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Soft Drinks International

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

features**Functional Water 34**

Functional bottled water is poised for growth reports Rob Walker, and though it might appear to be a niche category, from a value perspective it is worthy of attention from major soft drinks companies.

**PET Wins Again 36**

Richard Corbett assesses the state of play in the global packaging mix for soft drinks. Whilst it is likely that it was a positive year for all main formats, he concludes that PET continued to eat into the share of other players. Even with soaring oil prices, PET will probably continue to make further gains, and the only factor that might disrupt longer term trends is the environment.

IFE 2011 46

Claimed to be the UK's premier food and drink sourcing event, more than 1,100 organisations from around the world will be on show at London's ExCel centre next month.

**Dubai Drink Technology Expo 48**

A review of the third edition of Dubai Drink Technology Expo, which took place at the Dubai World Trade Centre last December.

Pro2Pac 52

Co-located with IFE at London's ExCel centre, Pro2Pac will provide a stage for almost 100 leading food and drink manufacturers, suppliers and technology providers to showcase a range of new packaging solutions.

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Clear and transparent

The news that UK ambulances are having to fit larger stretchers in their vehicles to accommodate overweight patients is further evidence of the country's burgeoning waistlines and rise in obesity levels. The UK's obesity problem is not unique. In Finland, for example – as reported on page 5 – the government has imposed a controversial tax on soft drinks and confectionary products in a bid, it says, to promote nutritional and health standards among the population. And in the US there has been any number of state legislative attempts to raise income by suggesting a tax on sodas.

Despite governments worldwide recognising the long term and financially demanding obesity problem and introducing initiatives to combat and stem its growth, the numbers of overweight continue to rise.

As both the British Soft Drinks Association (BSDA) and American Beverage Association (ABA) have long maintained, obesity is a complex problem for which non-alcoholic drinks should not be held accountable. In the austerity years which followed the Second World War the soft drinks repertoire consisted in the main of squashes and high-sugared drinks of the soda pop variety, viewed nowadays as one of the culprits when it comes to childhood obesity. Yet children of the 50s and 60s were slim. They walked to school, played outside and were encouraged in every sporting endeavour.

The obesity problem has always been, and will continue to be, a question of calories in versus calories out.

The ABA's recently announced 'Clear on Calories' initiative with new calorie count labels appearing on front of the pack is certainly good news. This is a voluntary commitment. Transparency is key in the obesity debate more so with consumer confusion over sugar levels especially regarding juices which contain a natural sugar element. Nothing could be more transparent than consumers seeing for themselves the number of calories contained within the drink they are buying.

ABA's President and CEO, Susan K. Neely, said: "By putting the calories on the front of beverages, we're making it easier for consumers to make informed choices. It's one more way that America's beverage companies are doing their part to help people achieve a healthy weight by balancing their diet and physical activity."

The participating companies – The Coca-Cola Company, PepsiCo, Dr Pepper Snapple Group, Sunny Delight Beverages, Nestlé Waters North America, Cott Beverages and Honest Tea - expect to have the calorie label on the front of all of their major brands and more than half their product volume by June and on all brands and packages by early 2012 as committed.

As ABA points out The Clear on Calories initiative has required a significant manufacturing, distribution and resource commitment by the participating companies who are actively redesigning and converting the package labels across their products be they carbonates, 100% juice and juice drinks, rtd teas, sports drinks, or water and water plus beverages.

Time will tell whether other food and drink products will follow in ABA's footsteps. For the here and now the 'Clear on Calories' initiative has to be applauded.

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

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Late Bulletin

● **Dr Pepper Snapple** has said that momentum is building in its soft drinks business, despite seeing profits in 2010 curtailed by a one-off debt payment. Dr Pepper Snapple's net profits for the 12 months to the end of December slipped by nearly 5% to US\$528 million.

● After two years of decline, **Nestlé Waters** has reported a slight sales increase in 2010 thanks to renewed consumer demand in several developed countries. Nestlé said in its full-year results that sales at its waters division reached CHF9.095 billion (US\$9.5 billion) for the 12 months to the end of December. That represents a 0.3% increase on sales of CHF9.061 billion in 2009.

● The **American Beverage Association** has accused the **Center for Science in the Public Interest** of "scare tactics" by asking authorities in the US to ban certain caramel colourings used in cola drinks. The soft drinks industry body said that there is no evidence that the colourings are linked to cancers in humans. Its comments come after the Center for Science in the Public Interest (CSPI) said that caramel colourings 2-methylimidazole and 4-methylimidazole (2-MEI and 4-MEI) have been linked to increased cancer risk in Government-funded studies on mice and rats.

● **Danone** has said its waters division is entering 2011 with "a healthy face" after reporting a rebound in sales in 2010. Speaking on the firm's earnings call, CFO Pierre-Andre Terisse told analysts that its full-year and fourth-quarter results were in-line with expectations. The waters division saw sales in the 12-month period to the end of December climb by 5.3% to €2.87 billion (US\$3.89 billion).

● South African energy drinks maker **Tiger Brands** is to purchase unlisted beverage manufacturer **Davita Trading** for US\$185 million in a bid to boost its presence in Africa. Tiger said it expects Davita's presence in 28 countries in Africa and the Middle East to boost its export division and allow expansion into other markets on the continent.

● **The Coca-Cola Co** has extended its contract with **Jack Nadel International (JNI)** for the marketing and merchandising of its products in the US. JNI has been granted a four-year contract extension through to 2015 as well as the right to work on national merchandising programmes for Coca-Cola's national brand teams. The extension builds on an existing three-year contact JNI has with the soft drinks giant.

● **Pokka** is to become a subsidiary of **Sapporo Holdings** at the end of March, with the Japanese companies saying that eventual integration in 2012 will position them to compete more effectively in an adverse business environment. As at early February, Sapporo held 21.4% of Pokka, purchased in September last year, but will boost this to 85.5% through purchases from investment fund Advantage Partners and food group **Meiji Holdings**. Pokka is a major producer of juices, iced coffee, green tea, functional drinks, Asian beverages and other soft drinks, with strong markets in Japan, Singapore and elsewhere. More details in our March issue.

● **Coca-Cola Enterprises (CCE)** has said that the energy drinks sector is a "major growth opportunity" for the bottler. The Coca-Cola bottler earned US\$624 million in 2010, an 8.3% increase on the previous year. Operating profits climbed by 0.6% to \$810 million, while sales for the period rose by 3% to \$6.71 billion.

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IDEXX

Europe

Italian private label buy

THE Dutch Refresco Group is to acquire Spumador, the largest producer of private label carbonated soft drinks and mineral water in Italy. Spumador is owned by Trilantic Capital Partners, a global private equity firm. Refresco is the market leader in the production of private label soft drinks and fruit juices in Europe.

Spumador has five production locations in Northern Italy. In addition to private label carbonates and mineral water, Spumador also manufactures ready-to-drink iced teas, sport drinks and fruit juices and owns a number of trademarks, including San Antonio, Valverde and San Attiva.

In 2009, the company generated €170 million in revenue, an increase of 7% compared to 2008, and produced a total of 958 million litres, up more than 9% over the previous year.

The purchase follows the acquisition of Soft Drinks International (SDI), a German producer of soft drinks and mineral water with a revenue of €140 million, in September 2010. The acquisition of Spumador fits in with Refresco's buy and build strategy, which is geared towards further strengthening and expanding Refresco's leading position in Europe in the area of soft drinks and fruit juices. This is Refresco's first step into the Italian market.

Refresco's CEO, Hans Roelofs, said: "With the acquisition of Spumador, we will create a



very sizeable position in an attractive new region. It is our first step into the growing Italian private label market, where growth of 6% is predicted in the soft drink market segment for the coming years. Spumador is a professional and reliable partner for the Italian retail. It is a company with a rich tradition and a management team that has proven to be very effective in developing the company."

Roberto Rossi, CEO Spumador, said: "Spumador is pleased with the acquisition by Refresco. This will make us part of a large, professional player in the industry. Refresco offers Spumador the chance to leverage on an international platform to better serve our national and international customers. The management sees this process of joining a larger international group as a good chance for top-line growth by sharing knowledge and product portfolios. This move strengthens and reconfirms our private label-focused strategy, and it enables Spumador to enlarge its leadership on the Italian market."

Investment underway

CARGILL has made significant investments at its plant in Baupte, France. The equipment includes a new centralised control room and a bag filling line, both fitted with the most modern systems and machinery. Cargill's Baupte site produces hydrocolloids (carrageenan, xanthan gum, scleroglucan) and multi-component functional systems.

According to Fabrice Bohin, Cargill Global Business Line Director, Hydrocolloid, the investment illustrates the profound change in the company's operational organisation in Baupte over the past months. "For instance the centralised control room, from which all the different production workshops can be monitored, has allowed us to eliminate a number of manual tasks such as palette handling, making work much less arduous overall. At the same time, our control room technicians can now oversee all operations in progress and perform more complex and enriching tasks, while ensuring a high level of quality."

The bagging line, which replaces the carton box packing line, offers several advantages. It improves security and work environment for Cargill employees (by reducing noise, dust and arduous tasks). It also helps reduce the company's environmental impact, since a bag generates 100 g of waste, versus 1 kilogram for a box.

At the same time an internal logistics organisation has been created, grouping a number of tasks formerly split over different departments on the site. On the maintenance side, a new system has been devised and implemented in order to allow better anticipation and monitoring of possible breakdowns.



Catherine Piana (General Director), Brian Tustain and Malcolm Harbour are seen at the European Vending Association's December conference at which Catherine Piana gave a presentation on the work of Brussels-based association. EVA said it was satisfied with the outcome of the conference and that it is clear an exchange of information between the European and national bodies will be a key factor in the successful representation of the vending industry.

PepsiCo completes 66%

PEPSICO Inc has completed the previously announced acquisition of approximately 66% of the outstanding shares of Wimm-Bill-Dann Foods, Russia's leading branded food and beverage company, from certain selling shareholders of Wimm-Bill-Dann, for approximately US\$3.8 billion. The acquisition increased PepsiCo's total ownership of Wimm-Bill-Dann's ordinary shares to approximately 77%.

This transaction will make PepsiCo the largest food and beverage business in Russia and will strengthen the company's position in the fast-growing Eastern European and Central Asian markets. 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.

PepsiCo expects to make an offer in Russia on or before 11th March 2011 to acquire all of the remaining Wimm-Bill-Dann shares.



Wimm-Bill-Dann's Essentuki Mineral Water.

Finns face tax

FINLAND introduced its controversial tax on soft drinks and sugared products in January despite robust resistance from a hostile drinks industry which maintains that the initiative will force sales down, while distorting price competition in the beverage market segment.

The government hopes to raise €80 million from the tax in 2011. Producers have already raised prices to reflect this added cost to manufacturing and distribution. In effect, the tax will be levied at a rate of €7.5 cents per litre on sugared and unsugared soft drinks, including bottled water.

Contentiously, the Confectionery And Soft Drinks Tax (CASDT) is also being levied on a limited range of confectionery products, such as ice-cream. The Federation of the Brewing and Soft Drinks Industry (FBSDI) had lobbied strongly, but unsuccessfully, to have bottled water excluded from the tax.

"The government promoted this tax initiative as being motivated by its efforts to encourage healthier consumption. The fact that the tax also includes bottled water shows that this is not the case. This tax is simply a new revenue raising exercise. This tax will have a negative impact on soft drinks and bottled water sales," said Elina Ussa, the FBSDI's Managing Director.

The Federation said the government was using the tax to randomly target a number of similar product groups. "We have no problem with taxation per se, only the arbitrary way in which this tax is levied on only a few companies in the food and drink industry, while leaving similar products and their manufacturers outside its scope," said Ussa.

The excise tax penalises sugar-free spring and mineral waters, as well as products containing Xylitol. However, many products with a high sugar content remain outside its scope, including biscuits, cakes, yoghurt drinks, sweet fruit soups, sweetened and flavoured milkshakes and milkshake drinks, and sweetened coffee drinks sold in powdered form.

With fresh parliamentary elections scheduled in April, the FBSDI is hopeful that the next government will adopt its proposal to change the existing tax format to a fairer tax based on the sugar content of a product.

More Russian speculation

IN A speculative deal motivated by PepsiCo's expansion in Russia, East Capital Explorer, the publicly listed Stockholm-based investment group, has acquired an equity foothold, costing the company €7 million, in the Russian foods company Wimm-Bill-Dann.

The capital investment is directly linked to the acquisition of Wimm-Bill-Dann (WBD) by PepsiCo, and a five-year plan to expand WBD's core range of dairy-based drinks and desserts across Russia. Last December, PepsiCo paid US\$3.8 billion to acquire a 66% shareholding in WBD. The US soft drinks giant expects to obtain full approval for the deal during the first half of 2011.

In accordance with Russian law, PepsiCo is required to purchase the remaining 34% of shares in WBD within 35 days following the closing of the transaction at a buyout price that is not below the deal price. East Capital Explorer acquired its holding prior to the PepsiCo offer, and is expecting to achieve a 20% return on the shares it holds in WBD.

"We see the Wimm-Bill-Dann investment as a good opportunity to maximise returns in the short term while we have cash waiting for completion of other investments. We expect to realise a healthy premium above the average price of US\$ 117.46 we paid per shares on completion of the buyout from PepsiCo," said Gert Tiivas, East Capital Explorer's CEO.

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School collaboration

PEPSICO is engaged in a cooperation project with health and educational authorities in Finland to remove sugared drinks from school vending machines by the end of 2012. The project stems from a commitment from PepsiCo to collaborate with governments worldwide to have sugared soft drinks removed from sale in primary and secondary school premises by 2013.

In practice, the decision means that PepsiCo's full-sugar carbonated soft drinks will no longer be offered for sale in Finnish schools.

The cooperation comprises Finland's Health and Education ministries as well as key state organisations such as the National Institute for Health and Welfare (NIHW). The focus of removal of PepsiCo's sugared drinks in Finland will be on secondary schools, as under law the country's primary schools are not allowed to operate vending machines on school property.

A change in the law in 2008 enabled Finland's secondary and upper secondary schools to install soft drinks vending machines. Some 25% of schools in these two categories currently operate soft drinks dispensers, and it is these schools that are now the main focus of the state cooperation project with PepsiCo.

"The present situation as regards soft drinks consumption among teens in Finland is relatively good by comparison with other European countries. That said, it is important we do not see a deterioration, and a growing percentage of obese children. This number has already tripled in 30 years. Such a trend must be turned around," said Pekka Puska, a

Coca-Cola reorganises in Norway

COCA-COLA's restructuring of its Nordic business operations in 2010 has resulted in a revamp of activities in Norway and the merging of Coca-Cola Beverages A/S into a new company, Coca-Cola Enterprises Norway A/S. The reorganisation is linked to Coca-Cola's decision to sell its bottling operations in Sweden and Norway in April 2010. That divestment formed an integral part of a broader realignment under which Coca-Cola bought the North American operations of its largest bottler, Coca-Cola Enterprises, in a cashless deal valued at US\$15 billion.

"We now have a new-look stronger organisation that will be good for our employees, customers, consumers and partners," said Leif Atle Viken, Coca-Cola Enterprises Norway's CEO. "We are in a stronger position to develop our market base and conduct new launches."

Bottled water award

HIGHLAND Spring, the UK's largest supplier of bottled water, has been awarded the British Bottlers' Institute (BBI) Achievement Award 2010 in recognition of its outstanding contribution to the bottling industry.

The BBI is the representative body for all organisations involved in the bottling, canning and packaging of beverages and other products and its President Ed Binsted explained the decision to present Highland Spring with

senior public health adviser to the Ministry of Health.

The removal of sugared Pepsi drinks from schools will not adversely affect PepsiCo's sales in Finland, says Harry Skön, PepsiCo Nordic Finland's Managing Director:

"We are seeing a doubling in sales for the sugar-free Pepsi Max which are now much stronger compared with regular Pepsi cola drinks. We are also not selling a lot of product into schools. This market is quite small in Finland. We will replace our soft drink assortments sold via vending machines with mineral waters and sugar-free beverages," Skön said.

the award: "The council believes that Highland Spring is one of the few bottlers who have consistently invested in new and technically advanced equipment. The company has developed and achieved extremely efficient performance results and excellent house-keeping standards and has created not only a national brand but an international brand as well."

Said Wyllie Woodburn, Operations Director at Highland Spring Group: "The award marks a really exciting period for the business following our acquisition of the Green-core bottled water division and strong sales performance throughout 2010. It is testament to the hard work and dedication of the team at Highland Spring and we look forward to continuing the success in 2011."



In brief...

- Ball Corporation has completed its acquisition of Aerocan SAS, a leading supplier of extruded aluminium aerosol cans and bottles in Europe. Ball announced the acquisition in December 2010. Aerocan manufactures extruded aluminium aerosol cans and bottles, and aluminium slugs used to make them. It operates three aerosol can manufacturing plants - in Velim, Czech Republic; Bellegarde, France; and Devizes, United Kingdom - and is a 51% owner of a joint venture aluminium slug plant in Beaupaire, France. The plants employ approximately 560 people.

- The Cherrygood juice drink company has secured a six figure investment from Clydesdale Bank as it seeks to become a £100million business within 10 years. The decision by the bank to back London-based Cherrygood to the tune of £600,000 comes just months after the owners had launched an outspoken attack on the country's banks. Entrepreneurs John Heseltine and Martin Hall had previously blamed a lack of support from most of the high street banks for holding up their rate of growth and worldwide expansion plans. With the backing of Clydesdale Bank, the company plans to build on its first year turnover of £1.2million with aggressive growth planned for the UK, Europe, Middle East and USA.

- Leading pan-European specialty chemicals distributor, Azelis, has undertaken a corporate re-branding programme which will unite its 36 companies under one Azelis brand. Azelis

Group Director Corporate Brand & Communications, Inge Declercq explained:

"Extensive research and market analysis led us to the view that Azelis united under one name, with a consistent visual identity and clearly articulated brand promise, would better represent our unique strengths and business focus."

- The sale of Huhtamaki's European rigid plastic consumer goods packaging operations, announced on 23rd September 2010, has been completed. The buyer is Island Acquisitions Sàrl, an affiliate of Sun European Partners LLP. The divested operations include rigid plastic consumer goods packaging manufacturing in Hämeenlinna, Finland; Auneau, France; Siemianowice, Poland; and Istanbul, Turkey, as well as sales units in Germany and Lithuania.

- The German GEA Group reports that its Business Unit Flow Components within the ME Segment has acquired the British company Breconcherry Ltd, one of the leading manufacturers of high efficiency tank washing equipment and cleaning in place (CIP) systems, located in Ledbury, UK. "Breconcherry is recognised for its flexibility and product quality for applications used in the food, beverage, chemical and pharmaceutical sectors. As a part of Business Unit Flow Components, the company is stronger and better equipped to meet the accelerating and changing demands in the global markets", said Franz Bürmann, CEO of GEA Tüchenhagen.

Upbeat Barr

A.G. BARR plc, the UK soft drinks group, has issued an upbeat assessment ahead of its final quarter and year end trading results. The company says it anticipates that total sales in the final quarter will be circa 5% ahead of the prior year, giving a full year like-for-like growth of circa 10%. The performance is regarded as "especially pleasing" in light of the bad weather in late November/December and the greater promotional intensity experienced in the market.

Across the financial year all of its core brands have performed strongly. Irn-Bru in particular delivered excellent growth in the North of England, where additional resources have been focused. Rubicon has grown revenue over the year by over 30% and is now a brand with sales of around £50million, having doubled since Barr acquired the brand. Elsewhere the carbonates range has extended distribution across the UK and is growing significantly ahead of the market.

The company stated: "Despite the operational challenges of the final quarter and increases in raw material costs we anticipate margins will be in line with our expectations."

"The investment in our Cumbernauld operation is progressing well and we now



anticipate final production from the Mansfield site in March. The Mansfield site has now been sold and will be cleared during the course of March and April and fully vacated in June 2011."

The company forecasts that 2011 will see increased pressure on consumers as rising inflation and static household incomes impact purchasing power. Nevertheless Barr anticipates further sales growth opportunities through its core brands which offer a broad choice of value for money products across an increasing geographic area. "Across 2011/12 we expect to maintain our focus on delivering above market sales growth, strong cash generation and a robust margin profile, combined with continued investment in the long term development of our brands, assets and people."

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Energy growth

AUSTRIA-based Red Bull has reported sales growth for its eponymous energy drink brand for the 12 months to the end of December. Sales rose 15.8% to €3.78billion. Significantly, sales in Turkey rose 86%, while Japan recorded an 80% value increase and Brazil posted 32% growth for the year. In Germany, sales increased 13% and in the US they rose by 11%.

The company is optimistic for the year ahead. "In spite of the still very difficult and uncertain financial and global economic climate, our plans for growth and investment in 2011 remain just as ambitious and we envisage a continued upward trend," stated the company.

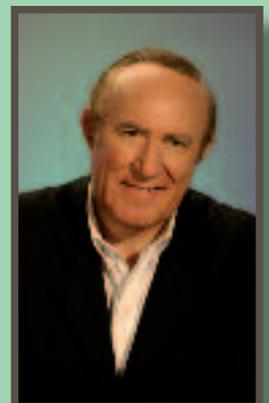


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Africa

Listing, delisting

CLOVER Group, South Africa's big dairy and juice producer, is now trading on the Johannesburg Stock Exchange. Johann Vorster, its Chief Executive, described the listing as the most significant event in Clover's history.

The group's origins are as a dairy co-operative formed in 1898 in the Natal Midlands. Now it is South Africa's largest chilled distributor and one of the largest distribution companies overall.

Stock exchange listing was mooted as long ago as 1996.

In Nigeria, the Nigerian Bottling Company is negotiating a scheme of arrangement with minority shareholders, which would see it withdraw from the Nigerian stock exchange and become fully owned by Coca-Cola Hellenic Bottling Company. Coca-Cola Hellenic has a 66.4% stake in NBC which has long operated effectively as a group subsidiary, albeit under local management control.

The move makes a lot of sense and the price offered minority shareholders is widely regarded as fair, offering a solid premium on trading prices, but the delisting has been portrayed by some commentators as a show of dissatisfaction with the stock exchange.

Rwanda's listing of Bralirwa, which as we reported became a major topic of national interest, has been judged an immense success both in its own right and as setting a precedent for further IPOs, as well as furthering the development of capital markets.

Building capital markets and interesting the population in investment were key reasons behind the government's decision to put 25% of the company into a pioneering IPO; the government's remaining 5% was sold to Heineken International, the majority owner.

The IPO was over-subscribed by 174%, including a strong showing by individuals. International investors, fund managers, Bralirwa staff and distributors all applied heavily for shares. Shares were offered in pools and only Rwandan retail investors were allocated their shares in full.

The company listed on the Rwanda stock exchange at the end of January.

New Sudan food concept

JUCES and other soft drinks are to feature prominently in a food and beverage complex under development on a prime riverside site in Khartoum, Sudan, only about 200 metres from the confluence of the White and Blue Nile.

