of-a-litre glass bottles.

The company at the same time stopped using a 0.7 litre bottle in which it was selling its Mattoni water in Czech Republic's retail sector: "For now, we are not planning to come back to this type, although we do not exclude it," Karas told *Soft Drinks International*.



Relaunch

GHANA The Coca-Cola Bottling Company of Ghana has decided to focus on Bonaqua as its core bottled water brand. This has led to a national re-launch of the product, including consumer advertising and sampling. Bonaqua is now packaged in a new contour-style PET bottle with an embossed blue label.

Until recently the Ghanaian bottler offered both Bonaqua and Dasani brands, this strategy being seen earlier as gaining further pen-

etration of a very competitive market but regarded more recently as fragmenting the company's consumer impact. This re-think led to consumer research which indicated a strong preference for Bonaqua, apparently because it was perceived as a stand-out local brand with distinct characteristics.

The Coca-Cola Bottling Company of Ghana estimates it currently has about 30% of the country's bottled water market. It aims to double current sales in the next three to five years but is keenly aware of the power of some other local brands, some of which enjoy strong consumer loyalty.

5 litre version

UK Navson has introduced a 5 litre bottle for its Saka Natural Mineral Water. The company says it is constantly developing the brand, to ensure that Saka's range meets differing consumer requirements in an ever-demanding market.

"Health and well-being means the category is in still in great growth and consumer demand is high. However, tough

economic trading conditions have left many of our compatriots in serious financial turmoil, so it is a fantastic testament to our strength and the strength of the brand that Saka is striving ahead. Watch this space for more developments," said Nevid Ahmed, Marketing Director.



In brief...

● **UK** Highland Spring, the leading UK produced brand of bottled water, has been declared one of the UK's leading brands in the 2009/10 Superbrands list. The announcement follows an independent selection process which included the views of over 2,100 British consumers. The selection process was independently administered by The Centre for Brand Analysis (TCBA) on behalf of the Superbrands organisation.

Stephen Cheliotis, its Chief Executive, said, "In an economic downturn possession of a powerful, well regarded brand is more important than ever and provides the brand owner with significant advantages over weaker branded rivals. As such the annual Superbrands' ranking is not just an interesting and thought-provoking league table but an indication of the potency of each underlying business."

Teas

Smile benefits

USA Arizona Beverages has introduced the new AriZona Kidz teas. For every six-pack purchased of the 10 oz version the company will donate 5% of net sales to Operation Smile; a non-profit organisation that works globally to help children born with facial deformities.

Each bottle includes information about Operation Smile on the package and also features a soccer ball, a basketball, or a baseball shape incorporated into the design to encourage children to smile. For over 27 years, Operation Smile has sent medical volunteers across the globe to perform free procedures for children with cleft lip and cleft palate. Since then the organisation has performed surgery on more than 130,000 children and young adults.

"While attending an Operation Smile mission in South America, I was able to see first-hand how Operation Smile is able to save children's lives by giving them a brighter future," said Wesley Vultaggio, Creative Director at AriZona Beverages. "By carrying on in our partnership with Opera-



tion Smile we hope to continue to bring awareness to all of their positive work and help even more children in need."

Like other AriZona beverages, this lemon-flavoured iced tea contains no preservatives, artificial colours, or artificial flavours and

uses pure cane sugar as a sweetener. Each bottle contains 100% of the suggested daily intake of vitamin C and only 60 calories per serving.

Following its launch in the northeast AriZona Kidz teas will be rolled out nationally.

For green tea fans

SAUDI ARABIA Pepsi Lipton International has released a new tea-based soft drinks range. Lipton Clear Green is promoted as a refreshing beverage which allows green tea lovers to enjoy all the benefits of natural green tea, including antioxidants that help purify the body.



The new range is currently available in Mint Lemon and Honey Lemon flavours, both presented in 350ml bottles prices at a competitive 2 Saudi riyals.

"Lipton Clear Green in cold format is aimed at the kingdom's youth who want an instantly refreshing drink that combines the benefits of natural green tea with their favourite delicious flavours to add zest to their lifestyles," said Marketing Manager Ahmed Zakaria. "Green tea is known by its light refreshing taste and multiple benefits, which Lipton Clear Green provides in a delicious drink that refreshes you so that you feel renewed throughout your day."

Pepsi Lipton International hopes to anchor in the new product range during Ramadan. The Holy Month is this year expected to notch up soft drinks sales records in the KSA (and throughout much of the Middle East) because it started this year during the hottest period of the year.

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FRANCE A new format for Lipton ice tea has been launched. Now sold in a 15cl mini-can, the new format, distributed by PepsiCo France, is available in peach flavour only with a rrp of €3.98 for 12x15cl.

Carbonates

Limited edition

UK Diet Coke has supported its sponsorship of the third series of *Ugly Betty* with a limited edition diet Coke Betty Bottle. The brand teamed up with fashion stylist, Patricia Field, to produce an original glass bottle, with feminine appeal.

The diet Coke Betty Bottle comes with its own accessory collection contained in a sticker book, created by design agency Epoch. Inspired by *Ugly Betty*, the initiative encourages continued engagement with the brand, giving consumers the opportunity to add their personal style to the bottles in a fun and quirky way.

The launch has been supported by an extensive PR campaign, including targeted product placement. There is further support via CokeZone.co.uk on a dedicated 'Ugly Betty' microsite. An online game, 'De-



sign your own Betty Bottle' encourages further consumer engagement.

Cathryn Sleight, Marketing Director for CCGB, says: "Our core audience of young women are confident, sassy and know how to express their own style. The diet Coke Betty Bottle responds to this, allowing diet Coke drinkers to put their own stamp on an iconic design."

New for dispense

CZECH REPUBLIC Cola drinks on tap especially the most popular brand Kofola have, since July, a strong competitor. Called Swist Cola, it is being produced in neighbouring Slovakia by the Topvar brewery for market-leading Czech beer maker Plzensky Prazdroj.

The new non-alcoholic beverage is already sold in the second biggest Czech city Brno and will soon be available in Prague. "Our goal is to distribute it eventually throughout the country, although just in the on-trade segment," Prazdroj spokesman Jirí Marecek told local online daily www.aktualne.cz, adding that Swist Cola is being aimed primarily at families and young people.

The new drink will be delivered to gastronomic outlets in 50 litre barrels. Its competitive edge over Kofola is the price, at least the wholesale one, as the Swist cask costs just over CKr500 while the latter comes to more than CKr700.

Consumption of non alcoholic beverages fell in the Czech Republic between April 2008 and March 2009 by almost 4%. Demand for cola drinks, however, during



those 12 months rose by 6%.

There are at present approximately 10 breweries in the Czech Republic which make soft drinks as well as beer,

Flavour first

USA For the first time in the brand's history, Mountain Dew is introducing a flavoured line extension available exclusively in a diet version. Diet Mountain Dew UltraViolet, is on store shelves for a limited 12 week period. The drink combines the light citrus flavour of Diet Mountain Dew with mixed berries, without calories.

"Over the years, we've had fantastic success with limited – time regular Mountain Dew flavoured line extensions," said Marisol Tamaro, Director of Marketing, Mountain Dew. "It felt like the right time to offer the same opportunity to Diet Dew fans."

Prior to its August launch, Diet Mountain Dew UltraViolet received high scores in consumer testing, ranking as one of the best tasting diet carbonated soft drinks ever for Pepsi-Cola North America Beverages. To mark the launch, a 'First Taste' party was held for selected fans and followers of Mountain Dew on Facebook and Twitter in Brooklyn, NY. The product is being supported by TV and radio advertising.



Attracting teens

UK An industry first, Coca-Cola Great Britain's latest promotion was designed specifically for its teen audience. The 'Every Pack Gets 50p' mobile credit promotion ran for approximately one month from mid July. During that time, consumers received 50p free credit from every 330ml can and 500ml bottle of Fanta, Dr Pepper and Sprite they purchased. The offer could be redeemed against all major network operators on PAYG and contract phone.

The promotion was featured at the end of the latest Dr Pepper TV ad campaign, with a special 10-second tag.



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What's in store

drinktec opens for business

A look at what will be on show in Munich at this year's drinktec.

The drinktec event is arguably the most important European exhibition for companies which work within the soft drinks industry. This preview focuses on global companies, many offering turnkey systems and putting the environment at the top of their agenda. In our 'bubbling up' spread (pages 72 – 73) smaller and medium-sized companies highlight their presence.

PRODUCTION AND FILLING

As a complete-system vendor, **Krones AG**, Neutraubling, Germany, complements its filling and packaging segments with in-house capabilities for process technology, information technology, intralogistics and factory planning - a logical step forward in the group's holistically inclusive strategy. The company says a series of clients have already single-sourced their complete factories from Krones. On the Krones stand visitors will find high-performance systems for both wet and dry ends, intelligent IT solutions, customised material flow concepts, and much, much more.

The issue of sustainability also plays a prominent role among Krones' exhibits with its 'enviro' programme, which details the economic and ecological commitment to responsible resource husbandry that Krones prioritises in its machinery design work. Further, how available capacities can be utilised to still better effect, how production costs can be permanently downsized: this is what Krones Life-Cycle Service (LCS) will be demonstrating with a variety of responsive programmes, including productivity optimisation, maintenance, support, design and training. **(Hall B 6)**

Posimat, manufacturer of bottle handling systems for plastic bottles (unscramblers, silos, air and mass conveyors), has a stand of over 200 sq m showcasing a closed circuit including an unscrambler, a silo and an air conveyor which will handle bottles both oval and cylindrical, changing their trajectories automatically.



Bottles will circulate through a circuit of Posijet air conveyor which will incorporate a Vertijet vertical conveyor stretch, the only system capable of going up or down from 0 to 90° and will undergo various effects such as accumulation, going up, going down and curves.

The same circuit will also incorporate a Posiflex unscrambler with instant and automatic changeover and an in-built main hopper featuring Posisilo technology with discharge ramps especially designed for light and delicate bottles. The stand will also feature the Master 10 unscrambler and its new 'big brother' Master-H. **(Hall B5, Stand 614)**



Swiss moulding machinery manufacturer **Netstal** will exhibit its high-output PET-LINE which produces 0.5 litre preforms weighing 18.15 grammes each at a cycle time of 8.8 seconds. This results in an output of more than 24,500 pieces per hour. The Austrian company Eisbär provides material feeding, while the chiller unit is from efCooling of Switzerland.

Netstal maintains it has set new benchmarks proving that shorter cycle times do not necessarily mean higher energy consumption or more occupied factory floor space. The maximised number of cavities in combination with the reduced cycle time is claimed the ideal solution offering absolute economic efficiency. With 60 cavities this production system provides an output without parallel in this equipment size range, says Nestal.

There are three basic systems which lend themselves to different combination possibilities regarding the number of cavities and the distances between cavities, with moulds from 24 to 192 impressions. Each of the three platforms (2000 kN, 3500 kN and 6000 kN clamping force) feature speed, precision, reliability and robustness. The objective of the platform strategy is to produce specific preforms with the smallest possible system size and the highest possible number of cavities in each case. **(Hall B3, Stand 524)**



With a stand of more than 4,000 sq m at drinktec 2009, the **Sidel Group** will present state-of-the-art technologies and services, innovative solutions designed to meet customers' current requirements in terms of cost and productivity and a responsible approach to the environment.

The recession has dramatically changed the beverage industry and is bringing new concerns to the surface: how can you optimise your existing packaging lines and how can you give new life to your products? From problem diagnosis to the recommendation and implementation of improvement solutions, the services on display on the Sidel stand are aimed at reducing costs and consumption, while increasing yield and performance, for complete lines, individual equipment or packages.

Sidel will unveil its recent technological innovations including dry decontamination solutions for sensitive beverages and more responsible solutions for water and carbonated soft drinks. **(Hall A6, Stand 326)**

Drinktec offers visitors an opportunity to inspect **Sacmi's** best and latest innovations for the bottling industry, including what the company says is the fastest compression moulding machine in the world for plastic cap production.

Sacmi Closures & Containers will present a European preview of its new CCM80 continuous compression moulding machine, the only machine in the world able to produce more than 2000 caps in just one minute using only 80 moulds with a cycle time of a mere 2.4 seconds. The CCM80 can handle the widest range of raw materials available on the market such as PP, HDPE and LDPE. It can produce caps having a nominal diameter up to 33mm, maximum height of approximately 25 mm and maximum weight of 6 grammes.

Over the last few years, increased competition and a growing tendency in the market to look for a single supplier able to provide complete turnkey systems, have prompted Sacmi Closures & Containers to work side by side with other companies in the Sacmi Group to offer complete solutions for the bottling industry. **(Hall B5, Stand 402)**

Sincro Tribloc, an innovative system that incorporates the production, labelling and filling/capping of PET containers, will be unveiled on the **SIPA** stand. SIPA, supplier of turnkey solutions, says Sincro-Tribloc is one of the most advanced solutions available on the bottling market today.

Continued overleaf



Sincro-Tribloc, a feature of SIPA's stand.



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DRINKTEC - continued

The main advantages are its economy of space and improved efficiencies. It is claimed the ideal solution when space is at a premium. The blocks the system is made up of are electronically synchronised; it is simple to operate and only one operator is needed.

The three machines that comprise the system is the result of technological research by three Italian companies: SIPA for the production of containers, PE Labellers for the production of labelling machines and Berchi, recently acquired by SIPA, for filling and the end of line systems.

Superleggera, an industrial bottle weighing 9.9 grammes, already in production in the US, will be produced at drinktec. The label used is pre-glued during the printing process, thinner films are used, and it is 100% recyclable. **(Hall A5, Stand 303)**

'Competence in Solutions' is the theme of the KHS stand, reflecting the company's Life Cycle Solutions service which corresponds to the life cycle of a filling and packaging line, divided into four areas: idea finding, investment, operation phase and deinvestment.

For PET packaging systems there is KHS' Bottles & Shapes programme. The company's leading stretch blow mould technology is underpinned by a high performance Blomax machine with a capacity of more than 60,000 bottles per hour. Plasmax barrier coating provides a one-stop shop, complemented by the company's range of filling, labelling and packaging services. And the Life Cycle Solutions programme provides service, support, operational optimisation and conversions throughout the entire life cycle of the lines. The deinvestment phase deals with the dismantling, possible relocation, and repurchase of machines and equipment.

KHS' HotFill+ System – reducing production costs per bottle by enabling manufacturers to reduce bottle weights – will be highlighted at drinktec, as will the InnoPET BloFill system and company's 3D line design capabilities. **(Hall B4)**

* * * * *

PACKAGING

O-I is a leader in glass packaging design. Even standard bottles – which are manufactured in millions of units – represent a meaningful approach to design, delivering benefits to customers and consumers in terms of functionality and aesthetics.

O-I's aim is to push forward its design capabilities in order to supply outstanding bottles and jars that deliver all the benefits of glass. It was this desire of establishing a deeper link between manufacturing possibilities and design creativity for glass that led O-I to develop a partnership with Italian designer Francesco Lucchese who designed the stand. According to O-I visitors "will be led on a joyful journey through the world of glass, with sensorial elements along the way expressing how glass harmonises perfectly with our lives and with the environment. It is designed to be a personal journey for visitors as they react to the elements on show in their own way."

The large stand will be a platform for visitors to consider and exchange views on all the ways that glass can improve the quality of our lives. According to Lucchese, the exhibit will be a "natural scenery where all elements will emphasise

sustainability, health, purity and the unique benefits glass offers us everyday". **(Hall A1, Stand 302)**

The focus of **Seaquist Closures'** stand is its range of 'Original' sports closures, on the market in 28mm and 30-25 neck sizes, with other formats under development. A portfolio of custom closures for beverage and syrups will also be on show. The Original is regarded as a benchmark for design and performance in sports closures, as shown by the growing number of successful products on the market. It is available with the SimpliSqueeze beverage valve. This valve has been specially developed for Seaquist Closures in a different density silicone which enables it to be sorted in the float tanks used in PET recycling. **(Hall B3, Stand 548)**



Stora Enso will exhibit NeoSet, the new full wet-strength label paper that contains post-consumer-waste (PCW) fibres. By replacing a high percentage of virgin fibre with PCW content, Stora Enso is responding to brand owners' growing interest in environmentally friendly packaging solutions. NeoSet, offered in a basis weight of 70 gsm, broadens the impressive choice of modern label papers from Stora Enso.

Visitors can learn about sustainability issues; protection of the environment and reduction of CO2 emissions. Stora Enso will demonstrate that labels made of paper are the ideal labelling material in terms of performance, versatility and sustainability. Label papers are 100% recyclable and are produced from renewable raw materials.

