

Soft Drinks

International

THE GLOBAL BEVERAGE INDUSTRY MONTHLY

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Soft Drinks International

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

features**Trendy And Natural 38**

Compared to other product claims, 'natural' features in more than half of all new non-alcoholic beverage product launches, putting natural products firmly in top position, writes Oliver Hehn.

Baobab 40

Following Novel Foods approval by the European Commission in 2008, the African superfruit baobab is now commercially available for use in soft beverages.

**Planning For Disruption 42**

Martin Morris examines the importance of Business Impact Analysis and Business Continuity Management.

Better Business Intelligence 44

In an ever complex commercial world, the need for meaningful reporting and financial planning is all the more important. *SDI* takes a look at a recent SAP-based implementation at SHS Group.

Mexican Market 46

With less than 2% of the world's population consuming 5.5% of the world's soft drinks, Mexico represents the tenth largest market. What is more, according to Canadean's latest Quarterly Beverage Tracker, 2010 is expected to yield further volume growth, reports Richard Corbett.

Children And Soft Drinks 48

Richard Laming discusses the need for the industry to act responsibly, and to ensure that its products fit the bill.

Boosting A Child's Performance 50

Just like healthy eating, encouraging children to establish healthy drinking habits from a young age will set them up well for life, says Dr Dawn Harper.

Lifting The Lid 52

The choice of closure is one of the most important aspects of the entire package, allowing more flexibility in the overall design, according to Peter McGeough.



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Where to next?

If it's September it must be the start of the exhibition season. This year the choice of venues and shows is wider than ever, with many overlapping. It is impossible to be in two places at once let alone justify the cost of zig-zagging across time zones to reach industry events.

SDI is not immune to this pressure on time and resources, but is here to help. In September the journal is working with three shows – the Speciality & Fine Foods Fair in London, notable for niche and premium beverages; the International Dairy Show in Dallas, US, where dairy and soft drinks combine, and InterBev, Orlando, North America's premier beverage trade event.

In October, *SDI* will be covering four major European events: SIAL + IPA, the food and retail event which takes place in Paris, France; NUCE, the Mediterranean nutraceutical show in Milan, Italy; K-2010, the international trade fair for rubber and plastics held in Dusseldorf, Germany; and Malta Stevia, a two day congress examining beverage formulations for this all natural sweetener and its growing opportunities.

November is even busier starting with the PETnology Conference with the theme 'Technology's Achievements, Markets' Requirements, Consumers' Preferences' in Nuremberg, Germany. Then there is LAPET, Latin America's PET packaging conference and exhibition in Mexico City; Brau Berivale, the European beverage industry event encompassing raw materials, technologies, logistics and marketing, staged in Nuremberg, Germany; Hi Europe, claimed to be the only nutraceutical, functional and supplement ingredients event dedicated to showcasing the world's most innovative ingredients, in Madrid, Spain; IMHX, the International Materials Handling Exhibition, in Birmingham, UK; drink technology India, showcasing an international range of products and services in beverage and liquid food technology in Mumbai; and Emballage, the premier packaging show held in Paris, France.

Dates and contact details for all the above are published on our regular Events listing, page 64.

At each event visitors will have the opportunity to bring themselves up to speed on the latest innovations, whether they be environmental advances in packaging (lightweighting, maximising the use of materials, recyclability and sourcing from sustainable sources) or the latest new functional ingredients. Health and wellness still drive new product development and innovation will be seen across the board.

If you are unable to get to your favourite show do not worry. *SDI* will be keeping a watchful eye on your behalf. Previews have begun to appear in the journal and reviews of the major shows will be a feature of forthcoming issues.

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

● **Embotelladoras Arca** has lined up a joint-venture in South America with **Ecuador Bottling Company (EBC)**. In a filing with the Mexican Borsas the Coca-Cola bottler said that it will acquire a 75% voting stake in EBC for US\$320million. Arca will also give EBC's controlling shareholders 25% of its subsidiary in Argentina, estimated by analysts to be worth around \$25million. One final part of the transaction will see Arca take ownership of some non-voting shares in ECB, which will qualify Arca to receive a fixed annual dividend of \$7million.

● The US Food and Drug Administration (FDA) has ordered **Dr Pepper Snapple Group** to change the labels on its Canada Dry Sparkling Green Tea Ginger Ale after they were found to breach the law. The food safety watchdog said that the drink broke regulations by making nutritional claims based on antioxidants in green tea, which is not a recognised nutrient. It ordered Dr Pepper Snapple to change its claim that the drink is 'enhanced with 200mg of antioxidants from green tea and vitamin C' so that it complies with the rules.

● **Coca-Cola Enterprises** has raised its full-year profits guidance for this year. The US-based bottler, which is set to sell its North American operations to The Coca-Cola Co later this year, has said it expects its full-year 2010 earnings per share to come in between US\$1.78 and \$1.82 including a negative currency impact of around \$0.07 at current levels. In July, when CCE released its H1 results, the company issued guidance of between \$1.73 and \$1.77 for the full-year.

● Original members of the band War have filed a lawsuit against **PepsiCo**. They are seeking around US\$10million in damages, because PepsiCo used their song, 'Why Can't We Be Friends?', in an advert for Pepsi Max without asking permission. The advert, which pits Pepsi Max against Coke Zero, features delivery drivers for The Coca-Cola Co and PepsiCo respectively. The PepsiCo driver persuades the Coke Zero driver to try Pepsi Max and he enjoys it. PepsiCo has confirmed that it believes the War lawsuit lacks merit.

● Drinking **isotonic sports drinks** could directly increase the stamina of teenagers during exercise, a clinical study claims. Teenagers who drank an isotonic solution were able to run for 25% longer than those not given the drink, a study led by researchers at the University of Edinburgh has found. Researchers conducted trials with 15 children aged between 12 and 14 years.

● Energy shot company **Bazi International** has secured 'official energy shot' status for its namesake soft drink with the American Basketball Association (ABA). The Colorado-based firm said the drink will assume the mantle for the 2010-2011 ABA season. Under the agreement, the ABA and Bazi will work on a multi-platform marketing campaign consisting of the exclusive right and licence to use each party in advertising, marketing, promotion and endorsement.

● **The Tomra Group** has failed to have a European Commission-imposed fine overturned. The Norwegian company, which produces high-end automatic can and bottle recovery machines for recycling programmes, was hit with a €24million (US\$31million) fine for anti-competitive behaviour back in 2006. Tomra was penalised by the EC for illegally pushing competitors out of the market for its equipment in Germany, the Netherlands, Austria, Sweden and Norway from 1998 to 2002.

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THE GLOBAL BEVERAGE INDUSTRY MONTHLY

Europe

Strategic partnership in the Czech Republic

THE Eckes-Granini Group, one of the leading fruit juice producers in Europe, and KMV (Karlovarské Minerální Vody), the leading bottled water supplier in the Czech market, have signed a partnership agreement whereby the companies will market the international premium brand granini and YO syrup premium brand in the Czech Republic and Slovakia.

"This strategic partnership is yet another step forward in keeping with our international expansion policy," said Thomas Hinderer, President and CEO of the Eckes-Granini Group. The Czech Republic and Slovakia are attractive European markets which offer additional potential for the granini and YO brands, both of which are already familiar to consumers in the region." KMV's portfolio includes leading brands

such as Mattoni and Aquila. With its established sales force and distribution network, KMV is viewed as being well equipped to be the exclusive marketer of granini and YO in the Czech Republic and Slovakia. "The Eckes-Granini Group is the ideal partner who can offer products with the best quality, popular with consumers throughout Europe. We believe that we are able to use the potential of those brands to the fullest," said Alessandro Pasquale, KMV's Managing Director.

"We are two strong partners who stand for premium quality and new, innovative impulses in the fruit beverage market in the Czech Republic and Slovakia," added Pascal Philipp, Managing Director Export Eckes-Granini.

The granini portfolio for the retail trade in the Czech Republic and Slovakia encompasses a variety of juices and nectars in 1 litre PET bottles; the 200ml returnable bottle is offered in the out-of-home sector. YO premium syrups are available in retail stores in 700ml PET bottles.

The Eckes-Granini Group GmbH based in Nieder-Olm, Germany, is now one of the leading brand producers of fruit juices and fruit beverages in Europe. The group recorded an annual turnover of €827 million in 2009.

Highlights of French show

SIAL 2010, the food and retail event which takes place from 17th to 21st October in Paris, is set to welcome over 5,500 exhibitors and over 148,000 visitors from across the globe.

The show's organisers have announced a number of special features including:

- In-Store Services and Solutions (Hall 5B): a special area dedicated to product promotion at point of sale.
- Trends & Innovations Observatory (Hall 6): insights into current and future consumer trends,
- Nutrition & Health Village (Hall 5B): where food manufacturers, retail and food-



service stakeholders, and health professionals can get up to speed with social and environmental issues. A programme of 35 conferences and round tables is scheduled.

- Tastes of the World / In-Food (Hall 5A): an exclusive event on food and taste trends across the world.

Once again the SIAL d'Or trade competition is being staged with the top Global SIAL d'Or, taking place during this year's show.

healthier lifestyle, reducing liquid calorie intake and helping to address potential health issues.

Focusing on health, this year the NHC has recruited an independent panel of leading scientists and nutritionists from the UK and Europe; provided a grant enabling a scientific review into health and hydration; commissioned a scientific literature review with a leading university; and published independently authored papers advising specific consumer groups on good hydration.

NHC director of Communications, Ian Hall said: "Consumers have access to increasing volumes of information on health, so our messages have to be clear and scientifically robust, to gain cut through and stand up to

Strong half year for Nichols

THE soft drinks and dispensed cold drinks business of Nichols plc has reported strong half year figures: group sales rose 17.6% with profit before tax up 35.1%. UK sales of soft drinks rose 19.3% helped by the successful launch of Cherry Vimto.

John Nichols, Non-Executive Chairman, said: "I'm delighted to report we have continued to increase our market share and have again significantly outperformed the sector. I'm also pleased our very strong trading in the first half was achieved despite tough comparatives, the prevailing economic uncertainties and an extremely competitive soft drinks sector.

"The momentum we have built up over the past few years has certainly continued and we anticipate profits at the year end will be significantly ahead of last year".

Swiss accolade

FOLLOWING a detailed study of the logistics sector by the Institute of Transport Management (ITM) Swisslog has been awarded the title of 'Integrated Logistics Solutions Company 2010'.

The award recognises that the Swiss-headquartered company is devoted to long term customer care, offering technical and consulting services which go beyond standard support packages. This encompasses modernisation and upgrades, preventative maintenance, round-the-clock emergency support and a comprehensive system management service.

Announcing the award, Patrick Sheedy, ITM Media and PR Director, congratulated the company. "Very well done indeed to Swisslog," he said, adding, "Long may you continue to set an example to the rest of the sector and to serve industry as a whole with dedication and skill."



NHC membership grows

THE UK's Natural Hydration Council has increased its membership: Brecon Mineral Waters, Icení Waters, Isklar AS and Ty Nant have joined Danone, Highland Spring, Nestlé Waters and Waterbrands, bringing the total number of brands that support the Council's campaign to 21.

The NHC was launched in April 2009 to promote the health and hydration benefits of drinking water, emphasising the role that a good hydration habit can play in supporting a

in-depth scrutiny."

He continued: "Our members' naturally sourced bottled waters complement tap water and, with the lowest carbon footprint of any drink on the shop shelf, are a healthy and sustainable alternative to most other bottled beverages."

Newly joined Isklar Marketing Director, Aoife Burnell-Smith, said: "The NHC's appetite and expertise in promoting the many healthy benefits of bottled water to consumers is a compelling motivation for us to join. As a new brand it is important to us to have an effective industry voice that is proactive and dedicated to the bottled water category".

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Pouches in eco vending

A NEW environmentally-friendly vending system called the Pouchlink has been launched by The Green Drinks Company which adheres to strict vending legislation in European schools.

With growing concerns over the environmental impact of transporting bottled water and other soft drinks around the world, the company claims its innovation is the most environmentally friendly way to vend soft drinks. The Pouchlink vending system provides healthy options and a 75% reduction in the carbon footprint when compared to cold drinks from conventional vending machines.

Developed and patented in the UK, and marketed as the only system of its kind in the world, Pouchlink dispenses beverages using the minimum amount of packaging and a unique method of production.

It follows five years of research and development and works by packing flat reels of 250 linked pouches into specially designed vending machines. Using patented technology, the system takes a sealed empty pouch and automatically removes the cap. Then, freshly filtered and chilled mains water is mixed with concentrated juice and the pouch is filled, before the machine then replaces the cap and dispenses a fully packaged and sealed drink for the consumer to take away - all within a matter of seconds and in full view of the consumer through a window on the front of the machine.

The machine uses 80% less energy than a conventional drinks vending machine, only chilling water when it is required to make a drink. Fully recyclable the carbon-friendly drinks pouches contain up to 75% less

Good for You and Good For the Planet.



Pouchlink vending acts like a mini drinks bottling factory, with everything carried out inside the machine.

material than their plastic bottle equivalents. As water is mains-fed and is only added when the consumer chooses their drink, it removes the need to transport water, eliminating the need for thousands of truck journeys.

As well as featuring a number of well-known brands such as Bottlegreen Drinks, Vimto and Sunkist, The Green Drinks Company has produced its own range of healthy soft drinks called Purifi, made from natural ingredients and no added sugar.

Developed by Adam Green, in conjunction with some of the UK's biggest names in soft drinks and vending technology, the idea for Pouchlink was first born during a trip to India.

"I was struck by how labour intensive and environmentally damaging it is to distribute and vend bottled water and soft drinks. I had my 'lightbulb moment' when I spotted street vendors in India selling water in plastic bags to people who couldn't afford to buy bottled water," said Adam Green, Prod-

uct Development Director and Founder of The Green Drinks Company.

Having dreamt up the idea, Adam left his job in the city in 2004 to develop his concept. His vision has now become a reality.

Ian Bidmead, Managing Director, The Green Drinks Company, said: "Our aim has always been to combine the benefits of great tasting, healthy packaged drinks, which are chilled to perfection and make major operational and environmental savings."

Canning investment

CROWN Bevan Europe & Middle East is installing a second beverage can production line in its recently opened facility in Kechnec, Slovakia.

The new line is expected to be operational early in 2011 and have an initial annual production capacity of approximately 850 million two-piece aluminium beverage cans in multiple sizes including 25cl and 33cl. The investment will more than double the Kechnec plant's annual production capability to more than 1.6 billion 25cl, 33cl and 50cl cans.

"We are extremely pleased with strong customer demand throughout the central and eastern European region. The plant is well located to supply customers in Slovakia and neighbouring Austria, Czech Republic, Hungary, Poland, Romania and Ukraine," said Chris Homfray, President Crown Europe.

In brief...

- Accraply Inc has announced the acquisition of Graham Engineering (Essex) Limited and Graham Spares and Service Limited of Brightlingsea, England. The purchase expands Accraply's global footprint in Europe and complements the company's range of labelling and shrink sleeve application and converting equipment and services. The new partnership also complements Graham's position in markets served with the advantage of Accraply's multiple manufacturing, engineering and service centres in North America.

- Symrise AG reports a successful first half with significantly higher sales and profitability. In the first six months of the fiscal year 2010, group sales rose 16.4%, or 13.9% at local currency. Symrise benefited in particular from the global economic recovery, an increase in new orders, from

the innovative products in the portfolio as well as significant growth of the business in the emerging markets. The Flavor & Nutrition division reported above average growth particularly in the Beverages Division where new products and expanded existing ranges such as the citrus oil line Naturally Citrus are used primarily in soft drink manufacturing.

- Best Water Technology-Group (BWT) a leading European water treatment company, has acquired Culligan International (UK) Ltd, one of the UK affiliates of the US-based Culligan-Group. Culligan International (UK) Ltd will be renamed BWT UK Ltd. BWT's Chief Executive Officer said: "This deal sets one of the last important milestones for BWT's geographic expansion in Europe. We cordially welcome 160 new employees in the UK to our BWT-family".

Visitor registration opens for lunch! 2010

VISITOR registration for lunch!, the UK's premier food-to-go trade show, has now opened, with thousands of buyers from all the major supermarkets, high street chains and contract caterers, as well as owners and managers of independent sandwich bars, cafés, juice bars and coffee houses, expected to attend the event at Old Billingsgate, London, on 30th September to 1st October 2010.

Over 100 leading manufacturers and suppliers representing every aspect of the food-to-go market are set to exhibit at lunch!. Among the soft drink-name exhibitors at this year's show are: natural energy drinks producer Firefly Tonics; specialists in traditional soft drinks The Original Drinks Company Ltd; the natural portfolio of soft drinks, Metro Drinks; and festival favourites Shaken Udder Milkshakes.

lunch! was heralded as the UK's fastest growing food trade show following its event last year, which enjoyed a record turnout of over 2500 top quality trade buyers. This growth is set to continue for 2010, with the announcement of a 50% expansion in exhibition space for its third outing. Well-established as the essential event for the out of home food industry, visitors to lunch! 2010 will see a host of familiar names on the exhibitor list, with many leading industry names returning for their third successive year.

New features for 2010 include a 24-stand Innovation Zone, which is to be situated in its own dedicated area of the show. Designed specifically to promote new products from smaller suppliers and emerging start ups, its introduction is expected to prove a major draw for buyers looking for differentiation in the marketplace. The lunch! Innovation Zone will join established show favourites such as lunch!Pad – the new product showcase, lunch! Retailer of the Year Awards, and the British Smoothie Championships, plus the popular BSA Training Academy, which made its much-lauded debut last year.

This show announcement follows news released last month that lunch! has been shortlisted for Best Exhibition Under 2,000m² by the Association of Event Organisers (AEO) in their annual Excellence Awards.

The show is free to attend for pre-registered trade visitors, for further information please visit www.lunchshow.co.uk.

Exhibiting at an upcoming event?

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Africa

Juba plant expanding

SOUTHERN Sudan Beverages is planning to double the size of its brewing and soft drinking bottling operations in Juba, capital of the autonomous Government of Southern Sudan, created as a condition of the peace agreement ending the Second Sudanese Civil War.

The ending of hostilities has brought an improvement in living conditions within Southern Sudan, which might become an independent state in the future. This improvement features a steadily growing demand for quality bottled beverages.

Southern Sudan Beverages, an SABMiller



Market in Juba, Southern Sudan. Photo Jonathan Lundqvist.

subsidiary, has already almost doubled its output from the initial capacity of the bottling plant when it was opened in May last year. The original US\$37 million investment created hundreds of jobs and features a pioneering land-lease agreement which sees royalties paid to the Juba community.

The expansion programme will boost soft drinks output from the current 60,000hl to 320,000hl annually, reflecting the big demand for the company's Club Minerals carbonated range and Source Pure drinking water.

"Many people questioned our logic in building not only the first brewery that Southern Sudan had seen for 50 years but also the first manufacturing facility in Juba," commented Ian Alsworth-Elvey, SSB's Managing Director. "However, the business has had a very warm welcome to the country and our beer, soft drinks and water brands have found real attraction with consumers. These products are comparable to any in the world and offer a local, high quality product at an affordable price."

Southern Sudan also sources many of its ingredients, especially for brewing, from local farmers. It won Africa Enterprise Challenge Fund financial support earlier this year to develop an efficient operations model for this purpose.

Health Island

A COMPANY claiming to be South Africa's first to install vending machines for healthy snacks and drinks – juices, smoothies and spring water – was set up recently and is beginning to plant its colourful units in strategic locations. Health Island was the brainchild of Philip Rubin, targeting the corporate market, gyms, hospitals, schools and tertiary educational institutions.

"Junk food and fast food may be cheaper," said Rubin. "It can be mass-produced, it has a long history of production that uses cheap and easy ingredients that will not provide consumers with the nutrition their bodies are seeking and that drives the hunger cravings."

He pointed out that "the widespread increase in health issues like obesity, diabetes and heart disease in our community has given rise to awareness about nutrition and a push towards healthier food choices at restaurants and supermarkets.

"So why has the food in vending machines stayed so dramatically stuck in the past? Why can't people have the choice to eat healthily, even from a vending machine?"

Venue response has been positive, said Rubin. "It's been an easy concept to sell as people are open to ideas about health, nutrition, sustainability and conservation. All our vending machines have informative nutritional information on the front and side panels and their look and feel will add brightness and colour to their environment."

Excise tax harmonisation

SOFT drinks producers, brewers, edible oil dealers and others have been working on input to a draft East African Excise Management Bill aimed at resolving the vexed question of differing excise taxes within the five nations of the East African Community.

The work has been co-ordinated by the East Africa Business Council, a lobby group founded in 1997, initially as an apex body of business associations in Kenya, Uganda and Tanzania. Starting as a tiny group, it now has over 130 members and has expanded to the two newest EABC member states, Rwanda and Burundi.

It has been particularly active in the development of an EAC Customs Union and Common Market. EAC this year transited successfully to a fully-fledged customs union and has recently begun the process of implementing a common market. Excise tax harmonisation is one of its current priorities.

The present diversity of tax regimes affects regional soft drinks bottlers, several of whom have long been vocal in publicising the need for harmonisation. "The deepened integration presents immense opportunities for the business community, in terms of larger markets, economies of scale and larger pools of human, financial and physical capital," said Agatha Nderitu, the EABC's Executive Director.

She pointed out that "differences in domestic tax structures across states result in distortions which alter returns on investment and impact on investments."

Celebrating jubilee with fizz

CHAMPAGNE or other sparkling wine is often the beverage of choice for celebrations but in Nigeria, with its huge Muslim population and limited consumption of alcohol among many Christian communities, Fanta is

Delisting sought for Ghana bottler

FACING the need to implement a business recovery programme after facing difficult market conditions for several years, Ghana's Accra Brewery is seeking a delisting from the national stock exchange. Accra Brewery produces several soft drinks, including a non-alcoholic malt beverage and a range of carbonated drinks under the Club brand.

The company's majority shareholder, SABMiller, intends to make an offer to minority shareholders, subject to obtaining regulatory approvals. Key minority shareholders have already indicated their support for this proposal.

Accra Brewery issued a statement saying it remained "fully committed to trading responsibly in Ghana and to contributing to the local economy and its people. The proposed delisting is not expected to impact on job security, day to day conduct of business and relationships with stakeholders such as employees, suppliers and customers."

one of the drinks chosen for a jubilee toast. Or so hopes Coca-Cola Nigeria which has launched a promotional campaign under the brand's familiar 'Open Happiness' banner, presenting it as 'A New State of Happiness'.

Austin Ufomba, the company's Marketing Director, said this went beyond being just a marketing campaign, aiming to portray Nigeria's future in terms of a positive expectation.

It was, he suggested, "a social and cultural celebration of Coca-Cola's bond with the people of Nigeria".

The promotion includes an 'under the crown' competition featuring unique numbers which are submitted by SMS. In addition to a range of daily cash prizes, there are draws for five Mitsubishi Outlander four wheel drives.

New plant in Angola

PRODUCTION is getting under way at a new soft drinks bottling plant built by SEFA in the Angolan city of Huambo, capital of Huambo Province. It is an addition to an existing facility.

Infrastructure in Huambo was severely damaged in the Angolan civil war from the mid 1970s through to 2002, partly because

the area was a major rebel stronghold under Jonas Savimbi. The unrest caused major population displacement as well as a high casualty rate, contributing to ongoing economic difficulties.

In the past eight years the Angolan government has encouraged the building of manufacturing facilities in war-torn areas, with soft drinks plants seen as something of a symbol because of their products' popularity and high profile.

SEFA has been producing Coca-Cola and

Fanta in Huambo City for some time, with the new facility boosting production and adding further brands, notably Sprite. The increased output will allow expansion of the distribution network within Huambo and into neighbouring provinces.

In brief...

- Nigeria's Dangote conglomerate, which has extensive interests in commodities such as sugar, flour, juice, cement, vegetable oil, milk and salt, has told entrepreneurs in Gambia that it is keen to enter distribution partnerships. On a recent visit to Gambia, a company executive pointed to the advantages of sourcing from Nigeria, especially with funding assistance from Gambian banks which supported the development mission.