Under the direction of Thomas Klein International, the Dubai-based food consultants,

Red Bull Nightshift 2011

NIGHT surfing on a beautiful summer evening in Cape Town, with the board riders given extra power thanks to tow-assists from jet skis – that's Red Bull Nightshift,



Sunset at Red Bull Nightshift 2011, Cape Town. Photo: Kolesky/Nikon/Red Bull.

the El Seref complex will be a dynamic food hall and market, rich in sights and sounds, with a core theme of celebrating the native cooking of Sudan.

"We had to learn a lot about Sudanese cooking and, after many excursions to back streets, rural and urban settings, we found a truly wonderful and 'undiscovered' cuisine coupled with ingenious cooking methods that people had passed down for millennia," said Daniel Doring, Managing Partner for TKI. "There is a lot of emphasis on rich smoky charcoal flavours and fresh herbs, and we really wanted to showcase Sudanese traditions in a way that would make the Sudanese proud of what their land has to offer."

During said the project was aimed at Sudanese and foreign visitors alike. The history-rich area around El Seref is to be enhanced by the centre's owners, El Seref Tourism and Hospitality, with a small museum, theatre and restoration of sites and historic ships.

enjoyed by a large crowd at Camps Bay, one of the world's best known beaches. The jet skis flung surfers into the waves, allowing them to project way into the night sky for some big aerial surfing moves.

Star attraction was Jordy Smith, the world's number two-rated surfer, who was having some fun after the fast-paced competitive action of the World Tour.

SAAFI workshop

THE annual seminar and workshop 'combo' arranged by the South African Association of the Flavour and Fragrance Industry will be held at the Bytes Conference Centre in Midrand, Gauteng, on 10th March.

The theme this year is 'bridging the gap'. Speakers will deal with subjects such as the handling of new product development and innovation at laboratory level, how to handle a flavouring or fragrance brief and emotional evaluation.

Shaun Smith of The Fusion Cooking School will encourage participants to experiment in fusing what were traditionally two completely separate fields: flavours/food and fragrances/perfumes. During the workshop session, all participants, working in 40 teams, will be given the task of creating a flavouring or a perfume compound according to a brief.



A CHALLENGING OPPORTUNITY DO YOU HAVE 'NO FEAR'?

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Following the successful UK launch of No Fear Extreme Energy Drink, which has recently been recognised within the top 5 soft drink product launches in 2010, Aimia Foods now plans to capitalise on its exclusive rights to sell the brand by entering into key export markets across the world.

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Aimia Foods manufactures and distributes a range of hot and cold beverages into the Retail and Out of Home markets in the UK. The business has developed by focusing on Customer Service Excellence, product innovation and the development of our people.

If you believe you have the skills and knowledge to succeed in this challenging new role, and are fluent in English and at least one other European language, then please forward your C.V. along with you current remuneration package, to Allison Berrington at: allison.berrington@aimiafoods.com

NO AGENCIES PLEASE.



Having set up an initial distribution network with a small number of European countries, we now wish to rapidly expand this network across Europe and into other countries in the world where there is strong brand recognition, such as the Middle East and Australia. A similar opportunity also exists with other branded soft drinks in Aimia's portfolio.

www.drinknofear.co.uk

Uganda perseveres with vanilla

WHEN a tropical cyclone hit Madagascar, the world's dominant producer of vanilla, in April 2000, farmers in Uganda and other African countries where conditions were suitable, rushed to plant the crop.

Over the next few years, they did well, some of them spectacularly so as international market prices rose steadily. This was helped by political instability and other factors in Madagascar which slowed the industry's recovery. But recover it did, bringing prices down, reintroducing market stability and hurting some of the new vanilla producers who had predicated their change of crop on high revenues.

Since the mid-2000s, many of the opportunistic farmers in Uganda have pulled out completely, returning to former or other crops. Incomes have dropped hugely. But a few small community associations, such as the Bitutwa Farmers' Group, have worked with Uvan, Uganda's main vanilla processor and exporter, to maintain and even extend plantations.



Grading vanilla beans in Madagascar. Photo: Jonathan Talbot, World Resources Institute.

They are succeeding through co-operative initiatives, an emphasis on quality control and organic cropping, financing and other assistance from Uvan, and by balancing vanilla with other crops. Uganda's vanilla production

now seems assured, despite Madagascar's return to dominance.

Soft drinks are a key user of vanilla as an ingredient, although vanilla also has many other applications.

Juice players in big wine bid war

FOR some large beverage producers, soft drinks and wine or other alcoholic products are a good fit. For others, there's a preference to stick on one side of the 'fence'. Over recent months in South Africa, juice and fruit drinks have played a role in a complicated bid for control of the almost iconic wine and brandy producer, Paarl-based KVV Holdings.

KVV, which was formed in 1918 as a grower co-operative, has extensive interests in the wine and spirits sector, with many of its products being amongst popular South African wine offers on export markets.

It was also previously a grape juice producer but, as we reported at the time, it decided in July 2009 to sell its concentrate plant in Upington, Northern Cape, to the neighbouring Orange River Wine Cellars. The purchaser had been the plant's sole contract supplier for years and everyone agreed the move made a lot of commercial sense, with KVV saying it preferred to focus on its core business of wine and spirits.

Looking at things in quite a different way, the big FMCG group Pioneer Foods began a bid for KVV, citing a desire to have wine and brandy in its portfolio alongside its many juice and fruit drink brands. These include some of South Africa's biggest-selling juice beverages, including Ceres and Liqui-Fruit.

Pioneer is also a Pepsi bottler and has a number of other soft drinks lines such as Daly's, Jungle Yum and Wild Island.

The bid ticked away over the southern summer but it became increasingly obvious

that Pioneer Foods was not going to get the required 75% shareholder support. Pioneer and KVV issued a statement saying they had ended discussions and that KVV was "no longer subject to an offer period as defined in the SRP Code".

KVV also dismissed speculation that it was in negotiations with others, including the UK-based Halewood International which had made no secret of its desire to one-up on Pioneer.

Pioneer and KVV stressed that "the termination of the transaction is not related to the business performance of KVV or the trading update released by KVV earlier". For some stakeholders the issue was the 12 rand share price of the Pioneer offer, which some felt was too low.

Within a few days of the Pioneer bid termination, however, Hosken Consolidated

Investments (HCI) bought 21.8 million shares from Zeder Investments: Zeder retained about 2 million shares. WCI paid only 11.8 rand, a price Zeder was happy about given the significant increase in value since purchase.

Zeder said the remaining 2 million shares were available, hinting that it would sell only at a higher price. Zeder also has a significant indirect stake in Pioneer – it holds 41% of Kaap Agri which owns over 27% of Pioneer.

HCI was a major shareholder in the dairy and juice giant Clover, selling out last year. It has described its KVV buy as opportunistic and is seen as being open to offer, whether by Halewood or another company seeking control of KVV, a merger or other arrangement.

The KVV ownership saga is likely to continue for some time yet.

In brief...

- The Tanzanian government's long-running bid to clean up the country's chaotic outdoor advertising, especially in Dar es Salaam, has again been opposed by many of the key players. As in other African countries, soft drinks brands use billboards extensively in Tanzania and many are affected by the policy. The bigger outdoor practitioners have argued that their billboards meet professional standards, generate good revenue streams for local government and also bring in substantial tax revenue for the central government. The Tanzania Roads Agency has been endeavouring to pull down most billboards and gantries along main roads, while outdoor specialists have coun-

tered this with injunctions. The companies are also miffed that, while most billboards would disappear from roads, the agency has given two companies exclusive rights to permitted locations.

- Two large delivery trucks carrying non-alcoholic malt-based soft drinks ran foul of religious authorities in Kano State, Nigeria. The Islamic police had apparently been tipped off that the articulated trucks were carrying alcoholic drinks, prohibited in the area. Despite pleas from the drivers, and from a nearby civilian police patrol, they slashed tyres and confiscated fuel.

Manufacturing Soft Drinks Today April 5-7 2011



The British Soft Drinks Association along with leading brands in the soft drinks market has created an introductory course which is a must for anyone new to the business or for those who like to keep up-to-date with what's new in this constantly evolving industry.



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Middle East

Nestlé launches Dubai facility

THE new production, warehousing and research complex developed by Nestlé Middle East at the Dubai TechnoPark is now in full operation. It handles the manufacture, canning and bottling of a range of Nestlé brands, including Nestlé Pure Life bottled water, and incorporates the first new Nestlé confectionery factory built in over a decade. It also houses the group's regional microbiological laboratory which backs up operations throughout the Middle East.

"By opening our new facility in Dubai, our regional headquarters, we will be closer to our consumers in the region and can better adapt our products to their needs and preferences," said Paul Bulcke, the Nestlé Chief Executive.

"The Middle East region is a very important part of the Nestlé business and our continued commitment and ongoing investments demonstrate our confidence in the region."

In Saudi Arabia, Nestlé Waters has installed Vision Solutions' Double-Take Availability data protection software at its three plants, which produce bottled water under the Al Manhal, Springs and Nestlé Pure Life brands. Wael Al Baz, IT/IS Manager for Nestlé Waters, explained that the software had been chosen because it provided a high-performance, cost-effective solution for real-time replication of data across the LAN and WAN environment. "It can work over networks where bandwidth is limited."

Coke supports Bahrain kiosks

NO stranger to hands-on involvement with micro-retailers and small-scale distribution entrepreneurs, Coca-Cola is playing a very active role in a small business venture set up in the Kingdom of Bahrain to help people with special needs.

The Dannatt project is setting up kiosks in gardens, public facilities and elsewhere in Bahrain. The micro-businesses are financed by The Family Bank, with support from the Ministry of Social Development and The Coca-Cola Bottling Company, via local franchisee Bahrain Bottling.

"This agreement comes as a result of the activities of the ministry to empower people with special needs and to provide a suitable environment to integrate them into society and provide employment opportunities for

Catering group to expand

THE B6 Group, a substantial UAE commercial catering enterprise, says it has budgeted heavily for expansion projects in 2011, with an increasing emphasis on sourcing its own beverages and foodstuffs, including through local production and for sale to others in the hospitality sector.

"High quality and specialised foods are in great demand in the UAE, creating large opportunities for everyone to expand their presence in the market," said Omar Rashed Al Falasi, the company's Chairman. "In recent years, there has been a shift in food habits from traditional to a variety of international cuisines."

He pointed out that "the GCC is the biggest importer of food in the world, with more than 90% of food items brought into the region. The UAE is regarded as a key growth market by the global food and beverage industry despite its small population.



Omar Rashed Al Falasi, B6 Group.

Being a re-export centre of the region gives it an edge to be one of the largest importers of food and beverages."

Al Falasi said the beverage industry was a lucrative one and there was a lot of room for expansion. "There is huge importing of beverages from outside, creating a need for having high quality local manufacturers who can cater to the needs of the regional market.

"This is where B6 Group expansion plans can fit in."

He was upbeat about the positive effect likely on the company: "Our revenues will grow by more than 40% in 2011, due to the large number of contracts scheduled to be closed in the first quarter."

Hunger fight partnership

MINERAL water and juice producer Agthia Group, a major player in the United Arab Emirates' FMCG sector, has linked up with the World Food Programme to support its Fight Against Hunger.

WFP is a humanitarian agency which each year feeds more than 90 million people, among them some 20 million school children, in more than 70 countries.

It is also a logistics provider for United Nations emergency response, calling on a large air, road and maritime transport fleet.

Agthia decided to link with WFP because

this was a good fit with its 'For Wholehearted Living' manifesto, part of new branding launched last year. It was also seen as relevant to the company's commitment to the cause of food security, a key reason for its formation by the Abu Dhabi Government in the 1970s.

Ashraf Hamouda, a Senior Manager for WFP, observed that "Agthia Group has always shown generosity and commitment to humanitarian initiatives, and having them as one of WFP's first partners in the UAE gives us great hope that many more will follow suit.

"Agthia Group was built on a promise decades ago, out of concern for the UAE's food security issues, and now Agthia is expanding its horizons to eradicate hunger globally as well."



One of the kiosks in Bahrain.

them," said Dr Fatima Muhammed Al Blushi, Bahrain's Minister of Social Development.

The ministry is providing exclusive licences, training and some supervision of the new micro-retailers to help them get going at a solid and sustainable pace. The kiosks, of which about 100 are planned, are selling not only Coca-Cola beverages but also other convenience products.

In brief...

- Qatar's Ministry of Business and Trade has set a deadline of the end of June for all soft drinks sold in cans to feature stay-on-top tabs, replacing pull tabs. The ministry's consumer protection department said the directive, which is already being widely implemented, is aimed at enhancing consumer health and safety.

- Pepsi-Jordan has again hosted a 'right to work' job open day for the disabled, interviewing nearly 80 people for possible jobs while also helping promote the hiring of disabled people more widely in the kingdom. With the help of human resource specialists, Pepsi-Jordan focused on matching personal capabilities and experiences to job positions, seeking to meet individual challenges.

ArabLab 2011

BEVERAGE producers attending ArabLab 2011 in Dubai, United Arab Emirates, will find Paul Richardson of Priorclave on hand to talk about the company's comprehensive range of laboratory autoclaves.

ArabLab 2011 will be held in three of the Sheikh Saeed Halls at the Dubai International Convention and Exhibition Centre from 7th to 10th March. This is not only the definitive trade event of its kind for the Middle East but also has a steadily growing role in Africa and the Indian sub-continent. Buyers are also increasingly attending from further afield,

notably from China and elsewhere in Asia.

Priorclave will feature three of its most popular, electrically heated models at ArabLab 2011. These are the PS/MID/C60, a compact top-loading autoclave with 60 litre capacity; the mid-range PS/QCS/EH150 range, an electrically heated front-loader, with 150 litre capacity and optional direct steam heating capability; and the 95 litre PS/OPL/V95 top-loader from the OPAL range.

Autoclaves in the OPAL range feature automatic free steaming, a thermal safety lock and a slimmed down version of Priorclave's familiar TACTROL microprocessor control system.

Award for health awareness

AL Rabie Saudi Foods has joined with the Charitable Association for Health Education in Saudi Arabia to launch a new award for excellence in health awareness.

The Hayatona award's aim is to develop a mechanism for achieving a quantum leap in the promotion of health awareness programmes and activities, the award partners

explain.

In line with this, Al Rabie Saudi Foods will be giving the association ongoing support as part of its CSR programme.

Working under the umbrella of the Ministry of Social Affairs, the association has established a professional framework of training and advisory services covering research, policies and systems, as well as wide-ranging educational work in the form of workshops, health awareness leaflets and other initiatives.

It also provides scholarships for professional development in the field.

Red Bull Shall

WHAT'S in a word? In the United Arab Emirates, 'shall' has taken on a whole new meaning. It describes the art of tilting a four wheel drive vehicle on one side and driving it in that mode for as long a distance as possible.

Ever a brand to be associated with adventure and lifestyle sports, Red Bull energy drink sponsored the inaugural Red Bull Shall at Hafet Mountain, Al Ain, in

association with the Al Ain Police and Al Ain Municipality.

Each driver was required to demonstrate his skill in shalling over a 90 metre track which featured various obstacles. In fact, shalling calls for team involvement: three passengers create maximum equilibrium to keep the vehicle balanced on two wheels.

Ahmed Al Sherif, General Director of the Emirates Motor Sport Federation, said that the Red Bull Shall was a means of taking an increasingly popular sport off the roads, providing proper safety conditions.



Red Bull Shall Al Ain. Photo: Ammar Al Atta.

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Asia Pacific

Leadership changes in Australasia

BEVERAGE companies in Australasia are undergoing a significant change in executive command. Among the moves, Frucor Beverages' long-serving Managing Director, Mark Cowsill, is to retire at the end of May. And Peter Kean, Managing Director of Lion Nathan New Zealand, is crossing the Tasman to take control of the Australian juice and dairy giant, National Foods, from the beginning of April.

Cowsill has been with Frucor for more than 18 years. During that time he has played a key role in taking Frucor from a relatively small subsidiary of the New Zealand Apple and Pear Marketing Board to a major international beverage business with growing global sales.

Under Cowsill's management, Frucor has diversified into new categories and products, such as the V energy drink range and Mizone waters and sports drinks.

Frucor also made several strategic acquisitions, including Pepsi bottling rights in New Zealand, the fresh juice business Simply Squeezed and the sales and distribution arm of the Australian juice business, Spring Valley. Cowsill also took Frucor through a series of ownership changes; it is now owned by Suntory.

Kean has been with Lion Nathan for nearly 25 years, moving steadily up the corporate ladder to take over as Chief Executive of the New Zealand operation of the



Peter Kean and, right, Mark Cowsill.

Australasian giant some six years ago.

Lion Nathan is primarily a beer and wine producer, in addition to distributing an extensive portfolio which also includes world-leading spirits brands, notably through a partnership with Diageo. Earlier involved in soft drinks – it owned the Pepsi franchise prior to its sale to Frucor – it has in recent years developed a small but very successful range of craft soft drinks aligned to a craft beer brand. It also distributes and bottles other soft drinks.

National Foods is one of Australasia's



largest FMCG companies, with an annual turnover of around A\$3.5 billion. It owns a wealth of dairy, juice, soy and related brands. In his new role, Kean will take over from Andrew Reeves who is moving to another food group as Chief Executive.

Both Frucor and Lion Nathan NZ are expected to announce new managing directors shortly.

Proposed code changes

FOOD Standards Australia New Zealand has sought input from interested individuals and organisations on proposed changes to the two-country Food Standards Code, including permitted levels of steviol glycosides and the use of calcium lignosulphonate as a food additive.

Cargill is seeking approval to increase the maximum permitted level of steviol glycosides in water-based beverages, brewed soft drinks, formulated beverages, flavoured soy beverages and ice cream. The group claims

the increased levels are required to provide a more acceptable taste profile for consumers.

DSM Nutritional Products Australia has sought FSANZ permission for the use of calcium lignosulphonate as a carrier for fat-soluble vitamins (A, D, E, K) and carotenoids in preparations of food additives and nutrients to facilitate their introduction into water-based foods and beverages.

FSANZ has also called for submissions on a general update of the code to maintain its currency and clarity. The amendments address inconsistencies, misspellings, grammatical and typographical errors, omissions and items that require updating or clarification.

Indonesia starch purchase

THE Cargill group has acquired a majority stake of just over 85% in PT Sorini Agro Asia Corporindo, one of the world's leading producers of Sorbitol, as well as other starch and starch sweetener products. As required by Indonesian law, Cargill is making a mandatory tender offer for the remaining shares.

Sorini supplies to customers in more than 70 countries, as well as steadily gaining sales share within Indonesia itself. It operates two starch sweetener and five starch plants in East Java and Lampung provinces.

"We are excited to be a part of Cargill and by the opportunities accorded to our customers and employees by this transaction," said K.L. Chopra, President-Director of Sorini. "The combined capabilities and talents of Cargill and Sorini will enable us to better serve customers in Indonesia, Southeast Asia and other markets."

ASEAN Tourism Forum 2011

CAMBODIA's tourism marketing presents the destination appropriately as the Kingdom of Wonder, as delegates to the recent ASEAN Tourism Forum in Phnom Penh discovered.

Meeting in the Diamond Island convention and exhibition centre at the confluence of the Mekong River and two other waterways, delegates were reminded of the Kingdom of Wonder message in a particu-

larly effective way through specially packaged bottles of Vital premium water.

These featured both the tourism logo – which includes the famous ruins of Angkor Wat – and the ATF symbol.



Kingdom of Wonder water.

New ventures and more in China

TOKYO-based Kirin Holdings and China Resources Enterprise, whose headquarters is in Hong Kong, have signed an agreement to set up a soft drinks joint venture in China, with the Chinese partner holding 60% and Kirin 40%.

Kirin, already a big player in China, will purchase 40% of China Resources Enterprise's holding company, while transferring its stake in several subsidiaries: Shanghai Jinjiang Kirin Beverage & Food, Kirin Beverage (Shanghai), Shanghai Kirin Beverage & Food and Beijing Flying Kirin Beverage.

China Resources is one of China's major conglomerates, with extensive interests in food, retail, pharmaceuticals, real estate, power, gas and finance in mainland China, Hong Kong and elsewhere in Asia.

Among other recent developments in China:



● **NUTRASTAR** International, which produces the Nutrastar Golden Grass beverage as well as other premium-branded traditional Chinese medicinal lines, has boosted production capacity of golden grass at its Heilongjiang plant from 35 to 72 tonnes annually. Nutrastar aims to increase this to 100 tonnes by the end of 2012.

Lianyun Han, the company's Chief Executive, said that distribution had also expanded, with further extension of the network being undertaken throughout 2011.

● **BEIJING ENTERPRISES** Group, a large conglomerate owned by the Beijing Municipal Government, and AGV Products Corp, the Taiwanese food and beverage group, have set up a new company that will sell health-enhancing drinks, frozen foods and other products. The joint venture, which will initially focus on Beijing and Shanghai, will draw on Beijing Enterprises' formidable distribution network which covers all retail channels.

● **ZHUHAI** Zhongfu Enterprise Holdings' private placement of new shares, undertaken to fund a substantial expansion programme, was over-subscribed 2.7 times in hotly-contested competitive bidding. Shares were allocated to seven investors. The beverage packaging company, listed on the Shenzhen exchange, said that this did not make significant changes in the shareholding structure, although the stake held by Asia Bottles (HK) Company decreased from 29% to 26.39%.

"This validates Zhuhai Zhongfu's remarkable business prospects in the rapidly growing PET beverage packaging and soft drinks consumption market in China," said Gary Guernier, the company's Chairman. Zhuhai Zhongfu would "strive to capture opportunities and meet the development pace" of its major customers, said Guernier. "We will do this by enhancing our operational scale and R&D capabilities, as well as strengthening our competitive edge and profitability in the industry."

● **CHINA AND HEALTHY FOODS** Company has commenced production of four beverage products – green tea, black tea, peach juice and orange juice – at its new facility in Xiaogang. The drinks will be marketed by the ANOCTM joint venture set up by CAHFC and stelia extract supplier GLG Life Tech Corporation.

"This is the first all-natural and zero calorie beverage production line in China," said Song Xiankun, CAHFC's Chairman and President. "It can produce a full range of ANOCTM beverages, including iced tea, juice, vitamin water, sports water and dairy drinks. We have developed over 30 different ANOCTM beverage formulas."

● **CHINA TIANFU COLA** Group hopes to re-launch Tianfu Cola in its own right, after regaining the formula from PepsiCo which had held it under the terms of a now-defunct joint venture which went sour. The Chongqing-based beverage company, which has been in financial difficulty, also plans to introduce a range of other beverages.

● **HERBALIFE** is well advanced on the construction of a state-of-the-art production facility in Changsha, Hunan Province, which will

supply botanical extracts, powders and pure compounds for use in both its inner and outer nutrition products. The Herbalife range includes protein shakes and snacks, vitamins and dietary supplements, energy and fitness drinks, skin and hair care products.

● **UNI-PRESIDENT ENTERPRISES** is building a new beverage plant in the Jinxia Economic Development Zone in Changsha. The Taiwan-based food and beverage group has also signed an agreement to build a beverage plant in Suixi, Guangdong Province.

● **YANTAI NORTH ANDRE** Juice has transferred its listing on the Hong Kong stock exchange from the GEM (growth enterprise market) bourse to the main board. The company's directors believe this will help it attract larger institutional and retail investors.

