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JULY 2009

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Editor

Philip Tappenden

News Editor

Annette Sessions

Correspondents:

EUROPE

Gerard O'Dwyer

Lubomír Sedlák

Bernadette Tournay

ASIA & PACIFIC

Kelvin King

T. C. Malhotra

AMERICAS

Richard Davis

Market Analyst

Richard Corbett

Scientific Adviser

Diana Amor

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Subscription Enquiries

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: subscriptions@softdrinksinternational.com

Editorial - News

A & S Editors

5 Gloucester Street,

Faringdon, Oxon. SN7 7JA, UK

Tel: +44 (0)1367 241660

E-mail: news@softdrinksinternational.com

Editorial - Features

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: editorial@softdrinksinternational.com

US Representative

105 South Fifth Street

Paris, Arkansas 72855, USA

Tel: 00 1 479 963 6399

Fax: 00 1 775 406 5643

E-mail: softdrinksjournal@msn.com

Advertisement Sales

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: advertising@softdrinksinternational.com

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Nature rules

The UK has had its first heatwave of the year: temperatures in June soared to 32°C (90°F) resulting in the hottest, driest and sunniest month since July 2006; just the ray of sunshine needed to lift the spirits of producers of soft drinks, particularly bottled water products.

The impact that weather has on sales of soft drinks is fundamental: as temperatures rise, people become dehydrated and thirsts need to be quenched. And arguably drinking bottled water from a chiller cabinet in a handy format is the most satisfying way of slaking that thirst, as the recent Wimbledon lawn tennis championships demonstrated.

As temperatures rose and the tennis encounters stretched into epic five setters, bottles of Evian natural mineral water were much in evidence for keeping players hydrated. In 2007, then already the official bottled water for the US Open and Australian Open tennis championships, Evian signed a five-year multimillion dollar deal with Wimbledon.

So the British summer has kicked off on a positive weather note. Even if the remaining summer days prove a massive disappointment the industry has shown itself resilient. After all, despite the two consecutively poor summers of 2007 and 2008 and the financial impact of a global recession, UK sales and volume figures for 2008 held up.

Twas ever thus, it could be argued. A similar scenario of inclement weather and economic bad times unrolled 100 years ago, as we discovered when sourcing this month's *From the Past* page. In an article headed 'Parlous outlook' the 1909 correspondent bemoans ... "when the outlook was more dreary, when the prospects were so fraught with financial trouble, and when so many makers were confronted with the menace of ill-fortune, and possible ruin. We had reared great hopes of the assurance of a glorious summer."

The summer of 1909, however, failed to deliver as the writer observed. "Nature hasn't played the game with us. We deserved better of her than howling winds in July, hurricanes of rain and cold spasms that knows no thirst." (Full extract, page 48).

Outside the UK, however, a bigger weather picture is emerging. A number of factors – such as the delayed monsoon in India, the warming of seas around South America, droughts in Australia, Indonesia and the Philippines – are leading meteorologists to forecast that an El Nino is developing in the equatorial area of the Pacific.

If they are right, and if it should be a strong El Nino resulting in severe climatic change, the phenomenon will be another weather concern for producers of soft drinks. It was only a little over 10 years ago that the particularly strong 1997-1998 El Nino became headline news. Then air temperatures rose by 1.5°C, the consequences of the marked warming of sea currents became the central issue at the World Meteorological Organisation meeting in August and warnings were issued of unusual and possibly catastrophic weather on a global scale.

A decade later, nature again might not be prepared to play the game.

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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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**The Oldest Soft Drink 28**

The origins of the soft drinks industry can be traced back to some bottled water brands and packaged water will continue to play its part in future growth, reports Richard Corbett.

Healthy, Yet Tasty 30

Frutarom introduces its range of clean label solutions for flavoured and functional waters.

Beverages Laid Bare 32

Introducing its natural high performance emulsifier, Q-Naturale, derived from the South American quilliaia tree, National Starch Food Innovation discusses how functional starches take beverages to a new level.

'Super-Load' Starch 33

Cargill offers a comprehensive range of emulsifying and texturising solutions for beverages and now introduces its new 'super-load' starch, Starrier, for liquids and oils.

**drinktec Preview 34**

Every four years, the beverage industry comes together for drinktec, the largest global event of its kind. SDI takes an early look at what's on offer this year.

Packaging Innovation 38

Product differentiation is what brand owners need, particularly during challenging economic times, and packaging can play an important role, writes Dr Benjamin Punchedard.

Making A Difference 40

Gillian Wight discusses the importance of distinctive packaging solutions.

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Late Bulletin

● **PepsiCo** has created a new position within its research and development unit. Jonathan McIntyre will become Senior Vice-President of R&D Global Beverages. McIntyre, who has a PhD in biochemistry, will lead the R&D beverage transformation agenda worldwide, PepsiCo said. He will be based at the company's headquarters in Purchase, NY and will begin his new role at the end of July.

● **The Australasian Bottled Water Institute** has attacked the introduction of a government ban on purchasing bottled water in New South Wales. The trade body was responding to the announcement by NSW Premier Nathan Rees that government departments in the state will only use tap water going forward. "The domino effect of this decision on company owners, workers and families of local NSW bottlers, their suppliers and small business retailers who stock and sell the products could be devastating," said the institute's CEO, Geoff Parker.

● **Pepsi Bottling Group** has reported a near-7% drop in net sales for the first six months of 2009, but the bottler said that trading beat its expectations. Net sales for the six months to the end of June fell to US\$5.78billion. Operating profits fell by 12% to \$426million for the half, and by 12% in the second quarter. But, net profits for the six months rose by nearly a third to \$268million, largely due to a one-off tax gain. The soft drinks bottler said it remained confident on its full-year earnings.

● **Coca-Cola Enterprises** has signed a deal with **Capri Sun** to distribute its namesake drinks brand across the Netherlands, Belgium and Luxembourg. CCE will take over marketing, distribution and sales of Capri Sun, known locally as Capri Sonne, from 1st January 2010. Switzerland-based Capri Sun currently has a separate distributor in each of the countries, but these were not named.

● **Frucor Beverages**, the Australasian drinks group owned by Japan's Suntory, has signed a deal to acquire New Zealand fruit drinks firm **Simply Squeezed Holdings**. Frucor has sought New Zealand's Commerce Commission's permission to acquire Simply Squeezed, which owns its namesake brand, as well as Supreme Country, Bay Harvest and Allganics. A fee for the deal was not disclosed.

● **PepsiCo** and **Pepsi Bottling Group** are to invest US\$1billion in Russia over the next three years. PepsiCo and PBG also are planning "significant investments" to build a state-of-the-art warehousing and distribution infrastructure for domestic subsidiary Lebedyansky's juice business. The new plant, in Domodedovo, near Moscow, will be the largest in PepsiCo's current global system. The move will bring the two companies' total investment in Russia to \$4billion.

● **Coca-Cola Hellenic Bottling Co** has appointed Dimitris Lois as its Chief Operating Officer. Lois is currently Regional Director at Coca-Cola Hellenic (CCHBC), responsible for several markets, including Greece, Romania and Nigeria. He has held the role for two years, and prior to this was MD for Frigoglass. Reporting to CCHBC MD Doris Constantinou, Lois will be responsible for all of the firm's regional business units, and will take up the newly-created position from 1st August.

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Resilient performance

THIS year's annual British Soft Drink Association (BSDA) Industry Lunch coincided with the first year review of the associations' Sustainability Strategy. Speaking at the event Paul Moody, BSDA President and Chief Executive of Britvic plc, highlighted the progress the industry had made in terms of its environmental record.

Moody informed soft drink leaders that, amongst a raft of initiatives, one member company plans to instal a wind turbine which will result in a 60% reduction in electricity use. New chillers installed at another company were HFC-free, leading to a 50% energy saving. There were advances in recycled PET; less waste was going to landfill, and more being recycled. Packaging had become lightweight with less use of shrink film and companies were making inroads into the target of 20% reduction in water usage by 2020.

Commenting on the industry's performance in the current economic climate he said it had proved resilient and added: "The



Paul Moody left with Roger White, CEO of AG Barr and newly elected Vice-President of the BSDA.

confidence that our consumers have in our products gives us the opportunity to innovate. The way in which tastes are changing gives us the need to do so. We are not just part of the food and drink industry, we are also in many ways one of the nation's cre-

ative industries. Design and invention are the heart of what we do. This relentless focus on innovation over the recent history of the industry has been instrumental in modernising the category and providing substantial choice for our consumers."

Sales decline in consumer slump

NORWAY'S non-alcoholic beverages market continued to lose ground in the first four months of 2009, negatively impacted by depressed sales, with a further decline forecast in the face of a downturn in Norway's short term economic outlook.

A beverages market sectoral report by the Department of Finance (DoF) has forecast a marginal improvement in the sales of bottled water and soft drinks in the second half of 2009. However, drinks companies are predicting a further dip in sales, with the prospect of

sales lifting again during the first half of 2010.

Figures released by NHO Mat & Drikke (NHO), Norway's food and drinks industry federation, reveal that soft drinks sales were down 3.2% in the first four months, while sales of bottled water were hit hardest, and slumped by 9.9% compared with the corresponding period last year.

"These are challenging times for alcohol and non-alcohol products in Norway. We all hope that the decline is temporary, but in the case of soft drinks, the market is shifting to sugar-free drinks. The present cooling in sales is linked to the economic climate and lower consumer spending. We expect this situation to improve in 2010," said NHO's Administrative Director Knut Maroni.

Remove soft drinks from schools?

FINLAND'S National Institute for Health and Welfare (NIHW) is pressing government to introduce legislation that compels local authorities to remove sugared soft drinks from kindergarten and primary school lunch menus and diets in their municipalities.

Moreover, the NIHW wants the government to require local authorities to replace sugared soft drinks with 'healthier substi-

tutes' that include milk, mineral water and natural fruit juice products. The NIHW plans to meet with government ministers in August to discuss the basis for, and the possible content of, new legislation.