Stora Enso will also officially introduce a new extensive 'Premium Label Papers' swatch book, available in English, German, Spanish, French and Italian. It features plain and printed samples of the entire label paper product offering. **(Hall B5, Stand 127)**

Promoting its brands RKW ProMotion and RKW ProTrans, **RKW** will showcase carefully matched solutions for the beverage industry with an emphasis on packaging, protection and transport.

RKW ProMotion products are manufactured in Germany, France, Sweden, Spain, Finland and Vietnam. The portfolio includes the successful multipack beverage shrink films which combine good puncture and tear-resistance with high transparency and high gloss. These can be printed with complex motives and are primarily used for the packaging of water, beer, milk and soft drinks. A stand highlight will be the new packaging named Grab Pack, which RKW developed together with Hartness International Inc in South Carolina, the leading US manufacturer of packaging machines. Grab pack is a cost efficient, environmentally friendly polyethylene shrink film package with unique marketing, production and distribution benefits.

RKW ProTrans films are transport and storage



Stora Enso will promote the sustainability of paper labels.

specialists. Apart from multi-ply anti-fusion films, which can also secure instable loads such as PET bottles on palettes, the RKW ProTrans product line also includes heavy shrink films for the glass industry. **(Hall B4, Stand 108)**



RKW ProMotion multibeverage shrinkwrap.

* * * * *

INGREDIENTS

Danisco reports it will be presenting many innovative ingredients and enzyme solutions for the beverage industry. There is a new range of probiotic straws under the Howaru trademark. This patented straw concept allows consumers to sip a probiotic daily dose with their favourite beverage.

Also the company will introduce its new umbrella brand, Extract4Life, to carry a range of natural extracts with a health positioning. This initially includes grape and fermented soya bean extracts and will in the future also comprise apple extracts. Made with VivaGrape white grape extracts, Danisco's Flavoured Water is rich in antioxidants while preserving the fresh appearance of water. **(Hall B1, Stand 221)**



"We bring Ideas to Life" describes **DöhlerGroup's** commitment to support its customers in developing new food and beverage products from concept to realisation. In the non-alcoholic beverage categories the company will present exciting innovations in all key segments: carbonates, juices, nectars, still juice drinks, smoothies, aqua plus, fruit splash, syrups, tea and

coffee drinks, sports and energy drinks.

According to Döhler, "taste is key". The company says its strong technology capabilities deliver a unique product portfolio of flavours, advanced sweetener systems offered under the MultiSweet brand as well as colours and functionals under the F.i.T. Life brand.

The comprehensive flavour portfolio, with an emphasis on natural flavours, underlines the advantages of vertical integration. FTNF and FTNJ flavours, Natural Flavours, Extracts and Brown Flavours reflect Döhler's high quality sourcing abilities and access to the finest raw materials. **(Hall B2, Stand 302)**



'Natural' remains a megatrend and creating natural product formulations continues to be the guiding principle at **Wild** for single ingredients, turnkey solutions and its state-of-the-art technology. Under the motto 'We grow your business, naturally', the company will be presenting its latest innovations. According to Christopher Beck, Vice-President of Marketing for Europe, "Natural products are in demand globally because consumers believe that natural ingredients contribute towards a healthy diet."

From flavours and extracts to colours and sweetening options from nature like Fruit Up, the natural sweetener made from 100% fruit, and the natural calorie-free sweetener Stevia, Wild sees 'naturalness' for beverages holistically and develops recipes and concepts that contain only natural ingredients which allows for 'clean labelling'. Wild will be introducing various concepts whose functional value comes from natural sources, including 'Better for you' products and 'Measurable Health' drinks, whose functional effects have been scientifically proven. **(Hall B1, Stand 101)**

Kerry Ingredients and Flavours will be inviting customers to sample and discuss some new beverage solutions encompassing 'fmt', the new flavour modulation technology for label friendly sugar reduction, and clean taste profile, Emulgold, a clinically proven prebiotic fibre and an expanded range of flavour options.

Traditionally Kerry has a wealth of experience in citrus flavour technology with key strategic development locations in Florida, Brazil, Mexico, and Italy. This is backed by global beverage applications centres in Europe, Asia and the Americas where functional ingredients have been developed such as the Opax range of neutral-flavoured clouding agents for cost optimisation in juice containing drinks. **(Hall B1, Stand 233)**



Separating the old from the young

beverages for children

Rob Walker assesses the global market for youth targeted beverages.

The world might be ageing at its fastest rate in history, but children, notoriously some of the toughest consumers to crack, are still at the sweet spot of soft drinks opportunity. Adult profile categories need to raise their segmentation game and look for a way to tap more effectively into the potentially high yield under 15s market.

The demographic challenge

Between 2009 and 2020, the number of people over-65 is forecast to swell by a cardiac-arresting 37% globally. The number of children (0-14 years), by contrast, is projected to increase only 4%, reflecting low fertility across much of the industrialised world. In fact, by 2050 retired people will, in effect, outnumber children, according to data from the United Nations. This was a milestone reached in the developed world a full decade ago. We are, in short, at the tipping point of a seismic demographic shift that is likely to have far-reaching implications across consumer markets from Mumbai to Moscow to Mexico City.

Logically, adult-profile soft drinks categories, notably RTD tea, RTD coffee and functional beverages, will be the targets of increasingly high profile strategic investment over the next 10 years. The major soft drinks companies are also likely to strengthen their positions in hot drinks. Share of throat is, quite simply, increasingly the name of the game and if there is going to be a surge in the number of older people, it follows that the hot and cold beverages they consume will become ever more important components of brand portfolios.

It is important to keep in mind, however, that children account for more than one in every four people on the planet and, 10 years hence, their collective population will sum almost 2 billion, which is still more than two and a half times big-



ger than the projected tally of over-65s. The ageing of the world population aside, children are, therefore, central to aspirations of big beverage volume. Furthermore, the door is wide open to innovation in the type of drinks they demand. The industry's fundamentally adult profile categories will, surely, be missing an opportunity if, going forward, they fail to broaden their segmentation to capture a share of this vast pool of younger consumers.

Consider, for example, the case of sports drinks, a key value-enhancing category of the global beverage industry but one straitjacketed in an adult consumer base. Brands in this category are often mistakenly clubbed together with their eye-popping caffeine-loaded peers in the brasher energy drinks arena. Sports drinks, however, unlike most energy drinks, have legitimate potential to be child friendly. The category's failure to bring any significant numbers of children into the consumption mix should be viewed, therefore, as an opportunity missed.

Mum's the word

If you sum the total number of under-15s in the world's top 10 sports drinks markets, based on the latest available data from Euromonitor International, you could argue that the category, in effect, is ignoring a consumer market bigger than the entire population of the United States. PepsiCo might point to the fact that sports drink frontrunner Gatorade has already made segmentation in-roads with its Gatorade Kids and Gatorade For Active Under-13s formats, which have low sodium content and zero preservatives. These spin-offs, packaged in lunch-box-friendly single serve cartons, are certainly evidence of Gatorade's desire to break into the pre-teenage market, but the products have not taken off in any volume-busting way.

There seems little doubt that children are attracted to brands like Gatorade, but the problem and, by implication the challenge, is that until these kids reach teenage status it is primarily their parents, and in particular their mothers, who call

Top ten sports drinks markets & the 0-14 age population, 2009

Country	Total sports drinks volume (million litres)	Millions of children 0-14 (opportunity lost)
USA	4,978	62
Japan	1,418	16
China	729	218
United Kingdom	399	11
Spain	289	7
Mexico	267	31
Indonesia	240	64
Thailand	183	13
Colombia	170	13
South Africa	167	15

Source: Euromonitor International

the shots on consumption. This is an obvious point, but it needs to be stressed because it lies at the heart of the segmentation difficulty factor, not only for Gatorade, but also, for a whole cluster of adult-driven beverage brands that might yet have pretensions to develop a spin-off in the children's drinks market.

What seems abundantly clear is that the targeting of parents needs to be forefront of promotional and marketing activity, but not to the extent that it undermines the appeal of the product to the end consumer. And that is a tough strategic line to navigate because getting it right on one side often means getting it wrong on the other. Quite simply, children tend to be more attracted to products that are not good for them, which is a deal breaker for most parents. Liquid candy, for example, is popular in some Latin American markets, notably Mexico, but as parents get savvy about nutritional issues, this sub-category is likely to come under stronger downward pressure.

Crayons is one to watch

In an innovative move last year, niche US-based beverage company Crayons Inc launched what it claimed to be the first all natural sports drink for children. The brand contains a cocktail of vitamins and minerals developed specifically for the re-hydration requirements of children, using, for example, organic evaporated cane juice instead of high fructose corn syrup. Volume sales over the past 12 months have been far from spectacular, but Crayons could be a company to watch over the next five years, not least in terms of potential boutique M&A activity. This is because it is uniquely focused on developing products for kids, which means that, unlike Gatorade spin-offs, its children's drinks are not vulnerable to any conflicting brand heritage.

And herein lies what is, perhaps, the biggest challenge for Gatorade and its peers. Specifically, parents are unlikely to come around quickly to a brand so firmly rooted in an adult consumer market. It has to do with perception and, for most of us, Gatorade is not a front of mind brand we would buy for our kids, irrespective of the packaging or even the nutritional content. It is fair to say that Gatorade has been innovative in its segmentation strategy within the over-15s market, but that teenage market is one that requires regular re-invention because teenagers, quite simply, get bored quickly. It is a different strategic play in the children's market. What is needed here is something much more embedded and consistent.

Critically, winning the approval and confidence of parents is only likely to happen over time, which, by implication, translates into the likelihood of short to medium term losses. A brand targeting the children's market needs, therefore, to see the bigger long term picture, and to remain consistent with the investment flow even if the product appears not to be working. In short, it needs to trust that the concept behind the product is a good one. Of course, a long term strategic approach is often anathema to company shareholders, which is another thorn in the side of effective new product development.

The Choco Milk model

Gatorade and its peers could do a whole lot worse than look at the evolution of Choco Milk (Bristol-

Top 10 biggest children's populations, 2009 (millions)

Country	0-4 years	5-9 years	10-14 years
India	126	125	123
China	65	68	85
Indonesia	21	22	21
USA	21	20	20
Brazil	18	18	17
Philippines	11	11	10
Mexico	10	10	11
Egypt	9	9	8
Vietnam	8	8	8
Russia	8	7	7

Source: Euromonitor International from national statistics/UN

Myers Squibb) in Mexico, a country which has the eighth biggest children's population in the world. Choco Milk is not a sports brand, but rather a milk-based powder drink, with a category market share of around 30%, according to Euromonitor International. It is, though, geared exclusively to children and, crucially, the mechanism that has made it work so well, both for parents (as purchasers) and children (as consumers) is a worthy model.

The first point to consider is that Choco Milk has longevity and heritage on its side, having been on the Mexican market since 1928. Indeed, its penetration among Mexican families today is estimated at around 85%, which is impressive even by the standards of the world's leading soft drinks brands. But, to arrive at that level of penetration it needed to jump through a variety of different hoops along the way.

Endorsement by the national Paediatric Association was an important one because it gave the brand a good-for-you stamp of authority that met instant parental approval. Equally important, the brand aligned itself with a cartoon character called Pancho Pantera, which, over the years, has become as widely recognised among Mexican children as the iconic Mickey Mouse.

The brand, therefore, expertly met the dual challenge of parental approval and attraction to its targeted consumer. Neither has it needed to reinvent itself in any significant way; rather its consistency of brand character adds to its confidence rating among parents. Like a sports drink, Choco Milk has a comparatively premium positioning, but its appeal as a good tasting but healthy nutritional supplement for children has become so entrenched that even lower income Mexican households look to add this product to their monthly basket of goods.

The important lesson from Choco Milk is that success as a children's brand did not happen overnight. And neither will it for any new beverage product designed specifically for children going forward. But, if a beverage brand, even one with a fundamentally adult consumer base, can develop a spin-off product that is attractive for different reasons to both children and their parents; and if it has the patience and commitment to continue investing behind the concept, even if early results are poor, the growth story into the longer term has potential to be truly spectacular. A consumer market of some 905 million in 2009, based on the top 10 children's populations alone, should be incentive enough that the time to invest is now. ■

... until these kids reach teenage status it is primarily their parents, and in particular their mothers, who call the shots on consumption.

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A natural trend

growth despite economic downturn

Herbert Eickmeier discusses the long term trend towards natural ingredients.

The worldwide growth in food and beverage products with more natural ingredients, greater integrity and higher quality has emerged as one of the great consumer trends of the early 21st century. As a corollary to the progressive urbanisation of populations and the increasing complexity of modern life this trend is a logical way for consumers to feel connected to nature, to the source of their food and drink. By selecting more natural products, individuals are also making a deliberate choice and deciding for themselves what is better for them and for their families – a conscious act when many feel un-empowered in so many aspects of their everyday lives.

During 2008 there were approximately 3,900 new products launched worldwide in the soft drinks market with a natural positioning, and this level is growing significantly year on year. These products contain natural ingredients like fruit-based sweeteners or stevia, natural colours, natural flavours, natural juices or naturally sourced functional ingredients like antioxidants (polyphenols). Aqua Fruit style beverages are clearly benefiting from this trend but so too are fermented beverages, nectars, natural carbonates and juice-based energy drinks.

Natural functionality bringing added health benefits

Functional beverages are as much in the spotlight today as those that carry a natural positioning. By bringing these two attributes together there is an obvious market opportunity for business leverage.

Polyphenols ideally qualify as ingredients that address the dual demand for both naturalness and added functionality in beverages. They are becoming more and more talked about in beverage development and are also entering consumer



consciousness as a desirable product ingredient on health grounds. But what is the reason for all the interest?

Polyphenols belong to the so-called 'secondary metabolites' that are proven to make a positive contribution to general human health. They include within their family the better known anthocyanins and flavonoids. These components are mainly found in the skins or pips of dark fruits and vegetables, for example those such as elderberry or red grapes. So in what way do these active ingredients have a key role to play in helping to keep us healthy? The human body's metabolic process creates free radicals in the body which can have a damaging impact on body tissue and cell structure but the environment can also add to their accumulation – environmental pollution and ultraviolet rays being prominent sources.

The food and beverage industry and other health-oriented markets – like the cosmetics industry – is actively exploiting the positive attributes of polyphenols to promote products that reduce the effects of ageing, and the impact of the modern world environment.

The ability of fruit's natural source of polyphenols to absorb free radicals is expressed as an ORAC value (Oxygen Radical Absorbance Capacity). Antioxidants can be extracted from rich sources such as grape pips or skins, green teas or special coffee extracts, enabling their application in low juice-containing and clear beverages. Döhler ORAC fruit juice concentrates (which include fruits such as pomegranate, cranberry, elderberry etc) allow natural antioxidants to be introduced into juices and nectars while fully preserving their legal status as fruit juice or fruit nectar.

Through the development of progressive technologies the DöhlerGroup has succeeded in calculating specific ORAC values for plant extracts and for a range of fruit juice concentrates, thereby opening up their application for the creation of innovative beverage concepts. Döhler's product



range effectively offers the beverage and dairy industry an 'ORAC construction kit', consisting of a wide variety of juice concentrates and extracts, making it possible to easily upgrade existing products with the appropriate building blocks to meet desired natural and functional product positions.

Natural flavours – an essential foundation ingredient

The soft drinks industry owes its success to the basic delivery of effective thirst quenching and rehydration, wrapped up in an enjoyable taste. It's no surprise therefore that the trend towards greater naturalness has also stimulated demand for natural flavours.

Through its Centre of Excellence for Citrus in Limeira, Brazil, the DöhlerGroup creates the finest citrus flavours from the very best quality fruits. Due to the strategic location of the Centre, in the middle of the world's largest citrus growing region, Döhler has outstanding access to citrus fruits which, quite simply, delivers a major advantage to customers – a guarantee of the highest quality within an assured supply chain.

Döhler has also established a similar level of all-round competence with its new facility in Poland. Here the freshest fruits are processed immediately after picking, opening up to the Group access to superb natural apple flavours. New technology enables 2,500-7,500 fold concentrations, an impressive 17-50 fold increase over the industry standard. There are two major advantages for Döhler's customers – significantly higher logistical efficiencies as well as a superb level of quality consistency throughout the year with supremely stable flavours.

Drawing on many decades of experience and its deep knowledge of the natural composition of fruits and plants, Döhler is able to offer every possible kind of natural flavour, sourced from its creation centres located across the world.

Natural sweeteners, the natural alternative

The growing popularity of natural sweetener systems is another significant trend reflecting the overall move towards greater naturalness in beverages. Döhler's new MultiSweet® stevia product takes Döhler's sweetener portfolio into the stevia extract-based area with a sweetener with a 'best possible' taste profile. The Stevia rebaudiana plant whose leaves contain Steviol-Glycoside delivers a 300 fold increase in sweetness compared to sugar. Stevia falls into the HIS (high intensity sweetener) category of sweeteners – an area with a rapidly growing global franchise. Already authorised in the USA, Russia, Switzerland and many other countries it is expected to attain EU approval in



2010. The DöhlerGroup has developed a special aroma to optimise the sensory quality of stevia. Depending on the product application MultiSweet natural can be used by itself or in combination with sugar or fruit juice concentrate.