Detective Squeaky

THE story of a crime-fighting cat, a bottle of V energy drink and a mysterious disappearance captivated New Zealanders. Unfortunately it was a tale with a sad ending, when Squeaky the cat was found to have been killed in a road accident.

Known in his final few weeks to his Wellington owners and neighbours as Detective Squeaky, the cat's disappearance became a major news story when his humans turned to the internet to help find him, as well as plastering the neighbourhood with posters, calling the council and SPCA, and searching daily.

Squeaky's detective work involved drawing attention to the V bottle stolen in a burglary, along with a laptop, camera and other electronics. A forensic check of the bottle delivered DNA which tracked the thief, who was subsequently jailed.

The V bottle became something of a humorous focus of the search, as owners Richard and Serra Clark publicised Squeaky's accomplishments.

In another offbeat New Zealand news story involving soft drinks, husband and wife dairy (neighbourhood convenience store) owners in Rotorua fended off would-be armed robbers with a 1.5 litre bottle of sparkling lime and tins of coconut cream.

Vitasoy vending machines

SEEKING to maximise sales to the increasing number of people travelling between Hong Kong and mainland China, Vitasoy International has installed beverage vending machines at border points such as Shenzhen Bay, China Ferry Terminal and the Macau Ferry Terminal.

While the Hong Kong SEZ continues to have its own currency, these vending units also accept renminbi, the mainland Chinese currency. Recognising the market potential in mainland residents as well as locals, Vitasoy plans to install more of the dual-currency vending machines.



Vitasoy vending machine, Shenzhen Bay.

LOST CAT

021 478 219 or 04 977 8219



Our old, Squeaky missing
 SPCA has advised that most missing cats return home within 10
 hours. Please check your cat's collar and return it to us. We'll
 contact and bring your cat home. If you have any information
 on this cat, please call us at 021 478 219 or 04 977 8219

Name: Felix, 3 years old, Male
 Breed: Chinese, Grey, Tabby
 Micro: Yes
 Phone: 021 478 219 or 04 977 8219

Squeaky's missing cat poster.

Americas

Red Cross partnership extended

THE Coca-Cola Company (TCCC) and the International Federation of Red Cross and Red Crescent Societies (IFRC) have announced a global partnership to expand their collaboration. TCCC will invest US\$2 million to support the IFRC's work in disaster response and preparedness and initiatives in communities that both organisations serve. Separately, The Coca-Cola Foundation will donate US\$1 million to the IFRC's Disaster Response Emergency Fund to provide immediate financial support to help Red Cross and Red Crescent National Societies quickly respond to disasters around the world.

"Our partnership with The Coca-Cola Company has the potential to become one of the world's leading business and civil-soci-



An Italian Red Cross truck driver and Coca-Cola Hellenic Bottling Company (CCHBC) employee shake hands after loading a truck with relief supplies in response to the 2009 earthquake in Abruzzo, Italy,

ety collaborations," said Bekele Geleta, Secretary General, IFRC. "It will enable us to extend our reach even farther in communi-

ties worldwide so we can be of greater service to vulnerable people. In this era of increasing natural disasters, imagine the magnitude of what we can accomplish together in disaster response and preparedness."

Together with Coca-Cola bottling partners, TCCC and the Red Cross/Red Crescent already work together in over 50 countries. This new partnership, which employs the capabilities and expertise of local bottling partners, aims to increase collaboration between the Red Cross/Red Crescent and the Coca-Cola system in even more areas around the world, and build on the foundation both partners have developed over nearly a century.

The potential humanitarian impact of this partnership is viewed as significant. TCCC and its bottler partners operate in more than 200 countries with 700,000 employees; and the IFRC represents 186 national societies with over 100 million volunteers, members and supporters.

"We are proud to partner with an organisation that is as effective and globally respected as the International Federation of Red Cross and Red Crescent Societies," said Muhtar Kent, Chairman and CEO of TCCC. "The marriage of our respective skills and expertise will enable us to make a positive difference when we are needed."

Ball restructures

THE largest producer of specialty beverage cans in North America, Ball Corporation, has announced plans to close its Torrance, California beverage can plant by the end of the third quarter of 2011, subject to customer requirements. The 45 year-old plant employs approximately 120 people and operates three lines, two that produce 12oz cans and one that produces 16oz cans. One of the 12oz production lines from Torrance will be relocated to Ball's Whitby, Ontario, beverage can plant and is scheduled to start up during the second quarter of 2011.

The company expects to record a total after-tax charge of approximately US\$12.4 million in 2011, primarily for employee severance and pensions and facility clean-up costs, of which US\$6.4 million is expected to be recorded in the first quarter of 2011. The

closure is expected to be cash flow positive to Ball upon final settlement of all closure-related costs.

Ball will also expand beverage can production in its Fort Worth, Texas, plant. A new line in Fort Worth will make 16oz and 24oz specialty cans and is expected to begin production by the beginning of the third quarter of 2011.

"These actions support our strategy of growing Ball's beverage can business while better aligning our manufacturing footprint with changing market demand and increasing operational efficiencies," said Raymond J. Seabrook, Executive Vice-President and COO Global Packaging. "The strong demand for specialty cans, especially for beer, teas, energy drinks and other beverages, continues to drive volume for Ball. The output of the Whitby and Fort Worth lines is contracted to customers under multi-year agreements."

produced using EcoPure, a revolutionary second-generation proprietary and organic additive licensed to Casey, which when combined with resin used to produce plastic bottles and containers renders the plastic biodegradable.

This decision comes as the company has received purchase orders and numerous enquiries for its biodegradable plastic solution for bottled water and other consumer product containers that use traditional plastic materials. These orders include one international, and two domestic companies, providing for weekly delivery of approximately 750,000 biodegradable plastic preforms.

More capital raised

PREMIUM soda producer known for its unique branding and innovative marketing, Jones Soda has closed the sale of 1,596,773 shares of its common stock to Glengrove Small Cap Value Ltd for gross proceeds of approximately US\$2.3 million, or approximately US\$1.41 per share.

Jones Soda has now issued the maximum aggregate number of shares available for sale under the equity financing facility. The company says it intends to use the net proceeds from the planned sale for targeted funding of new marketing programmes, to secure and grow larger distributor and national retail accounts, and for working capital and other general corporate purposes.

"We are pleased to have completed the use of our equity line facility," stated Bill Meissner, Jones Soda's CEO. "This financing tool will terminate with us having raised total capital of nearly US\$6.4 million. The facility was an important financing option, allowing us to raise the capital we need to go forward through 2011 and support strategic growth which we believe will result in a significant benefit to our shareholders."

Biodegradable focus

THE Casey Container Corporation of Scottsdale, Arizona, reports that it will focus on the manufacturing of its preforms which are used to produce biodegradable plastic bottles and containers and thus terminate acquisition negotiations with Mountain Green of Arizona. Casey will deploy its resources exclusively to meet immediate and escalating demand for biodegradable preforms and bottling products

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San Francisco summit calls for greater transparency

THE North American edition of the Sustainable Foods Summit organised by Organic Monitor, brought together some 200 executives at the Ritz-Carlton in San Francisco on 18th to 19th January 2011.

Seth Goldman, co-founder and president of Honest Tea, opened the event with his key note speech on the triple bottom line. By using the example of tea plantations in China, he showed how modernisation does not always contribute to sustainability. Since its launch in 1999, Honest Tea has become one of the fastest growing ethical beverage brands in the US.

The summit explored the evolution of eco-labels – such as Organic, Fair Trade and Rainforest Alliance – in an increasingly global food industry. The advent of international supply chains is leading many consumers to become disconnected from agriculture and food production methods. Scott Exo, Executive Director of Food Alliance, echoed the general sentiment at the summit, calling for



Seth Goldman, co-founder of Honest Tea.

the 'de-commoditisation' of food products by providing greater traceability to consumers.

The first session explored sustainability ini-

tatives in the food industry, with many speakers raising the question, 'How do you measure sustainability?' Also in the morning session, Kenneth Ross from Global ID discussed future trends in eco-labels. His paper stressed the importance of IT in combating food fraud and providing traceability to consumers.

The second session honed in on ethical sourcing and sustainable ingredients. The opening papers examined the role of Rainforest Alliance and Fair Trade standards in lowering social and ecological impacts of food products. Nasser Abufara from Canaan Fairtrade explained how social enterprise can improve lives of marginalised growers.

Marketing and distribution innovations were the subject of the third summit session. Leading retailers – Fresh & Easy and Safeway – shared some of their ethical trading and marketing initiatives.

The last session of the summit – organic plus strategies – began with an update on the global organic products market. Amarjit Sahota, President of Organic Monitor, showed how pioneering organic food companies were integrating sustainability into their corporate ethos and how some eco-labels were converging.

Food safety support

THE International Bottled Water Association (IBWA) has applauded the US Senate and House of Representatives for passing the Food Safety Modernization Act, "the largest overhaul of the federal food safety laws since the enactment of the Pure Food and Drug Act of 1906." IBWA supports this legislation as part of a large coalition that includes other food and beverage producers, manufacturers, and associations.

Key provisions of the new law include:

- More frequent FDA inspections. Domestic facilities will be inspected based on risk: high risk facilities at least once every three years, and low risk facilities at least once every five years.
- Provides FDA with mandatory recall authority for those incidents that involve serious adverse health consequences or death (Class I Recall)
- Hazard analysis and identification of preventive controls. Each registered facility will be required to conduct a hazard analysis of reasonably foreseeable hazards and put into place preventive controls designed to significantly minimise or prevent those hazards. (IBWA members have been required to develop and implement a Hazard Analysis Critical Control Points (HACCP) programme since 2002.)
- Records maintenance and access. Each registered facility will be required to document its hazard analysis and preventive controls system, including corrective actions and product/environmental testing, and to make those records available to FDA upon request.

In brief...

- Stratum Nutrition, a Novus International business, reports that its parent company has acquired a significant interest in ESM Technologies LLC of Carthage, Missouri. ESM Technologies now becomes a 'joint venture' between its previous owners and Stratum's parent. ESM will continue to be run by current management. Previously, Stratum Nutrition and ESM had been working together under a strategic alliance termed a 'Technology Partnership'. This investment allows ESM Technologies and Stratum Nutrition to accelerate growth opportunities internationally. Together they will capitalise on their strengths to accelerate new product development and global sales of their combined product portfolio to manufacturers and marketers of beverages.

- RockTenn, one of North America's leading manufacturers of paperboard, containerboard and consumer and corrugated packaging, has acquired the Smurfit-Stone Container Corporation to create a US\$9 billion leader in the North American paperboard packaging market. With annual net sales of \$3 billion, RockTenn operates locations in the US, Canada, Mexico, Chile and Argentina. The company will maintain its headquarters in Norcross, Georgia. Smurfit-Stone is one of the industry's leading integrated containerboard and corrugated packaging producers and one of the world's largest paper recyclers. Smurfit-Stone has manufacturing mill capacity of 7 million tons, and when combined, RockTenn will have 9.4 million tons of total production capacity, including 7.5 million tons of mill production in the containerboard market.

- TricorBraun has acquired Penn Bottle and Supply Co, the Philadelphia-based distributor of rigid packaging with approximately US\$50million in annual revenue. The family-owned Penn Bottle and Supply Co was founded in 1920 by Edward Probinsky. "This is a huge opportunity. Our focus has always been on providing world class customer service; a philosophy we share with TricorBraun. We're excited about the additional options and resources that will be available to our customers and personnel as we join the TricorBraun team," said Rich Probinsky, grandson of the founder and President and CEO. St Louis-headquartered TricorBraun claims to be the largest distributor of rigid packaging solutions in North America, with over 40 locations globally and annual revenues approaching US\$1 billion.

- The Austrian packaging producer Greiner Packaging International has opened a new facility in the city of Apodaca, Mexico, to service the markets in Northern and Latin America. Willi Eibner, CEO of Greiner Packaging International, said: "In Apodaca we have rented a hall of about 2,000 sq m. on a long term basis. Moreover, we have the option of prolonging the rental agreement and more than doubling the production area."

The Managing Director of the new independent subsidiary is Gerald Bernecker. By the beginning of 2011, Greiner Assitec S.A. de C.V. planned to employ a staff of 40 people. On the new premises, state-of-the-art European injection moulding machines reserves are being used and will be complemented with more new technology within the next years.

Ingredients

Fast microbiological detection

THE Döhler TransFast-System is a new microbiological detection method claiming significant benefits: it is easy to use, has a short incubation time and can be analysed within seconds. The ready-to-use TransFast-Gel makes it easy to prepare the sample as there is no need to liquify the agar or keep it warm. The liquid gel promotes the flow of nutrients to possible contamination sources, allowing contamination to be recognised early.

A further feature is the back-lit TransFast-Incubation Lightbox, in which the sample tubes are lined up next to each other in front of the light source. The direct lighting of the transparent samples allows any possible contamination to be identified immediately. There is no need to use petri dishes, allowing the evaluation time to be reduced by up to 90%.



With the TransFast-System from Döhler, the first qualitative results can be seen after just 24 hours.

Döhler also offers other microbiologically selective nutrient media under the Döhler Microsafety Design (DMD) brand. The company maintains these allow quality

assurance in the production of water and non-alcoholic beverages to be carried out in a simple, consistent, cost-effective and reliable way.

Weight management results

SOLAE, the soya ingredient supplier, has carried out a weight management consumer research study across 11 countries. The research revealed taste as the number one most important product attribute in the UK, and the importance of protein to UK weight managers.

The survey included five countries in Europe to better understand consumers' behaviours, motivations and practices in managing weight and their usage of foods providing weight management benefits. The study also looked at product attributes important to consumers in selecting foods to support their weight management goals, and specifically, consumer understanding and awareness of protein in weight management.

"Consumers are increasingly looking for ways to easily manage their weight through convenient foods and beverages," said Reinhard Schmitt, Managing Director – Solae Europe. "As Solae continues to invest in future ingredient innovation, this research helps us identify and better understand the opportunities for protein-enhanced foods targeting weight management. Our data indicates that today's consumer understands the important role protein plays in helping them manage hunger. As a high-quality plant-based protein, soya protein

Tooth friendly stevia

DENTAL professionals have given their seal of approval to Wild's Sunwin Stevia. Tooth-friendly International, a non-profit association governed by dental professionals, has said that Sunwin Stevia developed in partnership with Sunwin International Nutraceuticals Inc, poses no risk for teeth. Their conclusion was based on a plaque-pH telemetry study conducted at the Dental Institute of the University of Zurich. The study was the first conducted by the Swiss institute that demonstrated that the stevia product does not depress the plaque-pH below the critical level of 5.7. When the acid concentration falls below this threshold, teeth can be damaged.

can play an important role in helping food manufacturers develop great-tasting satisfying food products targeting this growing segment."

According to Solae, soya protein helps consumers feel full longer, delivering a satiating effect similar to that of other proteins. As part of an energy restricted diet, soy protein can aid in weight loss and weight management. Soy protein also offers a unique advantage as a high quality protein source that can help reduce the risk of heart disease, by reducing the total and LDL-cholesterol levels when part of a diet low in saturated fat and cholesterol.

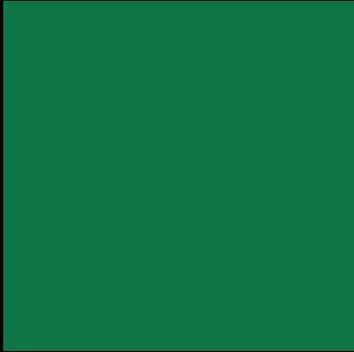
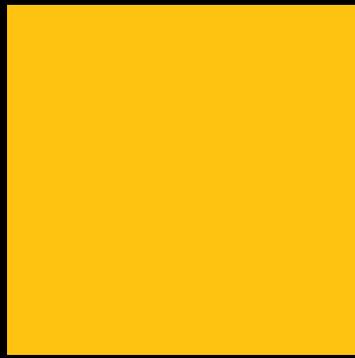


Wild's Sunwin Stevia is Toothfriendly approved.

"Stevia provides interesting opportunities for manufacturers of toothfriendly products," confirmed Dr Albert Bär of Toothfriendly International. "Stevia's all-natural image will be compelling especially for those consumers who truly read labels and are health-conscious."

Wild product development specialist, Matthias Sass, said: "We see tremendous opportunities for the use of Stevia in all kind of food applications and also in toothfriendly products. Currently, we are the only one to offer Stevia for which the Toothfriendly endorsement is obtained."

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Award Winning Event



Whey protein gets sporting approval

VOLAC has welcomed the latest International Olympic Committee's (IOC) Consensus Statement on Sports Nutrition which recommends that athletes consume high quality proteins, soon after exercise and at optimal amounts throughout the day, as a way of maximising the long term gain and repair of muscle.

Suzane Leser, Nutrition Manager of Lifestyle Ingredients, Volac, and Vice-Chair of the European Specialist Sports Nutrition Alliance (ESSNA), said this advice represents good news for the whey protein industry, following, as it does, the limited endorsement of protein quality by the European Food Safety Authority (EFSA) under article 13.1 rulings on protein and whey protein.

She said: "The importance of consuming high quality protein at strategic points in the day has emerged since the last IOC Consensus Statement in 2003, and is now being recognised as key to athletic performance, alongside hydration and energy.

"The new Consensus will form the basis for nutritional guidance to athletes in the run up to London 2012 and this is great news for the whey protein industry, particularly as the IOC experts go further than EFSA in recognising that not all proteins are equal, and recommending that athletes consume those of high quality. This would include whey protein as it has one of the highest biological values."

The IOC statement advises that "Foods or snacks that contain high-quality proteins should be consumed regularly throughout



Volac's whey protein isolate Volactive Hydrapro.

the day as part of the day's total protein intake". The IOC also recommends that athletes "take 15-25 g of such protein after each training session to maximise the synthesis of proteins."

Mark Neville, Head of Lifestyle Ingredients, Volac, observes that it is not only the demanding training regimes of potential Olympians that will drive the sports nutrition market. "Consumers, trying to combine a physical fitness regime with a hectic lifestyle also place a high value on convenience. Our research, conducted among consumers committed to undertaking sport or exercise, showed that there is a potential mainstream market for a sports recovery drink containing whey protein."

Until recently, the addition of whey protein to clear beverages has not been without its technological challenges. However, Volac has overcome these difficulties with the development of Volactive Hydrapro – an enhanced, fat-free whey protein isolate

which combines high solubility with heat stability, a long shelf life and neutral taste.

Mark Neville concludes: "The IOC advice combined with the potential mainstream market revealed by the Volac research makes powerful reading for sports drinks manufacturers. Against this backdrop, and with the manufacturing challenges overcome, now is the time for drinks manufacturers to bring innovation to the sports recovery market by combining the benefits of this high quality whey protein with carbohydrates and fluids in a clear, convenient and refreshing beverage."

EFSA rules on oats

A SCIENTIFIC panel of the European Food Safety Authority (EFSA) has published a positive opinion on a disease risk reduction health claim dossier for oat beta-glucan following an application from CreaNutrition AG submitted pursuant to Article 14 of the EC regulation on nutrition and health claims.

According to the positive opinion of the EFSA panel for dietetic products, nutrition and allergies (NDA), foods providing 3g of oat beta-glucan per day can bear the health claim: "Oat beta-glucan has been shown to lower/reduce blood cholesterol. Blood cholesterol lowering may reduce the risk of heart disease." The health claim still needs to be approved by the EU Commission.

Bioactive oat beta-glucan is the cholesterol-lowering constituent of CreaNutrition's OatWell oat bran ingredients.



Sweet sports recovery

ADM Cocoa is promoting the use of cocoa powder in dairy-based chocolate flavour beverages, which can be consumed as an alternative to sugar-rich commercial sports recovery drinks. The company maintains that with the market for sports drinks in Western Europe expected to grow at a CAGR of 4% by 2014, the opportunity to position dairy-based beverages as beneficial to sports recovery can help set manufacturers apart. ADM's own deZaan D21MC cocoa powder is claimed to provide a unique flavour and stability in long shelf life dairy-based recovery drinks.

Chocolate milk has proven to be an excellent recovery aid after prolonged physical activity as it helps to replenish the nutrients that exercisers lose during a long workout. It also offers the added health benefits of calcium. The higher carbohydrate content of chocolate milk compared to standard milk is thought to contribute to its



performance. Further high quality cocoa powder can effectively mask the bitter taste of some protein-rich sports recovery beverages.

A key functional advantage of deZaan D21MC in dairy beverages is that it inhibits protein agglomeration and provides excellent stability against sedimentation, resulting in a smooth mouthfeel.

Steve Laning, Innovation Director at ADM Cocoa, commented, "Chocolate milk or chocolate flavour dairy-based sports recovery drinks are a more palatable, convenient and cost-effective option than existing alternatives on the market."

In brief...

- The Best Innovative Stevia Product 2010 award went to Naturex, the French company based in Avignon, at the recent Malta Stevia 2010 conference organised by ISANH (International Society of Antioxidants in Nutrition and Health). Talin (Thaumatococcus daniellii), a low-calorie flavour modifier, a natural protein, is physically extracted from the katemfe fruit, *Thaumatococcus daniellii*, from the West African rainforests.

- The Food Additives and Ingredients Association has updated and relaunched its website to present the latest facts and information about food additives and ingredients in a clear and easy to read style. The site – www.fai.org.uk – provides the definitive source of information about E-numbers (food additives) and functional ingredients. It features a useful glossary, an extensive list of Frequently Asked Questions and useful web links.

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Juices & Juice Drinks

Peckish message

UK Innocent's 2011 campaign carries the strapline 'here to save the peckish' to show how its smoothies are a tasty way to be healthy when you're feeling peckish. The campaign, from the newly appointed RKCR/Y&R agency, features a caped innocent smoothie superhero saving consumers from the temptation of unhealthy snacks, to the tune of a fruitier version of Queen's famous Flash Gordon.

Damon Collins, Executive Creative Director at RKCR/Y&R, said: "As an agency we are incredibly excited to be working with innocent. The silliness of such a dramatic song combined with the use of home-made props with strings etc all on show, feel appropriate to innocent and its heritage of un-addy ads."

Innocent, the number one smoothie brand in the UK, is investing over £2.7million in the campaign which runs throughout the year. The TV, poster and digital campaign will be supported by a dedicated website, i-phone application, on-pack and in-store activity.

With veggies

NEW ZEALAND Just Juice with Veges range has prospered with the return to school for the new year. Its 1.8 litre packs have become well established over summer and now the 250ml single serves have accelerated as parents look for healthy lunch options.

Nutritionist Jacquie Dale said youngsters needed a variety of fruits and vegetables so they could get more antioxidants and a wider range of nutrients. Just Juice with Veges went a long way towards achieving this.

Flavours in the range were promoted one by one, in a simple but effective marketing strategy. The range currently features three flavours: Tropical with Carrot and Pumpkin, Pineapple Passionfruit with Carrot and Broccoli, and Orange Mango with Carrot and Beetroot.



Sporty new look

UK The launch of a new-look 500ml Still Vimto bottle to attract teens 'on the go' signals the introduction of a new packaging design for the brand, set to be rolled out across the entire portfolio in 2011. Extensive research among the brand's core target audience shows the new V-shaped Splash design increases the message that Vimto is refreshing and emphasises its fruit content. Also the research suggested the new design would encourage lapsed and non-users to try the brand.