"By allowing soft drinks on their school menus, some local authorities risk being in violation of the current health foods law which requires them to offer school children healthy variety in lunches," said Pekka Puska, the NIHW's Director-General.

This legal requirement to offer school-going children "fully balanced meals" free of sugared soft drinks, is not necessarily implemented in all municipalities, said Puska.

Iceland may raise VAT on soft drinks

THE government of Iceland, in a revenue raising exercise intended to plug holes in the Nordic nation's emergency budget, is considering a proposal to raise taxes on 'high sugar content' soft drinks. The new proposal, which stands as a collaborative effort between the MoF and the Department of Health (DoH), also aims to shift consumer sales to more expensive fruit-based drinks and bottled water.

"We must meet the real challenges we face with higher taxation. This means that taxes on alcohol, tobacco and fuel will increase, but the burden is also on the government to obtain additional taxes from the less obvious areas. By taxing high sugar-content soft drinks we have the opportunity to both raise monies and change consumer habits, for the better," said Finance Minister Steingrímur Sigfússon.

The taxes levied on alcohol in Iceland are being increased by 15%. However, the proposal is to raise VAT charged on high sugar content soft drinks by 5% to 10% in the autumn. The MoF expects the tax to raise an additional €24 million over a full fiscal year.

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Turkish facility opened

CLOSURE manufacturer Silgan White Cap Europe has opened a new dedicated sales and service office to serve the Turkish and surrounding export markets. Based in Istanbul and headed by Bülent Samli, a key focus for the operation will be reliability and flexibility of supply. By being able to access the full range of closures manufactured at the company's factories throughout Europe, Silgan White Cap Turkey says it will be able to offer the widest choice of closure solutions to meet different product specifications.

Turkish customers will also benefit from Silgan White Cap Europe's Total System Solution customer service, including help and advice on closure materials and capping and sealing systems. All closures are manufactured to European and International standards – including BRC, HACCP and ISO 14001.

"We are combining local knowledge and support with efficient international manufacturing to ensure our Turkish customers can access a huge choice of quality closures,



backed by the experience and technical expertise of a market leader," said Bülent Samli (pictured).

Wider platform for point-of-use water

AT the recent AVEX show, the European Vending Association announced a new alliance with the European Point-of-use Drinking Water Association (EPDWDA).

The EPDWDA, formed 10 years ago, has more than 150 members whilst the European Vending Association represents 58 companies and 19 national associations from all aspects of the industry apart from point-of-use machines. The EVA says it has a proven track record of positively influencing EU policies on behalf of the vending industry and is offering the benefit of its experience and lobbying networks in Brussels to the EPDWDA.

The EPDWDA has been reviewing its European strategy in an effort to utilise the

successful formula that has been widely adopted in the UK. It is believed that as mains fed units start to proliferate through the rest of Europe, the knowledge gained by the association can be used as a benchmark and template for other national governments, suppliers, distributors, as well as end users. The new partnership between the two associations is seen as the starting point for getting this message across Europe.

James Anderton, Chairman of EPDWDA stated that "the overlap between the two associations is simple; many vending solutions include the utilisation of a mains water source, connection and even filtration. Therefore any future policy decision in these areas would represent a similar issue to mains fed coolers providers. This agreement gives the EPDWDA the platform to access to a wider membership and importantly to the Brussels policy makers."

Energy investment

CZECH company Sweet Import, which distributes the Hungarian energy drink Hell, is investing over Ckr10million in a new 2,000 sq m logistics centre in the north Moravian town of Koprivnice. Construction, according to its spokesman Ondrej Kopecky, will take two years.

Sweet Import (founded in 1993) sells in the Czech Republic the classic version of Hell which has an energy value of 194 kJ and also a sugar-free one with 10 kJ. Both drinks contain taurin, caffeine and various vitamins and are supplied to the local retail

sector as well as to food service.

Hell energy drinks, as Gabriela Jankovská from Sweet Import told *Soft Drinks International*, are manufactured in various European Union member states by a Hungarian company of the same name. "Its biggest sales, as far as I know, are in its home country plus in Romania," she added.

Nestlé funds research

AS part of its commitment to sustainable development and creating shared value, Nestlé is co-funding a Chair in Bioplastics at Ecole des Mines de Paris, which includes six PhD theses. This research programme will study the properties of polymers derived from renewable resources, as well as their industrial application.

Announcing the move Anne Roulin, Nestlé's Head of Global Packaging said:

"We consider that this is the beginning of a new era of Bioplastics. Today we are just at the start of a long journey in research and development, and a lot more scientific and technical work is required before we have materials that are truly adapted to food packaging needs and can be used on a large scale."

In addition to a financial contribution of €60,000 per year for five years, Nestlé will also bring its experience in bioplastics and knowledge of packaging to this partnership. Nestlé says this new research programme complements existing partnerships with material suppliers.

In brief...

- Pepsi Americas has installed a new glass bottling line for Toma Natura its table water brand at the company's plant in Teplice nad Metují. With this investment of almost Ckr100million, the US company has entered a new segment of the local market as it begins supplying the country's hotels and restaurants, said Randy Pankevics, Vice-President for Czech Republic, Hungary and Slovakia.

The line's capacity is 75,000 litres of water a day with 18,000 bottles filled each hour. The Toma brand has been in Pepsi's portfolio since year 2000.

- Cargill has started production at its new glycerine refinery in Frankfurt, Germany. Construction of the new plant, located adjacent to Cargill's existing biodiesel production facility in the Höchst Industrial Park, began in September 2008 and was completed within nine months.

The majority of the new refinery's supply of crude glycerine - a co-product of the biodiesel production process - will come from Cargill's biodiesel plant. In recent years there has been an increase in demand for refined glycerine.

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Africa

Delta buys Schweppes Zimbabwe stake

ZIMBABWE's Delta Beverages, a major Coca-Cola bottler and brewer, has purchased a majority shareholding in Schweppes Zimbabwe but has not been successful in gaining control of Mutare Bottling Company, a regional Coke bottler. The Schweppes Zimbabwe deal brings one of the country's best known drinks, Mazoe Orange, into the Delta stable, along with a number of other soft drinks.

A South African businessman bought Schweppes Zimbabwe from Coca-Cola about five years ago but the company later came under government control. Delta's reasoning behind the Schweppes purchase was a desire to focus more clearly on its core beverage business.

In line with that, it has in recent months made no secret of its desire to offload its 40% stake in Ariston Holding, a diversified agricultural firm with extensive interests in tea, coffee, fruit, nuts, flowers, fish, poultry and vegetable production and distribution.

As we explained at the time, Delta bought into Ariston – initially seeking a bigger stake than the 40% it gained – in 2006,



Unity Square, Harare, Zimbabwe.

partly to expand its activities in a volatile market but more particularly to gain a ready source of foreign exchange. Delta was then having difficulty paying Coke for syrup concentrate and acquiring other ingredients and packaging sourced from outside Zimbabwe.

Delta no longer has major problems with access to foreign funds. For some weeks, speculation flew in Zimbabwe that Delta and Econet Wireless, Zimbabwe's top telecommunications supplier, were in talks to achieve a sort of swap-buy deal which would see the Ariston shares going to Econet in exchange for Mutare Bottling, in which Econet obtained a major interest a

couple of years ago.

Both sides were largely silent about this possibility until Econet's Chief Executive, Douglas Mboweni, said that not only was his company not in a hurry to sell Mutare Bottling or any of its other assets, but it was also not especially interested in Ariston. He acknowledged that Delta had raised the possibility but said that others were also interested in Mutare Bottling.

Another possibility seems to be a management buyout of Delta's Ariston stake. While Mutare would have had synergies for Delta, it is also keen to raise cash to build a new bottling plant.

Branded foosball tables

SOUTH Africa's Foozi Gaming, which places free-to-play foosball tables in key social gathering locations, boosted the tables' appeal to advertisers through an extremely successful showing at this year's two Coke Zero Festivals.

As we reported, the festivals were held in Johannesburg and Cape Town, drawing very large crowds of young people.

After Foozi approached Coca-Cola with the idea of placing 10 Coke Zero branded foosball tables at each festival, the company's experiential marketing experts went ahead with the design, branding and production of the tables, explained Damon Freeman who heads up the company under a number of zany titles. He explained that the company's aim was to measure the response to the tables in a high traffic environment and to gauge the effects of concentrated brand exposure.

"We also supplied two Foozi promoters to engage with consumers, get their details and enter them into a draw to win their own Coke Zero Foozi table," said Freeman.



"The results of placing our branded tables at the Coke Zero festivals were far beyond our own expectations. An average of 4000

games was played at each festival, in the space of 12 hours. That's 400 games per table."

Of these, about 75% involved four players while the remainder saw two players competing against each other. That added up to 14,000 two-minute exposures for Coke Zero over 10 Foozi tables, noted Freeman.

As well as players, some of whom enjoyed multiple games, a large and changing crowd of spectators were exposed directly to the Coke Zero brand with no distraction. Foozi positions its branded foosball tables in high-traffic bars, universities, colleges, taverns, community centres and other social gathering areas.

Rwanda plant delayed

OPENING of the Inyange group's new beverage plant at Masaka, Rwanda, has been postponed until September because of delays in installing the new production equipment. As reported earlier, Inyange has invested heavily in the complex, which is

about 20km from Kigali, the capital.

When it moves into full operation, most of the existing facilities at the current Gikondo plant will be moved to Masaka.

Inyange intends to not only increase output of its current juice, dairy and mineral water lines but also to add long-life juices and other new products. The company plans to increase exports as well as enhancing its distribution system within Rwanda.

Look and feel good

BOOST Juice Bars and Minute Maid will be among beverage industry producers, suppliers, retailers and brands actively involved in the Look & Feel Good Expo, to be held in Johannesburg's Coca-Cola Dome from 9th - 11th October this year. Minute Maid will sponsor health and wellness workshops throughout the show.