In Europe the latest round of health claim regulations place fruit sweeteners on an equal footing with classic sugar thereby, ostensibly, making it no longer possible to make a 'with no added sugar' claim on labels. To overcome this issue the DöhlerGroup has developed MultiSweet fruit which can conform to the claim within the new regulations. For the beverage industry Döhler is able to supply a decoloured apple juice concentrate while within the dairy industry the company has developed a de-acidified apple juice concentrate with a pH value that fully meets the requirements for milk-based products. Both of these products can continue to be declared as fruit juice concentrates and, with appropriate recipe adjustment, the 'with no added sugar' declaration can be used on labels and packaging.

Realising the enormous market potential

Across all beverage categories, on a truly international basis, there is a significant movement towards greater naturalness. While established brands and traditional products will always be a permanent part of the market, the real innovation is directly connected with closer to nature ingredients. Beverages that bring the flavour and character of fruits, vegetables, herbs and spices into everyday affordable refreshment and nutrition are in the ascendancy. The DöhlerGroup is fully committed to accelerating this trend and helping its customers to realise the enormous market potentials that exist. ■

The soft drinks industry owes its success to the basic delivery of effective thirst quenching and rehydration, wrapped up in an enjoyable taste.

Leading in Integrated Food & Beverage Solutions

The DöhlerGroup is a leading producer of food and beverage ingredients. Headquartered in Darmstadt, Germany, the DöhlerGroup has 15 production and further application centres and sales activities in over 130 countries.

Over 2,500 dedicated employees provide fully integrated food and beverage solutions from concept to realisation, serving global clients as well as national companies and local brands.

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

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Good news on the grapevine

powerful, natural antioxidants

Jorgen Sorensen introduces the new range of grape polyphenols from Danisco.

A new opportunity to incorporate natural good health in everyday foods is now ripe for the picking at Danisco. This spring, the leading functional ingredient company launched a series of grape polyphenols for food and beverages in West Europe. Introduction to the US market is taking place in early autumn.

The range is the brainchild of Ferco, a French company specialising in the extraction and purification of grape compounds. In January this year, Danisco signed a long term agreement with Ferco for the exclusive global supply of their polyphenol range extracted from white and red grape skin for the food and beverage industries, and grape seeds for supplements.

Natural leaders

In view of the latest market research, the timing of the agreement is excellent. A look at the Mintel Global New Products Database shows an annual growth rate just short of 37% for health and nutrition product launches with a natural positioning in 2005-2008. Frost & Sullivan estimates the polyphenol market is worth more than €100 million in Europe alone. Grape, olive and green tea polyphenols are at the helm of the current market expansion – grapes ranking among the fruits with the highest natural polyphenol content of all.

For Danisco, the supply agreement is fully in line with its strategic health and nutrition focus. The new range supplements the company's existing portfolio of natural extracts, both with a documented ability to boost health and extend food shelf life through the prevention of food oxidation.

Local produce

Based in the wine-producing Rhône valley, Ferco specialises in grape processing from locally grown white and red grapes. Three decades of research and development lie behind the Ferco products which, in addition to extracts, include natural grape colours for food and grape tannins for use in wine production.

Produced using water extraction and a patented



purification technology, the extracts are free of organic solvents and follow a sustainable environmentally friendly production process. The granulated powder format is water soluble in an instant and heat stable. More than that, the four new grape skin extracts are a globally recognised food grade and will naturally fit into a 5-a-day diet.

Powerful antioxidants

The new grape skin and grape seed extracts in the range have a polyphenol content ranging from 50 to 90%. What makes polyphenols of interest from a health and nutrition point of view is their antioxidant properties. In Ferco's range, the main polyphenolic compounds are proanthocyanidins, that have been put as being 20 times more powerful than those of vitamin C and 50 times more than vitamin E.

Wine polyphenols have long been known for their benefits in terms of cardiovascular health and anti-ageing properties. Thanks to its unique production process, Ferco's grape skin extracts have a very similar polyphenolic profile to wine. This specific nutritional composition sets these extracts apart in the market and enables them to act as powerful antioxidants.

Everyday health

By including the new grape extract in its range of health ingredients, Danisco reinforces its commitment to the food industry under the slogan "Bringing health to everyday life". The primary target in marketing the new extracts will be the beverage sector, where their slight sweet taste and lack of bitterness makes them easy to formulate. The natural goodness of the grape extract range already features in a number of nutritional fruit beverages on markets around the world. Whereas the white grape-based extracts are colourless and well-suited to clear beverages such as water, the red grape-based extracts add a natural colour that will be welcome in other applications such as in dairy products. Dietary supplements are other suitable application areas for the grape seed extracts.

Supported by Danisco's health and nutrition expertise, these new health-promoting ingredients can be easily incorporated into mainstream foods and beverages with well-documented benefits. Manufacturers can today develop new products that answer modern consumers' needs for naturally healthy foods relying on Danisco's growing portfolio of all-natural health ingredients. And this is just the beginning as the company recently entered another partnership agreement for the supply of apple extracts. ■

Jorgen Sorensen is Product Director Singles & Systems at Danisco BioActives.
www.danisco.com



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Global soft drinks

the numbers

Martin Morris examines the market analysts' view of the global beverage market.

As economists debate whether the current economic downturn is coming to an end, the soft drinks industry has had its own issues to deal with.

Lauren Torres, Beverages Analyst at HSBC puts it thus: "Over the last year the beverage industry has not been immune to the world economic recession, given people have had less discretionary spending power, which in turn has led to lower immediate consumption purchases."

Recovery will be market dependent

While the New York-based analyst sees light at the end of the tunnel – on expectations of an improvement next year – recovery will be patchy and will vary by market. The most recent industry snapshot shows the Latin American market holding up well, Eastern Europe plumbing the depths of recession and the US/Western Europe sandwiched in-between.

Given that firms such as Coca-Cola and Pepsi have global reach they are, by definition, diversified to the point where slower markets can be supported by stronger ones, Torres says. Indeed, The Coca-Cola Co (TCCC) in July reported a 42% rise in Q2 consolidated net income to \$2.05 billion, helped by lower one-time charges and unit volume growth. But quarterly adjusted earnings per share slipped 9% on negative currency factors, although they did top market forecasts.

Looking ahead, TCCC company expects the 'currency factor' to have an estimated 12% to 14% negative impact on Q3 operating income, and a low single-digit negative impact on Q4 income.

Meanwhile, net income attributable to shareholders surged 43% to \$2.04 billion (Q2 2008:



\$1.42 billion), while EPS (earnings per share) jumped 44% to \$0.88 from \$0.61 a year ago.

Barclays Capital raised its stock price target for Coca-Cola to \$54 from \$50 while PepsiCo's was upped by \$3 to \$63 and PepsiAmericas' doubled, to \$28 from \$14.

Challenges continue

In a note Barcap said beverage companies "continue to face challenges, but at this point tailwinds are emerging," given commodity cost declines appear to be supporting improved fundamental outlooks.

PepsiCo meanwhile reported net income of \$1.66 billion or \$1.06 per share for Q2, compared to \$1.69 billion or \$1.05 per share in the prior-year quarter. Excluding mark-to-market net gains as well as restructuring and impairment charges, core earnings for the quarter decreased to \$1.61 billion or \$1.02 per share from \$1.66 billion or \$1.03 per share in the year-ago quarter. Industry consensus was \$1.00 per share. Net revenue decreased 3% to \$10.59 billion (Q2 2008: \$10.95), missing the consensus estimate (of nine Wall Street analysts) of \$10.99 billion. However, net revenue grew 5.5% on a constant currency basis.

At JP Morgan, meanwhile, PepsiAmericas' fundamentals in the US – after it reported – were generally seen as in line with expectations for Q2, given volumes were flat. Analyst John Faucher expects the US environment to remain challenging, in part due to a continued weak foodservice channel.

Similar to other bottlers, the company is seeing a shift into lower-priced beverages such as carbonated soft drinks, which were up 3%, vs. non-carbs, which were off 12%. In the Central & Eastern Europe (CEE) market, results were below forecast – volume declining 13% year on year, versus the investment bank's own minus 10% estimate. They were also slightly weaker than the minus 12% year on year seen in Q1.



"In general the company feels like they are at a bottom in terms of conditions in the region and while they don't expect an immediate rebound, they do expect things to get better sequentially in 2010," Faucher said.

Multi year approach for Coca-Cola

As the numbers rolled in analysts continued to digest comments made by Coca Cola CEO Muhtar Kent, who acknowledged the importance of multi year concentrate agreements, of long term clarity for non-carbonated economic splits and of a joint five to 10 year vision for developing targets and investment plans with bottlers – a point noted by Credit Suisse analysts, Carlos Laboy and Thilo Wrede.

In a conference call with analysts, Kent indicated the company is now moving away from annual negotiations for concentrate pricing with bottlers towards long term agreements. He suggested that concentrate pricing "has to be multiyear" and expanded on the merits of planning "five to 10 years down the road," and of both sides having a proper incentive to make long term investments.

Kent said: "...It has to be multiyear. The picture of success in this business, as I have outlined before, is you get into a room with bottlers and you actually agree on a picture of success, you know, five, 10 years down the road.

"Long term planning is key and continuing to invest in this business, always with a focus, is key with both innovation on our side, inspirational marketing on our side, equipment on the side of the bottlers, and new sales systems and segmentation, that drives revenue in a proper way."

Laboy and Wrede argue this is the closest a Coke CEO has ever come to recognising that a contractual long term concentrate pricing mechanism is critical if the company expects its bottlers to make the necessary investments in brands and routes to the market.

"Partners with contractual long term clarity of roles and profit splits are better positioned to grow the profit pie than partners who make an annual pilgrimage to Atlanta and fight over the size of their slice. Five to 10 year price mechanisms are also great entitlement culture killers. They introduce new accountability to Coke managers for growing the pie as their ability to make numbers by simply taxing the bottler is no longer possible," the analysts noted. They regard Kent's comments as "the most powerful move we have seen in years at Coke towards establishing a culture of system growth."

Following Kent's remarks Laboy and Wrede now expect to see more incidence-rate models (charging bottlers a percentage of bottling revenues for carbonated soft drinks), on a multi-year basis and more 50-50 JV's (joint ventures) for noncarbonated beverages.

Long range vision and better incentives

The focus will be on jointly developing a long range vision and property rights that better incentivise both partners to deliver accelerated growth.

The current difficulty for Coke in establishing multiyear incidence rate agreements is one of legacy entitlement. "For years Coke spoke of



'our brands, our system, our bottlers, our retail relationships, our best practices,' and its franchise agreements spelled out Coke's right to increase concentrate fees any time it wanted by whatever magnitude it unilaterally decided," noted Laboy and Wrede.

"As external observers we would often wonder, 'well, what does the bottler own beyond trucks, plants, a ton of liabilities and utter uncertainty on what they will be allowed to keep over the long-term?' Why should any partner make extraordinary investments if they have no claim on the returns?"

Laboy and Wrede further argue that long term incidence rate models establish property rights by delineating what each side is supposed to do and what both parties are permitted to keep.

The pressure for Coke managers in this new model is that as they are no longer able to unilaterally increase concentrate fees whenever they need to sustain earnings momentum and the accountability for producing marketing and innovation is high. The focus on profit generation should also help Coke to produce a better growth algorithm than the stated objective established under the 'Manifesto for Growth' era of 2004, when the company was on its back.

Bottlers with rising earnings power are seen as better positioned to reinvest at a faster pace behind routes to market and brands than bottlers being squeezed with rate increases and discouraged from making extraordinary investments.

For The Coca-Cola Company, Credit Suisse sees full year revenues falling to \$31.145 billion this year before recovering to \$32.814 billion and \$34.558 billion in 2010 and 2011 respectively.

EBITDA (Earnings before interest, taxes, depreciation and amortization) is projected to come in at \$9.701 billion (2008: \$10.004 billion), rising to \$10.796 billion and 11.859 billion in 2010 and 2011. The recovery in the company's fortunes is likely to mirror that of the industry at large. ■

Given that firms such as Coca-Cola and Pepsi have global reach they are, by definition, diversified to the point where slower markets can be supported by stronger ones.

On the rise

internal executive recruiting

Searching for leadership talent can be a challenge, writes Marguerite Granat.

A well-run organisation has the ability to proactively anticipate and recruit leadership talent in order to meet the strategic goals of the business. The majority of organisations in the developed nations will need to recruit a record number of external leadership candidates in the years to come, due to the aging demographics. According to the US Census Bureau, by the year 2010, 25% of the US population is projected to be at least 55 years old and by 2030 the number of Americans over 65 will outnumber youths under 18 in several states. In Japan more than 20% of the population is 65 or older and boomers account for approximately 8.6% of the workforce. Developing innovative recruiting practices will prepare organisations facing this talent shortage.

One approach to meet the future demand for outside leadership is to develop an internal executive search capability. There are a variety of approaches that can be used to attract external leadership into an organisation. Some organisations use external or internal resources exclusively, while others use a mix of internal and external resources. For some organisations, utilising traditional executive search exclusively may be too costly, especially now during this recession, and the results may or may not be desirable. This has fueled an interest in either strengthening current in-house executive recruiting functions or exploring them as a viable option.



Challenges in ensuring the success of the internal executive search function

The biggest challenge to ensure the success of an internal executive search function is to prove to the internal hiring managers that it is capable of delivering results. The team needs to build credibility quickly by demonstrating an understanding of the business, its strategy, objectives as well as how to develop and implement search strategies that deliver the right talent at the right time.

"You're only good as your last search, so you have to be rigorous in executing a great process every time," says David Lord, founder of ESIS (Executive Search Information Services), a consulting service assisting organisations to improve executive search effectiveness. According to Paul Marchand, VP Global Talent Acquisition at PepsiCo, the talented team needs to have a predominant background in the executive search business. He says that "the line managers need to trust this organisation since they are used to reaching out to external search firms."

In order to attract the right executive recruiters to join an in-house function, the compensation package needs to be comparable to what these individuals are making as external recruiters. This compensation model may be difficult for an organisation to accept. With an incentive compensation model mirroring an outside firm, it is feasible that an executive recruiter may be earning a higher income than what a Vice-President is making at the same company.

The investment of time and effort required to attract top candidates who are not actively seeking opportunities requires that executive recruiters work on no more than three to five assignments simultaneously, with the right support from researchers who assist the recruiters in identifying target companies, the names and titles of potential candidates, organisational structures and competitive intelligence. In a corporate environment, this may or may not be viewed as an acceptable workload. If the executive recruiter is expected to carry a higher workload the quality of the searches may be compromised.

Another challenge is asking Human Resources to remove some of the bureaucracy that is prevalent in most organisations. Most of the potential candidates that are approached by an executive recruiter of this calibre are not actively seeking

opportunities. When approached, these individuals are in an exploratory stage. The process that is in place for the majority of open positions will not work for this type of recruitment. Forcing a candidate to fill out a lengthy application or asking for a resumé before the individual is ready to make a commitment may backfire.

The right mix of internal and external resources

Each organisation needs to determine the right mix of internal and external resources. Maintaining the appropriate balance between searches performed by the internal group and searches outsourced to external search firms will vary based on each organisation's needs and internal capabilities. When the internal team is overloaded with searches, an outside search firm can be hired to augment the internal team's capabilities. If the open position is so unique that it is outside the internal team's expertise, then it is time to seek outside help. John Goldberg, who conducts internal searches for Coca-Cola's core capabilities mentioned that they would likely rely on one of their strategic search partners when the search is more specialised.

According to David Lord, before the internal team takes on an assignment, it needs to be 99% certain it can complete the search effectively. He adds that the team needs to know where the potential candidates are and whether they can be effectively accessed. Another area to look into is whether there are obstacles that would prevent the group from conducting the search directly. David Lord says that if the team can not get past these three criteria, "then an external firm is indicated." Paul Marchand believes that the internal team is more effective when the organisation has the ability to plan in advance and that search firms struggle when there is no opening against which to match the candidates.

Metrics for measuring the success of the function

The quality of hire is the most important measure of success. John Goldberg, Director, Executive Talent Acquisition at The Coca-Cola Company, prioritises quality as the most important measure of success. He emphasises: "Our mandate is to continually increase the quality of our hires along with the speed of execution in each of our assignments. In doing so, we expect to realise progressively greater cost efficiencies

as well. Importantly, the preceding elements are in prioritised order, quality first, followed by speed and then lastly cost. Cost is an important benefit, but not significant enough that you would do this work internally if either of the first two components were compromised." David Lord says that the organisation measures the success of its internal function "ultimately, by the success of the executives it recruits. Of course this takes time to play out."