The new 500ml bottle has curved contours for easy grip, ridges at the neck and a sportscap to make 'on the go' drinking easier. According to Vimto's research teens would be 65% more likely to purchase Vimto in the new sportscap bottle versus the previous design featuring a wide mouth and screw top.

Vimto is supporting the launch with a nationwide telesales drive, themed point-of-sale material in-depot, including totems and posters, and the distribution of free point-of-sale kits for retailers.

Senior Brand Manager, Emma Hunt, said: "Our brand repositioning to target the teen market has been a tremendous success as



Vimto 500ml Still is available in Original flavour

Vimto continues to grow in volume and value. We are keen to make sure our offering and image always hits the mark and we're confident that the new-look 500ml Still bottle and packaging redesign will create more trial and awareness and give retailers even more confidence to stock Vimto."

Double concentrate

UK Britvic is introducing Robinsons Double Concentrate to its squash brand in a new easy-pour pack featuring a moulded easy-to-grip handle. Available to retailers from March, Robinsons Double Concentrate comes in 1.25 litre and 1.75 litre formats across its Regular and No Added Sugar variants.

Debbie Eddy, Robinsons Brand Controller, Britvic, commented: "Moving into the Double Concentrate market with Robinsons was a natural step for the brand, which is currently worth £217 million (42% value share) and growing by 4% (+4% volume). Attitudes to soft drinks have shifted over the last couple of years, in light of the recession, with consumers consistently demanding value for money. It's not just about saving pennies at any cost, it's about consumers still being able to enjoy their favourite brands, but not necessarily paying a premium for the privilege."

She added: "The innovative new design of the bottle helps to minimise waste. Our research tells us that many children are allowed to pour their own squash and this sometimes leads to over-pouring. The pour control feature on the new bottle will elimi-



nate this risk."

The new bottle is more eco-friendly with a 61.3% reduction in the amount of PET used and a 35.1% reduction in the amount of packaging used per litre, as well as a reduction of 693 tonnes of CO2 per year.

The launch is being supported by a £6.8m million campaign, which will include television advertising.

Sales milestone

USA/CHINA Minute Maid Pulpy has joined the roll call of Coca-Cola brands that have achieved global retail sales of more than US\$1 billion, bringing the number of billion dollar brands in the company's portfolio to 14. The brand has reached the US\$1 billion sales mark in five years.

This milestone marks the first time that a brand of The Coca-Cola Company, developed and launched in an emerging market, has reached the billion dollar mark. Minute Maid Pulpy was introduced nationally in China in 2005, and is now among the premier juice drink brands in 18 territories across three continents including Indonesia, Taiwan, Philippines, Thailand and India.

In 2010, Pulpy was introduced in Algeria, Malaysia, Singapore and Vietnam. In addition, Pulpy was launched in Mexico as Valle Pulpy under the del Valle trademark. In Kazakhstan, Pulpy is sold as Piko Pulpy. The brand is poised for further global expansion in 2011.

Joseph Tripodi, Chief Marketing and Commercial Leadership Officer, TCCC, said: "The rapid scalability of the Pulpy brand in developing markets is critical to the continued growth of the global juice business of The Coca-Cola Company. The development in China of the Pulpy brand, one that is now growing share in many other markets, is a testament to the ability of our system to rapidly



Muhtar Kent celebrates Minute Maid Pulpy's achievement.

scale innovation from any part of the world."

Minute Maid Pulpy is a natural juice drink with real fruit juice and real orange pulp. Orange is the core flavour but the product

is available in a range of other flavours in different markets, such as Lemon, Tropical, Mango/Orange, Pink Grapefruit and Aloe/Apple.

Range extended

SOUTH AFRICA 2 litre Elopak variants have been added to the Zing Fruit Juice range from Pacmar, joining the well-established 1 litre and 200ml Tetra Pak offerings. Pacmar explains the decision to extend the range "was made to meet the rising consumer demand for savings through bulk purchases."

Zing is a fruit nectar range combining juice, water and permitted sweeteners. The fruit juice content ranges between 20% and 70%.

"The feedback from Zing's consumers in Africa has been rather exceptional," says Pacmar's Renay Bunke. "The brand has really lived up to its expectations and it continues to grow due to the escalating consumer demand."

As well as South Africa, Zing is also sold in Botswana, Swaziland, Namibia and Zambia.



Summer meltdown

SOUTH AFRICA The southern summer promotion by the country's big-selling Liqui-Fruit long-life juice brand has again generated huge crowd participation and extensive local media publicity beginning with the appearance of a 'mysterious iceberg' off a popular beach.

Consumers were invited to photograph themselves and Liqui-Fruit with the 'iceberg' on its travels. A grand finale in Cape Town in mid-January saw Linda Lloyd from Hout Bay take the top prize of R50,000.



Liqui-Fruit is made by Paarl-based Ceres Fruit Juices, South Africa's largest juice producer and part of the Pioneer Foods group.

Limited edition

AUSTRALIA Producer Saxby's has done well over the southern summer, a period of unprecedented weather stress on the east coast of the continent, with a limited edition Toffee Apple flavour. Consumers gave a very positive reception to the drink, offered in 600ml bottles.

Saxby's Toffee Apple has been distributed primarily in the producer's key market catchment area of northern New South Wales but has also been available elsewhere in NSW and Queensland.

Saxby's was established in Taree in the late 1850s by young English immigrant George Saxby who also established the region's first



newspaper and was a two-term mayor as well as a long-serving councillor. His first beverages were bottled at Chatham, near Taree, under the label 'George Saxby, Manning River'. The company is still family-owned.

Squeezed fruit

USA Tropicana Products Inc, a division of PepsiCo, is testing a new portable children's snack called Tropicana Tropolis – a smooth blend of real squeezable fruit. Tropicana says it has created this innovative new food line to help "moms squeeze the goodness of fruit into kids' daily diets by making fruit fun."

Tropicana worked with families and health experts to develop Tropolis. Price, availability and convenience are, according to Tropicana, the three main barriers for mothers when it comes to making fruits and vegetables part of everyday routines, leaving Americans, including children, short on the five to 13 fruit and vegetable servings recommended for everyday consumption.

The brand believes the fruit goodness, nutrition and portion size of Tropicana Tropolis will appeal to mothers. It boasts a smooth blend of real squeezable fruit, is a good source of fibre, and offers 100% of the recommended daily value of vitamin C, with no added sugars, artificial sweeteners or high fructose corn syrup; and no artificial flavours, colours or preservatives.

"Mums have fond memories of Tropicana from their own childhoods, and our hope is that this new nutritious snack will give them yet another way to give their children fruit goodness," said Memo Maquivar, Tropicana Vice-President of Marketing. "For kids, we want Tropicana Tropolis to be all about making fruit fun and being drawn into 'a world of good.'"

Tropicana enlisted the help of children to identify the flavours they like most, resulting in the sweet and sour Tropicana Tropolis varieties: CherryWorld, GrapeWorld and AppleWorld. The pouch package is designed to fit in lunchboxes and small hands for a fun-to-squeeze experience.



Tropicana Tropolis is available in select stores in limited markets beginning late January 2011. If successful, expanded distribution is expected in 2012.

In brief...

● **UK** Princes, one of the country's leading food and drink companies, reports it is planning to build on recent sales growth with a campaign of investment which will see the brand launch a new on-pack offer, as well as a new consumer website, www.princes.co.uk. The new phase of investment follows Princes' 'Yours to Enjoy' consumer advertising campaign last year which reached more than 16 million people.



Carafe pack

UK Innocent has chosen a new recyclable PET carafe to launch a new range of juices. The not-from-concentrate range includes an orange juice (both with bits and smooth) and an apple juice. Developed and designed by a spe-

cialist team at innocent, the carafe contains 25% recycled material, and is claimed easier for consumers to use and convenient to recycle.

The company says 11 juicy oranges and eight large apples goes into each carafe.

As with all its products, the company will be donating 10% of profits to people in need through its innocent foundation.

Bear promotion

UK Coinciding with this month's screenings of Warner Bros new animation movie *Yogi Bear* the Feel Good Drinks Company, the film's official soft drinks partner, is running a major on-pack promotion on its Feel Good Kids Range.

Consumers have the chance to enter the 'smarter than average' competition to win a Wild Family Adventure to Florida, USA. The promotion is featured on all Feel Good Kids four-pack cartons. In addition there are 500 limited edition *Yogi Bear* T-

shirts to be won instantly when consumers check their unique on-pack code on the www.feelgooddrinks.co.uk website.

Steve Cooper, co-founder and Marketing Director at Feel Good Drinks, said: "We are delighted to be the sole soft drinks partner of *Yogi Bear* as it is such a fantastic feel good movie and a perfect fit for our kids brand. Our Feel Good Kids drinks are made with 100% natural ingredients and absolutely no added sugar providing one of your five a day; they also provide great refreshment for thirsty kids making them a great addition to Yogi's 'pic-a-nic basket!'"



Rebranding

AUSTRALIA One of the country's best-known juice products is being rebranded from March as the result of an investigation last year by the Australian Competition and Consumer Commission (ACCC) which resulted in the producer agreeing to court-enforceable changes. National Foods' Berri Australian Fresh will henceforth be known as Berri Australian Grown.

The ACCC was concerned that the packaging used until recently suggested that the products contained only juice that was freshly squeezed, when in fact they could contain either fresh juice or a blend of fresh and aseptically stored juice.

National Foods accepted that the Australian Fresh packaging might have misled some consumers and agreed to rebrand, withdraw old stock and publish corrective advertisements.

The company explained to consumers in both advertising and website text just what



On the way out – to become Berri Australian Grown.

aseptic storage meant and how this helped ensure a consistent product year-round. It stressed that no added preservatives were used and that the range contained no concentrate stock. All juice is Australian-grown. Content of the range will remain the same under the new branding.

More flavours

CHINA SkyPeople Fruit Juice Inc, processor of kiwifruit, apple, pear and other concentrated specialty fruit juices and manufacturer of Hedetang-branded fruit beverages, has unveiled four new Hedetang juice labels for a 500ml bottle. The management expects to expand distribution of Hedetang-branded fruit juice beverages to 200 retail locations in multiple cities including Beijing, Tianjian, Wuhan and Xi'an by the end of the second quarter of 2011.

Yongke Xue, CEO of SkyPeople Fruit Juice, said: "We now sell six flavours of Hedetang juices in 280 ml glass bottles, our new 500 ml glass bottle and case packs, including apple juice, pear juice, kiwifruit juice, mulberry juice, kiwifruit cider and mulberry cider. We position our juices at a premium retail price of 4.80 yen or US\$0.73 for the 280 ml bottle, 11.80 yen or US\$1.79 for the 500 ml bottle and 78.00 yen or US\$11.84 for our six-pack box. Our pricing, unique flavours and superior taste of our beverages allow us to retain shelf space at some of the best known food retailers in China."

He added that: "We are extremely pleased with our results so far, with our beverage sales growing by an impressive 89%, from US\$5.3 million in 2008 to US\$10.0 million in 2009. The new labels, along with expanded distribution into new markets, will help increase our brand awareness and sales."

SkyPeople currently sells Hedetang juices to more than 100 retail stores in Xi'an, Beijing, Wuhan, Tianjian and other cities in China.

Totally Wild

SOUTH AFRICA Totally Wild, a company that specialises in making beverages and foods using indigenous African plants, has extended its juice range. The newest addition is Cape Aloe and Baobab, marketed as combining two of Africa's 'superfoods'.

"Recent research has discovered that baobab contains more antioxidants than blueberries and goji berries, double the calcium of milk, more iron than red meat or

spinach and has about six times the vitamin C content of oranges," said trade background notes for the new product.

"Baobab also contains high levels of cholesterol-busting pectin."

Cape Aloe and Baobab has a sweet, tangy and fruity flavour. It joins Totally Wild Cape Aloe with Pomegranate and Hibiscus Extract, and Cape Aloe and Mango Juice.

The aloe ferax pulp used in the juices is harvested sustainably from plants growing naturally in the Western Cape region and only organic baobab is used. The juices are all certified kosher.



The Totally Wild range.



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Energy & Sports Drinks

Well played

SOUTH AFRICA Powerade has aligned itself closely with Proteas, the nation's cricket team, in a campaign known as the Chosen One which embraces radio, print and digital while also utilising tested platforms such as player appearances, product placement and television. Initiatives have also included a prize where the winner and friends play with the Proteas, as well as match ticket giveaways.

"Just as Cricket South Africa chose Powerade to hydrate the Proteas, so too do we strive to be the country's number one," said Ismail Nanabhay, Senior Brand Manager, Sports and Iced Tea, at Coca-Cola South Africa. Product placement is "the greatest challenge" of the campaign, said Nanabhay, offering very effective exposure.

Players are drinking several Powerades a day, based on a belief that "the team or individual that can best recover from strenuous exercise, replenish lost nutrients and electrolytes and then refuel sufficiently for the next day's play is the team that will set history alight," he said.

The trick, however, was for the Powerade activation team "to consistently capture the consumption of the product by the player,



thus ensuring that our target market understands the authenticity and uniqueness of our product".

Organic

UK Powershot Organic Energy is a new tea-based drink providing natural energy. There are three variants: ginseng, acai and tea-based, using white, black and green tea blended with agave syrup, a natural sweetener, fruit juices (pomegranate, peach and cherry) and natural mineral water. The still drink has 86 calories per serving.

Producer Powershot Brands has also developed three mini shots featuring ginkgo biloba and ginseng.



Another market

SPAIN The V energy drink, created initially in New Zealand and nowadays also a big seller in Australia and several other markets, is being introduced to Spain. Mark Cowsill, Managing Director of V-producer Frucor Beverages, described this as another significant step towards achieving a plan to make V a global brand.

This plan was made more feasible by Suntory's purchase of Frucor in 2009. "Suntory's support, knowledge and networks will be invaluable for Frucor as we up our focus on the global growth of our brands and business over the next five to 10 years."

Frucor is confident Spain has a lot of potential for V. "The Spanish market for energy drinks is showing solid growth, yet it is still relatively underdeveloped compared to the rest of Europe," said Cowsill. "This provides us with a great opportunity, particularly given our relationship with Frucor's Spain-based sister company, Orangina Schweppes."

Leading the Spanish market introduction is Scott Johnson, Frucor's General Manager International, who is based in Amsterdam. "We have learnt a lot through our



experience with V in the UK, Holland, Sweden and Argentina, and we are using this knowledge as well as the insights we have gained over the last three years through our extensive market research in Europe," he said.

Long-neck hot fill

USA Greater>Than's all-natural sports/hydration beverage based on coconut water has been introduced in the first 20oz stock PowerFlex PET container from Amcor Rigid Plastics, a leading producer of PET packaging. The hot fill bottle gives shelf appeal by offering a glass-like appearance, a smooth feel, and easy labelling.

Greater>Than, a start-up company based in Highland Park, Illinois, undertook extensive research to develop a novel beverage formulation and brand concept which capitalises on Amcor's distinctive long-neck, panel-less packaging. "The PowerFlex bottle is unique," said founder Mark Sider. "It is taller than other 20oz sports drink containers, clean-looking, and gives us a big edge in terms of providing eye-catching shelf appeal."

The start-up firm worked with sports scientists and beverage nutrition formulators to create a sports/hydration drink that uses healthy coconut water as the main ingredient. "We made a major advancement in the beverage business by taking a fruit juice and making it a sports drink," said Sider. The product is scientifically formulated to deliver high-performance hydration via all-natural ingredients with no fat or chole-



sterol. The beverage has more electrolytes than leading sports drinks.

The drink contains no artificial flavours, colours, sweeteners, or preservatives. The 70 calorie per 20oz beverage is sweetened with a combination of all-natural sweeteners including stevia. The product line currently comprises Lemon Lime, Orange, and Tropical.

The bottle features a patented panel-less design which takes hot fill (185° F) bottle options to a new level. Amcor's structural design eliminates the panels, and unlike competitive containers, provides a large, completely smooth rib-less label panel.

Snow show

USA Having signed an agreement with the Metro Denver Sports Commission, a Colorado non-profit corporation, Arvada-based Jump Innovations was the exclusive energy drink at January's Denver Big Air ski event, a two-day international ski and snowboard competition.



Jump Innovations offered three brands of energy beverages: Recon Coffee Energy Cola, Sentinel Vigilant Energy, and Hot Pure Energy. These zero-carbs, zero-calories, zero-fat energy drinks are available in selected stores throughout Colorado, northern Texas and New Mexico.

"Jump Beverages is extremely excited to support Denver Big Air. This first-of-its-kind event in Denver will offer our brands great exposure within the ski industry and the Colorado market. We consider our unique flavours and no bitter aftertaste to be our best selling points and sharing them at this event fits perfectly with our company's direction," said Michael Newlon, President of Jump Innovations.

Can art

UK Relentless has unveiled new artwork on its cans emulating the brand's 'No Half Measures' ethos. The release coincides with the launch of a new sugar free, 20 calorie addition to the Relentless family – Relentless Libertus.

The company explains that its tag line 'No Half Measures' serves as a reminder to "never compromise. To perfect your art. To celebrate and encourage at every turn. And it's with this in mind that five attributes were chosen: Origin (Vision), Inferno (Suffering), Immortus (Endurance), Devotion (Obsession) and Libertus (Mastery). Together, they add up to define No Half Measures."



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Beyond water

AUSTRALIA The many healthy attributes of coconut water position this fast-growing category perfectly for association with, via endorsement or publicity appearances, celebrities known for their interest in health and personal wellbeing. Australian entrepreneur Russell Lipton has leveraged this very effectively with his Beyond 100% coconut water.

The product, packed in attractively hued 300ml bottles, has appeared at swimwear and other fashion showings, while its own regional launches have been attended by a galaxy of celebrities from sports, fashion and social scenes.

Lipton has developed this further by persuading health venues and a surf accessories chain to stock the line, as well as health stores, delis, supermarkets and other retail channels.

Beyond 100% coconut water has undertaken joint promotions, such as with a cosmetics brand. Regular product placements in newspaper and magazine food sections have added to Beyond's growing profile. Not surprisingly, Lipton uses Facebook and Twitter to maximise the impact of these marketing initiatives.



Hydration for children

UK Britvic has launched Robinsons Fruit Shoot Hydro, a new spring water drink aimed at children aged 7-11 years. There are three flavours in the range: Orange & Pineapple, Apple & Raspberry and Blackcurrant.

The drink is made from spring water, with a hint of natural fruit flavour, free from sugar and artificial colours and flavourings. It will be available in a sports bottle format (350ml bottles or a four-pack and an eight-pack of 250ml bottles) designed to appeal to children that are active and need to stay hydrated.

Supporting the launch is a £2.5 million marketing campaign. This will include cinema and TV advertising throughout the year, starting in April, as well as a series of press advertorials communicating the range's benefits in both print and online media.

The new Robinsons Fruit Shoot Hydro range will replace Robinsons Fruit Shoot H2O.



Rugby support

UK Highland Spring has entered into a new partnership with Scottish Rugby to become the official bottled water partner to the national team as well as Glasgow Warriors and Edinburgh Rugby. The three year deal will see the brand provide water for the Scotland team as well as the Glasgow and Edinburgh teams.

In addition Highland Spring will be the official bottled water partner to the Emirates Airline Edinburgh Sevens when 16 countries including the Scotland Sevens team play in the finale to the HSBC Sevens World Series at Murrayfield on 28th and 29th May 2011.

Highland Spring already supplies water to six of the Aviva Premiership rugby teams and 18 Scottish rugby clubs, including current champions Currie and cup holders Ayr.

As the UK's leading produced brand of bottled water, Highland Spring is committed to supporting sport at all levels and encour-



The new sponsorship was launched by Scotland players Mike Blair, Nick De Luca and Ross Rennie at Murrayfield.

age people to adopt a healthier and more active lifestyle. Mike Blair, Scotland and Edinburgh scrum-half, said: "As players we all understand the importance of hydrating properly. Highland Spring is a proud Scottish company and we are delighted to receive their backing."

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Low sodium

DUBAI The supermarket chain, Emirates Co-operative Society, has taken on a number of new food and beverage agencies as part of its evolution as a major distribution company.

One key agency is for Erikli spring water from Turkey, promoted as having very low sodium content. Erikli is offered in a variety of packaging options, from 225ml to 5 litre.



Lake break

UK Natural mineral water Aqua Pura is focusing on its source, deep in the Cumbrian countryside, with a new on-pack offer which runs until May. Having undergone a major relaunch based on its Cumbrian provenance, Aqua Pura is offering consumers the chance to win a luxury break in the Lake District.

Working with Cumbria Tourism, Aqua Pura has sourced a range of top quality accommodation, including hotels, B&B's and self-catering options. Winners will also receive spending money and vouchers for free entry for a number of activities. The promotion will also offer thousands of 2-for-1 vouchers for popular Lake District attractions to the runners-up.

Graham Breed, the brand's Marketing Director, said: "We are proud of our Cumbrian roots. We wanted to give consumers the chance to visit the outstanding countryside in the Lake District. We believe that our latest promotion will drive interest to the bottled water fixture, helping to drive sales and add value to the category."



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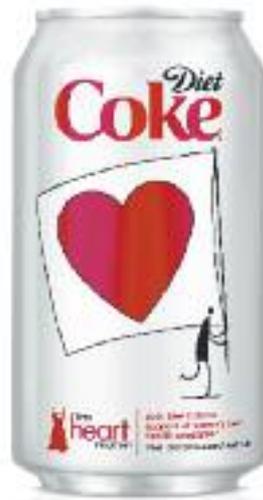
Heart support

USA February is American Heart Month, and for the fourth consecutive year Diet Coke is partnering with the National Heart, Lung, and Blood Institute to support The Heart Truth campaign. This year Diet Coke has created a national game of 'Capture the Flag,' inviting people to visit DietCoke.com/HeartTruth where they can capture flags with a click of the mouse to trigger a donation from Diet Coke to heart health programmes.

William White, Group Director, Coke North America, said: "We're dedicated to encouraging new generations of people to be active, stay extraordinary and become advocates for heart health."

The Heart Truth campaign has made great strides in raising awareness about the need for a healthy heart, but heart disease is still the number one killer among women.

"Partnering with Diet Coke provides an opportunity to place The Heart Truth message into the minds and hands of millions of women across the United States," said Dr Ann Taubenheim, Project Director for The Heart Truth campaign. "The resources and support that Diet Coke has committed to



The Heart Truth help educate women about the seriousness of heart disease and the ways they can incorporate heart healthy habits into their lifestyles."

Diet Coke will be hosting 'Capture the Flag' games in Atlanta, Austin, Boston, Chicago, Columbus, Seattle, and Washington DC. Through these games and a special partnership with Subway restaurants, Diet Coke will be donating over US\$300,000 to local heart health organisations in February.

Diet Coke has released limited edition cans and bottles in recognition of American Heart Month. National television and digital advertisements will animate the heart flag graphics from these packs.