Another prime sponsor is the SPAR retail chain, which has chosen the expo as a showcase for its focus on health. With almost 800 outlets around South Africa, SPAR is a major seller of healthy beverages.

"We are looking forward to bringing our visitors the best in products and services for a holistic, natural, healthier and happier lifestyle," said Heidi Warricker, the event Director. "Visitors will be given real tools to educate themselves on making positive and healthy choices in their lives and for the environment."

Get your beat

COCA-Cola is supporting the South African release of Beat energy drink with a mobisite promotion encouraging young consumers to produce an amusing video clip showing how much they enjoy the new product. The 30-second videos are required to be innovative and funky, demonstrating the campaign's pay-off line, 'What would you do to get your beat?'. The videos are being uploaded on Beat's WAP site for voting by mobile users.

"This is a really good example of a fully integrated campaign with key digital elements that we believe is targeted and appropriate," said Marc Crerar of Ogilvie Interactive, which is partnering with Coca-Cola and Starfish Mobile on the campaign. "Our approach is to tap into the youth that epitomise the Beat brand, utilising mobile in a creative and breakthrough way."

The 'get your beat' mobisite also contains video content, branded wallpaper and animation that users can download. A refer-a-friend viral marketing element is also featured, with users able to win spot prizes for their input.

"By really driving the user-generated content angle hard, we are promoting not only new site hits but also, very importantly, site re-visits and constant interaction," said Starfish Mobile's Renier Bester.

In brief...

- Blue, the Angolan soft drinks brand produced by Refriango, recently sponsored the third of a series of national music tours. The Road Show Blue 2009 featured popular female singer Ary and DJ Renas. The promotion was a joint venture with the Nosso Super supermarket group.

- Uganda's embarrassment over the lack of quality certification for mineral water brands, seen in particular when local producers were unable to supply a major international gathering in the country, is being overcome by an accreditation programme undertaken by Quality Austria. Aqua Sipi Mineral Water, produced by the Mukwano Group, was the first to gain certification, along with another beverage in the same stable, Kyeko energy drink. A Mukwano executive said recently that the company intended to leverage its accreditation by increasing production.

- Coca-Cola East and Central Africa sponsored 10 small tourism organisations to take part in an e-tourism seminar in Kigali, Rwanda. A company executive explained that Coca-Cola recognised that new media was a very important communication channel. The seminar was also attended by students.



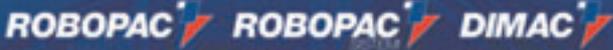
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Middle East

Bario in KSA

PEPSICO has launched Bario, a new malt drink, in Saudi Arabia. The beverage is aimed at younger drinkers and is offered in strawberry, lemon, apple and pineapple flavour variants.

"Besides the various benefits of malt drink, Bario is an entirely new experience and offers a unique high quality taste that adds an exciting new dimension to friends' gatherings," claimed Khaled Hammoud of PepsiCo Middle East. "It's the perfect drink for time-out refreshment and we are confident that Bario will gain a big share of the Saudi market, driven by our marketing and advertising plans."

He explained that Bario was being promoted under the slogan 'Give in' and the integrated TV, print and online advertising campaign was structured to reach large numbers of young people.

PepsiCo had prepared for the launch of Bario with extensive market research, he noted. "Given the high rate of consumer preference in comparison with competing products in the local market, along with modern and subtle design of the packaging, we expect to win over a large share of malt drink consumers in the kingdom."

Fanta sponsors Dubai festival

COCA-COLA is one of the sponsors of Dubai Summer Surprises 2009, a massive family-oriented programme of activities, events and special offers orchestrated by the Dubai Shopping Festival office. Like DSF, DSS draws visitors to Dubai from throughout the Middle East and further afield; both festivals are marketed internationally.

DSS focuses on some of Dubai's biggest shopping malls and also on Modhesh World, the largest indoor theme park in the Middle East. This is named for the DSS mascot.

"The transition of Modhesh Fun City into what is now known as Modhesh World meant a massive shift in concept," explained Laila Suhail, Chief Executive of the Dubai Shopping Festival organisation. "What was earlier seen as a simple collage of rides, games and entertainment programmes has evolved into a more cohesive theme park experience, where Modhesh takes an even more active role in promoting positive values, clean fun and exciting learning activities for children and their families."

Coca-Cola has chosen Fanta as its key promotional brand for DSS 2009. Antoine Tassar of Coca-Cola Middle East described

Pepsi plant for Jeddah

SAUDI developer Modon has signed Pepsi bottler Saudi Industrial Projects Company – sometimes known as Pepsi Cola Bugshan – as its first tenant in Jeddah 2nd Industrial City, a massive project to be undertaken in two phases.

Modon has created and manages 18 such industrial cities, spread around the kingdom, and has five more in planning.

Signing the contract, Salim Bin Ahmed Bugshan, General Manager of Saudi Industrial Projects Company, pointed out that this would be the largest industrial unit for PepsiCo in the Middle East and Africa. Investment in the project is close to 1 billion Saudi riyals. The company would, he said, transfer other operations to Riyadh. The new plant would produce a diverse range of bev-



verages, including carbonated soft drinks, juices and waters, as well as packaging and other requirements.

Modon's Director General, Tawfig bin Fawzan Alrabiah, signed the contract, noting that Saudi Industrial Projects Company would also be the first client for the central cooling and water project being created by Modon at Jeddah 2nd Industrial City. He said that hundreds of applications had been received for the new development and the company was pleased at how rapidly it had been able to start land allocation.

Arab Asian conference

PLANNING is under way for the Arab Asian Beverage Meeting which will be held from 6th to 8th December this year in conjunction with Dubai Drink Technology Expo. The organisers say AABM will discuss both technical and business sides of the beverage industry in the UAE, other GCC countries and more widely in the Middle East, as well as global trends.

"Our main focus is to develop this sector and introduce modern technology that takes the environment into consideration," said Ahmed Al Banna, the organisation's Secretary General.

Topics to be covered at the conference would, he explained, include "the UAE vision of the beverage industry, beverage trade value in the UAE, the future of the Middle East beverage industry, starting a business in the UAE, access to UAE beverage importing and exporting regulations, positioning and differentiating your business in the Gulf region, finding new opportunities in the challenging economic climate, strategies to maintain your business growth, the latest developments and solutions in packaging, branding the product to the right market, recycling products and reducing production costs".

Forum participants would meet world experts in many sectors of the beverage industry.



Modhesh World as "an inspired idea". Coca-Cola chose to support DSS "after a lapse of four years," he said, "because it falls in step with our new Open Happiness platform which embodies the Coca-Cola values of positivity, fun and taking time out during our hectic day to appreciate life's small, refreshing moments".

Coca-Cola was happy to add an extra flavour to the event, "reaching out to the UAE community with new activities, opportunities and competitions to refresh their summer experience". DSS 2009 runs until 14th August, under a promotional banner of 'Surprising Dubai'.

Mazzik in Jordan

PEPSICO Jordan has further leveraged Pepsi's global support for music through a campaign known as Mazzik.

Targeting young people's talents in singing and playing instruments, this competition is structured to create two bands, one for Arab music and the other for western. Each team will be given the opportunity to record their first song in Beirut, as well as winning cash prizes.

Tuncer Akgun, General Manager of PepsiCo Jordan, described the venture as "a healthy programme for talents to express themselves through their unique musical gifts. We are confident in the large talent pool that Jordan holds and we realise the importance of supporting and encouraging them to move forward."

In brief...

● Volvic mineral water supported a series of school seminars in the UAE aimed at raising awareness of child obesity problems. Mayada Wahsh, Programme Officer for Unicef Gulf, said the seminars were intended "to educate students about the high risks of obesity and provide them with useful tips to stay healthy and fit". The programme resulted in a significant boost in activities such as aerobics classes, with feedback from participants showing a pleasing awareness of healthy eating habits, including how to balance the intake of food.

● Kraft Foods Middle East and Africa reported that power brands such as Tang powdered beverages performed well in the first quarter, thanks partly to regional investment. "Kraft Foods products are household names in the region, owing largely to our established presence, which we have built up over 50 years," said Patrick Satamian, Regional Vice-President and Area Director. "With so much vested in our consumers, we have made strategic investments in the region, which have been yielding results and accelerating our overall growth."

● International Dairy and Juice, the joint venture established earlier this year by PepsiCo (52 %) and the Saudi dairy and juice giant Almarai (48%), has acquired the Egyptian firm of Beyti, which is also known as the International Company for Agro-Industrial Products. This is a major dairy producer and distributor. Almarai is on the expansion trail, with a substantial investment programme planned for the next four years, both on its own and within the IDJ joint venture. Its 75% shareholding in the Jordanian juice and dairy firm Teeba, which was reported earlier, is now held by IDJ.

● A novel food and beverage retail concept has been launched in Dubai by the hospitality division of Landmark Group. Gourmet Station presents upmarket lines in the spirit of a traditional food market – an esplanade of counters offers beverages, breads, meat, seafood, cheese, tea and coffee, prepared meals and other wares. Beverages include Voss artesian water from Norway and England's Cottage Delight Single Estate Apple Juice.

Logistics improvement

UNITED Beverage Company, the franchise bottler for Pepsi International in Kuwait, is enhancing its supply chain processes based on an extensive study undertaken by SNS, a major provider of supply chain solutions in the Middle East. UBC holds about 75% of the carbonated soft drinks market in Kuwait and also exports to some other Gulf countries.

The SNS study not only reviewed current sup-

ply chain processes at UBC but also at the company's underlying infrastructure, detailing the challenges and difficulties observed. It included all warehouse operations and UBC's IT systems.

The review's objective was, explained SNS General Manager Mario Ghosn, to provide potential solutions that would allow UBC to remove operational bottlenecks, optimise its supply network and streamline its logistics activities. "We believe that this exercise has resulted in a strong partnership between both companies and laid the foundation for a fruitful future relationship," he said.