Quality of hire is a subjective metric and there are various ways to approach this. One way is to look at how the business measures success and how the new hire is directly contributing to its success. For instance, if the new hire is in a business development role, what portion of new business was directly related to this person's performance? If the leader is put in charge of a business unit with high turnover, a measure could involve 360-degree evaluations and the rates of turnover.

Another important measure is looking at the retention rates of candidates placed through the internal search function. Client feedback from the internal clients and candidates can prove helpful. The time to fill the positions is another measure. The number of offers extended that are accepted will determine the internal team's ability to negotiate and close deals. David Lord says that something to keep an eye on is the completions rates, the percentage of searches conducted that are ultimately completed. The credibility of the internal search team will suffer if it takes on a search that is not completed. And cost, of course, is a measure that comes into the equation, according to David Lord; the difference between what the organisation would have paid an outside search firm and the costs to conduct the searches internally.

Conclusion

The benefits of an in-house executive search function are not just about cutting costs for an organisation. The goal of an internal executive search group is to achieve or exceed the results obtained from executive search firms. The team will focus all of its resources and look out for the interests of a single client. If successful the quality of hire will improve because the in-house search team will live and breath the corporate culture, will understand the ins and outs of the business and ensure each new hire is the ideal fit. ■

The benefits of an in-house executive search function are not just about cutting costs for an organisation.



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Strategic enabler

manufacturing IT takes its place

Sean Robinson discusses the benefits of an integrated approach to IT implementation.

Over the last 20 years, manufacturers' enterprise information applications have transformed from record-keeping systems with a focus on past performance to enabling tools that help manufacturers execute day-to-day processes against a forward-looking strategy. For much of that 20-year period, the factory floor was regarded simply as a respondent to the directions of the business – a place where forecasts or orders were sent, and from which goods flowed. It was assumed that factories were relatively efficient with their assets (both physical and intellectual), and could not be expected to significantly shift their impact on profits or execution of strategy. As late as 2007, one consumer goods executive went so far as to call manufacturing “a tactical liability, rather than a strategic asset”, because product innovation would always (in his view) outstrip a given plant's ability to adapt.

Increasingly, these perspectives are challenged by leading brand owners; even as product variation has increased – introducing more recipes, packaging styles and changeovers into the production floor – world-class producers have bolstered margins and stripped inventory out of their supply chains. These brand owners have incubated cultures that thrive on the usage of information to align production capability to product strategy, to coordinate lineside production activities with the overall flow of orders, and to enable the deep analysis that triggers re-engineering of a line or purchase of new equipment. The results are impressive: one soft drink

bottler has been able to reduce inventories to a three-day buffer; a diversified producer eliminated over 30% of the inventory in its supply chain, and added several points of profit back to the bottom line; a juice producer has increased operating efficiencies by over 5%.

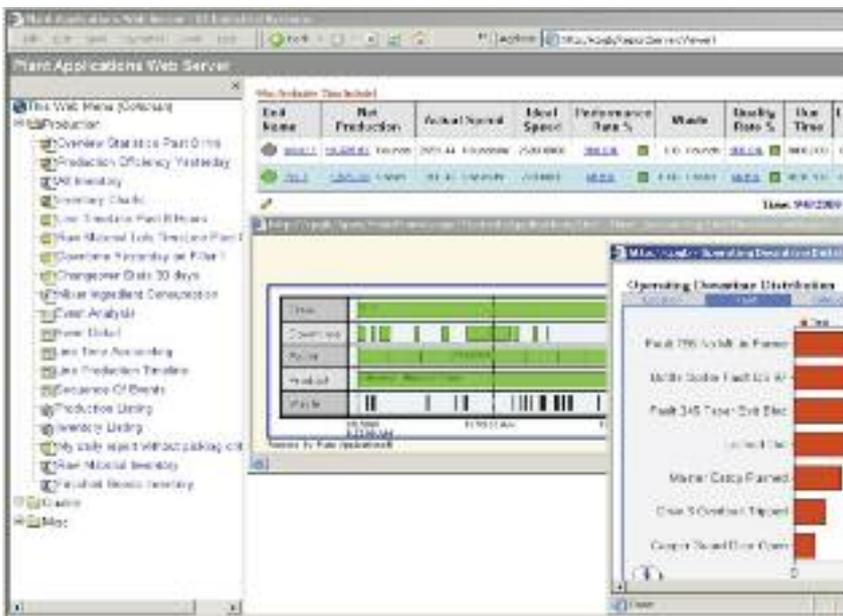
Alignment of goals and strategy

Two important elements are common to the experiences of these firms. First, and most critical, is the determination to align plant goals and related reporting systems to the overall strategy of the company. Second is the recognition that individual plants tend to purchase tools to improve their metrics, so a base of IT and work practices grows, in relative isolation, in each facility. These systems are generally purchased to support tactical goals, and have limited, ‘siloesd’ capabilities – Overall Equipment Effectiveness (OEE) applications for engineering, Statistical Process Control (SPC) applications for quality, and so on. Thus, even with a clear “information strategy” in mind, it is necessary to bring consistent supporting technology into play in a multi-plant environment.

In the case of one large soft-drink bottling group with an expanding product line, the lack of common reporting capability was recognised as a strategic limiter – operations leadership wanted to optimise the supply chain across the complete mix of production, logistics costs and transport/lead times, but lacked confidence that they had a true picture of capacity and reliability across their facilities. Initial efforts to gather performance data also revealed that efficiencies and cost structures varied significantly from plant to plant. Realising that the true resolution for the issues was a consistent approach to performance measurement and to driving continuous improvement, the best practices from the highest performing facilities were adapted into a common performance measurement program that would include customer-focused targets like schedule attainment alongside traditional measures such as machine efficiency and yield.

Their next realisation related to reporting and production management systems. Over time, each facility had adopted a mix of point applications – and while it would be possible to adapt existing sets of solutions to support the new operating regimen, it would be difficult to ensure ongoing consistency. Beyond that, not all plants had the same IT or automation infrastructure, so standardising work processes and performance metrics had to be possible even when standardising every part of the supporting technology was not financially feasible.

The bottler next realised that it was facing a multi-stage program of improvement initiative. Key to ensuring the program's success was choosing supporting technologies that supported the ‘end stage’ functionality, reporting and analytics, but that could be adopted in a phased approach – allowing each facility to take defined steps to increase their continuous improvement capability and operating performance. The path they set on was first to address basic performance reporting, equipment efficiency and troubleshooting, followed by deployment of a standard quality function set, and finally to integrate the data from production with ERP and supply chain applica-



With a data model that captures many dimensions of production and process data, GE Fanuc Intelligent Platforms' Proficy suite speeds analysis of root causes of production losses.

tions. Each phase had clear payback and a defined set of stakeholders to drive adoption of the new work processes and related systems.

From a technology perspective, the challenge was to find a solution that supported the new reporting and continuous improvement programs, while meeting IT goals for simplified architectures, and eased maintenance over the

After reviewing the strategic goals of the company, relative to cost, quality and delivery performance, the bottler broke down their Key Performance Indicators into the 'components' needed to track and calculate them. In general terms, they determined that data fell into four categories:

Product Reference Data

- Execution recipes
- Bills of material
- Quality specifications
- Delivery due dates

Asset Reference Data

- Line and asset models/routes
- Engineering standards for machine performance (bottle sizes, conveyance speeds, fill rates etc)

Material Reference Data

- Raw material characteristic and quality information

Operating Data

- Machine/asset performance data, including downtime, idle time, changeover time and other non-productive time
- Ancillary machine data (oil temperatures, motor loads, steam pressures, etc)
- Recipe execution data (adherence to set-points, processing times, etc.)
- Material consumption and genealogy data
- Process parameter data (temperatures, speeds, pH reading, viscosity, etc)
- Line-side quality test data
- Off-line quality test data
- Relevant environmental data (ambient temperatures, humidity, air pressure)
- Cleaning process data (temperatures, durations, etc)
- Other counts, confirmations and checks (equipment checks, area inspections and so on)
- Actual/effective production rates (as opposed to modelled rates)

The ability to correlate different combinations of these data points underpins the new performance reporting system. A platform where the core application incorporates all of the elements seamlessly is key to delivering different capabilities (OEE, Yield Analysis, Quality Assurance, Genealogy) from a common base. In this case, Proficy PlantApplications was chosen – ensuring that this capability would be present in plants with varying levels of IT infrastructure, while enabling user interactions lineside to be done in a familiar environment.

lifecycle of the application set. In the end, the following critical capabilities drove vendor selection:

- Common data model supporting analytics, execution and quality management;
- Rich standard functionality to support a variety of production and support roles and processes;
- Ability to correlate highly granular process data against production lots, material inputs and machine event data;
- Connectivity to existing automation and/or HMI/visualisation applications, to reduce operator interaction; and
- Minimal impact on existing automation and HMI programs.

Bundling these needs into a set of requirements for an integrated platform ensured that plants could make their transitions between stages of capability without requiring re-implementation or significant IT expenditures at every step. It also ensured that maximum value would be realised from existing automation.

Efficiency improvements realised

With several plants completing their phase 1 implementations, the bottler is realising equipment efficiency improvements in line with expectations, and is confident that it will sustain the performance gains and move smoothly to the challenges of the next phase, and ultimately to resolve the need to drive better supply chain execution by using factory data to help build and adapt material, logistics and capital plans.

It is this kind of approach – building a platform for operational excellence that can be leveraged within and beyond factory walls – that offers sustainable financial and strategic value to beverage producers. As the bottler we observed discovered: supply chain execution depends on reliable, predictable manufacturing; aligning the goals and supporting tools so that individual plants and supply chain teams can both leverage a single IT platform supports several goals simultaneously:

- Local optimisation of asset effectiveness and quality drives labour, capital and material costs down;
- The profile of effective consumption, yield and throughput rates generated in each factory is used to devise more accurate purchase plans for materials, logistics and capital; and
- The real-time flow of data from the factory ensures that quality or production disruptions are managed with minimal impact on the flow of goods in the supply chain.

Incremental implementation

A staged approach to move factories from their current capability ensures that value is realised in increments that can be sustained, and allows time for work process changes and system usage changes to be absorbed between each leg of the journey. And maybe world-class operating and financial results will be at the end of your path, too!

With a data model that captures many dimensions of production and process data, GE Fanuc Intelligent Platforms' Proficy suite speeds analysis of root causes of production losses. ■

The results are impressive: one soft drink bottler has been able to reduce inventories to a three-day buffer ...



Sean Robinson is Global Industry Manager – Food & Beverage at GE Fanuc Intelligent Platforms. www.gefanuc.com

Fit for purpose IT

making more efficient use of resources

Investments in Krones IT solutions pay off.

The ongoing cross-sectoral economic crisis is compelling companies to institute economies – and to rethink their planned expenditure on new investments. For some, the struggle to survive on the market has already begun, while others have postponed their new investment projects and are trying to manage for as long as possible with their existing equipment.

Exploit the potentials now

Since the scope for extensive new investment is now limited, the aim must be to utilise the resources available more efficiently, to upgrade their effectiveness. For this purpose, objective performance measurements for the production operation are essential, since weak points and 'loss sources' in the operations concerned will be identified for the first time in the as-is analysis. The preconditions and objectives involved will vary from company to company. Using IT tools from Krones helps the client to pinpoint weaknesses and to support the decision-making required to boost the efficiency of the production process involved.

IT modules for supporting a production operation

Krones AG, whose sectoral expertise is based on its long years of experience in process technology, filling and packaging technology and intralogistics, is also a reliable, can-do partner when it comes to installing IT modules for optimising production processes in the food and beverage



industries. The IT portfolio of Krones AG has been responsively geared to the sector's perceived needs, and provides crucial assistance for boosting productivity levels. Approximately 750 systems have been implemented and integrated in recent years, using the field-proven best practice approach.

Performance analysis

The performance results of the production operations are evaluated by comparing the actual figures achieved by the production process with the expected results. The performance measurement module determines what is called the overall equipment effectiveness (OEE).

This calculation incorporates the measurement and evaluation of the total effectiveness losses exhibited by the production lines as quantified by sector-specific key statistics, and is then used for minimising the machinery/process-related losses. The figures determined in the OEE calculation constitute the basis for cross-plant comparisons of production facilities, broken down by products, lines and machines. In addition, the causes of malfunctions and standstills are accurately detected, and line downtimes displayed in a downtime analysis module (DTA).

Production planning

By providing intelligent plausibility checks and visualisation options, the production planning module assists the client's planning staff in handling their entire remit, thus ensuring a simpler, more flexible planning process. Krones' IT package here focuses on making optimum use of the production resources available, like lines, materials and staffing required, taking due account of all sectorally specific restrictions, so as to generate viably feasible plans. This provides the user with a simplified, time-saving production planning process, enabling bottlenecks to be detected immediately, and costs to be saved by efficient utilisation of the resources to hand. In addition, there is an option for comparing and evaluating planning variants.

www.krones.com



The module for performance measurement determines overall equipment effectiveness (OEE).

Order control

Through interfaces to the machines, the higher-level order control module manages the line's production orders. The filling orders inside the line are coordinated in dependence on the current order and its parts list, and all the important counter readings are monitored. In addition, the requisite quantities of consumables are automatically and promptly requested. Using this module creates economies of both time and money. The cost savings are due to the production process being accurately tailored to the precise capacities of the bottles and tanks involved. Time-savings are also achieved with the change-over and cleaning routines, thus ensuring high levels of line availability, quality and overall efficiency.

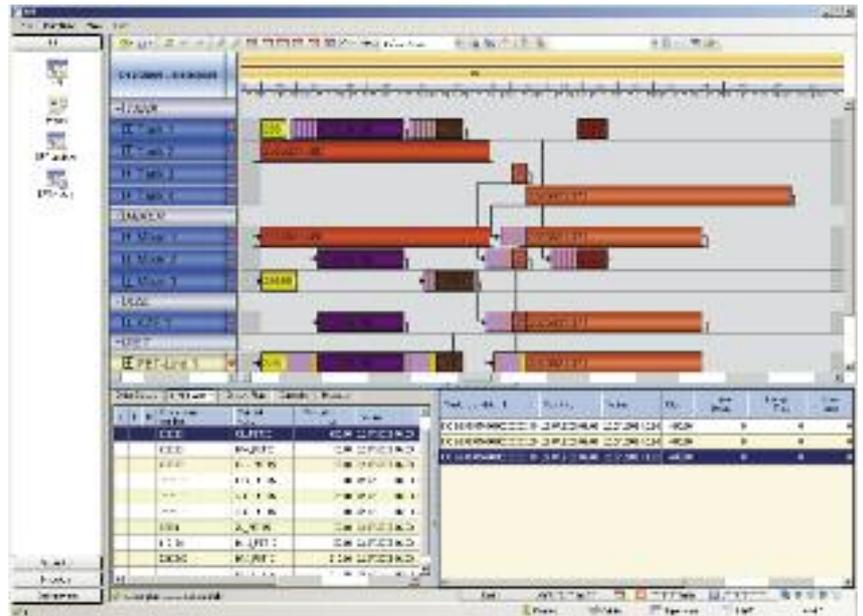
Care and maintenance

The care and maintenance tool from Krones AG supports the maintenance staff, enabling them to work more effectively and affordably, and to avoid or minimise unscheduled line standstills by means of appropriate maintenance work. This is a plug-and-play system, ready for operation immediately after being installed. Condition-based monitoring, moreover, provides options for preventive maintenance. Suitable sensors ensure early warning of material fatigue, enabling the wear parts to be replaced in good time.

A dependable integration partner

With the IT packages described above, Krones provides optimal tools for production support, enabling potentials for optimisation along the entire process chain to be identified for the first time.

In the present-day situation, particularly, it's worthwhile for companies to invest in information technology, so as to boost the efficiency of their value creation chain, enabling them in future to plan their operations with lower fixed costs in the production process. As a vendor, Krones AG is a reassuring guarantor that in opting for an IT solution from Krones you can't be doing anything wrong. In numerous projects, prestigious clients from the dairy sector have already seen this claim validated by excellent empirical results. ■



Krones' IT solution is focused on optimal deployment of the production resources available.



The care and maintenance tool from Krones AG supports the maintenance staff, enabling them to work more effectively and affordably.



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Fusion update

the new can-bottle from Rexam

As the next generation of metal packaging nears commercialisation, Stephen Howell discusses the advantages of Fusion.

Despite the current challenging market conditions, brands are still looking for innovative ways in which to offer consumers a new drinking experience. In response, Rexam continues to focus on presenting its customers with new beverage packaging options that not only offer superior protection for products, but can also be used as an adaptable and versatile instrument for brand managers.

