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Such was the impact of the tropical summer in East Europe, that Canadean anticipates a 5% jump in the region’s soft drink volume by the end of 2010, compared to a forecast 2%, reports Richard Corbett.
Looking back, going forward

The frenzied autumn trade fair season has come to a close. Exhausting as it has been for SDI to trawl the aisles, and meet and greet, the atmosphere of all-round positivity felt at each event has more than compensated. From InterBev to Dubai Drink Technology Expo, via K2010, SIAL, Brau Beviale, HIE and Emballage, post fair reports have confirmed both a large number of international exhibitors and high calibre visitors signing contracts and doing business. Exhibition organisers are all confirming their events exceeded expectations.

Ending the first decade of the new millennium on such an upbeat note is very good news, more so since the latter part of the decade threw up exceptional challenges for the industry to address: the global recession and climate change being foremost, with legislative and health issues not far behind.

In developed markets, difficult economic times have led to consumers buying tried and trusted value-for-money brands. Traditional carbonates, stagnating for the most part of the decade, saw a revival in fortunes, as did squashes and fruit juice drinks. The premium offerings, smoothies being a case in point, which experienced explosive growth at the beginning of the decade, have now suffered. ‘Functionality’, the buzz word in 2000, underpinned the growth of sports and energy drinks whilst ‘all natural’ is the new mantra for 2011.

For bottled water it has been a roller-coaster decade with a rise and fall and new rise again in the west, and considerable potential in emerging markets. Environmental concerns, which initially contributed to the downturn, have long been addressed. Natural mineral and spring water producers are proud of their environmental care of the land from which their water is sourced, whilst all facets of production from the use of lighter and recyclable materials in packaging to transport issues are being made ever more eco-friendly. Further corporate social responsibility initiatives bring aid to countries where water is scarce.

New EFSA rules concerning health claims have been a double-edged sword; a hurdle stifling npd and the introduction of new drinks on the health and wellness platform, yet an assurance to consumers that the claims on the label have been scientifically verified. This situation will continue to challenge the entrepreneur.

Indeed it is the entrepreneurial spirit that continues to drive and evolve the soft drinks industry. Who would have predicted a decade ago that we would be drinking functional bottled water, energy and health ‘shots’ and drinks that help you unwind - relaxation drinks - as a counter trend to energy drinks, and witness the emergence of new all-natural, zero calorie sweeteners?

In the January issue SDI will be featuring a global review of the industry. Meanwhile we wish all our readers season’s greetings and a happy and profitable New Year and decade to come.
Britvic’s CEO has not ruled out job losses in Ireland after write-down charges on the value of its business there marred a rise in group-wide sales and dragged the soft drinks maker into the red for its fiscal year. Britvic’s share price sank by 8% this week after the group reported that it swung to net losses of £48 million (US$74.9 million) for the 53 weeks to 3rd October. The Robinsons and Tango soft drinks maker saw profits of £46.3 million last year eroded by a £104 million write-down charge on the value of its Ireland division.

The international division of Britvic has lined up the launch of the UK-based company’s Robinsons Fruit Shoot brand in Australia. Britvic International confirmed that it has entered into a bottling and distribution agreement for the brand with Bickford’s, a soft drinks business based in Adelaide, South Australia. The Australian firm will manufacture, market and sell the brand, with Britvic supplying key juice and flavour ingredients.

PepsiCo has signed a deal for its Gatorade sports drink to sponsor the 2011 women’s bowling championships in the US. Gatorade G2 will be official soft drinks sponsor of the 2011 Women’s Open, announced the Bowling Proprietors’ Association of America (BPAA) and PepsiCo. This 2011 competition will be broadcast on ESPN and will take place at a major sporting venue, Cowboys Stadium in Texas, for the first time, offering greater exposure to sponsors.

Play Beverages Holdings has lined up the roll-out of Playboy Energy Drink in the UK. The company, which launched the brand in the US in 2008, confirmed that Playboy Energy Drink will available in regular and sugar-free variants, packaged in 25cl black cans.

The Coca-Cola Co’s UK arm will offer free Cokes in thousands of bars across the country over the Christmas period, to help persuade consumers not to drive after drinking alcohol. Coca-Cola will offer a buy-one-get-one-free deal on its flagship drink as part of the Government-backed Designated Driver campaign for the third consecutive year in the UK. The offer runs until the end of the month.

Fiji Water has performed a swift u-turn by announcing that it will reopen its production plant in Fiji and acquiesce to a new tax on its operations. Fiji Water planned to reopen its only production facility on 1st December, according to Fiji Broadcasting Corporation, which said that it had received a statement from the company. Fiji Water said that it will also comply with the Government’s plan to raise tax on bottled water from F$0.003 (US$0.08) per litre to F$0.15 per litre from January 2011.

Coca-Cola India has launched ready-to-drink iced tea brand, Nestea, a global brand licensed to Beverage Partners Worldwide (BPW), a joint venture company of The Coca-Cola and Nestlé. The product, to be manufactured at the Hindustan Coca-Cola bottling plant at Atmakuru in Guntur, in South Indian state of Andhra Pradesh, is being made available initially in Mumbai through select outlets followed by a pan-India launch next year.
Europe

Royal visit for Coca-Cola

HER Majesty The Queen, accompanied by His Royal Highness The Duke of Edinburgh, have visited the Coca-Cola Hellenic bottling plant in County Antrim, Northern Ireland to tour the recently opened factory and to officially open the new Coca-Cola Visitors Centre.

The Queen and The Duke of Edinburgh were greeted by Mr George David OBE, Chairman of the Coca-Cola Hellenic Group before touring the 50,000 sq m manufacturing, bottling and warehousing facility which handles all Coca-Cola production for Ireland.

The facility represents an investment of £93 million and provides employment for approximately 600 people directly and an estimated 6,000 people indirectly in the supply chain. The state-of-the-art plant is capable of producing 250,000 cases of beverages per day and includes an energy-efficient combined heat and power plant to reduce CO2 emissions in production by 66% as well as a computer-controlled automated warehousing system.

The royal visitors showed a keen interest in the company’s operations, stopping at many places to enquire about the manufacturing process with local workers. One of these was the automated warehousing system which holds twice as much stock compared to traditional methods, saving on energy, transport and emissions while allowing the company to deliver a speedy high quality service.

Danes plan cross-border return system

DENMARK and Germany are on course to complete negotiations covering the establishment of a joint cross-border deposit system for beverage cans. Danish officials believe that an agreement can be reached during first quarter 2011. However, trade organisations in Denmark remain sceptical that targets can be met or that the planned system will work.

Karen Ellemann, Denmark’s Environment Minister, informed the parliament in Denmark, on 27th October, that both governments were close to a deal, with talks with Germany having entered their final stage with the focus firmly on the logistics of operating a common system for non-refundable soft drinks cans.

A study commissioned by the Ministry of Environment (MoE) in May found that 80% of non-refundable drinks cans in Denmark can be traced to German vendors. The report calculated that over 40% of soft drinks cans of German origin end up in Denmark each year due to cross-border trips by Danes on shopping expeditions. Ninety per cent of these cans are either non-refundable or do not carry recycling labels. As a result, cans end up as non-recyclable waste.

A tentative agreement was reached between the two countries in 2009. However, this was later shelved in the face of opposition from border retail outlets and Danish supermarkets who complained that they will need to be compensated in order to participate in any future scheme.

“The introduction of a Danish-German deposit system, as it is proposed now, is an extremely complicated working model. We need a system where the deposit values are transparent and known. I would be surprised if we see an agreement any time soon,” said John Wagner, the Director of the Federation of Danish Grocers. Border store chains are also wary of what may be contained in a cross-border agreement.

“Finding a solution that meets all technical and logistical demands, and that can persuade all interested parties to participate, really is a tall order. Finding a lasting solution for a common deposit system will be difficult in the extreme,” said Mike Simonsen, CEO of border store chain Fleggaard.

Any reciprocal deposit system would have to guarantee that the deposit amount per can in Denmark was at least on a par with that in Germany, said Simonsen.

More investment in Russia

PEPSICO has signed a memorandum outlining plans to invest US$140 million to build its tenth plant in Russia. The memorandum, for a beverage plant, was signed by Indra Nooyi, Chairman and CEO, PepsiCo, and Vasily Golubev, Governor of the Rostov region, where the plant will be located. The new plant will be constructed in the city of Azov, where the company recently completed a snack plant. Both plants in Azov are part of PepsiCo’s US$1 billion investment programme in Russia, announced by Ms Nooyi in 2009. In the previous 10 years, PepsiCo invested US$3 billion in Russia. Placing both plants on the same property will allow for more efficient logistics and leverage the advantages of production processes and technologies that save water and energy.

“Russia is one of our most exciting growth opportunities, and our US$250 million total investment in two plants in the Rostov region reflects our commitment to this key market,” said Ms Nooyi. “Our goal is to build a premier food and beverages company in Russia, and we are actively investing in manufacturing and logistics infrastructure to achieve that.”

Vasily Golubev, Rostov region Governor, said: “PepsiCo’s decision to double its investment is a clear indication that the Rostov region created a very favourable investment climate for both foreign and Russian manufacturers. Such global companies as PepsiCo, as well as others, have flourished in the region.”

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Italy asked to comply with EU water rules

THE European Commission has asked Italy to amend its current legislation on bottled water so as to ensure its full compliance with EU rules on the free movement of goods. The Commission considers that current Italian legislation unduly restricts the marketing in Italy of water for human consumption, which is neither natural mineral water nor spring water. These restrictions on bottled drinking water create obstacles to the importation into Italy of drinking water lawfully manufactured or marketed elsewhere within the European Union. The request takes the form of a reasoned opinion under EU infringement procedures.

If Italy does not comply fully with its obligations under EU law, the Commission may decide to refer Italy to the EU’s Court of Justice. Currently, Italian legislation sets more stringent testing procedures than those provided in the EU drinking water Directive 98/83/EC. The Commission considers that these requirements impose additional unjustified burdens on importers of bottled drinking water. In particular, the Italian legislation imposes a duplication of controls for bottled drinking water imported into Italy from another Member State which has already been tested for compliance with EU legislation.

Bottled water sees growth in Finland

SOFT drinks sales continued in decline in Finland in the first nine months of 2010, despite a sharp rise in sales over the summer months. Latest consumption figures, compiled by the Finnish Federation for the Brewing and Soft Drinks Industry (FFBSD) show that soft drinks sales fell by 2.4% in January to September, compared to the first nine months period in 2009.

However, bottled water sales rose by an impressive 12.6% in the first nine months, boosted by an unusually warm and long summer season.

Hartwall, Nokian Panimo, Olvi and Sinebrychoff, the Finnish market’s four leading producers, recorded combined sales of 199.3 million litres of soft drinks in the first nine months period in 2010. Bottled water sales amounted to 52.4 million litres. With sales driven by the warm summer, sales of bottled water rose by 5.9 million litres, or 12.6%, compared to the corresponding period in 2009.

The Finnish government’s Confectionery And Soft Drinks Tax, which aims to raise €100 million annually and which is due to take effect in the first quarter of 2011, will have a negative impact on soft drinks and bottled water sales, says Elina Ussa, the FFBSD’s Managing Director.

“We now face what the industry regards as an unfair tax, a tax that has less to do with health and more to do with revenue generation,” said Ussa. The tax on soft drinks is to be levied at €7.5 cents per litre. The Federation says that producers will have no alternative but to pass the tax increase on to consumers in the form of higher prices for soft drinks and bottled water.

It is expected that the tax will add a further €0.4 cents on to the price of a 0.5 litre bottle. The government argues that the tax will boost public health and bring long term cost savings in dental and other health care by discouraging excessive consumption of sugared drinks and confectionery.

“TThe duplicity in this tax, aside from the unfairness, can be seen by the fact that the tax is being applied to products such as xylitol chewing gum, which has been shown to have health benefits, but not applied to potato chips or shortbread,” said Ussa.

Promotional first

BRITISH soft drinks manufacturer Britvic and PepsiCo UK have introduced their first ever cross brand promotion – ‘Reward Your Thirst’. It is Britvic’s biggest ever consumer promotion. The year long campaign is running on all 440ml, 500ml and 600ml PET formats of the company’s leading on-the-go soft drink brands: Tango, 7Up and Pepsi variants, including Pepsi Max, as well as drench, juicy drench and Mountain Dew.

Each promotional bottle will have a unique code on the pack which consumers need to text in to see if they have won a prize. There are prizes to be won every minute, 24 hours a day, seven days a week. Winners will be directed to www.rewardyouthrirst.com where they can claim their prize. Britvic will still reward consumers even if they are not official winners, as every non-winning code can be banked on the ‘Reward Your Thirst’ website, collected and then exchanged for retailer discounts.

Linking up with key prize partners such as LoveFilm, buyagift.com, Sky and Puma, all ‘Reward Your Thirst’ prizes are brand aligned to ensure the consumer wins something that appeals to them. For instance Pepsi Max drinkers have the opportunity to win an ‘ultimate mates’ USA road trip for four people.

The loyalty scheme will be supported by a multimedia marketing campaign that includes outdoor and digital advertising. Heavyweight in-store POS, price-marked packs and promotions will highlight the packs in store.
SIAL success

DESPITE the disruption caused by the October strikes in France, SIAL 2010, the leading European drink and food fair welcomed 136,500 trade visitors of which 62% came from overseas. Attendance for the first two days of the exhibition, which took place from 17th to 21st October in Paris, was up in comparison with SIAL 2008, although there was an overall drop of 8% in visitors for the total run of the event.

SIAL 2010 saw more exhibitors: 5,700 compared with 5,500 for 2008 with some 106 countries participating, 12 of which were new to this year’s SIAL. There were 250 conferences and events which attracted professional visitors.

The decision-makers attending the exhibition, mainly from mass retail but also from the food service sector generated a rise in business contacts compared with 2008, confirming exports as a major development strategy. “Export was at the heart of all discussions, whether in the aisles or in the talks given by politicians visiting the exhibition,” commented Valérie Lobry, SIAL S.A. General Manager.

The 116 Brazilian companies who took part can confirm this. Their participation was organised by Apex-Brasil (the Trade and Investment Promotion Agency of the Brazil-
ian Government). A survey by Apex-Brasil revealed that these companies made 5,200 contacts, generating sales of more than US$1.1 billion, including order contracts closed at the fair and those forecast for the next 12 months. This result represents practically double the amount of business closed by the Brazilians at SIAL 2008.

PETainer acquisition

PETAINER UK Holdings Ltd has announced the conditional acquisition of Rostiprimpac AB and Rostiprimpac Verpackungen GmbH, PET containers businesses based in Norrköping, Sweden and Leinefelde in Germany, from A.P. Møller Maersk, subject to Norwegian regulatory approval.

PETainer UK Holdings Ltd has plants in Lidköping Sweden and As in the Czech Republic and is owned by a combination of the senior management and growth capital investors Next Wave Partners LLP, WHEB Venture Partners LLP and KBC Private Equity.

Commenting on the transaction Petainer Group Chief Executive Nigel Pritchard said: “This is a very exciting opportunity to build on the undoubted strengths of the Petainer businesses for operational excellence, service and quality. Our future growth strategy is based on investing in innovation and new product and service development and in providing the continuous improvement and excellence that our customers have come to expect.

“This proposed combination will build on each other’s strengths and reinforce our strategic focus on innovation and new product and service development and will enable diversification into new market segments.”

Turkish expansion

CROWN Holdings Inc has announced plans to expand its beverage can production in Turkey. The investment plan includes increasing capacity at the company’s existing two-line facility in İzmit, near Istanbul, and the construction of a new manufacturing plant in the Osmaniye region, in south-central Turkey.

The capacity addition at the İzmit plant will be complete in early 2011, with the new Osmaniye plant due to be operational by early 2012. The new plant will initially have one line producing aluminium cans and will be designed to support additional production lines as future market needs require. Located near the port of Mersin in the Mediterranean Sea, this new investment will also provide a strong platform for exports to the surrounding markets in the Middle East and North Africa.

The expansion programme will add approximately 1 billion two-piece aluminium cans per annum in 33d and 50d sizes, bringing Crown’s total production capacity in Turkey to approximately 2.5 billion beverage cans.

“With its growing population and its strategic location in the centre of Europe, the Middle East and North Africa, Turkey is one of Europe’s most promising beverage markets. Crown has almost 20 years of experience in Turkey, and we are extremely pleased to be developing our capacity in this market in line with the growing demands of our customers in the region,” said Chris Homfray, President Crown Europe.

In brief…

- Severn Trent Services - Apliclor, a leading supplier of drinking and wastewater treatment solutions in Spain, has designed and supplied new filtration and disinfection equipment for the Cadalso de los Vidrios drinking water treatment station, owned by the public company Canal de Isabel II. The upgraded facility serves the needs of some 3,000 inhabitants in the Community of Madrid. The work included the installation of pressure filters to effectively eliminate manganese and other solid particles from the community’s water and the installation of sodium hypochlorite dosing systems to disinfect the drinking water. The total treatment scheme represents an investment of almost €160,000.

- Huhtamaki has relocated its foodservice packaging manufacturing in Poland to Czeladz. The move supports the Foodservice Europe-Asia-Oceania business segment’s ambition to grow in Central and Eastern Europe, providing room for additional production capacity. “The Czeladz factory is our most modern, state-of-the-art paper cup plant”, said Eric Le Lay, Executive Vice-President, Foodservice Europe-Asia-Oceania.

The facility was completed on schedule with commercial production underway in July 2010. “Special focus was given to designing occupational safety best practices into the building layout and structure,” explained Plant Manager Marcin Gruszczynski.
THE announcement that PepsiCo is to acquire 66% of Russia’s Wimm-Bill-Dann for US$3.8 billion with plans to acquire the remaining shares following completion of the initial deal, will establish PepsiCo as the largest food-and-beverage business in Russia. It also will raise PepsiCo’s annual global revenues from nutritious and functional foods from approximately US$10 billion today to nearly US$13 billion. This moves the company closer to its strategic goal of building a US$30 billion nutrition business by 2020.

“Wimm-Bill-Dann is a terrific business with significant opportunities,” said Zein Abdalla, CEO of PepsiCo Europe. “Wimm-Bill-Dann’s management team has built an outstanding portfolio of market-leading dairy and juice brands that are loved by consumers across Russia. The combination of Wimm-Bill-Dann and PepsiCo Russia will create a powerhouse business in terms of scale, brand portfolio and system capabilities with the potential to be leveraged across the broader East European and Central Asian region.”

Sergei Plastinin, Chairman of the Wimm-Bill-Dann Board of Directors and one of the shareholders who agreed to sell shares to PepsiCo, said: “The agreement reached with PepsiCo is a historic one for both our company and our country. Wimm-Bill-Dann was founded just 18 years ago with a handful of employees, who were all based in one room, which saw the birth of our company name, our logo and our first juice brand, J7. Today we have over 16,000 people and 38 production facilities.

“In this time, Wimm-Bill-Dann has created great juice, dairy and toddler and baby food brands that are among the best loved and recognised in Russia and neighbouring countries. Integration into PepsiCo provides our employees with access to a world-class corporate culture and almost unlimited career potential in one of the largest companies in the world.”

Under the acquisition agreement, PepsiCo will acquire 66% of Wimm-Bill-Dann from a group of shareholders and its subsidiaries. The approximately US$3.8 billion PepsiCo will pay to acquire the stake in Wimm-Bill-Dann implies a total enterprise value of approximately US$5.4 billion. The acquisition is subject to customary closing conditions, including receipt of certain regulatory approvals.

The completed transaction will bring together PepsiCo’s large global food and beverage brands (Pepsi-Cola, Lipton and Lay’s), its Russian juice and water brands (Frutovyi Sad, Ya, Tonus, Hrusteam and Aqua Minerale) and Wimm-Bill-Dann’s portfolio of leading dairy and juice brands (Domik v Dorevne, Chudo, Imunele, J7, Lubimy Sad, 100% Gold Premium and Agusha).