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 **KRONES**

Asia & Pacific

Coke blitzes China

COCA-Cola has made no secret of its disappointment in being blocked from acquiring Huiyuan Juice, a government decision that was watched with huge interest as a signal of takeover policies. But Coca-Cola certainly hasn't missed a beat in the vast market, mounting a big promotion for its Minute Maid brand and stepping up other marketing efforts. China is the second biggest market in the world for Minute Maid, with more than 1 billion bottles sold last year.

As reported, Coca-Cola announced earlier this year that it is planning further heavy investment in China over the next two years. Two new bottling plants, in Xinjiang Uygur Autonomous Region and Jiangxi Province, will become operational this year.

The company's far-sighted development of an NPD research centre in Shanghai is

paying off, with one of its first successes – a white grape and aloe vera blend – highlighted in the current marketing campaign.

In other Chinese market developments, Kirin Beverage has indicated that it intends to cull its extensive beverage portfolio in China by 10% to 20% over the next three years to focus on strong sellers. China has published a national standard for flavourings which has been forwarded to the WTO and is proposed to come into force in late September, and Sunwin International Nutraceuticals – a major producer of Chinese herbs and one of the world's leading producers of stevia – has acquired Qufu Shengren Pharmaceutical Co.

"This acquisition is an important step forward for Sunwin as we build on our strategic partnership with Wild Flavours Inc," said company Chairman Laiwang Zhang. "Management is committed to broadening our stevia production capabilities and Qufu



Shengren will enable us to get there quickly in a cost-effective manner.'

Andre Juice and Uni-President have formed a joint venture, via wholly-owned subsidiaries, in Shandong Province. The new entity will produce and sell a wide range of beverages, including juices, teas, mineral water and soy milk, as well as jelly and some other food lines.

Out-Do Yourself

FRASER & Neave Holdings, the Malaysia-based soft drinks, dairy and packaging giant, has built on the success of its inaugural Out-Do Yourself corporate responsibility initiative, naming a social worker, a housewife with a passion for recycling and a contract worker who saved three children from a fire as the second group of award winners.

This comes at a time when F&N has reported steady financial results and is preparing for a measured withdrawal from the Coca-Cola bottling franchise, due for expiry early next year. The group has long produced brands outside the Coca-Cola portfolio and will be expanding these operations in what company executives have referred to as a challenge leading to a bright future.

The company's revenue for the first half of the current financial year, to 31st March, rose 1.3% while its operating profit grew by 12.5% and would have been substantially more except that a one-off charge had to be booked for closing a glass furnace in Petaling Jaya.

Tan Ang Meng said the company's expected sales revenue would continue to be stable despite weak consumer spending because F&N products were "daily necessities and priced at affordable levels". F&N would, he said, "continue to actively undertake various consumer-focused marketing and sales activities to stimulate demand and consumption".

Tan praised the three Out-Do Yourself winners: Wendy Yap Lee Cheng, who founded Persatuan Rumah Caring Kajang to

Cereal-based beverages

FOODS Standards Australia New Zealand has issued a fact sheet on cereal-based beverages, including rice and oat drinks. It says that consumers and caregivers should seek advice from a dietitian or their doctor on the correct use of cereal-based beverages, especially if they are to be drunk by children.

The fact sheet notes that the composition of cereal-based beverages is different to the composition of milk. "Some cereal-based beverages now contain added protein. How-

ever, their protein content is still not equal to milk."

provide shelter to single parents, orphans, old people, drug addicts and the mentally challenged; Chin Chu Lin who collects recyclable items from her neighbourhood; and En Hassan Kodiron who charged into his neighbour's burning house to save three children.

"More often than not as we go about with the hustle and bustle of everyday life, we tend to lose sight of the simple things that matter, such as looking out for one another as fellow Malaysians or reaching out with a caring hand to those in need, or performing a selfless deed without expecting anything in return," mused Tan.

The F&N Out-Do Yourself awards were created to recognise unsung heroes and heroines, he said. The awards are open to both Malaysians and foreigners residing in Malaysia. Up to 12 people will be recognised every year.

FSANZ explains that "due to the low protein content of cereal-based beverages and the risk of inadequate protein intake for children consuming these products, an advisory statement specific to these products is required".

All cereal-based beverages with low protein content must carry a warning on the label indicating that the product is not suitable as a complete milk replacement for children under the age of 5 years.

Furthermore, says FSANZ, "a recent UK Food Standards Agency study on arsenic levels in rice drinks revealed that consumption of rice drinks by toddlers and young children between 1 year and 4 1/2 years-old may increase their intake of inorganic arsenic".

Arsenic levels in foods are required to be kept as low as reasonably possible – a maximum of 1 mg/kg has been established in the Australia New Zealand Food Standards Code for total arsenics in cereals, including rice.

"This finding reinforces the advice to only feed children below the age of 5 with rice drink when needed as a dairy or soy replacement and as part of a nutritionally balanced diet."

The FSANZ fact sheet also stresses that "it is important to note that these products are not suitable for those people allergic to the cereal(s) from which the beverages are derived".

China launches PET flake facility

BEIJING Incom Resources Recovery Co has met the requirements of Chinese and international quality standards accreditation and is now producing bottle-grade flakes from recycled PET bottles. This had previously not been undertaken successfully in China on a full-scale commercial basis.

The company, which is located in the Shunyi district of the capital city, is a leader in the recycling of waste packaging. It was prominent during the Beijing Olympics, recycling bottles from games venues.

In 2007, Beijing Incom Resources Recovery Co opened what was billed as the world's largest plastics recycling processing plant, built at a cost of around US\$37.5 million.

Li Ping, Director of the Beijing Municipal Industry Promotion Bureau, was quoted in China Daily at the time as claiming that the plant's annual capacity equalled roughly a third of the city's total plastic bottle waste, although that total was on the increase.

Yao Yaxiong, an Incom Resources Recovery Director, said the new food-grade recycled polyester flake production involved deep cleansing and deep purification techniques which had been exhaustively tested by Chinese government agencies. A China

Call for 'agenda'

THE Australian Food and Grocery Council has called for a national food and grocery agenda which would cover soft drinks in addition to other FMCG lines. Kate Carnell, the council's Chief Executive, suggested that federal, state and territory governments must unite to fast-track a new policy menu for Australia's A\$70 billion food and grocery industry.

The agenda was needed to "sustain the industry's long term future, protect the health of Australians and ensure future growth and jobs," she said. "The answer requires a major U-turn in thinking and strategic policy direction."

Carnell said that for too long, legislation and responsibility relating to the food and grocery sector had been scattered in a haphazard way between several federal government departments.

"There is no whole-of-government

Packaging Federation executive said recently that China's annual plastic bottle production of around 3 million tonnes consumed 18 million tonnes of crude oil. The new plant is expected to bring significant savings in resource consumption as well as helping overcome Beijing's growing plastic waste problem.

approach to this industry which is Australia's biggest manufacturing sector, employing more than 200,000 Australians. We need a champion around the cabinet table to push our case and protect Australia's future."

Carnell pointed out that "if the food and grocery industry suffers, everyone suffers – lives depend on both its existence and excellence".

More fibre for Bliss

NESTLE Malaysia has improved its Bliss Yogurt Drink with the addition of inulin and has revamped the beverage's packaging to celebrate the enhanced formulation.

Bliss, which is also available in a Light variant, has until now been marketed with emphasis on its ABT (lactobacillus acidophilus bifidobacteria lactis and streptococcus thermophilus) live culture, presented as helping "promote a healthy bacterial balance and smoother intestinal function".

The addition of inulin gives the range an additional prebiotic value. Sullivan O'Carroll of Nestlé Malaysia said that inulin stimulates "the growth of good intestinal bacteria that will help consumers improve their gut health. In addition to the benefits of inulin, we have also reduced the sugar content to help our consumers better manage their daily intake of total sugar."



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Americas

Joint venture offers Latin American expansion

PEPSIAMERICAS Inc and the Central America Beverage Corporation (CABC) have formed a joint venture to combine PepsiAmericas' Caribbean business, excluding the Bahamas, with CABC's Central American operations, including Guatemala, Honduras, El Salvador and Nicaragua.

CABC, is a Guatemalan company founded in 1885 that was named anchor bottler for PepsiCo in Central America in 1998. The company has been distributing, manufacturing and selling Pepsi-Cola products since 1942 (the oldest franchise of

Pepsi in Latin America). It is the twelfth largest company in Central America with sales of \$480 million in 2008.

In addition to the PepsiCo brands, the combined business will produce and sell an expanded product portfolio across these territories. Under the agreement, CABC will control a majority 82% ownership interest, with PepsiAmericas controlling the remaining 18%. The two companies expect the transaction to close most likely in the third quarter. PepsiAmericas expects this transaction will not materially impact its previously announced 2009 adjusted earnings per share outlook. The terms of the deal were not disclosed.

"The combination of our Caribbean business with CABC provides the best strategic alternative to create value from this region," said Robert C. Pohlard, Chairman and CEO of PepsiAmericas. "In addition to leveraging scale and expertise, we believe the formation of this joint venture will allow us to participate in the higher growth Latin American markets where CABC currently operates."

Lawsuit challenges NY Bottle Bill

THE International Bottled Water Association (IBWA) has filed a lawsuit challenging the constitutionality of newly-added provisions of New York's Returnable Container Act (RCA) – also known as the 'Bottle Bill'. The suit alleges that certain Bottle Bill provisions added as part of New York's 2009-2010 budget law improperly impedes interstate commerce while violating IBWA members' equal protection and due process rights. Joining IBWA as plaintiffs in this lawsuit are Nestlé Waters North America Inc and The Polar Corporation.

The Bottle Bill, originally passed in 1982, is intended to encourage recycling and to reduce litter and waste. It requires consumers to pay a five cent deposit when purchasing certain bottled beverages and permits consumers to obtain a refund of that deposit by returning the empty bottle to the retailer.

The Association strongly supports the Bottle Bill's goal of encouraging recycling and environmental conservation and is not challenging the deposit requirement or the recycling portions of the Bottle Bill. Rather, the IBWA lawsuit concerns the new labelling requirements, unrealistic effective date and special exemptions granted to certain IBWA members' competitors in the recent Bottle Bill amendments.