Since its introduction in 1935, the beverage can has evolved into an iconic pack choice for billions of consumers worldwide, strengthening brands and adding to the sensory enjoyment of the drinking experience for several generations. During this time many developments and improvements have been made, both in the manufacturing process and the branding options of the can. Rexam is now taking metal packaging to the next level with its vision to create and develop a market for a new beverage pack format in the form of a lightweight DWI aluminium bottle.

A bit of background

Rexam first unveiled the Fusion bottle at Brau 2007, showing the beverage industry a synergy of engineering brilliance. Fusion combines aluminium and conventional can manufacturing to produce a family of DWI (Drawn Wall Ironed) bottles that can vary in serving size, shoulder shape, neck length and closing options.

In early 2008 production commenced at Rexam's UK research and development centre in Milton Keynes, where a pilot line was installed to produce bottles for line filling trials, customer



marketing samples and technical development. In June 2009 work began on the latest FUSION investment, a fourth Frattini necking turret which is an addition to the existing three Turret system. This will enable Rexam to offer customised, exclusive bottle shapes to customers using full body necking.

Rexam has been working hard with a number of contract fillers to develop ways to offer a complete pack solution to the beverage can market. It is now possible to offer customers the flexibility of using the Fusion bottle without having to use their own filling lines. Rexam is able to provide its customers with fully qualified filling locations, which makes the process easier and smoother in bringing the Fusion bottle to the commercial market.

The current status

Rexam has remained strongly committed to the Fusion project throughout its development, recognising the benefits that the aluminium bottle can bring to the market. Great progress has been made over recent months, with the technical development of the Fusion bottle being completed. This means that all aspects of the bottle's performance, including coatings, closures and product stability post pasteurisation have been satisfactorily tested.

Further testing on closures has also been undertaken, with all three closure options, resealable ROPP, Standard Crown and Maxi P Ring Pull crowns, progressing positively with no negative feedback in terms of bottle stability throughout the line, filling and gas retention.

Rexam is working closely with a number of different brand owners in a variety of beverage industries, including beer, wine, soft drinks and energy drinks, as well as flavoured alcoholic beverages. All of these industries can see the positive benefits that this innovative new packaging format can bring to their product, and the new markets that could be opened.

Remaining committed to the Fusion project,



Rexam has now invested over €5million in the development of the Fusion bottle. In December 2008 Rexam invested a further €1 million in a 4th necking turret that allows it to create customised bottles that feature full body necking and contour shaping.

First commercial production

Production of the Fusion bottle is currently based at Rexam's Tongwell plant in Milton Keynes, where the pilot line is still up and running. In the latter half of 2009 this facility will transfer to a Rexam can plant within Europe in preparation for the commencement of commercial production in the first quarter of 2010. The initial capacity for the first line will be 60 million units a year, with an intention to increase production to 120 million at the same plant.

The bottle will initially be produced in 25cl and 33cl bottle sizes, with all three closure options available. Rexam will work with specific customers to make customised bottles, allowing brands to further tailor the new packaging option to its specific needs. Illustration Impact, which allows photo like images to be printed onto the bottle, will be used as standard for the Fusion bottle, as well as gloss and matt varnishes being available. Rexam has every intention of expanding the decorative options to include all of Rexam's special effects ink, varnishes and embossing technology.

Customer feedback

Rexam strongly believes in the potential impact that the bottle could have on the beverage can market, and to measure this success it has worked with the London-based agency Wren and Rose to conduct one-on-one consumer quantitative research in London, Milan and Amsterdam throughout 2008 and 2009. Consumers were given the opportunity to see, touch, open, decant and drink directly from the Fusion bottle using the beer, soft drinks and flavoured alcoholic beverage



A Frattini necking turret.



categories. The result was a positive one, with 79% of participants liking the experience.

Staying cool and the freshness of the drink inside were the most important qualities that the bottle must possess, according to those asked, with the Fusion bottle scoring over 90% approval in these areas. This high level was also seen when comparing the 'trendy' credentials of the Fusion bottle to glass, which scored only 60%.

When asked which pack format they would prefer, 68% of participants said they would prefer the Fusion bottle, with glass coming second with 28%. Forty one percent of respondents could not find anything they disliked about the bottle, even when prompted repeatedly. The top five responses to why they particularly liked the bottle were:

1. Keeps the product cool/fresh
2. Is lightweight
3. Robust/shatterproof
4. Trendy/modern/cool
5. 'On shelf' impact.

The next step

Packaging innovation will continue to play a crucial role in driving the drinks industry forward with an emphasis on enhancing the drinking experience for the consumer. The bottle offers brands the chance to be innovative and forward thinking in the packaging they use for their products. With commercial production beginning very soon, and with such a positive response from those who have already experienced the Fusion bottle, a new packaging option seems welcome within the beverage market. Rexam is excited to see the potential of the Fusion bottle become a reality for a great number of brands in a variety of beverage categories. ■

When asked which pack format they would prefer, 68% of participants said they would prefer the FUSION bottle ...



Stephen Howell is Breakthrough Innovation Manager at Rexam. www.rexam.com

Bottles and shapes

added value right down the line

Matthias Gernhubler looks at the development of a new Lipton iced tea hotfill PET bottle for the Pepsi Bottling Group.

Bottles & Shapes™ is the name of the internationally unique service and consultancy program from KHS Corpoplast for the design and development of plastic bottles. Drawing upon over 35 years of experience in stretch blow moulding and PET process technology, along with its Bottles & Shapes program, KHS Corpoplast acts as a constant partner to companies in the food and non-food industries throughout the entire development of a plastic container – from the initial idea to its industrial manufacture. At all times there is extremely close collaboration with the marketing and engineering departments of the company to be advised. During each stage in the design of the container, the ecological, economical, and functional aspects of the packaging also undergo close scrutiny.

The aim of the Bottles & Shapes program is always to create a container that fully meets marketing demands and is of the highest quality, while keeping costs to a minimum and ensuring sustainability throughout the entire production process. And of course, the plastic packaging always has to be premium. The optimum production of this premium plastic packaging is guaranteed not least by the use of InnoPET Blomax stretch blow moulders from KHS Corpoplast, plant engineering that is not only setting standards in cost efficiency but also with regard to the precision of the plastic bottles produced with its outstanding process accuracy. By way of example, the program was recently implemented at the Pepsi Bottling Group. The task here was to develop a new premium PET bottle for Lipton iced tea in 0.6, 1.0 and 1.5-litre sizes in accordance with a given, typical brand design while ensuring optimum functionality and minimised overall costs.

Which filling technology for which product?

The first question always asked is: which products are to be filled in the resulting plastic bottle and which filling technology is to be used? The first stage also involves clarifying which other requirements will be made of the bottle to be manufactured, such as the stress the plastic bottle is subjected to while being conveyed through the line and up to and including the palletising process, and also during shipment to markets and points of sale.

Hot filling PET bottles without vacuum compensation panels

In Pepsi's case, the task was to hot fill Lipton iced tea in a PET bottle with an exact visual appearance stipulated by



the company. At first this seemed impossible; in order to ensure that they were suitable for hot filling, PET bottles to date have had to be equipped with vacuum compensation panels that made specific contours in the bottle shape necessary. The reason for this is that when hot product enters the PET bottle and cools, a vacuum is created. This vacuum usually causes the PET bottle to contract and shrink. Vacuum compensation panels prevent shrinking and maintain the shape stability of the PET bottle. However, these panels rather limit creativity when it comes to bottle design.

KHS Corpoplast then began looking for a way of enabling the specific PET bottles prescribed by Pepsi to be hot filled. The ingenious solution they came up with was HotFill+, an innovative method of hot filling in which no vacuum is created in the PET bottle thereby eliminating the need for vacuum compensation panels. Applying HotFill+ meant that the Lipton iced tea bottle could now be developed in full accordance with Pepsi's requirements.

The entire beverage industry will profit

In developing this process, KHS Corpoplast made the virtually impossible possible. As with the results of any new research project, the entire beverage industry is set to profit to a large degree, with hotfill bottles now able to enjoy total freedom of design.

The beverage sector will also benefit from another new development that is being applied to the Lipton iced tea bottle at Pepsi for the first time. Pepsi specifications were for premium PET bottle quality coupled with a reduction in overall costs – and the highest possible stretch blow moulder output capacity.

Since the chief way of noticeably cutting costs in manufacturing PET bottles is to reduce materials, KHS Corpoplast endeavored to reduce the weight of the 0.6, 1.0 and 1.5-litre Lipton iced tea bottles. This reduction in expenditure for materials proved even more advantageous than originally thought; laboratory tests showed that it was not only possible to eliminate the need for vacuum compensation panels but also that the manufacturing process for the Lipton iced tea PET bottles could be optimised even further.

Optimised manufacturing process

The target of further process optimisation was the blow process. Thermally induced crystallisation in



The KHS Corpoplast Bottles & Shapes program simulates influences on a PET bottle using finite element analysis (FEA)

the PET material (to make the PET thermally resistant) and relaxing (to reduce tension) during the PET hotfill bottle blow moulding process have been common practice to date. In order to thermally crystallise the PET, the blow moulds usually have to be heated to temperatures of between 130 and 165°C. Filling tests on PET bottles produced for Lipton iced tea showed that at the temperature required for filling this particular product it is sufficient to rely on the relaxation effect of the PET during stretch blow moulding and dispense with thermally induced crystallinity. This means that the blow moulds only have to be heated to a temperature of 115°C, thus achieving considerable savings in energy. Another bonus is that if only the relaxation process is used, there is no need to purge the insides of the bottles with cold air after stretch blow moulding, as the shape of the PET bottles is stable thanks to the lower temperature used during blow moulding. Simply by omitting this stage in the process, up to 60% compressed air is saved.

Simplifying the stretch blow moulding process for hotfill PET bottles also helps to increase performance versus classic stretch blow moulding. Where previously 1,200 to 1,400 hotfill PET bottles could be made an hour per blow station, using the new method of production this number increases to up to 1,800 per hour. Compared to the classic stretch blow moulding process for hotfill PET bottles, this is an increase in production of up to 50%.

Significant saving in material costs

The simplified stretch blow moulding process, plus doing without vacuum compensation panels on the PET bottles, results in a reduction in weight of between 7% and 25%, depending on the bottle size.

The pilot project for the manufacture of newly developed PET bottles and the filling of Lipton iced tea therein was launched at the Pepsi Bottling Group in Russia where an InnoPET Blomax 24 CHR stretch blow moulder with 24 blow stations makes the new hotfill bottles. Taking the manufacture of the 0.6-litre PET bottle for Lipton iced tea as an example, the stretch blow moulder produces 43,200 0.6-litre PET bottles an hour – resulting in an annual saving in costs for PET of several thousand euros.

Identical and yet completely individual

In the Bottles & Shapes program, the process is always identical but carefully selected so that it allows maximum individuality. Once the question of packaging, product, and the expected forms of stress exerted on the container have been clarified,



Calculating the optimum heating profile for a PET bottle on a KHS Corpoplast lab machine using Bottles & Shapes.

designs for all kinds of plastic bottles can be suggested, geared specifically towards market conditions and assessed for technical feasibility.

The shape of the container is developed using computer simulation. In finite element analysis, all known influences, such as stress and vacuum tension caused by excessive pressure, for example, are simulated and applied to the virtual packaging. The data on the system can be varied at any time, which saves time and permits new settings to be made quickly. At Pepsi, computer simulation was a major component of the bottle design. Here, it was important to simulate and neutralise the vacuum tension for the given PET bottle sizes.

Saving time and money

If the features of the PET container generated by computer simulation meet customer requirements, KHS Corpoplast can produce prototypes of the new packaging within a very short space of time. Both plaster and plastic casts are available within just a few hours. Unlike virtual 3D design on screen, models give customers the chance to see their PET container for real before it goes into production. Its shape and form can be felt and its optical design is more detailed and better perceivable than when only seen on the computer screen. At the same time, through the fast production of a prototype no time is lost that could be detrimental to the launch to market.

The next stage in the Bottles & Shapes program is to make PET bottles on a laboratory machine. This lab setup works just like the production stretch blow moulders. Efficiency, blow moulding pressures, and the temperature profile used to heat the PET preforms and blow moulds can all be demonstrated on the laboratory machine and all process-relevant settings can thus be determined. The blow moulds used on the lab machine are made by KHS Mouldtec – as they are for the stretch blow moulder that will later be in operation.

In the case of the Lipton iced tea bottle, the lab tests were primarily to determine whether the relaxation process alone could meet the given hotfill conditions in the manufacture of PET bottles. Researchers also examined whether the bottle design had to be modified in order to neutralise the presence of vacuum.

Only when test results confirm all given specifications does the certified KHS Corpoplast laboratory approve the plastic container for production. This is usually followed by tests in practice. KHS Corpoplast provides the necessary plastic sample packaging for market testing, filling tests, and labeling, packaging, and palletising tests. Pepsi also ordered sample bottles that were rigorously put through their paces. The result was that production went just as KHS Corpoplast had forecast.

The Bottles & Shapes program offers an efficient source of expert knowledge. It covers everything, from the first ideas for the design and marketing of the prospective container to CAD bottle design and development; from preform and blow mould specifications to the industrial manufacture of the PET bottles. The program creates plenty of impressive added value for beverage companies that pays off in a number of different respects. Yet when it comes down to it, all arguments in favour of the Bottles & Shapes program have one central message: Bottles & Shapes is about optimum quality – and about premium plastic bottles. ■

The program creates plenty of impressive added value for beverage companies that pays off in a number of different respects.

Matthias Gernhubler is Product Manager, Bottles & Shapes at KHS Corpoplast GmbH & Co. Tel: +49 (40) 67907-442 www.khs.com

Protection delivered

the case for pallet perfection

Significant cost savings can be derived from optimised packaging.

Many businesses underestimate the true cost of poorly stretch-wrapped pallets and rarely give a second thought to the efficiency and efficacy of the systems they have in place. Even those businesses with the best production and quality control procedures often overlook packaging fundamentals at this vital stage and as a consequence the integrity of a shipment can be compromised by using inadequate wrapping and protection.

First impressions

What is delivered to your customer can say a lot about your business so, getting it right each and every time is essential. Just because goods leave the factory in perfect condition doesn't mean they arrive with your customer that way.

Damaged or poorly restrained goods may not only lead to inconvenience and the expense of returned goods but such instances can reflect badly on the overall view of your business.

The objective must be for goods to arrive in pristine condition, whilst keeping packaging costs to a minimum. Manufacturers of FMCG's need to consistently deliver excellence, time after time. Unless a packaging solution has been properly specified and correctly applied, confidence can never be assured.

Perfect package

Offering a complete package management service, ITW Mima Packaging Systems provides high performance and cost effective solutions, tailored to a customer's specific needs. "Understanding the client's product is the key", explains David Tuck European Sales Director. "Correct wrapping of goods should be considered as an extension of the manufacturing



process". As such, it offers opportunities for optimisation including, time and material savings, improved product protection and of course environmental compliance on energy consumption and material wastage.

ITW Mima is perfectly placed to offer a total solution, having the unique benefit of being involved as both a manufacturer and supplier of stretch films, and stretch wrapping systems. The company's in-depth understanding of film and application technologies provides ITW Mima with an unrivalled advantage in being able to specify measurable and repeatable solutions.

Film

The technical characteristics of the film used will have a significant impact on the final solution. Properties such as elasticity and adhesion will go a long way to determine how the film behaves in use and its quality and consistency is therefore crucial.

The gauge of the film cannot in itself be an indicator of suitability for purpose. Use of too thin a film may in fact be false economy, requiring numerous layers to provide adequate wrapping. Too thick a gauge can be unnecessarily costly and wasteful and, in fact, may not secure the load as expected. It is very much a question of using the right film for the purpose in hand.

ITW films are produced to the highest standards, and new and innovative films are brought to market through continuous research and development.

Application

Of course, it's not only the specification of the film that matters; the way it is applied can be equally important. Over-stretching can weaken the film and under stretching will compromise the films' ability to restrain the packed items. Therefore pre-stretching to the desired extent immediately prior to application is necessary to ensure optimal use.



Scientific approach

To fully understand the wrapping needs of a particular shipment, a dedicated process study centre is used to assess the suitability and effectiveness of the customer's existing packaging. During the assessment, wrapped pallets are subjected to rigorous testing and the behaviour of the load is analysed during simulated transit.

Using 3D vibration tables and crash-testing, the forces exerted on the packaging and its suitability can be determined.

Indeed, the client's normal transit conditions can be replicated by first measuring the forces exerted on the load during a real-life journey. Any unusual or repetitive conditions can then be captured and applied to the pallet under test conditions. Regular, irregular and even unstable loads can be catered for, as well as whole, part, mixed or half pallets.