On completion of the deal PepsiCo will be approximately twice the size of its nearest food and beverage competitor in Russia, employing approximately 31,000 people in Russia, Ukraine and Central Asia with 49 manufacturing facilities.
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Africa

Golden anniversary

The dairy and soft drinks group Fan Milk Ghana is celebrating its 50th anniversary. The company was incorporated in 1960 as Ghana Milk Company, the corporate vision of Danish-born entrepreneur Erik Emborg who enlisted the support of mostly Scandinavian investors. In 1967 it became the first foreign company in Ghana to become a public limited liability entity and in 1990 it was one of the first companies listed on the Ghana Stock Exchange.

Fan Milk Ghana is receiving congratulations on its first 50 years from many business partners, government agencies, distributors, retailers and consumers, posting some of these messages on its website.

But, proud as it is, the company prefers to look towards the next 50 years, hoping that when the centenary comes up it will not only still be in business but also “much larger, more solid and, as always, a highly reliable partner for our stakeholders in all respects”.

Other goals include expansion of its product portfolio to meet trends and demand patterns, increased sourcing of raw materials from local suppliers, more processing plants, a growing network of agents and vendors, and national coverage throughout Ghana. Diversification ambitions should, it hopes, create the leading food manufacturer in West Africa, perhaps necessitating a name change to Fan Foods. And Fan is very keen to expand its export operations throughout Africa and to other parts of the world.

The company is heavily involved in community projects, notably the provision of innovative lap desks to schools were many of the children would otherwise be using the bare floor for writing and studies. “These lap desks will motivate other children to come to school, thereby increasing attendance,” said one head teacher. “It will also encourage learning as it has alphabets, times tables and various shapes on it.”

SABMiller resumes Zim reporting

After a lengthy period of financial instability in Zimbabwe, SAB Miller is sufficiently confident in the situation’s improvement to recommence reporting the results of its Zimbabwe associate, Delta Corporation. SAB Miller holds a 36% stake in Delta.

Delta is Zimbabwe’s largest soft drinks bottler and brewer. It produces the Coca-Cola range under licence, as well as some local soft drinks brands.

While it had long been a significant contributor to SAB Miller’s Africa operations, the business stopped paying dividends and remitting capital in 2005 due to foreign currency shortages. This led to SAB Miller dropping Delta from its reporting the following year. Now the effective ‘dollarisation’ of the economy last year, the end of hyper-inflation and the stabilisation of the Zimbabwean economy, along with an enormous amount of work by Delta management, has brought Delta back into the full SAB Miller picture.

“All credit goes to the Delta management team, whose efforts in keeping the business running in the last few years have been little short of heroic,” said Mark Bowman, Managing Director of SABMiller Africa. “Despite extreme hardship and untold obstacles, they have continued to supply Zimbabwean consumers with quality products and to secure the livelihoods of many thousands of people, either directly employed by the business or dependent on it for a living.”

Joe Mutizwa, Delta’s Chief Executive, claimed that managing the company over the past eight years had been a sort of business equivalent of whitewater rafting. “The challenges have been large, varied and relentless. The demands have been many, requiring perpetual vigilance and constant adaptation.”

His greatest reward, said Mutizwa, had been to assist young managers in taking charge of the company’s destiny in the middle of a blinding macro-economic sandstorm. “Our motto was ‘If it has to be, it is up to us!’” he explained. “My team lived up to this motto and now we are enjoying a remarkable turnaround.”

Inyange expands

RWANDAN bottler Inyange Industries, which produces a range of nectars and juices as well as mineral water, has added UHT milk production to its new plant in Masaka, close to the capital, Kigali.

As we reported, the plant was opened with fanfare by the country’s President Paul Kagame. Inyange shareholders invested nearly US$37 million in the facility whose commissioning was delayed more than once to ensure that machinery and services would be fully prepared and staff trained prior to operations commencing.

Inyange currently serves the Rwandan domestic market, as well as the Democratic Republic of Congo, Burundi, Uganda and Tanzania. Plans are well under way to expand regular sales to Southern Sudan, Ethiopia and Kenya.

Bralirwa plastic bottles

RWANDAN bottler Bralirwa, which — as reported earlier — is the subject of a pioneering initial public offering, has expanded its soft drinks portfolio. In addition to the 300ml glass bottles of Coca-Cola lines, produced in Rwanda, it is now importing from Uganda stocks of 500ml PET bottles, covering Coca-Cola, Fanta Orange and Sprite.

Customer reaction has been extremely positive. The PET drinks are produced by Century Bottling Company, under an inter-bottler agreement approved by The Coca-Cola Company.

If consumer demand builds up as projected, Bralirwa intends to eventually commence PET production in Rwanda. This would help retail pricing by removing the cost of land transport from Uganda.

The new packaging format has been promoted by giveaways at major sports matches, advertising and point-of-sale marketing.

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In brief...

- Juice and carbonated soft drinks producers are among the client targets for a new export processing zone under development in Kigoma, Tanzania. Kigoma is in the country’s west, on the eastern shore of Lake Tanganyika. Its geographical location gives it a strategic advantage for exports to Burundi, Rwanda and the Democratic Republic of Congo, as well as Tanzania itself. Kigoma’s port is very busy with lake freight, there is a rail link and several roads, although the road infrastructure requires development work. Ujiji, famous for the encounter between Henry Stanley and David Livingstone, is close to Kigoma.

- South Africa-based Coca-Cola Sabco, whose soft drinks production interests extend nowadays to 12 territories and include 25 bottling plants, is this year celebrating its 70th anniversary. Celebrations include publication of a commemorative book entitled Proud of our Heritage, Excited about our Future.
Protection sought for local juice producers

A RESEARCHER working on the pineapple value chain in Uganda under the auspices of Round Table Africa has suggested that the government should boost tax on imported pineapple juice to protect and motivate local producers. Kennedy Ssejjemba pointed to the substantial revenue lost to imported brands which had been identified by his research.

Despite government encouragement and the development of Ugandan-owned juice production facilities, many Ugandans are still oriented towards purchasing imported brands, whether by habit, because of pricing, or a perception that they are more sophisticated.

Ssejjemba’s tax call came during a pineapple exhibition in Kampala.

Event success

Exhibitor feedback confirmed post-show data that Africa’s Big Seven Food and Beverage Trade Show (AB7) is the top expo of its kind on the continent. The show hosted over 300 exhibitors and 7,600 visitors from 42 countries at Gallagher Convention Centre in Midrand in July – the highest figures in the show’s history.

AB7 exhibitors have declared the 2010 exhibition a resounding success, generating substantial business deals and leads. Mondariz Natural Water exhibited for the second time this year and reported great success at the show. “After our first exhibition we received several quality leads that led to two new importers for South Africa and one for Botswana,” says Export Director Miranda Clegg. “Since then the Botswana market has progressed well. But after this year’s show we have appointed a professional importer for the South African market with an aggressive strategy to launch our brand into the market. We have also collected some quality prospects at AB7 for local distribution, and several supermarket chains in South Africa are interested in our products.”

AB7 was co-located for the second year running with the Southern African International Trade Exhibition (SAITEX). Together these two internationally-acclaimed exhibition brands attracted over 600 international exhibitors with over 3,000 product items in 431 categories. The co-location of the two trade exhibitions proved to be extremely helpful for some exhibitors, as in the case of Kalahari Beverages, whose bright and colourful stand displayed a range of proudly South African soft drinks.

“Having the combination of Africa’s Big Seven and SAITEX exhibitions in the same venue was a very good idea, as it definitely contributed to bringing a better quality of visitors,” says Salman Khan, Managing Director. “For us the exhibition was very fruitful, and judging by our experience of previous years, the show is getting better from year to year.”

According to Johannesburg Chamber of Commerce and Industry spokesperson Wayne Bateman, this year’s exhibition surpassed expectations. “We highly recommend Africa’s Big Seven as the place to connect with international companies from all over the world.”

Carbon dioxide in demand

NAIROBI-based Carbacid has continued its profit growth trend, reflecting strong demand for carbon dioxide from Kenyan food and beverage producers. The Kenyan soft drinks sector is an important market for Carbacid. This demand, and good profit margins, has brought a renewal of interest from BOC which, although the largest gas manufacturer in East Africa, does not offer carbon dioxide.

Some five years ago, BOC made a bid for Carbacid but got a thumbs-down from the regulatory authority. Some analysts believe BOC will either set up its own carbon dioxide operation, with exploration of a mining site to which it has rights, or consider a way to take over Carbacid with regulatory approval.

Carbacid has a carbon dioxide mine and processing plant on the Kinangop plateau, about 60km from Nairobi. The underground reservoir was discovered in 1933 by Kitchener Morson, a Kenyan entrepreneur who had the logging concession in the area. Distribution is by a modern fleet of rigid and semi-trailer road tankers.

Carbacid also offers clients complete installations for the safe storage of bulk gases.

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Middle East

SodaStream IPO

AN initial public offering by SodaStream International, based in Israel, is attracting solid investor interest. The IPO has been registered with the Securities and Exchange Commission and SodaStream has applied to have its ordinary shares quoted on the NASDAQ Global Market, under the ticker symbol SODA. Joint managers for the offering are J.P. Morgan Securities and Deutsche Bank Securities.

SodaStream, a brand with a high public profile, manufactures home beverage carbonation systems, allowing consumers to transform tap water into carbonated soft drinks and sparkling water. A variety of syrups is marketed.

The company’s products are currently sold through more than 35,000 stores in 39 countries.

Al Ain links with ThermoShape

SOON after reporting that its beverages division had fared extremely well in the third quarter of calendar 2010, Agthia Group – the Abu Dhabi-based food and beverage producer and distributor – announced that Al Ain Mineral Water had successfully integrated ThermoShape light-weight hot fill technology into its production lines.

Agthia reported a 6% year on year, or 8.4% quarter-on-quarter, growth in sales across the group but the beverage division achieved a stellar performance, with year-on-year sales soaring 30.6%. Divisional profit increased 39%, year-on-year.

Agthia said it expected to expand its distribution both in domestic and export markets.

As part of a strategy to expand its product offering, Agthia has moved into the fresh fruit, juices and vegetable segment by developing a new production facility within its existing Al Ain factory. Commercial production is expected to commence in the latter part of the second quarter, 2011.

“This fast-growing segment is sizeable and provides an additional stepping stone towards the sustainable growth of this division,” said Agthia in its quarterly financial report.

Al Ain Mineral Water’s integrated blow and fill ThermoShape packaging line is described as the first of its kind. It was built and installed by Plastipak Packaging, a subsidiary of the US-based Plastipak Holdings.

“This investment will enable us to enter value-added beverage segments such as sports drinks and juices, while using at least 30% less PET than the existing hot fill bottling lines in the market,” said Fasahat Beg, General Manager of Al Ain Mineral Water.

In brief...

● Strauss Water, part of the Israel-based global food and beverages Strauss Group, has entered a 50/50 joint venture with China’s big consumer goods specialist Haier Group. The new company, called Haier Strauss Water, will launch its first products in 2011. “Our entry into China takes us to the next level in the realisation of our expansion strategy across the world,” said Gadi Lesin, President and Chief Executive of the Strauss Group. “This partnership will leverage the combined knowledge, capabilities and expertise of Strauss Water in developing water treatment and purification solutions, and the leadership position and reliability of Haier in marketing, distribution and service in China.”

● KidZania Dubai, a remarkable children’s ‘edutainment’ zone within the vast Dubai Mall, is continuing to grow both in popularity and in the breadth of activities for clients. One feature is a Coca-Cola bottling plant, where youngsters can produce and bottle their own soft drinks. Soft Drinks International recently tried to check this out ourselves but, alas, we had no children with us – adults are admitted only with junior chaperones.

● Pepsi bottler Dubai Refreshments posted a 29.8% rise in profits for the third quarter of 2010. The positive result was achieved despite rising product costs, notably in the price of sugar, and the lack of success – at that stage – in getting government sanction to look at raising soft drinks prices which had been fixed for decades.

Red Bull Sinbad in Muscat

THE first Red Bull Sinbad sailing regatta held in Oman was well patronised by both young male and female sailors. The Red Bull Sinbad title for males went to Fiadh Al Jabri (aged 15) and the female title to Uhood Al Hosni (aged 16).

The event, at Al Qurum beach, Muscat, was organised by Oman Sail, with judging by Chief Instructor Saleh Al Jabri and sailing school Director Neil Coxon.

A special feature was the attendance of Omani sailor Khamis Al Anbouri who arrived that day from Spain after winning the Extreme Sailing Series Europe 2010 title. He took the trophy straight from the airport to Al Qurum and later presented awards to the Sinbad winners.
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Freshii launches in Middle East

THE first Middle Eastern outlet of the Freshii brand has opened in Dubai’s high-powered financial district, an auspicious location given the high incomes and the sophisticated commitment to healthy lifestyles evident in the once over-stressed finance sector.

Beverage choice at Freshii stores emphasises juices, ice teas and other healthy soft drinks, in line with the brand’s healthy food ethos. Freshii opened its first store in Toronto in 2005 and is now found in about 20 cities around the world.

“We think patrons in Dubai, like others around the world, will demand fresher, healthier options from quick service restaurants for years to come, and Freshii will fill that need,” said Jennifer Ridgway, Managing Partner of Freshii Middle East. “The ingredients are fresh and healthy but, at the same time, full of taste and very filling.”

Matthew Corrin, Freshii’s founder and Chief Executive, commented that “diabetes, heart disease and obesity are endemic crises in the GCC, which are wholly preventable. Restaurants must be socially responsible and arm customers with health-conscious choices. It is disappointing when the food industry concocts items containing over 1000 calories for their menus, with the sole purpose of extorting our love of ‘more is more’.

Coca-Cola Israel looking at a move

CENTRAL Bottling Company, also known as Coca-Cola Israel, found itself mired in controversy some seven years ago – as we reported in detail over several months – when it was considering a move of its main production plant from Bnei Brak to Ashkelon. Rumours now suggest that the company is again looking at a move, albeit with less government assistance than envisaged in the earlier plan.

Coca-Cola Israel has reacted to the rumours by saying there is no such plan and that no discussions have been held with the Ministry of Industry, Trade and Labour which sometimes provides subsidies for major production plants, especially when built in the country’s outer regions.

The rumours suggest that Central Bottling/Coca-Cola Israel is keen to build a new plant at Galilee which is in northern Israel, with Lebanon and Jordan nearby.

Fun for Egyptian B-Boys

EGYPTIAN B-Boys enjoyed the experience of break-dancing workshops with Roxrite, the Red Bull BC One star, during a visit which also included shows in malls, cafes and cinema foyers.

The workshops were structured both to identify new talent and to encourage existing aficionados of the increasingly sophisticated ‘street’ activity.

“I’ve seen some really good talents in Egyptian B-Boys,” said Roxrite. “Some guys really have strong potential. They just need some time to develop.”

During his time in Egypt, Roxrite also enjoyed the country’s famous visitor attractions, including the pyramids and camel riding.

Digital Boom conference

OMAR Mandoor, General Manager of Coca-Cola Egypt, was one of the key speakers at a one-day Digital Boom conference in Egypt, organised by the UM specialist media marketing consultancy and Egyptian website developer Digital Republic. The event was created, said UM’s regional Managing Director, Paul Katrib, to highlight the importance of new and emerging media reaching out to different audiences and optimising investment for brands.

“This conference falls within UM’s regional initiatives to keep pushing the potential of the digital platform within our communication strategies, and exploring the ways it could help us strengthen the connections between our brands and the consumer.”

Participants discussed topics such as the region’s internet infrastructure, the mobile advertising revolution, viral marketing and the habits of internet users. One feature of the programme was a case study of how Coca-Cola is using new and emerging media successfully in the Middle East.

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Asia Pacific

Charlie’s ups
Aussie exposure
AS reported briefly in Late Bulletin in our last issue, Charlie’s Group has signed an agreement with Coles, the Australian supermarket chain, to supply 11 of its beverages to 750 stores throughout the country. The range is spearheaded by Charlie’s Old Fashioned Lemonade Quencher and includes several variants of the brand’s Spirulina Smoothie.

The deal is expected to boost Charlie’s earnings substantially and to increase the group’s fruit purchasing in both Australia and New Zealand. A public company listed on the New Zealand Stock Exchange, Charlie’s has invested heavily in fruit processing facilities in the Riverland region of South Australia.

“We now have a very big foot in the Aussie market door because we use the best ingredients and have innovative, honest and fun packaging,” claimed Stefan Lepionka, Group Chief Executive for Charlie’s and one of the company’s founders.

For the year to June, in which it achieved record earnings, the company reported 39% sales growth in Australia and 33% in markets outside Australasia. Despite a difficult trading environment in New Zealand, home market sales also rose.

Lepionka said that the trading result proved that Charlie’s was “no longer a New Zealand company with local brands but truly Australasian. We are focused on continuing to develop the Australian business and building brands in a number of other markets globally. However, we will continue to adopt a disciplined approach in executing this growth strategy.”

As well as fruit juices and smoothies, the company also produces a variety of carbonated soft drinks, including an organic range.

Americans up in arms
THE US citric acid industry has asked the Department of Commerce to investigate what it describes as possible circumvention of antidumping (AD) and countervailing duty (CVD) orders on citric acid and certain citrate salts from China.

In its complaint, the industry pointed out that Commerce had made AD and CVD orders last year requiring importers of Chinese citric acid products to post duties.

“By trans-shipment the citric acid products and declaring the intermediate country as the country of origin, Chinese producers and exporters avoid payments of these duties,” the US industry claimed. “These actions not only rob the US Treasury of significant revenues, but they also threaten the health of American citizens by producing the source of an important food, beverage and pharmaceutical ingredient untraceable.”

Gold medal shines on drinks brand
NEW Zealand did not fare as well as hoped in the medal tally at this year’s Commonwealth Games in New Delhi, achieving strongly in silver but not so impressively in gold.

The first of the country’s gold medalists was Alison – Ali – Shanks, the champion cyclist who is sponsored by Frucor Beverages’ Mizone sports drink. Shanks features on the new Mizone Isopower Low Carb range and is herself a big drinker of Lime Mizone.

The sponsorship arrangement came about in a rather unusual way. After Shanks sought a job at Frucor: “Ali was offered the marketing graduate role but decided to pursue her sporting career as a priority,” explained Kathy Robinson, Hydration Marketing Manager at Frucor.

“At that stage she was relatively unproven in the international competitive cycling world but Frucor decided to back her and the sponsorship relationship with Mizone began. Since then Ali has gone from strength to strength and in 2009 she became the world 3000m track cycling champion.”

Juice producer in Hall of Fame
QUEENSLAND’S iconic juice producer Golden Circle, now part of the international Heinz group, has been inducted into the Queensland Business Leaders Hall of Fame. This institution was established in 2009 as an effective means of acknowledging companies, business leaders and others for their role in both economic stimulus and placing Queensland on the world stage through product design, exports or iconic recognition.

Golden Circle, which produces other fruit and vegetable lines as well as its big-selling juice ranges, is a household name throughout Australia and is also a key beverage player in New Zealand and other export markets. Despite now being part of a global group, it has retained its quintessential Queensland aura, harking back to its formation as a growers’ co-operative in 1947.

Pepsi Vietnam plant
FOLLOWING the announcement earlier this year that PepsiCo was intending to invest further in Vietnam, construction has now begun at the VISP Bac Ninh Integrated Township and Industrial Park.

Located in northern Vietnam, the township and park is one of four such zones developed and managed by a Vietnam-Singapore joint venture. The concept has proved very successful in both commercial and social respects. Signalling the importance of the new Pepsi plant was the attendance at the signing ceremony of the prime ministers of Vietnam and Singapore, during a brief interlude of the ASEAN Leaders Summit in Hanoi.