Under the new Bottle Bill, all bottles covered by the law must contain a special New York specific bar code. The law prohibits bottles with that New York bar code from being sold in other states, even if those states' laws would permit the sale. IBWA believes that the New York bar code

requirement is unconstitutional because it controls commerce occurring in other states.

While the new Bottle Bill applies to nearly all forms of bottled water, including flavoured water, vitamin water, and water containing artificial sweeteners, it creates an exception for bottled water products that have sugar added. According to IBWA, the new Bottle Bill gives no reason why water with sugar should not be covered by the law when all other forms of water are covered. Indeed, the sugar water exception runs counter to the important environmental goals of the Bottle Bill.

IBWA believes this arbitrary exception, which gives special preference to companies that sell sugar water products, violates the US Constitution's Equal Protection Clause.

IBWA also seeks a reasonable amount of time for its members to comply with the new Bottle Bill, which was set to take effect on 1st June 2009. The new Bottle Bill imposes a number of different requirements on IBWA members, including the need to design new product labels, register those labels with the State, implement a distribution system that ensures New York-labelled bottles are offered for sale only in New York, and create a process to handle redemption of empty bottles by consumers.

IBWA said its members would be unable to prepare for all these complex requirements in such a short time (less than 60 days after the law was passed). The original law provided the soft drinks and beer industries 15 months to comply with a far simpler system than the recently enacted changes. IBWA has asked the court to prevent the new Bottle Bill from taking effect for a reasonable period of time sufficient for its members to prepare for the law's new requirements.

Sustainability at Sunny

THE Sunny Delight Beverages Co has released its 2008 Inaugural Sustainability Report highlighting the company's key economic, environmental and social sustainability goals.

"The passion our employees have demonstrated for our sustainability efforts has been inspiring and has enabled us to reduce waste, energy, water, and the amount of plastic we use in our packaging, while producing more wholesome beverages than ever before," said SDBC President and Chief Executive Officer Billy Cyr. "We are proud of our accomplishments to date, but we recognise there is more to be done on our sustainability journey and we look forward to challenging ourselves even further."

The goals highlighted in the Sustainability Report are to reduce the company's carbon footprint, water and energy usage. Also to reduce packaging materials and increase recycling content, with a goal of sending zero waste to landfill by 2013. On a corporate responsibility front the company says it will enhance the wellness of its employees and improve the communities in which it operates.

Chief Sustainability Officer, Ellen Lobst, said, "We define sustainability as ensuring a better quality of life for the people our brands touch - now and for generations to come. This continual aspect of sustainability is why we are making it a way of life at Sunny Delight."

In brief...

- Applied Vision Corporation, the Akron-based producer of machine vision inspection systems, is a recipient of the 2009 Leading Edge Award presented by the Entrepreneurs EDGE, an organisation dedicated to growth and development in Northeast Ohio. The award recognises Applied Vision for its leadership in creating economic value for the region with a 56% increase in pre-tax earnings and a 67% increase in employee compensation over the past four years. This is Applied Vision's second consecutive win.

- MeadWestvaco Corporation will close its Wilmington, NC, beverage packaging plant by August 2009. The closure is part of the company's accelerated strategic cost management programme, announced in January 2009. Key equipment from the Wilmington facility will be relocated to MWV's Lanett, Atlanta, beverage packaging plant and production will be transferred to other MWV beverage packaging plants. The company said its capacity to supply the beverage market will not be affected.

ABA takes issue with pricing plans

THE American Beverage Association has expressed disappointment at the US Conference of Mayors' passage of a resolution that funds a study to look at creating disparate pricing structures for sales of municipal water for water bottling.

"The beverage industry is a strong supporter of municipal water systems," said Kevin Keane, Senior Vice-President of the American Beverage Association. "Unfortunately, this resolution unfairly targets an industry that is not only a minimal user when compared with other industries, but already pays its fair share as a customer of

the municipal water supply."

The ABA says the beverage industry is committed to being a leader in responsible water management and ensuring a minimal environmental impact from the production of its beverages. Further the association states that while water is a key ingredient in all its products, manufacturers' facilities use very little water compared to other industries. (The beverage industry accounts for approximately one gallon out of every 3,300 gallons withdrawn from ground or surface water sources.)

"It is in all of our best interests to protect our nation's water resources, here and around the globe," Keane said. "Our industry is committed to doing its part and it shows through our water conservation and efficiency efforts."

Further acquisition for PBG

THE Pepsi Bottling Group is set to acquire Ab-Tex Beverage Ltd, the fifth in a series of acquisitions since the beginning of 2008. With nearly 450 employees, Ab-Tex bottles, packages and distributes several leading beverage brands, including Pepsi-Cola, Dr Pepper, Mountain Dew, 7UP, and Sunkist.

Headquartered in Abilene, Texas, Ab-Tex operates in 125 counties across central Texas and has been owned and operated by the Massey family for over 70 years.

"PBG has a great track record of creating

shareholder value through acquisitions of well-run independent bottlers, as they provide access to regional growth markets and enhance both the efficiency and effectiveness of our go-to-market system. As the pace of bottler consolidation in the US accelerates, we will continue to capitalise on opportunities to expand our business," said PBG Chairman and Chief Executive Officer Eric Foss.

"The Massey family and their outstanding employees have played important roles in the success of the Pepsi and Dr Pepper systems in Texas for many years," Foss continued. "Adding Ab-Tex to the PBG family will further strengthen our business and position us well for long term success."

Partners first project

READY-to drink tea producer AriZona Beverages and Nestlé Waters North America Inc have created and launched AriZona Tea Waters. Commenting on the partnership Don Vultaggio, Chairman of AriZona Beverages said, "We are not only excited about this breakthrough new organic product, but we are ecstatic to be partnering with the

leading bottler of natural spring water, Nestlé Waters North America."

This new line of low-calorie, tea-infused waters is certified organic by the US Department of Agriculture (USDA) and combines the antioxidant benefits of green tea with the hydration of natural spring water.

AriZona Tea Waters start with Poland Spring Brand Natural Spring Water from spring sources in Maine, which is then combined with organic green tea, organic cane juice and fruit extracts.

"For generations, Poland Spring has offered people healthful hydration. For those who sometimes want their water with a twist of flavour, AriZona Tea Waters delivers a delicious variation. It's a natural fit, and we're delighted that Poland Spring is a key ingredient in this unique organic tea-infused water," said Tim Brown, Executive Vice-President Retail Operations for Nestlé Waters, which produces Poland Spring.



On shelf...

- High-caffeine carbonate Bawls Guarana will now be carried by Tops Friendly Markets, the 76-store grocery chain with locations throughout Western and Central New York. The partnership with Tops Markets follows the brand's recent alliances with prominent New York Distributors Certo Bros and Sanzo Distributing, as well as with Upstate New York convenience chain Wilson Farms and Manhattan-based Food Emporium stores. "The addition of Tops to our distribution base in Upstate New York solidifies our efforts with our recently-developed network of beer distributors in the region," commented BAWLS Guarana VP of Sales Steve Hudson.

- Venga functional infusions is to be distributed in Florida through Fort Lauderdale-based Aqua Maestro. Currently, Aqua Maestro operations service retail accounts, foodservice operators and distributors throughout Florida and across the United States.

Beverage Innovations Inc, makers of Venga functional infusions, TeaWAVE Smoothies, Tropics 100% Natural Infusions and Island Rose teas, and a leader in the premium functional beverage market with customers in over 35 countries on five continents, will be working with Aqua Maestro to ensure the smooth transition for current customers and to help support the opening of new distribution opportunities.

- Zevia, the first full line of stevia sweetened zero calorie natural diet sodas, has gained a listing with Whole Foods Market in more than 250 stores. "We're very excited to partner with such a well-respected retailer like Whole Foods Market," said Zevia Co-Founder Derek Newman. "Consumers want better, healthier soda options, and we're confident that our products will be popular among natural and organic consumers who shop there. Especially those with health issues like diabetes and obesity."

Zevia's range of natural carbonates include Cola, Root Beer, Twist (lemon-lime), Orange, Black Cherry and Ginger Ale. They contain no artificial flavours, colours or processed sugar substitutes.

- Skinny Nutritional Corp, marketer and distributor of Skinny Water, has entered into an agreement with Ukrop's Super Markets. Skinny Water will be available in all 27 Ukrop's locations beginning this month. In addition to nationwide authorisation at Target, Skinny also has regional authorisations with Acme Markets, Giant Food Supermarkets and Shoppers Food & Pharmacy. The total number of chain-authorized stores is now over 2,200.

Ingredients

Holistic health campaign

OCEAN Spray's Ingredient Technology Group's new health marketing campaign for its cranberry ingredient portfolio highlights the nutritional profile of the North American cranberry. The 'One berry, Whole body' campaign promotes a holistic view of the cranberry's role in improving wellbeing. The cranberry is traditionally known for its part in preventing urinary tract infections, but emerging research suggests the fruit also has health potential throughout the body, including cardiovascular, immune, cellular, oral and gastrointestinal health.

These whole body benefits are derived from the fruit's dual antioxidant and anti-adhesion mechanism. Unique A-linked compounds called proanthocyanidins (PACs) prevent bacteria from adhering to cell walls and remove the potential to cause infection, while the high antioxidant content helps fight free-radicals that can damage cells throughout the body. With a rich combination of other nutrients, such as fibre, vitamin C and quercetin, the cranberry offers a number of diverse health benefits.

Christina Khoo, PhD, Ocean Spray's



Research Sciences Manager, presented 'One berry, Whole body' at this year's Nutracon conference in Anaheim. "The cranberry's complex mixtures of polyphenols and unique Type A PACs means it is capable of delivering a wide range of health benefits, not limited to a specific area," she com-

mented. "At a time when the industry is looking to ensure consumers are informed and not confused, the campaign is an important step forward. The cranberry has a lot to offer, and with more research in the pipeline, we're excited about what else we'll discover."