Revamp success

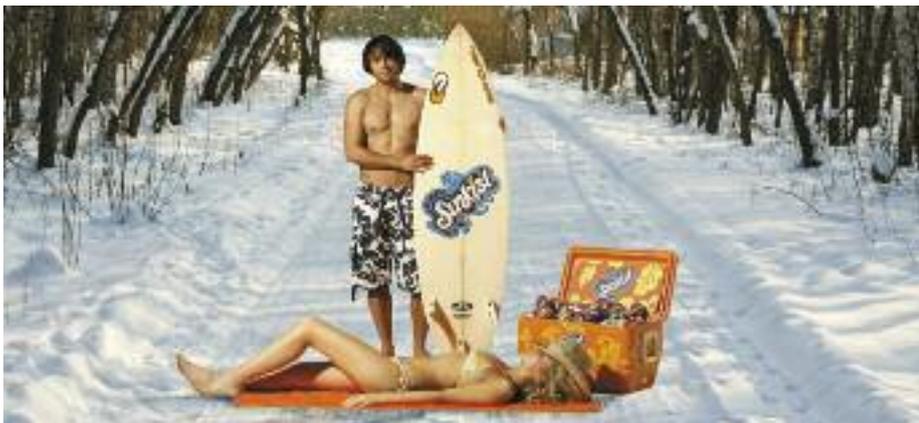
UK Sunkist, part of the Vimto portfolio, reports that since its relaunch the brand has gained over 400 new trade listings and growth of 234% (Nielsen) in the impulse channel.

The brand was relaunched in May 2010 with a new logo, packaging redesign and three new flavours - Summer Fruits, Orange & Passion Fruit and Lemon & Lime - which joined the existing range of Orange, Lemon and Tropical. The new look celebrates the drink's Californian heritage and appeals to its youthful target audience.

Sunkist is currently undertaking a major

marketing campaign featuring nationwide sampling, trade advertising and consumer PR. It promotes Sunkist as a way of bringing a taste of Californian summer, surf and sunshine into city living with the strapline 'Catch a Sunkist Moment'.

Brand Manager James Nichols said: "There has been an immediate and exceptionally positive response to Sunkist's makeover. Our investment focused on a new look and flavours that would offer something different in the category and appeal to our target audience. We were also able to keep the product at a competitive wholesale price and all of these factors have made Sunkist a must-stock brand for wholesalers and retailers alike."



Sunkist's campaign celebrates the drink's Californian heritage.

Name change

UK Diet Irb-Bru has changed its name to Irb-Bru Sugar Free. The introduction is being supported by a heavyweight marketing campaign which includes TV advertising for the first time in five years. The name change does not mean a change to the secret recipe of Diet Irb-Bru which will remain exactly the same.

Jonathan Kemp A.G.Barr Commercial Director commented: "Diet Irb-Bru has always been sugar free and after two years of successful campaigns reinforcing the 'Sugar Free' benefit, we feel now is the right time to make this name change. We are seeing a growth in the low calorie soft drinks market and it is important the benefit of our product is clear to consumers."



Pomegranate

SAUDI ARABIA PepsiCo has followed last year's successful launch of Mirinda Tangerine in Saudi Arabia and other GCC countries by adding a further flavour to the range: Mirinda Pomegranate.

Marketing Manager Ahmed Zakaria noted that Mirinda had been on sale in the region for more than 40 years, gradually adding more flavours such as citrus, apple and strawberry while further boosting sales of orange, "the favourite of all times".



He said the release of Mirinda Tangerine and Mirinda Pomegranate was "part of our continued effort in satisfying consumer demand for more fun, fruit-flavoured Mirinda alternatives".

It's simple

UK Britvic and PepsiCo UK have given the 7UP brand a new look to reinforce the brand's belief that 'Simpler is Better', embodied in the natural lemon-lime flavour of the £41.1million carbonate. The new design features across the entire 7UP range on all cans and PET formats including the recently launched 600ml bottle.

The 7UP logo has been made larger and bolder to increase visibility while the increased focus on 7UP's ingredients on pack is designed to make the range more appealing to consumers.

Lucy Harman, 7UP Brand Manager at Britvic, commented: "The new packaging looks fantastic on shelf and we're confident it will stand out to consumers that enjoy lemon-lime drinks, as well as appealing to 7UP's target market of young adults."

The new look is being supported by a refresh of the brand's Facebook page. In-store POS will be available to retailers over the summer.



Country weekend

USA Dr Pepper has partnered with chart-topping country music group Lady Antebellum to give one winner a country music weekend at the 46th Annual Academy of Country Music Awards (ACM Awards) in Las Vegas this April. The prize includes tickets to the awards show, passes to the post-awards ACM All-Star Jam and entry to a Dr Pepper private concert with Lady Antebellum. Until 17th March consumers can enter online at DrPepper.com for their chance to win.

"We look forward to another great year of country music with the Academy and the award-winning group, Lady Antebellum," said Dave Fleming, Director of Marketing for Dr Pepper. "Country music and Dr Pepper enjoy a tremendously loyal fan base, and we are excited to bring this unique access to one lucky fan."

Dr Pepper has supported the Academy of Country Music for more than a decade, and



Lady Antebellum.

this year has partnered with Lady Antebellum who will perform at the Dr Pepper private concert, and feature on product packaging, in-store displays and the Dr Pepper.com website.

"We look forward to ACM Awards every year because country music fans take over Vegas for the entire weekend," said Hillary Scott of Lady Antebellum. "Dr Pepper will give a lucky fan the ultimate prize – a chance to experience the ACM Awards from behind-the-scenes."

Nestea launched

INDIA Coca-Cola India has launched Nestea ready-to-drink iced tea, a global brand licensed to Beverage Partners Worldwide (BPW), a joint venture company of The Coca-Cola Company and Nestlé.

The product, produced at the Hindustan Coca-Cola bottling plant at Atmakuru in Guntur, in the southern Indian state of Andhra Pradesh, is being made available initially in Mumbai through select outlets followed by a pan-India launch.

In the initial phase, Nestea is being made available in a lemon flavour in an 'on-the-go'



400 ml innovative Ice-rock design PET bottle. The price band of the product is viewed affordable at Rs 25 (\$0.55). It is targeted at energetic on-the-go young adults.

Hindustan Coca-Cola Beverages Private Limited, Region Vice-President, Milind Pingle said the launch "complements our long term growth strategy of offering choice to consumers. Over the next four months, it will be retailed across 8,000 outlets in Mumbai. We expect this offering to catalyse the growth of the entire category, thereby contributing to the growth of the overall packaged beverage market."

Teas

New look

USA Rooibee Red Tea has a new label design. Each flavour has its own colour represented by a graphic shape inspired by the petals of the Roibus tea bush bud. Rooibee Red Teas are sold in single serve bottles in gourmet grocery chains in the Southeast.

"Our new look better reflects our distinctive flavours," explained owner Jeff Stum. "The brightly coloured labels make it easier to find Rooibee Red Tea on the shelf."

Headquartered in Louisville, Kentucky, Rooibee Red Tea manufactures and produces a line of bottled tea products that are naturally sweet, high in antioxidants, and caffeine and gluten free. All products are USDA-certified organic and flavours include Cranberry Pomegranate, Watermelon Mint, Unsweetened, Sweetened, Peach, Honey Lemon and Vanilla Chai.



Calorie-free

USA The Healthy Beverage Company has added four new zero calorie flavours to its line of Steaz Iced Teaz. Sweetened with stevia, the drinks are 100% natural, made with premium organic and Fair Trade certified green tea. The four new flavours are Citrus, Raspberry, Peach Mango and a Half and Half (Green Tea and Lemonade).



"We are forever committed to building a healthier world by providing today's consumer with what they have been asking for – a delicious ready-to-drink tea with all natural ingredients and zero sugar that fuels the mind, body and soul," said Steven Kessler, co-founder of the Healthy Beverage Company.

Steaz Zero Calorie Iced Teaz joins the expanding family of Steaz stevia-sweetened products, including Zero Calorie Sparkling Green Tea and Zero Calorie Energy drinks.

Traditional

Ginger mix

UK Independent drinks manufacturer and distributor Halewood International has launched a range of Crabbie's Ginger Mixers. John Crabbie's Clear Dry Ginger Ale and Fiery Ginger Beer, branded in 200ml glass bottles, will hit the back bar fridges in February to continue the expansion of the Crabbie's non-alcoholic family that launched in 2010 with John Crabbie's Cloudy Ginger.

Targeted at ABC1 men and women aged between 25 and 55, the mixers are made with the finest ginger from the Far East and blended with herbs, fruits and spices.

Richard Clark, Head of Innovation at Halewood International, said: "The adult soft drinks market experienced significant growth in 2010, with increasing consumer interest in quality, premium alcoholic liquids and cocktails. The demand for premium mixers to compliment such drinks is also increasing -



the mixer is now as important as the spirit."

Supporting the mixers are beer mats, branded glassware and menu holders.

Native botanicals

NEW ZEALAND The country is one of many where food and beverage producers are looking more and more to native botanicals as ingredients, often helped by government or privately-funded research.

The scope for this has been demonstrated in high-end vodkas, richly-flavoured ice-cream and a variety of soft drinks, including carbonates, tea-based blends and juices.

Wai-Kawa Beverages of Nelson, a city at the top end of the country's South Island, has built a sophisticated range of carbonated soft drinks which centre on extracts from native plants.

Creator David Wright's investigation of ingredients was part-funded by the Foundation for Research, Science and Technology.

Featured in the range are Tonic Water with organic horopito, Bitter Lemon with organic horopito, and Kiwi Cola with wild kawakawa. For the tonic water, two separate horopito extractions are used to deliver a floral taste. The drinks are marketed both as stand-alone beverages and mixers.

Wai-Kawa translates from Maori as 'bitter water'. The bitters are horopito, an ancient flowering plant found only in New Zealand, and kawakawa, which early European settlers



sometimes brewed in place of tea, often mixed with manuka.

Both have a long tradition in Maori lore as medicines and tonics, with horopito also featuring in some 19th Century patent medicines with claims of being superior to quinine.

The Wai-Kawa range is targeting upmarket cafés, delis, bars, restaurants, supermarkets and local food stores. The range is available for export sale.



Tonic full size

NORTH AMERICA This March, Fentimans North America will be launching its Lemongrass infused Tonic Water in full sized 9.3 fl oz (275ml) bottles. The brand's initial 4.2 fl oz (125ml) has already proved popular in the on-premise

The new flavour will feature an all new bottle presentation and uniquely designed four-pack carrier, to match the award winning packaging of the original Fentimans six flavour lineup. Fentimans Tonic Water will be available for distribution in North America in cases of 24x 9.3fl oz bottles, complete with 6x four-pack carriers in each mother carton.

Functional

Cholesterol

UK Retailer Marks & Spencer has launched a new Super Juice drink which helps health-conscious consumers to lower their cholesterol. The Red Grape, Blueberry and Blackcurrant Super Juice features PromOat, the oat beta glucan soluble fibre ingredient from Swedish company Biovelop AB.

The new drink, which clearly communicates to consumers its cholesterol-lowering properties on-pack, contains 0.75g of oat beta glucan per 300ml serving, thereby providing consumers with 25% of the 3g daily intake of oat beta glucan recommended by the FDA and EFSA for the reduction of cholesterol and subsequent maintenance of healthy cholesterol levels.

David Peters, Director of Sales & Marketing, Biovelop AB, said: "For many years now, Marks & Spencer has been at the forefront of developing products which are both healthy and tasty, and their innovative use of PromOat in this Super Juice is a fine example of that. Raised cholesterol and cardiovascular disease are major health issues affecting societies throughout the world."





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Functional water

a valuable category poised for steady growth

Due to its high average unit price, functional bottled water is a category worthy of attention, reports Rob Walker.

From a volume perspective, functional bottled water appears to be a niche category. However, due to a relatively high average unit price compared to still bottled water, from a value perspective functional bottled water is a substantial category worthy of attention from major soft drinks companies.

Global category situation – a valuable category commanding a price premium

Since 2005, the global volume of functional bottled water has more than doubled, based on Euromonitor International data. One issue affecting future growth potential for the category is the geographic concentration of the business. In 2005 the top three volume markets, the US, Germany and Japan, accounted for 73% of global volume and in 2010 these same markets account for 80% of global volume. Additionally, 2010 was a year where growth in functional bottled water slowed noticeably from the previous five years; from a compound annual growth rate from 2005-2009 of over 20% to just 3.5% for 2010 over 2009.

The major cause of the slowdown in global volume growth is the world's dependence on the US for growth. From 2005 to 2009 the US accounted for almost 90% of the world's growth. However in 2010 the US actually contracted in volume. Additionally, of the top five volume markets (US, Japan, Germany, China and Indonesia), Japan had a higher growth rate in 2010 than in previous years and for Japan 2010 reversed several years of volume decline. Growth was positive for Germany, and Indonesia but it was below previous years and China's growth in



2010 was under 6%. From a volume perspective functional bottled water appears to be destined for a niche, accounting for just 2% of total bottled water volume globally with steady, though unspectacular, growth potential. However, this is misleading due to the strong value-added of the functional component.

From a value perspective, functional bottled water is much more important to the bottled water category. Due to an average unit price for functional bottled water that is much higher than total bottled water, the functional category accounts for 9% of total bottled water value sales in 2010.

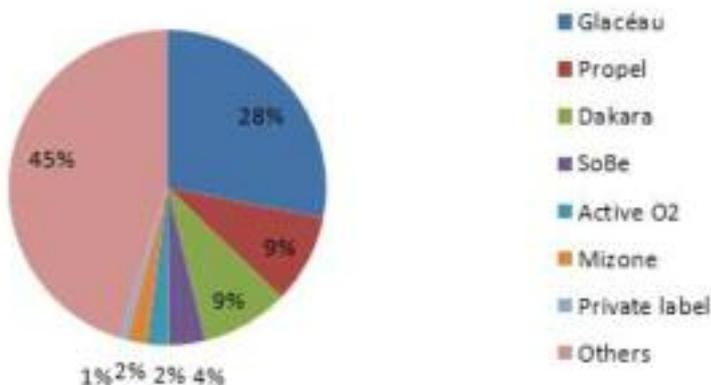
On a price per litre basis, the average price of functional bottled water is almost four times the average price of the total bottled water category. The higher average price is due to more than the volume for functional bottled water skewing to developed markets where consumers have more, in general, to spend. Functional bottled water sells for a similar price premium in both developed and developing markets, regardless of average consumer disposable income. For example, in the US the average unit price of functional bottled water is about 2.5 times the price per litre of total bottled water and in Japan functional bottled water is about 1.5 times the price. The relative price of functional to total bottled water is similar in China, where the functional water is about 2.5 times the average price per litre of the total category, or the Czech Republic where the average price is 1.9 times the total category.

Global brand situation

On a global basis functional bottled water brand shares are also affected depending on whether they are viewed from a volume or a value perspective. In 2010, based on Euromonitor International data, from a volume perspective, private label is the fifth leading brand. However, from a value perspective based on US\$, due to its low unit price, it is not even in the top 10 brands.

The major branded players share rankings are also affected by a volume vs. value perspective, thought not as dramatically as private label. In 2010, Propel, from PepsiCo Inc, is the clear number two brand based on volume. However, based on value Propel and Dakara, from Suntory

Functional Bottled Water 2010 Off-Trade Value Shares



Source: Euromonitor

Holdings Ltd, are in a virtual dead heat for second position. Glaceau's Vitaminwater is the number one brand from both a volume and value perspective.

Rounding out the top brands are SoBe from PepsiCo, Active O2 from Adelholzener Alpenquellen GmbH and Mizone from Danone. Nestlé is notably missing from this category.

The charts highlight these results.

Valuable category because not too high priced

Looking at both value and volume at a country level also helps to provide insight on the potential opportunity for functional bottled water. The countries where bottled water is the most popular with consumers, based on per capita volume, are the US, Czech Republic, Japan and Germany. All of these countries' consumers have per capita off-trade volume at least seven times the global average in 2010. The next closest country, Israel, has per capita consumption at less than half that level.

In all four of these heavy consuming countries, functional bottled water is a less costly alternative than in other countries. In the four heavy consuming countries the off-trade average unit price per litre of functional drinks in 2010 is almost three times the average unit price of still bottled water. However, in the balance of the world, the average unit price of the functional variety is almost five times the price of still bottled water. Although functional bottled water is less expensive in these heavy consuming countries, it is no longer a niche category from a value perspective, comprising 22% of total bottled water off-trade value in 2010 (compared to 9% of total bottled water off-trade volume). This contrasts with the rest of the world where functional bottled water comprises 1% of off-trade volume sales and only 2% of value sales, despite its hefty price premium to the heavy consuming markets.

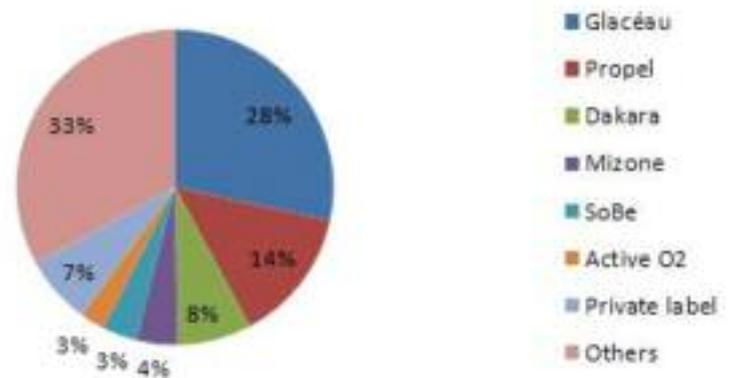
German case study – the value of brand image

Nowhere is the impact of a volume vs. value perspective demonstrated better than in Germany. Since 2005 off-trade volume growth has outpaced value growth; volume growth by 177% from 2005-2010 and value growing by an almost as impressive 136%. The reason volume grew faster than value is that private label volume grew by 284% over this period and branded players in total grew by 71%.

From a volume perspective private label is the leading brand in Germany in 2010 and Active O2 is the leading branded player. In fact, private label is so strong (total private label off-trade volume share is almost 69% in 2010, plus almost 20 percentage points from 2005) that an individual chain's private label, Lidl from Lidl & Schwarz Stiftung & Co KG, has almost as much volume share as Active O2; 25.0% volume share in 2010 for Active O2 vs. 24.5% for Lidl.

Private label's impact seems to be on the secondary branded players. Active O2 has held its own in volume share since 2005; gaining almost five percentage points. However, all other branded players did not fare as well losing over 20 percentage points from 2005-2010.

Functional Bottled Water 2010 Off-Trade Volume Shares



Source: Euromonitor

It is interesting to note that private label's volume share gains did not primarily come from the private label share leader, Lidl, but from Aldi and Ja (from Rewe Markt GmbH). While Aldi gained over 14 percentage points in volume share from 2005-2010 and Ja gained seven percentage points, Lidl only gained about two percentage points over this period.

The volume strength of private label helps to demonstrate the value of a strong brand image. Active O2 seems to be the only branded player thriving in the tough off-trade environment. Although total branded player off-trade volume grew from 2005-2010, this was entirely driven by Active O2. All other branded players actually suffered significant volume losses over this time period, experiencing a 44% volume decline.

The story in Germany is quite a bit different from a value perspective. While private label in total is the share leader based on off-trade volume, based on value Active O2 is the clear leader with almost half the market in 2010 and total private label has under a 15% value share. Demonstrating the value of a strong brand and marketing investment, over the period from 2005-2010 Active O2 was able to grow off-trade value share at a faster pace than volume share.

Implications

The price premium of functional bottled water offers an attractive chance to manufacturers to increase revenue growth in mature, more affluent markets. These markets tend to have an aging population that could find the product benefits of functional bottled water appealing. While the category will likely remain a niche from a volume perspective, it can become an important contributor to value growth. To realise the full value potential of this category, manufacturers will need to nurture a strong brand image to mitigate the effect of low-priced competition. The heavy consuming functional bottled water markets suggest, though, there is a limit to how high the price can go. Somewhere around two to three times the average unit price per litre of still bottled water seems to be the sweet spot. As Germany demonstrates, a strong brand image can be very rewarding and able to brave the onslaught of private label. ■



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PET wins again

in 2010

There has been little change to the long term trend, reports Richard Corbett.

While in January, we analysed the performance of the global soft drinks market, this month attention is turned to what these soft drinks are packaged in, focusing on the big four formats: glass, PET, cartons and cans. According to Canadean's Wisdom database, in 2010, 86% of the global soft drinks output were packaged in one of these pack types. A month into 2011, we can already use the database to assess the latest state of play in the global packaging mix for soft drinks.

Glass

Glass bottles have played a pivotal role in the development of the soft drinks industry and it was this type of packaging that enabled the first soft drinks to reach their audience. These were the European natural mineral springs that many believed had medicinal properties. The glass bottle meant that consumers did not have to travel to the springs but could enjoy the benefits from the comfort of their own homes. The real breakthrough for glass bottles though, which really allowed soft drinks operators to reach out to the mainstream, came in 1910 with the invention of the first automatic bottle blowing machine – these machines could churn out more than 50,000 bottles a day.

Today glass share of the global soft drinks market has shrunk considerably. At the turn of the century 16% of all soft drinks were packed in glass; today that has halved to 8%. In these difficult times of economic insecurity, glass has been the format that has had the most to lose due to its association with the struggling Horeca channel and the depressed premium end of the soft drinks market.

Before we pen the obituary of the glass bottle, we should however take into account that consumers in many if not most parts of the world



still associate soft drinks in a glass bottle with quality. There is undoubtedly a perception that soft drinks taste better from glass and that is why, when you next treat yourself to a night out; the restaurant or bar will more than likely be serving your soft drink in a glass bottle; this justifies the price premium. Glass remains iconic. Canadean expect glass volumes to have registered the smallest of rises in 2010.

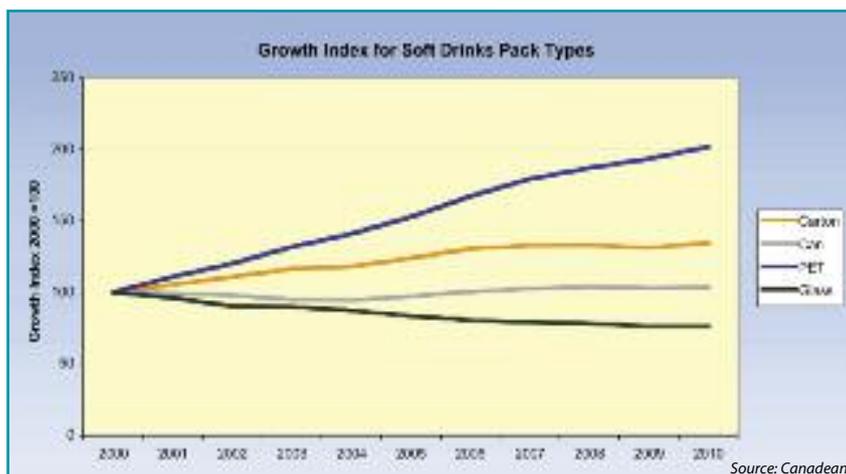
PET

Glass has, however, been squeezed out of the mainstream by PET. This process began just over 30 years ago when the chemist Nathaniel Wyeth patented the first PET bottle. PET was easier to handle for retailers, did not break, could be resealed and was light for the on-the-move consumer. Not surprisingly, PET was more suitable; it was instrumental in facilitating the still water boom that has driven the soft drinks market for a decade and more.