- Competition for sales of non-alcoholic malt drinks has increased significantly this year in Kenya, with several brands battling for market share. Alvaro and Novida, produced and sold by major bottlers, dominate, but Bavaria is

starting to build up consumer loyalty, helped by branded retail outlets. At this stage, Bavaria has only a tiny share but with non-alcoholic malt beverages growing in popularity, its distributors are confident it will gradually increase.

- Bottled water and other beverages featured on a stand at this year's Zambia International Trade Fair, organised by the Botswana Export Development and Investment Authority. Several of the 11 Botswana-based companies exhibiting have gone on to negotiate agency or other distribution arrangements in Zambia, with at least three planning partnerships with Zambian companies.

Opportunities for water bottlers

DR ANTHONY Turton of Touchstone Resources, a scientist specialising in water resource management, told the South African National Bottled Water Association's conference there were indications that water supply in the country would become a growing problem, both in availability and quality, from 2012/2013.

This boded well for bottled water suppliers and distributors, he said. "A major opportunity arises in this case, as public perception of deteriorating quality drives demand for bottled water."

Turton also stressed that water should be treated as a flux, constantly being recycled, as opposed to being managed as a stock. "Once water is viewed as a flux, we will see a shift towards consumers making the lifestyle choice of being custodians of the future, custodians of this precious resource."

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Middle East

Ramadan help for Ensan in KSA

COCA-Cola's support for Ensan during the holy month of Ramadan has become a tradition in Saudi Arabia. The company has linked up with Ensan for the third time this year by donating 10% of the retail price of all Coca-Cola family-size bottles sold during Ramadan. Ensan is a charity committee for the care of orphans.

One of the key requirements of Ramadan is that those who can help people in need of assistance do so freely at this time. Coca-Cola's involvement with Ensan takes this further, aiming to bring orphaned children extra happiness and a sense of togetherness.

"At Coca-Cola Saudi Arabia, it has always been part of our ongoing commitment to support our local community," said Abdullah Al Aarak, from the Coca-Cola Bottling Company of Saudi Arabia. "The holy month of Ramadan is a time that we celebrate with our consumers and we want to involve them and work together towards actively supporting the wellbeing of orphans while celebrating the spirit of giving and sharing through our initiative which we started two years ago."

Bahrain food and hospitality show

SHIBU Thomas, Coca-Cola's Business Development Manager for Bahrain and Qatar, has signed a sponsorship agreement with the Bahrain International Exhibition and Convention Centre (BECA) for next February's 3rd Annual Food and Hospitality Expo.

"BECA is delighted, yet again, to have the support of Coca-Cola Bahrain as one of our leading sponsors and thank the management for its continued support for this important event in Bahrain's exhibition calendar," said BECA's Mohamed Al Ahmadi.

"The Food and Hospitality Expo is growing rapidly – a true reflection of the success of the government's strategy to position Bahrain as a key destination for business to business exhibitions."

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Al Rabie supports renal campaign

FRUIT juice and dairy producer Al Rabie Saudi Foods is supporting the Kilana campaign launched by Prince Salman Bin Abdul Aziz. This venture aims to help patients with kidney failure and is also being supported by over a 100 government institutions and other private organisations.

"We have extended full support to the Kilana campaign by providing SR500,000 worth of campaign materials and by educating our own employees about the importance of supporting the Kilana initiative," said Monther Al Harthi, Chief Executive of Al Rabie Saudi Foods. "Moreover, Al Rabie products, distributed in all markets across the country, also carry campaign messages and we strongly believe that this move will help raise greater awareness and generate more support from a much wider segment of society."

He said that Al Rabie's participation in the campaign had been "greatly satisfying, inspiring us to become even more actively



involved in initiatives that benefit society."

In another of the company's health-related activities, Al Rabie recently hosted 60 medical students and university faculty members. Company executives explained hygiene systems involved in the production of juice and dairy products.

"Health and hygiene standards are essential for us to ensure that we provide only the best food products," said Monther Al Harthi. "We require our factory workers to adhere to stringent preventive hygiene and sterilisation procedures in line with our focus on maintaining an integrated, healthy and safe environment."

Rani naming rights for event

AUJAN Industries' Rani Float, the fruit drink with chunks of fruit, is again the naming rights sponsor for Adrenaline Sports Live presented by Rani, to be held at the Abu Dhabi National Exhibition Centre from 7th to 9th October.

Pleasingly for the brand, most media coverage in the UAE gives the event its full name.

And the media coverage has been quite extensive, including stories about corporate involvement in the dragonboat racing which is included in the programme. The festival will include several zones, such as Water, Land and Urban, Adventure Tourism, Retail and Clubs, and the Air Zone.

A key aspect of the programme is 'have a go', offering those attending a huge choice of



Rani sampling in Europe.

adventure sports and related activities.

"This is a great place for Rani's customers to try out sports, have fun and connect with our brand in a meaningful way," said Ahmed Shaboury, Head of Brands for Aujan Industries.

Tetra Pak Innovation Day

THE second Innovation Day organised by Tetra Pak Egypt was structured to help the Egyptian food industry update on technology and systems used by Tetra Pak globally. Speakers outlined market trends, case studies and successful products in juice and dairy, while an exhibition hall was set up in six themed areas presenting Tetra Pak innovations in areas such as technical service, processing and environment.

Especially popular was a sampling booth, divided in four: ambient still drinks, tea



Displays at Tetra Pak's Innovation Day in Egypt.

whitener, baby juice and innovations from around the world. The day's programme ended with a look at Tetra Pak recycling initiatives, both in Egypt and globally.

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'Build Your City a Pitch', says Pepsi

PEPSICO International has launched a project in Saudi Arabia to help build or rebuild football facilities in many parts of the kingdom. Bannered straightforwardly as 'Build Your City a Pitch', it is supported by the Association of Neighbourhood Centres. Some of the funding will come from limited edition cans featuring four of the international star football players aligned to Pepsi.

"Pepsi has always been a pioneer of supporting youth and sporting activities in the kingdom," said Hossam Dabbous, GCCI Beverages Director for PepsiCo International. "This unique initiative demonstrates our leadership and commitment to being part of



Saudi player Hamza Idriss (blue shirt) at the launch of Build Your City a Pitch.

the community, especially since we are joined by Hamza Idriss, the legendary Saudi player who carries the title of the World's Third Goal Scorer, who will play a key role in raising awareness."

Red Bull Car Park Drift

LEBANON's Firas Khaddaj, driving a BMW M3, was crowned King of Drift after winning the Red Bull Car Park Drift at the Forum de Beirut. This action motor sport, which requires a mix of excellent driving skills and a daredevil element, albeit with safety requirements, is as dramatic for spectators as participants.

It might have its origins in 'hooning' around car parks, but it is nowadays a reputable sport, very much in line with the Red Bull policy of supporting energy-packed activities. The Beirut finals were held under the patronage of Egypt's Minister of Youth and Sports, Dr Ali Hussein Abdullah, and in cooperation with the Automobile & Touring Club of Lebanon.

Second in the Beirut finals was another Lebanese driver, Rafi Kevork, also in a BMW. Third place went to Saeed Al Mouri from Saudi Arabia, driving a Mitsubishi Evo 10.



Firas Khaddaj in action; photo Eddy Daw, Red Bull Photofiles.

In brief...

- It's certainly not a new problem, despite the way it has been presented by some consumer news media, but there is no doubting that supply convoys heading from Pakistan to Afghanistan are under pressure again. Bottled water, one of the many commodities brought in normally by road, is among the targets of looters who might or might not be terrorists. Some seem to be old-fashioned highwaymen, keen to turn an easy but dishonest profit.

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

- Juhayna Food Industries, the Egyptian juice and dairy group, achieved a profit of 100.4 million Egyptian pounds in the first half of the calendar year, well up on the previous year. The major factory fire in April, which made the Juhayna directors pause for consideration of their planned initial public offering, had little impact on the group profit, partly because three new factories have come into operation this year. As we reported, the IPO went ahead and was overwhelmingly successful, while the damaged factory has undergone rebuilding.

- A mandatory standard for energy drinks will come into effect in the United Arab Emirates on 29th October. It was gazetted earlier in the year by the Emirates Authority for Standardisation and Metrology, with a grace period allowed for producers and suppliers to meet the new technical regulation. The standard sets ingredient limitations, requires registration with health authorities to guard against the inclusion of banned drugs and hormones, and sets rules on packaging information. Several other standards come into effect at the same time, including those for mineral water and halal foods.

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India

Competition for water purification

BAJAJ Electricals Ltd is entering the water purification business. The company plans to roll out its water purifier product in the current financial year. However, the company has not so far worked on the price specifics.

Current estimates suggest that at present the size of the water purification business in the country is at Rs 20 billion (\$434.7 million) per annum and is growing at the rate of around 20%.

Bajaj's foray into the water purification business is expected to take the competition for low-cost water purifiers in the country to a new level.

Eureka Forbes is also considering the launch of low cost water purifiers, eyeing the huge market for such products at the bottom of the pyramid. Kent RO Systems, known for its medium to high-end purifiers, also announced the launch of its entry level purifier Kent Gold Optima, priced at Rs 1250 (\$27.1) last month.

Bajaj Electricals Ltd, a 72 year old trusted company with a turnover of over Rs 22.52 billion (\$489.5 million) is a part of the RS\$ 6 billion Bajaj Group.

HR recognition

PIRAMAL Glass Limited (PGL), part of the Ajay Piramal led Piramal Group, won the Global HR Excellence Award in the 'Organisation with Innovative HR Practices' at the recent 2010 Times of India Ascent Asia Pacific HRM Congress held in Bangalore.

Piramal Glass is a leading global manufacturer of glass containers for a number of industries including beverages. It has manufacturing facilities in India, USA and Sri Lanka and markets its products in over 50 countries.

The Asia Pacific HRM Congress is an annual event held to recognise and felicitate outstanding HR practitioners, leaders and leadership developers, strategic HR planers, talent builders and managers and innovative HR practitioners.

Commenting on his company's accolade Vijay Shah, Managing Director, Piramal Glass, said: "Our core values of 'knowledge action care' propel us to pursue world-class standards for our people, products, processes, partnerships and performance, by encouraging innovation and nurturing intellectual capital.

"This award is recognition of some great people work that we have done in the last few years. We try and look after the physi-

New look and PET breakthrough features at show

COLORMATRIX, a global leader in liquid colourant and additive technologies for thermoplastic applications, will be showcasing its product portfolio for a range of applications at this year's Drinktec India which takes place in Mumbai from 18th to 20th November. Visitors to the stand will also witness the company's new brand identity, introduced to reflect its positioning as a single, global organisation with an international presence. The company has a local facility in India for shorter delivery times.

The company will demonstrate its high performance light barrier on stand. An opaque white liquid, the technology has been engineered to protect and extend the shelf life of PET-packaged dairy products while offering enhanced container aesthetics. It works by minimising the transmission of both UV and visible light through PET containers to reduce photo-degradation of a number of key dairy components.

Visitors to the show can learn more about this technology by attending a presentation from ColorMatrix at the Drinktec India exhibitor forum held alongside the exhibition. Entitled 'Technology in Dairy Packaging Processing', the presentation will give a unique insight into the latest developments influencing this industry.



The technology has been engineered to protect and extend shelf life.

Rasna plans African expansion

AHMEDABAD-based concentrated soft drink maker Rasna is considering setting up a manufacturing unit in Africa. Rasna Chairman and Managing Director Piruz Khambatta was quoted by an Indian news agency as saying that already they have facilities in foreign locations, Bangladesh and Egypt, and now the company was planning to set up a new manufacturing unit in Africa.

However, Khambatta refused to provide further details on the proposed project. Rasna also plans to launch new flavours in the African market. Khambatta said unlike the Indian market, where citrus-based drinks account for the majority of non-carbonated beverages, African consumers have a special liking for dark-coloured drinks such as colas and grape-based drinks.

cal, psychological, spiritual, financial, educational, and familial aspects of each employee. With a combination of modern benchmarks like Gallup Employee Engagement and some age old worklife balance techniques, Piramal Glass ensures that our people are engaged, committed and, most importantly, happy."

Rasna, which claims a 90% share in the organised concentrated drink market in the country, has reported a turnover of Rs 3.25 billion (\$70.6 million) in the last fiscal year and is expecting a 30% increase in its revenue in the current fiscal year.

Ingredients forum

'INNOVATIONS in Beverages' is one of seven two hour conference modules scheduled to take place at Fi India from 22nd to 23rd October at the Bombay Exhibition Centre. The event's organisers say the programme provides delegates with highly focused content and information covering the most critical issues facing the Indian food and beverage industry.

Each module features indepth analysis and case studies led by a line up of carefully selected speakers from the leading food and beverage manufacturers, ingredients suppliers and research organisations.

There will also be the opportunity to hear directly from the regulators and understand the business implications of evolving food sector laws, and from key product manufacturers such as Hindustan Unilever, ITC, Britannia, Cadbury, Godrej Hershey, and Amul.

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Asia Pacific

Ownership changes continue

THE Asia Pacific region has continued to be very active in terms of confirmed, contemplated or potential ownership changes, both of strategic stakes and full purchase.

Among the many developments, Asahi Breweries has entered into a binding share purchase agreement to obtain a 100% shareholding in P&N Beverages, Australia's third largest soft drink company by volume. The vendors are Robert Brooks, Managing Director of P&N, and a company wholly owned by Brooks.

P&N brands include Frantelle Spring Water, Extra Juicy, Pop Tops, Pub Squash, Waterfords Mineral Water, Tru Blue carbonated soft drinks and the Wicked energy drink (pictured above). It also produces a range of private label beverages.

Asahi says that the acquisition of P&N is intended to enhance the group's position within the Australian beverage market, building on its purchase in April last year of Schweppes Holdings. "Integration of Schweppes and P&N will enable both to take advantage of the integrated portfolio and efficiencies deriving from the combined supply chain system."

Meantime, Asahi Breweries has indicated that it is considering divestment of Haitai Beverage Co, the Republic of Korea's third biggest soft drinks producer. As reported in our Late Bulletin in the last issue, this has become a possibility since Haitai failed to meet sales expectations, both last year and this.

Another possibility is a link-up between Haitai and South Korea's giant Lotte Group.

And Asahi is continuing to signal interest



Asahi acquires P&N including its Wicked energy brand and Coca-Cola West acquires Q'sai Co.

in other possible international purchases, as well as plans to ramp up soft drink production on the Japanese home market.

In Malaysia, Fraser & Neave Holdings have purchased a 23.08% stake in Cocoaland Holdings, also a Malaysia-registered company. While Cocoaland produces soft drinks and jellies, as well as distributing juices through a subsidiary, its main appeal to F&N was its wide-ranging food and confectionery operations.

F&N's Chief Executive, Dato' Ng Jui Sia, described the arrangement as "the creation of a new food platform", with a lot of potential for development. "Our investments in soft drinks and dairies to date have given us a solid platform to realise our regional ambitions, and the combination of the capabilities within the Cocoaland group will complement and significantly boost our food and beverage credentials," said Dato' Ng.

Coca-Cola West, one of Japan's Coca-Cola bottlers, has bought Q'sai Co, a Japan-

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ese producer of kale-based vegetable juices, from Daiwa Corporate Investment, the private equity arm of Daiwa Securities. DCI's predecessor company (a joint venture which was dissolved in July this year) bought Q'sai in 2006.

Earlier in the year, at least three other investment companies were reported to be sniffing around Q'sai whose Funmatsu Aojiru powdered juice sachets are big sellers in Japan, Hong Kong and Taiwan. Kale is high in nutrients, a strong selling point for the juice.

Japan's Sojitz Corporation and Kokubu Co have signed a collaboration agreement to expand business in the food distribution field and conduct business in Vietnam by sharing and supplementing their respective know-how and services.

Sojitz has extensive interests in the marketing of juices and other soft drinks, as well as many other types of food and beverage. It strengthened its involvement in this sector in February this year when it merged two of its food and beverage subsidiaries to form a new Sojitz Foods Corporation, based in Tokyo.



Asahi Breweries has indicated that it intends divestment of Haitai Beverage Co.

Pepsi's big plans for Vietnam

THE Vietnamese market, described by PepsiCo's Saad Abdul-Latif as one of the company's "most exciting growth opportunities" and a "dynamic country", is to see US\$250 million of investment in the group's food and beverage business over the next three years. This is in addition to the substantial funding Pepsi has committed to Vietnam in recent years, building a new beverage plant at Can Tho and a food facility in Binh Duong.

Some of the new funding will also be allocated to further expansion of manufacturing capacity, while other projects will, according to Abdul-Latif, include adding marketplace equipment like coolers, further strengthening

Central Asia growth

THE Turkish-headquartered international bottling group Coca-Cola İçecek notes that its Central Asian operations posted growth "at high teens" in the second quarter of 2010, as compared to low single digit growth in the

existing brands and broadening the company's product portfolio through innovation.

Abdul-Latif, who is Chief Executive of PepsiCo Asia, Middle East and Africa, also highlighted the company's commitment in Vietnam to its Performance with Purpose agenda of achieving business success while making a positive imprint on society.

first quarter. Kazakhstan volume continued to grow due to customised strategies and improving economic outlook, says a Coca-Cola İçecek financial update.

Azerbaijan posted solid growth performance due to improvements in route-to-market, as well as higher temperatures above seasonal averages in June. Kyrgyzstan was also able to post volume growth amid the skirmishes in the country during the second quarter.

'Coke & meal' campaigns, Fanta Play communications and growing still beverages helped us register volume growth in all the countries in the region," notes the report. "To meet increasing consumer demand, we introduced a number of innovations in the second quarter." These included local Buratino and Dushes flavours under the Fanta brand, Piko Temp, Cappy 200ml and BonAqua lemon.

HPR tick for Beijing plant

BEVERAGE packaging solution specialist the Sidel Group has scored HPR (highly protected risk) certification for its industrial plant in Beijing, China. The plant was commissioned in late 2008.

Such certification is only possible when all the recommendations issued by an insurance company in terms of construction, installation and fire protection are met. This ensures that the risk of financial and industrial losses is less than the market standard.

Certification includes both natural and industrial risks.

"This distinction confirms that our China plant is managed in line with the world's highest standards," said Mart Tiismann, the Sidel Group's Chairman and Chief Executive. "This plant is Sidel's showcase for lean manufacturing and quality excellence. The products we are producing here are the



Sidel's Beijing manufacturing facility.

most advanced in Sidel's portfolio and the most advanced in our industry – because

that is what our Chinese customers expect from us."

Industry code for energy shots

KERRY Tyack, Executive Director of the New Zealand Juice and Beverage Association, says that association members have made a voluntary undertaking to commit to a range of best practice standards in the manufacture and marketing of energy shots, over and above legislative requirements. This is being done in tandem with the Australian Beverages Council.

In the past year or more, energy shots have been the target of some public criticism in both countries, because of their stimulant effect. Energy shots contain caffeine, vitamins and other bio-active substances, which may include taurine, guarana, inositol and glucuronolactone. The main active ingredient is caffeine, which can have a stimulant effect.

Energy shots are being sold in New Zealand and Australia as dietary supplements under the Dietary Supplements Regulations 1985 and are imported into Australia under the Trans Tasman Mutual Recognition Arrangement. There are no specific requirements under these regulations for advisory statements on added caffeine levels or caffeine labelling. They do, however, require a warning where danger exists from overdose and are currently under review.

NZJBA and Beverage Council members have agreed on guidelines which ensure energy shots are developed to meet the specific needs of an adult consumer and that the taste profile and format, price point, marketing and advertising should target only adults and not children in any way.

The maximum caffeine level is not to exceed 160mg.

Members are also committed to specific labelling and advisory statements and are required to undertake retailer education.

In brief...

- Tate & Lyle's SPLENDA Sucralose plant in Singapore has achieved A-grade status from Singapore's Agri-Food & Veterinary Authority. The plant operates a zero defect policy using a 50 point in-process checking system to ensure customers receive a consistently high quality product with dedicated service, traceability and security of supply, notes Plant Manager Mark Huber.

- Chinese juice concentrate producer Yantai North Andre Juice has reported a substantial increase in turnover for the first six months of calendar 2010, as compared to the same period last year. The prime reason for this, it said, was a solid increase in the sales volume

of apple juice concentrate, reflecting the recovery of the apple juice market which has been evident since the fourth quarter of 2009. The group also benefited from the increased sale of pectin products by its associate company, Yantai Andre Pectin Co.

- Malaysia-based Fraser & Neave Holdings has attributed a 7% increase in group revenue for the June quarter to "strong volume growth in soft drinks". Soft drinks revenue improved 26% with all main product portfolios "registering commendable volume growth on the back of strong promotional activities around some major sports events such as the Thomas Cup and the FIFA World Cup".

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Americas

CSPI drops litigation

THE Center for Science in the Public Interest (CSPI) will not appeal a federal appeals court decision blocking a New Jersey woman's lawsuit over false weight-loss claims made by Coca-Cola for Enviga. Enviga the green tea-based drink launched in 2006 in partnership with Nestlé claims to burn calories.

Under a February 2009 settlement agreement reached with 27 states and the District of Columbia, Coca-Cola agreed to pay \$650,000 and to stop making overt weight-loss claims for Enviga. Coke (and partner Nestlé) agreed to modify labels and marketing materials stating that the product will not promote weight loss without diet and exercise. The Court of Appeals decision last month hinged on whether the plaintiff had documented her weight loss or gain, and not on the merits of CSPI's allegations about Enviga's claims.

Meanwhile CSPI is pursuing a class action lawsuit against Coca-Cola over claims associ-



ated with its Vitaminwater line of drinks. According to CSPI the company makes a wide range of false claims, including that its drinks variously reduce the risk of chronic disease, reduce the risk of eye disease, promote healthy joints, and support optimal immune function.

Bottled water sees shift in its favour

ACCORDING to the International Bottled Water Association (IBWA) three recent actions – the nullification of an attempt by a town to ban bottled water sales; the reversal of a state government's anti-bottled water purchasing policy; and an abrupt end to a controversial proposal to ban the sale of bottled water at outdoor venues controlled by a large city – have suggested a shift towards more public support for bottled water.

The Massachusetts Attorney General's office has voided a decision that would have completely banned the sale of bottled water within the town limits. The AG's decision declaring Concord's vote to be null and void due to procedural errors may be a sign that the days of easy 'wins' could be over for anti-bottled water activists, who face increasing legal, economic and health policy scrutiny from government officials. Concord's attempted sales ban came only a few days before nearby Boston, endured a major boil alert leaving 2 million people without clean tap water over a three day period. Bottled water companies worked around the clock to provide consumers with safe drinking water during the emergency.

The Commonwealth of Virginia's newly

elected Governor, Bob McDonnell, took a second look at his predecessor's 'green' initiatives, which prohibited commonwealth agencies from purchasing single-serve bottled water for official functions and meetings, and by executive order deleted the anti-bottled water directive. According to the Governor's spokesperson, "This Governor is not going to put in place mandates that hurt Virginia industries."

Data from IBWA shows that Virginia has a strong bottled water market, with a direct economic impact to the Commonwealth in 2009 of 3,719 jobs in bottling, wholesale and retail sales, and more than US\$145 million in wages and salaries, and US\$865 million in product sales. Last year Virginia earned nearly US\$95 million in business taxes from bottled water companies and over US\$21 million in consumer taxes on the purchase of bottled water. When the economic impact of related industries, such as trucking, store clerk salaries, label-producers and other induced economic spending, bottled water's overall contribution to Virginia in 2009 was US\$2.6 billion.

Further, *The San Francisco Examiner* has reported that officials in Mayor Gavin Newsom's office wanted to review a city official's report that would prohibit the sale of bottled water at parades, fairs, festivals, ball games and any outdoor event on city property. The newspaper reports that city officials have admitted that keeping people hydrated in bottled water free outdoor

Debating hot issues at InterBev

THE American Beverage Association (ABA) and the International Bottled Water Association (IBWA) are co-hosting an industry 'Town Hall' event at InterBev 2010 featuring top executives from three of the beverage industry's largest players: J. Alexander M. (Sandy) Douglas, President and COO North America Group, The Coca-Cola Company; Jim Johnston, President, Concentrate Sales, Dr Pepper Snapple Group; and Tom Bené, President, Pepsi-Cola North American Beverages.