Functional water concepts

WILD has developed two new concepts for the functional water category: activating water and tasteful water.

Activating water is a new near-water concept that provides energy to consumers in two phases. The drink delivers a quick

energy kick from natural caffeine, green coffee beans and dextrose, and the combination of fructose and fibre maintains energy over the long haul. Activating water is enriched with six vitamins and contains only natural flavours.

Tasteful water features 3% fruit juice. It is as clear as water and aimed at young, modern consumers who value tasty, healthy

nutrition. A number of fruit taste combinations are available.

Both products are sweetened with Wild's own natural fruit sweetener, Fruit Up. The drinks have a low glycemic index (GI) and therefore keep blood sugar levels constant, delivering a consistent supply of energy to the body. Natural flavours round out the concept.



Weight management proof

A NEW independent study published this month, led by Dr Reimer from the University of Calgary in Canada, shows for the first time in a human intervention study, that supplementation with oligofructose independently from any lifestyle change is able to decrease body weight, primarily by losing fat mass, and helps to manage caloric intake in overweight and obese adults.

The results add to earlier findings supporting the potential of inulin-type fructans in promoting body weight management. An investigation has previously shown that supplementation of the diet of healthy adolescents with oligofructose-enriched inulin (OraftiSynergy1) during one year supports appropriate development of body weight and body mass index (BMI) during the growing phase. Adolescents showed lower body fat mass when receiving OraftiSynergy1, compared with the control group. In a former human intervention study, the intake of oligofructose (OraftiP95) by healthy adults resulted in a lower daily energy intake together with reported feelings of prolonged fullness and reduced hunger perception.

This new study (published in the *American Journal of Clinical Nutrition* in April 2009), brings an understanding of the potential of inulin/oligofructose in weight management. In a randomised, double-blind, placebo-controlled trial, 48 overweight or obese healthy adults received either 21 grams/day of oligofructose (OraftiP95) or maltodextrin



(equicaloric amounts as a control).

After 12 weeks, volunteers in the oligofructose group experienced a significant reduction in body weight of 1.03 kg, while the control subjects gained 0.45 kg weight. The weight loss affected mainly body fat mass, in particular trunk fat mass.

The weight loss could be explained by the lower energy intake observed in subjects in the oligofructose group. The authors

further found effects of the intake of oligofructose on postprandial blood glucose and insulin responses prior and after the intervention period, indicating an improvement of glucose regulation.

As the subjects did not modify their physical activity or dietary habits, the observed results concerning body weight, fat mass and caloric intake were attributed to the oligofructose supplementation.

French opening

LEADING manufacturer of colourants, the GNT Group has opened a subsidiary in Champagne-au-Mont-d'Or, France. "As European business activities - and French activities in particular - have rapidly developed over the past few years, it stood to reason for GNT to expand business here in France," said Baptiste Mattelin, Managing Director of GNT France.

An increasing numbers of food and beverage manufacturers are now using natural alternatives to synthetic food colour additives in response to changing consumer preferences. GTN's Exberry colouring food-stuffs are made from edible fruits, vegetables and plants.

The company says its success in colour design is underpinned by its commitment to customer support; precise shade matching



of existing products, accelerated stability testing and professional development support.

In brief...

- Aspartame supplier Ajinomoto has presented the 2008 Prix Ajinomoto to Nicole Darmon, Research Scientist at INSERM, the French public organisation dedicated to biological, medical and public health research. The prize was awarded in recognition of Dr Darmon's work investigating food and nutrition amongst disadvantaged populations, and the nutrient profiling of food.



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BSDA 2009 Training Programme

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Food Safety in Soft Drinks Today 'Train the Trainer' 16-20 March 2009 & 16-20 November 2009

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

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

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

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

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

The Training Department

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

Tel: 020 7430 0356 Fax: 020 7400 3711

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

Science Monitor

Low-fat chocolate milk good after exercise

IN A very small, double blind study, by Gilson et al. from James Madison University, 13 male college soccer players undertook normal training for one week. Then daily for the next four days, after intense training they were given either a low-fat chocolate milk or a high carbohydrate recovery beverage. After a two week washout period, the soccer players went through a second week of normal training followed by the four day period of intense training, but swapped the drink they were given. Prior to the intense training, at day 2 and day 4, tests were carried out on the subjects to evaluate the levels of markers of muscle recovery.

Results showed there were no differences between the low fat chocolate milk and the special high carbohydrate recovery beverage on soccer-specific performance tests, ratings of muscle soreness, mental and physical fatigue and other measures of muscle strength. However, after four days of intense exercise, when comparing the effects of consuming the chocolate milk with the recovery beverage, the data showed that the subjects had significantly lower levels of creatine kinase, when they had consumed the chocolate milk than when they had consumed the recovery beverage. Elevated levels of creatine kinase are an indicator of muscle damage.

In a summary in EurekaAlert.org the authors claim that the results of the study indicate that low-fat chocolate milk is effective in the recovery and repair of muscles after intense training for competitive soccer players. It also adds to a growing body of evidence suggesting milk may be just as effective as some commercial sports drinks in helping athletes recover and rehydrate.

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

Reading Scientific Services Ltd.



Chocolate milk has the advantage of additional nutrients not found in most traditional sports drinks. Studies suggest that when consumed after exercise, milk's mix of high-quality protein and carbohydrates can help refuel exhausted muscles. Milk also provides fluids for rehydration and minerals like calcium, potassium and magnesium that both recreational exercisers and elite athletes need to replace after strenuous activity. (No particular mention is made of the fact that chocolate is an ingredient of the milk).

Preserving orange juice with chitosan

THERE are already a number of scientific papers exploring the efficacy of both low and high molecular weight chitosans in acting as a natural preservative in food and drink products. In an article in *Innovative Food Science and Emerging Technologies* Ana B. Martin-Diana and colleagues at the Dublin Institute of Technology, Ireland, describe their experiments to find out if chitosan would be an effective preservative for orange juice.

Chitosan is obtained by deacetylation of chitin and is a non-digestible oligosaccharide which is the main component of the cell walls of fungi, and the

exoskeletons of insects and crustaceans. It is one of the most abundant organic materials.

Fresh orange juice samples were prepared using Spanish Navelina and Valencia oranges. The freshly squeezed juice was strained to remove pulp and seeds and the strained juice was immediately homogenised and mixed with chitosan at concentrations between 0 and 2 g/litre. The juice was then stored at 4°C in sterilised, opaque polyethylene containers and examined for a range of microbiological and quality parameters including pH, total soluble solids, colour, enzymic and non-enzymic browning, turbidity, viscosity and aerobic plate counts. Ascorbic acid, carotenoid content and pectin methyltransferase activity were also determined and sensory analysis carried out by trained panelists.

There was a significant reduction in flavour quality and general acceptability as the concentration of chitosan increased. Bitterness, in particular, increased. However, panelists also reported that pasteurisation negatively affected the flavour of the orange juice samples. Concentrations of chitosan at 0 - 0.8 g/litre did not affect the ascorbic acid content of the juice, but the higher chitosan concentrations did lead to a reduction in ascorbic acid content, probably through sequestration. Chitosan did not protect carotenoids from oxidation and these decreased in the same manner for all samples as storage time increased.

The chitosan at concentrations up to 1g/litre reduced the bacterial aerobic plate counts by 1 log, with no further reduction being achieved by using up to 2g/litre. Chitosan increased the 'yellowness' and reduced the browning of the orange juice samples.

Overall, the study recommends the use of chitosan at concentrations up to 1g/litre to extend orange juice quality and preserve ascorbic acid and carotenoids during the storage of fresh orange juice. (Martin-Diana et al., *Innovative Food Science & Emerging Technologies*, in press, doi: 10.1016/j.ifset.2009.05.003).

Excessive cola consumption can cause muscle problems

ACCORDING to a review published in the *International Journal of Clinical Practice* (<http://www3.interscience.wiley.com/journal/122384349/abstract>) by researchers from the University of Ioannina, drinking excessive amounts of cola per day can cause a chronic depletion of potassium, leading to muscle weakness and even paralysis. Since 1994 Elisaf et al. state that there have been six reports of cola induced potassium deficiency. Consumption of cola ranged from 2 to 9 litres per day. However after the discontinuation of cola ingestion and the oral or intravenous supplementation of potassium patients recovered.



Juices & Juice Drinks

For children

UK The Feel Good Drinks Company has introduced a range of 100% natural juice drinks for children. Called Feel Good Kids, the drinks come in a new, child friendly, 180ml Tetra Wedge pack format. The drinks are made from 100% natural ingredients, with no added sugar and are blended from two-thirds juice and one-third water. There are two flavours - Orange, Pineapple + Banana and Blackcurrant, Apple + Grape.

The packs' brightly coloured designs include a 'how do you doodle' feature, inviting children to send in their own Feel Good



doodles to appear on pack. Speaking about the range, Dave Wallwork, Managing Director and co-founder said: "We are really excited about this new pack format which we've already secured some awesome distribution for. Our Feel Good Kids drinks are all about offering the healthy, fruity goodness and hydration that parents are looking for, but the great taste and fun that makes kids feel good."

Mixed up

UK 'Seriously Mixed Up Fruit' is the strapline of new advertising for Vimto, spear-heading the £5million relaunch of the drink. It represents a 25% increase in the company's marketing investment from last year and replaces the previous campaign, 'Shlurple the Purple', which had run since 2004.

Emma Hunt, Senior Brand Manager at Vimto, said, "This campaign will engage a new teen audience for Vimto and we're really excited about unlocking this potential for the brand. The idea of 'Seriously Mixed



Up Fruit' is based on a core product truth and very much in tune with the audience. It has enabled us to explore a whole host of new creative and media opportunities, whilst building on the core brand strengths that have helped us to grow three times faster than the market."

The new advertisement is being supported by digital marketing to drive teenagers to a new Vimto website. A number of virals and other initiatives are understood to be in production with the aim of driving consumer trial.