PepsiCo’s US$250 million investment programme for Vietnam was outlined in August by Saad Abdul-Latif, Chef Executive of PepsiCo Asia, Middle East and Africa.

Charlie’s Old Fashioned Lemonade Quencher.
More investment in China

MUHTAR Kent, Chief Executive of The Coca-Cola Company, pointed out when opening a new plant in Hohhot, Inner Mongolia, that the company and its bottlers were ahead of their development schedule in China. The projected US$2 billion investment programme might be augmented a little, he said, to reflect the brand’s market successes and the proven potential for further growth in China.

The Hohhot plant, which cost around US$17 million, is the 41st Coca-Cola bottling facility in China. Hohhot, capital of the Inner Mongolia Autonomous Region, is a culturally diverse centre which has recently been dubbed the Dairy Capital of China because of its role as headquarters for two major milk producers. Hohhot means ‘blue sky’ in Mongolian. The city and surrounding area are drawing an increasing number of Chinese and international tourists.

After opening the Hohhot plant, Kent visited Luoho in Henan Province to inaugurate a bottling plant there. This has been designed and built to Gold LEED standard, showcasing many energy and water conservation features. Coca-Cola also has a new plant in Sanshui, Guangdong.

Kent said that the “commitment to Inner Mongolia, Henan and Guangdong Province is more than an investment in Coca-Cola’s expansion to capitalise on the fast-growing China market. It is also an important step in the country, preferring to focus on an organic growth strategy. As is well known, TCCC was knocked back by Chinese regulators, largely for political reasons, in its attempt last year to buy the giant China Huiyuan Juice group. And in his role as chairman of the US/China Business Council, Kent joined board members in calling on government leaders.

Sensient Technologies Corporation has opened a new plant in Guangzhou, China. The complex houses an office and laboratory building, along with production facilities for both food and non-food products. Sensient Technologies is a big player in beverage flavours and colours globally. “The Guangzhou location positions Sensient for growth in one of the most dynamic economies in the world,” said Kenneth Manning, Sensient’s Chairman and Chief Executive, at the opening. “It greatly increases our production capabilities, with state of the art equipment and new processing technologies.”

The 100PLUS isotonic drinks line from F&N Malaysia was again a key sponsor of the Penang Bridge International Marathon in late November. The full marathon course of just over 42km included two crossings of the lengthy (about 13.5km) bridge between Penang island and the Malaysian mainland. Complementing the prime event were a half marathon, 10km run (new this year) and a fun run.

Hong Kong Flugtag

MORE than 30,000 people watched 42 teams of intrepid aviators ‘fly’ from the West Kowloon Heliport, Hong Kong, in Asia’s first Red Bull Flugtag. Team Dream’s Bond took home the winner’s trophy with their dramatic Power Rangers flying machine, while a flying pig, a 70 year-old celebrating his birthday in style, an airborne Star Ferry and ninjas were among the other contenders.

Andrew Kwok, pilot for Team Dream’s Bond, said more than 60 people had helped get the ‘aircraft’ into the sky ... and water.

The event was organised, with Red Bull support, by the Hong Kong Air Cadet Corps and Hong Kong Aviation Club Foundation. Also providing enthusiastic support was the Hong Kong Tourism Board while the Austrian Trade Commission was involved to back up one of that country’s best products.

Asahi sells Haitai stake

SPECULATION as to what Asahi would do with its majority stake in Haitai Beverage Company ended when the Japanese company announced it would sell to LG Household & Health Care.

Haitai Beverage is one of the biggest soft drinks producers in Korea but has been underperforming, causing Asahi to consider various options, as we have reported in earlier issues. Other Haitai shareholders also sold out to LG Household & Health Care, giving the company 100% control.

The sale price was a nominal 10,000 won – less than US$10 – but LG Household & Health Care took on a substantial debt load whose interest payments had been a drag on Haitai’s financial progress.

LG Household & Health Care, a Korean company, is a major producer of oral care, skin care, health care, laundry, household paper and household cleaning products. It now also owns some of Korea’s best known soft drink brands including Sunny10 whose long-running ‘Shake it up’ television campaign is regarded as almost an icon in Korea.

In brief...

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Americas

Coconut partnership

JAMBA Juice Company and all-natural beverage company, O.N.E, have announced an exclusive licensing agreement to develop and launch a line of Jamba-branded, ready-to-drink coconut water fruit juice blends.

“We are thrilled to announce our expansion into the coconut water category,” said James D. White, Chairman, President, and CEO, Jamba Juice Company. “We are also extremely pleased to partner with O.N.E, a company that shares our commitment to helping people lead healthier, more active lifestyles. The wholesome benefits of coconut water are a perfect complement to our existing portfolio of better-for-you products and provide us with an opportunity to offer consumers a great-tasting, trend-forward, refreshing beverage option.”

The new line of Jamba-branded products will be brought to market via the O.N.E. distribution system, which includes distribution through Pepsi Beverage Company, and is expected to be available in select grocery, convenience, and other retail outlets in early 2011.

“We are very excited to be partnering with Provita Energy USA. The protein RTD category is poised for very large retail dollar growth and Provita is an easy-to-use daily beverage for the consumers protein dietary needs,” said Norman George, President of BYB Brands Inc.

Growing categories in the beverage industry and one of the hottest trends among consumers seeking a more naturally hydrating beverage alternative,” said Rodrigo Veloso, founder and CEO, One World Enterprises, LLC. “We are delighted to work with Jamba on the development of such a distinctive line of delicious, high-quality beverages that deliver on key health and wellness trends.

Distribution deal

PROVITA Energy USA, has entered into a strategic brand development and distribution agreement with Coca-Cola Bottling Company Consolidated and wholly owned subsidiary, BYB Brands Inc.

Provita Energy USA is the nation’s newest line of protein and vitamin fortified products in an easy-to-use 3oz shot with 42 grams of protein. The new Provita products will have access to the operational and supply chain capabilities of Coca-Cola Bottling Company Consolidated and national sales handled by BYB Brands Inc.

Coca-Cola Bottling Company Consolidated has received an undisclosed equity stake in Provita Energy USA. Initial distribution will be targeted at key markets across the southeastern US including, but not limited to, Nashville, Tennessee and Charlotte, North Carolina.

The initial launch will include four distinct shots: Provita Energy, Provita Slim, Provita Chill and Provita Protein. Each contains 42 grams of Protein and 17 essential vitamins and minerals.

Provita Energy USA is the brainchild of John Polk, who is also the founder of Boo Koo Energy drinks. For the Provita products, he wanted to develop a line of good tasting protein- and vitamin-enhanced drinks that could provide real nutrition in a 3oz serving. “We are very excited to be partnering with Provita Energy USA. The protein RTD category is poised for very large retail dollar growth and Provita is an easy-to-use daily beverage for the consumers protein dietary needs,” said Norman George, President of BYB Brands Inc.

Safety prep tool

NSF International, a leading provider of global food safety certifications, has launched a first-of-its kind online tool to help food companies assess their readiness for certification to Global Food Safety Initiative (GFSI)-benchmarked standards. Certification to global food safety standards provides organisations with independent certification that a product, process or service complies with international, regulatory and retailer requirements.

Many of the leading global retail and foodservice companies now require suppliers to comply with international food safety standards through independent, third-party inspection. GFSI-benchmarked food safety standards include Safe Quality Food (SQF), British Retail Consortium (BRC), Global GAP, Food Safety System Certification (FSSC), and International Food Standard (IFS), among others.

“Sonoco entered the plastics business more than 50 years ago. Throughout the years, we built a diverse plastics packaging portfolio with key acquisitions such as Crellin, Burk, ClearPack, and Matrix,” said Bob Puechl, Division Vice-President, Sonoco Plastics. “With the acquisition of APT in June, the time was right to establish a unified plastics brand to better leverage financial resources, identify additional efficiencies, and enhance our reputation. Beginning today, we are Sonoco Plastics and we’re bringing the power of our people, technology, and history to deliver infinite packaging solutions.”

Sonoco serves a wide range of plastics packaging markets, including bottles and containers for drink products, powdered beverages and coffee.

“Depending on customer need, we can suggest an existing product or service, or we can customise a package,” Puechl said. “And because we’re not anchored to one material or technology, we’re capable of producing various plastic packaging in a single plant, whether it’s a bottle, a thin-wall container, a top or bottom, or a thermoformed tray.”

Unified with name change

SONOCO, the global packaging company with headquarters in Hartsville, South Carolina, is centralising its various plastics operations under a single corporate umbrella and brand, Sonoco Plastics. The unified company offers a diverse line of plastics packaging utilising blow moulding, thermoforming, injection moulding and extrusion technologies.

“And because we’re not anchored to one material or technology, we’re capable of producing various plastic packaging in a single plant, whether it’s a bottle, a thin-wall container, a top or bottom, or a thermoformed tray.”
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Peruvian joint venture

NUTRACEUTICALS International is participating in a joint venture with Peruvian Nature, a certified manufacturer and leader in the development, production and marketing of a wide range of Peruvian natural ingredients, medicinal plants and nutritional supplements.

“This joint venture provides the ideal forum to expand the marketing potential for Peruvian Nature’s high quality products. Nutraceuticals International’s extensive knowledge and experience will provide the competitive edge needed to bring these products to the international scene,” said David Romeo, Managing Director. “Nutraceuticals International will focus its efforts on Peruvian Nature’s major products, while introducing a few exclusive ingredients that can be found nowhere else in the world.”

Based in Lima, Peruvian Nature has recently completed construction of a new, state-of-the-art sterilisation plant which uses EPA filtered air injection systems and specially tailored air extraction and powder extraction techniques to process all types of natural ingredients.

Peruvian Nature’s processes are environmentally friendly using an organic sterilisation system, known simply as ‘OSS’. OSS was developed to treat almost any kind of medical plant, leaf, wood, bark, grain, cereal, seed, condiment, spice, root, tuber and other whole, crushed and even powdered vegetables. This steam and vacuum method is a 100% natural technique to remove pathogens and reduce the germ charge in natural products.

Venezuela handover

IN A surprise move Owens-Illinois Inc, the world’s largest maker of glass packaging, has been informed of the Chavez administration’s intention to expropriate O-I’s operations in Venezuela.

O-I has been supplying glass food and beverage containers to meet the needs of the Venezuelan people for more than 50 years. The company’s two plants, located in Los Guayos and Valera, employ more than 1000 people and represent less than 5% of its global segment operating profit.

In a meeting with the ministry of Science and Technology in Caracas, Owens-Illinois Inc was informed of the government’s plans to transition management of the company’s operations to government control.

“Although we have not reached an agreement with the government, we will comply with the laws and directives we have been given. The safety and wellbeing of our employees is of the utmost importance to us,” said Al Stroucken, O-I Chairman and CEO. “Glassmaking is a highly specialised, complex and technical industry, and we are concerned by government plans to manage the operations without having the appropriate level of expertise. We also are concerned about the continuity of supply to customers in critical segments like food and beverage.”

O-I says it is fully cooperating with the Venezuelan government throughout the transition and remains committed to complying with all laws and regulations, including environmental and safety rules.

Eco Film certified

LAS VEGAS-based Prime Star Group Inc has announced that its SmartPax ‘Eco-Film’ has received certification of biodegradability having been tested by independent laboratories in accordance with the standard test methods approved by ASTM, ISO and other such standardisation bodies. A biodegradable plastic is defined as a degradable plastic in which the degradation results from the action of naturally occurring microorganisms such as bacteria, fungi and algae.

Roger Mohlman, Prime Star CEO, stated, “We are thrilled to announce that our proprietary pouch technology will now offer 100% biodegradability; 100% recyclability at any time. No special storage conditions are required. Through our proprietary blend of polymers, we can avoid degrading by heat, light or external stress. We can now offer indefinite shelf life with no special storage conditions required. Degradation begins at the time of disposal, not before. “Many states, such as California, charge consumers a fee, such as a ‘CRV’ (California Redemption Value). This is a fee paid on purchases of certain recyclable beverage containers in California. The consumer pays CRV on the purchase of beverages with aluminium, plastic, glass, and bimetal containers and can be reimbursed if the containers are brought to a recycling centre. We believe our SmartPax ‘Eco-Film’ can rapidly gain market share as a result of the cost savings we can pass on to a consumer through avoiding fees such as a CRV deposit at the checkout counter.”

Closure buy

SILIGAN Holdings Inc leading supplier of consumer goods packaging products, has acquired IPEC Global Inc, a leading plastic closure manufacturer serving primarily the North American dairy and juice markets. The business, which had sales of approximately US$35 million for the last 12 months, is headquartered in New Castle, Pennsylvania.

“We believe IPEC provides an excellent line extension to our closures business,” said Bob Lewis, Silgan’s Executive Vice-President and Chief Financial Officer. “With manufacturing facilities in New Castle, Pennsylvania and Brewton, Alabama, we believe IPEC has built a strong competitive position in plastic closures for the dairy and juice markets. The IPEC business has an excellent reputation for their quality and design capability and is well recognised by customers for their outstanding technical service capabilities. Combined with our existing closures business, this transaction provides new opportunities to broaden our existing franchise.”

Silgan recorded annual net sales of approximately US$31.1 billion in 2009. The company operates 66 manufacturing facilities in North and South America, Europe and Asia.

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In brief...

- Retrotech Inc, a specialist in automated material handling equipment, was recognised as one of Rochester’s Top 100 companies during an event sponsored by the Rochester Business Alliance (RBA) and KPMG LLP on 3rd November 2010 at the Rochester Riverside Convention Center.

- Ranked in 3rd place, this is the 9th year that Retrotech Inc has been on the list. The Rochester Top 100, now in its 24th year, ranks privately held companies based on three most recent years of revenue growth. Companies must have at least US$1 million in revenue for each of those years, and rankings take into account both dollar and percentage growth.

- Graham Packaging Company Inc of York, Pennsylvania, reports that its subsidiaries, Graham Packaging GP Acquisition and Graham Packaging LP Acquisition, have completed the purchase of Liquid Container L.P. and its subsidiaries for US$658 million. “We are pleased to have completed the acquisition of Liquid Container and related financings in a timely manner,” said Mark Burgess, CEO of Graham Packaging. “We are now focused on the integration of Liquid and are excited about unlocking the opportunities to grow both the top and bottom lines of our combined businesses.”
Ingredients

Cranberry crop drop

OCEAN Spray has reduced its 2010 cranberry crop forecast for both the cooperative and the industry. The cooperative believes that earlier forecasts, as recently as September, were optimistic but that lower yields, primarily due to poor weather conditions in its main growing areas, will result in a drop of over 6% compared to previous industry estimates.

“Given the continued discussion throughout the grower communities of a large and increasing crop surplus, we thought it was important to alert our growers, agents and key customers of the rapidly changing situation,” said Mike Stamatakos, VP Agriculture Supply and Development. “There was excellent blossom and fruit set earlier in the year; leading our growers to forecast a large 2010 crop. However, recent delivery analyses and grower reports point to significant fruit rot in parts of Wisconsin caused by incessant summer rains, scalding in Massachusetts caused by excessive summer heat and lower crop overall in the west due to a very cool and wet growing season. Taken in total, based on Ocean Spray’s year-to-year crop data, we now project the 2010 US crop to be less than 7.0 million barrels, down over 500,000 barrels from the August Cranberry Marketing Committee (CMC) projection of 7.5 million.”

Marine-derived collaboration

AQUAPHARM Biodiscovery, a leading marine biotechnology company, has signed a research agreement with Leatherhead Food Research to identify novel functional extracts with broad-spectrum anti-microbial activity using Aquapharm’s collection of marine microorganisms.

Under the terms of this agreement, Aquapharm will apply its suite of proprietary screening technologies, including SeaRch, and fermentation know-how to generate extracts for screening. Leatherhead Food Research will then undertake the screening of these short-listed extracts from Aquapharm’s collection against a range of different micro-organisms, bacteria and fungi.

Together, the organisations will offer the output of this screening effort, namely a rich new source of naturally derived anti-microbial compounds, to the food and beverage industry and seek an appropriate partner, or partners, to support the further development and commercialisation of selected candidates.

The collaboration represents a major step forward for Aquapharm in realising the potential of its unique marine assets and expertise in the food and beverage sector. The company’s CEO Simon Best said: “Today’s consumers are increasingly demanding naturally derived ingredients and we are delighted to engage in collaboration with Leatherhead Food Research, who operate at the very forefront of food research, to develop a productive new source of natural preservatives that meets this need.”

“Consumer demand for additive-free foods is a key research driver in the area of food preservatives. Adding to Leatherhead’s current research portfolio on natural alternatives to chemical preservatives, this collaboration aims at the effective exploitation of Aquapharm’s unique source of biodiverse marine microorganisms,” said Dr Evangelia Komitopoulou, Head of Food Safety at Leatherhead Food Research.

Initial results from this research agreement are expected early in 2011.

The 2010 cranberry crop follows a record harvest in 2008 and good yields in 2009. The popularity of the cranberry and cranberry-based products around the world has seen continued sales growth with the CMC reporting industry sales to be up by 4.3% over the past 12 months and by 9% over its last three reporting periods.

“Competitive commodity pricing, government purchases, cranberry innovation and continued international consumer demand seem to be driving these sales trends,” added Stamatakos. “Given the projected crop shortfall and continued sales growth, the industry could make a significant move towards supply-demand equilibrium”.

The new FTNF flavours (from the named fruit), allowing more and more to have clean labels.

“Our technical and product development capability means that we can work in partnership with our customers and suppliers to develop innovative ways to use ingredients to overcome production issues. The feedback we have shows that customers are not only finding it very useful, but are finding the sampling process a fun way to do business. It has opened doors to new customers and additional territories.”

GLOBAL chemical distributor Univar has launched a new initiative to drive sales of food ingredients. The Univar Food Application Sample Box presents customers with finished product concept samples that offer them the opportunity to experience for themselves the tastes, textures and colours of a variety of ingredients before placing their order.

Developed at Univar’s dedicated Food Laboratory in Brussels in response to customer demand for innovative ingredients that enable them to develop end products particularly associated with health and wellness benefits, the boxes are being rolled out across all 25 of Univar’s EMEA territories.

The box contains a range of drinks and cookies that Univar has developed using ingredients from its portfolio. Commenting on the drink concepts Paulo Braga, Technical Manager Food EMEA, said:

“With these two drinks, Orange Sport Drink and Fit Apple, we wanted to focus on three new concepts: clear proteins sweetened with stevia and with a touch of natural colours and flavours. A new range of proteins from Fonterra allows us to develop clear sport drinks, providing a quick source of peptides for body recovery after exercise. The drink can now be presented in a transparent bottle, which was not possible before because of the turbidity given by the traditional proteins.

“The new natural colourants and flavours concept, combines in-house know-how and the partnership we have with Wild. Univar Colours has the right team to develop critical applications and if you want an unknown colour, we probably have it. Wild provides the new FTNF flavours (from the named fruit), allowing more and more to have clean labels.

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Rosemary extracts approved

The rosemary extracts market has been given a boost with formal adoption into the EU food additive legislation. It allows food companies to use the label ‘antioxidant: rosemary extract’, thus helping to fulfill the growing consumer demand for natural food products.

The French company Naturex says approval is a major step for the European rosemary extracts market since it will considerably expand business opportunities. It will definitely boost further the demand for rosemary extracts as major food companies were waiting for clarification on their regulatory status and the final EU-approval to use rosemary extracts in their products.

Naturex sees major opportunities for food preservation within Europe, positioning its StabilEnhance OSR rosemary extracts in the market as a safe, effective and natural alternative to synthetic antioxidants.

Naturex initiated the registration process of rosemary extracts as EU-approved food antioxidants in 1996. The company invested in toxicological studies and supported the whole procedure in collaboration with two other producers, namely Raps and Robertet, bringing together the EREMG (European Rosemary Extracts Manufacturer Group). This approval celebrates the efforts spent by this group. As a result, the four methods of production of rosemary extracts listed in the Directive 2010/67/EU, as well as the purity criteria, are based on the processes developed and used by the members of the EREMG.