The session will be chaired by John Sicher, Publisher of *Beverage Digest*.

"This industry 'Town Hall' is truly a first of its kind and will be a groundbreaking event for our industry," said Susan K. Neely, ABA President and CEO. "It is only fitting we showcase the unique success these fierce competitors have had in creating positive change for the greater good at InterBev 2010."

"We are very pleased to be hosting this exciting event on the trade show floor," said Joe Doss, President and CEO of IBWA. "These live events make InterBev 2010 even more valuable for the dynamic memberships of the bottled water and greater beverage industry."

"Sandy, Jim and Tom are smart, tough executives and competitors," said John Sicher. "It will be interesting to have them all together on the same stage, at the same time."

Topics to be covered include environmental stewardship, discriminatory taxes, industry leadership on calorie labelling, innovation in the marketplace and the successful implementation of the School Beverage Guidelines.

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environments could be a challenge. *The San Francisco Chronicle* also reported no further actions were taken on this proposal.

"These recent actions clearly demonstrate a shift in momentum for consumers. In July we saw three major anti-bottled water initiatives fizzle out. Will they be back? Of course, but there's a lot less wind at their back now that government leaders are giving way to common sense," said Tom Lauria, IBWA's Vice-President of Communications.

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Haiti Hope continues

THE Coca-Cola Company and the United States Government, acting through the US Agency for International Development (USAID), have announced that USAID will provide an initial contribution of US\$1 million to the Haiti Hope Project, a public-private initiative that aims to develop a sustainable mango industry in Haiti.

In March 2010, The Coca-Cola Company launched the project with the introduction of its Odwalla Haiti Hope Mango Lime-Aid, whose profits directly support the initiative. Total investment in the Haiti Hope Project now reaches US\$7.5 million, with US\$3.5 million from The Coca-Cola Company, US\$3 million from the Inter-American Development Bank's Multilateral Investment Fund (MIF) and US\$1 million from the US Government. TechnoServe will be implementing the Project on the ground. The Clinton Bush Haiti Fund recently announced that it will contribute over US\$500,000 to support the formation and financing of mango producer



groups, nurseries and collection centres to benefit farmers.

With more than 60% of the Haitian population deriving revenue from agriculture, the Haiti Hope Project focuses on improving local mango farming capacity, thereby helping to promote economic growth and sustainable development. The Project aims to empower 25,000 Haitian farmers by doubling their farm income.

Loyalty giveaway

MY Coke Rewards has launched its Million Point Giveaway promotion. In its biggest points giveaway to date, the promotion runs through to September with daily instant wins.

Consumers who enter a code from a pack of a participating Coca-Cola beverage will have the chance to win. A new limited-time only awards catalogue has been introduced featuring premium prizes such as a portable DVD player.

"The Million Points Giveaway promotion

is our way of thanking loyal members by giving them more of the things they love," said Julie Bowerman, Group Director of Interactive Marketing, Coca-Cola North America. "Since our inception in 2006, My Coke Rewards members have entered more than 1 billion codes and redeemed 20 million rewards."

To be eligible to play the Million Points Giveaway, consumers will need to join the My Coke Rewards program at www.mycokerewards.com, one of the top consumer packaged goods loyalty websites and the number one beverage website in the US.

Sweet partnership

PEPSICO and Senomyx Inc, a leading company focused on using proprietary technologies to discover and develop novel flavour ingredients for the food, beverage, and ingredient supply industries, have entered into a four-year collaborative agreement related to Senomyx's sweet-taste technology.

The companies will focus on the discovery, development and commercialisation of sweet enhancers and natural high-potency sweeteners with the intent to bring to the marketplace lower-calorie, great tasting PepsiCo beverages.

"This relationship with Senomyx reflects our increasingly long term approach to research and development as well as our belief that global food and beverage companies can play an important role in identifying new ingredients that can lead to healthier products," said Mehmood Khan, PepsiCo's Chief Scientific Officer. "The real challenge is to create products that not only are healthier but also taste great, and Senomyx has unique technologies that will allow us to improve the nutritional profile of our products without sacrificing taste. We're very optimistic that this collaboration will help us achieve our commitment to reduce added sugar per serving by 25% in key brands in key markets over the next decade."

PepsiCo will have exclusive rights to the Senomyx sweet flavour ingredients developed under the collaboration for use in non-alcoholic beverage categories. Under the agreement, Senomyx will receive an upfront payment of US\$30 million from PepsiCo, US\$7.5 million of which was paid previously. Senomyx also will be entitled to US\$32 million in committed research and development payments over the four-year research period.

In brief...

- Ball Corporation has completed the sale of its plastic packaging, Americas, business to Amcor Ltd for approximately US\$280 million. The sale includes five US plants that manufacture PET bottles and preforms and polypropylene bottles, as well as associated customer contracts and other related assets. Ball's plastics business employed approximately 1,000 people and had sales of US\$635 million in 2009. Manufacturing plants are located in Ames, Iowa; Batavia, Illinois; Bellevue, Ohio; Chino, California; and Delran, New Jersey; and research and development operations were based in Broomfield and Westminster, Colorado.

- Experts from Disney Consumer Products, the Better Business Bureau and the Federal Trade Commission will discuss marketing food and beverages to children at the International Dairy Show. The Signature Session, entitled To Market, to Market: Selling Food

to Children, will be held Tuesday 14th September, at the International Dairy Show in Dallas Texas.

- Graham Packaging Company Inc, leading US supplier of plastic containers for hot-fill juice and juice drinks, sports drinks, drinkable yogurt and smoothies, has reported a net sales increase of 11.5% to US\$652.8 million for the quarter ended 30th June 2010. Adjusted EBITDA for the quarter increased to US\$133.7 million, compared with US\$130.2 million in the second quarter of 2009 and operating income increased to US\$90.8 million from US\$76.5 million.

- Mocon Inc has moved its corporate headquarters to a new Twin Cities location. The new facility at 7500 Mendelssohn Avenue North, Minneapolis, will house larger production and laboratory functions. The move was prompted by increased world-

wide demand for the company's test and measurement instrumentation as well as its laboratory testing capabilities. The new site totals 60,000 sq ft, a 27% increase over the former space. It will incorporate five laboratories and expanded manufacturing space which will enable the company to accommodate its anticipated future growth.

- IBWA's consumer website, www.BottledWaterMatters.com, has released 'The Inner Workings of a Bottled Water Plant,' an 11-minute, educational YouTube video that gives consumers an inside look at the process of producing safe, quality bottled water at Robert Smith's Grand Springs bottling facility in Alton, Virginia. Following bottled water's progression from spring source to finished product, the video provides an insightful look at the steps involved in producing bottled water – both single-serve and home and office delivery.

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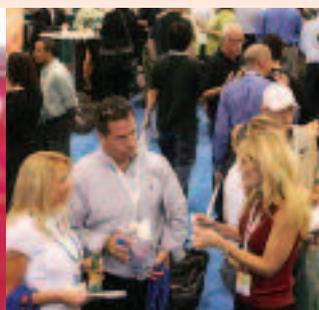
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Ingredients

Monk fruit – another stevia?

AS the sweetener stevia finally moves into the EU food market via France, interest is already turning to new quarters. Suggestions of a rival in the natural sweetener stakes have become focused on *luo han guo* (*Siraitia grosvenori/Momordia grosvenori*), or monk fruit, a Chinese fruit 300 times sweeter than sugar and in use in China as a natural sweetener for hundreds of years.

A review of new product activity on the Innova Database reveals that activity in products containing *luo han guo* is largely confined to Asia, particularly China and Malaysia, where it is used as a sweetener in herbal teas. Until now, regulatory issues have meant that it has been confined to supplement-type products in the US, with Innova Market Insights reporting launches this year mainly involving liquid, capsule and tea concentrate supplements.

The early part of 2010 saw New Zealand-based BioVittoria, the world's largest producer and processor of *luo han guo*, gain GRAS (generally recognised as safe) status from the FDA in the US for its Fruit Sweetness fruit concentrate made with *luo han guo*. This paves the way for its wider use in a range of sweetening and flavour enhancing applications including beverages.

This step opened up the potential for a mainstream move for *luo han guo* along the lines of that experienced by stevia. Innova Market Insights tracked over 150 US food

and drinks launches featuring stevia in the first seven months of 2010, most of which were still in the supplements and sweeteners arena, although nearly 40 were in soft drinks, including juices, carbonates and iced teas, and featuring both branded and own-label lines.

Launches in the EU were much more limited over the same period, reflecting the ongoing regulatory situation and, as in the US, focused on supplements. However, a number of mainstream food and drinks brands featuring stevia have been launched in France including 30% calorie-reduced variants of Fanta Still from Coca-Cola and a range of low-sugar nectars under the Joker Vital Equilibre branding from Eckes-Granini.

Luo han guo, with its natural image and its tradition as a curative product, has made a good start as a sweetener and flavour enhancer in the mainstream food and drinks industry by gaining GRAS status in the US, and considerable publicity in the industry as a result. Where it has yet to score, according to Innova Market Insight's Head of Research LuAnn Williams, is in being taken up by the major food and drinks companies and used in their products. Although it does mirror stevia in that it has been allowed in parts of Asia for many years, stevia does have the added advantage of being used in processed foods and drinks in Japan for many years, developing formulations and applications that could then be adapted more easily for the Western market.

- Reading Scientific Services Ltd (RSSL) has followed up its success in developing new methods for analysis of stevia (Reb A), with a new HPLC method for *luo han guo*. RSSL's analytical service supports the new product development specialists in its Product & Ingredient Innovation Department in developing viable and acceptable formulations using novel ingredients.

Wild restructures

WILD has completed its global restructuring strategy announced in January 2010 when Kohlberg Kravis Roberts & Co (KKR) entered into a partnership with the company. The newly created company, Wild Flavors GmbH, was formed at the end of July 2010 and integrates Rudolf Wild GmbH & Co KG, Eppelheim, Germany, Wild Affiliated Holdings Inc, Erlanger, Kentucky, US and the Swiss assets owned by Dr Wild.

"I am very excited and enthused that together with our partner KKR, we have been able to create the new structure within half a year," said Dr Hans-Peter Wild. "However, there is still a long way to go. During the next months we will bring together the new global organisation and integrate the processes. We expect that we will benefit from KKR's extensive experience here as well."

The Swiss company's management offices and production sites are located in Eppelheim, Germany and Erlanger, Kentucky, USA. The production locations in Berlin, Germany, Valencia, Spain, Sissel, Switzerland, Rotterdam, The Netherlands, Toronto, Canada, Beloit, Wisconsin, USA, Beijing, China and Dubai are also part of Wild Flavors GmbH.

"With the new organisational structure of Wild Flavors GmbH, we have achieved a milestone in our strategic partnership with Wild in a short time. On this base, we will continue to implement our joint growth strategy", said Johannes Huth, European head of KKR.

Dr Hans-Peter Wild is confident that customers will benefit from the new organisation. "Thanks to our internationally applied consumer trend research, we recognise how our customer needs are changing at an early stage. As a globally operating producer and supplier of ingredients, we have direct access to all essential raw material sources and distribution channels. This allows us to offer our customers the best products for the respective markets, worldwide."

The newly created company will be led by Michael H. Ponder as Global Chief Executive Officer.

Deutsche SiSi Werke GmbH & Co Betriebs KG Eppelheim with its leading brand Capri-Sonne/Capri-Sun and INDAG, (Wild's technology centre) and the fruit preparation businesses of Wild Dairy Ingredients (WDI) Nauen, Germany, are not part of the new structure. They continue to be 100% owned by Dr Hans-Peter Wild.

Quality label reassures

EL CORTE Ingles and Hipercor, Spain's largest supermarket chains, have recently launched *Bebida de Chufa*, a functional drink which includes Beneo's Orafiti@Synergy1, a patented form of oligofructose enriched inulin. *Bebida de Chufa* is part of Special Line, a healthy product range developed by El Corte Ingles and Hipercor and it carries the Beneo™ Label as it contains a sufficient amount of Orafiti ingredients to promote a healthy intestinal flora. A single 200ml glass of the beverage promotes good digestive health and provides 30% of daily zinc and vitamins A, C and E requirements along with health enhancing antioxidant properties.

Tim Van der Schraelen, Marketing Communication Manager at Beneo, said: "We are delighted that big supermarket chains such as El Corte Ingles and Hipercor are acknowledging the value of a quality label.



We hope that other countries will see the success of healthy product ranges such as Special Line and realise the potential of communicating the health benefits of our

ingredients through the Beneo Label."

The label programme, which first began as a joint European-led initiative between food manufacturers and Beneo in Belgium, is designed to communicate the health benefits of Orafiti inulin and oligofructose (prebiotic ingredients), through the use of one easy-to-understand quality label which indicates that health claims have been scientifically proven.



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Going for gold

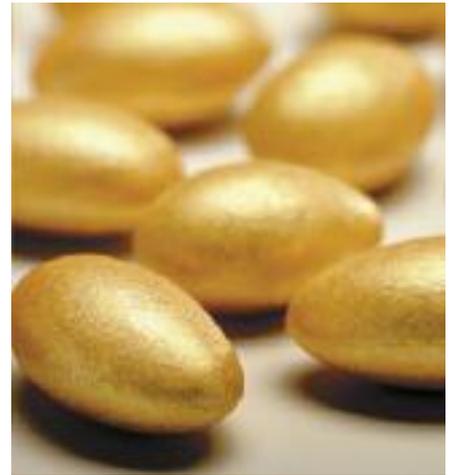
NEW from Merck KgaA is Candurin Gold Sparkle, a gold pigment which produces a brilliant glitter effect due to its special particle size distribution ranging from 10 to 150 µm.

Russell Wheeler, Technical Sales Manager of Azelis/S. Black, said; "Merck recognised a growing demand by global food and beverage manufacturers for a large sized gold pigment, similar to their existing Candurin Silver

Sparkle. This new product offers high potential for innovative product design and differentiation."

The mineral, non-artificial colour is based on natural silicate combined with dioxide and iron oxide. It is produced according to Good Manufacturing Practice and meets stringent international food, beverage and drug safety standards.

The pigment is easy to add to most formulations, even those containing other colours.



Hint of mint

A CLEAR spearmint flavoured distillate has been introduced by Treatt. The company says its distinct Mojito-like topnotes provides flavourists with a sweeter alternative to conventional spearmint oil.

Wholly distilled from *Mentha spicata*, Spearmint Treattarome 9764 is a 100% natural FTNF (From The Named Food). It is said to deliver the aroma impact of freshly crushed native spearmint leaves, reminiscent of the classic Mojito drink, while also conferring a refreshing candy-like spearmint flavour. Water soluble, this water-white high impact distillate is, says Treatt,



particularly suitable for clear beverage applications as well as juices and dairy drinks.

In brief...

● The international business research and strategy consulting firm Frost & Sullivan will present the 2010 Product Differentiation Excellence award to Roquette for its Nutralys pea protein this autumn. The award recognises that the pea protein is a reliable and competitive springboard for innovation whose neutral taste and odour meet critical market demands.

IFT, CHICAGO – some highlights from the annual expo

New naturals: The French company Naturex introduced a selection of new ingredients during the recent IFT annual trade show held in Chicago, Illinois.

Of interest to beverage producers is new floral plant extracts in the NAT arom line: Rose, Hibiscus and Brazil Cress. At the same time the company has expanded its offer of essential oils and oleoresins with the launch of Aquaready, a range of products that are naturally compatible with water and low-fat products, and EZ-Caps, a choice of references obtained through a proprietary process, including encapsulation and spray-drying, that protects the aromatic compounds from losses or degradation of the aromas over time.

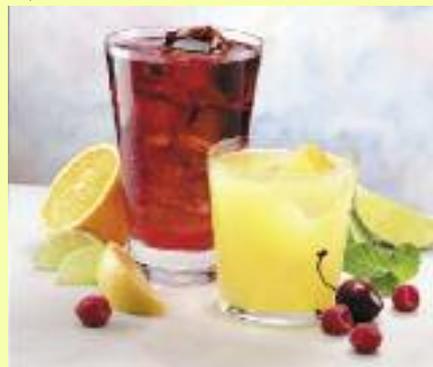
The major event for Naturex this year remains the integration of Natraceutical's ingredients division. It has allowed the company to broaden its ingredients portfolio with the addition of fruit and vegetable powders, pectins, naturally derived colours, colouring foodstuffs, inactive dried yeast, Talin (Thaumatococcus), a multi functional ingredient which offers flavour enhancement, sweetness and bitterness-masking benefits.

* * * * *

Garden inspired: Virginia Dare featured new flavours, varieties of vanilla, various masking flavours and assorted teas. Green peach and maqui grapefruit beverages, nectarine jasmine green tea and black cur-

rant raspberry black tea were all on the menu. Made from tea leaves sourced from around the world, Virginia Dare tea concentrates are offered in black, green, Assam, oolong, and white as well as herbal fruit and true-to-fruit flavours.

The most delicate aromatics and complex, full-bodied flavour profiles were experienced in vanilla tea beverages. Blood orange vanilla cream, and mangosteen vanilla orchid beverages were featured as were peach honey rooibos, and berry black tea pectin candies made with sweetener / sugar alternatives which demonstrated Virginia Dare's masking capabilities.



Virginia Dare's 'Garden of Flavours'

* * * * *

Calcium fortification: Soy protein producer Solbar chose the show to launch its

new calcium-fortified isolated soy protein – Solpro 735 for beverages where calcium fortification is required.

"Solpro 735 is an isolated soy protein with highly nutritious protein, containing an ideal balance of essential amino acids", said David Kraus, Global Application Manager of Solbar. "The calcium fortification brings the calcium level to 3% while protein level is 80%. Cow's milk contains typically 3% protein and 0.12% calcium. Thus formulating with Solpro 735 makes it easy to reach these typical values."

It is, says the company, a perfect match for dry beverage blends and other powdered drinks to be reconstituted with water and or juice prior to consumption.

Solbar is a global leader in specialty soy proteins and soy isoflavons. It is a public company, traded on the Tel Aviv Exchange, with manufacturing sites in Israel and China.



Solpro 735 can be used in ready to drink beverages as well as those that are UHT processed.



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Juices & Juice Drinks

Fruit Tree Fresh

SINGAPORE & MALAYSIA Sales of Fruit Tree Fresh juices have prospered this year in both Singapore and Malaysia as a result of F&N Dairies consumer promotions.

In the early months of the year, Singapore consumers were targeted with a weekly draw promotion centred on 250ml packs. Every two labels submitted gave participants one chance to win a Sony VAIO NetBook each week.

A Malaysian promotion built around 1 litre packs required collecting five stickers, mailing these to receive an eco-friendly shopping bag. Various designs were available and promotional material suggested collecting all of them.

Fruit Tree Fresh is offered in a range of flavours including mango, soursop, guava, orange, apple with aloe vera bits, blackcurrant with aloe vera bits, lychee with nata de coco and soursop with nata de coco.

F&N Fruit Tree Fresh 100% Juice comes in blueberry and cranberry, mangosteen and pomegranate, cranberry/pomegranate/apple, carrot and wolfberry, and a blend of 16 different fruit and vegetable juices.

New pack

CANADA Minute Maid from Coca-Cola has introduced Simply Orange Pulp-Free Orange Juice in a 2.63 litre recyclable bottle. The product is said to be 100% natural and pure, sodium-free, contains no added water, sugar or preservatives, and is a good source of potassium and an excellent source of folate and vitamin C.

The juice is being positioned as an all natural, ethically produced beverage in an environmentally friendly pack.

Also repackaged is an Orange Juice with Pulp variety.

Flavours of Africa

SOUTH AFRICA It's been a great year for national pride in South Africa, with lots of FMCG and other products picking up on the fervour behind the FIFA World Cup. As reported earlier, Ceres developed a limited edition Flavours of South Africa, combining marula and rooibos tea, available in 1litre and 200ml cartons.

This has been a big success, thanks partly to the pack design by agency 34Woman and partly to the innovative marketing support created by the same house.

The promotion was built around a unique

Antioxidant-aware

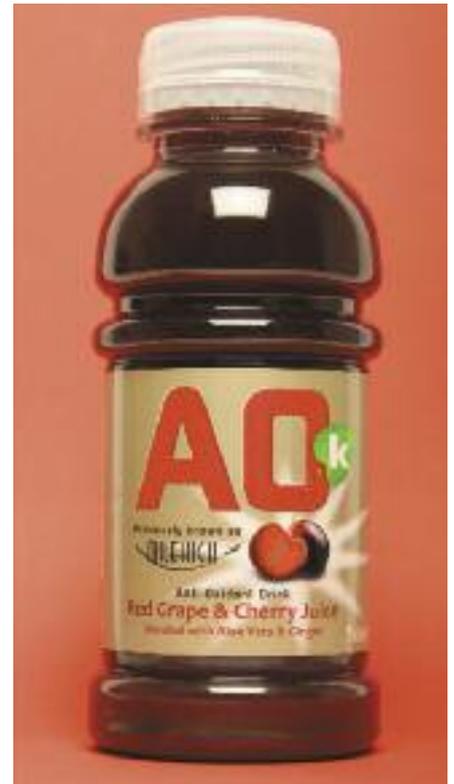
UK A survey carried out by AOk Drinks (formerly Mile High Drinks) has revealed a growing understanding of antioxidants and identified knowledge gaps for the industry to address.

The majority of people who purchase drinks such as AOk know that antioxidants are good for us, that we need to consume plenty of them to gain any health benefits, and that they fight free radicals.

Stuart Roberts, MD, Founder and Nutritionist at AOk Drinks, said: "We are not surprised that people generally understand that antioxidants are good for us, but we were surprised at the level of understanding, which is higher than anticipated. Two-thirds understand that antioxidants fight free radicals and 65% know that they defend the body (cells) against oxidative stress".

Red grape, cranberry, pomegranate and green tea are cited as leading natural ingredients that are packed with antioxidants by more than half of respondents. Kidney beans are a good source of antioxidants but this is not widely known (15%), as producers in this sector have not pushed this message during recent years, unlike in the juice sector.

"Word of mouth marketing by leading antioxidant drinks brands has worked wonders for the industry, but it is the consumer's desire to regain control of their health and well-being that is driving this awareness," said Roberts. "I am frequently asked to explain how antioxidants work, what free



One 250ml bottle of AOk provides 3,600 ORAC units, the daily recommended intake of antioxidants, plus one of your five a day.

radicals do and how they can benefit different conditions during sampling events and via the website."

The consumer survey of 102 British adults was conducted independently online by AOk Drinks in June and July 2010 ahead of the August re-brand. The aim of the re-brand from Mile High to AOk is to expand the appeal of the natural red grape, cherry, aloe vera and ginger juice, to a wider audience.



code competition offering South African prizes, the big one being a holiday for two worth R20,000. This was highlighted by

colourful point-of-sale material and a website featuring an animated map which people could plan holiday trips.



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Sky high support

UK The Feel Good Drinks Company was the official partner of the Festival in the Sky Experience which took place at the recent Edinburgh Festival.

Proving one of the most exciting attractions at this year's event, the dining experience saw guests take in Edinburgh's spectacular skyline whilst suspended at over 100 feet on a luxury 22 seater table. The diners could choose their favourite Feel Good juice drink from three flavours: Cloudy Lemon, Orange & Mango and Apple & Blueberry.

Supporting its involvement, Feel Good posters appeared around the site at Princes Street Gardens, and a number of seats were offered at the table through website competitions and partnerships via Facebook and Twitter:

Steve Cooper, Co-founder and Marketing Director at Feel Good Drinks, commented, "We were delighted to have the opportunity to get involved with the Festival in the Sky as it is such a feel good experience and



Sky high dining with Feel Good Drinks.

obviously a perfect fit for our brand. Given the dizzy heights that diners are suspended at plus the spectacular views on offer, we felt

it was a good idea to offer a refreshing juice drink that would ensure they keep a clear head!"