Advances in PET technologies continue; PET bottles become lighter by the day, reducing costs at a time of high oil prices. In the juice, nectars, still drinks and iced tea categories, shelf life and other issues have been addressed with the right barriers, oxygen scavengers and UV blockers increasing PET's presence in these soft drinks categories. It is perhaps no surprise that since 2000 as glass's influence has dwindled, PET's has jumped from 45% of global soft drinks to as much as 61%. In terms of volume, PET use increased by 4% in 2010 according to the latest Canadean estimates.

Carton

Advances in PET development have obviously made the beverage carton vulnerable in its juice, nectars and still drinks heartlands, but the carton is holding up well. Cartons make up 6% of total soft drinks volumes; but in non-carbonated soft drinks this rises to 12%. Of course carton use in the still water segment is limited to a few markets and is otherwise niche, so if we just assess juice, nectars, still drinks and iced teas, which make up 95% of carton volume, then the share increases to more than a quarter. The impact of PET has how-



Evolution of cartons, cans, glass and PET in the last decade.

ever affected carton use in these categories and back in 2000, cartons were responsible for over a third of the packaging of these drinks. PET, during the same period, accounted for 19% in 2000 and now takes 46%.

If we scroll down further into the numbers, we can see that carton use in iced teas has dropped from 11% in 2000 to 7% in 2010, in juice from 52% to 50%, in still drinks from 19% to 17% but in nectars it has actually increased from 56% to 57%. The impulse on-the-move size has contributed to the erosion of cartons in iced teas, still drinks and juices, but in nectars there is a bias towards at home consumption and this is helping to maintain nectar share. There is also a high traffic of nectar exports around the world and here the carton is a popular and practical vehicle for exporters. Canadean anticipates that soft drinks cartons will have increased by between 2% and 3% in 2010. Carton use is quite exposed to juice concentrate prices, which in 2011 have risen steeply.

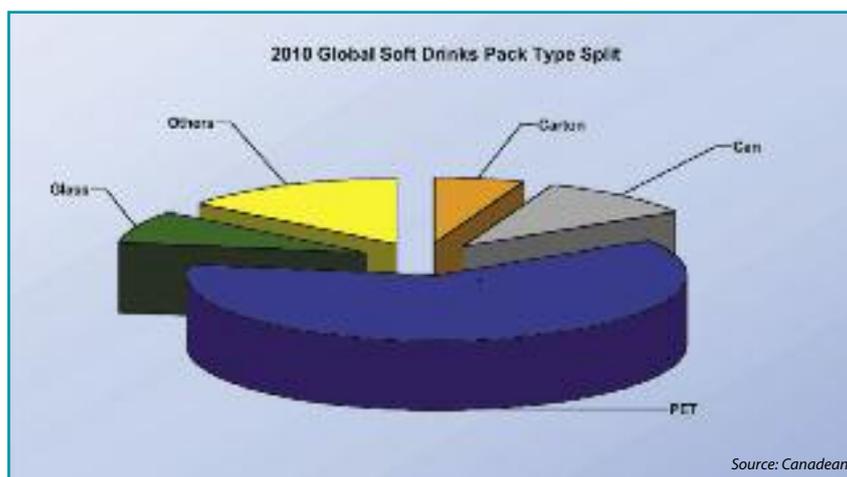
Can

It is not just the cartons that have been hit by the rise of PET in the impulse channels; the beverage can has also been affected by PET, particularly in the carbonates category. In 2010, Canadean figures show that one in 10 soft drinks was packed in a can; 10 years ago it was 15%. As with cartons, it is unfair to look at soft drinks as a whole; if we look exclusively at sparkling soft drinks, then can use rises to 17% of beverages. The rise of PET has had repercussions for the can, whose share has fallen, though the share loss is partly due to its disproportionate reliance on the mature US market. As recently as 2009, almost half of all can volumes came from the US market.

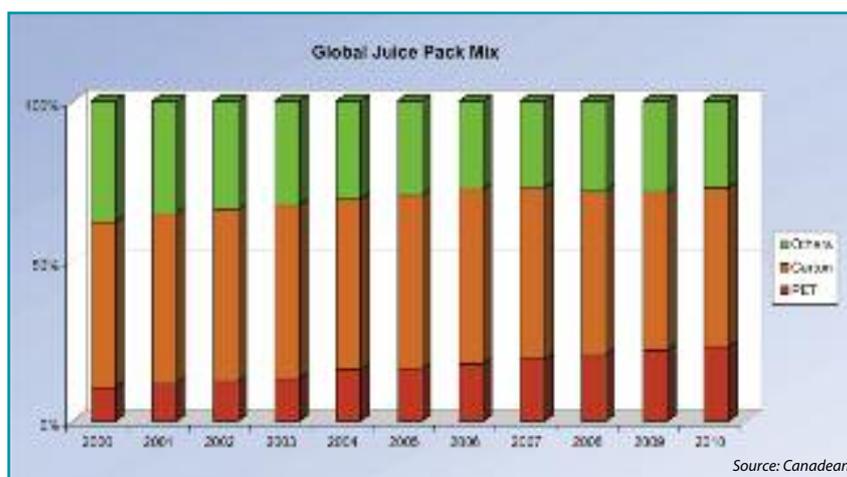
Inevitably, a falling US carbonates market means that cans will lose global share to other formats which are more prevalent in the developing world where the high carbonates growth rates are notably PET, of course. Share may be dropping, but Canadean believes that can volumes will have risen in 2010, albeit modestly. The buoyant energy drinks market seems to be a key driver, as has been the multipack, which has highlighted some consumers' preference for the single serve format at home.

Conclusion

To conclude, in terms of volume sales, it was a positive year, with all of the main formats expect-



PET has facilitated the development of the global soft drinks market.



PET is on the up in juice but it is other formats that have lost out more than cartons.

ed to have increased their sales this year. There has been little change to the long term trend and PET continues to eat into the share of the other three formats. It seems unlikely that this trend will not continue and Canadean's analysts forecast that by 2015, PET will have expanded to 64% of all soft drinks. It seems that even with oil prices soaring PET will continue to make gains. The only factor that may disrupt the longer term trends is the environment, and we will have to see who is able to demonstrate that their pack format is the best and has the least impact on our green land. ■

In terms of volume, PET use increased by 4% in 2010.



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Packaging

Screw cap saves more weight

SIG Combibloc has introduced a screw cap that weighs just 1.85 grammes. The combi-Cap is based on a process that has already become internationally established in use with other SIG Combibloc closures.

In this process, the screw cap is applied over an overcoated hole. The closure, which is affixed to the carton pack after the product has been filled, is easily opened by the consumer with a single twist, as the cardboard layer has already been removed and only the thin aluminium and polyethylene layers need to be pierced. At SIG Combibloc's packaging plants, holes of the correct size are punched in the raw carton board before it is laminated. Once the product has been filled into the carton pack at the customer's plants, the screw cap is applied to the overcoated hole.

The closure consists of a flange with integrated cutting ring and a screw cap. With a single twist of the screw cap, the tamper-evidence feature on the original seal is broken with an audible click. At the same time, the twisting motion opens up the overcoated



Less weight means fewer raw materials are used, which is good news for the environment.

Photo: SIG Combibloc

hole cleanly and smoothly.

Handling tests in Spain, Poland and Germany have shown that combiCap is well-received by consumers, thanks to its convenient opening behaviour and smooth pouring action. Consumers are finding the closure mechanism very easy and comfortable to grip.

Commenting on the weight reduction, Hanno Berting, Product Manager Opening Solutions at SIG Combibloc, said: "Over the

past few years, we've achieved enormous reductions in the quantity of materials used in the closure mechanisms, and thus reductions in the weight of the closures as well. The first screw cap on our aseptic beverage carton packs weighed 4.9 grammes. With combiCap, we've now brought out a screw cap that weighs just 1.85 grammes. With the design and development of combiCap, we're now offering an ideal closure in the very price-sensitive milk segment."

Bag-in-box breakthrough

PIONEER of bag-in-box technology, Scholle Packaging, has launched the SureFill 30 LA. This filler offers dairy, beverage and flavouring processors the ability to bring popular aseptic products to large-volume customers with product end-use flexibility, while cutting manufacturing costs.

The Scholle SureFill 30 LA has a unique combination of technologies based on equipment currently used in the aseptic industry and incorporates new features in one machine. This combination offers processors: bag size and fitment versatility; filling speeds up to 15 l gallon bags per minute; decreased operations down-time with automatic changeovers; longer run periods between clean-up and enhanced product and operator safety.

Scholle uses the 'House of Quality' process, a formalised approach to significantly focus, define and rank the real needs of the market prior to beginning a development process. According to Rick Pindur, Director of Global Equipment Engineering at Scholle Packaging, "Referencing the House of Quality as design parameters throughout the design work kept us on track to ensure the new filler design fully meets customer expectations."



The SureFill30 LA for aseptic products.

Turnkey service for caps and closures

AT the recent Plastics Caps & Closures 2010 event Saudi Basic Industries Corporation (SABIC) showcased its polypropylene (PP) and polyethylene (PE) materials and application development capabilities. During the show Stephan Eltink, International Account Manager for Caps & Closures, presented 'Culture of Innovation in Caps & Closures,' highlighting solutions that address key industry trends: creation of more environmentally responsible products; the growing division between commodity and value-added closures, and volatility in raw material markets.

The Dutch company says it is committed to the caps and closures industry with a global presence, financial stability and reliable access to assets in both Europe and Middle East to ensure a steady, long term supply of resins. To provide customers a single source for materials and expertise, SABIC continues to develop new PP and PE materials that improve performance, enhance sustainability and reduce system costs.

For example, SABIC HDPE organo grades for still water caps use high-efficiency slurry technology to help reduce off-flavours while offering a reduced carbon footprint of up to 17% versus gas phase technology.



SABIC has a dedicated team focused on the caps and closures sector and a comprehensive sustainability department.

Mario Scholle, Business Manager HDPE Europe, explained: "Traditional methods used a great deal of energy. We used our innovative slurry process that produces HDPE with

superior organoleptic properties but requires much less energy. This is a great example of how SABIC has raised the bar for both product quality and sustainability."

Speeding up for the Olympics

SUPPLIER of Europe's largest 1,400 litre plastic pallet box, Goplasticpallets.com and Soft Design AB have been selected by rigid plastic packaging specialist, Logoplaste, to help improve the efficiency of its manufacturing operation for a well-known sports drink, in order to produce enough bottles to meet demand for the London 2012 Olympics.

Chris Jones, Project Manager for Logoplaste, said: "As we manufacture many millions of bottle preforms each month, we needed a box capable of holding up to 20,000 parts. Plastic boxes were the logical choice as they are hygienic, reusable and – unlike wood and cardboard boxes – they offer consistent size and weight so are suitable for handling in automated systems."

Goplasticpallets.com was selected to supply 2,000 of its GoBox 1311 plastic containers with lids. Some slight modifications were made to the container and lid to ensure that the boxes could be stacked accurately and securely up to five boxes high.

Swedish automated solution provider, Soft Design AB, provided the automation required for the project, which consisted of seven Automated Guided Vehicles (AGVs), two Pick & Place lid application and



Preforms being dropped into box and shaken.

removal machines and eight Box Tipplers. The company's state-of-the-art AGV Control System 'MAX' was programmed to locate and identify all the boxes throughout the manufacturing process; to calculate the quantity of plastic preforms in each box; to track the boxes from the beginning of the production line to the warehouse, and to empty and replenish the boxes as required.

Accolades

COCA-Cola has gained two Mobius Awards in the Packaging Design category for its 2010 Winter Olympic Games packaging and 2010 summer packaging. The Olympic Games packaging also won 'Best of Show', the highest honour in the Mobius Awards which recognise outstanding design work across several categories, including outdoor, packaging, point-of-purchase, print and television.

"Coca-Cola's design team collaborated with our agency partner Turner Duckworth to craft a holistic visual identity system that thoughtfully integrated the intrinsic of brand Coke, the spirit of optimism and consumers' passion for Olympic athletes," said Vince Voron, AVP, IMC Strategic Design, Coca-Cola North America. "The result was an inspiring identity system that could be effectively scaled across multiple consumer touch points, from packaging to point-of-sale to out-of-home."

Voron added, "The Mobius Award and other industry accolades our design systems have achieved are a great testimony to the value of developing creative packaging through an integrated marketing process."

Coca-Cola's 2010 Winter Olympic Games packaging was also recognised in the International Food and Beverage Creative Excellence Awards (FAB); FABulous Awards, Pentawards, and Cannes Design Lions.

Single-file accumulation

THE new AQ-File conveyor from Sidel can be used for the accumulation of a wide range of containers, both filled and empty, regardless of the material used, particularly those with complex shapes that are not suitable for mass accumulation. It can be used on bottling lines with speeds of less than 30,000 bottles per hour.

AQ-File was developed with a simple operating principle and an open design. It is composed of a horizontal chain that winds around a wheel mounted on a mobile carriage. Accumulation is done by varying the length of the accumulation chain; the carriage moves back to create accumulation and advances to discharge the containers.

The simple design, based on the principle for a standard single-file conveyor, offers optimal accessibility for all of its components at chest height, in contrast with spiral or shielded solutions. It also guarantees easy, limited maintenance. In addition, AQ-File retains all of the qualities associated with single-file accumulation: respect for container orientation and FIFO conveying (First In First Out).

Suitable for multi-format applications, the conveyor handles format changeovers with



A simple, yet flexible design.

minimal adjustment. Sidel says that due to its variable capacity and speeds, it provides great flexibility of use in managing accumulation times as a function of production characteristics.

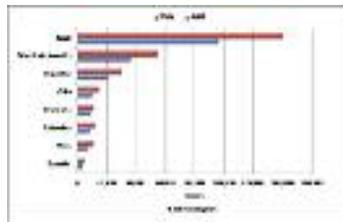
It can be easily integrated into all existing lines, and it interfaces with any single-file conveyor.

Brazil drives stretch pallet

A NEW report from industry consultants, AMI Consulting, points to South America as one of the fastest growing and most dynamic markets for pallet stretch film in the world. In spite of the global financial crisis and recession, demand for pallet stretch film continued to advance in the region between 2004 and 2009 by over 10% per year and is forecast to grow by almost 8% per year to 2014. Within the South American market Brazil accounts for 50% of the regional demand.

In Brazil pallet stretch film production has grown over the past five years by 30% per annum and is forecast to grow by 15% per annum to 2014. During the same period, it is forecast that Brazil's imports of pallet stretch film will reduce to virtually zero. Argentina is the next largest South American market in terms of demand, but at approximately 23,000 tonnes accounts for only 11% of the regional consumption.

In comparison, the more mature markets of North America and Europe will see



lower levels of tonnage growth to 2014. Demand is forecast to increase by less than 2% per year in the US and Canada as, even with economic recovery, there is significant emphasis being put on downgauging of films, not only hand films but also machine films, resulting in tonnage growth that does not mirror the increase in number of pallets wrapped.

In Western Europe there is a similar situation to that seen in the US with emphasis on downgauging, particularly in the hand film sector, and the increasing use of pre-stretched films which significantly reduces the weight of film used to wrap a pallet. Growth in Central Europe, which is less well developed, is forecast at 5% per year while growth in Eastern Europe is forecast at 6% per year, giving a European total growth rate close to 3% per year to 2014.

In brief...

- Crown Bevcan Europe and Middle East was awarded overall Can of the Year winner at the 2010 Can of the Year Awards event. The company also gained a Gold Award for innovation in the Ends, Caps, and Closures category. Both accolades were for its full aperture end technology, first available for pressurised products. The entire lid can be removed, turning the can itself into a drinking cup and providing a new way to enjoy beverages at large events where traditional cans and glass bottles are prohibited. It also eliminates the need for pouring drinks into plastic cups, streamlining the serving process.

- The results of work undertaken by the UK's Campden BRI into the costs incurred by companies when they change food and drink labels has been published by Defra (Department of the Environment and Rural Affairs). The research resulted in some interesting findings, as John Hammond, Head of Campden BRI's Information and Legislation Department, explained: "Developing a 'Framework for Assessing the Costs of Labelling Changes' in the UK found that the costs of labelling changes per stock keeping unit were substantially greater than those that have been reported previously. Commercial factors are the cause of most label changes; those prompted by regulatory requirements accounted for a relatively small proportion."

The work drew on Campden BRI's unrivalled expertise in food labelling and helps to underline the importance of ensuring that labels are prepared right first time.

- Rexam has converted both lines at its Egyptian beverage can plant from steel to aluminium and increased its production capacity in order to meet customer needs in the region. The company reports that customers have shown a growing preference for aluminium and the conversion to aluminium will help them clearly differentiate their brands with the wider variety of finishes and graphics that aluminium cans enable. Rexam Egypt now has an annual capacity of around 1.7 billion cans.

- The Italian PET manufacturer SIPI has opened an office in Moscow. Two years ago the company invested in North Africa and North America to target the water and beverage container market. With the Moscow opening SIPI has shown its commitment to its established customers in Russia and CIS countries with a dedicated sales and after-sales service organisation.

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Environment

Third Clean-up Day

PROVEN a success over the past two years, the Masafi Clean-Up Day returned to Masafi Village in 2011 for a third time, its ongoing effectiveness ensuring that it will be an annual tradition.

Masafi, one of the Middle East's biggest producers of packaged water as well as an increasingly significant player in the juice sector and a manufacturer of other FMCG lines, is very active in sustainability and environmental protection. It runs a unique corporate recycling service in the UAE, has adopted a Carbon Action Plan to reduce its carbon emissions and uses environmentally optimised packaging.

The Clean-Up Day is a little different in that it focuses on the company's 'home town' in the emirate of Ras Al Khaimah. Masafi mobilises its staff to remove waste from throughout the town, at the same time



Masafi Clean-Up Day.

educating local residents to follow recycle, reuse and reduce habits. This year, 243 staff collected over nine metric tonnes of waste in about three hours.

"As a company, we are committed to the

cause of a sustainable tomorrow and our efforts are aimed at changing attitudes and behaviour for a cleaner environment," said Natascha Edelmann, Masafi's Head of Marketing.

US green packaging set to rise

DEMAND for green packaging in the US – comprised of recycled content, reusable and degradable packaging – is projected to increase 3.9% yearly to US\$41.7 billion in 2014, consuming 58 billion pounds of material. Growth will outpace overall packaging demand but will remain relatively moderate due to the maturity of many products and the large existing presence of recycled-content packaging in paperboard and metal packaging. The fastest gains are anticipated for degradable packaging and plastic recycled content packaging.

These and other trends are presented in 'Green Packaging' a new study from The Freedonia Group Inc, a Cleveland-based industry market research firm.

Degradable packaging is forecast to expand 13.6% annually to US\$685 million in 2014, driven by price competitiveness with conventional resins, capacity expansions and rising demand for environmentally friendly manufactured goods. Advances will also be based on enhanced performance properties resulting from blending and other modifications, initiatives by brand owners to improve the environmental footprint of their packaging. Preventing faster advances will be the maturity of some product types, the lack of consumer composting networks in most areas of the US, and competition from emerging green packaging materials such as non-biodegradable bioplastics.

Plastic bottle recycling up

THE latest report commissioned by Recoup and sponsored by Nampak Plastics and PPS Recovery Systems shows an encouraging increase in the UK's bottle recycling rate with 46% of plastic bottles now being collected for recycling.

The revised and finalised data now suggest a 7% increase in comparison with last year's report. Approximately 303,000 tonnes of plastic packaging was collected from bring and kerbside schemes for recycling in 2009. From this total, 263,000 tonnes was reported as plastic bottles.

To put it in perspective, if all the plastic bottles collected in the UK for recycling in

2009 were laid end to end, they would reach the moon and back two times.

The majority (82%) of local authorities that responded when asked how the plastic bottle collection scheme was working, indicated that their schemes were running smoothly. This suggests that the infrastructure and support required to launch and sustainably operate a plastic bottle collection scheme is now available to most UK local authorities.

When asked to indicate the reasons and factors which prevented them from introducing plastic bottles into kerbside collection schemes, the most common reasons given were the 'cost implications for changing existing schemes to accommodate the collection of plastic bottles' and 'the difficulties of adding plastics due to the lack of compartments available in the kerbside sorting vehicle'.

According to the data, over 54% of plastic bottles are still not recycled. Aside from the issues around reducing landfill reliance and needing to meet increasing recycling targets, there is genuine concern that without a focused effort, the plastic bottle reprocessing infrastructure in the UK cannot be sustainably supported by UK bottle collections.

The survey responses suggest that kerbside schemes could potentially recover 271,000 tonnes of plastic bottles in 2012, representing 56,000 additional tonnes. If a yearly 10% increase in household kerbside coverage and also performance was applied, the estimated collection could reach over 350,000 tonnes.

The full report is available free from the Recoup website at: www.recoup.org.

Recycled-content packaging constitutes the vast majority of green packaging and demand is forecast to increase 3.6% annually to US\$37.3 billion in 2014. Gains will be supported by increased collection activity and processing capacity, coupled with greater use of recycled-content packaging by firms seeking to demonstrate environmental responsibility and differentiate their products. Robust growth is anticipated for plastic recycled-content packaging based on more concerted collection efforts and expanded processing capacity.

Reusable packaging demand is expected to post above-average growth through 2014, improving from the 2004-2009 pace based on a rebound in manufacturing activity from a weak base in 2009.

Recycled billboard bags

WHILE soft drink containers account for the bulk of our industry's recycling efforts, another aspect of constructive re-use – instead of dispatch to landfill – is the growing utilisation of outdoor billboards and some point of sale material for bags and other accessories. While once a novelty, a growing number of specialist producers are 'liberating' unwanted advertising vinyl which otherwise has only limited secondary use potential and is primarily dumped.

In South Africa, for example, a group called Bloomin' Bags is making a wide range of accessories using Supalite skins and other material donated by the outdoor advertising sector.

A major supporter of Bloomin' Bags is ADreach who supported Bloomin' Bags founder, Nina Bloom, in establishing her enterprise which employs a small staff of previously jobless people.

"Bloomin' Bags was born of a passion to contribute towards a cleaner environment," said Bloom. She pointed out that the team was elated to be able to achieve this "by



One of Bloomin' Bags' many designs.

repurposing a once useless product into something functional and exciting".

While the company produces to set designs, each bag is unique and fully hand-made. As well as those featuring ex-billboard outers, some use the advertising material as a liner, with the outer featuring ethnic screen-printed Shweshwe fabrics.

In Taiwan, innovative use of soft drink containers is being promoted by the Environmental Protection Administration as part of a far-reaching programme. The EPA noted that nine of the 32 teams competing in the 2010 FIFA World Cup were wearing uniforms made in Taiwan from recycled PET materials.

Recycling push by Dubai Aluminium

THE evolution of the Dubai Aluminium Company, known as Dubal, is closely linked to the development of the emirate itself as a business powerhouse, transforming a region that did not have the benefit of large oil resources.

While Dubal itself is not concerned in making aluminium cans, it now runs an inter-

national initiative known as the Green Life Project which targets the recycling of drink cans, paper and plastic. It has given literature on ways to achieve this – printed on 100% recycled paper – to all employees, set up recycling islands around the big Jebel Ali manufacturing site, and put up posters as a further educational measure.