The antioxidant activity of rosemary extracts is consistent with their content in carnosic acid and carnosol, the major oil-soluble antioxidant compounds in rosemary leaves. According to Directive 2010/69/EU, it is the ingoing dosage of total carnosic acid plus carnosol which has to be considered rather than the dosage of the whole rosemary extract. This implies knowing the level of active compounds within the rosemary extracts. This requirement was anticipated by Naturex; the company maintains it has the required expertise and means to help the food industry to best benefit from the new opportunities offered by this regulatory update.

In brief...

- Provexis plc, a company that focuses on the discovery, development and licensing of scientifically-proven functional food, medical food and dietary supplement technologies, has successfully raised significant funds to allow it to accelerate its strategy of developing new functional and medical food ingredients and technologies. “Our self-contained business platform spans IP creation and R&D through to clinical trials, commercialisation and regulatory approval. This makes us an attractive collaborative partner for companies seeking growth in the supplements, functional and medical food markets. We’re actively seeking new technologies to acquire and continue to screen a range of possible opportunities,” said Stephen Moon, Chief Executive.

- The GOED Exchange (www.goedexchange.com), a two-day event focusing on the latest issues and opportunities facing the EPA and DHA omega-3 category, takes place in Salt Lake City from 13th to 14th January 2011. “The GOED Exchange is bringing together some of the brightest minds to provide multiple perspectives on the challenges, opportunities and research that impacts those in the omega-3 industry on every level,” said Adam Ismail, Executive Director of the Global Organisation for EPA and DHA Omega-3 (GOED). “Our goal is for participants to walk away from the GOED Exchange with enough information to take action on the specific issues facing their businesses and to be able to help expand the omega-3 market.” The event features elements designed to promote more interaction between the speakers and audience and more attendee participation.

- Cargill’s cocoa and chocolate business has unveiled the breakthrough technology behind the first chocolate to achieve an EU-approved consumer claim of ‘reduced calories’. The 30% calorie reduction is double that of any other chocolate on the market and is equivalent to a saving of up to 160 calories for a 100g chocolate bar. This has been achieved through an innovative process using a patented blend of sweeteners, including Cargill’s zero-calorie bulk sweetener, Zerose erythritol.

- The only polyol which is recognised as zero-calorie, Zerose erythritol is produced by a fermentation process and does not exhibit the digestive intolerance that can be associated with other polyols. Erythritol occurs naturally in nature in fruits such as grapes, and in fermented foods and drinks.

- Reading Scientific Services Ltd has celebrated the 500th issue of its fortnightly Food e-News newsletter. The newsletter provides a regular, easy to understand summary of key research findings that affect food and food ingredients, as well as updates on regulations and legislation. It is available free of charge and now has more than 5753 subscribers. Commenting on the 500th issue, Karen Masters of RSSL noted, “Our subscribers tell us that these regular updates are really useful. The summaries are written by scientists from RSSL, who can cut to the core of the research and help readers quickly understand the relevance and application of the scientific findings. The reports are always objective, and because they are not necessarily linked to any of the analytical services available from RSSL, subscribers know they can trust the independence of our summaries.”

- After an on-site inspection of its manufacturing and distribution facilities, Cyvex Nutrition of Irvine, California, has received GMP certification from the Natural Products Association. The recently completed audit resulted in an ‘Excellent Compliance’ rating for the leading provider of condition-specific ingredients, and provides further assurance that the company’s range of fruit and vegetable antioxidants and health condition-specific branded ingredients meets established specifications for identity, purity, strength, composition and overall quality. “Cyvex Nutrition has always prided itself on delivering the safest and purest ingredients available and we are pleased that our facilities and processes once again comply with NPA’s rigorous standards,” stated Matt Phillips, President of Cyvex Nutrition.
Juices & Juice Drinks

Cool colours

SOUTH AFRICA Clover has extended its Tropika brand by adding a Cool Colours packaging variant. The dairy-juice blend is presented in very colourful 330 ml bottles. Four flavours are offered: Tutti Frutti, Apple, Grape, Red Berry.

The Tropika Island of Treasure 3 promotion, reported in our last issue, is flourishing, partly thanks to the use this year of a ‘My Celeb Slave’ mobi site, accessible both from mobile devices and online. One of the measures used to create awareness of the site is by leveraging the sms competition entries. A consumer purchases Tropika, enters the competition by following the label directions and receives a reply sms with a link to the mobi site.

“One on site, the consumer selects their favourite celeb, enters any command – jump, sit, kick, dance and hundreds more – and then watches a streaming video showing the celebrity performing their command,” explained Brand Manager Asheen Dayal. “The mobi site is a teaser and preview to the forthcoming Tropika Island of Treasure reality TV show which promises fun, whacky and unpredictable entertainment when it hits our screens early next year.”

New packaging

MIDDLE EAST Aujan Industries has refreshed the packaging for its Rani Float range. The juice beverage, notable for its fruit chunks, has become a key soft drink product in Saudi Arabia, UAE and several other Middle East markets.

The new look is a foundation stone to boosting sales in current markets and extending the brand further beyond the GCC, notably in Iran, Egypt, Syria, India and Pakistan.

Rani Float is currently available in six flavours: Mango, Pineapple, Orange, Peach, Pear and Strawberry-Banana.

“The new brand identity packaging of Rani Float provides a more contemporary look, with a distinct burst of colour, reflecting the juice drink’s famous fruit chunks and reminding consumers of the rich flavours Rani Float offers,” said Ahmed Shaboury, Head of Brands for Aujan Industries.

“‘The new design is an expression of a brand that is moving from a regional name to gaining widespread international exposure.”

Wilde 100%

SOUTH AFRICA Pacmar, the juice producer which has boosted the market profile of its Wilde 100% brand hugely through strategic sponsorships and a very communicative blog, has introduced colourful new packaging.

The 100% message is highlighted on the new Elopak and Tetrapak cartons, giving the range increased exposure on-shelf.

Wilde 100% Fruit Juice has four flavours in 2 litre packs – Berry, Orange, Apple, Tropical – and seven in 1 litre: Guava, Red Grape Lite, Apple, Mango & Orange, Tropical, Mixed Berry, Orange.

The Wilde Blog, which invites consumer input, is accessible on www.wilde100.co.za.

Kids redesign

UK Feel Good Drinks has introduced a new design across its range of Feel Good Kids drinks coinciding with the nationwide launch of the range in ASDA. The new design retains a simple, colourful and natural look and feel, along with a clear communication that the juice contains 100% natural ingredients, no added sugar and that each serving counts as 1 of your daily 5.

Feel Good has also built on its ‘How Do You Doodle’ on pack feature that gives children the chance to create their own feel good doodle, with the best being featured on the back of each pack.

Feel Good Kids 180ml Tetra packs are available in two flavours: Orange, Pineapple + Banana and Blackcurrant, Apple + Grape.

USA EBOOST has launched Super Berry Liquid Shot, an all-natural, nutrient-packed formulation for enhanced concentration and endurance while strengthening the immune system and hydrating the body. The shot features vitamins C, D, B6 and B12, folic acid, niacin, selenium, chromium, zinc and green tea, formulated with nutrient-rich superfruits: pure extracts of blueberry, blackberry, pomegranate, mango, acai, maqui berry and grape seed.

The 15 calorie shot has no added sugar, artificial colours or flavours.
**Where Spring Comes From**

**AUSTRALIA** Schweppes Australia has attracted considerable attention to its popular Spring Valley juice brand with an integrated campaign developed by the Melbourne agency George Patterson Y&R. The ‘Where Spring Comes From’ campaign centres on design by animation studio Psyop and print advertising photography by Andreas Smetana.

Anchoring the campaign is Elvis Presley’s classic Spring Fever; the first time an Elvis song has been licensed for commercial use in Australia. Elvis Presley Enterprises was so pleased with the result that the TVC is now featured on the elvis.com website.

An unusual feature of the campaign is that bus shelters and street furniture have been dressed in a spring theme of flowers and grass. Bluetooth-enabled technology allows downloading of the Elvis track.

**Double concentrate**

**AUSTRALIA** Cottie’s cordials, an Australian family favourite since 1927, has introduced what the producer describes as its biggest change ever.

“We squished the best bits about our 2 litre cordials into handy 1 litre packs, making them easier to carry, store and pour (even for little kiddie hands). Don’t let looks deceive you though, as each 1 litre pack is a double concentrate formula so it still makes the same amount as standard Cottie’s 2 litre.”

All of the many Cottie’s flavours are available in the new packaging format. Cottie’s, a brand of Schweppes Australia, said it had changed the packaging because of consumer feedback: “Cottie’s families told us that they sometimes find 2 litre packs heavy to carry, bulky to store, and a bit awkward to pour!”

The new format is also being promoted as reducing Cottie’s impact on the environment. Cottie’s has created a new interactive website and is active in community initiatives, notably 5-a-side football, a grassroots programme run in partnership with the Football Federation Australia.

**Cafe drinking**

**AUSTRALIA** Bundaberg Brewed Drinks has long done well in on-premise café sales with its well-known soft drinks but the company has now created a new range to build on the café experience.

“People are cutting back but are also seeking out some simple luxuries they can enjoy at home,” said Chief Executive John McLean. “Consumers are very discerning, brand-conscious and definitely favour truly unique flavour offerings. They want the best for themselves and their family and friends.”

The boutique range features Bundaberg Guava, Bundaberg Blood Orange and Bundaberg Pink Grapefruit. They contain real fruit juice and have no artificial flavours or colourings.

Packaging is in clear 340ml bottles, sold in four-packs.

**Makeover**

**BRAZIL** Grupo Schincariol has introduced new packaging to its Fruthos and Skinka brands. The juices now come in 1 litre aseptic carton packs making the company South America’s first manufacturer in the non-carbonated soft drinks sector to offer its juice products in carton packs from SIG Combibloc.

The Fruthos range comes in six flavours, and Skinka in Citrus, Red Fruits, Lemonade and Pineapple & Mint varieties. Luiz Taya, Marketing Director at Schincariol, explained: “We opted for carton packs from SIG Combibloc first and foremost on the strength of the innovative properties the carton packs offer. CombiblocMidi is fitted with the handy screw cap combiSwift, making it extremely convenient for consumers to use. The carton packs are printed using the high-quality gravure printing technique, guaranteeing superior print quality and the print image itself very aptly emphasises the naturalness of the fruits and juices depicted. It makes the carton packs real attention-grabbers on the supermarket shelf”.

Luciana Galvão, Marketing Manager South America at SIG Combibloc, said: “In Brazil, ready-to-drink juices and juice drinks are showing significant growth. According to a study by AC Nielsen, consumption of ready-to-drink fruit juice drinks increased by 4% in 2009. There is a growing awareness in Brazil of the need to provide the best possible product protection”.

Grupo Schincariol was founded in 1939 in Itu, in the Federal State of São Paulo. The company recorded sales of approximately €2.3 billion in 2009 – an increase of 12.8% over the previous year. The soft drinks and juices segments in particular showed the biggest growth, with 26% and 16% respectively.
Summer activity

SOUTH AFRICA It has become something of a tradition for the Liqui-Fruit range from Ceress Beverage Company to mount dramatic promotions during the hotter months, highlighting the brand’s summer survival credentials.

The Liqui-Fruit Summer Meltdown involves an ‘iceberg’ visiting malls and other key locations. Competition participants have to submit a photograph of themselves with the ‘iceberg’ and a pack of Liqui-Fruit.

The Liqui-Fruit range now extends to a broad choice of flavours: Apricot, Berry Blaze, Breakfast Punch, Clear Apple, Cranberry Cooler, Litchi, Mango & Orange, Orange, Passion Power, Peach & Orange, Red Grape, Summer Pine, Tangerine Teaser, Marula Mania and Guava.

All are available in 1 litre TetraBriks, while all but Marula Mania and Guava are offered in 250ml TetraBriks. Some flavours are in 2 litre and 1.5 litre TetraBriks, while most are also in 330ml cans.

The range also includes Liqui-Cooler, Liqui-Fruit Vitality and Liqui-Fruit Barney products.

Ceress has also recently been promoting Desert Fantasy, which it describes as “a limited edition blend of nothing-but-fruit, mixed with a little innovation, a dash of pure tongue-in-cheek and a touch of true fantasy”.

Publicity material would have one believe that this features a fruit called hybridiuslikwisfruiti which bursts into bloom in the remote desert only once every 76 years.

Blue spreads

CANADA Leading Brands Inc is introducing its TrueBlue juices across Canada and along the West Coast of the US. These 100% juices are antioxidant-rich and do not contain any ‘filler’ apple or pear juices.

TrueBlue 100% juices will be initially available in 46 oz (1.36 litre) PET bottles in three flavours: Wild Blueberry, Wild Blueberry and Pomegranate, and Wild Blueberry and Blackberry. They will be introduced by the company’s ‘Learn the Truth’ in-store marketing programme focused on educating consumers to read the ingredients on competitive labels, and compare.

Designed by the company’s in-house research and development team and produced in its own bottling plant, TrueBlue 100% juices are being distributed through mainstream grocery, health and natural food stores across Canada. During the past year the company re-established its distribution network along the West Coast of the US supported by a large national health and natural foods distributor. The brand will be on the shelves of most major health and natural foods stores in Washington, Oregon and California.

Recycled bottle

USA Naked Juice has introduced the reNEWabottle for its 10oz, 15.2oz, and 64oz juice and juice smoothies. Made from 100% post-consumer recycled plastic, the new bottle, essentially made from other bottles, will reduce virgin plastic consumption by 7.4 million pounds per year.

“At Naked Juice, we’ve always been transparent about what we put into our juices and smoothies, using only the highest quality ingredients and never adding sugars or preservatives,” said Brad Armistead, Director of Marketing, Naked Juice. “The transition to the reNEWabottle is a natural evolution to fulfill our brand mission of making superior products while minimising our impact on the environment.”

The move helps Naked Juice reduce its overall carbon footprint and will save more than 12,000 cubic metres of space in landfills. Using recycled bottles instead of virgin PET will also reduce the bottle’s greenhouse gas emissions by 35%.

At the same time Naked Juice has announced its sponsorship support of two organisations dedicated to improving the environment through recycling education: RecycleBank and Keep America Beautiful.

“Without the expansion of the reNEWabottle, it’s critical to educate consumers about ongoing sustainability efforts because, together, we can help reduce the amount of plastic in our landfills and in turn, make new Naked Juice bottles.”

Apple & Blackcurrant

NEW ZEALAND Keri Apple and Blackcurrant juice from Coca-Cola Oceania was named supreme champion of this year’s New Zealand Juice and Beverage Awards. The supreme champion award is sponsored by colours, flavours and fragrances group Sensient Technologies.

The awards, which involve both specialist and consumer judging, are organised annually by the New Zealand Juice and Beverage Association and have been widely praised for their structure, which has been emulated elsewhere in the world.

Judges described Keri Apple and Blackcurrant Juice as having “a great apple flavour with the old-fashioned taste of blackcurrants”. The champion beverage also won the juice blends category.

Coca-Cola Oceania added to its awards with Kiwi Blue in the sparkling water category and Pumped Lime in flavoured water.

Another apple and blackcurrant drink, G Force from Frucor Beverages, took the energy/lifestyle category honours.

Soft Drinks International – December 2010
**Water & Water Plus**

**Premium for the on-trade**

**AUSTRIA** In a departure from the mineral water packaging typically found in Germany and Austria, manufacturer Urleiten GmbH has chosen to package its Alpine spring water in a flint glass wine bottle to emphasise its premium quality. The new bottles are produced by leading manufacturer of glass packaging O-I.

Urleiten GmbH decided on O-I because of the company’s flexibility and ability to deliver small orders as well as large. Being a start-up business this was an important criterion for Urleiten. “Working in close collaboration with Urleiten, we found a cost-effective yet exclusive packaging solution for a niche market with limited production volumes,” said Lars Moche of O-I’s German sales team. “This project demonstrates our versatility and skill in small series production.”

The design of the 750ml and 250ml containers, made in extra-flint glass, is reminiscent of a classic Bordeaux bottle. The long-necked bottle differentiates the brand rarely used for mineral water in the German-speaking areas of Europe. The bottle features a label displaying a coloured circle to highlight the Urleiten brand name, and has a screw cap closure, preserving the effervescence of the sparkling water inside.

“This Bordeaux bottle, with its elegant, distinguished design, conveys an image of exclusivity to our water, and promises enjoyment,” said André Rainer, Managing Director of Urleiten GmbH, a newly-formed company located in Hopfgarten (Eastern Tyrol).

Urleiten spring water is sourced from a natural Alpine spring in the Deferegger Alps. On its journey to the spring, the water passes through capillary veins in the rocks – known as Urleiten in Austria. These veins filter the spring water to a high level of purity before it is forced to the surface by natural pressure. Through this process, the water gets its special characteristics: low and well-balanced mineralisation and a fresh, light, and silk-smooth flavour.

“These characteristics predestine the water for a special target group,” explained André Rainer. “It appeals to gourmets, who have a discerning palette and are looking for a pure water that complements fine food.”

In 2011, Urleiten GmbH will introduce its product in still and sparkling variants in beverage and wine outlets in Austria (particularly Eastern Tyrol), as well as Southern Germany and Northern Italy.

**Coconut**

**AUSTRALIA** Nudie juice company has introduced a range of coconut water drinks, promoting them with the brand’s zany cheerfulness, including on Facebook and point-of-sale posters. A key message is highlighting 33 good reasons to drink coconut water.

Nudie describes coconut water as “the most delicious yet nutritious substance known to man”. The downside, it points out, is that opening coconuts isn’t an easy task.

“You’re going to have a lot of trouble getting that juicy potassium- and polyphenol-rich coconut nectar water out yourself.”

The four coconut water products are a straight up, pineapple/orange/passion fruit, pomegranate and açaí, and lychee and lime. The flavour blends are all more than 50% coconut water, ranging from 58.5% to 86.7%.

**Aiming for growth**

**NORWAY** Hansa Borg has implemented a new double-edged bottled water growth strategy that aims to secure a 20% market share within five years, while at the same time positioning Olden, the company’s leading bottled water brand, in number two spot ahead of Bonaqua and behind the Ringnes produced Ferris.

Olden currently holds a modest 5% share of Norway’s bottled water market, lying not only well behind Bonaqua and Ferris, but also Bris and Imsdal, two other brands produced by Ringnes.

Hansa Borg plans to use an integrated approach combining new innovative designs coupled with local and national marketing to beef-up production and sales of Olden.

“We intend to challenge Ringnes and Ferris. We are no longer satisfied with having such a small market share. Our ambition is to 20%, and perhaps more. Our challenge will not be low key. We want Olden to grow its market share by being visible and noticed,” said Hansa Borg’s CEO Lars Midtgaard.

Sales of Olden had been in negative decline since early 2009, Midtgaard said. “We just could not stand there and do nothing. Our sales were not growing, and our revenues were falling in a market where consumption of bottled water is falling. We needed an action plan, and now we have one,” said Midtgaard.

Olden’s three principal natural and flavoured water variants were relaunched countrywide in October carrying a new bottle design and logo. Flavours include apple and lemon, in addition to Olden Natural and Olden Sparkling which are sold in 1.5 litre and 0.5 litre recyclable bottles.

“We have spent much time and resources in brand research and product testing. We know what consumers want from bottled water. This gives us the confidence to believe we can out-sell brands such as Brisbane and Evian and achieve sales close to the level presently seen for Ferris,” said Midtgaard.

Hansa Borg is in negotiations with the country’s leading retailers to secure a high level of display, shelf-space and marketing exposure in shops.

“We want the same type of displays in shops that Carlsberg has. I know Carlsberg has more muscle in the marketplace and we are up against it, but that is what we are aiming for. It’s ultimately consumers that will determine what bottled water brands are bought and which are not,” said Midtgaard.