Low sodium

USA The Campbell Soup Company has launched a V8Spicy Hot Low Sodium 100% vegetable juice. With 140 milligrams of sodium in each 8oz glass, the juice features less salt while still offering two servings of vegetables (1 cup) and 50 calories. The beverage displays the American Heart Association heart-check mark and meets the US government requirements for a low sodium food.

"We're pleased to offer a kicked up version of our original Low Sodium V8(R) juice, which has been a fast-growing part of the V8 franchise over the years," said Dale Clemis, Vice-President, Beverage Marketing. "People often associate less salt with less flavour. But, V8 Spicy Hot Low Sodium offers the spice and heat people are looking for that's not often found in low-sodium products."

Campbell is committed to providing flavoursome foods that can also help people manage their sodium intake as part of a healthy diet, and offers more than 200 reduced sodium products across its portfolio, including the entire V8 beverage portfolio.



lio. In the past three years, original V8 100% vegetable juice has been reduced in sodium twice and is now at 420 milligrams of sodium per 8oz glass. Last year, the original Spicy Hot V8 juice was also reduced in sodium by more than 40% to 480 milligrams of sodium per serving.

Rugby support

UK Frobishers, the premium juice company has renewed its sponsorship of Exeter Chiefs as the team starts its new season with a win in the Aviva Premiership.

The five-figure sponsorship deal sees the company upgrade its support for the team with logos emblazoned on the backs of the team's shirts, advertising at the Sandy Park ground and a sponsorship deal with try-scoring Mark Foster.

Frobishers range of juices are produced by parent company Cobells, whose founder and keen rugby fan, Nick Sprague, said: "There's a fantastic buzz around our home city and with rugby being such a great spectator sport for all the family it makes perfect sense for Frobishers to be an ongoing part of the celebrations. We'll be living every ruck and scrum with the players and wish them all luck for the coming season."

For the health-conscious sportsmen, the just-squeezed fruit juice is all natural - there's no colourings, flavourings, preservatives or artificial sweeteners - and the company says it uses only the finest fruit, sourced from the UK where possible.

**Check out the new SDI website
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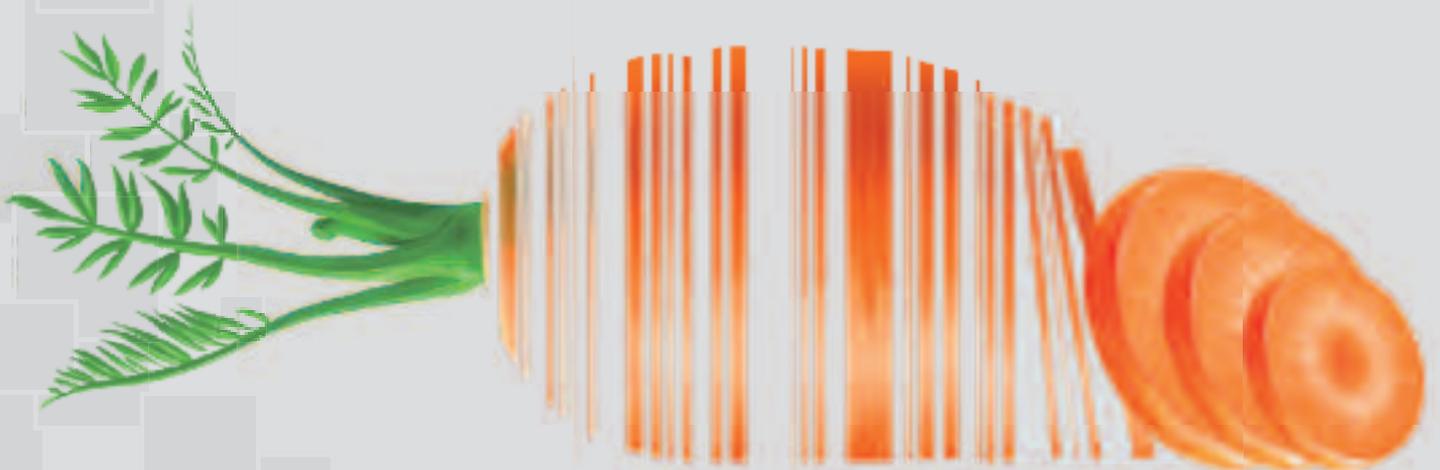
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V Isokinetic

NEW ZEALAND Frucor Beverages has further leveraged the already wide-ranging V energy drink brand by developing an Isokinetic variant.

In its home territory of New Zealand, this has become something of a talking point due to a zany television advertising campaign which revolves around three men bounding from building to building using ladders.

Despite a fair bit of 'it can't be real' comment on social networks, it is. Frucor tapped into a sport called Pomparkour which began in the 1990s, based on firefighters scaling buildings.

Frucor posted the television commercial, which was filmed in the Auckland CBD, on YouTube, scoring over 500,000 hits in the first four weeks. One of New Zealand's top-rating prime-time TV current events shows also picked up on it.

V Isokinetic was released at a time when Frucor was on countdown to achieve a goal of being market leader in the P&C (petrol and convenience) channel by August this year. While sales were running high of Pepsi, V and other brands, the new V variant accelerated sell-through so rapidly that the goal was met several weeks early.



More Burn

ZIMBABWE The growing interest in energy drinks shown by consumers in Zimbabwe, especially in urban areas, has motivated Coca-Cola East and Central Africa to launch its Burn brand in this market.

Burn, presented as delivering 'intense energy', is produced in Zimbabwe by Delta Beverages, the Coca-Cola franchisee.

Delta's Daud Taranhike said the company's expansion into the energy drinks segment was intended to ensure that the soft drinks portfolio met all consumer needs, "while offering wide choices to cater for their changing tastes and preferences".



Can Art

SINGAPORE It's genuine art, it's energy drink marketing, it's very popular and it picks up plenty of publicity – including television coverage. The Red Bull Art of Can series of creative events is a multiple winner for the brand...and good fun, too.

Entries for this year's Singapore contest drew crowds to the new Scape exhibition area.

Paul Ebarrete took not only first place with his stylish maritime creation, Feeding Time, but also scored the People's Choice Award as judges and public agreed. A human resource professional by trade, Ebarrete has no formal art training or background.

Runners-up were Zheng Xiamei and Sheena Ng.



Paul Ebarrete, winner of The Red Bull Art Can event in Singapore. Photo: Mark Teo.

Superfruit shot

USA Bazi International has launched Bazi energy shot containing eight superfruits for nutritional benefits and a natural energy boost. The shot contains the company's Phyto8 blend of jujube, blueberry, pomegranate, goji, mangosteen, raspberry, acai and seabuckthorn.

In addition, the energy shot contains antioxidants, vitamins and a proprietary trace mineral blend for healthy energy. Bazi has an oxygen radical absorbance capacity value of

2,212, the company says.

"Unlike other energy shots that overload the body with excessive caffeine, sugar; B vitamins, taurine, and other artificial stimulants, Bazi combines nature's finest ingredients for increased energy and better performance," said Kevin C. Sherman, the company's President and CEO. "With Bazi, there's no crash, no warning label, and no adverse effects to your health."



Organic

UK Powershot has introduced 330ml Organic Energy drinks, an antioxidant blend of tea extracts, panax ginseng, fruit juices and mineral water.

Each of the three flavours – Green Tea & Ginseng with Acai & Pomegranate; Black Tea & Ginseng with Acai & Peach; and White Tea & Ginseng with Acai & Cherry – has been formulated to provide refreshment and a daily energy and well-being boost. The superfruit acai is common to all three drinks alongside the ginseng and low G.I. organic agarve natural sweetener.

The brand is aimed at those pursuing a healthy lifestyle. Lifesmart, a leading health and leisure centre, endorses the brand. "We are careful about the drinks that we offer our members. Powershot provides a



popular balance with the ideal organic ingredient base combined with a thirst quenching taste that the members really enjoy," said Managing Director and holistic health expert Carole Caplin.

Hybrid expansion

USA Go Fast Sports & Beverage Company has extended its Energy Hybrid range with the launch of two flavours: Go Fast Berry Energy and Go Fast Lemonade-Lime Energy. They join Go Fast Coconut Energy, and Go Fast Energy Tea in the hybrid range.

These drinks contain less than half the calories of most other energy drinks and feature Ribose, and Go Fast's proprietary herbal blend, as well as electrolytes to assist with hydration and recovery.

Kevin Conrad, Go Fast's Executive Vice-President and Director of North American Sales and Distribution, said: "The new Go Fast Energy Hybrid beverages are natural, and contain no preservatives, and with the

new Energy Hybrid Line, our sweetener system incorporates all-natural stevia. People are drinking healthier these days. The Energy Hybrid line furthers Go Fast's dedication to developing the highest quality, healthy energy drinks".

From its base in Denver, Colorado, the Go Fast Brands have expanded to such countries as Holland, England, Scotland, Mexico, Canada, Jamaica, Belgium, Aruba, Tahiti, New Zealand, Switzerland, Brazil, and Hungary.

The brand appeals to people who have a passion for living life a little on the edge. Go Fast supports professional and amateur athletes in a variety of sports from jet pack flights across the globe, to B.A.S.E. jumping events, to auto racing, and to stunts like the human slingshot and the world's tallest bungee.



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Water & Water Plus

Premium sparkle

GHANA Voltic Ghana, a subsidiary of SAB-Miller, claims to have an overwhelming 85% share of the country's mineral water market. That is likely to be consolidated and perhaps extended further with the introduction of Voltic Sparkling Water.

"The development of this brand has been through an in-depth understanding of our target consumer," said Jason Schmidt, Voltic Ghana's Managing Director.

Voltic Sparkling Water is being marketed as a premium bottled water for the high end of the market, according to Ben Simpson, the company's Sales and Distribution Director. Emphasis has been put on creating new packaging to communicate this positioning clearly.

The new line is being supported by TV, print, outdoor and radio advertising, as well as an extensive sampling campaign.



Boosting output

MALAYSIA With the market for mineral water strong and exports increasing, Malaysian bottler Spritzer Bhd has increased its annual capacity by about 50% from last year's output of around 100 million litres.

This is because of a new plant at Shah Alam coming on line. The multi-line operation is primarily targeting the high-population Klang Valley and Selangor and is expected to help Spritzer grow its share of the domestic market significantly over the next few years. Further expansion is planned for 2011 with the addition of another line at the company's long-established Taiping facility.

The Spritzer range includes natural mineral water, distilled drinking water, and carbonated and non-carbonated flavoured waters, presented in an array of packaging variants. Spritzer Tinge is a non-carbonated, non-coloured and mildly sweetened flavoured drink for teenagers, while Spritzer POP is aimed at youngsters, offering five fruit flavours.

Spritzer is also doing well on export markets, this year adding Vietnam and increasing product choices in Australia. It also sells in Singapore, Hong Kong, Cambodia and New Zealand.



Eco-can choice

UK Natural spring water Llanllyr SOURCE, is now available in a 100% recyclable aluminium can which is viewed by the company as being more environmentally friendly.

Patrick Gee, Sales and Marketing Director of Llanllyr Water Company, said: "Although we have to use them where only plastic is allowed in, for example, spas and gyms, we just could not see that plastic bottles are consistent with our environmental principles so we looked for alternative options. Llanllyr SOURCE in a can is convenient for drinking on the move, is easy to stack in chiller cabinets and vending machines."



Llanllyr SOURCE was the first UK bottled water to be drawn from beneath certified organic fields in west Wales, a totally sustainable source that has been used for drinking water for more than 800 years. The water is 100% natural and bottled at source without the addition of any flavourings or preservatives.

Sparkling sales

UK Highland Spring reports that sales of its sparkling bottled water have risen this summer by 6.5% to over £1.65 million in June 2010 compared to £1.55 million in June 2009.

Sales for Highland Spring Group also hit £10 million for the first time, making it the best performing month in the company's history. The growth is predominantly driven by a 100% increase in sales of single serve bottles, indicating a growing trend for drinking water on the go.

Earlier this year the company gave its

sparkling range a makeover, launching the lightest branded sparkling PET bottles on the market. The amount of plastic used for each bottle was reduced by 9% and the amount of paper for the labels by 39%.

Les Montgomery, Chief Executive of Highland Spring, said: "Sparkling water sales rise in hot weather as people use it for summer entertaining and as alternative refreshment to carbonated soft drinks. We have been the leading sparkling brand in the UK market for more than 10 years and with the market growing by 9% year-on-year this continued growth will help us reach our ambition of becoming a £100million turnover business by 2013."



Christmas pudding

UK An innovative new flavour of Perfectly Clear is to go on sale this Christmas after consumers cast their votes at this year's Kent County Show.

Iolanda Hudson, Marketing Manager at Folkestone-based Silver Spring, said: "The people have spoken. We are delighted that our stand attracted so much interest. While all the flavours proved popular, Christmas Pudding really captured the imagination. The comment we kept hearing was, 'Christmas Pudding! I've got to try that.'"

Silver Spring's NPD team came up with three flavours in order to offer a point of difference this Christmas. The resulting distinctive but subtle flavours made the choice a hard one, but Christmas Pudding prevailed.

Participants were rewarded for their input by being entered into a free prize draw with the winner receiving a year's supply of Perfectly Clear.

Silver Spring recently launched its range of real fruit flavoured waters in 500 ml bottles.



The sampling team on Silver Spring's stand.

Ty-off

UK Consumers are being invited to 'Ty off' with Ty Nant Natural Mineral Water, sponsors of next month's 2010 Ryder Cup with a competition to win a bottle of water a day for over a year.

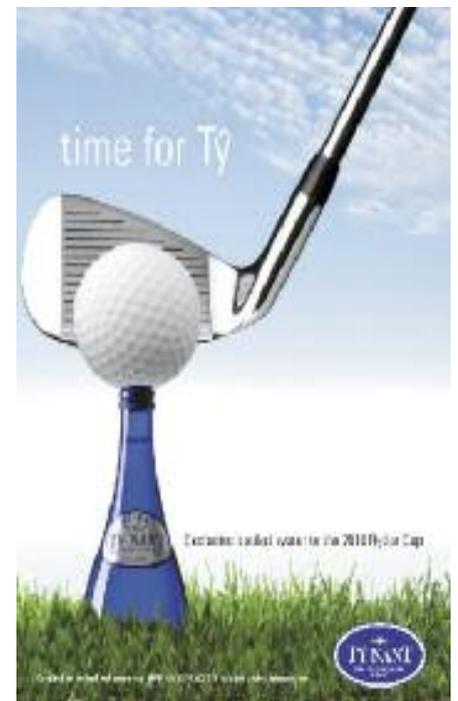
One winner will be selected via a web-based competition and will win 15 cases (360 bottles) of Ty Nant's 500ml PET bottles.

The choice of Ty Nant as the exclusive water is appropriate since The Ryder Cup 2010 is being staged in Wales for the first time at the Celtic Manor Resort near New-

port. Fittingly, given the red v. blue team colours, Ty Nant Natural Mineral Water is available in the well known cobalt blue glass bottles and in crimson red glass, both of which will be served in hospitality and dining areas whilst Ty Nant's 'ice like' PET bottles will provide on-the-go hydration for the golfers and spectators on the golf course.

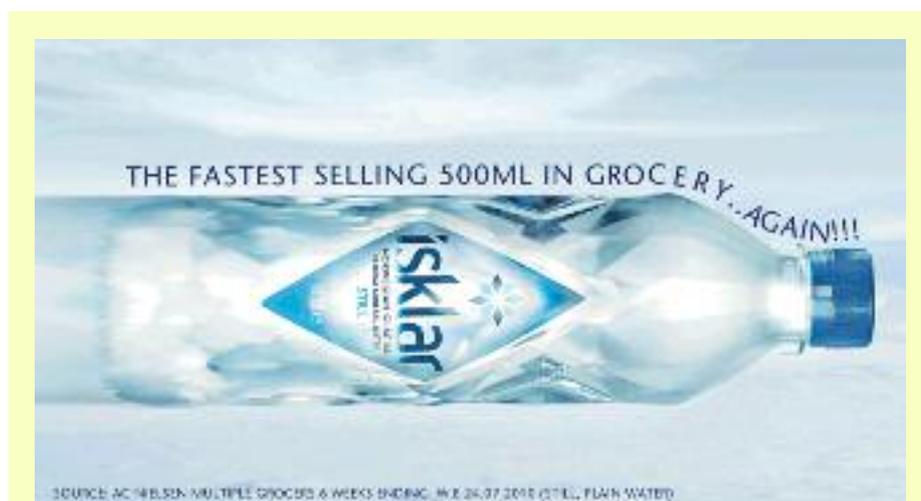
Nick Taylor, General Manager Director at Ty Nant, said: "The Ryder Cup is the largest event ever to have come to Wales and as one of Wales' top international brands, we are immensely proud to be part of what is amongst the most popular spectator sporting events in the world. Water is of course essential to good health and hydration and

our competition will remind people that a daily supply of water is recommended for maximum performance whether on or off the golf links. Ty Nant is a by-word for style and well-being."



In brief...

● UK Danone Waters has added a limited edition blackcurrant flavour to its Volvic Touch of Fruit Still Water range. The manufacturer claims its water is filtered slowly through six volcanic layers giving Volvic its unique mineral composition.



UK Isklar Norwegian Glacial Natural Mineral Water, in its 500ml single format, is the fastest selling still branded 500ml in grocery, according to Nielsen data (multiple grocers six weeks ending 24th July). UK Marketing Director Aoife Burnell-Smith said, "It is immensely rewarding to see consumers engage with Isklar which is a direct reflection of the brand's unique personality and approach". A carbon neutral product and company, Isklar launched in the UK in spring 2008.

Carbonates

On pack opportunity

INDIA Thums Up, the country's largest soft drink brand, has been running an on-pack promotion entitled 'Thums Up Khaaleja Unda' for consumers in Andhra Pradesh. Thirty winners are being given an opportunity to meet and perform actions stunts (under expert supervision) with film star Mahesh Babu.

To enter consumers look for a nine digit unique code under the Thums Up bottle's crown or behind the label. They can then either text the code via their mobiles or telephone and register the code through an Interactive Voice Response System. The promotion is being run on 200 ml, 300 ml returnable glass bottles and also 600 ml and 2 litre Thums Up PET bottles. Through a lucky draw one winner is being announced every day until the promotion ends this month.

Brand ambassador, Mahesh Babu, said: "My association with Thums Up over the years has allowed me to perform several daredevil stunts. It is a brand which is all about action and adventure and you will find these elements in my upcoming movie *Mahesh Khaaleja*. The Thums Up Khaaleja Unda initiative gives me an excellent opportunity to connect with my fans."

As part of Thums Up's association with the star's film a special Thums Up six can pack priced at Rs. 120 is being made available in select outlets in the state. Each six can pack will include a special DVD with exclusive footage from *Mahesh Khaaleja*.

A new action-packed commercial starring Mahesh Babu is supporting the campaign.

Pink drive

SOUTH AFRICA The country's women are being encouraged by Appletiser to become more aware of their breast health.

The sparkling fruit juice brand is helping fund a Pink Drive promotion and is also using its own communication channels to educate women on how best to go about breast self-examination.

The Pink Drive involvement is in line with Appletiser's core values of promoting healthy lifestyles.



'LOL'

NEW ZEALAND In text and internet social network talk, LOL means laugh out loud. In New Zealand, the Golden Circle brand from Heinz Wattie's uses Facebook and other social media heavily in marketing, presenting itself as an alternative to energy drinks and carbonates.

And some of the entries in a recent LOL promotion had the target market laughing appreciatively as entries were displayed on Facebook.

Two teenyboppers, the prime demographic for both LOL and teen idol Justin Bieber, won a trip to New York not only to see their hero perform but also to meet him in person. Ooooh, swoon!

Silvia Salinas (13) and Tori Sussex (14) achieved this by covering Silvia's Mum's car – with her agreement – in Justin Bieber photos. They then made dresses from LOL cans and posed. Thumbs up from the judges. The girls will be accompanied by Tori's mother who is taking a LOL can for Bieber to sign.

LOL is a lightly carbonated juice drinks range, presented in 250ml cans. They are approved for sale in school tuck shops, registered in the AMBER 99% Fruit Juice category. Flavours include Tropki (apple, pineapple and passion fruit), Razz Bri (apple and raspberry), and B Current (apple and blackcurrant).



New 'face' for Blue

ANGOLA The Blue carbonated range, one of the country's top-selling soft drinks brands, has been increasingly supported by consumer advertising. The strategic decision by the producer, Refriango, to commit substantial promotional budgets has paid off with a significant increase in sales, helped by extension of the distribution

network.

Now Refriango has chosen popular Angolan singer Yuri da Cunha to be the advertising face of Blue. And consumers will have him right in their face, too, because da Cunha will feature on Blue cans. The campaign includes television, radio, outdoor and point of sale.

Blue already enjoys strong links with music; the brand sponsors several musical events such as road shows and festivals.



Pepsi Max

INDIA PepsiCo India has introduced its global sugar-free cola brand, Pepsi Max. The new product will be in addition to the existing Diet Pepsi which is marketed as a low calorie cola drink.

Pepsi Max will be available in iconic black packaging comprising can and PET bottle priced at Rs15 [US\$0.32] for the 250 ml can, Rs25 for the 330 ml can and Rs25 for the 500 ml PET bottle.

Speaking at the launch Punita Lal, PepsiCo India Executive Director (Marketing), said Pepsi further strengthens its imagery leadership in the cola category by offering its consumers a beverage with a higher cola kick, more fizz, punch and an added advantage of no sugar.

"We are providing more options in the diet cola category. While Diet Pepsi is for

the youth, with the new product (Pepsi Max), we are targeting young adults aged 25 years old to 35 years old," she said.

Lal said the company had stopped manufacturing Diet Pepsi for a couple of months during the trial period for Pepsi Max.

PepsiCo has been targeting the youth through its products, including 7UP, Pepsi, Mirinda and Nimbooz, under the 'Youngistan' campaign, which features Bollywood stars Ranbir Kapoor and Indian cricket team captain M S Dhoni.

The diet cola category has a relative small share of the Rs100 billion (US\$217 billion) branded beverage market. Diet cola's market size is under 3 million cases a year. According to analysts, rival brand Coca-Cola has done better in the category with its brand Diet Coke.

Pepsi Max was first unveiled in the UK and Italy in 1993. It is now available in 40 countries.

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No preservatives

ITALY In response to consumer demands, Coca-Cola Italy has launched a reformulated Fanta, with no added preservatives. A 1.5 litre bottle contains 12% of orange juice, prepared with the juice of three Italian oranges, natural flavourings and no colourants. The development was made possible by the combined expertise of Coca-Cola and its bottling partners.

The launch underlines Coca-Cola's commitment to continued product and process innovation. Orange-flavoured carbonates represent 21.5% of the Italian soft drinks market. The new formula is highlighted on a new label, making it immediately clear that the beverage contains no added preservatives.

Cristina Santucci, Coca-Cola Italy Marketing Director, said: "The continued innovation of Fanta-branded products, which have been undergoing a constant improvement process,

addresses the need of being on the edge of a particularly dynamic soft drinks market in Italy, an ever-changing sector of the consumer goods' market. This new formula launch is thus a highly satisfactory milestone for us."

The revised label makes it clear that no preservatives are used.



Sun in the cities

UK Models in beach wear handed out thousands of free cans of Sunkist during a five day period last month in Manchester, Leeds, Bath, Oxford and Nottingham. The brand was aiming to reach 60,000 of the Sunkist teen target market.

The sampling activity supported the launch of a nationwide marketing campaign to promote Sunkist as a way of bringing summer living into the city centre with the strapline 'catch a Sunkist moment'. A further initiative targeted the leading tabloid newspapers and 'lads mags'.

Sunkist is being marketed as the perfect choice for teenagers and young adults with a Californian-inspired surf design and value price. Also, to drive awareness of the brand amongst independent retailers a trade advertising campaign has been launched, accompanied by distribution of free point-of-sale

New advertising

CHINA A new television commercial is the centrepiece of PepsiCo China's 'Activate Your Thirst' promotional campaign. It returns to the Chinese heritage saga fantasy-action theme which has served Pepsi well in its constant battle for cola market share with Coca-Cola and Wahaha's Future Cola.