Once fully analysed, an optimised solution can then be specified and the tests repeated. Because of this scientific approach, the load can be strengthened by laying down multiple layers of film only where needed and film usage minimised where possible. Additionally, pallet wrapping optimisation can be utilised to enable lightweighting of primary packaging or even facilitate the removal of some intermediate packaging completely, thereby reducing costs and waste even further.

Consistency

Because wrapping specifications can be fully specified, they can also be monitored and maintained over time. Any on-site variances can be reported and causes investigated accordingly. Repeatability and consistency can thus be assured at all times.

Environment

Minimising the packaging whilst maximising protection is the objective, yet David Tuck believes that many of the pallet wrapping machines currently in use are not optimised and as a consequence goods are both inadequately protected and considerable amounts of material wasted. There is significant scope for reducing costs and wastage. "Many businesses could reduce packaging waste by at least 25% on materials alone", he suggests.

Octopus

The Octopus wrapping machine uses rotary ring technology, whereby the film stretch wrappers move around the pallet, thus allowing the load to remain stationary.

Film is pre-stretched to the required extent before being 'laid' onto the load thus providing for the exact tension to be applied. Multiple layers of film can be applied precisely and in accordance with the prescribed requirements, so that strength is built up where needed.

The Octopus CPD provides a corner post insertion option that reinforces the corners with rigid posts for the corners of the load, prior to wrapping with film. This added rigidity not only provides addition protection but also allows for less film to be used.

The Octopus Twin is capable of production speeds of up to 150 pallets per hour.



3D vibration tables and crash-testing simulate the forces experienced in transit.

drinktec

Specific for the drinktec exhibition, Mima Packaging Systems will be highlighting its developments in the packaging of light weight bottles. These developments will be the key to the enormous savings in PET and packaging in general, which will be featured at this important exhibition.

MPS machine and film developments are currently evolving in cooperation with key bottle designers and producers to ensure a true system approach in delivering these important industry savings. End users at the cutting edge of cost containment are beginning to understand that trimming grams off bottle weights creates packaging implications right through to the final transit of the palletised goods. The impact of collapsing loads and damaged goods during distribution can more than negate any savings if such 'lightweighting' projects are not considered from a holistic perspective.

Mima Packaging Systems are currently investing in further R&D equipment to add to their packaging research centre in Virton Belgium. This investment is geared towards supporting the latest EU Best Practice Guidelines on Cargo Securing, which are likely to become law in the coming two years.

Packaging expertise

ITW Mima Packaging Systems is part of the global ITW group, founded more than 100 years ago. The group, which comprises more than 825 companies in 52 countries and 60,000 employees, has an annual turnover of around \$15.9billion.

Operating throughout Europe with around 3,000 machines currently in service, ITW Mima Packaging Systems provides a full packaging consultancy service and packaging management solution. Film is manufactured in Belgium by ITW Mima Films and wrapping machinery is designed and produced by ITW Halolia in Finland. A network of engineers provides comprehensive installation, commissioning and servicing. ■

...optimisation can be utilised to enable lightweighting of primary packaging or even facilitate the removal of some intermediate packaging completely...

David Tuck is European Sales Director at ITW Mima Packaging Systems.
www.itwmima.eu

United States

first half year update

Richard Corbett takes a look at the recent performance of this region.

The United States of America is seen by many as the global headquarters of the soft drinks industry, having played a critical role in the development of the soft drinks market across the world. The USA accounts for less than 5% of the world's population but registers more than a fifth of the worldwide soft drinks volumes. In some categories this is even more pronounced, with the States making up more than 40% of the world's sports drinks sales, a third of the world's juice volumes and nearly a quarter of the world's carbonated soft drinks.

Each and every American consumes around 360 litres of soft drinks annually – that's between four and five times the worldwide average. What happens in the States is influential to the overall wellbeing of the world soft drinks industry and the market has historically been the source of a lot of the world's soft drinks innovation. Canadean's new Quarterly Beverage Tracker helps us to assess how the soft drinks market in the States is riding the great economic downturn of 2009.

Market contraction

The first half of 2009 has seen the US soft drinks market shrink by almost 3% as consumers tighten their belts in response to the financial conditions. Much of the volume losses have come from the Horeca channel as Americans look to cut their cloth accordingly; the off-premise may be holding up better but feedback from the industry points to a considerable shift to the lower end of the market and private label products are prospering in this difficult trading environment. Considerable value is being pulled out of the soft drinks market as consumers downgrade and stay at home. The volume performance was compounded by lower than average temperatures and rain in the north-east in June.

Carbonates make up more than four in every 10 litres of soft drinks traded in the States and their



performance is influential to the direction of the soft drinks market as a whole. Decline in the first two quarters of the year was slightly greater than that of the overall soft drinks market. With private label faring well and on-premise performance falling at a quicker rate than off-premise, it is assumed that retail value performance is being impacted more than volume.

One feature of the US market is the high volume of sales coming through the on-premise; more than half of all sales come through on-premise channels in the States in contrast to the global average of well under a third. Competition is as keen as ever as the leading players battle it out on many fronts, including brand innovation, bottler strategy, supply chain, price/pack architecture and food service initiatives to maintain share and reduce costs in a declining market. This is illustrated by the announcement that PepsiCo Inc has, subject to approvals, entered into agreement to buy back The Pepsi Bottling Group, Inc (PBG) and also PepsiAmericas, Inc (PAS), in what will be a major shake up of the company's operations in North America.

Juices too have also seen their value fall at a faster rate than their volume; there is evidence of consumers switching from not from concentrate (NFC) to the lower priced 'from concentrate' segment. Private label products are also reported to be gaining share on their branded rivals. The small drop in juice sales (quarter 2 was actually almost flat) may be seen as a relatively positive result; juices have suffered from a reputation for being high in calories, a factor that had triggered steep falls in recent years. 2009's performance might suggest that increasingly the category's strong health and wellness credentials are winning consumers back. Calorie content obviously remains an issue because naturally sweetened, reduced calorie juice products are faring well this year, within both branded products and private labels.

Keen observers looking for new flavours have noted the steady appearance of coconut water. This should receive a boost and now become even more ubiquitous following Pepsi's decision to acquire Amacoco, Brazil's largest coconut water producer. Coconut water ticks many of the boxes for health conscious consumers as it is low in carbs, sugar and is 99% fat free, while it has a lot of electrolytes.

The second biggest category, water, is struggling, with sales decline accelerating on last year, despite intensifying price competition pushing down prices. Falling packaged water demand is a



Soft drinks dominate in the United States.

little more complex and is not just related to a faltering economy. After years of double digit growth, packaged waters have fallen under the scrutiny of the environmental lobby and landfill issues and concerns regarding access by water companies to underwater aquifers have contributed to the contraction.

Economic adjustments

Tightening purse strings may have had a negative impact on a number of categories but the most economical forms of refreshment – squashes and fruit powders – undoubtedly benefiting from more ‘at home’ consumption and slimmer household budgets. Quarter 2 2009 versus quarter 2 2008 saw a significant improvement in their performance. In the fruit powders category, innovative new products such as Crystal Light pomegranate lemonade have also helped the performance of a fruit powder category that has fallen by 10% since 2003.

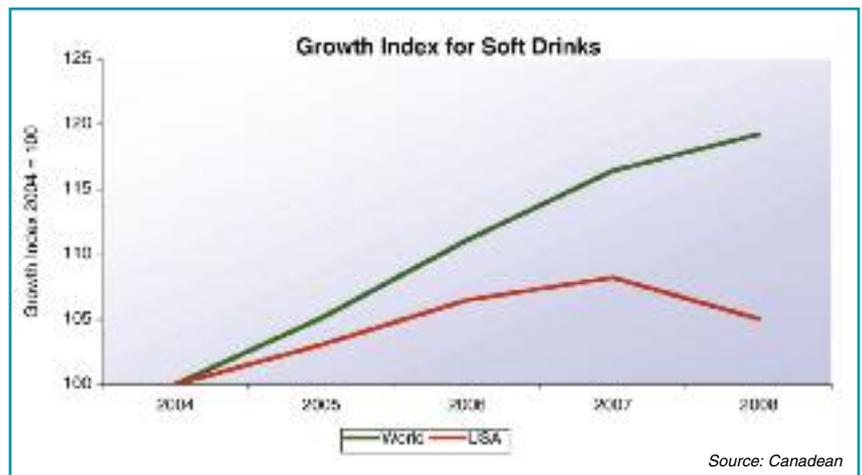
Growth during the first half of the year has not been limited to just squashes and fruit powders; still drinks, iced coffee and energy drinks have all managed to make headway against the tide. Still drinks made only very marginal progress, mainly due to innovation and near waters. Iced coffee and energy drinks are at a different stage of their life-cycle and their modest increases represent a dramatic slowdown on the often explosive growth rates seen in recent years. Based on previous levels of growth, both categories should still have had enough momentum to carry on growing.

The slowdown in the energy drink boom may reflect the economy but it will be bolstered by the emergence of the energy drink shot concept. Shots, between 6cl (2oz) and 12cl (4oz) are marketed to adults, typically selling on a store counter by the checkout for between \$1.99 and \$2.99. The main energy shot, 5-Hour Energy, was introduced in 2004, but only in 2008 has there been a proliferation of these energy shots. Indeed Red Bull has already introduced a 2 oz (5.9 cl) product.

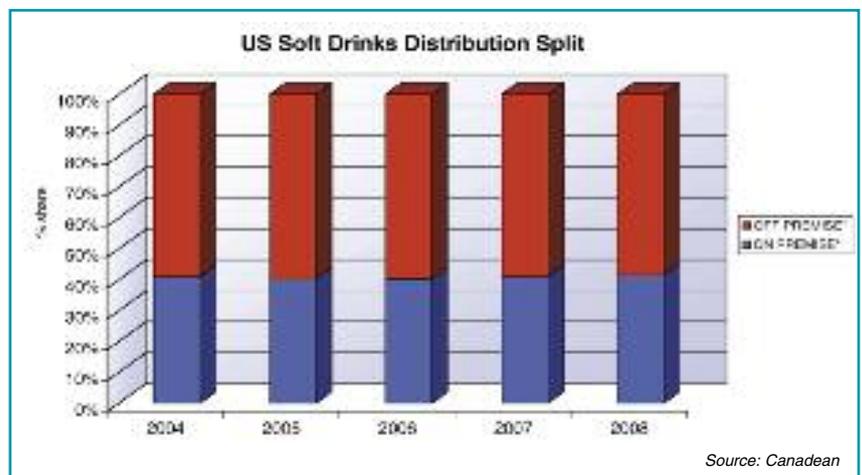
Quarterly tracking

Now that the Canadean specialists track all commercial beverage sectors on a quarterly basis, it is possible to track all sectors and categories of the marketplace. The picture remains similar with the alcoholic drink sector, bulk waters, dairy drinks and hot drinks all shedding volume. Only wine and flavoured milks have recorded any growth in the first half of 2009 and both at less than 1%. The flavoured milk segment seems to have caught the eye of Coca-Cola which has begun trialling a carbonated milk drink, Vio, exclusively in the New York City metro area. The new drink is available

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Soft drinks growth was slowing in the States before the credit crunch.



The on-premise share is high compared to other markets.

in a number of flavours, including citrus burst, peach/mango, tropical colada and very berry, and is sold in a 23.7cl (8oz) aluminium bottle priced at US\$2.50.

Flat economy combined with mature market

The results for the soft drinks sector do look gloomy for the first half of the year; however it should be remembered that the US region is the world's most developed soft drinks market and might be expected to be showing the symptoms of maturity. In volume terms the market may have been expected to flatten or decline without the onset of a virulent economic downturn. The trends seen before the credit crunch are basically intact; carbonates sales were falling, water was showing signs that it might begin to fall, while consumers have shown that they have maintained their interest in products with healthy credentials despite the financial pressures. The economic slowdown may be seen in later years as an opportunity for stakeholders to re-think strategies, to reduce costs, to streamline distribution and reduce marketing costs. When the dark clouds of recession do lift, the industry will emerge more efficient and stronger as a result. The slow road to recovery may already be beginning with Canadean's on the ground consultant reporting improved optimism from US industry sources in the second quarter.



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Packaging

Go-ahead for barrier technology

THE US Food and Drug Administration (FDA) has given Constar the green light for its new DiamondClear oxygen scavenging technology for PET containers. Under this Food Contact Notification (FCN), Constar has begun selling DiamondClear for packaging virtually all oxygen sensitive beverage products such as ready-to-drink teas and juices.

The FDA approved Constar's original Diamond Clear oxygen scavenging technology in January 2007. Constar submitted a new FCN after developing new chemistry for DiamondClear technology to further enhance its barrier performance, clarity and recyclability. Constar says its DiamondClear material exhibits a huge capacity for scavenging oxygen, enabling packaging features such as extreme lightweighting, multi-year product shelf life, robust empty bottle life, and a step change improvement for recycling.

Constar CEO and President Mike Hoffman said that, "the FDA's approval validates



DiamondClear's attractiveness as an alternative to glass containers is further advanced by its exceptional clarity, light weight and a robust monolayer structure that eliminates the risk of delamination.

the effectiveness of DiamondClear technology and solidifies Constar's position in high barrier PET packaging. It also reflects well on the capabilities of Constar's technology team to create and prove a barrier technology that answers the market's needs from both environmental and food safety perspectives.

"We have developed a PET technology that can deliver longer shelf life without compromising the clarity of the container. It mirrors the clarity and gloss of glass, and allows for the reduction of packaging weight

to as little as one-tenth that of a comparably sized glass container. DiamondClear gives the marketplace a truly sustainable alternative. I am very pleased that the FDA has approved its use."

Constar says it has conducted extensive shelf life tests that compare DiamondClear to both glass and competing PET containers. At 24 months, PET containers with DiamondClear technology experienced little oxygen ingress – much like glass – while plain PET and many monolayer scavengers demonstrated substantial ingress.

Milestone in blow moulding

IN June 2009 the thousandth Contiform stretch blow-moulding machine left the Krones factory in Neutraubling. The Contiform was first unveiled at drinktec 1997. Krones admits the new product took some time to hit its stride, because the industry had to get used to the idea of producing its own PET containers in-house. A good three and a half years after its debut, though, the Krones

Contiform had already triggered a minor demand record delivering its fiftieth machine to a brewery client.

At drinktec 2001 the new Contiform S series was launched, available in different sizes, graduated by the number of blow-moulding stations featured. At present, the Contiform can be fitted with small to large cavities for container volumes ranging from 0.1 to 5 litres. Depending on the container size involved, the Contiform can reach a maximum output of 72,000 containers an hour. There is also the Contiform H for producing hotfill PET containers.



The 1000th Contiform, a Contiform S30M with an output of 54,000 containers an hour, is being commissioned by Nestlé Anderson in the USA.

Temperature controlled

BY CHANGING colour, thermochromic inks from Crown Beverage Packaging North America, a business unit of Crown Holdings Inc, indicate that the beverage inside has reached its ideal temperature for consumption.

Thermochromic inks are spot applied to packaging graphics, helping specific design elements emerge as the temperature of the can decreases. At room temperature, the ink is colourless, but when chilled, can appear as several different colours including blue, green, red and black. The inks can be customised to the temperature requirements of individual beverages, ranging between 43 and 46 degrees Fahrenheit or six and eight degrees Celsius.

"Crown was the first company in North America to commercialise thermochromic inks in 2005, and we've made numerous strides with the application process since then," said John Corelli, Manager, Graphic Planning, Customer & Technical Service, North America. "Our Crown Graphic Centers utilise a state-of-the-art digital process and employ unique proprietary separation and print methods that maximise turnaround to market and competitive colour and print quality to our valued customers."

**If the bottle is light
...the package must be right !**



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PET developments produce energy savings

LAST year the Swiss moulding machine manufacturer Netstal-Maschinen AG introduced new ways to improve sustainability in the production of PET preforms. The company now reports that energy reductions of up to 30% have been achieved following design changes, especially regarding the screw drive, screw geometry, the mould closing unit and product handling equipment. Netstal also focused on the entire periphery with the support of its suppliers. Particular attention was paid to the material drier and the raw materials. The findings now enable Netstal to optimally match the material drier and the moulding machine and to use the geometry of the PET-Line's screw plasticising unit more efficiently.



A Netstal PET line.

The chiller unit also offered energy savings. Much attention has been paid to positioning the cooling channels as near as possible to the preform's contours. This means that the cavities are cooled more intensively and the moulded parts can be taken from the mould at an earlier point in time. These measures led to an energy saving of more than 30% in the area of the cooling unit. And on top of this the cycle times are shortened significantly.