The Vimto brand is currently worth £35.5million and growing at a rate of 5.8% moving annual total.

**SERIOUSLY
MIXED UP
FRUIT**

Product of the year

FINLAND Organic oat smoothie Yosa has been awarded Food Product of the Year 2009 at the annual Finnish Food Congress held in Helsinki this May. Developed by Bioferme, a Finnish oat specialist famous for its fermentation technology, Yosa is the first smoothie to focus on digestion, provide a long-lasting feeling of satiety and boost the body's immune system.

First launched in Finland in Spring 2009, the smoothie has now also been introduced in Swe-



den and Germany. Yosa smoothies are available in two organic varieties: Mango-Vanilla and Raspberry-Red Current.

"Yosa smoothies have more than 10 years of research work behind them", explained Merja Scharlin of Bioferme. "We have teamed up with top-notch research institutes to create unique, health-enhancing strains of probiotic bacteria. Studies show that the probiotics which we use in Yosa promote gut health and enhance the body's immune system."

Yosa combines oatmeal, fresh fruits and berries with probiotic bacteria strains which have been scientifically demonstrated to promote gut health. All Yosa products are totally free from dairy and soy ingredients and are therefore suited also for vegetarians and vegans or persons who suffer from milk or soy allergies. Yosa smoothies are produced from organic ingredients only.

Less calories

USA Odwalla has introduced Light Lemonade and Light Limeade which, with 50 calories per serving, have half the calories and sugar of regular lemonades and limeades.

The drinks combine pure-squeezed juice and Truvia natural sweetener, to make what Odwalla claims to be the only premium juice maker in the US to offer a light lemonade and a light limeade using an all-natural non-caloric sweetener.

"They are Odwalla's modern-day twist on the beloved front-porch classics," said Jason Dolenga, Brand Manager, Odwalla Inc. "We think that offering these summer standbys with half the calories will help make the season twice as fun."

Each bottle of new Light Lemonade and Light Limeade contains 100% of the recommended daily value of vitamins C and E. Like all Odwalla products, they contain no artificial flavours, colours or preservatives.

They are available in 450ml recyclable plastic bottles.



Birthday promotion

UAE Al Ain Mineral Water has got its production and marketing of Capri-Sun Juice in the United Arab Emirates off to a high-profile start with an SMS-based family promotion under the banner of 'Happy Birthday'.

This reflects the brand's 40th birthday. The promotion mechanic centres on unique numbers within 10 packs of Capri-Sun. Three prizes of family holidays in France, featuring a Parisian amusement park and flying Emirates Airlines, have helped boost consumer interest in the initiative.

"We are honoured to lock arms with Capri-Sun in this milestone year and look forward to establishing this partnership as a huge success in the region," said Fasaht Beg, Al Ain Mineral Water Company's General Manager.



Energy & Sports Drinks

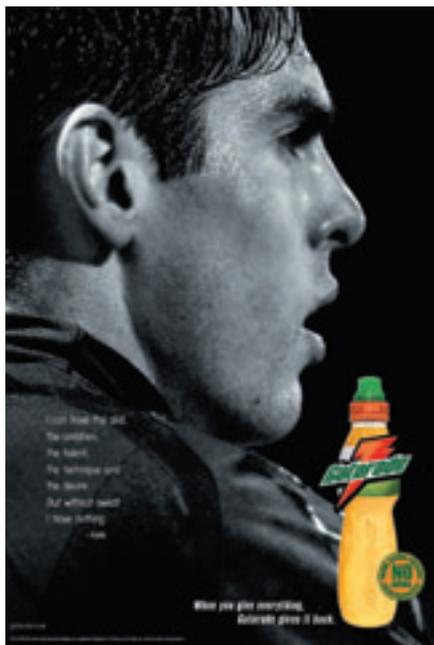
Gatorade support

UK Britvic and PepsiCo have launched a £2million national TV and press campaign for Gatorade.

The 'we love sweat' campaign has been designed to capture the emotion felt by athletes when they give their all during sport and exercise. The TV creative illustrates a man running whilst describing that sweat brought on by exercise represents his achievement. The advertisement communicates that Gatorade replaces everything you lose in sweat whilst refuelling your muscles without the addition of artificial sweeteners, colours, flavours and with no preservatives.

Supporting the TV advertising is a press campaign that features everyday athletes, as well as sporting icons such as Kaka (Inter Milan & Brazil), Usain Bolt (100m Olympic Champion) and Delon Armitage (England Rugby), all showing that sweat represents their effort, passion and commitment.

Britvic recently launched Gatorade Black-currant (with no artificial colours, flavours, sweeteners and no preservatives), a UK



exclusive variant, which complements the brand's existing portfolio of Orange and Lemon 500ml and Orange and Lemon 4x500ml multipacks.

Energy plus

BANGLADESH Globe Soft Drinks has introduced Black Horse Energy Plus, a combination of vitamins, 'essential nutrients', blended flavours and guarana. Founded in

2002 with its Uro brands, Globe Soft Drinks first launched into the energy sector with its Royal Tiger drink in 2003. The company hopes that the new energy drink will be popular at home and expand the company's export markets in the Middle East and South East Asia.



Attending the launch was Chairman Harunur Rashid, Sales & Marketing Director Khairul Anam with fellow directors and rock singer Mr James, brand ambassador.

In-game advertising

NEW ZEALAND Frucor is marketing a new energy drink, Ink, through in-game billboards and posters in Xbox 360 and PC games. This is supported by TV, cinema and online advertising. The visualisation technology comes from Massive Inc, owned by Microsoft, which feeds the ads into each player's gaming session through their existing broadband connection.

"Teaming up ad content with the relevant audience and the right medium is critical," said Frucor's Iain Buchanan. "For Frucor and Ink, the benefit is in selecting games that are relevant to the brand's target market. For example, Ink has chosen gaming titles based on the attitude 'the absence of fear' which enables us to place the product within highly relevant content that expresses the core brand idea."

The new medium enables Ink to reach the elusive 18-24 male market, he notes. "Instead of flashing past an ad for some product that's of no interest, gamers can now feel more at home with a local product such as Ink," said Tom Hunt of Xbox New Zealand. "This could be in the form of a billboard in a car racing game or a sponsored replay in a sports game."



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Brain boost

UK Developed by a start up company, Think Drink is aimed at giving office workers a natural, healthy brain boost. The drinks which come in Apple & Elderflower, Cranberry & Raspberry, Orange & Grapefruit flavours, combine herbal extracts (yerba mate, Siberian ginseng and guarana) with vitamins.

Currently focusing on selling into foodservice in the business and industry sector, Ed Biden, Managing Director, explained: "We would like to establish the drinks as the pick-me-up of choice in offices before expanding more broadly. We are currently on trial with half a dozen major contract caterers, and are stocked by about 80 offices, cafes and corner stores in central London. Although this is a relatively small base at the moment, the product only launched in April and this number is increasing week by week."

He added: We have a very well-defined target market, so we are not doing large scale above the line marketing at this point. Most of our marketing is based around interacting with our customers and their consumers, so we are doing a lot of samplings in outlets. In the business and industry sector we are finding this particularly effective. By taking along puzzles and brainteasers to the units, we can reinforce the link



between Think Drink and mental performance, whilst at the same time doing something a little bit more interesting than other brands and so make ourselves more memo-

rable to consumers.

"We have been using similar tactics on Facebook and Twitter, and seem to be getting a very positive response."

Coconut

USA South Florida-based Power Trip Beverages has introduced a coconut-flavoured energy drink, believed to be the first of its kind, to its range of five vitamin-powered energy drinks. The new Coconut flavour will initially be available in 16oz cans.



"It is the perfect complement to the rest of our product offerings and continues to enhance Power Trip's reputation as an innovator," said Power Trip Beverage President Doug Stuart. "The Coconut flavour has proven to be popular in other beverage formats such as water and we expect it to be a strong performer in the energy drink sector both as a stand-alone beverage and as a mixer."

The idea of a coconut flavour came from a business trip to Trinidad when Stuart recognised the popularity of the flavour in water, milk, mixes and more at local bars and restaurants.

Power Trip Beverage products are currently available in 25 states including New York, Florida and California. They are also available throughout the Caribbean and the Middle East.

Hitting a six for Energade

SOUTH AFRICA Energade has undertaken very effective promotions to leverage its long-standing relationship with Cricket South Africa as official sports drink supplier to the national Proteas team.

One such initiative saw a specialist contractor, Provantage Media, set up an inflatable mist tunnel in the form of Energade bottles, along with a stand-alone inflatable Energade bottle. This respected the contractual and logistical hurdles which limited the amount of branding and promotional staff within each stadium.

The refreshing mist experience was well

received, as were the sampling of Energade beverages, the new Energade jellies, and Energade tattoos.

These tattoos were something of a brand coup. They became part of the fun of being at the cricket – many people came back again and again over the five-day matches to renew their tattoos. Dedicated Protea supporters who brandished their Energade tattoos also won product and promotional items for their spirit and loyalty.

Public relations and media leverage was added to reach people beyond the stadiums. A media partnership with major newspapers delivered an effective competition which gave 80 readers four tickets to share with friends. This was followed by post-match media coverage, with further Energade brand exposure.

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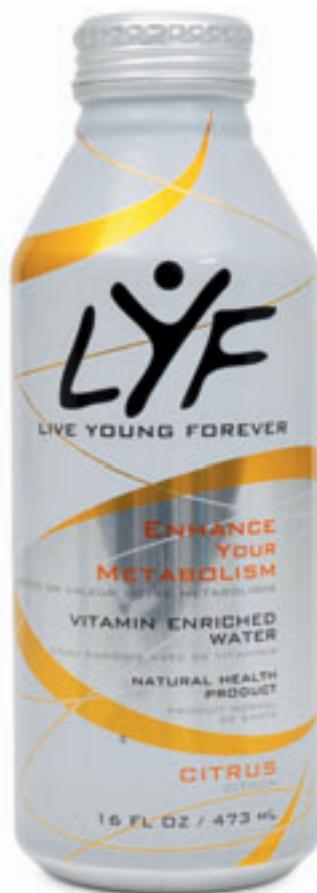
Waters

Long life

CANADA Live Young Forever Health and Wellness (LYF), of Edmonton, Alberta, has introduced Live Young Forever Citrus, a vitamin enhanced water. The beverage is a blend of vitamins and the EGCG antioxidant which stimulates thermogenesis, a process critical to weight loss and fat burning. It is 100% natural with fruits and vegetable juice providing colour.