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Ethical

UK The 10th edition of the Good Shopping Guide, due to be published in September 2011, has ranked Highland Spring the UK’s most ethical bottled water, scoring 100% in its latest Ethical Company Index for the sixth year in a row.

The Good Shopping Guide is the world’s leading ethical shopping reference book. Produced annually, it offers ethically-conscious consumers a clear guide to 60 product sectors ranging from energy to food and fashion.

The only bottled waters the Guide recommends are Highland Spring and Campsie Spring as they have a very clean ethical record, are local to the UK and score highly on the Ethical Company Index. Both brands are owned by Highland Spring Group.

Highland Spring is drawn from land certified organic by the Soil Association in the Ochil Hills in Perthshire, Scotland. It is the only bottled water brand to join the Ethical Accreditation scheme and is a member of EMAS. This voluntary Eco-Management and Audit Scheme requires member companies to follow a code of practice dedicated not only to meeting but exceeding the legal requirements for environmental performance.

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Carbonates

Identity updated

USA The Double-Cola Company of Chattanooga, Tennessee, has undertaken a makeover with contemporary new look and new products. The company has also added six new distributors thereby increasing its presence in the region.

One new product is Chaser, a caffeine-free lemon-lime soda, incorporating natural flavours. Alnoor Dhanani, President of the Double-Cola Company, said: “We are confident that Chaser is a win-win product for our bottlers, distributors and consumers alike.”

Limited edition 12-packs are being produced with all-natural, pure cane sugar. Chaser is also available in 20 oz PET and 2 litre PET bottles.

Additionally, the company has rebranded Cherry Ski as Ski: InfraRED. “Ski InfraRED now appeals to an even larger market, and since the product’s rebranding, sales have increased double-digits,” said Mitch Reed, Sales Manager for the Double-Cola Company. “The eye-catching, bold new design helps the product stand out in a crowded marketplace.”

In other Ski news, Double-Cola has introduced Caffeine-Free Diet Ski as an alternative for those who want Ski citrus flavour without the calories or the caffeine.

Finally, Diet Double-Cola will also launch a new look in the first quarter of 2011. Until a few months ago, Diet Double-Cola was sweetened with aspartame. The company has reformulated those sweetening ingredients and increased the product’s shelf life by 67%, whilst keeping it caffeine-free.

Biggest Christmas

UK Coca-Cola Enterprises Ltd (CCE) is running Christmas seasonal campaigns for its Coke, Schweppes and Appletiser brands.

The ‘Greatest Gift’ promotion runs on all 500ml and 2litre bottles of Coca-Cola, diet Coke and Coke Zero, as well as 300ml can multipacks. The ‘Holidays are Coming’ advertisements are being aired in December to drive the celebration message. In addition, a new humorous festive-themed advertisement campaign for Schweppes has been launched and the Appletiser range is running a celebratory promotion for grocery consumers.

CCE is supporting activity with strong in-store activation campaigns and festive POS for retailers to maximise sales.

Selena Taylor, Trade Communications Manager at CCE, said: “Christmas is the biggest season for retailers and Coca-Cola Enterprises offers a great opportunity for them to ‘open happiness’ and increase sales of trusted brands like Coca-Cola, Schweppes and Appletiser as consumers trade up over the festive period.

“We want to help our customers to celebrate by driving their sales and ultimately encourage growth of the category, especially at this significant time of year. This is why we invest heavily on developing strong, iconic Christmas campaigns to appeal to consumers.

“The Coke Zone ‘Greatest Gift’ on-pack promotion rewards loyal consumers with great prizes and we are convinced this year’s promotion will be even more successful than before. Retailers can make the most of this promotion by making good ranging decisions and using the impactful POS on offer, ensuring maximum visibility in-store.”

School compliant

UK Cheshire-based Evoid, is introducing its second school compliant cola – a cherry variant. In common with the company’s established Sparkling Fruit Cola, the new school compliant Cherry Cola is additive free and contains no added sugar. Its deep cherry colour and taste relies solely on natural ingredients.

The brand’s edgy look – sleek, black and stamped with eye-catching, bold cherry lettering – has been specifically created to appeal to style-conscious young people. The team at Evoid says it is committed to what really matters to young people with a website devoted to sharing and promoting the kind of music young people are passionate about, whilst getting its healthier drinks message across. Evoid consumers can also get involved on Facebook with interactive video competitions, goody bag giveaways and updates on their favourite bands.

The Evoid range comprises: Cola, Mixed Berry, Still Cherry and Lemon.

Drivers rewarded

UK Coca-Cola Enterprises Ltd (CCE) has resurrected its Designated Driver initiative. Running from 1st December 2009 to 2nd January 2010, CCE aims to activate the campaign in more than 8,000 pubs and bars nationwide.

The scheme awards free product to customers so they can, in turn, reward designated drivers with a free Coca-Cola or diet Coke. The initiative is supported by an interactive website, national and regional PR, as well as radio advertising.

Additional awareness will be driven by the campaign’s celebrity ambassador ‘The Original Stig’, Perry McCarthy. The national PR campaign runs throughout December culminating in four live media events with Perry McCarthy visiting participating Designated Driver pubs to ‘meet and greet’ fans.

All participating outlets will receive in-store point of purchase materials including door stickers, table toppers, bar mats, A2 and A4 posters, staff badges and branded Santa hats.

Andy Slee, Trade Director Licensed at CCE, said: “Following last year’s campaign, we surveyed a number of participating outlets with compelling results; 95% of outlets interviewed said they wanted to run the promotion again with 90% believing it was a success, as well as a number of participating pub owners reporting an increase in time spent in the outlet by their customers. With the additional involvement of ‘Original Stig’, Perry McCarthy this year, the Designated Driver campaign is set to be a huge success with customers and consumers alike.”
Limited edition

USA Dr Pepper Snapple Group has introduced a Limited Edition Pomegranate 7UP Antioxidant, available until 30th January 2011 to coincide with the holiday season. The caffeine-free drink is a blend of natural pomegranate flavour and the original lemon-lime soft drink and is available in both regular and diet versions.

Teas

More Fair Trade

USA Honest Tea, top-selling organic bottled tea company, has said it will be expanding its Fair Trade Certified offerings to include the entire tea portfolio. In 2003 Honest Tea launched the world’s first Fair Trade Certified bottled tea in the country with the introduction of Peach Oo-la-long. Since then, the company has continued to expand its Fair Trade offerings. With this new initiative, all 28 of its teas will become Fair Trade Certified. The company expects the transition to be completed by the end of the first quarter of 2011.

“After water, tea is the most consumed beverage worldwide. We’re excited to expand our commitment to Fair Trade as a way to help ensure the people who are picking and processing our tea leaves are earning a fair wage in third-party monitored working conditions,” said Seth Goldman, President and TeaEO of Honest Tea.

This month Honest Tea is also publishing its first annual mission report, ‘Keeping It Honest,’ that details the company’s social and environmental initiatives related to its products, packaging, the planet, its people and partners.

School friendly

USA Inko’s, the specialist beverage company dedicated to producing and marketing all-natural, ready-to-drink, white teas, has introduced two new 12oz flavours: Inko’s Poppin’ Punch and Bumpin’ Berry White Teas. Both have been approved by New York City’s Department of Education for sale into school vending machines.

To improve the nutritional quality of food and beverages available for sale to students at school, the outgoing Chancellor of the Department of Education for the City of New York revised and updated its 2004 Wellness Policy on 29th June, 2009. This new Policy mandates to improve the quality and nutritional value of foods and beverages that are available for children.

Specific to beverages, the policy states: Water is permitted; low calorie drinks without any artificial flavours, colours, or sweeteners are permitted; a maximum of 25 calories per 8 oz serving; and no serving size limit.

“Kids want what they want and delivering a low-calorie, all-natural alternative to the sugar water and diet chemicals offered to our children in years past is no easy task,” said Andrew Schamisso, Founder and President of Inko’s White Tea. “In fact, some say it’s a losing proposition. However, under our new ‘Inko’s: Part of the Solution’ tag line, we went to the kids first and out of a number of flavours tested, berry and punch got the thumbs up. We then put those drinks in a grab-and-go capped bottle, dressed them up with eye-catching graphics and gave both fun names. We’re confident kids will continue to want what they want and want Inko’s.”

NEW ZEALAND Unilever NZ has introduced its Lipton Ice Tea Raspberry to the New Zealand market. Lipton Ice Tea is a big seller in both New Zealand and Australia, with several flavour variants available.

THE Coca-Cola Company’s new global marketing campaign taps the iconic heritage of traditional imagery used by Coca-Cola such as Santa Claus, the Coca-Cola Christmas ‘caravan’ delivery trucks and even a nod to the Coca-Cola Polar Bear, while including a new song written by Grammy Award winning band Train. The campaign, an extension of the global ‘Open Happiness’ marketing platform, is being deployed in more than 90 countries around the world through a new television commercial, digital experiences, in-store promotions and packaging.
Adult Drinks

Ginger beer

UK Fentimans has launched Hollows, a ginger beer that is botanically brewed and crafted traditionally from a family recipe some 105 years old, delivering an adult, sophisticated taste.

The primary ingredient, Chinese root ginger, is slowly fermented with botanical ingredients for 12 to 14 days until the drink comes into 'condition', forming a real ginger beer that is 4% alcohol by volume. The process releases a deeper and more satisfying ginger flavour and forms a naturally cloudy appearance. Natural pear juice is then added to give a refreshing drink body and fullness. No artificial flavourings, colours and preservatives are used.

Eldon Robson, Managing Director and Master Brewer of Fentimans, said: “Having been in the botanical brewing business for over one hundred years, we are perfectly placed to produce a superior alcoholic ginger beer. My great-grandfather, Thomas Fentiman, insisted on using only the finest, natural ingredients. His son-in-law, John Hollows, was given the famous recipe and soon his brew became the most successful of all five. So, it seemed a good idea to use Hollows name as an assurance of the superior quality of the drink. The alcoholic ginger beer market is growing quickly, and Hollows will offer a premium alternative to consumers.”

Manly choice

UK A new soft drink for men, produced by leading independent drink’s manufacturer and distributor Halewood International, has announced a pre-Christmas push to keep designated drivers at the bar during the festive season.

Capitalising on a market worth £2billion, the company says consumer research has identified that 50% of men are disengaged by the soft drinks category which prevents them from enjoying a night out with friends if it’s their turn to drive. Based on a survey of 2,000 men, 42% said they would rather stay in than face an evening at the bar with a cola or lemonade.

The ‘Iron Press Designated Driver’ campaign was launched early November, (during Alcohol Awareness Week) with a POS reward scheme in the on trade, supported by a sampling campaign to be rolled out across 1,000 venues in the run up to Christmas, and a PR and social media campaign.

Richard Clark, Head of Innovation, said: “By making soft drinks more accessible for men through taste and presentation, the monotony associated with the usual cola or lemonade when out with friends will be removed. Iron Press looks like a beer and pours like a beer but it is also extremely refreshing.

“We are confident that Iron Press will encourage designated drivers back into bars this party season. Iron Press has been so well received we are already looking forward to next year to further engage the on trade to position Iron Press as the market leader of soft drinks for men.”

Iron Press is available in 500ml bottles in two flavours, Apple and Lemon. When poured, the brand produces a beer-like head and delivers a clean crisp taste.
Back on track
smooth road ahead

Smoothies are back on the menu. After the challenging times of the past two years, when the economic fallout from the credit crisis led cash-strapped consumers to seek out cheaper alternatives, the smoothie sector has shown some notable resilience in 2010, with the promise of more to come in 2011.

Major brands get involved
It is the developments going on in the background at corporate level that give the most cause for optimism. 2010 saw Coca-Cola take a majority stake in Innocent, while Danone bought fellow French smoothie producer Immedia, and — not to be outdone — PepsiCo announced plans to triple sales of its ‘Good For You’ products, an ambitious target to which its Naked range of juices and smoothies will be expected to make an important contribution. Perhaps even more significantly, McDonald’s added two varieties of yoghurt-based smoothies to its McCafé range in the US, the first time that the fast-food giant has ventured into smoothie territory. The US rollout was a big success, with the newly-launched smoothies being described as a “top contributor” to the company’s better-than-expected increase in overall sales.

What does this mean for the smoothie sector? Clearly the big players consider it to be a key area of focus and are prepared to commit resources in order to make the most of the potential they expect it to deliver. They are under pressure from governments to reduce the fat, salt and sugar content of their products, as well as from consumers, who are seeking healthier and more natural foods and drinks. These complementary forces will combine to produce an ultimately larger sector which is divided into two broad groups (although there will of course be sub-sectors within each of these).

The first will be the mainstream smoothie market, where the health message is a basic one which revolves around the theme of smoothies being an easy and tasty way to obtain at least one or two fruit portions of the recommended five a day. Consumers in this market segment will be attracted as much by the marketing, taste and value of the product as by any perceived health benefits. This is the section of the market which may well be dominated by McDonald’s and the more mainstream brands of Coca-Cola and PepsiCo.

The second group will be a significantly-sized niche market, in which consumers will be looking for more than just fruit; they will also want their smoothie to deliver one or more tangible extra health benefits — ‘boosted smoothies’. The consumer will be knowledgeable, savvy and actively seeking clearly-defined health claims. These will increasingly need to be concrete, substantiated claims, based on genuine scientific evidence, for which the consumer is prepared to pay a premium price. Smoothies which have been boosted by the addition of vitamins, minerals, protein or fibre would fall into this category, as would the so-called ‘superfoods’ which deliver antioxidants. Smoothies which specifically help to tackle and aid in the long term strategic prevention of the increasingly widespread problems of cardiovascular disease and obesity would also be included. This section of the market is currently occupied largely by brands such as Odwalla and Naked Juice, as well as the boosted varieties offered by smoothie retailers such as Jamba Juice and Zumo Bars.

Moving forward
Together with this consumer-led demand, growth in both of these groups will be fuelled by new product development and involve an
increased focus on healthy, functional ingredients that deliver clearly demonstrable benefits. For the second group in particular, there is little point in creating a healthy fruit-based smoothie if much of the good work is then undone by the inclusion of artificial additives, thickeners or other ingredients perceived by the consumer to be unnatural. Similarly, for dairy-based smoothies, fat content should be kept as low as possible, while retaining the texture and mouth-feel of a full-fat product.

These are just some of the reasons why we and others in the beverage industry are so excited about our recently-launched PromOat beta glucan ingredient, which saw huge interest from brands and npd departments at this autumn’s Supply Side West and Health Ingredients Europe shows. PromOat beta glucan is a clean-label, soluble fibre from oats, and it is easy to see why it would appeal as an ingredient to a smoothie producer, since it combines well-recognised health benefits with strong functionality in the context of a totally natural, clean-label ingredient.

The health benefits of oats have long been understood and awareness of them among consumers is high. However, some consumers do not like the taste of oats, while others do not have the time or facilities to prepare fresh porridge in the morning. PromOat allows manufacturers to overcome these problems by incorporating the health benefits of oats into a smoothie without the oat taste, colour or graininess. At Biovelop we have achieved this through the development of a patented, chemical-free separation technology, which allows us to separate out the constituents of the oat. In this way, PromOat remains free from insoluble oat fibre and oat protein, the components which in the past have compromised the taste and aesthetics of oat-based drinks.

**EFSA and FDA approved**

Oat beta glucan soluble fibre is one of the very few ingredients to be approved by both EFSA and the FDA for health claim purposes for the maintenance of healthy blood cholesterol levels. In addition, it is a prebiotic for digestive system health and there is considerable anecdotal evidence to support its use as a creator of satiety in weight management products. PromOat also has functional properties which are especially attractive to an npd department; in particular, its ability to add smoothness, body and mouth-feel to a smoothie. Viscosity is provided by the soluble oat fibre, removing the need to use additional thickeners and keeping the ingredients list short and natural. Dairy-based smoothies can benefit from its function as a fat-replacer.

Healthy, innovative, functional ingredients, such as PromOat, will have an extremely important role to play in the future development of the smoothie market. The more forward-thinking new product development teams will identify their potential to crossover into the mainstream smoothie market and bring their benefits to a wider audience. It is quite possible to foresee a time when smoothies are used by fast-food restaurants as a vehicle to help counteract the negative impact on health of their core products.

David Peters is Director of Sales and Marketing at Biovelop. promoat@biovelop.com

www.promoat.com
Fruit and vegetable smoothies

naturalness meets convenience

Snacking has been a powerful trend for years worldwide. At the same time, consumers are paying increasing attention to their health and a balanced diet. The Đöhler’s Fruit & Vegetable Concepts satisfy both consumer trends. They are practical and contain many important elements that make up healthy nutrition. The product applications range from innovative day drinks perfectly attuned to daytime needs and healthy snack drinks with added benefits to natural soup concepts. Here Đöhler supplies everything from one source: from the sensorially validated concept idea to the full range of ingredients, such as fruit juice concentrates, fruit purées, natural flavours and health ingredients.

Modern convenience products are practical and perfectly adapted to consumer needs, writes Diana Wolfstädtter.

Healthy snack drinks – with functional added benefit

Naturalness and the credibility of effectiveness claims play a major role in the success of a functional product. This was revealed in a study conducted by Đöhler Sensory & Consumer Science.

Döhler Healthy Fruit Snacks are a further development of smoothies. Along with the enjoyment of fruit, they open up a healthy added benefit to the consumer through natural, functional ingredients, like caffeine, vitamin C, dietary fibres and antioxidants. To beverage manufacturers these concepts open up positioning opportunities on the themes ‘energy’, ‘vitality’, ‘balance’ and ‘cell protection’. Đöhler Sensory & Consumer Science has tested these new product concepts for their acceptance by the end consumer. All four concepts achieved very good results, with a preference for the products focused around ‘balance’ and ‘vitality’.

100 % naturalness – with that homemade taste

Alongside fruits, vegetables are an important part of a balanced diet. The World Health Organisation (WHO) recommends daily consumption of five servings of fruit and vegetables to supply the body with all key vital substances. In addition to two portions of fruit, three servings of vegetables are recommended – the fresher, the better.

Unfortunately, many working people lack the time to prepare fresh meals, especially vegetables. This is why Đöhler has developed premium soups for the chiller cabinet. They are made of 100% natural ingredients and draw on the best nature has to offer: high-quality vegetable purées and pieces, spices and herbs. Đöhler totally dispenses with ‘artificial ingredients’ and taste enhancers such as glutamate. At the same time, these premium soups satisfy current consumer desires for healthy, practical products, yet are – purely and simply – as delicious as homemade!

From the classic, with lots of healthy tomato, to the exotically fruity variation with coconut and ginger, Đöhler has the flavour to suit every palate. For summery soup enjoyment, Đöhler has developed refreshing chilled soup concepts. Aside from taste diversity, Đöhler premium soups, through their different fruit and vegetable varieties, offer a stunning variety of colours.
Your access to markets on the move

The 15th edition Birkner’s Beverage World 2010/2011, the directory for the international beverage industry, shows you the markets on the move. More than 20,000 company profiles from 199 countries: Breweries, producers of mineral water, juices and soft drinks, distilleries, suppliers of hop, malt and raw material, supplying industry, international associations and trade press. With a professional access to the internet database you will find and reach the deciders of international markets.

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The new edition

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Getting fresh with Zumosmoothies

Back in 2000 good, fresh and healthy drinks were few and far between and consumers were eager for something new, healthy and refreshing. Luckily for them, that’s exactly what Zumofounder, Cathal Power, had in mind.