Netstal developed the Calitec system to shorten the cycle time. The system applies a slight air pressure to the inside of the preform during the aftercooling phase which prevents the still warm preform from partly shrinking away from the cooling sleeve and thereby shortens the aftercooling phase.

In a further development, working with mouldmaker Molmasa and raw material producer Novapet, both based in Spain, Netstal succeeded in implementing the overmoulding process with its PRElactia process which offers mould two-layer PET preforms featuring the light barrier necessary for dairy products. Since then to make the light barrier more effective, the composition of the applied raw materials and of the additives fed already in the polymerisation phase has been further optimised. As a result the originally chosen preform weight of 28 grammes for a 1litre PET bottle has come down to 22 grammes without any deterioration of the product's barrier or mechanical properties.

PPMA registration open

ON-line visitor registration for the PPMA Show 2009 is now open at www.ppmashow.co.uk/register. Now entering its 21st year, the UK's annual showcase for processing and packaging machinery, which takes place from 29th September 29th 1st October at the NEC, Birmingham, remains a unique event, delivering innovative production line solutions to enhance productivity, efficiency and flexibility in a variety of industries, including beverages.

Many big names are exhibiting this year including Schubert, Ishida Europe, Reiser, Ulma Packaging, Grote Company, Rovema Packaging Machines, OCS Checkweighers, PAGO, Raque Food Systems, Euromark Coding & Marking and T Freemantle. There is also a significant number of first time exhibitors.

The Starpack 2009 dinner and awards ceremony is to take place alongside this year's PPMA Show on Wednesday 30th September. Organised by IOP: The Packaging Society, Starpack is the UK's premier annual scheme recognising innovation in packaging design and technology. The awards, which have become an integral part of the industry calendar, are celebrating their 50th year in 2009.

Two new environmental categories have been introduced this year to acknowledge the increasing number of developments and interest in sustainable packaging. In addition, several individual performance awards will be presented, including Best Packaging Designer or Design House, Best Young Packaging Professional and Best Student of the Year.

The show website provides all the latest information on the exhibition, including visi-

Study gives all-clear for lite 6.6

FOLLOWING the results of a specially commissioned feasibility study carried out by an experienced testing centre in Munich, Kronen Ag reports that its lightest PET bottle on the market for the 0.5litre size, PET lite 6.6, has left the concept phase and is now suitable for supermarket shelves.

The extensive series of tests produced a number of interesting results. One of them was that the low top-loading figure of under 30 kilograms was totally sufficient, and that in drop tests and simulated transportation under normal road conditions no damage occurred to the containers. This also applied for containers with an internal pressure of just 1 bar. From its original 1.5 bar, it decreases to this value after being stored for about three months at 20° C. To ensure that PET lite 6.6 retains its nice-to-handle, firm feel, with concomitant consumer acceptance, the internal pressure created with nitrogen has to still measure at least 0.3 bar. This remaining minimal internal pressure will not be reached until four to six months have elapsed on the refrigerated shelves, depending on the starting pressure and the preceding storage conditions involved.

The tests produced surprisingly good



The PET lite 6.6 produced good results in static and dynamic loads.

results in regard to static and dynamic loads; all PET lite 6.6 containers tested proved significantly more flexible when subjected to dynamic forces than conventional containers with reinforcements.

tor attractions, latest exhibitor list and floor plan, plus links to special discounted hotel rates for those requiring accommodation. Visitors can discover a wealth of information from the online Exhibitor Profiles where participating companies have uploaded details of their products, brochures, equipment case studies and latest press releases.

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Environment

CCE sets targets

REPORTING from Atlanta, Coca-Cola Enterprises says it has set goals for its five strategic Corporate Responsibility and Sustainability (CRS) focus areas and has committed to achieving these goals by the year 2020 - what the company is calling 'Commitment 2020.' These are:

- Reduce the overall carbon footprint of its business operations by 15% by 2020 as compared to its 2007 baseline.
- Establish a water-sustainable operation in which water use is minimised and have a water-neutral impact on the local communities in which the company operates, by safely returning the amount of water equivalent to what is used in CCE beverages and their production to these local communities.
- Reduce the impact of packaging by maximising use of renewable, reusable, and

recyclable resources; and recover the equivalent of 100% of its packaging.

- Provide refreshing beverages for every lifestyle and occasion, while helping consumers make informed beverage choices.
- Create a culture where diversity is valued, every employee is a respected member of the team, and the workforce is a reflection of the communities in which CCE operates.

"Even during difficult economic times, our commitment to CRS has never been stronger, and our quantifiable Commitment 2020 goals demonstrate the progress we are making on our journey," said John F. Brock, Chairman and CEO. "We have been recognised as a CRS leader in the global Coca-Cola system, and by embedding CRS into every aspect of our business, we are working to meet or exceed the expectations of our retail customers and consumers."

Siyazenzela extended

ANOTHER phase of the Siyazenzela Waste Management Project in KwaZulu-Natal, South Africa, is now under way as organisers assess the effectiveness of the project's early phase. Early indications are that it has been a solid success.

As we reported earlier, Siyazenzela - which means 'we do it ourselves' - is an initiative developed by the industry-backed Collect-a-Can group, the Department of Transport and Msunduzi Municipality. It is based on a Brazilian model.

The Siyazenzela Project was structured to create a waste management infrastructure in areas where none existed previously, while at the same time actively engaging the residents of these areas in the process and generating payment, in the form of food parcels, for their services. Participants collect waste - much of it is soft drinks packaging - and take it to central depots where it is picked up by municipal vehicles. The project runs in two-year cycles, meaning that every two

years a new group of participants will benefit from the initiative.

One of the underlying aims is that, when their time working on the Siyazenzela Project comes to an end for each group, entrepreneurial skills will have been shared and fostered, helping them develop their own sustainable opportunities.

"Through education and mentorship, we hope to empower the people to start collecting cans for their own gain," said Vincent Zwane, Collect-a-Can's Regional Manager for KwaZulu-Natal.

In another development, Collect-a-Can has decided to use the Facebook and Twitter social networking sites. It is hoped this will help the organisation tap into an even wider audience, while allowing people an opportunity to interact with it actively online.

The youth market plays an important role in Collect-a-Can's business - hundreds of thousands of South African school children are reached annually through its School Competition. In addition, young entrepreneurs are educated about the opportunities to be found in starting their own recycling business.

Australian recycling trial

COCA-Cola Amatil, the Oporto fast food restaurant chain and Visy, the Australasian packaging and waste management giant, have partnered to trial the installation of beverage container recycling bins in Oporto outlets around Australia. This is just the latest in a number of recycling-in-public-places initiatives in which CCA has been involved over the past few years.

CCA's Sheena Polese said the JV trial was a practical demonstration of the company's commitment to achieving a level of environmental performance and sustainability which went beyond that required for regulatory compliance. "It also reinforces the importance of Coca-Cola Amatil using its presence and brand identity in the marketplace to work with our customers and suppliers to ensure we can all strive to meet the highest environment standards for the recycling of our packaging."

Visy and CCA have helped Oporto set up an educational programme to ensure a maximum level of container recycling is achieved in-store and that any contamination from other packaging is kept to a minimum.



Lina Goodman, Visy Recycling's National Marketing Manager, explained that low contamination had also been enhanced by the design of the bins, which made it clear

that they are for beverage containers. One feature was the Coke bottle-shaped aperture.

Visy is lobbying local and state governments to provide more waste collection points in public places.

Students use science

A HIGH school science exhibition in Kampala, Uganda, featured the creative use of soft drink and other packaging waste, the work of students at several schools in and around the capital. The event was co-sponsored by mineral water producer, Rwenzori Beverage Company, along with Impress Harvest and Bumara Merchandise Uganda.

Theme of the exhibition was ways to 'promote active learning of practical science subjects with no laboratory facilities'. Among the most popular exhibits were rubbish bins made from mineral water bottles, with the cut tops being used to make trays.

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Nestlé supports water week

TAKING part in last month's World Water Week in Stockholm, Sweden, Nestlé reinforced its position on water saving. World Water Week has been hosted and organised by the Stockholm International Water Institute (SIWI) since 1991. Aiming to provide a unique forum for experts, practitioners, decision-makers and leaders from around the globe to exchange ideas, foster new thinking and develop solutions, the theme for this year was Responding to Global Changes: Accessing Water for the Common Good.

Nestlé reports that with ground-breaking projects taking place worldwide, it has increased its production by 68%, but cut its water use by 30% over the past decade. At the same time the company has reduced water withdrawal by 58% per tonne of product, with an aim to decrease annual consumption further by 2% to 3% per tonne of product over the next five years.

In addition, the Nestlé Waters business reduced the amount of additional water needed to produce 1 litre of bottled water to 1.76 litres, a fall of 26% since 1999.

Claus Conzelmann, Vice President for Health, Safety and Environment at Nestlé SA, pointed out that water is just as vital as carbon when considering the environmental impact of production. Conzelmann said: "Carbon foot printing alone is not a very



©Dong Kok-keat (Image from Bigstockphoto.com)

good environmental indicator when producing food products. At the very minimum, to evaluate the environmental impact of a product you need to know a combination of carbon footprint, greenhouse gas impact and water consumption. Even if you can reduce carbon footprint, this may be to the detriment of water. It literally would be throwing the baby out with the bath water if you only focus on one indicator. Water is so much more complex than carbon, and it is important to foster all common standards in evaluating the water impact of food products."

Nestlé's efficient water-saving examples range from implementing new technology to educating farmers. To highlight its water-saving stance, Nestlé has launched its first Nestlé Prize in Creating Shared Value which will award up to CHF500,000 every other year to an individual, non-governmental organisation or business that has developed an outstanding innovation to improve rural development, nutrition, access to clean water, or has a significant impact on water management. The Prize will be awarded in April 2010.

Consumers staying green

UK CONSUMERS are not backing off 'green' values during the recession according to research published by Coca-Cola to coincide with this summer's Green Britain day.

The study on green values in the downturn shows that in the last two years consumers seeking to buy products in recycled packaging has risen from 42% to 46% and that consumers actively seeking to buy products with minimum or no packaging has risen from 44% to 52%. Further, consumers seeking to buy energy efficient products or appliances has gone up from 52% to 55% and those wishing to buy products that haven't travelled far to get to the store has risen from 28% to 34%. It also showed that consumers trying to buy local products has increased from 55% to 58%.

Commenting on the research, which shows interest in recycling not just holding up but rising in the downturn, and increasing as a concern by 30% over the last five years, Cathryn Sleight, Marketing Director of Coca-Cola GB, said: "One lesson we have learnt over 123 years of good and bad times is to stay true to your values. This research shows consumers staying true to their 'green' values during the recession. We

In brief...

● Global packaging company Sonoco has begun expansion and renovation of its US Charlotte Sonoco Recycling Center. According to Jim Bowen, Senior Vice-President, Sonoco Recycling, the company is investing approximately \$2 million to expand the existing facility by approximately 23,500 sq ft while adding state-of-the-art sorting and baling equipment. The facility accepts and processes corrugated boxes and other grades of paper as well as metals and plastics.

"Recycled materials processed through our Charlotte center continue to grow and this expansion will help us meet the increased needs of the community and improve our customers' ease of use of the facility," said Bowen. "Once the expansion is complete, our processing capabilities at the

facility will increase significantly."

● A Western Europe without packaging would lead to a 15-fold rise in food waste, argue EUROOPEN and ECR Europe. This statistic is contained in Packaging in the Sustainability Agenda: A Guide for Corporate Decision Makers, their newly released guide designed to help senior executives take decisions that optimise the contribution their company's packaging policies make to sustainability. EUROOPEN,

The European Organisation for Packaging and the Environment, and ECR Europe, the group that promotes collaboration across the supply chain to serve consumers better, faster and at less cost, wrote the guide to combat widespread mistakes made when evaluating the role of packaging.

are determined to work tirelessly to help them do that."

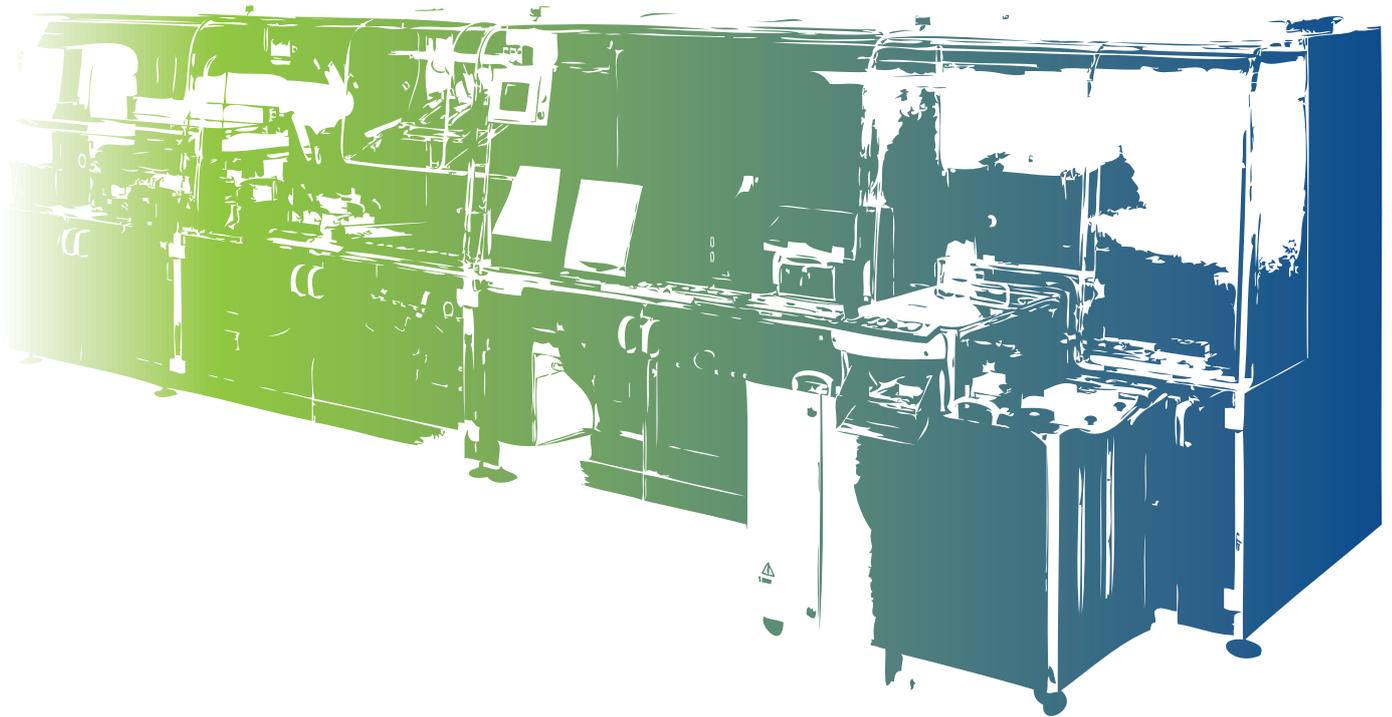
The company, which has already published the carbon footprint of its most popular drinks, has committed to using 25% recycled plastic by 2010 in all its plastic bottles and announced plans to expand the successful Recycle Zone scheme from 20 to 80 locations across the country by 2011.

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Human Resources

APPOINTMENTS

The Board of Directors of The Coca-Cola Company has elected **Joseph Tripodi** as Executive Vice-President, **Harry Anderson** as Senior Vice-President, **Kathy Waller** as Controller and appointed **Connie McDaniel** as Chief of Internal Audit.

Coca-Cola Hellenic Bottling Company S.A. has appointed **Dimitris Lois** to the newly created position of Chief Operating Officer, reporting directly to Doros Constantinou, Managing Director. **Keith Sanders** has been appointed Region Director.

Simon Dunster has been appointed UK South Sales Manager for Solo Cup Europe. The appointment reflects Solo Cup Europe's commitment to strengthening its sales team in the UK and Europe.

Barry-Wehmiller Companies Inc has announced the appointment of **Peter C. Wallace** to the Barry-Wehmiller Board of Directors.

There are some new faces at US flavourist Virginia Dare. **Sandy Liang** joins the flavour development team as Food Technologist, and **Stephanie Lynch** has been appointed Business Development Director for the health and wellness, nutritional and pharmaceutical industries.

Makro, the UK's leading wholesaler for independent businesses and part of the Metro Group, has confirmed that **Patrick Legro** has been appointed to the role of UK Operations Director, a position on the Board at Makro UK.

Severn Trent Services has announced the appointment of **Will Li** to the position of Operations Manager in the company's China



Clockwise from top left: Michael Hranicka, Sandy Liang, Stephanie Lynch, Simon Dunster, Will Li, Patrick Legro.

unit, Severn Trent Water Technologies Co Ltd in Shanghai.

Mains-fed water cooler manufacturer and owner of the Tami 4 brand, Tana Water UK Ltd, has announced the appointment of drinking water industry veteran, **Ian Webb**, as UK Operations Manager.