"Our aim is to help our employees understand the purpose and importance of recycling while highlighting how every person can play a role in protecting the environment," said Khalid Buhmaid, one of Dubal's Vice-Presidents. "After reading the literature, our employees are well equipped to sort the recyclable items from their general waste at home, bring the segregated recyclables to the most conveniently located recycling island at Dubal, and place the items in the relevant bins."

The programme, which is to be extended, is part of Dubal's overall sustainability strategy which also includes energy conservation, minimisation of harmful emissions and effluents, and optimisation of raw material usage.

Environmental stewardship

CLOSURE manufacturer Portola Packaging Inc, has reported a 10.5% reduction in energy usage in 2010, compared to 2009, the result of conservation efforts at the company's eight North American manufacturing facilities.

In addition to energy reduction, Portola plants recycled in excess of 2 million pounds of material including plastic regrind, corrugated, paper, aluminium and steel. An additional 500,000 pounds of paper were recycled from its various North American offices, bringing the overall company total to more than 2.5 million pounds.

"Portola's goal is to minimise its environmental impact by creating sustainable, value-added manufacturing and product solutions. We believe in using natural resources responsibly to manage energy use and reduce waste wherever possible. We also believe in partnering with our customers and communities to help make that happen," said Kevin Kwilinski, President and CEO.

Contributing to the energy conservation efforts were more than 20 different initiatives including: the purchase of new equipment with reduced energy requirements; conversion from injection to compression moulding for specific products; implementation of productivity improvements which reduced energy load; shut off protocols for idle equipment; plant and office heating/cooling conservation and others.

Portola's material recycling efforts included production scrap/regrind (mostly high-density polyethylene and polypropylene), corrugated shippers, hydraulic oil waste, scrap metal, aluminium cans and paper.

The company is investigating alternative packaging approaches which would enable between 30% to 35% more closures per truckload, reducing fuel and packaging material costs by more than US\$1 million annually. In addition, all of the corrugated cases Portola purchases have been certified under the standard requirements of the Sustainable Forestry Initiative.

Portola's North American operations, and the company's five international manufacturing plants (two in China, plus the UK, New Zealand and the Czech Republic) are working on parallel environmental goals.



WWEM (Water Wastewater & Environmental Monitoring) took place at the UK's Telford International Centre. As the largest event in the world to focus purely on environmental monitoring, WWEM 2010 attracted delegates from over 39 different countries including staff from regulators, water companies, industrial manufacturers, consultants, education, research organisations, process engineering companies and industrial companies.

In brief...

● Reducing waste was a key factor for success in the 2010 PAC Green Den – Fast Track to Sustainable Innovation competition, which PAC, The Packaging Association, conducted at PACK EXPO International 2010 in Chicago. The top two prizes went to Micro-Green Polymers' InCycle method for reducing the cost of recycled plastics by adding a

gas that expands the length and width of solid polymer sheets (using the process, the plastic from one 20 oz beverage bottle could produce 12 hot beverage cups that would replace polystyrene and coated paperboard cups) and EcoLogic's EcoPure plastic additive, which accelerates decomposition.

Human Resources

APPOINTMENTS

Alcoa, the global aluminium producer has named **Keith Walton** Vice-President, Government Affairs. He succeeds Russell Wisor, who is retiring after 33 years of service. The Board of Directors has also elected **John Kenna** as Vice-President, Tax and an Officer of the company and **Olivier Jarrault** to the additional position of Executive Vice-President. He was recently appointed President, Alcoa Engineered Products and Solutions.

Charles Wilson, Chief Executive, Booker Group plc, has become President of IGD, the international food and grocery analysts. **Fiona Dawson**, President, Mars Chocolate UK, becomes Vice-President. Both will serve for two years.

Coca-Cola Hellenic Bottling Company S.A. has appointed **John Hunter** as a member of the Board of Directors of Coca-Cola Hellenic.

D.D. Williamson has appointed **Jason Armao** to its Science and Innovation team at its Global Support Center in Louisville, Kentucky. As Application Project Manager, he will lead the development of colour solutions for customers' individual requirements.

D.D. Williamson Europe has promoted **Barry Foley** from Technical Services Manager, Europe to the new position of Application Technologist in Science and Innovation. Also in Cork, Ireland the company has named **David Lawlor** as Quality Assurance Manager. Elsewhere, D.D. Williamson (UK) Ltd in Manchester has announced the hiring of **Steven Critchley** as Plant Manager and **Maryam Nobari** as Quality Assurance Manager.

Fortitech Europe ApS has appointed **Kevin Tshimpamba** as Business Development Manager for the African market, responsible for managing food, beverage and pharmaceutical sales in the region.

Specialist plastics packaging technology business Petainer has appointed **Martin Lenz** as its new Group Finance and IT director.

John Longworth has been appointed to the Board of Nichols plc, the UK soft drinks group as a Non-Executive Director.

Owens-Illinois Inc, the world's largest glass packaging maker, has named Dr **Deborah Hockman** Vice-President of Global Environment, Health and Safety. In the newly created position, she will lead O-I's global efforts to enhance the company's safety, environment compliance and health processes, standards and metrics.

The UK's Natural Hydration Council has restructured its management team and appointed **Kinvara Carey** as its first General Manager. The Council's Director of Communications, **Ian Hall** has stepped down from his role.

APEAL, the Association of European Pro-



Clockwise from top left: Barry Foley, Catherine Martin, David Lawlor, Derek Burrows, Graham Stirk, Jason Armao, Martin Lenz, Maryam Nobari, Steve Critchley and Kevin P. Mahoney.

ducers of Steel for Packaging, has appointed **Evelyne Frauman** as Quality and Environment Manager. The organisation is a federation of four multi-national producers of steel for packaging – Arcelor Mittal, Tata Steel Packaging, Rasselstein-ThyssenKrupp and US Steel Kosice. In total these four companies employ over 200,000 workers in Europe.

Braby, one of the UK's largest suppliers of process systems and engineering solutions, has extended its team of industry experts with the recruitment of two new professionals, **Derek Burrows** and **Graham Stirk**. Together they hold almost 60 years' worth

of experience in the material processing and handling industry.

Univar, a leading global chemical distributor, has appointed **Catherine Martin** as Quality and Regulatory Affairs Leader. In this newly created role, she will drive compliance with all Univar's regulatory and quality processes in Europe.

Eveline Grünenfelder has been appointed Marketing Assistant at Corvaglia, the caps and closures group.

Kevin P. Mahoney has been elected Senior Vice-President of Corporate Planning for Sonoco, the US\$4.1 billion global manufacturer of industrial and consumer products and provider of packaging services. He is responsible for leading the company's merger and acquisition efforts along with corporate planning.

Vice-President steps down

THE British Soft Drinks Association (BSDA) has announced the resignation of Marnie Millard as its Vice-President following her resignation from Refresco. The association says her contribution to the work of BSDA was greatly valued and that she will be sorely missed.

At its January meeting the Executive Council supported the Board of Management's recommendation that David Saint, Managing Director of Gerber Juice Company Ltd should be elected Vice-President of BSDA. His nomination will be ratified at the Annual General Meeting on 10th May 2011.

Also at the meeting the Executive Council approved the recommendation that Graham Neale, past President of BSDA and UNESDA, and recently retired Senior Vice-President & General Manager of Glaxo-SmithKline Nutritional Healthcare, be awarded Honorary Membership of BSDA.

New President for FDF

Jim Moseley, Managing Director of General Mills, UK, Ireland and the Nordic markets, has succeeded Ross Warburton as President of the Food and Drink Federation (FDF) – the voice of the UK food and drink manufacturing industry.

Over the past four years Moseley has been Vice- and Deputy President of FDF and chair of its Food Safety and Scientific Steering Group. He has over 30 years' experience in the food and drink manufacturing industry within a broad range of categories including sports drinks.

Moseley said: "I am proud of the food and drink industry in this country and delighted to take on this role."

Events Diary

FEBRUARY

7th – 9th **USA**

The Packaging Conference

Aria Resort
Las Vegas
USA
www.thepackagingconference.com

16th – 17th **UK**

Packtech

NEC
Birmingham
UK
www.easyfairs.com

16th – 19th **TURKEY**

Anfas Food Product

Antalya Expo Center
Anatolia
Turkey
www.anfas.co.tr

16th – 19th **GERMANY**

Biofach

Nuremberg Messe
Nuremberg
Germany
www.biofach.com

19th – 22nd **ITALY**

Sapore

Rimini Fierra
Rimini
Italy
www.saporerimini.com

27th – 2nd Mar **UAE**

Gulfood

Dubai International Convention
and Exhibition Centre
Dubai
UAE
www.gulfood.com

27th – 2nd Mar **UAE**

Ingredients Middle East

Dubai International Convention
and Exhibition Centre
Dubai
UAE
www.ingredientsme.com

MARCH

1st – 4th **JAPAN**

Foodex Japan

Makuhari Messe
Tokyo
Japan
www2.jma.or.jp/foodex/en

9th – 11th **CHINA**

China Drinktec

Guangzhou International Convention and
Exhibition Centre
Guangzhou
China
www.chinadrinktec.com

9th – 11th **CHINA**

Sino-Pack

Guangzhou International Convention and
Exhibition Centre
Guangzhou
China
www.chinasinopack.com

13th – 16th **UK**

IFE

ExCel
London
UK
www.ife.co.uk

13th – 16th **UK**

Pro2Pac

ExCel
London
UK
www.pro2pac.co.uk

14th – 15th **EGYPT**

MEAPET

Cairo
Egypt
www.cmtevents.com

15th – 17th **FRANCE**

CFIA

Parc des Expositions Rennes Aeroport
Rennes
France
www.cfiaexpo.com

15th – 17th **UKRAINE**

Vending Expo

Concorde hotel
Kiev
Ukraine
www.vending-europe.eu

23rd – 25th **VIETNAM**

Propak Vietnam

HIECC
Ho Chi Minh City
Vietnam
www.propakvietnam.com

23rd – 25th **CHINA**

Food Ingredients China

Shanghai Everbright Convention and
Exhibition Center
China
www.fi-c.com

29th – 30th **FRANCE**

MDD Expo

Paris Expo Porte de Versailles
Paris
France
www.mdd-expo.com

APRIL

3rd – 4th **UK**

Natural & Organic Products Europe

Olympia
London
UK
www.naturalproducts.co.uk

11th – 13th **USA**

ISBT – Bevtech

Grand Hotel & Yacht Club
Fort Lauderdale
USA
www.bevtech.org

14th – 15th **PORTUGAL**

Europs

Hotel Palacio Estoril
Lisbon
Portugal
www.vending-europe.com

14th – 17th **UAE**

Gulf Pack

Dubai Airport Expo
Dubai
UAE
www.gulfprintpack.com

27th – 30th **PORTUGAL**

Alimentaria Lisboa

Parque das Nacoes Fairground
Lisbon
Portugal
www.alimentarialisboa.com

MAY

10th – 11th **SWITZERLAND**

Vitafoods

Geneva Palexpo
Geneva
Switzerland
www.vitafoods.eu.com



Send your trade event details to:
events@softdrinksinternational.com

IFE 2011

the international food and drink event

More than 1,100 organisations will be on show at London's ExCel centre.

The UK grocery industry is booming. The last 10 years have witnessed steady growth in the sector, with market value rising from £96.6 billion in 1999 to a staggering £146.3 billion last year. Indeed, food and drink expenditure now accounts for 52p in every £1 of retail spending.

And it's not difficult to work out how this increase has come about. There are currently almost 100,000 grocery stores in the UK alone, comprising convenience outlets, traditional retail areas, hypermarkets, supermarkets and superstores as well as online channels, all offering consumers the chance to snap up the latest food and drink products to hit the shelves. With consumer confidence growing again, the recessionary pressures of 2009 are beginning to seem like a distant memory.

However, that's not to say retailers can sit back and simply wait for customers to come through the doors and spend, spend, spend. Despite a more positive economic outlook, British shoppers are as mindful as ever about where they are spending their money. They want to be inspired by their food and drink and are constantly on the look out for new products and ideas to expand their culinary repertoire.

Retailers need to ensure that they have their fingers on the pulse when it comes to the latest launches and newest products to market. The outlet with the best selection of new products, that anticipates consumers ever-changing tastes, will ultimately win-out. An easy task, some might think, given the number of companies constantly bringing out new brands. However, with the constant time and financial pressures that retail buyers are under these days, there



simply isn't the opportunity for them to go out hunting for the very latest products to come onto the market.

Which is why IFE provides the perfect opportunity for buyers to see all the key players, as well as small local producers just starting out, all in one place and at one time. The 2011 instalment of the industry-leading event will be a veritable melting pot of products, ideas and inspiration for buyers all looking to add that crucial point of difference to their store aisles. Over 1,100 organisations will be on show, all keen for their products to begin their journeys to retailers' shelves when the show kicks-off four days on 13th to 16th March 2011 at London's ExCeL centre.

IFE is the country's premier food and drink sourcing event and is expected to be the talk of the industry when it opens its doors to the trade. Myriads of never-been-seen-before products will be launched into the UK arena, all vying for the attention of an audience expected to top 20,000.

But if you've been to IFE in the past and believe you've seen it all before, think again. This year's event is returning with a renewed and revitalised outlook.

IFE11 will play host to its best 'educational' programme to-date this year, with a host of brand new features set to equip visitors with all the inspiration, knowledge and industry insights they require to help set their business apart from the competition in the tough retail world.

What's new at IFE?

A brand new feature of this year's show is New Products Live which will comprise three areas, where visitors can discover the latest innovations from suppliers. A new product display area will showcase a range of specially selected products from 12 categories, including bakery and confectionery, cheese and dairy, organic and seafood. During the exhibition, the annual Fresh Ideas award will be presented to the exhibitor with the best innovation. Judged independently, the winner will have its product showcased in



New Products Live. Finally, professionals can visit the free-to-attend Future Trends seminars, run by Mintel. The sessions, presented by leading figures in the food and drink industry, will offer valuable insights into new product trends and the changing tastes of consumers.

Designed to add colour and vibrancy to the international Walk the World section, the brand new Meet the World feature brings together different international groups and provides them with a collective platform to showcase the best food and drink their country has to offer. There will be plenty of captivating visual performances from each nation.

Tapping into the rising consumer interest in food provenance, another new show feature this year will be the English Regional Kitchen. IFE11 will be the very first trade show to host a pavilion devoted entirely to English food and drink products, representing an industry milestone. Organised by the Regional Food Alliance, the feature will bring together the very best regional food that the country has to offer.

Demand for high-quality oils is riding high in the retail industry, so a new must-visit at IFE will be The World of Oil. Visitors will be given the opportunity to sample some of the finest varieties currently on offer from leading producers around the globe.

For visitors keen to catch-up on the very latest consumer and industry trends, The Hub will be the place to be. A free-to-attend programme of seminars, conducted by leading industry experts, will take place on the first two days of the event, offering delegates a unique opportunity to update their knowledge and take away key learnings that can be applied to their own business.

Once again, IFE will play host to a unique and high profile Key Buyer Initiative throughout the show. Senior buyers from the UK's leading retailers have already confirmed their participation with representatives from the likes of Morrisons, Sainsbury's and Asda set to hear pitches from exhibitors on their latest products to be launched.

IFE will also be joined by sister show, Pro2Pac,



which focuses on the packaging and processing side of the food and drink industry, by showcasing some of the latest innovations to streamline manufacturing operations.

The stars of the exhibition

As always, the quality – and quantity – of exhibitors is absolutely unique to IFE. No other UK event brings together so many UK and international exhibitors with such different, added-value offerings under one roof. All the major players from across the different industry sectors – such as Cadbury, Marfrig Europe, Bernard Matthews, Delifrance and Britvic – will join regional producers such as Pieminister, Paxton & Whitfield and Simply Ice-cream. Below are just some of the highlights at this year's event:

Tulip International will be highlighting its Aloe Vera drinks at this year's IFE whilst **Possmei** will be bringing its bubble milk tea mix, which combines tapioca pearls, brewed tea and milk, from Korea to the show. **Scheckters Organic** will be delivering a world first to IFE – its natural, organic, vegetarian, fairtrade-certified energy drink, OrganicEnergy.

Frubob USA will be highlighting the UK's first premium fruit float. Frubob is a 100% natural fruit float, made with real pieces of fruit bobbing in real fruit juice. Available in four refreshing flavours – orange, mango, pineapple and peach, Frubob is set to be a phenomenon when it hits the UK market at IFE11. **Cool Tropics** will be at the show with its brand new Rips Slush. A ready-to-serve 100% juice slush, the product offers a unique, healthy and interactive snacking experience – simply freeze and squeeze!

Elsewhere, Korea-based company **Savia International** will present its latest drinks innovations including its new aloe vera drink – made with real aloe vera juice and pulp plus various fruit flavours – and natural fruit teas – made with fresh fruit slices and honey.

New company **Streamdrinks** is launching a range of innovative and interactive beverages in Europe at IFE 2011. The company is looking for British and International partners to help promote its range of healthy, sugar free, additive free, preservative free and low calorie drinks that contain vitamin and nutraceutical mixes in their closures.

Austrian-based company **Klosterquell** will be presenting its new Fruity Fun Drink at the show. This is a noncarbonated soft drink made from natural fruit juice concentrate, beet sugar, citric acid and crystal clear spring water sourced only at the foot of the Schneeberg Mountain. The fresh mountain spring water flows from the company's own wells on the shortest, most direct route into the production plant.

Christopher McCuin, IFE Event Director, commented: "The next edition of IFE is going to be the most talked-about event in the food and drink industry calendar. Key retail buyers from across the world will be in attendance as well as top buyers from the wholesale, foodservice and manufacturing industries. We have a host of new features that really capitalise on current consumer trends and we are hoping this will make for an even more informative show for both exhibitors and visitors alike."

"The next edition of IFE is going to be the most talked-about event in the food and drink industry calendar," claims IFE Event Director, Christopher McCuin.

Dubai Drink Technology Expo

growing year on year

A truly international and focused event, dedicated to the non-alcoholic beverage industry.

Now in its third year, Dubai Drink Technology Expo (DDTE), took place towards the end of last year, at the Dubai International Convention and Exhibition Centre.

DDTE has successfully established itself as a truly international and focused event, dedicated to the non-alcoholic beverage industry. Each edition has steadily grown, and this time attracted some 265 exhibitors and around 10,000 visitors, over the three days from 13th to 15th December.

Mr Abdul Salam Al Madani, Executive Chairman of DDTE and the Arab Asian Beverage Alliance, and President of Index Holding, said “the success that the exhibition accomplished during the past two years had witnessed tremendous participation from the region and the world. He continued: “The Dubai Drink Tech Expo is a unique opportunity for businessmen and investors of the UAE, the Middle East and Asia to meet their peers from beverage technology representatives, and service suppliers from the US, Europe and Asia to explore the latest technologies they use.”

The event was opened by H. E. Sami Al Qamzi, Director General at Dubai’s Department of Economic Development.

His Excellency had a tour in the exhibition area which was about 15% larger than last year. He said: “I am also delighted to note that this expo has earned a name for itself within the short span of three years. Today Dubai Drink Technology Expo is recognised as the largest



DDTE 2010 was opened by H. E. Sami Al Qamzi, Director General, Dubai’s Department of Economic Development, together with the other prominent governmental officials, speakers, VIPS and professionals.

beverage technology exhibition in the Middle East, and as we know the non-alcoholic beverages industry is a key emerging market today, with an expanding product portfolio and growing demand.”

His Excellency continued: “The Middle East region with its high dependence on imported and packaged food and the large proportion of youth among its growing population provides ideal growth opportunities for the beverage industry. However, the regional beverage industry faces various challenges too; increasing domestic and international competition, rising expectations, and stricter health, safety and environment specifications, to name a few. And for the industry to stand up to these challenges and continue to grow, innovations in technology, manufacturing, branding, marketing and sustainability are essential.”

Major players

Represented at DDTE 2010 were many of the industry’s leading players, including Krones, Kosme, Netstal, KHS, Sacmi, Can-pack, Tech-Long and Sidel.

Frank Hollmann, Regional Director of the Beverage Division at Krones commented: “We are presenting a new technology at the DDTE; the PET recycling, which is a major technique that can cut a lot of cost at the manufacturing level.

“For us, it is important to be present at every edition of the DDTE, as it is a non-miss opportunity for us to meet a big share of the major customers, not only from UAE but also from the Gulf region. Dubai for us is a gate to the Middle East especially through exhibitions.”

Finished products

Among the finished products on display was the lifestyle drink, Nicotizer, from Germany. In contrast to most beverages, it has adopted a fairly unique marketing strategy that at first appears to appeal to the non-health conscious consumer. But, despite its name and the fact that the can is designed to look like a cigarette, it is fact nicotine free and is formulated from a tasty mixture of grape, papaya, guarana, shizandra extract, plus a hint of mint.

Conference programme

Alongside the exhibition, a full conference programme took place, which addressed major issues relating to the beverage industry.





Following a welcome from H. E. Sami Al Qamzi, the keynote speech was delivered by Larry Hobbs, Executive Director of the International Society of Beverage Technologists. A three day programme, covering numerous subjects from market trends, to processing and packaging, followed.

Gala dinner

A complimentary gala dinner was held for all exhibitors and speakers at the luxurious Al Murooj Rotana Hotel, where the organisers expressed their sincere appreciation to all the enterprises, associations and other supporters.

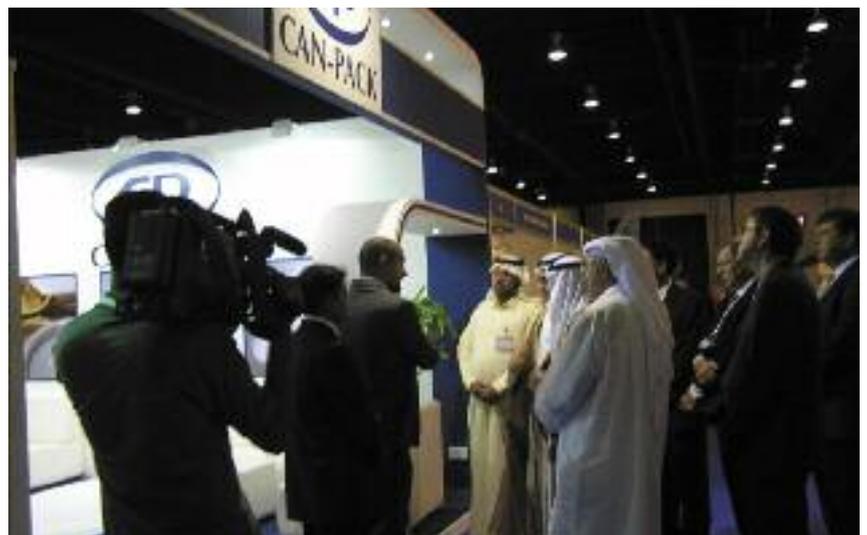
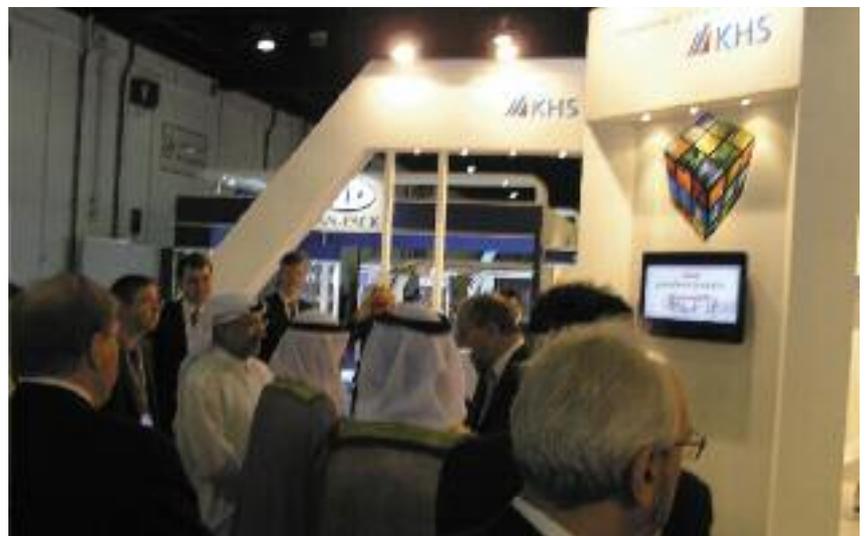
Set beside the outdoor pool, and in the shadow of the world's tallest building – the Burj Khalifa – the evening was an ideal networking opportunity for all involved.