The new commercial builds on a busy year to date of promotions across the Pepsi portfolio, including an extensively-publicised cap-collecting competition. In the ad, four Pepsi-sponsored pop stars – Louis Koo, Show Luo, Jolin Tsai and Huang Xiao Ming – play characters based on one of the classics of Chinese literature, while former beauty queen Zhang Zilin plays the Spider Queen.

Pepsi China is leveraging the commercial to highlight its support of the Mother Water Cellars programme, encouraging people to make donations towards drilling wells in rural areas which are deficient in clean water supply. This goal is also being furthered by an in-store project.



material to retailers who buy Sunkist during the brand's current promotion.

In May Sunkist was relaunched which has resulted in a 53% sales growth in the impulse channel (Nielsen). Further, according to Vimto Soft Drinks, Sunkist's new logo, look and introduction of three more fruit flavours has led to over 400 new trade listings – an increase of 117%.



Dairy

Cartoon promoted

ESTONIA Aimed at children and infants, Lotte activus is a new strawberry-flavoured probiotic yoghurt drink, from the Estonian dairy AS MAAG Piimatööstus. Leading European packager Greiner Packaging designed the functional and stylish packaging featuring the popular cartoon character Lotte, a lively female puppy,

Lotte has enjoyed widespread popularity since the film *Lotte in the village of inventors* broke all visitor records to cinemas in her home country. She is regarded as a promising new discovery on the European cartoon film scene. The likeable female puppy with the shock of red hair can be seen together with her playfellows Kats, Pets and Ats, spreading good humour on the packaging. The funny quartet is printed on the two small bottles as well as in a large format on the additional cardboard packaging.

The strawberry-flavoured drink is filled in small 100ml PP bottles. Their shape and size are particularly tailored to the needs of



infants and children. An aluminium seal is used as a safe closure, and decoration is made with sleeving. The two small bottles are connected using additional cardboard packaging.

Mango blend

INDIA Coca-Cola India has launched Maaza Milky Delite. Developed in its Research & Development Laboratory in Gurgaon, the drink is a blend of mango pulp and milk. It is being introduced with the tagline 'Sharing not possible'; a taste so irresistible that one would

not want to share it with anyone.

According to Ricardo Fort, Vice-President, Marketing, Coca-Cola India, "We at Coca-Cola India are constantly evaluating and exploring opportunities to expand and further diversify our beverage portfolio. It gives me immense pleasure to announce the launch of Maaza Milky Delite, an innovation that will not only mark Coca-Cola India's entry in the dairy segment but also further strengthen the leadership of brand Maaza in the country. As part of the phased launch, Maaza Milky Delite would be first made available to consumers in the city of Kolkata followed by a nationwide launch later this year."

Maaza Milky Delite is being made available in a 200 ml slim carton pack and has been affordably priced at Rs 15. The drink is targeted at teenagers and young adults.

The product has been formulated in such a manner; that it is able to withstand the Indian weather conditions and has a shelf life of four months. Vikas Chawla, Vice-President, Franchise Bottling Operations, Coca-Cola India, said that over the next two months Maaza Milky Delite would be retailed across 3,000 outlets in Kolkata.

To overcome any supply chain challenges, Coca-Cola India is sourcing the reconstituted milk and the mango pulp (Totapuri and Alphonso varieties) from suppliers within the country.

Functional

Algae-based

CHINA China Marine Food Group has re-launched the Hi-Power algae-based beverage range under its Mingxiang brand which already enjoys a high market profile for seafood snack products.

This has included the development of metallic red and gold labelling for Hi-Power.

The re-launch has been supported by a substantial advertising and promotional campaign which brought an immediate increase in trade orders and has boosted retail sales.

"We expect Hi-Power to be a meaningful contributor to our growth and are starting to see traction in our initial target markets," said Pengfei Liu, Chairman and Chief Executive of China Marine Food Group.

"By improving the packaging and incorporating market feedback into our sales strategy, we have witnessed month over month increases in stocking orders and follow-on sales for Hi-Power."

Liu noted that "brand recognition is gaining momentum and we will be rolling out Hi-Power to targeted markets during the next six to 12 months."

China Marine Food Group purchased Hi-

Golden Grass

CHINA A Chinese company is now offering a functional beverage, Skypower, based on Chinese Golden Grass.

Nutrastar International has long produced and sold dry-engineered Chinese Golden Grass in small packets, along with organic and specialty foods. The company is based in Harbin, capital of Heilongjiang province, and sells nationally throughout China, as well as to export markets.

Chinese Golden Grass (*cordyceps militaris*) is a herbal nutrient which is very highly regarded in China. Nutrastar accounts for about 19% of China's total production.

With the expansion into beverages, Nutrastar has invested heavily in production facilities, taking output of Golden Grass from 55 to 72 tonnes annually this year, with further increases over the next two years.



Power from Shishi Xianghe Food Science and Technology in January this year.

Hi-Power is a high-protein, low-fat beverage which is claimed to deliver immune system benefits, improved digestion and reductions in hyperglycemia and hypertension. It targets China's fast-growing health beverages market.

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Tea

Sampling success

NEW ZEALAND Sales of Dilmah Ice Tea have built up solidly following an extensive sampling campaign during the southern summer months, reports local bottler Frucor Beverages which notes that it has made a large investment in the brand's launch.

This has also included an extensive publicity campaign, kicked off with a visit by Dilmah's founder, Merrill Fernando, and his son Dilhan who is Marketing Director of Dilmah's International.

Publicity for the ice tea brand reinforces the message that it is made with tea extract grown on Dilmah's family plantations in Sri Lanka and that the drinks are a natural source of antioxidants.

Peach and Lemon flavour options are offered.



Limited edition extended

USA Due to overwhelming demand, Snapple is extending the availability of the limited-time Diet Snapple Trop-A-Rocka Tea created by Bret Michaels with additional production runs. The flavour was developed as part of the final task on The Celebrity Apprentice and was expected to be available for three months; however, it sold out as quickly as it was put on store shelves.

"It's awesome to see my new Diet Snapple Trop-A-Rocka has received such positive feedback," said Bret Michaels. "Growing up as a diabetic, diet drinks weren't always the best-tasting option. That's why it was important to me to develop a flavour that doesn't sacrifice taste – it is taste bud tested and rocker approved."

"Bret has been a tremendous celebrity spokesperson for Snapple," said Larry D. Young, President and CEO of Dr Pepper Snapple. "Bret's charisma, combined with the great-tasting tea he created, made Diet Snapple Trop-A-Rocka a winner with consumers nationwide. We're very excited to extend the availability of this great product."

New brew

USA Organic bottled tea manufacturer Honest Tea has reintroduced Honest Kombucha using a new brewing process. Following a voluntary withdrawal of all brands of raw kombucha from store shelves in June, Honest Tea has developed a proprietary process to brew Honest Kombucha that allows for the benefits of raw, unpasteurised kombucha while ensuring lower, more stable alcohol levels.

"We have found a brewing process that still delivers the unique taste and benefits of kombucha, while maintaining the probiotic content," said Seth Goldman, President and TeaEO of Honest Tea.

Honest Kombucha is a lightly sparkling

beverage brewed with organic, Fair Trade certified tea, raw culture and organic cane sugar for an effervescent blend of active enzymes, organic acids and polyphenols.

Kombucha is a fermented tea with Chinese and Russian origins once referred to as the 'elixir of life' due to its probiotic properties believed to aid digestion and support immunity. Kombucha is made by fermenting black or green tea and sugar with a culture of various bacteria and yeasts, resulting in organic acids such as gluconic acid and glucuronic acid, which are believed to support a healthy GI tract.

The beverage is available in five low sugar varieties: Berry Hibiscus, Lemon Ginger, Peach Mango, Maqui Berry Grapefruit and Apple Jasmine, with 35 calories and 7 grams of sugar per serving.



Bret's low calorie beverage blends healthy green tea and tasty black tea with pear, cinnamon and mango flavours.

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Trendy and natural

meeting consumer demand

Extracts offer a natural solution for beverage manufacturers, according to Oliver Hehn.

A genuine taste and colour sensation as well as a wide range of added functional benefits: tea and herbal extracts lend a special touch to beverages, 100% naturally.

Between January and December 2009, 4,100 new non-alcoholic beverages boasting the product claim 'natural' were launched on the market according to figures from renowned market research institute Mintel GNPD. This is almost half of all the non-alcoholic beverages launched last year. Compared to other product claims, this puts natural products firmly in the top position, followed by drinks proclaiming reduced calories, fat or sugar content (around 3,600 products). And something else that stands out is that, regardless of whether they come from the USA and Canada, Europe, Australia, Asia or South America – manufacturers on all continents are opting equally for authentic and genuine products.

How to reach 'natural' beverages

So natural products are highly in demand among consumers. But how can the beverage industry meet this consumer demand? "One interesting possibility for manufacturers in the beverage and food industry is offered by natural tea and herbal extracts", is the response to this question given by Oliver Hehn, Product Manager at Plantextrakt. "Extracts originate directly from nature. They also boast a number of nutritious ingredients." Tea and herbal extracts therefore offer an authentic taste, a natural colour and often a vast array of added functional benefits. "Soft extracts are in particularly high demand from beverage manufacturers", says Hehn. "Thanks to our state-of-the-art aseptic system, we can offer soft extracts to customers around the world."

Plantextrakt established the *elexia* concept to achieve an absolutely natural taste sensation, resembling a cup of freshly brewed tea like never before. This is based upon an innovative production method allowing the international extract manufacturer to process botanicals in a particularly gentle manner. "We offer *elexia* on a black tea or green tea basis. And also on a herbal basis we have developed a colourful array of tastes encompassing rooibos and exotic flowers that can be fine-tuned precisely to individual customer requirements."

Tastes are different, aren't they?

The possibility to create a wide variety of taste sensations in a natural way is extremely important for the beverage industry. This is because taste is still the most important factor for a bev-



erage's success. "Of course, there is more than just one recipe for success for a pleasant-tasting product", says Hehn. "Preferences vary from person to person and region to region. But what is evident at the moment is that consumers in all parts of the world have the same desire – the desire for authenticity."

But what does authentic taste actually mean? Quite simply, consumers want products that taste like a freshly prepared beverage. Extracts are the ideal solution and can be used to produce a whole host of taste variations in an entirely natural way: extracts of orange blossom, for instance, are characterised by a fruity, fresh taste. Peppermint extract, on the other hand, tastes spicy at first and then has a cool aftertaste because of its high menthol content. This is why the plant, which is grown predominantly in Europe and the USA, is often used in refreshments.

Naturally sweet

For sweetening, extracts from sweet blackberry leaves can be used instead of adding sugar or artificial sweeteners; 0.1 grams of sweet blackberry leaf extract contain the same sweetness as 2.5 to 3 grams of sugar. Beverage manufacturers can therefore reduce the sugar content in their products considerably, thereby reacting to the demand among many consumers for products with little sugar or artificial sweeteners.

First impressions count: genuine colours

Beverage manufacturers are not only using extracts to flavour their products, but are also applying them as natural colourants. From a light yellow or powerful orange to a deep, dark red, extracts can lend beverages a wide variety of natural and genuine colours, keeping the final product free from artificial colourants or E numbers. Curcuma and safflower, for instance, can be used to give products a yellow colour. Chicory, honeybush and rooibos are a natural source of orange. And red shades in varying intensities are possible thanks to hibiscus, red fruit tea, black carrot, rosehip and elderberries.

Let's get red – red is today's hot colour

“Particularly in children's drinks, genuine red shades are always in demand”, maintains Oliver Hehn. “That's why, with ‘let's get red’, we have developed a product concept focusing on today's hot colour, red. Be it ruby red, reddish brown, orange or bright red – this product idea lets beverage manufacturers dispense entirely with artificial colourants or additives.” In rosehip, the colour is mainly caused by the carotenoid lycopene. Other colouring elements include β -carotene, various rubixanthin isomers and traces of flavonoids and anthocyanins. Anthocyanins are also responsible for the red colour in elderberries. “Thanks to our many years of experience, we at Plantextrakt know all about the ingredients in our extracts and are also able to offer our customers standardised extracts.”

Extracts as all-rounders – for the mind, body and soul

“A unique taste and colour sensation alone is no longer enough for food or beverages to be successful. Ever more people want to gain added functional benefits at the same time”. According to the Hehn there is particularly high demand at present for products that boost concentration, increase energy and have a high antioxidant potential.

Antioxidant potential scientifically proven

The particularly high antioxidant potential of green tea, rosemary, sage and hibiscus, for example, was scientifically proven in two studies performed by Plantextrakt in cooperation with the German trade association for herbal and fruit infusions and three German universities. “Antioxidants are responsible for combating the free radicals that trigger physical processes harmful to our health, such as inflammation of the skin”, Hehn explains. “And products with

high antioxidant potential are especially popular in the beverage industry today.” This statement is also backed up by figures from market research company Mintel GNPD: the institute found more than 3,000 new products with added functional benefits in markets around the world in the past six months alone.

Antioxidant potential can be determined using a range of methods. It is stated most frequently using ORAC and TEAC values. ORAC stands for Oxygen Radical Absorbing Capacity. TEAC is the acronym for Trolox Equivalent Antioxidant Capacity. Both methods demonstrate the degree of antioxidant capacity using values in the plants tested or in the extract, beverage or foodstuff examined.

In the company's last product concept ‘Superherbs’ Plantextrakt presented three beverages which have an especially high antioxidant potential. The Pomegranate-Grape Seed Yoghurt Drink with extracts from elderberries, pomegranate, hibiscus and grape seed reaches an ORAC score of 8,700 points per litre. As a result the yoghurt drink has almost 10 times the antioxidant potential of a conventional orange fruit drink. Also the Green Tea – Green Rooibos Drink is not only merely refreshing but also has an ORAC score of 3,400 points per litre. And with 5,200 ORAC points per litre the Green Tea – Green Rooibos Drink has an antioxidant potential twice as high as an conventional apple fruit drink.

Taste, colour and functionality – naturally

Whether beverage manufacturers are looking for an authentic taste, genuine colours or added functional benefits, the possibilities for using tea and herbal extracts in beverages are endless. At the same time, manufacturers can benefit from extracts' natural properties – perfectly in tune with today's consumer requirements. ■

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Oliver Hehn is Product Manager at the Plantextrakt business unit of the Martin Bauer Group.
www.plantextrakt.com



Baobab

open for business

Following Novel Foods approval by the European Commission in 2008, this African superfruit is now commercially available.

www.phytotradeafrica.com
www.baobabsuperfruit.com
www.organicherbtrading.com
www.impag.ch
www.martin-bauer-group.com

Baobab, the unique new superfruit ingredient from Africa is making new strides towards the marketplace. PhytoTrade Africa, the African trade association that sources the ethical and environmentally sustainable supply of baobab, has announced relationships for its members with European distributors Impag and Organic Herb Trading Company in the UK as well as with the global extract manufacturer, Plantextrakt – a member of the Martin Bauer Group.

John Cheesmond, the new CEO of PhytoTrade Africa remarked how delighted he was at these new developments “Organic Herb Trading Company will be representing baobab in the UK and Impag will be taking the lead in Germany, Switzerland, Austria and Poland. These companies share our values of efficiency, ethics and sustainability of supply chains. It’s now really baobab’s time”.

“Plantextrakt is demonstrating how industry is really taking this new unique ingredient seriously. We at PhytoTrade have spent a lot of time getting this legendary sustainable and ethical ingredient from Africa into a top quality consistent product from which Planextrakt’s unique technology has developed an extract that can be used in a range of beverage formulations. We are taking baobab to the next level,” he continued.

Supplier for baobab fruit powder in Germany, Switzerland, Austria and Poland is Impag Group, an independent and internationally-oriented specialist for food and beverage ingredients from Africa, supporting product development from initial concept to market launch. Eva Klumpp, Impag’s Product Manager, said, “At Impag we are able to deliver an increasing number of sustainable and bioethical ingredients, and we are delighted to feature baobab fruit powder in our African Portfolio”.



German-based Plantextrakt is one of the international leading tea and herbal extract manufacturers for the beverage industry. The company specialises in sourcing and the production of tailor made tea and herbal extracts.

Oliver Hehn, Head of Product Marketing, at Plantextrakt, said, “We are always looking for new tea and herbal extracts, so we are very excited to work with the baobab fruit. We see a huge opportunity to develop extract from baobab which will be ideal in beverage applications”. Plantextrakt has begun to develop water-based baobab extract, which will be offered to their global customers. “Plantextrakt will introduce baobab extract at the forthcoming Health Ingredients Show in Madrid this November. “We will be presenting both innovative refreshing beverage and functional beverage prototypes that contain baobab extract,” said Hehn.

In the UK, The Organic Herb Trading Company (OHTC) is the UK’s largest supplier of organic herb and spice ingredients. Using its strong supplier relationships the company also offers a direct bulk shipment service to supply its diverse international client base. With an emphasis on quality, ethics and social responsibility, OHTC enjoys a respected position within the organic and natural products sector.

Mike Brook, Managing Director of OHTC, said: “To be able to bring an ingredient such as baobab to market that, until recently, was largely unknown in the northern hemisphere is exceptional. For it also to meet all of the criteria of the discerning consumer in terms of nutritional values, ethical trading and sustainability is almost unique.

“OHTC is committed to developing the market for baobab in the UK and we are working with several high profile companies at the development stage to introduce baobab to a wider audience. I do not see any reason why baobab cannot achieve the same sort of coverage and renown as other superfruits, such as goji berries, in the near future”.



Planning for disruption

business continuity management

Acts of God or not, companies need to have a plan in place to cope with disruption, writes Martin Morris.

If the last two winters are anything to go by, 2010/11 promises further transportation chaos across the northern hemisphere. Yet while being stuck in traffic may amount to nothing more than a major inconvenience, the impact of bad weather for business owners can be far more devastating, especially if a company's economic activity is interrupted for any length of time due to weather-related events such as a power failure.

Acts of God, weather-wise, draw no distinction between winter and summer of course. Indeed, the summer floods in England in 2007 cost businesses an estimated £1 billion, according to the Environment Agency – firms in the affected areas taking an average hit of between £75,000 and £112,000. While losses were invariably claimed back through insurance the economic consequences of lost business activity were far more difficult to gauge.

And with the Agency warning that the average annual cost of flood damage could rise 60% by 2035, unless funding for defences is doubled to £1 billion a year by then, the problem is only going to get worse not better.

Advice and assistance

Act of God or not, companies need to have in place a plan to cope with economic interruption.

So called Business Continuity Management (BCM), for example, involves determining those portions of an organisation that cannot afford to be temporarily 'lost' in the event of the types of incidents mentioned above occurring.

If the potential is there for key staff not to have access to the business's premises in the case of a



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'major event' the obvious question is how would it be able to cope in terms of getting its systems up and running as soon as possible, thereby limiting possible longer term damage such as loss of confidence in the business itself, leading in turn to a loss of customers to competitors.

While it's fairly well known that under the Civil Contingencies Act (2004) local responders (e.g. emergency services, local authorities) are required to maintain business continuity plans to ensure they can continue to exercise their functions in the event of an emergency 'so far as is reasonably practicable', less well known is the fact that local authorities must provide advice and assistance to businesses and voluntary organisations in relation to business continuity management.

Impact analysis

A useful starting point for any organisation is a Business Impact Analysis (BIA) to assess potential losses in the event of an unplanned interruption or disaster.

Never, for example, underestimate the importance of a given function in the business even when a 'workaround' is already in place should that function be interrupted.

In addition, understanding the relationship between a business function, the software application necessary to keep that function up-and-running and the IT systems and components that support the application should allow you to set recovery objectives for IT. Also worth considering is having the company's business information stored at a different location, such as in a data warehouse.

For companies taking the data warehouse route virtualisation software is becoming the default of choice for many not only on cost grounds but also because it offers an alternative to the more traditional 'one server, one application' model that is more inefficient.



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In its strictest definition virtualisation software allows a single host computer to create and run one or more virtual environments.

BCM best practice

One major problem with smaller organisations at least is that it can sometimes be difficult forecasting potential losses in the event of interruption.

Losses that do need to be factored into the equation include cost per hour or per day for an idle workforce, lost sales for services or goods (assuming little or no inventory) and the cost of catching up due to a work backlog. It is also important to take into account possible penalties for breach of contract or missed service levels.

Once the critical functions within a company have been identified and the subsequent BIA drawn-up, implementation of an effective BCM programme will hinge upon a number of factors, including support from senior management on an agreed policy and assigning the necessary responsibilities to specific individuals. Typically, an individual at management or board level will serve as a 'point person' for the rest of the board.

The British Standards Institution (BSI) has established a standard (BS 25999) for BCM 'best practice', offering guidance to firms looking to economically protect themselves. Part 1 details 'best practice' recommendations, while part 2 involves certification – this is aimed at providing the necessary assurance to stakeholders that the company complies with BCM 'best practice'. Certification for Part 2 is undertaken by BSI Management Systems.

Chris Alvord, CEO of Herndon, Virginia-based COOP Systems Inc – and BCM supplier to the global market – puts matters in perspective, noting that BCM is defined by the Business Continuity Institute as "an holistic management process that identifies potential impacts that threaten an organisation, and provides a framework for building resilience and the capability for an effective response which safeguards the interests of its key stakeholders, reputation, brand and value-creating activities.

"It didn't start out that way," he adds. "The discipline started in the 1980s, solely focused on IT recovery. Over time, resilience and recovery planning have been extended to all aspects of organisations as well, e.g. facilities, people, vendors etc."

So, who's on holiday?

Yet even if a company thinks it's adequately prepared in terms of having a fallback position should a catastrophic event occur, more mundane matters, such as how to be prepared should the firm's IT manager go on holiday, are just as important, especially in smaller organisations.

US-based software provider, Double-Take Software, has a basic checklist to take care of such an eventuality.

Blindingly obvious perhaps, but the first thing to consider is whether the business has been properly informed the IT manager is away. Are there any third parties that should also be made aware of the absence? Have the important requests or tasks been handed over to those individuals who will be responsible for them during



this period?

Ensure that everyone has access to a business continuity script in which every step towards a successful data recovery is explained. This script should contain the order in which servers should be restored, beginning with business-critical applications.

There should also be a list of telephone numbers to call in case of an emergency such as the data centre provider, data recovery specialist partner, hardware suppliers and support.

Also, has the business continuity plan been tested by the IT manager previously?

As part of any business continuity plan, data should be continuously backed up to protect the business' critical systems, servers and applications. However, just having everything backed up to tape, disk, or a data centre provides no guarantee for a quick recovery if the recovery processes in place are themselves found wanting.

Therefore, test the plan to make sure everyone knows the role they have to play in the event of a real-life disaster.

Don't panic!

Finally, focus on a 'no panic' scenario: while you put the business continuity plan into action, communication with employees, customers and partners is also critical. In the event of a disaster, keeping the lines of communication open will go a long way to ensuring that, while the disaster may affect the business, it does not lead to a complete failure.

In the end, prevention is better than cure and while BCM can help overcome potential financial hardship later, it is an ongoing process – not least because it needs to be embedded in an organisation and should remain current. In other words, ensure the plan and its relevant documentation is regularly reviewed and updated. It may be the best practice of all. ■

How to be prepared if the firm's IT manager is on holiday, is just as important, especially in smaller organisations.

Better business intelligence

better results

How below-the-line trade spend has become more focussed at The SHS Group.

Everyone loves a 'buy one, get one free' deal. Yet without smart reporting and intelligent financial planning, it would be harder for brand-owning businesses to support these offers: a reality that the SHS Group Ltd, a holding company within the fast-moving consumer goods industry, knows very well.

Behind the brand

The group, based in the UK and Ireland, incorporates 12 brand-owning or brokerage operating companies that represent own and external brands within the grocery trade. While it invests significantly in above-the-line spend on its own brands such as WKD, Shloer, and Merrydown Cider, its largest marketing investment is made in sales promotions, funding 'buy one, get one free' and other promotions with supermarket multiples, particularly on a seasonal basis.

Unifying businesses

With different operating companies in distinct sectors and geographies, from an IT perspective a consolidated software system for The SHS Group was logistically harder to implement than it would have been for a business with a single brand or geographical location. Yet it was clear that an enterprise platform would allow the business to operate in a more unified way.