Michael L. Hranicka has been named Executive Vice-President and Chief Operating Officer for The Ball Corporation's North American metal beverage packaging operations.

In brief...

● A new Plastic Engineering degree programme is to begin at Johannes Kepler University Linz, Austria. Beginning with the winter term 2009/10, a Bachelors degree in Plastic Engineering as well as a Masters degree in Industrial Plastic Engineering will be offered. The Masters degree in Plastic Engineering will follow in October 2010. Both master's programmes will be offered in English with Plastic Engineering, Polymer Chemistry and mechatronics as the cornerstones of the new programmes. The programme and curriculum is jointly supported by OMV and Borealis who contributed a total of €3 million for the implementation and expansion of four new departments within the School of Technical Science.



DR Thomas E. Brady, Chairman and Founder of Plastic Technologies Inc (PTI), has assumed his new position as interim dean of the University of Toledo's (UT) Judith Herb College of Education. A former member of the board of trustees for the Medical University of Ohio and UT, Dr Brady will hold the position until 31st July, 2010.

On a high

A TEAM from Tetra Pak Processing, with friends, have tested their fitness, endurance and will power in the gruelling Three Peaks Challenge.

The challenge is to reach the peaks of all three of the highest mountains in England, Wales and Scotland within 24 hours. Scaling Ben Nevis in Scotland, Scafell Pike in England and Snowdon in Wales required 42 km of walking and 475 miles of driving.

It was all in a good cause, raising money for the charity *Aspire*, which supports people with spinal injuries. Team member Keith Goodby said: "Our organiser, Claire Parsons, has close experience of the affects of spinal injury, with an uncle who was paralysed following a motorbike accident. The challenge was a huge team effort and without the mutual support it would not have been possible."

Other Tetra Pak Processing members of the team included Kevin Aitken, Darren Cleary, Dave Exall and Sanchia Perkins.

Donations can be made via www.justgiving.com/tetrapakthreepeaks



The Tetra Pak Processing intrepid team.



LIFE Sciences and Materials Sciences Company DSM hosted 41 trainee food safety officials from 20 developing countries in Asia, Africa, Europe and America on a visit to DSM's Headquarters and R&D Centre in China. Following an introduction to the company's approach to food regulations, which showcased the company's commitment to quality, reliability and traceability in the food chain, the trainees visited the R&D and application labs.

Events Diary

SEPTEMBER

14th – 19th **GERMANY**

Drinktec
Nue Messe München
Munich
Germany
www.drinktec.com

15th – 16th **RUSSIA**

World Food Moscow
Expocentr at Krasnaya Presnya
Fairgrounds
Krasnaya Presnya
Russia
www.world-food.ru

17th – 18th **GERMANY**

ISBT European meeting and Packaging Technology meeting
Radisson SAS Schwarzer Bock,
Wiesbaden
Germany
www.bevtech.org

23rd – 26th **BELGIUM**

Labelexpo Europe
Brussels Expo
Brussels
Belgium
www.labelexpo-europe.com

24th – 26th **GERMANY**

EU Vend
Koelnmesse
Cologne
Germany
www.euvend.com

29th – 1st Oct **UK**

PPMA Show
National Exhibition Centre
Birmingham
UK
www.ppmashow.co.uk

OCTOBER

5th – 7th **USA**

Pack Expo
Las Vegas Convention Center
Las Vegas
USA
www.packexpo.com

10th – 14th **GERMANY**

Anuga
Koelnmesse
Cologne
Germany
www.anuga.com

14th – 16th **JAPAN**

Hi Japan
Tokyo 'Big Sight' Exhibition Center
Tokyo
Japan
www.fi-events.com

22nd – 25th **TURKEY**

Istanbul Packaging Industry Fair
Istanbul Fair, Convention and Congress Center
Istanbul
Turkey
www.tuyap.com.tr

28th – 31st **USA**

Worldwide Food Expo
McCormick Place
Chicago
USA
www.worldwidefood.com

29th – 30th **MALTA**

Malta Polyphenols 2009
Radisson SAS Hotel, Bay Point Resort
St. Julian's
Malta
www.malta-polyphenols.com

NOVEMBER

17th – 19th **GERMANY**

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

24th – 28th **ITALY**

SIMEI
Fiera Milano
Mila
Italy
www.simei.it

24th – 26th **UK**

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

24th – 26th **CHINA**

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

DECEMBER

2nd – 4th **INDIA**

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

3rd – 4th **UAE**

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

6th – 8th **UAE**

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

To have your forthcoming event included in the SDI Events Diary, contact:
publishing@softdrinksinternational.com



100 Years Ago

From the *Mineral Water Trade Journal* of September 1909

Tragedy of the summer of 1909

The weather of this summer has been a bitter, cruel cynicism – that worst of all human afflictions. And, what is more, a cynicism without subtlety – a mere brutal, bludgeoning cynicism. Belated it is true, not over-egregious even when it arrived, still, a month ago, we thought that summer had come. The sun was a little pallid and anaemic; but still it was a sun, and we had all warmed ourselves into such a state of tense enthusiasm at its appearance that we believed it would gather in force and vitality, and at last even parch and fever throats, and make the hart pant for the water-brooks of British mineral factories. We indulged in visions of hope; we dreamed happy dreams, we believed that the argosy of good-fortune would at last anchor in the mineral water harbour.

Coming upon the experience of the last three years, the summer of nineteen hundred and nine is one of the most callous visitations in our modern history. I can find no parallel to its bitterness. The stories of depleted coffers, of disappearing profits, and of a growth in the decline of sales which have come to me constitute in themselves a melodrama – a melodrama whose dominating sentiment is undeserved ruin.

Our bottles as missiles of war

Our beverages of lessened value than beer! Whence get these ribald critics of ours their ideas? Why, in the days of Armageddon, ginger-beer and ginger-beer bottles, soda water and soda water bottles may be found to be the deadliest missiles of the victor. Have you read the story of one of the later incidents of the war between the Spaniards and the Riffians?* “As the Moors,” telegraphed the veracious correspondent of *The Daily Telegraph*, “are unable to manufacture shells, they have bought an enormous quantity of empty ginger-beer bottles, out of which they fabricate a primitive sort of bomb filled with powder and provided with a slow fuse. These they hurl into the Spanish encampments.”

I like me much this idea! Messieurs, the directors of the Apollinaris Company, are convinced that their new bottle-making machines are going to fill to repletion their rather depleted coffers? Why not, good sirs, guarantee the Riffians to supply them with bottles sufficient to send every invading Spaniard to Jericho or to Hades? Why not at once repel the invader, and reap overwhelming profit?

*Reference to Spanish activities in Morocco, N. Africa.

An American view of the soda fountain

At a convention of the Catholic Total Abstinence Union of America, the Rev. Father James G. Beane of Pittsburg, Vice-President of the organisation, said:

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal* of September 1959

Twelve new Coca-Cola factories

During the best year of overseas growth in the history of Coca-Cola, 12 of the 30 new overseas bottling factories opened were in Western Europe and the United Kingdom. Mr James A. Farley, Chairman of the Coca-Cola Export Corporation, revealed this on his return to the United States after a fast moving six weeks' tour of Europe, during which he visited 14 countries and attended the openings of new factories in Copenhagen and Valencia.

Eleven days of the tour were spent in the United Kingdom where he saw bottlers and their factories in London, Birmingham, Glasgow, Belfast, Norwich and Oxford.

Commenting on Europe's average of one new Coca-Cola bottling factory each month, Mr Farley said that it was anticipated not only that this rate of growth would continue but that it might even be surpassed.

Bottles at Packaging Show

The stand for the manufacturers of glass bottles and jars at this year's Packaging Exhibition is larger than on any previous occasion. The designer, Mr Lionel S. Rider, has chosen for this theme the freshness and vitality of the market place, and gaily coloured stalls show the many products that are packed in glass today.

Not only was 1958 a record year for glass container production – over 4,100 million units being produced by the British Glass Industry – but many packers have restyled their bottles and jars. Through the active co-operation of Trade Associations, a wide variety of foods, drinks and household products, medicines and drugs, and toilet and perfumery articles are on display. In a special feature, visitors to the stand can see the versatile nature of a glass container.

Pepsi for Mr. K.

Visiting the American National Exhibition in Moscow, Mr Khrushchev, Mr Mikoyan and President Voroshilov joined US Vice-President Nixon on a pre-opening tour of

“There has spread over the country, like a devastating pestilence, an evil that we are led to overlook, or that we do not recognise. This evil is striking down thousands of our youth every year, yes, every month, and it is not the saloon; it has the active hostility of the saloon, because for the present it is not a benefit to, although it will become shortly a feeder for, the saloon; and that evil is found in the drug stores and soda fountains of our country, where malt extracts and popular drinks that contain cocaine, and caffeine, and syrups heavily charged with wines, are sold.”

Van-boy and his lady (?) critic

Sir, - I owe an abject apology to your readers and to your correspondent, “Would If He Could,” whom I called “Can't” for brevity. I was led to assume that this writer, in the first critique, was a member of the male sex, and as such I ventured a word of remonstrance. Imagine my surprise and chagrin when I discovered, by a careful study of the second epistle, that the correspondent is a lady. Hence my overwhelming embarrassment.

No mere man could possibly adopt the attitude of my correspondent, for the paradox of both agreeing and disagreeing with a proposition is the unassailable right of woman, defying all argument or persuasion, sweeping aside all rules of logic, and taking refuge in that natural feminine atmosphere of incomprehensibility upon which a man dare not encroach.

I am the more convinced that my deductions are correct, because I am reminded of a similar episode in my youth. (That must be prehistoric – Editor.)



the Exhibition.

The exhibitors had worked feverishly during the morning to put their exhibits in order and sweep away the remains of packing cases and debris. Among them, Mr Donald M. Kendall, President of Pepsi-Cola International, had joined other executives and men from his company to clean up and put the finishing touches on the Pepsi-Cola exhibit. Four and a half million

Pepsi's will be given away at the Fair and will be dispensed from a central kiosk and four stands situated in the park. Forty-two Russian University students dressed in yellow and white Western fashions will be working side by side with eight American girls offering Pepsi-Cola to the visitors.

Mr Khrushchev had his first Pepsi-Cola with Vice-President Nixon and Mr Kendall. It was handed to him by one of Pepsi's American girls who speaks fluent Russian. Mr Khrushchev complimented the young lady on her excellent command of the Russian language and offered his hand in salutation.

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Label innovation



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

Print & apply



Logopak International Limited
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Clifton Moor Industrial Estate
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UK

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

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

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

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

Pure water



ELGA Process Water
Marlow International Parkway
Marlow
Bucks SL7 1YL
UK

Tel + 44 (0) 1628 897000
www.elgaprocesswater.co.uk

ELGA, the global labwater brand of Veolia Water Solutions & Technologies, the world's leading water technology and service company has unveiled the PURELAB flex, a state-of-the-art water purification system which integrates in-hand monitoring and accurate pure water dispensing in one unique product. This makes general through to highly specialised applications in chemistry and life sciences research and testing laboratories effortless.

The hand held dispenser has an easy-to-read digital display which shows both volume and water purity (either resistivity or conductivity and Total Organic Carbon) giving users complete confidence in the water quality, allowing them to visibly monitor the water purity as they are dispensing. Minimal training is required – just key in the volume needed and simply press to dispense.

Tesco's choice



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Llantrisant
Pontyclun, CF72 8LF
UK

Tel: +44 (0)1443 225520
www.rpc-llantrisant.co.uk

RPC Containers Llantrisant has confirmed its ability to supply exceptional packaging solutions from challenging design briefs, with the supply of a 1.5 litre PET bottle for the Tesco Finest Juice range, manufactured for Tesco by Orchard House Foods.

Orchard House developed the 1.5 litre size in co-operation with RPC Llantrisant.

A key consideration was that the bottle shape would allow it to be supplied in multiples of four in shelf-ready packaging (SRP) cartons, as required by Tesco. The bottle height also had to be carefully managed to ensure that it fits comfortably onto Tesco shelves. At the same time, the bottle is designed to be compatible with RPC's existing pre-forms and Orchard House's filling lines for optimum efficiency.

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THE micrOptix i-LAB miniature spectrophotometer distributed in the UK by Photonics & Analytical Marketing Ltd utilises a unique sample handling and measurement concept involving interchangeable sample holders enabling the transmission or absorbance of liquids to be measured in vials, cuvettes or their specially developed "Samplettes", as well as reflectance measurements of solids.

Weighing just 200 grammes and battery powered it is especially useful for measurements outside the laboratory. Available in both visible (400nm – 700nm) and near IR (650nm - 1050nm) versions, the i-LAB can store up to 500 spectra which can be subsequently downloaded using the integral USB port. Data handling software is supplied as standard, but an additional software package which enables users to develop their own measurement protocols on a PC, and then upload them to the i-LAB, is also available.

bubbling up

In the spotlight at drinktec, Munich

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Efficiency Improvements through Data

UV displayed



HANOVIA will be showing its latest innovations in UV technology for the disinfection of process water for beverages. These include the AF3 amalgam UV disinfection for flows of up to 50m3/hour. Offering a high microbial kill rate with low power consumption and low hydraulic pressure drop, the AF3 is extremely flexible and can be installed either horizontally or vertically. Its unique configuration produces an axial flow through an L-shaped, elongated treatment chamber, increasing residence time and improving disinfection performance.

Also on show will be Hanovia's medium pressure lamp technology including the XF5 systems designed to fit in-line with the process flow, so minimising disruption and taking up a very small footprint, plus the company's long established and ever popular Photon systems. **Hall A3, Stand 242**

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780 Buckingham Avenue
Slough, Berkshire SL1 4LA
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Green credentials



ALESCO, film specialist and supplier to beverage bottlers, will highlight its environmental credentials: carbon neutrality, eco friendly manufacturing processes and thickness reduced films. The German company's 210 employees have embraced environment and sustainability issues with all product developments and production steps in the German factories concentrated on caring for the environment. "Our presentation at drinktec will show how environmentally-friendly films for beverage packaging can be," said alesco managing partner Philipp Depiereux.

alesco GmbH & Co. KG
Schoenthaler Strasse 55-59
52379 Langerwehe
Germany

Tel: +49 (0) 2423 402 0

www.alesco.net

Products on display range from a lighter, environmentally friendly printed shrink film ECOSHRINK (you can shrink and transport a six-litre container with only 22 grams of ECOSHRINK) to strong tubular stretch hood-films for safe loads on Duesseldorf pallets. Also a new product line for the beverage market will be unveiled. **Hall A2, Stand 544**

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Efficiency Improvements through Data

Innovative flip top



INTERCAPS Ltd is launching a brand new flip top plastic cap, with a few innovative features introduced on the back of their long involvement in the marketing of sports caps for water and soft drinks. The new flip top has a tamper-evident strip tab which remains attached to the cap to make it safe for children.

The hinge of the cap also opens at 180° and remains locked firmly in position and therefore does not interfere with the drinking action or become a nuisance around the lips. The drinking spout is designed to ensure a sufficiently large but controlled flow of the drink without having to pull too hard on the spout. All these improvements make the new Intercaps flip top sports caps an interesting evolution of this type of closure. **Hall B5 Stand 139**

Intercaps Filling Systems Ltd.
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Edinburgh
EH28 8SY

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www.icfillingsystems.com

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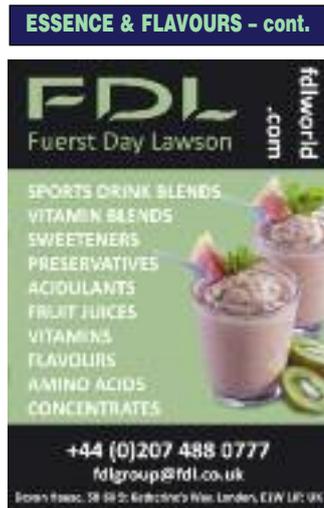
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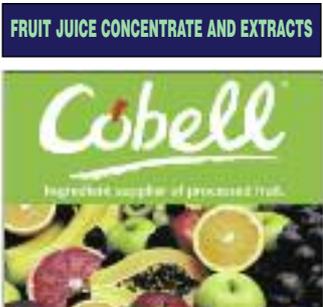
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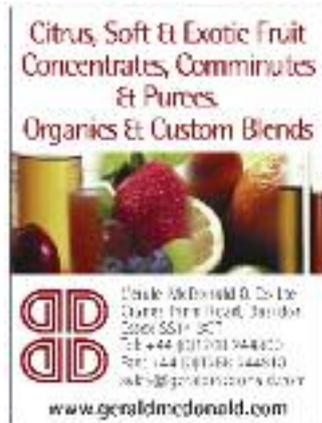
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