Cathal, an Irish native, had travelled widely throughout North and South America and the Caribbean during the 1980s and 1990s. He was delighted to find juice bars throughout his travels and used them regularly. Upon returning to Ireland, Cathal set about creating Ireland’s first juice and smoothie bar experience. While traveling, Cathal noticed that although the bars in places such as California looked great, the end product didn’t match up. Conversely, he found that in the likes of Brazil, the bars didn’t look so great but the end product was delicious. He decided to combine the funky smoothie bar designs of California with the fantastic-tasting juices of Brazil to create Zumo – a fun and fresh place to get a healthy drink, made to order, from fresh fruit and frozen yogurt (smoothies) or a blend of fresh fruit and/or vegetables (juices).

**What is a Zumo juice bar?**

Zumo’s philosophy is simple. You’ll only find natural, healthy and delicious ingredients in each Zumo cup. A more health-conscious consumer is thus offered the perfect way to supplement a balanced diet, with a super tasty treat.

But Zumos is more than simply about healthy and tasty products. The brand is based on the entire Zumo Experience – a combination of a fantastic product, served by positive and energetic people, in a bright and colourful environment.

**The Zumodifference**

Unlike other juice bars, Zumonever uses concentrates, colourants, preservatives, pasteurised ingredients or anything other than fresh fruit or vegetables. All products are prepared in-house that same day.

Wherever possible ingredients are sourced from organic suppliers and already stocked is organic wheatgrass, honey, peanut butter, coconut milk, limes, vanilla pods, and much more.

Zumo is the only smoothie bar company in Europe using its very own fat-free pre- and probiotic yoghurt. Probiotics are great for helping the body’s natural bacteria to re-establish themselves within the digestive system, to reduce the amount of harmful bacteria in the digestive system and in turn enhance the overall health of the host. Prebiotics actually enhance the growth and activity of these probiotics.

**Fresh**

There is no comparison between the nutritional content and taste and flavour of a concentrated, sugar-packed drink versus a real, freshly squeezed product from Zumo. Just follow this check list to make sure you’re getting the real thing every time...

Sight – Look for fresh fruit…and lot’s of it! If a bar is going to serve fresh juice it needs to have the raw material. Many Zumobars go through more than a ton of oranges alone, every week!

Sound – You should hear the juicing machine busy at work freshly squeezing delicious juice. If in doubt, ask to see the fruit being juiced! The nutritional value of juice starts to decrease right from the moment it is juiced, so ask for a freshly squeezed juice…and watch to see where they get it from.

Smell – You should smell the scent of citrus and other fruits going through the juicing machines even before you see the bar. If the bar is sterile and has no smell of fruit, you are unlikely to find fresh juice there.
**New product development**

Zumo has a purpose built kitchen which is constantly testing various recipes, ingredients and other concoctions. Some of these never see the light of day; some are tested out in various promotions, while others become a permanent fixture on the menu.

As customers are demanding more health and performance benefits from their beverages, Zumo offers a refreshing palette of products that deliver key nutrients and offer unique health properties.

All drinks can be fortified with Zumo’s nutritional boosts. These 100% natural supplements, which have been tested and produced to Zumo requirements, provide an extra shot of goodness.

The menu currently has a choice of six boosts, namely; Organic Wheatgrass, Energy Supercharge, Vitamin Supercharge, Guarana, Pure Whey Protein Isolate and Ginseng. In an attempt to reinvigorate sales of ‘boost’ drinks, Zumo launched its ‘Premium menu’, six recipes containing a unique mix of fruit and vegetables refined with natural health supplements, each with its own unique benefits.

**Innovation**

Many food chains, quick service restaurants and beverage companies are entering the smoothie segment, and Zumo is thus being pushed to the next level – extreme differentiation.

Innovation is then crucial to keep consumers engaged in the market. As a natural evolution of the Zumo concept, the plan calls for assembling a retail food capability across all dayparts.

Alongside core products, Zumo offers a whole range of healthy food such as vegetarian wraps, fresh fruit salads, yoghurt pots, parfaits (a bowl packed full of organic sugar-free granola, low fat probiotic yoghurt, and fresh fruit or fresh fruit coulis), fruit and nut bars, and a pick ‘n’ mix nut range.

To address quieter sales during winter months, Zumo has developed a range of delicious and all-natural hot juices and soups. Just like our juices and smoothies, our hot juices and soups are blended together from scratch every single day, using time tested recipes, as well as some unique flavours and twists.

**A juicy opportunity!**

Zumo Smoothie Bars International is a happy, healthy, growing enterprise. Since opening its first bar in 2001, it has expanded exponentially. Zumo is now Europe’s largest juice and smoothie bar chain.

Currently operating in Ireland, England, France, Scotland, Germany, Switzerland, Russia, Greece, Hungary, Italy, South Africa, Turkey and China, the Zumo International plan is to aggressively grow the brand throughout Europe and further afield, repeating the success experienced thus far.

The key to Zumo’s success is that it has grown organically, recognising the needs for the market as it reached each new level of development and adapting the brand to meet those needs.

In the past 12-18 months alone, Zumo made its first foray into four new markets – Italy, Germany, Turkey and China. It also expanded in many of its existing markets.

The development strategy is simple. Partners are identified in target markets, who are equally dedicated to maintaining the strength of the brand. Two types of franchising agreements are used, a Single Licence Operator (who runs a bar in a territory already up and running) or a Regional Developer, who purchases the rights to run Zumo in a particular territory.

With the franchise system, Zumo continues to develop the business through high calibre people investing their own money and building a business with the potential for excellent profits. Cathal Power is confident that with the enthusiasm, determination and experience of the franchisees, coupled with their commitment, hard work, and will to succeed, Zumo will continue to be a company that is a highly respected force within the food retail industry.

**Location, location, location**

Sites sought are those with the highest footfall. That means positioning Zumo bars in malls, city centres and transport hubs, bringing the healthy brand to those that need it most – people on the go, with busy lives who want something fast, healthy and convenient. From grand, café-style bars to boutique grab-and-go kiosks, Zumo offers customers the same level of service and the same standard of product.
Attitudes and behaviour

choice and choices

As part of a continuous cycle of consumer research, in May of 2010 Tate & Lyle commissioned an independent research company, Illuminas, to conduct a significant quantitative study among European and American consumers.

Europe research
The goal was to assess current attitudes towards health and eating and how consumers’ behaviour was influenced by these attitudes. The research particularly focused on whether consumers pay attention to the ingredients of the products they consume, and in particular their attitudes toward sweeteners.

This overview presents a sample of selected findings from the study. While individual country data was collected, the average scores for the five countries are shown for simplicity. In addition, for brevity some observations reflect only a portion of an entire question that was asked. Tate & Lyle has additional findings from the study which may be shared with customers as appropriate.

A majority of Europeans pursue healthy habits
Like many consumers around the world, European consumers, on average, actively try to manage their health, with over half claiming to manage their weight and almost three quarters claiming to follow a balanced and healthy diet.

When looked at by country, however, it is clear that there are significant differences in how different nationalities pursue healthy lifestyles.

Most Europeans read package labels
But not all look at the same things. Consistent with an interest in managing their health, a huge majority of European consumers read ingredient labels or nutrition facts.

On average, half or more European consumers look at calories, sugar or fat, and almost half look at the ingredients list. Consumers in different countries, however, demonstrate major differences in the level and nature of things they look for on labels.

Europeans generally feel that children’s products contain too much sugar
Not surprisingly, a large proportion of parents across Europe think that children’s products contain too much sugar. The figure is comparable among non-parent adults.

Reflecting an interest in managing their health, a majority of Europeans are interested in low calorie versions of food or drinks, provided they do not have any difference in taste or texture.

A significant percentage of adults restrict certain ingredients
Well over half of Europeans restrict intake of certain ingredients, including fat, sugar and salt. On an individual country basis there are some interesting differences.

For example, a significantly greater than average proportion of Italian consumers restrict intake of these ingredients; in the UK there is less prevalence of restrictions.

When choosing products for children, many parents select lower calorie options
In separate comparisons, parents were shown the ingredients and nutritional information of two reduced-calorie formulas of a juice drink with a full-calorie version.

In both cases, parents convincingly preferred the reduced-calorie version over its full-calorie counterpart, at generally a 2-to-1 margin.

Tate & Lyle – helping to meet the needs of consumers
The research discovered that, overall, Europeans are increasingly aware that they can actively take part in managing their health. They show a growing interest in making smart decisions in food and beverage choices.

High on the list of consumer concerns is the level of sugar contained in products, both for adults and children. This is leading to consumers checking labels more frequently for ingredients
and nutritional information.

Sucralose is a no-calorie sweetener that works both as a way to reduce sugar while retaining all the great sweet taste that consumers demand and as an alternative to current no-calorie sweeteners. Consumers find sucralose a very appealing sweetener in products for adults and children. It offers a valuable solution for manufacturers seeking to meet consumers’ health needs while delivering excellent-tasting products.

**US research**

In a separate study in the US, Tate & Lyle has been tracking consumer and parent attitudes since 2004. As part of that ongoing programme, in May 2010 it commissioned Illuminas to conduct the next phase.

**Background: the obesity epidemic is growing, but Americans want change**

Over the last 20 years the rate of obesity has increased dramatically in the United States. Obesity (Body Mass Index > 30) among adults aged 20-74 has increased from 13.4% in 1960 to over 34% in 2008. Today 48 of 50 States have obesity rates that exceed 20% (CDC 2010).

The growth of obesity among school-aged children is also startling. Since 1966 the percentage of children between the ages of 6 and 11 who are obese (BMI > 30) has grown from approximately 4% to almost 20%. Additionally, one in three children is overweight with a BMI > 25 (The National Health and Nutrition Examination Survey, 2010, Sponsored by CDC).

**Parents choose lower calories regardless of ingredients**

When selecting products for their children, parents have three variables to juggle: taste/desirability, nutritional value and cost.

To address these three issues, manufacturers adjust their formulations with nutritive and non-nutritive sweeteners. The goal is to create a healthy profile using sweeteners that are acceptable to parents, without adversely affecting taste or cost.

**Comparing labels**

Parents were asked to compare one of four reduced-calorie chocolate milk ‘Nutrition Facts’ labels to a full-calorie reference label and to select their preference. The four comparison labels were ‘optimised’ for reduced calories by using various combinations of natural and artificial sweeteners.

Parents overwhelmingly chose one of the optimised drinks, and their preference was driven almost entirely by calorie count; 87% of parents would consider buying the optimised chocolate milk.

The amount of calories the beverage was reduced by appeared to play a significant role in preference. A difference of 10 calories per serving didn’t impact change in preference, but at 30 calories or more the preference was pronounced—regardless of whether the reformulation included sugar, high fructose corn syrup, or a no-calorie sweetener.

**Purchase intent increases with consideration of childhood obesity**

When put into context of childhood obesity, three out of five parents who would buy optimised chocolate milk, would continue to be interested if it included a high intensity sweetener (HIS) that would help lower caloric intake.

But more important, 40% of parents who currently avoid HIS in children’s products could be persuaded to change their minds if they were convinced that it helped to lower childhood obesity. Lower calories are more important to parents than avoiding certain types of sweeteners.

**Conclusion: consumers place a higher priority on benefits than ingredients**

Obesity has reached epidemic proportions in the US. Healthy eating and exercise are needed to reverse the trend in adults as well as children. The overwhelming percentage of Americans are aware of the problem and are actively searching for ways to improve their lifestyle and eating habits.

When faced with a label at the point of purchase, parents that read labels are more likely to prefer products with lower calories four to one. And when placed into the circumstances of childhood obesity, purchase interest in reduced calorie formulations increases significantly.

By reformulating products to lower calories through reduced sugar content you are demonstrating support for tackling obesity. Offering more reduced calorie choices for consumers and their families is not just good for the health of obese Americans, it is good for business as well. The trend is clearly pointing toward lower calorie foods and Tate & Lyle’s expert research and development team is available to help reformulate your products to reduce sugar and calories.
There are a number of stages in the production of soft drinks where depth filtration plays an important role. We asked leading UK depth filter manufacturer, Carlson Filtration Limited about the latest developments in the field. Before looking at these, it’s worth reviewing the role of depth filters in making soft drinks.

**Sugar syrup filtration**

Preparing sugar syrup for soft drinks manufacture often involves filtering syrups from varying sugar sources and the degree of previous refinement will determine the type of filtration needed.

For high quality syrups, a simple one-stage filtration step will often suffice to produce the finished product. Usually this can be achieved using an all-cellulose depth filter sheet, a good example of which is Carlson’s high strength EE 3.0H grade.

In some unrefined syrups however, there may be a significant level of impurities and finished drink quality requirements will demand their selective removal, possibly combined with decolourisation of the syrup.

Traditional treatment in such circumstances has often involved using powdered activated carbon. One feature of this method is that the activated carbon has to be removed, often using a filter support sheet pre-coated with kieselguhr in a filter press. For customers still employing this traditional treatment, Carlson has devoted a lot of effort in the development of the W2N support sheet. This included carrying out trials using many different resin combinations and varying manufacturing conditions to arrive at the optimum sheet. For the soft drinks manufacturer this means less frequent filter sheet changes, with attendant cost savings and productivity improvements.

For syrups that have been decolourised using powdered activated carbon in suspension, an additional polishing filtration step is often needed to produce bright, clear syrup.

**Single step solution**

The good news is that for some of these syrups it is often possible to achieve finished product colour and clarity requirements in a single step using an activated carbon impregnated filter sheet, eliminating the costly and inconvenient handling of powdered carbon. Carlson offers its range of CarlCarb sheets for this duty.

In some fruit syrups, however, there may be as much as 0.8% by weight of impurities and some of these syrups will still require the traditional two-stage process. So whether a particular syrup requires this traditional treatment or could move to the more efficient one-stage CarlCarb filter step, there will be a depth filter sheet to suit.

**New developments**

Before looking at the latest developments, let us look at how depth filtration sheets work, as the schematic opposite shows:

**Screening** - physical screening or sieving at the depth filter sheet surface removes larger particulate matter (shown as larger orange particles).

**Entrapment and Absorption** - Finer particles are trapped within the depth filter sheet structure (shown as smaller orange particles).

**Adsorption** - Sub-micron particulate matter and ionic materials are selectively adsorbed by the electro-kinetic properties of the carbon source chosen for each application (shown as white particles).

Carlson Filtration has just completed an 18 month development programme which included examination of the adsorptive properties of activated carbons derived from different original base structures and sources, using three tracer impurities i.e., iodine, methylene blue and molasses.
These are widely used in the activated carbon industry and characterise the distribution of micro, meso and macro pores, respectively, in turn measuring the adsorption capability for various molecular size contaminants.

The results predict the adsorption rates and particle size ranges that can be removed by the different base carbon structures.

In addition to the primary function of impurity removal by adsorption, there are three main customer requirements to bear in mind; obtaining the required purity, achieving maximum flow rates and maximising filter sheet life. The main challenge is to find the optimum between these parameters for individual customers. As a result of the recent development programme, Carlson is able to advise customers how to select the most appropriate carbon type and filter sheet size and format for their individual application, as the charts opposite illustrate:

The applicability of the four activated carbon base structures to remove the three tracer impurities is shown for both 12 and 16 inch lenticular depth filter module formats, as well as for 40 and 60 cm filter sheets. The weight of activated carbon in the module is shown in kilogrammes, along with the depth filter sheet surface area in square metres presented to the filtrate.

**Depth filter sheet formats**

In order to cater for the wide variety of depth filtration applications and regimes used in the industry, along with most manufacturers Carlson offers its sheet range in a host of sizes and formats. The range is available in a variety of individual depth filter sheet sizes to suit different filter presses, ranging from 20cm x 20cm right through to 100cm x 100cm. Alternatively the range is available in CarLent lenticular module format.

The CarLent lenticular module format comes in either 12 or 16 inch diameter modules.

Carlson has put a lot of time and effort into the development of these modules to achieve an increased number of filter batch cycles before the module has to be replaced, with resulting lower product losses in the spent module.

The latest designs also provide the flexibility to accommodate a far greater range of different filter media; from lighter, thinner types right through to denser, harder grades, thus expanding the range of filtration applications.

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Microfiltration

in the production of carbonated soft drinks

Microfiltration is the removal of suspended particles and bacteria in liquids in the approximate range of 0.1 – 100 microns and in gas down to 0.01 micron. The technique may be applied for the purposes of clarifying, pre-stabilising or sterilising products, ingredients and ancillary fluids for both quality and food safety purposes. This article looks at some microfiltration techniques that can be adopted at various points of manufacture within the bottling plant and provides selection criteria for different filter formats and their interrelation with other purification techniques. It also provides readers with some design considerations when considering the various options for filtration within their process.

Standards within the production, packaging and distribution of non-alcoholic beverages are continually rising. Emphasis on improving process uniformity leads to competitive advantage through enhanced product quality and a long-term reduction in production costs. This is especially true for those producers wishing to expand across international boundaries where increased shelf-life of exported product is a probable requirement, consistency of product produced under licence is a goal and where food safety standards may differ from those of the home market.

The degree of stability that the product requires is dependent upon its final destination and on the expectations of the consumer that it is aimed at. In achieving these aims, the challenges to producers include the management of the production processes, their associated costs and their impact upon the environment. Therefore, the selection of the technique to achieve its desired purpose must be the most cost-effective and efficient method to hand.

What is microfiltration?

A filter can be defined as: ‘A porous mass or medium that removes particles in suspension from a fluid that passes through it.’

Microfiltration is concerned with the filter’s ability to remove particles from 100 to 0.1 microns in liquids and down to 0.01 micron in gas (1 micron = 1/1,000 millimetre, often designated by μm). At the lower end of this scale, the requirement is primarily to remove bacteria. At the higher end, the filter is usually clarifying the fluid for visual effect or to protect downstream processes. The limit of visual detection for a single particle is generally accepted as 40 microns. The average diameter of human hair is 100 microns.

The performance of a filter can be defined by some key characteristics, namely:

Retention — to what efficiency will it remove different sized particles?
Capacity — how many particles will it remove before it blocks?
Flow characteristics — what size of filter is required to achieve the desired flow within acceptable pressure limits?
Stability — will the filter resist mechanical and physical damage during its use?
Cost — are the capital and running costs economically viable?

One final characteristic that is often omitted is the filter’s ability to remove species other than those suspended in the fluid. In applications such as pharmaceutical preparations, this may be important to ensure that the filter medium does not adsorb the active ingredient, reducing its concentration in the final product. In beverages, incorrect selection of filter media can affect product consistency through change of colour or flavour, or can result in shortened lifetime of the filter due to the internal surfaces of the porous medium becoming clogged.

Stabilisation

Preparation of beverages for packaging should ensure the absence of pathogenic species as well as preserving or enhancing the products’ sensory qualities for subsequent storage and distribution. The ability of beverages to withstand deleterious change can be categorised into physical, chemical and biological stability. Physical effects are those that result in formation of haze or sedimentation of precipitate. Chemical instability manifests itself in undesirable flavour change due to molecular interactions. Biological stability is impaired by the action of organisms that have the potential to produce flavour defects, odours or precipitates during the processing and storage of product. However, presence of any micro-organisms, whether or not they cause change in the products’ characteristics or are harmful, is still undesirable, as their presence may be an indication of a degree of non-control of the process.

Stability can be influenced through every stage of the production process, but physical and chemical changes are more a result of ingredients compared to biological issues which are influenced both by impurity of the ingredients as well as by contamination due to hygiene issues. There are a number of methods that may be used throughout the production process to arrive at a comfortable degree of security in terms of shelf life of pack-aged product. Typically, physical and chemical
stability are addressed by concentrating on the make-up of the product and the precursors that may influence its properties. This is achieved by either forcing the change to take place sooner than it would otherwise occur, or by removing one or more of the components responsible for the instability. Oxygen can play a large part, magnifying the likelihood of instability and leading to staling flavours. Oxygen presence also increases the possibility of microbiological contamination, which is managed through hygiene procedures (prevention of infection) and removal of micro-organisms before they proliferate into numbers that can cause problems.