GWBT Dubai 2011 announced

During DTTE, it was announced that Index Holding will organise the first Global Water and Beverage Technology Congress (GWBT Dubai 2011) with the support of the International Society of Beverage Technologists (ISBT), the American Beverage Association, and several other European and Asian Associations and Alliances. The first GWBT will be held in conjunction with the fourth edition of the Dubai Drink Technology Expo, which will take place from November 29th until December 1st 2011.

The committee announced that it is the first time for the congress to be held in the MENA and South Asian regions under the support of the Arab-Asian Beverage Alliance, and the Ministry of Economy, Economic Dep. – Dubai, Ministry of Environment and Water, and the Dubai Convention Bureau.

Larry Hobbs said: “The agreement will add value to all members within AABA, ISBT, ABA and IFT in terms of education, business and commercial, technology, and networking which in return will accredit the education programme, continuing education programmes, workshops, and seminars, and also add value to recruit members for the mentioned organisations. The GWBT



Above: Many leading international players exhibited.

will open new markets and open the gate for new investment opportunities within members of both parties do they can introduce themselves to the new markets”.

Dr Ahmed Al Banna, Secretary General of the Arab Asian Beverage Alliance, said: “The Global Water and Beverage Technology Congress will be featuring workshops, association key meetings,
Continued overleaf

DUBAI DRINK TECHNOLOGY EXPO
– continued from page 49

“The Dubai Drink Tech Expo is a unique opportunity for businessmen and investors of the UAE, the Middle East and Asia to meet their peers from beverage technology representatives, and service suppliers from the US, Europe and Asia...”



education sessions, and B2B business meetings to address challenges in the water and beverage technology businesses.”

Dr Al Banna continued: “The programme is designed for industry leaders, suppliers, decision makers, buyers, institutions, market analysts to achieve a comprehensive overview of the latest water and beverage trends and developments across all continents. We will also include an education session in the international beverage industry, where participants can obtain a certificate of attendance after the session and earn credit hours through a continuing education programme”

Topics discussed at the GWBT will also tackle the environmental aspect through encouraging the recycle trends, the green initiatives, protecting the environment in addition to some marketing techniques focusing on how to build a brand in the market.

Helal Saeed Almarri, CEO of the Dubai World Trade Centre, said: “The Dubai World Trade Centre is proud to have been chosen as the first venue in the Middle East and Asia to host the Global Water and Beverage Technology Congress



A full three day conference programme was delivered alongside the exhibition.



Among the finished products exhibited was lifestyle drink Nicotizer from Germany.

2011, and we look forward to working with our valued partner, Index, in welcoming global industry leaders and experts in the beverage technology sector to Dubai. DWTC is pleased to provide the ideal networking platform, complete with state-of-the-art infrastructure and end-to-end services to enhance the visitor experience for delegates to this prestigious event.”

Mr Abdul Salam Al Madani noted: “we appreciate the effort made by Mr Larry Hobbs and Mr Gary Robson, the President, and the Board of Directors of ISBT to choose Dubai as the host of the GWBT.



The ‘appreciation’ dinner at the Al Marooj Rotana.



The launch of GWBT is announced. From left to right: Gary Robson, Paul Wilson, Abdul Salam Al Madani, H.E. Helal Saeed Almarri, Larry Hobbs and Dr Ahmed Al Banna.

“Index Conferences and Exhibitions – a member of Index Holding – has played a big role since 1990 to raise the national economy of the UAE, by organising more than 22 international exhibitions and conferences, which cover all sectors

from medical to education, commercials, technologies, and entertainments. With more than 20 years of experience as a total management company it is well positioned to add value to this strategic partnership.”

The first GWBT will be held in conjunction with the fourth edition of the Dubai Drink Technology Expo, which will take place from 29th November to 1st December 2011.

Market background

Total consumption of non-alcoholic beverages in the UAE, including packaged water, reached almost 2.6 billion litres in 2008, worth more than US\$ 1.1 billion at retail level. This corresponds to average per capita consumption of just less than 500 litres per annum, well in excess of consumption of tea, coffee, and dairy beverages which account for perhaps a further 130 litres per capita. If dispenser water is excluded, consumption is estimated at 1.5 billion litres, and worth around US\$ 1.0 billion. Just three main product groups – carbonates, juices and water – account for 92% of this market volume.

Recent growth has been driven primarily by a rapidly expanding population in addition to a strong increase in tourist and business visitors. Market dynamics vary from sector to sector, with some of the key recent developments including:

In **Kuwait**, the total consumption of non-alcoholic beverages, including packaged water, reached more than 730 million litres in 2008, and was worth almost US\$ 560 million retail. This corresponds to average per capita consumption of just less than 215 litres per annum, well in excess of consumption of tea, coffee, and dairy beverages which accounts for perhaps a further 140 litres per capita. If dispenser water is excluded, consumption is estimated at 668 million litres, and is worth just under US\$ 550 million.

Although **Egypt** has one of the largest populations in the Middle East, the non-alcoholic beverages market is relatively small and undeveloped, particularly when compared to neighboring GCC markets. If dispenser water is excluded, the soft drinks market was valued at US\$ 1.05 billion in 2008, compared with US\$ 3.24 billion in **Saudi Arabia**, a country with 57 million fewer people!

However, consumption is growing strongly at rates way in excess of most GCC markets and reached almost 2.9 billion litres in 2008, worth close to US\$ 1.1 billion retail, if packaged water is included. Growth has averaged almost 14% per annum over the past five years helped by a reduction in sales tax in 2006 and a step up in the marketing efforts of leading carbonates and juice suppliers.

KSA can justifiably be regarded as the most sophisticated Middle East market for non alcoholic beverages. Not only are per capita amongst the highest in the region but significant competition in supply has encouraged companies to foster a climate of innovation in an effort to achieve some degree of differentiation.

Total consumption of non-alcoholic beverages, including packaged water, exceeded 6.1 billion litres in 2008, worth almost US\$ 3.4 billion at retail level. This corresponds to average per capita consumption of around 216 litres per annum, well in excess of consumption of tea, coffee, and dairy beverages which accounts for perhaps a further 170 litres per capita. If dispenser water is excluded, consumption is estimated at 4.1 billion litres, and worth around US\$ 3.2 billion. Two categories – carbonates and juice products - account for around 70% of this by value (slightly less in volume terms).

Consumption of non-alcoholic beverages in **Oman** is growing steadily, averaging growth of 9-10% per annum over the past five years. Total consumption, including packaged water, was 556 million litres in 2008, worth around US\$ 290 million at retail level. This corresponds to average per capita consumption of around 215 litres per annum, compared with consumption of tea, coffee, and dairy beverages which accounts for a further 230 litres per capita.

It is not surprising that consumption of non-alcoholic beverages in **Qatar**, including packaged water, grew at an average rate of more than 14% per annum since 2004 to reach 424 million litres by 2008, worth more than US\$ 165 million at retail level. This corresponds to average per capita consumption of almost 355 litres per annum, well in excess of consumption of tea, coffee, and dairy beverages which account for perhaps a further 150 litres per capita. If dispenser water is excluded, consumption is estimated at 220 million litres, worth around US\$ 145 million. Just three main product groups – carbonates, juices and water – account for more than 90% of this market volume

Source: DDTE

Pro2Pac

delivering packaging's best

Co-located with IFE at London's ExCel centre, Pro2Pac will be open from 13th to 16th March.

With packaging consistently a hot topic on the news agenda over the last year, there couldn't be a better time for the UK's processing and packaging exhibition designed exclusively for the food & drink industry to stage its return to London's ExCeL.

Promising to be the most exciting event in its history, Pro2Pac will provide a stage for nearly 100 leading food and drink manufacturers, suppliers and technology providers to showcase a range of new packaging solutions, sustainable materials, manufacturing equipment and first-class processing and packaging services to help companies innovate, operate more effectively, increase profits, and keep up with consumer demand.

Major industry players such as Ravenwood Packaging, T Freemantle and Nicholl Food Packaging, plus first-time exhibitors such as Tinware Direct, Winkworth Machinery Ltd and Aptar Food and Beverages will capitalise on the fact that, with an annual turnover of £70 billion, the food and drink industry is the UK's largest manufacturing sector. In addition to the strong UK presence at Pro2Pac, companies from Australia, the Republic of Ireland, Israel, France, Taiwan and Finland will be represented, highlighting the increasing international importance of the show.

Visitors registering for Pro2Pac will also be able to attend IFE – the International Food & Drink Exhibition – located alongside Pro2Pac at ExCeL and featuring thousands of major food and drink suppliers from around the globe. With businesses from across the industry able to source the most cost-effective practices, equipment and materials to improve business all under one roof, the show is a 'must' for anyone in the sector.

Sustainability is high on the agenda for every new product at the development stage as manufacturers look to increasingly 'green' alternatives for both packaging and processing methods.

Educational programme

In addition to world-class exhibitors, Pro2Pac is set to deliver its most exciting educational programme yet with a host of experts presenting in the Packaging Innovation Seminar Theatre on the latest issues affecting the industry.

Confirmed speakers for the Packaging Innovation Seminars include representatives from multi-retailers Tesco and Morrisons and smoothie-maker Innocent Drinks.

Sarah Paskell, Design Manager at Tesco, will join forces with Doug James, MD at design company Honey, to discuss how physical packaging can change quality, mood and relationship with the consumer. The presentation will explore specific examples where the physical pack has



Pro2Pac seminars.

changed perceptions and contributed strongly to delivering significant increases in sales and profit. Examples will include The City Kitchen, a brand exclusive to Tesco, which has delivered £50+ million in its first year and where the physical pack played a key role in changing sector perceptions.

Steve Jackson, Technical Manager of Packaging at Wm Morrison Supermarkets PLC, will explore the chain's Great Taste Less Waste Campaign, which aims to re-educate customers into wasting less food in the home. It will focus on shelf life extension, product quality and how to use Morrison's unique vertical integration to leverage the best practise and new developments in packaging.

Louise Stevens, Sustainability Manager at Innocent Drinks, will examine how the company has been working to make its packaging both as consumer-appealing and sustainable as possible ever since it started selling smoothies back in 1999. Today the company is trying to develop new ways of reducing the carbon intensity of its packaging portfolio, a measure it started tracking in 2010 in conjunction with signing up to WRAP's Courtauld Commitment II.

Other speakers include Lord Rupert Redesdale, who acts as Vice-Chair of the All Party Parliamentary Climate Change Group, Mike Dudbridge from the University of Lincoln, Geoff Courtney from the UK Can Makers, Benjamin Punchard, Head of Global Packaging Research at Euromonitor, and Josh Brooks, Editor of leading trade magazine *Packaging News*.

Packaging design

For the first time this year, the show will have an entire section dedicated to the Packaging Design Challenge - a competition presenting the most cutting-edge packaging designs from manufacturers, designers and technology providers. The competition will culminate in a presentation of the entrants' ideas at the Packaging Innovation Hub where visitors will vote to choose their favourite designs. ■

100 Years Ago

From the *Mineral Water Trade Journal of* February 1911

December: the imports and exports

Once more we have to apologise for the fact that the belated method of the Board of Trade and our own publication-necessities prevented us giving to our readers in the last issue of *The Journal* an epitome of our export and import trade in December. We cannot say that in either instance the figures are satisfactory. It may be that the proprietors of the foreign waters selling in this country thought it well during the month to replenish their stock. Be the cause what it may, the imports of foreign waters in December 1910 exceeded the December imports of 1909 by considerably over 18,000 bottles. And we cannot altogether as manufacturers shake one another by the hand over the quantity of our own beverages which we exported in the same month. It is true that that quantity was

nearly 18,000 dozen bottles more than in was in December of 1908. It was, however, nearly 5,000 dozen bottles less than it was in December of 1909. Yes, the month was in these respects in harmony with the melancholy year.

An incorrigible Yorkshire youth

One of the past Presidents of the Yorkshire Association, and an ex-director of the National Union, attended recently to give evidence in a case of bottle smashing and the resale of the broken glass.

The accused was only a youth of 17, and it is a sad thing to relate that he was the son of respectable parents.

He was also charged with stealing a quantity of old metal.

The story told at the Bridlington Police-court, when the youth, Samuel Stockhill, appeared to answer the charges, was not a pleasant one to hear. In the first place, from the boy's appearance and demeanour, society will have some trouble with this youth, unless some moral force changes him.

He broke 16 Codd's bottles, mixed them with some more broken glass, and then

sold the lot for sixpence to a marine store dealer.

He glared at the Bench, and boldly told them he had not had a fair trial, although he had pleaded guilty to the charges; he then sneered and grinned, and shouted out as the constable was removing him after the sentence of four weeks' imprisonment had been pronounced. "Thank you; I hope the sun will shine on you."

The £500 dog action

What had become known in Glasgow as the 'Five Hundred Pounds Dog Action' has been amicably settled. It was brought by Mr Robert Dougall, aerated water manufacturer, of Finlay Drive, Dennistoun, against Mr Samuel Hackett, bootmaker, of 27, Tylefield Street, Glasgow. Mr Dougall claimed £500 because an Irish terrier belonging to Mr Hackett, on August 15th, sprang at him, and caught him by the calf of the left leg. In trying to avoid the dog, Mr Dougall stumbled and broke the right leg. Mr Hackett denied that the dog was vicious.

However, the matter has, as we say, been settled – as Lord Guthrie was informed in the Court of Session – by the payment of £50 and expenses.

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal of* February 1961

Loading bans

Traders concerned with the delivery of goods in city and town centres are conscious of the rapidly changing situation brought about by the growing traffic problem. Widespread and ill-judged loading bans can decrease the efficiency of any delivery service and add substantially to costs.

To avoid or minimise these losses, the Traders Road Transport Association is doing much work, for the benefit of operators of 'C' licensed vehicles, by opposing unreasonable bans on loading.

The TRTA was successful in stopping wholesale bans in 223 London shopping centres and also in securing some modification of the Road Traffic and Roads Improvement Bill regarding the powers of local authorities to impose loading bans.

At the same time, many cities are proposing the introduction of loading bans. Some can be justified but others need to be modified to assist traders who have legitimate reasons to stop and unload goods for shops in the street.

By consultation with the authorities, the TRTA is frequently finding it possible to halt or modify proposed bans before they are published. In other cases, representations have to be made on behalf of traders at a Public Inquiry.



In view of the work being performed, the TRTA strongly urges all 'C' licence operators to give their active support to its efforts by becoming members.

National drinks survey

An examination of the total drinks market is to form the basis of an extensive survey to be conducted by Market Investigations Ltd. Four separate sections of the market are to be surveyed: soft drinks; wines and spirits; beer, cider and perry; and beverages.

The soft drinks section, which will provide comparative information on all types of drinks, will deal separately with fruit squashes, cola drinks, carbonated drinks, bottled fruit juices, canned fruit juices and any other soft drinks. Special attention will be focused on Britain's changing drinking habits.

"The objective," says Mr Stanley Orwell, Managing Director of Market Investigations Ltd, "is to provide top managements with a

complete analysis of intensifying competition as an aid in formulating future marketing and advertising policy."

The survey will take the form of a continuous measurement of the entire drinks market, its development, size and location, based on 14,000 interviews a year with a cross-section of the population.

It will aim to measure in the first place total volume of the market in terms of how much is drunk and the share of the market held by different brands and products. It will then analyse this total volume by such levels of competition as place of consumption and purchase, characteristics of consumers, the company with whom they drink and times and occasions when they exercise their choice of drinks.

UK - USA link-up

Further details have been announced concerning the organisation of a jointly-owned company to be formed for the manufacture, sale and development of paper containers for packaging fruit juices and milk.

The new company, to be known as Liquid Packaging Ltd, will be jointly owned by The Metal Box Co Ltd, of London and by another newly formed company to be jointly owned by John Waddington Ltd of Leeds and International Paper Company of New York.

Liquid Packaging Ltd will handle the distribution and sale of packaging equipment for forming and filling Pure-Pak paper containers. Both the Waddington-International Company and Metal Box will manufacture Pure-Pak containers under licences granted by the Ex-Cell-O Corporation of Detroit, Michigan, USA. ■

bubbling up

A focus on equipment and services

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In addition the 2 year service contract guarantees optimal performance and maximised uptime. The trio of offers, starting from just over £3,000, are available until the end of March 2011.

For further information visit:
www.mt.com/uk-pfa-offer.

Palletising flexibility



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Clifton Moor Industrial Estate
York YO30 4XE, UK

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

LOGOPAK has supplied PepsiCo's Cork, Ireland, plant with two Logopak 804T labellers to identify pallets of soft drink concentrate as they are loaded by robot. This provides production flexibility by allowing the pallets from different production lines and with different products to be directed to different shrink-wrapping and transit labelling lines and caters also for downtime during maintenance or repair.

The machines operate within the safety cage of the robot palletisers and attach pre-printed bar code labels to the base of the pallets, using a purpose-built applicator that folds the label round the two outer faces of a corner block. Logopak also designed the labelling material specifically for the purpose.



Autoclaves at ArabLab



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Tel: +44 (0) 20 8316 6620
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www.priorclave.co.uk

ON stand 340 Priorclave Ltd will be exhibiting examples from its comprehensive range of laboratory autoclaves including three of the most popular, electrically heated models: the PS/MID/C60 – a compact, 60L capacity, Top Loading autoclave; the PS/QCS/EH150 mid range, 150L capacity, Front Loader model with optional direct steam heating facility; and the latest, 95L capacity, model PS/OPL/V95 Top Loader unit which comes from the OPAL range.

This entry-level range has been specifically designed to perform everyday laboratory autoclaving functions for the smaller laboratory. The OPAL range feature automatic free steaming, a thermal safety lock and are managed by a slimmed down version of Priorclave's tried and tested TACTROL® microprocessor control system.

Coding open days



To register your interest in attending an Open Day email: christopher.thorpe@domino-uk.com
Domino Printing Sciences, plc
Tel: +44 (0)1954 782551
www.domino-printing.com

DOMINO, global product identification and traceability specialist, will introduce its new range of coding and marking technology to UK customers at a number of nationwide open days in late March: Bar Hill, Cambridge (March 22nd-23rd); Liverpool (March 29th) and Stirling (March 31st). Visitors will see demonstrations of its service-free A320i continuous ink jet (CIJ) printer (pictured), as well as the new V-Series thermal transfer overprint (TTO) and D-Series laser coding ranges.

The groundbreaking A-Series incorporates an array of i-Tech intelligent Technology features, that completely eliminates the need for planned servicing – an industry first. Instead of traditional preventative maintenance activities 'plug and play' routine consumables replenishment undertaken by production staff is all that is needed, typically resulting in less than ten minutes of service downtime per year.

Promotion opportunity



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BULK solids handling specialist, Flexicon (Europe) Ltd has announced an all-new TIP-TITE Drum Dump Feeder which discharges bulk material from drums and feeds it volumetrically to downstream equipment.

The drum platform is raised by a single hydraulic cylinder, creating a dust-tight seal between the rim of a drum and the underside of the discharge cone. A second hydraulic cylinder tips the platform-hood assembly and drum, stopping at dump angles of up to 90° with a motion-dampening feature. Material flowing through the discharge cone charges the intake adapter of a cantilevered flexible screw conveyor available in custom lengths, oriented horizontally (shown), or at an incline, for the purpose of elevating, as well as metering, the material.

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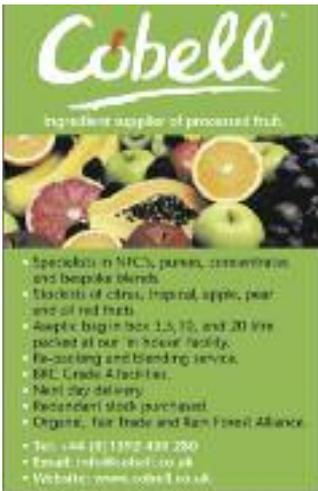
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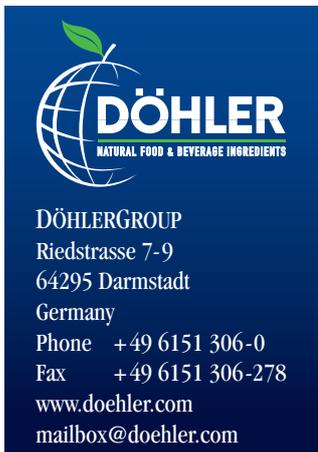


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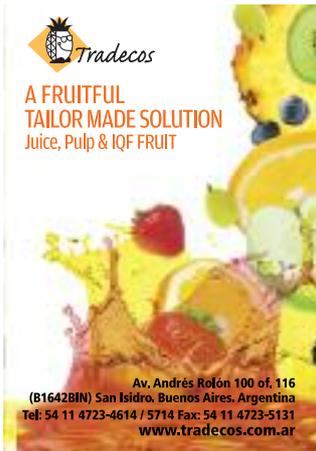
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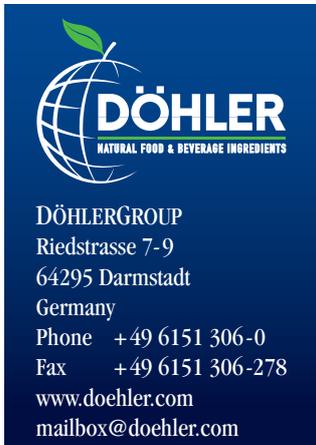
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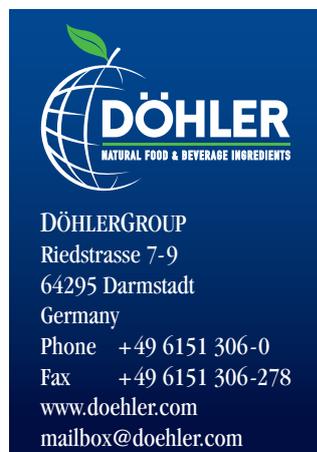
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