Group information systems director, Brian Acheson, has spent the last five years overseeing the move to a single SAP system. "I joined the group in 2005 before the SAP investment was made," he says. "The systems in place then were at the end of their life and did not support the group strategy to up-scale and acquire more brand-owning companies."

Smarter planning

Following Acheson's appointment, The SHS Group put SAP into operation for every one of its business processes across all territories and operating companies. It also implemented the fast-moving consumer goods trade promotion management (TPM) aspect of SAP. "From a business point of view, what we are doing is planning all of our marketing and trade spend in SAP's integrated planning tool, then executing all of that trade spend in the customer relationship management (CRM) component of SAP," says Acheson.

The group uses SAP's enterprise core component (ECC) to take orders. Information from this activity – including sales promotions – are all incorporated into the SAP Business Intelligence (BI) tool in the data warehouse, where all integrated plans for trade spend start. In large organisations in particular, the information generated from



this accurate BI enables both chief financial officers (CFOs) and other board level directors to be better informed when they make important decisions about the future of the business.

"We have a completely closed-loop solution, planning all our marketing and trade spend in SAP and then getting the results out at a very detailed level," says Acheson. "We are able to look at the effectiveness of our below-the-line spend by brand, by territory – any way we want, in fact, thanks to SAP."

Building better business systems

To ensure that The SHS Group Ltd was achieving the maximum benefit from SAP, they engaged SAP consulting specialists, De Villiers Walton, to undertake an independent programme review and look closely at the Business Warehouse integrated planning module which was part of the existing SAP investment.

De Villiers Walton was chosen because of its extensive experience in the SAP arena. "When we first met with The SHS Group, it had already begun its BI project but had not had the support it needed to make the most of the integrated planning module," says co-founder and Joint Managing Director, Daneel de Villiers. "The first part of our work was therefore to re-design the proposed project, bringing it back to basics and aligning its functionality with the needs of the business."

In October 2009 The SHS Group implemented an account planning capability, using it to plan the trade spend that it would execute throughout all of its key accounts for the upcoming financial year, including how much was to be spent on each brand and each account.

A follow-up project was undertaken by De Villiers Walton in November 2009, which added additional functionality to the SAP account planning module that allowed sales force account managers to re-forecast how much they were going to spend on promotion, and what they expected to sell on a monthly basis.

The right tools for the job

"All through the year, we refresh our sales and promotional spend forecasts," says Acheson. "Given that we spend tens of millions of pounds on trade promotions and rely on them to support £400million worth of sales, that really is the most important thing we do."

“We have well over a hundred ‘road warriors’ working from home and visiting customers. The integrated planning module within SAP Business Warehouse is the tool that enables the sales team to take responsibility for the trade spend and the results they are getting on each account.

“De Villiers Walton’s work in evolving and enhancing this aspect of our SAP solution allowed us to get real value out of the more mundane invoicing, order taking, distribution, logistics and purchasing system that we implemented. This solution allows us to analyse the money that we have spent on trade promotions and see the profitability and results by account and by stock keeping unit (SKU), allowing us to see what the allocated investment achieved based on the objectives we set.”

Taking SAP solutions to the next level

The SHS Group was delighted that De Villiers Walton’s expertise in SAP data warehouse technology and integrated planning technology enabled them to achieve this outcome. Acheson describes this as being “at the outer reaches of the SAP product set.

“Every single SAP customer you might come across has enterprise core component (ECC) for accounts, but the further you get away from the centre, the more obscure the skill-sets become,” he adds.

The expert team from De Villiers Walton applies a business-driven, ‘back to basics’ approach to its work that removes some of the complexities associated with SAP investments. According to Brian Acheson, while The SHS Group had worked with another partner in the past, it had been unable to help the organisation develop the BI functionality to the level it sought - despite significant investment being made.

“De Villiers Walton had the in-depth skills we needed to help us realise our vision,” he says. “Until this point, we had not been able to implement it because of a scarcity of people who really knew what they were doing.

“When De Villiers Walton came on board we had already developed our own in-house capability as well as an understanding of what we wanted to do and how we wanted to do it. We had even got as far as being clear on the business requirement, but what we needed was the technical knowledge to implement it.

“The skill-sets that De Villiers Walton brought to bear helped us to understand how the technol-

ogy worked. We had lost a lot of confidence following failed attempts in the past, but De Villiers Walton knew what the pitfalls were and what we could expect. They took on not just a technical development role, but also a quality assurance and advisory role.”

Back to basics

“Previously, we had been trying to do the whole thing as one big project and go straight to the end result without really understanding it,” says Acheson. “Breaking it down into small pieces helped us to regain our confidence by delivering something that was less than half the solution, but which worked and added value to the business, with a follow-up project planned that would give us re-forecasting capability.

“The key to the success of these smaller projects was that they were affordable and were carried out in a sufficiently short time frame, which gave us the confidence to buy-in. De Villiers Walton’s consultants had the wisdom and the experience to know that, as we were doing the project for the first time and did not really know what are business requirements were, the best approach was to get us up and running and using the system, then come back and put the complexity in later.”

The results

Brian Acheson is delighted with the results achieved by De Villiers Walton, which have helped to evolve his organisation’s IT roadmap and business needs. “We are now planning our annual trade spend much earlier in the year. We also have improved accountability because everything can now be done at a detailed level by the account manager who will ultimately be held responsible for the result.

“We have also been able to reduce resources in one of our operating companies, which previously analysed the effectiveness of account plans. This has saved considerable number-crunching resource. In addition, previously we were only able to analyse our top accounts and it would take as long as 13 weeks after month-end to turn around a month’s worth-of essential sales analysis, to tell us which accounts were working and which weren’t. Now we can access the data at month end, straight out of the Business Warehouse.”

Reaction from within The SHS Group to the improved SAP BI solution has so far been extremely positive. “The general consensus is that this is what we always wanted and needed,” says Acheson. “Now we can stop telling each other stories and making assumptions – the figures are the figures.

“This has also helped relieve some of the anxieties in the business as people can now see results at a detailed level. If there is something wrong, the information allows them to identify the problem and do something about it. Previously, the cycle-times were so long and the information was so imprecise that you were judging things at the end of the year when it was too late to do anything about it – you’d either done well or you hadn’t.

“Over the last 10 years, we have always needed to know where below-the-line trade spend is going and what it is doing for us. We have always been on top of this - albeit with inadequate technology – but now we are doing it so much better.” ■

“Every single SAP customer you might come across has enterprise core component (ECC) for accounts, but the further you get away from the centre, the more obscure the skill-sets become.”



Mexican market

fizzes on

Mexico is the tenth biggest volume marketplace for soft drinks in the world, reports Richard Corbett.

Many of us may associate Mexico with glamorous beer brands like Corona or Sol, but Mexicans also enjoy their soft drinks. In fact, for every litre of beer that a Mexican drinks, they consume more than 4 litres of soft drinks; that's more than 250 litres a year. According to Canadean's global database, Mexico is the tenth biggest volume marketplace for soft drinks in the world, its 107 million people represent less than 2% of the world population but consume 5.5% of the world's soft drinks. What is more, according to Canadean's latest Quarterly Beverage Tracker, 2010 is expected to yield further volume growth.

Health concerns

For soft drinks operators, Mexico would appear to be a very attractive proposition. However, all that glitters is not gold and the popularity of soft drinks has prompted some to make the associa-



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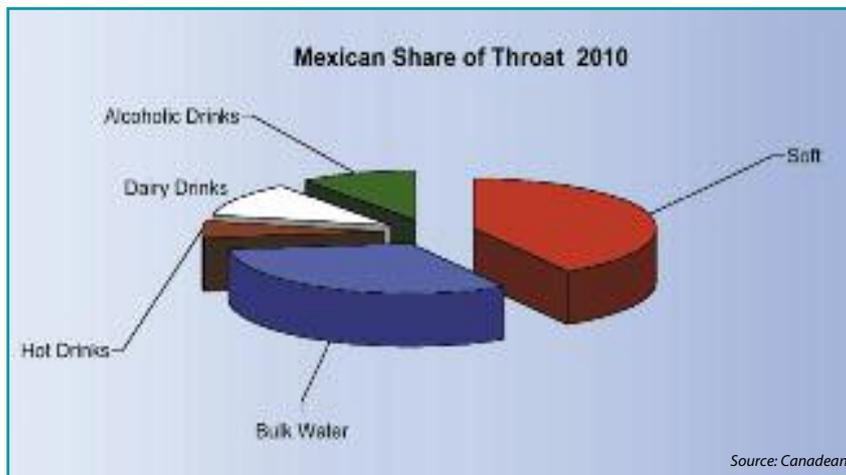
tion between high soft drinks consumption and childhood obesity. The issue is now firmly on the government's legislative agenda – the presence of 'junk' food and high sugar content drinks will be soon banned in schools. It has prompted action from some of the bigger players; Coca-Cola is changing product labels to highlight the nutritional value of its products while PepsiCo announced that from 2012 the company will stop distributing carbonates in schools; the company has also made a commitment to modify most of its production processes in 2012 to reduce the use of fat, sugar and sodium. The obesity debate should not just be seen as a threat, there is a considerable opportunity to capitalise on the so called health and well-being segments.

According to the recently proposed parameters, packaged waters are the only drinks in the major players' portfolios that will be allowed to be sold in schools. Reportedly, even drinks with artificial sweeteners will be outlawed in schools under the proposals. With the spotlight firmly on obesity, it might be expected that the low calorie segment is on the up but in the carbonates category these drinks make up less than 6% of sales; a share that is dropping. Mexicans are looking for more added value health benefits than just products that are low in calories.

Rightly or wrongly, the finger is normally pointed at the carbonates category during any discussions on obesity. At more than 160 litres, nobody consumes more carbonated soft drinks than the Mexicans – even in neighbouring USA, whom Mexico overtook last year. The issue of sugar content does not seem to have put the carbonates category into reverse and Canadean's Mexican team believes that the market will expand again by 2% this year. The market has been lifted by the marketing activity during the recent football World Cup in South Africa and by favourable weather conditions helping the second quarter's results.

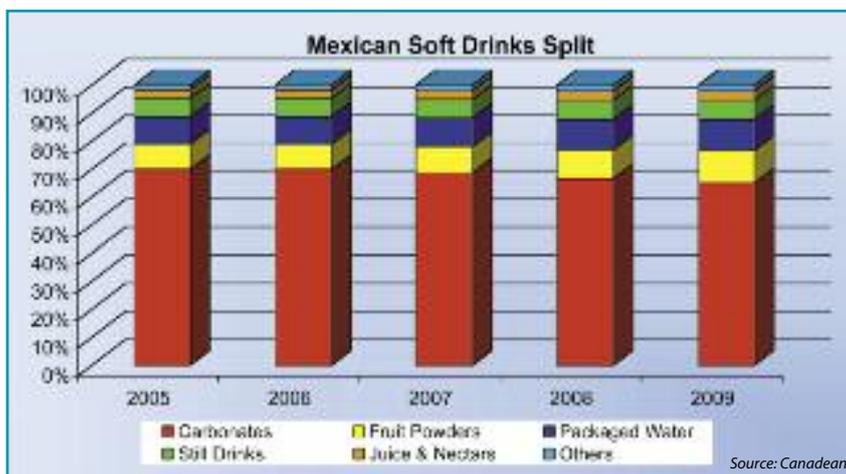
On-premise challenge

What is certainly not helping the performance of carbonates is the country's level of violence and insecurity as the drug barons fight it out between themselves and the police. The North in particular is seeing restaurants close their doors as diners opt to stay at home. It is not just restaurants but other leisure outlets like cinemas and theatres which are seeing shrinking footfall. The



Source: Canadean

Bulk water plays an important role in Mexico.



Source: Canadean

Carbonates and fruit powders account for more than three quarters of volume.

prospects for the on-premise do not look to be improving, just as the market recovers from the swine flu setback of 2009 and of course the economic turbulence of recent times.

Fruit powders popular

The economy is undoubtedly recovering in 2010 and this is the main factor behind rising carbonates sales and indeed soft drinks sales. The fragile nature of the recovery is however reflected by the fact that the most economical way to consume soft drinks is fruit powders, which are enjoying the fastest growth rate of the major Mexican soft drinks categories. In the global market, only Argentinians drink more fruit powders than the 29 litres per capita consumed by Mexicans. During the peak of the economic difficulties in 2009, the Mexican fruit powders market was able to expand by as much as 18% as consumers sought out value for money – as the trading environment improves fruit powder growth appears to slow. Most fruit powder brands are enhanced with vitamins and minerals, mainly vitamins A, B2, B3, B6, B9, C, E and iron, and it is also likely that the progress of the category mirrors interest in well-being products.

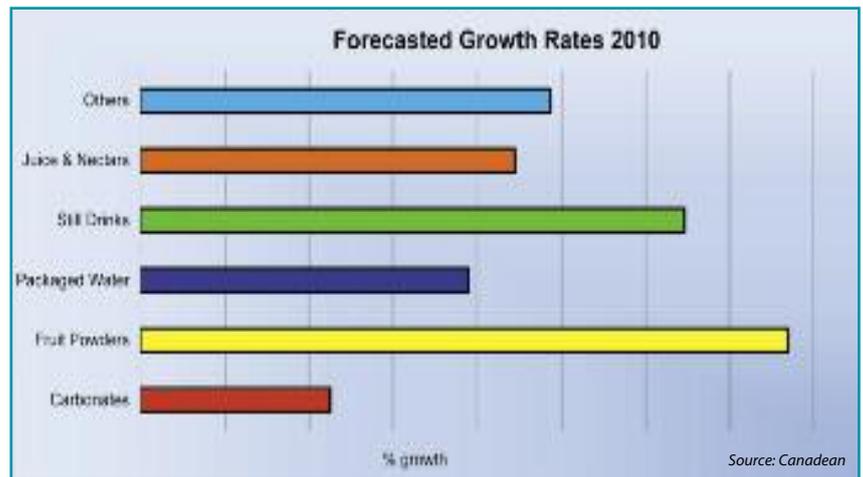
The Mexican market is dominated by these two categories; between them carbonated soft drinks and fruit powders account for more than three quarters of all volume. In such a hot climate, with often dubious municipal waters as one would expect, packaged waters make up much of the rest of sales. Per capita of less than 30 litres can however be viewed as modest in the circumstances, but this is related to the fact that Mexicans consume almost 200 litres of bulk water each (Canadean does not include bulk waters in soft drinks). Carbonated waters actually grew at a quicker rate than still waters last year, having drawn a considerable audience as a mixer.

Juices and nectars

The juice category offers limited opportunities to soft drinks speculators in the market. Demand is edging upwards but price and the availability of fresh fruit is a considerable handicap. Public relations were not helped last year when an official government study showed that not all juice products advertised as being 100% juice actually were, making potential consumers, generally found in the more affluent and educated segments of society, wary. Nectar consumption is low but significantly more pronounced than that of juice. Nectars receive more marketing support and recent growth has mainly been achieved due to marketing campaigns focusing on the health and natural benefits of nectars.

Momentum for still

With such limited juice and nectar volumes and fruit powders restricting the opportunities for squashes, still drinks have a respectable presence and growth rate. The low end of the market has been an important driver during the downturn, but Canadean anticipate that as the economy recovers, still drinks such as functional water, flavoured water and soy drinks will gain momentum, due to consumers becoming more demanding and looking for added benefits such as enhancement with vitamins and minerals.



Fruit powders helped by economic conditions.

The niche categories like sports and energy drinks and iced tea and coffee do have a relatively widespread physical presence, but are often too expensive to be relevant in a price-sensitive market place like Mexico. With the exception of sports drinks, all of these categories are, however, making rapid headway but from a low base. In general there is potential for more premium products especially with added value; the interest in wellbeing drinks is a theme in a number of soft drinks categories. As the economy improves, so will the opportunities for top end products.

Although there remains talk of a so-called double digit recession in neighbouring USA, there has been uplift in consumer confidence in Mexico so far this year. This will manifest itself in an expanding soft drinks market, but the soft drinks sector will remain under the scrutiny of the influential health lobby. The economy will improve and operators will adapt to legislation, but what is more problematical is the security situation, which remains uncertain and this will continue to plague the on-premise in particular. ■



Canadean anticipates that as the economy recovers, still drinks such as functional water, flavoured water and soy drinks will gain momentum...



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Children and soft drinks

education and responsibility

An industry whose products appeal to children has a responsibility to ensure that they fit the bill and that its other activities are also what wider society expects., writes, Richard Laming.

Children like soft drinks. The range of flavours, their attractive appearance, and their ability to quench the thirst all give children something that they want and need.

Research commissioned from TNS by BSDA in 2008 found that squash has retained its enduring popularity as a low cost, enjoyable beverage choice for children across all ages. Children's drink choices have also become more varied and fruit juice, juice drinks, bottled water and milk are now chosen twice as often as in 1993.

Further key findings from the research show that:

- 55% of soft drinks consumed by children now contain no added sugar compared with 46% in 2004 – children are now 20% more likely to consume a drink with no added sugar than they were in 2004.
- Squash is the most popular soft drink in children's school lunchboxes.
- Bottled water has also become increasingly popular.
- 97% of drinks consumed in school hours are obtained at school or brought in the lunchbox from home, and only 3% are obtained elsewhere.
- More than 86% of soft drinks (and 93% of fruit juices) are consumed with food.

It is also interesting how tastes change as chil-

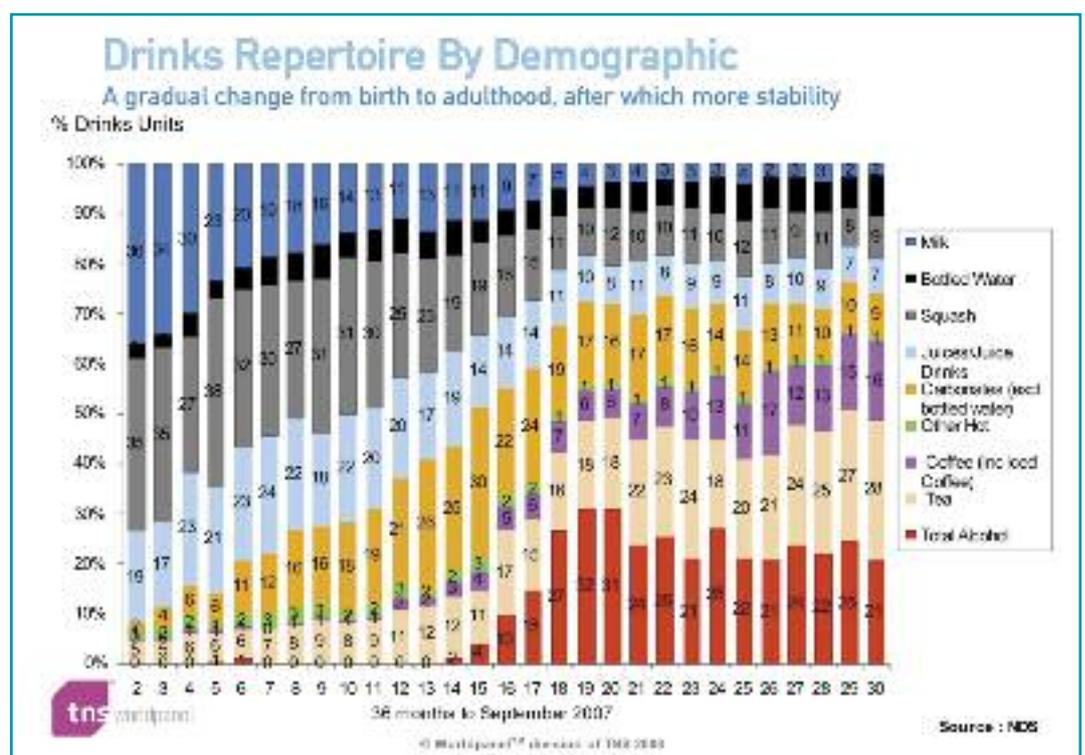


dren get older, as the graph below shows: Milk and dilutables, the most popular drinks among young children, gradually cede ground to hot drinks and carbonates as children get older, hot drinks overtaking milk at age 12, carbonates overtaking dilutables at age 13.

The importance of hydration

The core health reason for drinking soft drinks – hydration – is even more pronounced for children. Their bodies are smaller, which means that they can lose water more quickly in hot weather, and so they are at greater risk of dehydration.

Dehydration itself can lead to poor moods, headaches and loss of concentration, symptoms which might easily be put down to something else and whose real cause might be missed. Encouraging children to drink enough fluid dur-



ing the day, with extra care on hot days and after physical activity, therefore is particularly important.

Studies, such as those reported by Dr Oded Bar-Or of McMaster University in Canada, have shown that children will drink more fluid if they like the taste of the drinks available. (Odd that science is needed to confirm what everybody can see with their own eyes, but that's a story for another time.) This was a key argument put forward by BSDA when the School Food Trust was drawing up its rules on which soft drinks would be allowed to be served in schools. The SFT accepted the principle but argued that the restricted range of drinks that it would allow – fruit juice, water, and mixtures of the two – would nevertheless provide children with enough choice. Since the new rules came in, the inventiveness of many soft drinks companies has been put to work to see if the SFT can be proved right, because children like soft drinks.

Children have a taste for sweetness

There is a theory proposed by some critics of the industry that soft drinks are to blame for the fact that children have a sweet tooth, but this theory isn't correct. After all, children are born with a liking for sweet things. Try a carton of Aptamil or Cow and Gate pre-mixed formula baby milk if you don't believe me.

What matters is that, as they grow up, children learn about the importance of a balanced diet. Too much of anything is not a good idea. When it comes to soft drinks, more than half the market is made up of drinks with no added sugar, so it is possible to enjoy soft drinks without the calories if that's what you want.

But this confidence about our products does not mean dismissing public concerns altogether. For children need particular care when it comes to promotion and marketing.

That's why BSDA members do not promote soft drinks with added sugar to children under the age of 12. Many companies in fact go further



and will not promote any soft drinks at all to children of that age, and UNESDA has gathered together a range of companies willing to make that commitment throughout Europe.

And of course, the only ingredients used are those that are authorised for the purpose; the ingredients are listed on the label so that parents can know what the drinks contain, and the standards of quality and safety are as high as they can possibly be. That's what responsible manufacturing must mean.

Liquids Mean Life

The fact that children like soft drinks also creates an occasion for soft drinks companies to act responsibly in the classroom. BSDA's acclaimed education programme, Liquids Mean Life, takes a product that children know and enjoy as a starting point for an examination of issues relating to health, diet and exercise, lessons that all children need to learn.

A recent addition to the programme, the Liquids Mean Life Enterprise Challenge, gives children an insight into the world of work, exploring the job roles involved in manufacturing and selling soft drinks. There are no companies and no brands mentioned in Liquids Mean Life, and even the examples of drinks used in the Enterprise Challenge are ones permitted by the school food rules. A responsible industry treats the classroom as a place for learning rather than for marketing.

Liquids Mean Life has been used in one third of all schools, and the Enterprise Challenge is attracting interest from education business partnerships throughout the country. Soft drinks provide a familiar, but exciting, starting place for an educational journey.

An industry whose products appeal to children has a responsibility to ensure that its products fit the bill and that its other activities are also what wider society expects. The soft drinks industry refreshes and hydrates children, and reassures and supports their parents and teachers. If children like soft drinks, that's what a responsible industry should do. ■

The fact that children like soft drinks also creates an occasion for soft drinks companies to act responsibly in the classroom.



Richard Laming is Media Director of the British Soft Drinks Association.
www.britishsoftdrinks.com

Boosting a child's performance

the importance of hydration

Drinking flavoured waters offers choice and interest.

Improve your child's concentration, reduce tiredness and increase their general wellbeing by simply encouraging them to drink more water.

Perfectly Clear flavoured waters is on a mission to educate all age groups about the importance of hydration. In their latest crusade with the widely acclaimed Dr Dawn Harper (Channel 4's *Embarrassing Bodies*, ITV1's *This Morning*), they are looking at the benefits drinking water can have on your child's health.