From this discussion, it is clear that stabilisation is not a discrete operation within the overall production process. It is a gradual progression of procedures aimed at optimising the removal of undesirable content at each stage of production. The stabilisation process begins with the selection of raw materials and water source. Ground water, highland spring water and domestic supplies will probably require very different treatment prior to blending or direct packaging. In functional and flavour ingredients, a small change in pH in either direction can lead to a significant change in solubility and consequent potential to produce haze. Thought too must go to ancillary liquids and gases involved during the process. Rinse water, carbonation and nitrogen blanketing must not be the pathway for the ingress of spoilage organisms. For these reasons, more than one stabilisation technique may need to be applied. This means that techniques that may be competitive in some applications may be complementary to one another in others and a multi-barrier approach makes complete sense.

**General applications of microfiltration**

Microfiltration applications, and in particular those associated with cartridge filters, can be categorised into three general areas – clarification, pre-stabilisation and sterilisation.

The first can be described almost exclusively as the removal of particulate, primarily to improve the visual quality if the product itself is being filtered, but also to provide a first stage of microfiltration to protect finer downstream filters in liquid and gas streams. The particulate encountered may be naturally present in incoming water and ingredients. However, it is often debris from upstream processes – scale and deposits from lines and fittings, precipitates ‘thrown’ during storage of the product or its ingredients, partially dissolved additives or specific powders and granules that have been used as pre-treatment filters or adsorbents.

Pre-stabilisation is the process of microbiological control for short periods. Products or ingredients that are to be transported or left in finished storage for days rather than hours prior to packaging can be prone to physical and microbiological change. Pre-stabilisation should be capable of complete removal of algae, moulds and yeasts and reduction of numbers of spores, cysts and bacteria. For short storage periods, this level of filtration should be sufficient to prevent microbiological deterioration.

Sterilisation is defined as the removal or killing of all living organisms. A definition exists in the pharmaceutical industry that defines a 0.2 micron sterilising filter. No such definitions exist within the beverage industry. Instead, the performance of the filter has to be defined by the required quality of the product. This may be recognised by food safety regulations such as drinking water standards, or by the producers’ internal quality specifications.

**Specific applications of microfiltration**

**Water** The most obvious applications are for the liquids which go to make up the product. Of these, in the bottling plant, water receives the most treatment. The specification of the water at each point of use (eg blending, bottle rinse, general plant) dictates the final grade of filtration that it must receive. Its source (eg ground, surface, municipal) dictates the pre-treatment required. Due to water’s excellent solvent properties, its dissolved mineral content varies considerably around the world as does the risk of it containing other impurities. Municipal treatments such as the addition of chlorine add to the range of content, so water almost invariably requires multi-barrier treatment. This may include sand, carbon, flocculation, ion exchange resin, reverse osmosis and a host of other treatments. So microfiltration is always expected to compliment and enhance these other techniques. Examples include:

- General clarification of incoming water to protect downstream storage and processes.
- Protection of reverse osmosis and nanofiltration membranes to prevent premature blockage.
- Clarification prior to ultraviolet irradiation to enhance its efficiency.
- Guard filtration after to protect against glass and particulate entering the blender.
- Validated removal of microorganisms such as yeast, pathogens and spores as dictated by food safety or internal quality standards.

The filters may be required to operate in conjunction with chemical additions either dosed continuously into the water or used regularly for the purpose of sanitising the process lines and equipment.

Continued overleaf
Microfiltration – continued

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Table 1 - Application areas for microfiltration

Liquid ingredients By comparison, other liquids are usually microbiologically stabilised either naturally (e.g. 60 brix sugar solution does not support microbial growth) or by use of preservatives (e.g. in flavourings). Microfiltration therefore, is usually employed only for clarification in these cases. However, care must be taken that dormant spores are not present and that the liquids are protected from contamination from the environment at later processing stages.

Gases There is a need to ensure that this re-contamination does not occur from contact with process and ingredient gases. This may include the polishing of carbon dioxide to ensure that gaseous impurities and contaminants fall within specifications for the beverage gas. Also compressed air treatment to ensure compliance with ISO-regulated moisture, oil and particle levels. All gases that come into contact with product or ingredients should also be sterilised either in-line or through the use of vent filters on tanks.

Steam There is a general need to ensure that steam used on product contact surfaces complies with culinary standards. From a filtration point of view, this requires particulate removal, but from an overall approach also requires that the steam is produced in a safe manner using additives that are suitable for the steam’s intended use.

Filter selection and system design

Table 1 provides some examples of filter products from the Parker dominick hunter range. The final selection should be based on the balance of performance against cost, taking into account all those defining parameters that were discussed at the beginning of the article. With an emphasis on reducing water and carbon footprints, some accepted practices for filter design are now being questioned. It is becoming more essential that engineering, quality, production and environmental functions should work together with the filter supplier to review current processes and standard operating procedures and ensure that new systems are designed to find the right balance of cost and function.
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Sustainability is at the forefront of the company’s development programme, according to David Haig.

A green revolution at Ceisa Packaging

As corporate social responsibility continues to play a key role in the strategies of global brands all over the world, it is up to their suppliers to bring innovative ‘green solutions’ to the table and one of the primary sectors to come under scrutiny to boost its environmental credentials is the packaging industry. International brand owners are continuously looking to cut their carbon footprint to hit their ambitious environmental targets and to demonstrate to consumers their commitment to sustainable development.

Ceisa Packaging, a supplier of flexible packaging to the beverage industry, has put sustainability at the forefront of its development programme and continues to bring innovative ecological solutions to its customers. It is a leading European supplier of printed shrink film, shrink and stretch sleeves, and wrap around labels. As a pioneer in the flexible packaging industry, the company has 50 years’ experience to call upon and is putting this to good use in tackling the growing demand for environmentally friendly packaging. The company’s unique Carbon’Slim programme is now at the heart of its corporate strategy and has enabled Ceisa Packaging to offer a wide range of eco-solutions.

Ultra’Slim
Doing more with less seems like a strange philosophy. Nevertheless Ceisa Packaging swears by this in leading the way in printed shrink film thickness reduction. The company’s Ultra’Slim programme is the cornerstone of its strategy in bringing the most innovative solutions to its customers. Substantial investment in R&D and state-of-the-art extrusion lines has enabled Ceisa Packaging to reduce film thickness to a remarkable 25µ! This cutting-edge programme allows customers to slash their packaging consumption, resulting in large economic and ecological savings. What continues to amaze Ceisa Packaging’s customers is that this ultra lightweight film makes no technical or visual compromises. A film that performs the same, if not better, than a thicker product has led the biggest brands all over the world to put their trust in the company’s credentials in film down-gauging. The amazing progress made with film thickness reduction is largely thanks to Nano‘Clear. A unique formulation combined with state-of-the-art equipment has redefined what is possible with printed shrink film. Alongside Nano‘Clear, customers are able to visualise their environmental savings as Ceisa Packaging has developed the Carbon’Slim simulator. With this tool, customers can accurately calculate their footprint reduction when they choose to down-gauge with Ceisa Packaging.

Recy’Clear
In recent years, Ceisa Packaging has been investigating the use of recycled materials to develop special shrink film formulations. However, the key requirement of any product development within Ceisa Packaging is that no sacrifice in the performance of the film can be made. Therefore, the introduction of Recy’Clear, a printed shrink film using 25% recycled materials, was the result of many hours of analysis and large investments. Several years ago, the company purchased a new piece of equipment in order to recycle its own waste. This impressive bit of kit enables the company to transform its waste into PE granules that can be used in the manufacturing of its shrink film. As a result, Recy‘Clear uses 25% recycled and 75% standard PE. According to in-depth analysis, customers using Recy‘Clear will be able to reduce their carbon footprint by an amazing 20%. Ceisa Packaging sees this product playing a key role in the coming years as the demand for the use of recycled materials grows.

Oxo’Clear
The launch of Oxo‘Clear several months back was a significant milestone and testament to the excellent work of the Ceisa Packaging R&D team over the past few years. Oxo’Clear is a printed shrink film that is 100% o xo-biodegradable. Using a standard PE resin and creating a film that looks and performs the same as all other products, consumers will now be buying a film that will fully...
A GREEN REVOLUTION

degradation in five years. The introduction of a pro-oxidation additive into the formulation will begin to break down the films molecular structure after a standard two year shelf life. Over the next three years as the film is subjected to heat and stress, the film will begin to degrade and will have fully bio-assimilated by the end of the fifth year. As this process has no adverse effect on the surrounding eco-system, it is only a matter of time till all international companies turn to biodegradable packaging solutions.

Green’Source

Alongside research into recycled materials and oxo-biodegradable solutions, Ceisa Packaging recently began studying the possibility of shrink films using renewable resources. Green’Source is a printed shrink film that uses 35% plant-based materials, a resin that is derived from wheat. Consequently, this product will eliminate 35% of standard petrol-based resins and replace them with a renewable alternative, slashing customer’s carbon footprint by an incredible 25%. The use of renewable resources will almost certainly be a necessity in the future, therefore developing this type of product will put Ceisa Packaging in a strong position, as the demand for sustainable packaging solutions continues to grow.

SPS stretch sleeves

Alongside Ceisa Packaging’s shrink film range, the company offers both shrink and stretch sleeves; it believes that its brand new stretch sleeve, SPS, is the future of the sleeving industry. Compared to traditional shrink sleeves, SPS is an alternative that offers both financial and ecological savings to its customers. Initially SPS uses PE rather than PVC or PET and is therefore three to five times cheaper than shrink sleeves. Furthermore PE is a much less dense material and recyclable, which is crucial as customers aim to minimise their packaging consumption. Additional savings are on offer when the sleeve application process is taken into consideration. SPS is applied using no heat in a simple mechanical process, as the sleeve is stretched onto the container rather than shrunk using a heat tunnel. Over the period of a year, customers will substantially reduce their energy use. The green credentials of SPS will make it the number one sleeving solution in the years to come.

Flexo HD

Ceisa Packaging is a vertically integrated company and therefore not only manufactures the PE shrink film and sleeves, it takes care of the printing on the same production site. About five years ago, the company made the conscious decision to become a 100% flexographic printer. This has enabled the technology to be mastered and has resulted in the launch of Flexo HD in 2010. Print quality will now be boosted to an unprecedented 175dpi, which is double the industry Flexo standard. Ceisa Packaging is delighted with the decision to concentrate on the development of flexography as it is certainly a much more sustainable process compared to rival printing technologies. From print plate engraving through to the printing process itself, the ecological savings are impressive. Plate engraving is a solvent free process using high definition laser technology. Throughout the process, there is a 50% reduction in greenhouse gas emissions compared to rotogravure and a 60% reduction in use of non-renewable energy. To be in such an advanced position with Flexography, Ceisa Packaging can rest assured that it has chosen the greenest option.

The green revolution

It is clear that sustainable development plays a part in every aspect of Ceisa Packaging’s work, as the company strives to bring the most innovative, cost-effective and environmentally friendly solutions to its customers. Staying proactive is how to succeed in any industry, but to be in a position to offer customers such an extensive range of sustainable options will lay the foundations for a prosperous and successful future.

David Haig is Key Account Manager at Ceisa Packaging. Email: d.haig@ceisa-packaging.com www.ceisa-packaging.com
Patchy recovery 
in East Europe

Canadean’s third Quarterly Beverage Tracker of the year points to a temperature-fuelled surge in East European soft drinks sales in that quarter. Such was the impact of the tropical summer conditions that Canadean consultants on the ground now anticipate a 5% jump in the region’s soft drinks volumes by the end of 2010; at the end of the second quarter this forecast was a more modest one of 2%. The market does however remain below 2008 levels, highlighting the severity of the downturn in the region.

The results are undoubtedly a source of comfort to soft drinks operators, but the improvement remains far from uniform. If you discount Poland, Russia and Turkey then quarter three results were actually down. Canadean monitors confidence levels in the drinks industry and confidence is actually deteriorating in Bosnia-Herzegovina, Croatia, Romania and Slovenia. This contrasts with the influential Russian market, where stakeholders in the drinks business are upbeat. Historically, a healthy Russia, which accounts for more than a quarter of the region’s soft drinks consumption, has a positive knock-on effect for neighbouring markets further down the line. The hot July and August created a number of problems in Russia, but the conditions also encouraged a quarter three jump in soft drinks sales of as much as a third!

Falling sales
Where confidence is falling so are soft drinks sales, no more so than in Romania which continues to struggle to adjust to the crippling post-financial environment. The soft drinks market in Romania is expected to shrink by nearly 10% this year. The government’s austerity measures have triggered numerous strikes, demonstrations and political disputes that have suppressed demand and pushed the country into chaos. Bulgaria too continues to be gripped by uncertainty as soft drinks volumes are set for an 8% reversal. Bosnia-Herzegovina, Croatia, Lithuania and Slovenia are also set for big drops this year.

Growth
However in the important Turkish market, the GDP growth of 5-7% predicted for the year is reflected in a soft drinks forecast of double-digit advance. Turkey has been boosted by a good tourist season prompted by the strong euro; many Europeans are drawn by the good value holidays now on offer. Poland too has a spring in its step; the hot summer contributing to an impressive predicted 6% soft drinks rise in 2010. Unemployment in Poland is coming down and the economy is set for growth as well.

The legacy of the great downturn of 2008 and 2009 in East Europe, as in other parts of the world, has been the increased penetration of private label products. Current estimates suggest that such products are performing in line with or better than the overall market in every country market in the region, with the exception of Turkey and Macedonia. Private label producers have taken the opportunity to raise their presence during the difficult times, and this will be a lasting issue to contend with for suppliers of branded soft drinks. East Europeans are becoming more and more acquainted with the private label concept and private label is now well and truly established in the region.

2010 performance
The soft drinks performance in 2010 compares very favourably with that of other commercial beverages. The 5% projected rise in soft drinks this year contrasts with a drop in alcoholic drinks sales of 1-2% and a small loss by the dairy drinks category. The slight increase in hot drinks is probably related to the recessionary conditions; hot drinks are often the most economical form of refreshment. In many parts of Eastern Europe the recession may have encouraged home production of alcoholic products denting the prospects for the commercial alcoholic categories.

Of the major soft drinks categories, packaged water and carbonates have driven much of the growth this year. Between them they account for nearly three-quarters of the region’s sales and

East European soft drinks sales are on the up after a hot summer.
inevitably their performance is generally in line with that of soft drinks in East Europe as a whole. Last year saw carbonates drop by 7% and packaged water by 4%; this year Canadean experts anticipate 5% and 7% growth respectively. Packaged water may be more immune to downturns because some consumers in the region will switch to carbonated water as a low cost alternative to carbonates.

**Juice**

What will be of considerable relief to those involved in the juice category is the return to growth of this relatively premium category. East Europeans deserted the juice category during the tricky times; having grown by 8% in 2007, sales dropped by 7% in 2008 before plunging by almost a quarter in 2009. The 4% predicted rise this year will be warmly received by the industry. The juice market is a very good gauge of the mood of the region and this has been borne out by the strong Russian performance so far, and the double digit losses seen in Romania and Bulgaria.

Many consumers leaving the juice category will downgrade to nectars – the lower juice content of nectars means that they are often consumed as a lower cost alternative to juice. As a result, nectars sales held up reasonably well in 2009 and this year sales are expected to record a marginally worse performance. Similarly squash/es/syrups offer good value and are resilient in recession; they were only one of the two soft drinks categories to record growth in 2009. Perhaps surprisingly, the other was the super premium energy drinks category. Energy drinks did however see growth tumble from 66% in 2007 to just 4% last year; this year the category is expected to return to double-digit growth. Energy drinks, at less than 1% of the region’s soft drinks volumes remain very niche. Sports drinks are even more marginal accounting for just 0.1% of total soft drinks volumes, but are expected to increase this year as well, but by just 3%.

**Tea**

Iced/rtd tea drinks have attracted a reasonable following in the region, with per capita averaging out at more than 3 litres, but reaching much higher levels in Croatia, Poland, Czech Republic, Hungary, Poland and particularly Slovenia. The category historically flourishes in good weather and after dropping by 10% in 2009 is expected to bounce back with an 8-9% rise this year boosted by the heat in July and August.

**Last quarter**

Canadean’s Quarterly Beverage Tracker’s results are of course still provisional but, with three-quarters of the year gone, should provide a relatively authentic view of the market in 2010. We are now in the last quarter of the year, a period that as a rule generally accounts for one-fifth of East Europe’s volumes. While nothing can be set in stone, it seems inevitable that even with some markets still behaving erratically, the buoyant Russian market will ensure the region as a whole generates a healthy surplus in 2010.

Under the latest conditions, Canadean forecasts a 2-3% rise in fourth quarter soft drinks sales to help the year to a reassuring 5% increase vs 2009. Hopefully, 2011 will bring more stability in some of the more turbulent East European markets and the soft drinks market can return to pre-crash levels.
Packaging

Aseptic PET line gets go ahead

SIDEL has obtained final technical acceptance of the first aseptic PET complete line in Germany, equipped with a Combi Predis for dry decontamination of preforms. Since June the aseptic line for flavoured teas in lightweight 0.5 and 1.5 litre bottles has been up and running at the Hauser plant.

Hauser Weinimport GmbH, a family run company, chose PET as the packaging material for its range of preservative-free flavoured teas (Eis Tee) in 2009. An aseptic solution ensures product sterility without altering its organoleptic and microbiological characteristics. The teas can be sold at room temperature and carry a shelf life of about one year.

The Combi Predis guarantees 100% decontamination of the preforms with hydrogen peroxide vapour (H2O2), which means that there is no water consumption and minimal chemical use. With 100% sterile bottles, TCO (total cost of ownership) optimisation and the environmental benefits of Predis also played an important role in Hauser’s choice.

“The choice of Predis wasn’t very difficult to make,” said Hauser. “By decontaminating preforms with H2O2, we chose to use a system that has been well established for several years. From an economical point of view, dry decontamination technology, when compared with conventional technology, significantly lowers costs related to chemical and water consumption, as well as decreases waste water. Predis is truly unique and much simpler than traditional aseptic solutions.”

The Combi technology, which combines blowing, filling and capping functions for PET bottles in one machine, along with Predis dry decontamination of preforms, offers Hauser many preform lightweighting possibilities: just 15 grammes for 0.5 litre bottles and 29 grammes for the 1.5 litre format. Package lightweighting is achieved by preform decontamination and the absence of conveyors between the blow mould and the filler.

The Sidel line is also equipped with the innovative layer formation system, Axo-Smart. Entirely modular and automated, Axo-Smart handles packs by rotation and translation and can process all types of secondary packaging. The possibility of managing any new pallet pattern with software is a great advantage for this bottler, whose main distribution channel is hard discount, which is extremely demanding in terms of flexibility. This line also includes an Aidlin 24 cap feeder, a Rollquattro F15 labeller, a TSM2 CPL shrink wrapper, Pa-Kombi palletiser, all of the conveyors (bottles, packs, palettes) and two AQ-Max accumulation tables.

The project proved to be complex because of the small space available for line installation. With the need to rationalise space, Sidel’s equipment and line design know-how have proven their effectiveness. The combination of a line concept centred on the ergonomics and compactness of the Combi Predis.

A further demand was the very tight deadline to start marketable production. The aim was to start shipping the first orders in June for the start of the summer season. In late April, two and a half months after the start of installation, the first aseptic validation was performed, which meant that production of tea in the 0.5 litre format could begin in late May for market release. Then, the line had to produce at the required speeds – 18,000 bph for the 0.5 litre bottles and 12,000 bph for the 1.5 litre format.

Glass investment wrapped up

UK glass manufacturer Beatson Clark has commissioned a new pallet shrink wrapping, shrouding and strapping machine, to speed up the packing process and also become more time and energy efficient.

“One of our primary considerations when sourcing the new machine was the environmental and health and safety credentials,” said Tim Swetnam, Beatson Clark Production Manager. “This machine, manufactured by OMS (Italy) and installed by its UK agents Gordian Strapping, was especially attractive due to the reductions in time and costs it provides us with and the safety features to protect our employees.”

On entering the machine each pallet is automatically scanned and the type of wrapping it requires is ascertained. This can be tailored to individual customer requirements as appropriate. Options include strapping, fusion shrouding for standard bulk palletised products, or non-fusion shrouding for polythene brick-packed products.

The investment cost the Rotherham-based manufacturer £410,000 and forms part of an ongoing maintenance and investment programme. The next stage includes a new piece of inspection equipment that is currently under trial on one line. This vision-based machine inspects the side, top and base of the container, as well as dimensions. It has stress detection and a multi-camera set-up to identify any cosmetic defects. Doing the job of three machines, it is efficient and will provide an even better quality of inspection. Once the trials are complete, the plan is to roll out the investment across all lines in the business.
Private labels stand out

THE Americas Division of Crown Holdings Inc highlighted how metal packaging can help private label brands boost shelf appeal, enhance functionality and achieve sustainability goals at PLMA’s 2010 Private Label Trade Show held last month in Chicago.

“Continued growth and competition in the private label sector have placed exacting demands on packaging in terms of performance, quality, convenience and value,” said Ray McGowan, President of Crown’s Americas Division. “No material better meets this broad range of needs than metal packaging because it balances innovation with good economics thanks to its premium feel and manufacturing efficiencies.”

Featured on Crown’s stand were the latest decorating and printing techniques, such as Crown’s Pictoris high quality print for beverage cans which produces sharp images along with novelty finishes such as Soft Touch, Pearlescent and Colour Change that boost the tactile and visual properties of metal packaging.

Shaping and forming technologies also offer distinction. Unusual and eye-catching forms impart a premium feel across categories and help products stand out, whilst technologies that complement marketing activities (i.e. promotional messaging and instant win campaigns) and engage consumers in new ways include printing on the interior of closures and promotional beverage ends.

Steel and aluminium are 100% recyclable and infinitely recyclable, with no loss or alteration in quality. Recycled in a true material-to-material loop (i.e. steel to steel), metals retain their original properties regardless of how many times they are recycled. With a successful and time-tested infrastructure in place across the US and EU, metal remains the number one recycled material in the world.

Barrier PET resins on show

INVISTA, one of the world’s largest integrated polymers and fibres producers, displayed its portfolio of barrier PET packaging resins at last month’s Brau Beviale, held in Nurnberg.

Highlights of the stand were PolyShield resin, a monolayer PET barrier resin that meets the shelf life and barrier requirements of oxygen-sensitive food and beverages, and OxyClear barrier resin, a new crystal clear oxygen ingress barrier tailored for oxygen-sensitive beverages, such as juices and teas.

PolyShield resin features an oxygen and passive carbonation barrier when combined with MXD6. This resin provides outstanding clarity for tinted bottles. PolyShield resin/MXD6 blends can be processed on standard PET preform and bottle manufacturing equipment. Invista says this technology provides a cost-effective solution to brand owners that need high-barrier PET bottle packaging to protect and differentiate their products.

OxyClear barrier resin is based on the reliable and proven PolyShield resin plus an oxidisable polyester. It is a polyester-based system that contains no nylon or nitrogen. This resin protects highly oxygen-sensitive foods and beverages against oxygen ingress beyond 12 months.

In brief…

- DuPont Packaging of Wilmington, Delaware, has announced the call for entries in the 23rd DuPont Awards for Packaging Innovation, the industry’s longest running, independently judged competition. The prestigious international jury panel will be headed by John Bernardo, President, Sustainable Innovations, USA. Packaging designers, converters, consumer goods producers, retailers and equipment manufacturers from around the world are encouraged to enter their new product packaging developments. There is no fee for entry and DuPont materials do not need to be in the packaging structure. In evaluating entries, jurors will consider excellence in one or more of these areas: innovation, sustainability and cost/waste reduction. Entry forms and guidelines are available at www.packaging.dupont.com. The deadline for entries is 28th February, 2011.

- Mocon Inc of Minneapolis has received a leadership honour from Packaging World magazine in the inspection/testing category. Packaging professionals were invited to vote for favourite suppliers among those listed in 20 packaging machinery, materials and service categories. “We are thrilled that packaging industry professionals chose Mocon as the category leader for inspection/testing. Our objective has always been to set the gold standard for package testing instrumentation and we are pleased that our accomplishments have been recognised,” said Guy Wray, Marketing Manager.
Environment

Healthy eco bottle switch

ODWALLA, Coca-Cola's natural health beverage company, has announced plans to switch the brand's single-serve bottles to PlantBottle packaging, HDPE made of up to 100% plant-based materials and 100% recyclable, in March 2011.

The new bottle will help to reduce dependence on non-renewable resources. For example, the potential annual CO2 emission reduction from the use of plant-based material, instead of petroleum, to make Odwalla's PlantBottle packaging is equal to a saving of almost 400,000 gallons of gas.

Alison Lewis, President, Odwalla, said: “Doing good things for the community and building a business with heart are core guiding principles of Odwalla’s vision. PlantBottle packaging is just the latest step in our continued commitment to the environment.”

Other initiatives include Odwalla’s Plant A Tree Programme, which has planted over 300,000 trees in the last three years, and Odwalla’s Bloom Energy Fuel Cell technology commencing at Odwalla’s plant in Dinuba, California, which reduces the plant’s carbon footprint by 35% while supplying 30% of the plant’s energy needs.

PlantBottle packaging consists of material derived from molasses and sugarcane juice. It has the same performance as traditional HDPE and PET bottles: no differences in shelf life, weight, composition or appearance. The bottle can be recycled again and again in today’s recycling facilities.

Driving on juice bottles

TWO Australian councils have launched recycled container glass in road and path construction initiatives. Both projects were funded by the Australian Food and Grocery Council’s Packaging Stewardship Forum which involves many soft drinks manufacturers.

In the Sydney suburb of Bondi, Waverley Council has used recycled glass in two road maintenance projects. The City of Manningham, in the northeastern suburbs of Melbourne, laid a bicycle and pedestrian pathway using a recycled mix of crushed glass and crushed rock.

“Traditional pathway and bicycle path building materials are becoming scarce in some regions,” said Charles Pick, Manningham’s Mayor. “It makes sense to use recycled crushed glass and crushed brick/concrete in these applications to save the use of virgin materials and make our pathways more sustainable.”

Jenny Pickles, the forum’s General Manager, said it was hoped the projects would demonstrate to local councils and construction groups that “there were sustainable and viable alternatives in the market.”

Commitment to sustainability

PIONEERING South Australian bottler Bickford’s Australia has achieved good results from its sustainability programme which is overseen by a dedicated conservation committee.

One success was improving the efficiency of the reverse osmosis process to deliver significant savings in water, while waste water from production has been reduced by some 40%. Energy usage has dropped significantly thanks to fitting more efficient lighting, complemented by timers.

Support for Canvironment

EUROPEAN Metal Packaging (Empac), the association representing European producers of rigid metal packaging, supported Canvironment Week, a worldwide initiative which took place from 10th to 17th November.

The aim of Canvironment Week was to educate and take action to raise awareness around the sustainability of metal cans. Can-makers from the five continents were involved, each taking action or engaging in activities that promote metal packaging. The initiative was launched by Hindustan Tin Works Ltd, India’s leading can manufacturer.

Metal packaging has a recycling rate of 71% in Europe (source: APEAL, 2008), and one of Empac’s main commitments is to continue building upon this record rate. Metal cans have unique benefits, being 100% recyclable an infinite number of times without loss of their essential properties.

Today in Europe, metal packaging achieves recycling rates of more than 90% in Germany, the Netherlands and Belgium, and more than 80% in Switzerland and Austria.

Bottle range wins award

THE Coles Springwater bottle range, sold through the Coles supermarket chain in Australia, won this year’s sustainability award, sponsored by Carter Holt Harvey, in the Australian Packaging Awards. These are organised by the Packaging Council of Australia.

The judges commented that collaboration between manufacturer and retailer had yielded an impressive new industry standard: the lightest 600ml water bottle in the Australian market.

With a slightly taller and slimmer look, this new range of lightweight bottles was first to market under the Coles brand and has provided significant reduction in PET material, water and carbon footprint. The consolidation of two process operations into one new facility has delivered significant environmental and commercial benefits.”

Bickford’s Australia has made good environmental advances in packaging.
Green commitments from San Benedetto

ITALIAN mineral bottled water producer San Benedetto Spa spells out its commitment to protecting the environment whilst participating in the recent Shanghai World Expo 2010. President Enrico Zoppas outlined the projects the company has developed in collaboration with the Italian Ministry for the Environment, Land and Sea. Agreements signed in 2009 envisage a specific set of actions for the calculation of the carbon footprint required to reduce CO2 emissions and create a virtuous model for the mineral water sector.

In 2010, San Benedetto set up a voluntary programme to use cleaner and more efficient energy sources, promote the recycling of PET bottles, reduce energy consumption during product transport, and support environmental projects for the neutralisation of residual emissions in developing nations. “The effort being made by San Benedetto,” said Zoppas, “represents a firm commitment for the protection of the climate and the defence of water, a fundamental resource for life on this planet.”

He added: “After identifying the carbon footprint created by each productive phase and by each product using ISO 14064, PAS 2050 methods, specific emission reduction activities were prepared.” Such activities include reducing the weight of the bottles, recovering and recycling the bottles, optimising productive unit micro-climate control systems, and the overall optimisation of the bottling plants themselves. Specific projects regarding tri-generation, the installation of photovoltaic systems, compressed air production optimisation and recovery, and the development of “zero kilometre” production chains have also been established.

“In getting the programme up and running we focused on the 1 litre Easy PET bottle format as the first product for CO2 emission neutralisation. The 2000 tons of CO2 released by this single product were neutralised through the purchase of VERs-type emission credits derived from the construction of a biogas recovery thermal energy production plant in Thailand. Thanks to this effort, the Acqua Minerale San Benedetto Easy bottle became the first carbon-neutral mineral water bottle format, and the only one of its kind in Italy,” concluded Zoppas.

Five year strategy

SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has reinforced its commitments from SIG Combibloc, supplier of carton packaging and filling machines, has rein...
Human Resources

APPOINTMENTS

PepsiCo has announced that Sanjeev Chadha, Chairman & CEO of PepsiCo India Region, is to take charge as Chief for the Middle East & Africa with effect from 1st January 2011. He will also be a member of the PepsiCo Executive Committee.

Manu Anand will succeed Chadha as Chairman & CEO, PepsiCo India Region. He moves from Thailand, where he was CEO for South East Asia, responsible for the foods and beverages business in the region. A further key appointment in the India Region is that of Varun Berry as CEO of PepsiCo’s foods business in India.

PepsiCo has also announced the appointment of Timothy P. Cost to the newly created position of Executive Vice-President, Global Corporate Affairs, effective 1st December. Cost will report to PepsiCo Chairman and CEO Indra Nooyi, and be responsible for strengthening and protecting PepsiCo’s corporate reputation and strategically aligning its communications, public policy, foundation, investor relations, global health and agricultural policy and regulatory agendas.

GCI Nutrients USA, a worldwide ingredient supplier to the dietary supplement, food and beverage industries, whose headquarters are in Foster City, California, has appointed Catherine Sabbah as Purchasing Manager.

Royal DSM NV, the global Life Sciences and Materials Sciences company headquartered in the Netherlands, has announced that Chris Van Steenbergen will succeed Paul Jarrell as Executive Vice-President Corporate Human Resources. He will report to Feike Sijbesma, CEO and Chairman of the Managing Board of DSM.

Reading Scientific Services has announced that Dr Bob Hagan is the new Managing Director of Reading Scientific Services Ltd. His appointment coincides with Jacinta George becoming Associate Director, Specialty Sciences. Jacinta previously held the role of Commercial Director at RSSL. Simon Flanagan, formerly Head of Speciality Analysis, has moved to a new role of Senior Consultant, Food Safety.

The European Vending Association (EVA) has appointed Susanne Döring as the Brussels-based association’s new Regulatory and Marketing Affairs Officer.

Swisslog (UK) Ltd, global provider of integrated logistics solutions for warehouses and distribution centres, has appointed Andrew Manship as Managing Director and Head of its Europe2 Region. He will relocate from Sydney, Australia to the UK where he will also oversee the business units in Belgium, The Netherlands, Australia and New Zealand.

Joe Wiggetman has recently been promoted to General Manager of Nestlé Waters North America Inc’s Earth Brands portfolio, consisting of the Re-Source and Keeper Springs brands.

Ball Corporation has announced that John A. Hayes will become Chief Executive Officer of the corporation effective January 2011.

Ball’s CEO since 2001. He has been a member of Ball’s Board of Directors since 1996 and will remain its Chairman.

Funding support

UK food and drink employers looking to drive up the skills of their workforce can be met halfway in the funding stakes thanks to a successful £multi-million bid by Improve.

Improve, the food and drink sector skills council, has been successful in securing a project worth £42 million based on funding 50% of the cost of training employees in the food and drink industry. Employers will match the remaining 50%.

The Joint Investment Programme is designed to bring together private and public investment into 50-50 match-funded plans to support training and skills development in areas key to economic recovery and future growth. Improve’s successful bid for the programme secures ring-fenced funding for learner places and allows Improve to buy the skills employers want and use its own training providers.

Food and drink employers who want to take advantage of the matched funding for employee training are being urged to get in touch with Improve’s sister organisation, the National Skills Academy for Food and Drink Manufacturing, which will be responsible for delivery.

The programme will only be delivered by training providers which are approved by the National Skills Academy for Food and Drink Manufacturing.

Nordic head

THE Finnish Federation for the Brewing and Soft Drinks Industry has appointed Elina Ussa as its new Managing Director.

Ussa, who will also serve as the head of public affairs at the Finnish Food and Drink Industries’ Federation, previously worked as a special advisor to ministers at several ministries, in the National Coalition Party’s (NCP) Parliamentary Group and in the NCP’s political group in the European Parliament.
Splendid Preview

- ‘Premium Packaging Showcase’ showcased by over 100 top dairy, food & beverage packaging enterprises
- Aggregate 400 local and overseas renowned exhibitors
- Concurrently hold ‘Adsale Cup - Green Packaging Competition’

Concurrent Events

- ‘Beer Industry Technology Seminar’
- ‘Symposium on Food Safety and Risk Management’
- ‘Symposium on Product Safety and Technology Development of Beverage Industry’

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

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OFFICIAL WEBSITES

www.ChinaSinoPack.com
www.ChinaDrinktec.com
**DECEMBER**  
**2nd – 4th**  
International Food & Drink Expo India  
Paragti Maidan  
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India  
www.indiafooddrinkexpo.com

**13th – 15th**  
Dubai Drink Technology Expo  
Dubia International Convention and Expo Centre  
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UAE  
www.drinkexpo.ae

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**27th – 29th**  
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**FEBRUARY**  
**7th – 9th**  
The Packaging Conference  
Aria Resort  
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USA  
www.thepackagingconference.com

**MARCH**  
**1st – 4th**  
Foodex Japan  
Makuhari Messe  
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Japan  
www2.jma.or.jp/foodex/en

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Anfas Food Product  
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www.anfas.co.tr

**9th – 11th**  
China Drinktec  
Guangzhou International Convention and Exhibition Centre  
Guangzhou  
China  
www.chinadrinktec.com

**27th – 22nd**  
Sapore  
Rimini Fiera  
Rimini  
Italy  
www.saporerimini.com

**27th – 1st**  
Ingredients Middle East  
Dubai International Convention and Exhibition Centre  
Dubai  
UAE  
www.ingredientsme.com

**Send your trade event details to:**  
events@softdrinksinternational.com
We must again demand the free and unrestricted right to sell our beverages on Sundays in shops for consumption either on or off the premises. In his original Bill, Mr Churchill omitted the words, in dealing with the Sunday sale of refreshments, which Mr Herbert Gladstone’s Bill contained – “for consumption on the premises,” and this very omission indicated that he had been impressed by the representations we had made that any such a restriction would be a grave penalty upon our trade, and an irritating and irksome inconvenience to the public...

A hint for British authorities

The Department of Health in Chicago has recently been conducting an investigation of bottled carbonated beverages and a leading Chicago paper said: “Six factories making bottled carbonated waters and beverages were ordered to be closed, and two others were ordered to make changes in equipment or method, by the Health Department today, as a result of an investigation covering several weeks.”

Where would certain of the rivals of the legitimate trade be, say, in London, in Kent and Sussex, and in Wales, if our British authorities followed this example?

There are American States where they make it a law, in New York or Pennsylvania, for instance, under which, if a man uses another man’s bottles, he can be fined 50 cents a bottle for even the first offence.

Upon the selection of bottles

“I want,” writes a well-known bottle maker, “to sound a note of warning against the use of the abnormal bottle. By abnormal bottle I mean the odd or fanciful shape. These odd-shaped bottles are hard to make, and increase very much the probability of breakage. Do not ask us to exceed the limit of practicability in the matter of putting extra glass in a bottle. The desire on your part to have 1 oz. bottle which will look as large as the other fellow’s 2 oz. bottle has caused our bottle manufacturers no end of trouble and expense and has resulted in their being placed on the market numbers of ill-shaped, ill-proportioned monstrosities, not deserving the name of a bottle. Choose the reasonable and natural, rather than the unpractical and unreal!”

Sourced by Stewart Farr
Recycling label liner

Logopak International Limited
Clifton Moor Industrial Estate
York YO30 4XE, UK

Tel: +44 (0)1904 692333
email: salesonweb@logopak.net
www.logopakprintandapply.co.uk

A RECYCLING scheme for the silicon coated glassine release liner used in pressure-sensitive labels has been set up by print & apply machine specialist Logopak, providing an eco alternative to disposal in UK landfill sites.

Under the scheme Logopak supplies reels of labels in collapsible box pallets, rather than corrugated cases, together with empty pallets ready for assembly to receive the spent release liner. Pallets are then collected by Logopak as part of its label delivery service and the waste shipped in bulk to a new specialist processor in Holland. Here the silicon is removed and the paper fibre made ready for recycling. Logopak is also working with label manufacturers to extend the use and collection of polypropylene and polyethylene release liners.

Acquisition

Alicat Scientific, a manufacturer of mass flow and pressure technology, has been acquired by Halma plc, the leading safety, health and sensor technology group. Alicat will join Halma’s global group of fluid technology businesses. Founded in 1991, Alicat has pioneered the use of differential pressure measurement in its products, speeding response times by as much as 1000 times over that of competing temperature-based measurement technology. Its product range includes mass and liquid flow meters and controllers; pressure controllers; digital pressure and vacuum gauges; portable flow meters; calibration standards; and software and accessories.

Halma typically acquires companies in familiar markets or allied sectors, Alicat shares a number of key customers with new sister companies Bio-Chem Fluidics, Diba Industries and Perma Pure.

Logicolor-ful

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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 Tuchenhagen - Variflow Centrifugal Pumps has added a new pump size, the TP2020, which operates in the flow volume range of up to 35 m³/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 3050 than in the TP 3000. The TP 2050 is EHEDG and 3A certified.

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

Improved accuracy

RFM340+ refractometers now have an increased measurement performance between R-28 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 pressure and vacuum 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 has launched the Biochrom 30+ Series of amino acid analyzers - the gold standard in dedicated amino acid analysis. Based on ion exchange chromatography with post-column derivatization of samples using ninhydrin, these instruments accurately identify and quantify free amino acids, as well as the amino acid composition of proteins and peptides. Specific applications include nutrition and compositional analysis in beverages.

The new Biochrom 30+ Series offer rapid protocols that increase sample throughput by cutting analysis time compared with standard protocols. The instrument is PC-operated, with the user-friendly software controlling all functions. Advanced fluidics and robust hardware mean easy maintenance for users, backed by the reassurance of Biochrom’s dedicated service and support team.
FRUIT JUICE CONCENTRATES
(Citrus, Tropical & Red)
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