Establishing healthy drinking habits

Dehydration in children can lead to a range of symptoms from restlessness, dizziness and feeling agitated. It's important to make sure children are getting the right amount of water as it can really impact their mental performance in the classroom.

According to Water UK, studies show that where children have access to water throughout the school day there are improvements in concentration levels, academic performance and pupil behaviour.

Family GP Dr Dawn Harper says: "Just like healthy eating, encouraging children to establish healthy drinking habits from a young age will set them up well for life. It's vital children drink enough water when at school and at home, as water is one of their most important nutrients.

"Drinking plenty of water can improve mental performance and help with problems like urine infections, bed-wetting, daytime wetting and constipation.

"I am often asked how much water children should drink. The exact amount depends on age,



Dr Dawn Harper.

ambient temperature and activity levels, but as a rough guide I recommend parents keep an eye on the colour of their child's urine, which should be straw-coloured. If it's darker than that, then the chances are they are becoming dehydrated and should be drinking more fluids."

According to Water UK, boys between 9-13 years should drink 1.8 litres of water a day, and girls of the same age 1.6 litres a day.

It can be a challenge to persuade children to drink enough, especially when many find plain water boring. Perfectly Clear flavoured waters offer a choice of real fruit flavours that contain no artificial flavours or colours and contain only six calories per 500ml serving and no sugar, unlike popular fruit squashes which can contain nearly 50g of sugar per serving.

The range is available in still and sparkling in flavours that echo its origins in the Garden of England; Heavenly Cherries; Divine Summer Fruits; Scrumptious Strawberry and Crisp Red Apple – as well as the English favourite Zingy Lemon & Lime.

Made with calcium-rich, chalk-filtered English spring water, Perfectly Clear is also suitable for diabetics, vegetarians, vegans and coeliacs and contains no aspartame, and is available in fridge-friendly 1.5 litre bottles as well as smaller 500ml bottles, ideal for lunchboxes and when out and about. ■



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Lifting the lid

on packaging design

Peter McGeough discusses the importance of innovative closure design.

Caps and closures can sometimes play second fiddle to the primary pack design, with less time and resources spent on developing new solutions and more time on developing the pack itself. However, the choice of closure is one of the most important aspects of the entire package, allowing more flexibility in the overall design and enabling soft drinks brands to add more value to their product.

The remaining constant

For many years, drink manufacturers have been married to one type of closure when it comes to bottle or carton design. Whilst there is a great variety in the shape and size of packs on the market, one thing remains constant; a circular screw top. It is surprising that an industry as innovative as this continues to take such a one-dimensional approach to the issue, because as everyone knows, packaging is one of the most important parts of any successful product.

It's no secret that every successful product undergoes extensive research and development before its launch, with companies ensuring that every aspect appeals directly to its target audience. A lot of time and money goes into the design of new packaging so that it stands out on the crowded supermarket shelf and attracts all potential buyers. Despite this, the design process is still limited by the type of closure used on the end product. Showing the cap and closure the same consideration as the container would ultimately offer more freedom and flexibility in the overall design and help brand owners add even more value to their products.

However, it's not just about the look; packaging functionality is hugely important to the soft



drinks industry as the end product must be user-friendly for a variety of age groups and households across the globe. Most 'family size' bottles require a closure that is easy to open and forms an effective seal each time it is closed. At the same time, containers have to be able to stand and lie on a refrigerator shelf, whilst the product must be easy to pour. Whilst a standard screw top closure helps the pack overcome most of these issues, there is very little that manufacturers can do to improve the product's overall functionality.

Having been involved in the packaging industry for over 20 years, I believe that the biggest innovations in drinks packaging will only come when there is a new approach to design. Manufacturers should start the process with the closure rather than just adding a screw top at the very end. The result will give much more freedom to the design team and will significantly improve product functionality. But how much difference can a closure really make?

Revolutionary closure

Back in 2007, we were approached by Pepsico who were looking to redevelop the packaging for its Tropicana Pure Premium orange juice container. When we first spoke to the company about the new closure concept, it was clear that they wanted to be creative with the design and that improving functionality was a key aspect. A traditional screw top closure was tried and tested on other Tropicana products, but it simply couldn't deliver what was needed in terms of easy pouring on a larger bottle. We believed that the best solution was to create a brand new type of closure that would revolutionise the packaging and deliver huge benefits to the consumer and brand owner.

We decided to develop a closure that would fit a high density polyethylene (HDPE) container, be



easy to open, help with the pouring process and eliminate spillage. We drafted in a structural designer who created an innovative HDPE oval shaped hinged closure, with a slight lip. The chosen design utilised a reduced low profile oval neck on the container which facilitated opening the envelope for the bottle design which in turn allowed for a larger handle and a more curvaceous container shape. By changing the shape of the closure, Tropicana was able to offer customers a distinctive container with a non-drip, intuitive, directional pouring mechanism that dramatically improved the flow of the liquid from the container.

What's more, to keep the product fresh, we welded a foil seal in place when the closure was manufactured which offered tamper evidence and, by using a ring pull, hugely improved ease of opening. From a consumer point of view, the package allowed them to pick up and pour much

easier and store the bottle on both its side and bottom in a refrigerator. Ultimately, the change to a HDPE easy-pour pitcher improved the functionality and shelf appeal of Tropicana's orange juice.

Functionality improved

The Tropicana project highlights the importance of innovation in packaging. By redeveloping something as simple as the closure, the company was able to alter the overall design in a variety of ways, improving the functionality tenfold. The soft drinks sector is one of the most innovative industries, but it needs to consider other shapes and types of closure that offer brand owners much more flexibility in the design process than a traditional screw top. It is time for manufacturers to break the mould because the benefits of starting the design process with the closure cannot continue to be overlooked. ■



By changing the shape of the closure, Tropicana was able to offer customers a distinctive container with a non-drip, intuitive, directional pouring mechanism that dramatically improved the flow of the liquid from the container.

Peter McGeough is co-founder and Head of Operations, Bapco Closures.
www.bapcoclosures.com

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Packaging

Headset take off

CLOSURE Systems International (CSI) reports that as demand for sustainable, light-weight, short-height plastic closures continues to rise, its XT6 headset has proven to be the most reliable and trouble-free conversion headset on the market.

"Short-height closures often have a more narrow operating window for proper application," explained CSI Europe Machinery Manager, Gregor Hieb. "The XT6 Headset is designed to deliver consistent removal torques at maximum bottling speeds, making it the preferred choice for carbonated soft drinks, bottled water, and non-carbonated beverage bottling line conversions. The XT6 dramatically reduces application issues, improves process stability, and provides overall trouble-free operation."

Now the company is offering XT-6 Headsets to bottlers that are using non-CSI cappers. Hieb said, "We are so confident of the XT-6 performance that we will extend the same performance and operational guarantees, regardless of the capper / filler manufacturer."

The headsets can be seen at CSI's stand at China Brew & Beverage in Beijing, InterBev in Orlando, Colombiaplast ExpoEmpaque in Bogota, Pack Expo in Chicago, Brau Beviale in Nuremberg, and Drink Technology India in Mumbai.



CSI XT6 headsets provide 6,000 hours of maintenance-free operation - even under extreme conditions including hot-fill environments.

Intelligent packaging

THE focus of this year's Emballage packaging trade show which takes place from 22nd to 25th November at the Paris Nord-Villepinte Exhibition Centre, France is 'pack smart'.

Show Director Véronique Sestrières, explained that this theme embraced everything from the base material to the end product. "Intelligence is everywhere, at all stages of production," she said, adding: "The trend of sustainable development – with eco-design at its centre, as well as research into new materials and recycling – is more than ever at the heart of the concerns of professional users."

The show will cover three pavilions and has reserved dedicated areas covering:

'Pack Innovation' – some 100 innovations, proposed by the exhibitors and selected by experts, will be presented.

'Pack Vision' – a place for professionals to meet and swap ideas.

'Pack Designers' – to highlight the marketing, technical and economic roles of packaging design. 'Emballage in Green' – an

exchange of ideas and discussions will take place on a TV stage.

'Packagings Remarquables' – a tour of the world of remarkable packaging will also be organised by students of Strate College Designers.

'Recycling Forever' – how to make used packaging a new source of energy and creation.

A European study, in partnership with UBIFRANCE and the French Ministry of Food, Agriculture and Fishing, is currently being carried out in Germany, Belgium, France, Italy, the UK, Switzerland and Sweden. Its results will be presented exclusively at Emballage within the framework of Pack Vision and comprise an analysis of new guidelines on the packing and packaging of food products.

Cans deliver growth

CAN Makers, the body representing the UK manufacturers of carbonated soft drinks and beer cans, has revealed the industry delivered market growth of 7.4% in the first six months of the year (Jan – June). A total of 4,579 million empty cans were shipped,

Plastic growth in the USA

ACCORDING to a new study 'Plastic Containers' published by The Freedonia Group, a Cleveland-based industry market research company US plastic container demand is set to increase 4.3% annually to \$30.4 billion in 2014, creating demand for 13.9 billion pounds of resin. The report concludes that growth will be driven by performance advantages over alternative packaging media, which will stimulate ongoing opportunities in a broad range of applications. Additionally, consumer preferences for small, single-serving containers in food and beverage uses will support gains.

However, value growth will decelerate from the 2004-2009 pace due to the maturity of several bottle markets and more moderate raw material price increases. Unit advances will outpace growth in the amount of resin consumed as a result of the preference for smaller, single-serving containers and the lightweighting of plastic bottles and other containers in order to lower material costs and achieve a reduced environmental footprint.

PET and high density polyethylene (HDPE) are by far the leading plastic container resins, accounting for a combined 85% of demand in 2009.

Plastic bottles and jars, which represented 78% of plastic container poundage in 2009, are by far the leading plastic container type. Through 2014, plastic bottle and jar demand is expected to increase 3.1% annually to 157 billion units, a marked deceleration from the pace of the 2004-2009 period due to the maturing of several large beverage applications and a significantly slower outlook for bottled water based on heightened environmental concerns.

up 315 million from the same period in 2009. The UK remains the largest beverage can market in Europe.

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

Vince Major, Chairman of the Can Makers, said: "We are extremely pleased with the figures for the first six months, given the continuing tough economic climate. The rise in the soft drinks market is primarily due to the growth of energy drinks in the UK and continuing promotions by the mega brands. Consumers are choosing these over the more costly juices, smoothies and bottled water alternatives."

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

Energy saving cap feeder

SIDEL has developed a flat cap feeder that uses 10 times less electricity than conventional models. The new Aidlin Eco can process more than 120,000 flat caps per hour. Sidel says the eco feeder retains the qualities that have made the Aidlin range a success: process reliability, respect for the caps and lower dust emissions.

To meet its eco-design goal, the research and development team used the cap orientation principle. Cleats linked together by an articulated chain carry the caps gently from a large storage hopper towards an adjustable speed bump, which inclines the cleats and causes poorly oriented caps to fall by simple gravity.

Using this principle, the rest of the cap feeder was significantly redesigned and adapted to operate without air, while still guaranteeing optimal reliability at high speeds. The main new development is the innovative design of the cleat kinematics. The chain now has a lateral curvature, so that the properly oriented caps slide simply and naturally along the vertically positioned cleats (patent pending). They then enter a corridor that guides them to a wheel for sorting and elevation (patent pending).

Caps that are poorly oriented or missing their tamper-proof ring are automatically ejected via a magnetic finger system. Caps that are on-spec and properly oriented are continuously conveyed by the wheel, which is equipped with a brushless motor, and then elevated in a vertical column to the required height and direction in order to feed the capper.

The new range offers a significant decrease in energy bills. Its consumption, including the off-spec cap ejection system, was cut by a factor of more than 10, compared to the standard compressed-air cap feeder, and by a factor of 5, compared to the ventilated-air cap feeder.

A sports cap version will be introduced early in 2011.



The new energy-saving Aidlin Eco flat cap feeder from Sidel.

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Sporting choice

GEROLSTEINER, the German mineral water company, has launched a new 0.75 litre package format for its eponymous brand, equipped with a 28mm Original Sport Cap from Apta Food + Beverage. The closure, with transparent body and attractively-coloured spouts, provides the finishing touch to the package, blue for the still water and turquoise for the lightly carbonated version. Gerolsteiner chose the Original for its combination of aesthetics and technical performance.

The pressure-holding capabilities of the closure make it ideal for both still and lightly carbonated waters.



Investing in 24-hour support

HUSKY Injection Molding Systems reports that it has made significant new investments within its customer support network to provide the most responsive service and support in the industry.

The company, whose headquarters are in Ontario, Canada, says that with an increased global field support network, additional beverage packaging system specialists, faster parts shipment and enhanced global call centre capabilities, it is demonstrating its ongoing commitment to providing customers with services that maximise efficiency and productivity for the lifespan of its products.

"We are making significant new investments in our regional infrastructure so that we can more quickly and effectively respond to their needs around the world," said Sean Weir, Husky's General Manager of Global Customer Support. "Our goal is to deliver industry-leading service to our customers, in any region around the clock, strengthening the longstanding relationships we have developed."

Husky is working to improve the order and delivery process of spare parts by increasing inventory levels in all regions and streamlining logistics, consolidating management of these activities into one global system. "We've heard a clear message from our customers that they need fast and reliable parts delivery. We are committed to meeting

this need and our goal is to reduce the average shipping time so that all customers have their spare parts in transit within 24 hours of first contact," said Weir.

The company also plans to increase its dedicated service and support technicians by 20% equipped with added resources, including a new global fleet of service vehicles fitted with all necessary tools. An increased local presence will give customers more immediate access to Husky technicians, who are able to be onsite faster, provide a more proactive service and achieve faster start-ups.

With the goal of ensuring an immediate, consistent level of support to customers worldwide, Husky is increasing the number of beverage packaging system specialists in each region. These specialists provide an enhanced level of expertise to assure systems are maximised for cycle times and part quality. The aim is to ensure a specialist is in a customer's facility within 24 hours after a processing issue has been identified.

To support its regional teams Call Centres will be more regionally aligned so customers are dealing as much as possible with the same person allowing the company to speedily resolve local issues.

Husky claims to have the industry's largest services and sales network. In recent years the company has expanded its global network to be closer to its customers. Initiatives include the groundbreaking for a new manufacturing facility in Chennai, India, the opening of a refurbishing centre in Moscow, Russia, and expansion to its technical centres in Yokohama, Japan, and Shanghai, China.

In brief...

- The specialty chemicals company Lanxess is responding to increasing market demand for halogen-free red dyes for the colouration of plastics with Macrolex Red A – a particularly high-tinting-strength and brilliant alternative to common, halogen-bearing products with a colour index of Solvent Red 135 (S.R. 135). Macrolex Red A is a soluble, organic dye suitable for use in packaging food stuffs.

- Linx Printing Technologies has completed the development and installation of a state-of-the-art, £1 million ink manufacturing plant at its St Ives, UK, headquarters, which provides Linx with integrated manufacture and despatch of its inks and solvents to customers worldwide. The new facility offers enhanced safety features to protect associates and the environment; the continuation of the high quality standards for the company's range of inks and solvents and an integrated fluid manufacturing and despatch operation which will improve delivery time to customers.

- The future development of responsibility for packaging waste management is the subject of an International Seminar in Brussels on 6th October 2010. The seminar, Packaging 2020: Cradle to Cradle Management, jointly sponsored by EUROPEN and PRO EUROPE will bring experts from the packaging value chain together with representatives from public authorities to assess the achievements and status of packaging waste management schemes established under Extended Producer Responsibility principles in various European countries. The further development of these schemes and possible adaptation of similar systems in North America and other parts of the globe will also be discussed.

- Kautex Maschinenbau has assumed responsibility for the international sales and service of Rikutec equipment. Both companies manufacture blow moulding machines, but cater to different segments of the industry. "Through our focused partnering in service and sales, blow moulding machine buyers will benefit in the future from a single source supply of a wider range of equipment solutions and service capabilities," explained Andreas Lichtenauer, Managing Director of Kautex Maschinenbau. The intended cooperation is not a joint venture. Both companies will remain separate corporate entities.



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Environment

Water recognition

AQUA, Danone's Indonesian water brand, has received two awards for its sustainability efforts at the 2010 Indonesia Green Awards in Jakarta. They were awarded Best Indonesian Green Manufacturer and Best Indonesian Green Corporate Social Responsibility (CSR) by a panel of judges including members of the CSR Association, academics and environmental experts.

This recognition is reward for Aqua's implementation of several programmes, including carbon and water utilisation reduction initiatives in all its plants in Indonesia, conservation projects and the implementation of the Global Risk Evaluation for Environment (GREEN) building programme in all Aqua plants.

"It is an honour to receive such prestigious awards and we are very proud that

our efforts have been recognised. It confirms our belief that this is a key issue and we are as committed as ever to empowering local communities and promoting environmental sustainability in Indonesia," said Parmaningsih Hadinegoro, Vice-President & Corporate Secretary of Danone Aqua.

Previously the brand received an award from the Regional Environmental Management Agency for the West Java province of Indonesia for its Aqua Lestari programme, a long term initiative that aims to empower local communities, whilst protecting the environment.

Aqua also received first prize in the environmental sustainability category at the 2009 MDG awards ceremony in Jakarta. This accolade, endorsed by the United Nations, was for Aqua's 'Water Access, Sanitation & Health programme' under the umbrella of the Aqua Lestari brand. This initiative involves working with local communities from villages across Indonesia to improve access to clean water, while simultaneously conducting hygiene campaigns to improve environmental health.

Furthermore, Aqua is keen to promote the role the private sector plays in achieving

the Millennium Development Goals for Indonesia. The company has been working with local and central government as well as NGOs to develop community-based models aiming at building local capacities within villages to design, build and maintain their own water facilities. To complement this, 'Health Trainers' are being trained to teach their respective communities about hygiene practices.

"The next challenge for us, in the coming years, is to ensure that the communities we have worked with, either through our NGO partners or directly, are able to maintain the infrastructure in the long term. We are then trying to build the multi stakeholder institutions which will enable the approach to be replicated, mobilising more partners", added Parmaningsih.



Plastiki now in Sydney

SYDNEY residents turned out in droves to welcome Plastiki, the environmental awareness vessel made largely from 12,000 reclaimed soft drink bottles, as it completed its epic 8,000 nautical mile voyage across the Pacific Ocean from San Francisco.

Media coverage, which expedition leader David de Rothschild had worked hard on since long before the voyage began, more than delivered on the aim of boosting public concern about the vast quantity of bottles and other waste afloat in the world's oceans.

Plastiki made its Australian landfall at Mooloolaba on Queensland's Sunshine Coast, where it was forced to wait out two storm fronts moving through the Tasman Sea before sailing down the coast. In Sydney, Plastiki went on display at the Australian National Maritime Museum, Darling Harbour, adjacent to the CBD.

In a statement made after the boat's arrival in Australia, the team said that "one of Plastiki's goals and lasting legacies will be to see a significant reduction in the amount of man-made waste heading out to landfill and sea.

"We believe that with a small effort and some smart thinking, everyone could reduce their use of single-purpose plastic bottles, plastic bags and styrene foam. It's achievable if we work together on making small changes in our lives like the MyPlastiki pledge or remembering the 5Rs: reduce, reuse, recycle, rethink and ultimately refuse plastic waste."



Plastiki sails up Sydney Harbour, past the iconic Opera House.

From PET to T-shirt

THE BRAZILIAN Packaging Association reports that The Stratus Group has announced an investment in the Unnafibras company, the major Brazilian company in PET recycling to produce polyester fibres

from 1 billion PET bottles recycled every year. The US\$55 million investment will be used to increase the production capacity, expand the product's portfolio and make some acquisitions. An example for the use of this PET recycled fibre was the T-shirt used by the Brazilian football team in the FIFA World Cup.

According to Abipet (Brazilian Association of PET Industries), the volume of recycled PET in Brazil has increased 20 times in the last 15 years. Today, 55% of the consumed bottles are recycled, which makes Brazil the second major PET recycling country in the world behind Japan.

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Spread over 3 days, this pivotal event enables overseas visitors to meet peers and local business partners to source first hand information and discover new opportunities!

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- Meet local resin producers – China Resources Packaging Material, Zhejiang Hengyi, Far Eastern Group and many more.
- Listen to a panel of convertors from Zhuhai Zhongfu, Zijiang Enterprise, GSI, etc. debating on managing and optimizing the purchasing process
- Assess China's competitive position and challenges as global supplier
- Update on intermediates market prospects – PX,PTA and MEG
- Emergence of Bio-MEG as the future renewable raw material
- Analyze the market position of the Middle East PET industry versus Asia
- Identify opportunities in Africa's growing PET market
- Shifting paradigm of PET integration in Asia from fiber to beer application
- Two plant visits: 'Bottle-grade' PET plant & integrated beer preform and brewery facility

CMT's series of PET conferences explore key global markets from MidEast/Africa to Central Europe/Balkans to South America & Mexico.

Pre Conference Plant Visit

16th November

(Separately bookable for registered delegates)

**Tour of Zhejiang Hengyi's recent start-up
'Bottle Grade' PET facility**

Post Conference Plant Visit

18th November

(Complimentary for registered delegates)

**Tour of Sino-Belgium Beer Suzhou (SBBZ)
- an integrated PET preform and
bottling plant cum brewery**

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Football and recycling

THE spread of public places recycling facilities has seen an increasing number of football grounds around the world taking on a green hue, often with direct support from soft drink and other beverage manufacturers.

In Melbourne, the Carlton Football Club and major sponsor Visy have taken recycling several steps further by not only promoting the environmental message but also running an educational facility at the club's training park.

The educational theatre is part of a land-



Environmental centre, Visy Park.

mark sport and community precinct developed over recent years at what is now known as Visy Park. The building incorpo-

rates environmentally sustainable design elements, while the club's administration, high-performance training and other activities also incorporate green practices.

Visy's aim in establishing the partnership was to use public passion for football to educate, motivate and inspire young people to lead more sustainable lives through healthier lifestyle choices and heightened environmental awareness. The company is a major player in waste management in both Australia and New Zealand. It is also closely involved with the soft drinks industry through its packaging divisions.

Carlton, whose players are known as the Blues, has another link with soft drinks: Coca-Cola Amatil is a corporate sponsor, via the Powerade brand.

Guam's bottle legislation

THE mid-Pacific US territory of Guam is working on legislation that will develop beverage container recycling through a recycling deposit fund. Early consultations have shown strong public support and several community groups are active in encouraging legislators to advance the proposal.

It has also been well received by the US military command. Guam is a major and growing military garrison, strengthening as US bases are closed or downsized elsewhere in the region.

While the military commitment has been enthusiastic, the complicated beverage supply contracts via several defence agencies will require a lot of further work to be undertaken on the container deposit arrangements.

Some parts of what is known as Bill 149 are also likely to be diverted into another draft law dealing with a proposed Solid Waste Management Authority for Guam.

Keeping score

THE European Metal Packaging (Empac), has launched an interactive scorecard which calculates the carbon footprint of its members' metal packaging products.

The scorecard underlines Empac's commitment to build upon metal packaging's record recycling rate of 71% in 2008 (source: APEAL) and aims to give consistent answers to questions raised by customers, retailers and regulators regarding the environmental impact of metal packaging.

Designed to provide estimates of CO₂ eq. levels for different cans with different recycling rates, weights and transport distances, the scorecard is a tailor made tool developed especially for Empac. Using a life cycle analysis approach, the interactive scorecard tracks carbon emissions throughout the entire production process of the metal can, from the mining of raw materials through to the manufacture of cans and their delivery to customers.

"This is a groundbreaking instrument for the industry which will assist all our mem-

bers and provide a solid basis for the metal packaging sector to interact with stakeholders. The scorecard is part of our commitment to address regulators' requirements by providing fact-based and unambiguous information on our industry. Metal packaging has strong sustainability credentials and we are constantly looking at how we can improve this position and reduce the carbon footprint of metal cans even further," commented Gordon Shade, Empac CEO.

The data collection and software development was undertaken by the Netherlands Organisation for Applied Scientific Research, a leading consultancy for environmental matters. The study was also subject to a peer review completed by RDC Environment to ensure conformity with the applicable ISO standards.

Going Green with Clover

CLOVER, the South African beverage giant, has launched a Going Green tree planting programme, initially as an extension of its hugely successful Mama Afrika empowering scheme.

As a debut to what is intended to become a far-reaching project, over 100 trees were given to the Ebenezer Hannah Home in Ennerdale, Gauteng, which is run by Shirley Merime.

Mama Shirley said she was delighted the sprawling property was the first recipient because its location is vulnerable to storms and wind. The trees had been planted around the children's cluster homes and gardens, she said.

In brief...

● Attendees at this month's US International Dairy Show have access to industry leaders and reliable data that can help them to develop and implement sustainability strategies; reduce costs through water, energy and waste management; and learn about innovative processing and packaging projects that are reducing greenhouse gas emissions. The show, presented by the International Dairy Foods Association, takes place from 13th to 15th September at the Dallas Convention Center. "Carbon footprints, energy solutions and transportation innovations will be among the hot topics discussed throughout the Dairy Show in Dallas," said Clay Detlefsen, IDFA Vice-President for Regulatory Affairs. "Sustainability has become the business model for every successful dairy business."

● 'metalmatters,' is a new awareness programme designed to support the UK's current kerbside recycling schemes and encourage the public to recycle more at home. Although 95% of the population have Local Authority recycling collections, research shows that consumer awareness of which materials can be recycled is still quite low in some areas. 'metalmatters,' was conceived following in depth consumer research and focus groups to understand the current barriers that Local Authorities are faced with, when trying to drive up recycling rates at home. The results of the testing led to specific communications messages being created, which will be used to target and educate UK households on the value and benefit of recycling metal.

Send your news to:

**news@
softdrinksinternational.com**

Human Resources

APPOINTMENTS

Kristy-Barbara Lange has been appointed Head of Communications at European Bioplastics – the association representing the interests of the European bioplastics industry. She will be responsible for press and media relations and report to Managing Director, Hasso von Pogrell.

D. D. Williamson, colour solutions provider for beverages and food, has appointed **Ellen Ye** Regional Sales Manager for China. She is based at the D. D. Williamson Ingredients (Shanghai) Ltd offices in Shanghai.

Following a reorganisation of the Executive Board, **Herbert Willerth** has assumed responsibility for Borealis' Middle East and Asia activities. Borealis is a leading provider of chemical and innovative plastics solutions.

Jonathan Cooper has been appointed to the new skills consultants' team at the UK National Skills Academy for Food and Drink Manufacturing. Formerly a regional development manager for the National Skills Academy, he takes on responsibility for the dairy and drinks sectors.

PMMI, the US packaging and processing trade association, has appointed **Julie Ackerman** Senior Director of Public Relations and Communications. She joins PMMI as it prepares for its annual meeting and Pack Expo International, a leading event for the packaging and processing industry.

Leading UK-based glass packaging manufacturer, Beatson Clark has announced the appointment of **Phillip Lamb** to the position of Head of Quality.

Barry-Wehmiller Companies Inc has announced the addition of **Sean Murphy** to the Organisational Empowerment team as Leader of Sales Empowerment Programs. These programs align the organisation's 200 divisional sales executives to value creation.

Two senior appointments have been made at Improve, the UK food and drink sector skills council and The National Skills Academy for Food and Drink Manufacturing: **Amy Crooks** joins the team at the organisation's York headquarters as Senior Brand Manager while **Mica MacInnes** joins as a Skills Consultant for The National Skills Academy.

The US company Stratum Nutrition has expanded its sales efforts in Europe and Asia with the appointment of **Michael Faber** as Business Manager. The company says his



Clockwise from top left: Amy Crooks, Daemmon Reeve, Ellen Ye, Galen Isringhausen, Jonathan Cooper, Kristy Barbara Lange, Phillip Lamb, Sean Murphy, Chris Ayers.

appointment represents a large step forward in educating international markets about the unique benefits of its functional ingredients.

Treatt plc has announced the appointment of **Daemmon Reeve** as Chief Executive Officer of Treatt USA with ultimate responsibility for all business functions including sales and working with both R C Treatt and Treatt USA purchasing teams. He will retain overall responsibility

Sponsored by:



for the group's citrus purchasing. Complimenting this restructuring **Douglas Rash**, Treatt USA's VP of Sales, has been appointed to the Board of Directors of Treatt USA.

Nikken Foods Company USA Inc, one of the world's largest natural flavour companies, has announced the addition of **Galen Isringhausen** as Technical Services Associate.

Leading aluminium producer Alcoa has elected **Chris L. Ayers** an Executive Vice-President of the company. He has also has been named Chief Operating Officer for Alcoa's Global Primary Products business.

Drinks Jobs Website Launched

Chinchinjobs.com, the exciting new jobs website for the drinks industry, was successfully launched at the London International Wine Fair in May. The site specialises in all drinks jobs – soft drinks, beer, spirits, wine and water – and covers all disciplines from bar to board appointments. The directors all have considerable experience in the drinks and recruitment industries and saw a niche in the market for a dedicated drinks recruitment website. With this targeted approach chinchin is the first choice for both employers and candidates for jobs in the drinks industry.

In its first three months the site has attracted many leading brands and advertised over 300 jobs. It is attractively designed and very user friendly for both employers and candidates.

Employers can upload jobs in less than five minutes knowing their advertisement is being looked at by drinks professionals across the industry and is also reaching a very targeted audience. A CV search facility will be launched later in the year allowing employers to search CVs registered on the site and make contact directly with suitable candidates for their vacancies.

Candidates can browse jobs and apply online at a click on a button. The job alerts system keeps candidates fully updated when exciting new appointments become available. By uploading your CV employers can approach you direct, so don't miss out on your dream job. Go and register now on www.chinchinjobs.com

Make a splash in
the drinks industry



chinChinjobs.com
drinks industry jobs T +44 (0)1483 892 910

Global nutrition forum

SWISS-based Lonza has staged a Nutrition 2030 workshop, designed to exchange and share innovative ideas from international organisations, NGOs and academia. The workshop attracted some of the nutrition industry's leaders to discuss the relationship of food and health, and develop a vision for the long term future of the food industry.

"This workshop provided a very useful and enthusiastic gathering of some of the best and brightest minds in the nutrition industry for two days of 'thinking from scratch,' said Lonza's CEO Stefan Borgas. "This initiative brought together a diverse global mix of interesting people, organisations and companies in an open and relaxed atmosphere that resulted in lively discussions. The willingness of everybody to participate led to productive ideas that will contribute to the growth of our industry in the near future."

Following the workshop, a Nutrition 2030 network is being established to further joint co-operation. To this end, an e-newsgroup is

taking shape that will serve as a platform to discuss critical topics, and provide the forum to exchange news, ideas and announcements.

The newsgroup is not limited to the participants of the first Nutrition 2030 workshop, but is open to all interested individuals from academia, industry, NGOs and the public sector.

Parties interested in actively participating in the Nutrition 2030 network can email

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Hans-Peter Meyer (hans-peter.meyer@lonza.com) or Bernd Stefer (bernd.stefer@lonza.com) for additional information.



Participants at the Nutrition 2030 workshop.

Taking skills to the next level

A SPECIAL new suite of skills courses designed to boost innovation and growth in the UK food and drink industry goes live this month – but it's not too late for companies to get involved.

The National Skills Academy for Food and Drink Manufacturing is working with Manchester Metropolitan University to develop industry-specific training courses for all types of food and drink manufacturing businesses in the north-west of England.

The new courses will equip small businesses with the expertise to lead and develop their company in order to drive profitability, productivity and growth and are structured so owners and managers can choose from a menu of skills which will benefit their company or job role. A flexible approach to delivery, learning and teaching is facilitated by a combination of talks, tutorials, practical work and self-directed study in the workplace.

The first five courses are available to enrol on now and include Leadership and Motivation, Internal Quality Auditing – the basics, Food Science and Technology – the basics, Marketing Concepts for the Food Industry, and New Product Development for the Food Industry. A further seven courses are being developed which employers can have an input into and give feedback.

For more information contact Clare Keegan via email: clare.keegan@foodanddrink.academy.co.uk

Career for the unemployed

FOOD and drink manufacturers are being invited to have their say on shaping a new training programme aimed at getting more young people working in the industry. Improve, the UK food and drink sector skills council, has secured government backing to develop a Food and Drink Sector Routeway Training Programme in a bid to tackle the shortage of school-leavers opting for a career in food and drink.

The programme will be funded through the government's Young Person's Guarantee, a scheme run by the Department for Work and Pensions which guarantees training and employment opportunities to 18 to 24 year-olds who have been unemployed for six months or more.

Justine Fosh, Director of Skills Solutions for Improve and the National Skills Academy for Food and Drink Manufacturing, said: "Food and drink is one industry where there are still plenty of employment opportunities, especially for young people. The industry needs more young people coming into it because its workforce is ageing and we are anticipating a high demand for new recruits to replace those who retire or otherwise leave the industry over the coming years – something in the region of 137,000 job places by 2017.

"Concern over employment for young people is obviously high at the moment. We have been able to demonstrate to the government that opportunities exist in food and drink, that we have the capacity to train and develop young people looking for work and provide

them with rewarding careers."

The National Skills Academy for Food and Drink Manufacturing, Improve's partner organisation, will be involved in delivering the training through its network of providers. The two or eight-week programmes will include helping young people identify employment opportunities in the industry and developing basic skills in preparation for applying for work.

If you would like to get involved in shaping the Food and Drink Sector Routeway Training Programme, please e-mail Liz Pattison at L.Pattison@foodanddrink.academy.co.uk. For further information, go to www.improve-skills.co.uk.

OBITUARY – BILL HAY

WE regret to report the death of Bill Hay. He was the former Chairman and Managing Director of the soft drinks company William Hay & Sons (Aberdeen), which was a member of the National Association of Soft Drinks Manufacturers until its demise and a member of the British Soft Drinks Association from 1987 to 1995. In 2001 the company was bought by Dunfermline soft drinks company, Woodrows, which subsequently ceased trading in 2008.

Mr Hay, who died aged 82 at Aberdeen Royal Infirmary, was a great-grandson of William Hay, founder of the firm at Alford in 1853. He worked for the business from the time he left school until he retired some 20 years ago, to be succeeded by his cousin Michael Hay.



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beverage technologists



The premier international beverage technical society with members in 35 countries.

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- CNN 2008

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Become part of the world's leading organization of professionals and students engaged in the technical and scientific aspects of soft drinks and beverages.

ISBT is the only international society dedicated to the scientific and technical aspects of the beverage industry. We welcome all members engaged in the science, technology or production of soft drinks or beverages, including those suppliers to the beverage industry whose principle occupation is substantially technical in nature.

ISBT offers access to technical experts, skill development, leadership opportunities, in a peer to peer environment making you more valuable to your company and in the industry.

ISBT Europe 2010
September 29-30, 2010

Nordic Sugar Headquarters
Copenhagen, Denmark

Join us for 2 days
at the premier
beverage technical event

****Register early to avoid
disappointment, spaces are limited****



Skill Development



International Presence



Peer to Peer Environment



Best Practice Methods

Events Diary

SEPTEMBER

5th – 7th **UK**

Speciality & Fine Food Fair

Olympia
London
UK
www.specialityandfinefoodsairs.co.uk

7th – 10th **CHINA**

China Brew & Beverage

China International Exhibition Center
Beijing
China
www.chinabrew-beverage.com

8th – 11th **VIETNAM**

Vietfood & Beverage + Propack Vietnam

Tan Binh Exhibition & Convention Center
Ho Chi Minh City
Vietnam
www.foodexvietnam.com/en

13th – 15th **USA**

International Dairy Show

Dallas Convention Center
Dallas
USA
www.dairyshow.com

14th – 17th **RUSSIA**

World Food Moscow

ZAO Expocentr
Moscow
Russia
www.world-food.ru

20th – 21st **USA**

IBWA Board of Directors & Committee meetings

Orlando
USA
www.bottledwater.org

22nd – 24th **USA**

InterBev

Orange County Convention Center
Orlando
USA
www.interbev.com

29th – 30th **DENMARK**

ISBT Europe 2010

Nordic Sugar Headquarters
Copenhagen
Denmark
www.bevtech.org

30th – 1st OCT **UK**

Lunch!

Old Billingsgate
London
UK
www.lunchshow.co.uk

OCTOBER

8th – 10th **UK**

Fi South America

Expo Center Norte
Sao Paulo
Brazil
www.fievents.com

17th – 21st **FRANCE**

SIAL

Paris Nord Villepinte
Paris
France
www.sial.fr

17th – 21st **FRANCE**

IPA

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

22nd – 23rd **INDIA**

Fi India

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

26th – 28th **ITALY**

NUCE International

Milan Exhibition Centre
Milan
Italy
www.nuce.pro

27th – 03 NOV **GERMANY**

K-2010

Messe Düsseldorf
Düsseldorf
Germany
www.k-online.de

28th – 29th **MALTA**

Malta Stevia 2010

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

31st – 03 NOV **USA**

Pack Expo

McCormick Place
Chicago
USA
www.packexpo.com



NOVEMBER

8th – 10th **GERMANY**

PETnology Europe

Novotel Nuremberg
Nuremberg
Germany
www.petnology.com

9th – 10th **MEXICO**

LAPET 2010

Camino Real Santa Fé
Mexico City
Mexico
www.cmtpetconferences.com/lapet-2010

10th – 12th **GERMANY**

Brau Beviale

Messe Nuremberg
Nuremberg
Germany
www.brau-beviale.de

16th – 18th **SPAIN**

Hi & Ni Europe

IFEMA Feria de Madrid
Madrid
Spain
<http://hieurope.ingredientsnetwork.com>

16th – 19th **UK**

IMHX

NEC
Birmingham
UK
www.imhxonline.com

18th – 20th **INDIA**

drink technology India

Bombay Exhibition Centre
India
www.drinktec.com

22nd – 25th **FRANCE**

Emballage

Paris Nord Villepinte
Paris
www.emballageweb.com

DECEMBER

2nd – 4th **INDIA**

International Food & Drink Expo India

Paragti Maidan
New Delhi
India
www.indiafooddrinkexpo.com

13th – 15th **UAE**

Dubai Drink Technology Expo

Dubai International Convention and Expo Centre
Dubai
UAE
www.drinkexpo.ae

100 Years Ago

From the *Mineral Water Trade Journal* of September 1910

What the 1910 summer has meant

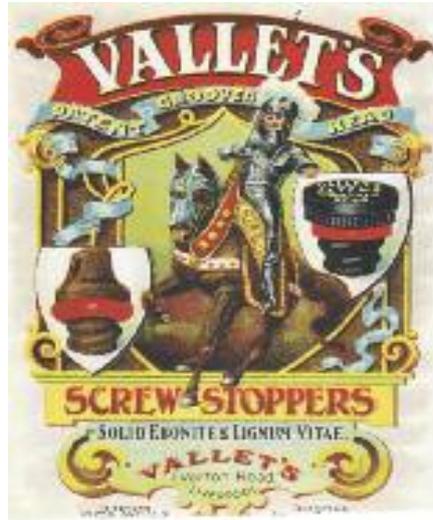
'We have piped unto you, and ye have not danced; we have mourned unto you, and ye have not lamented.'

This epitomises the two schools in our industry – the optimists, the men who swore by their faith that we were going to have a summer in which the glorious orb would shine so fiercely that men would want to bathe in our beverages; the pessimists, who shook their heads, beat their chests, and dared prophecy that all would be woe in the mineral water world. And the pessimists have it.

I am in touch, through the officials of the National Union, with the trade throughout the kingdom. Great firms are buttressed by their financial resources; but even they, reduce capital though some of them may, sacrifice shares in the general weal though certain directors do, will find it difficult to pay a dividend over which the heart will rejoice. What of the smaller concerns? With many the position is tragedy. They have eaten of the Dead Sea fruit, and it is bitter to the taste. They had hoped against hope for a rehabilitation of their fortunes by a bounteous sun-lit summer. We are, instead, going, I fear, to give employment to the official receiver in a degree unequalled in modern years. True, the optimists – the

men who believe that all is best in the best of all possible worlds – still lull themselves into happiness by prophesying smooth things. The portents are against them; the dismal facts are against them.

We live in a world at this moment which is not friendly to the mineral water trade. The heavens war against us, and poor, ungenerous journalistic wiflings on earth, who never could have a hope of the heavens, try to raise prejudice against us by ignorance-laden accusations as to the character of our beverages. We have, in the words of Job, to harden ourselves in sorrow. And yet, I would myself even dare hope to adapt Job once more, "in our neck remaineth strength, and sorrow will be turned into joy before us." After all, hope is an inexpensive luxury. We may well ally this summer-misery with it.



50 Years Ago

From the *Soft Drinks Trade Journal* of September 1960

The big show

All is set for what promises to be one of the most interesting 'Brewers' Shows' since the series began 81 years ago in 1879. This year the 'Show' has a new title – 'The Brewing, Bottling & Allied Trades' Exhibition' – which reflects the changes which have taken place in its character over the years.

The pattern of the 1960 Exhibition will be similar to the previous Show held in 1957 and it will highlight the innovations and improvements which have been developed in bottling machinery and equipment during the past three years.

As usual there will be a great deal on show to interest the soft drinks manufacturer. Those thinking of installing new plant of any type will find an opportunity provided by the Exhibition to examine the different makes available and to consider the pro's and con's of each before arriving at a final decision.

And with the next Exhibition probably four

years ahead, there can be few soft drinks manufacturers who will not be requiring some new item of plant or equipment before 1964. At Olympia next month will be the best chance before that date to see such a comprehensive range of British-made bottling equipment on view under one roof.

Major catering problem for Rome bottler

Organising the distribution and sale of iced Coca-Cola to cope with the influx of some 7,000 athletes from 84 countries, hundreds of officials and many additional thousands of visitors at the peak of summer in Rome was the problem facing the local bottler of Coca-Cola during this year's XVII Olympic Games.

Within the miniature modern city known as the Olympic Village, which housed the 7,000 athletes conveniently within easy reach of most of the stadiums, swimming pools and sports halls, were 10 restaurants. In these more than 100 cooks, specialising in various national dishes and assisted by 700 waiters and other catering staff, set out to please a variety of palates and tastes.

Here in keeping with the tradition of putting 'Coke' "Within arm's length of desire", the Rome bottler of Coca-Cola installed batteries of scores of the Majestic coolers along the walls of each of the restaurants to ensure

The sanctity (?) of the chemist

There is a wise correspondent of *The Chemist and Druggist*, who writes under the nom de plume of 'Phenacetin.' Quoths he:

"The argument that the chemist may obtain enhanced prices for his manufacturers (of aerated waters) is only partly true. Owing to the advent of direct supplies and drug companies in all large towns nowadays syphons can be purchased for 2s 6d per dozen, delivered direct to the door of the consumer, and this will probably be the ruling price of the future. The British public will not pay more to the chemist for soda water than for other goods. Established manufacturers of reputation and name will always obtain their prices, but the manufacturing chemist is obliged to meet competition if he desires to do any business at all."

And why, in the name of common sense, should the British public pay more to the chemist for his soda water? A divinity may hedge a king; but it doesn't also encircle the hero of the pestle and mortar.

Cardiff Street accident

What might have proved a serious accident occurred near Victoria Park, Cardiff. A mineral water cart, belonging to Mr Bassett, was proceeding up the road, when the pin of the shafts fell out, and the horse, becoming frightened, crossed the tramway track. Before clearing it, however, an electric car ran into the cart, and the driver was pitched out. He was picked up by a policeman and taken home on a stretcher.

Sourced by Stewart Farr

that all 'Coke' was served ice cold.

Inside the light and spacious octagonal recreation hall two modern 'Coke' bars were constructed.

In the Village shopping centre, a paved piazza enclosed by graceful modern blocks of flats, was a neatly designed soft drinks shop selling Coca-Cola and Fanta. "Drink Coca-Cola" in many of the 60 different languages in which Coca-Cola advertises throughout the world was the colourful backcloth display to the bar.

Special advertising before and during the Olympics included decorated trucks and truck posters, impressive 24-sheet posters and bulletin boards on all main roads into Rome.

'Tomatoed' or 'Is my face red?'

A somewhat queer story appeared in the medical press recently. A lady who had developed a 'tomato-red' face was found to be in the habit of consuming inordinate quantities of tomato juice. Examination showed that her blood contained two constituents known to be present in tomato juice. In case anyone should imagine that an occasional tomato juice cocktail will result in giving them a red face, your correspondent hastens to add that apparently not only is this a most exceptional case, one making medical history, but that the quantities consumed were highly exceptional. ■

bubbling up

A focus on equipment and services

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

Colour coded



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



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

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

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

For a tight fit



flexicon

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

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

BULK solids handling specialists, Flexicon (Europe) Ltd, has introduced a Bulk Conveyor with Tilt-Down Portable Base to manoeuvre through narrow aisles and around corners and provide easy access for removal of the flexible screw.

With the hopper, support boom and conveyor assembly tilted down, the unit fits through standard doorways and orients the conveyor tube horizontally, allowing the flexible screw to be removed easily for thorough cleaning and inspection.

Each unit is custom configured according to the discharge height, tilt-down height, discharge overhang and overall size parameters of individual applications. The hopper, which is equipped with a hinged lid, feeds a flexible screw conveyor that transports bulk ingredients ranging from sub-micron powders to large pellets.

Logicolor-ful



Astell Scientific Ltd
Powerscroft Road
Sidcup Kent DA14 5DT, UK

Tel: +44 (0) 208 309 2024
email: sales@astell.com
www.astell.com

ASTELL, the leading autoclave and sterilizer manufacturers, are now fitting their world class LogiColor controller to all their autoclaves.

The Astell LogiColor controller provides the precision, accuracy and flexibility that are essential in today's most demanding laboratory environments. The integral PLC combines with a variety of analogue and digital input/output modules to provide a range of standard features including cycle selection, cycle progress, temperature and pressure displays, timed start and auto start facilities, timed safety valve testing and fault display.

The operator interface is a full colour touch screen with a multi-lingual, icon based operating system. The control software has been developed by Astell's in-house design team, based on the company's 80 years experience in autoclave manufacture.

Lower flow rate



GEA Tuchenhausen GmbH
Am Industriepark 2-10
21514 Büchen, Germany

Tel +49 4155 492242
email: sales.geatuchenhausen@geagroup.com
www.tuchenhausen.de

GEA Tuchenhausen -Variflow Centrifugal Pumps has added a new pump size, the TP2020, which operates in the flow volume range of up to 35m³/h, has a pump head of up to 62 m w.c. and offers motor power rating between 3.0 to 22 kW. It joins the existing TP 3050 allowing process plant operators to select more precisely the desired and needed flow range, resulting in more economical and efficient operation. In most cases a smaller motor can be applied at the TP 2050 than in the TP 3050. The TP 2050 is EHEDG and 3A certified.

GEA Tuchenhausen now offers nine pump types with a fine tuned capacity range of flow rates from 1 m³/h up to 220 m³/h.

Improved accuracy



Bellingham + Stanley
Longfield Road
Tunbridge Wells, TN2 3EY, UK

Tel: +44 (0)1892 500400
email: sales@bellinghamandstanley.co.uk
www.bellinghamandstanley.com

RFM340+ refractometers now have an increased measurement performance between 0-20°Brix, reducing potential measurement error in the critical range covering finished products in the beverage industry. Improving the performance at the low end of the scale allows users to trim syrup dilution to the absolute minimum without the risk of breaching manufacturing specifications.

SG scales for sucrose are now common to the series. These scales may be used to express the relative density of pure sucrose solutions and when used in conjunction with a product offset from within the Method system, can express finished product as an equivalent SG - just as if it were measured on a density meter!



Amino acid analyzers



Biochrom Ltd
22 Cambridge Science Park
Cambridge CB4 0FJ, UK

Tel: +44 (0) 1223 423723
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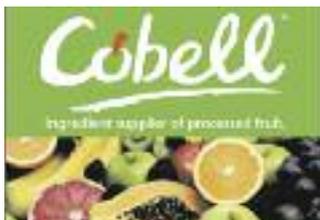
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