The drink comes in 16 oz Alumi-Tek aluminium bottles from Ball Corporation. The company uses its two-piece aluminium beverage can manufacturing facilities to produce the bottles at its can plant in Monticello, Indiana, US

"I am bringing products to market that are as natural as possible and may improve overall health," said Gwen Miles, CEO, LYF. "This bottle provides a perfect vessel for these products because it has a very distinct and premium image that is consistent with the benefits the beverage offers, plus it is reclosable, tamper-resistant, chills quickly and is 100% recyclable."



Distribution expands

NORWAY Isklar has launched the full range of its Isklar bottled water products in this country. Negotiations to rapidly expand distribution are in progress with Shell and Esso, two of Norway's leading filling station operators, with their respective Stop-Eat-Shop concept outlets.

Isklar was launched on the US market in March.

Apart from Shell and Esso, Isklar is in negotiations to further expand its country-wide distribution and regional presence with retail grocery store chains Centra, Ultra stores, 7-Eleven, and Narvesen.

"The response to the product from Norwegian consumers has exceeded all expectations. We have invested heavily in style and brand, as well as the bottle design. Our goal is to obtain shelf space in all the leading food chains, kiosks, and filling station mini-markets. This will give us the national penetration that we want," said Peter Krogh, Isklar's CEO.

Isklar's next move will be to negotiate deals with airlines operating to and from Norway, as well as hotels and restaurants, said Krogh.

For children

CZECH REPUBLIC Polish company Maspex has begun to sell a new non-carbonated soft drink for children called Kubík Waterrr. The new product is made from mountain spring water and comes in carrot-apple-orange and carrot-apple-raspberry flavours in 500ml bottles. Due to the aseptic technology used during production, it is without preservatives, colourings or artificial sweeteners and is also low on carbohydrates.

Maspex also distributes Kubík's 100% juices and nectars which come in a range of sizes from a family size 0.75 litre glass bottle, 300ml PET, to 150ml for vending and schools.



Upmarket

NEW ZEALAND A newly-introduced premium water is targeting global export sales and has already secured strong market interest according to its producers, Aquasplash. Domestic sell-through is also solid, with a focus solely on upmarket accounts.

Called Te Waihou Reserve (this is pronounced tea-why-ho), the new brand originates from the Putaruru region in the central North Island. It comes from the Blue Spring, already renowned as a reliable commercial source of silica-rich waters. Aquasplash has invested in a bottling plant at the source which has a capacity of 200,000 litres daily.

Offering a balanced, clean taste, Te Waihou Reserve – the name means 'The New Water' – is clearly positioned as a premium line.

"We have created a bottled water brand which fits with the fine dining experience in both presentation and taste," said Ed Baggaley, General Manager of Aquasplash. "Te Waihou Reserve will only be available on-premise to protect exclusivity and pricing premium, and to ensure our trade partners grow with us."

Designed with busy restaurant staff in mind, Te Waihou Reserve is presented in a slim-line bottle similar to a premium wine, offering easy grip pouring and protecting against spillage.

Baggaley points out that the distinctive branding on still and sparkling bottles means it is easy to distinguish between the two vari-



eties, reducing the number of bottles opened incorrectly and improving bottom-line profit.

Te Waihou Reserve comes in 300ml, 500ml, 750ml and one litre glass bottles, as well as 500ml PET packaging created to meet the requirements of the prestige hotels sector.

On the New Zealand market, Te Waihou Reserve is distributed by a fine wine distributor which handles a large number of leading European, Australian and New Zealand brands.

Brand growth

FIJI The purity, 'South Pacific romanticism' and consumer appeal of bottled waters from Fiji have developed into an international marketing success story. This is not restricted to the well known Fiji Water – the Aqua Pacific brand is also making strong progress both in exports and domestic sales.

SDI reported on Aqua Pacific in the brand's very earliest days. Since then it has grown from a niche brand to a beverage widely available in Fiji's tourism industry – a mainstay of the island nation's economy – including resorts, the national carrier Air Pacific, cruise boats and others.

Aqua Pacific is produced by Crystal Clear Mineral Water (Fiji) whose bottling plant is close to Nadi International Airport, Fiji's principal visitor gateway. Source is a protected artesian well on the island of Viti Levu, with the water filtered in six stages at a level of two microns.

The brand was created by Altaaf Mohammed, one of the pioneers of the Fijian bottled water industry. Aqua Pacific



uses distinctive tropical-style packaging to stand out on shelves and in dispensers. The graphics feature a colourful Fijian parakeet.

Environmental issues are stressed – the company is aiming to become carbon-efficient by late this year; reducing and offsetting emissions and boosting the use of renewable energy.

Aqua Pacific is active in sponsoring rugby, Fiji's most popular sport.



For the ride

UK Supporting the launch of juicy drench spring water, is a new TV and digital ad campaign which features a giant pheasant being ridden by a cowboy, rodeo-bull style, to the classic Black Box track 'Ride on Time'. The advertisement has been created to demonstrate the benefit of staying hydrated. It features the end line 'Stay on top of your game' and is part of a £5.5 million marketing campaign that includes TV, PR, online and in-store activity.

Tom Dalton, Brand Controller for drench said: "Juicy drench is perfect for consumers who want to stay hydrated throughout the day. Juicy drench is a great tasting spring water juice drink satisfying consumers' taste needs at times of the day when water just doesn't hit the spot. We feel that this impactful advertising campaign will excite and intrigue consumers and demonstrate that drench gives you the tools to stay hydrated and perform at your best."

Juicy drench is available in three flavours: Orange and Passionfruit, Cranberry and Raspberry, and Blackcurrant and Apple.



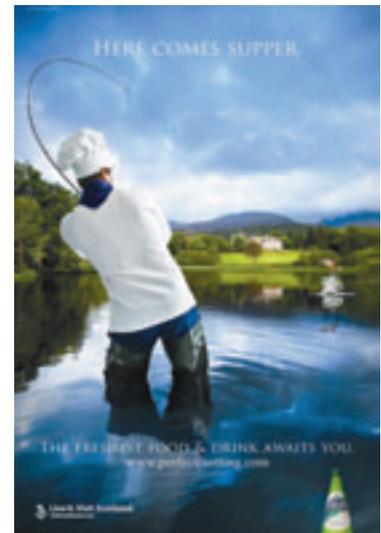
Highland activity

UK Highland Spring has embarked on its annual joint summer marketing campaign with VisitScotland. The new 'Perfect Setting' campaign theme focuses on the provenance and quality of Scottish food and drink and aims to increase awareness of Scotland's array of fresh, natural produce.

The advertisements feature striking photographic images of a chef shown in a selection of unexpected locations as he gathers a range of Scotland's finest natural produce for his menu. The advertisements carry the tagline 'The freshest food and drink awaits you', and were shot on location at Inverlochy Castle in Lochaber, Bridge of Orchy in the West Highlands and Eddrachilles in North West Scotland.

An extensive outdoor media campaign is planned, focusing primarily on the London Underground. An integrated online advertising schedule has also been developed to include websites such as dailymail.co.uk, bbc-goodfood.co.uk, Radio Times online, The Times online and expedia.co.uk.

The campaign is being supported by nationwide sampling events at key commuter locations in London, Manchester, Newcastle, Glasgow and Edinburgh.



New flavours

USA Acai Fruit Punch and Mango Melon variants have been added to PepsiCo's SoBe's range of zero calorie Lifewater drinks. The range, which includes Fuji Apple Pear, Black and Blue Berry and Yumberry Pomegranate is sweetened with the all-natural, zero-calorie sweetener, PureVia made from the Stevia plant leaf and infused with a unique mix of antioxidant vitamins C & E, essential B vitamins and herbal ingredients.

A marketing programme, described as the brand's most widespread to date, is underway. The activity involves reaching consumers via Twitter and Facebook, along with sampling and new advertising.

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Carbonates

Mirinda makeover

MIDDLE EAST PepsiCo Middle East is running an extensive promotional campaign to introduce its packaging makeover for Mirinda in GCC countries. The Mirinda flavours of orange, citrus, strawberry and apple have been repacked in fresh graphics, including a new logo and bright colours.

"Mirinda is hugely popular throughout the region and we are focusing on its appeal to teenagers by giving it a new brand identity that identifies with their youthful, playful spirit," commented Rashid Sharaf, Marketing Manager Flavour Brands for PepsiCo Middle East. "It's the same great taste of Mirinda, now available in highly attractive new packaging."

Supporting the launch is a heavy in-store presence, plus TV, print and online advertising.

Brand personality

UK To celebrate the onset of summer, Tango is launching a new packaging design to enhance the unique personality of the brand and communicate the brand's value of outrageous fun. Entitled 'Mash up' the design concept features seriously mashed up fruit in a graffiti style which is aimed to appeal to Tango's core audience of young males.

The cans also feature deadpan tag lines to depict Tango's no nonsense approach to producing a tasty thirst quenching drink, such as "Only the best tasting fruit makes it...the rest gets the chop."



Natural wonder

UK Britvic and PepsiCo are launching an 7Up on-pack promotion this summer offering consumers £10 off their next holiday with every purchase as well as the chance to win a holiday to one of the seven natural wonders of the world. The promotion will run until 31st October across all bottles and cans.

To claim holiday vouchers, consumers simply have to log onto the 7Up website www.7up.co.uk and enter the prompted four digits from the barcode on the back of a bottle or can of 7Up. Each code will give consumers £10 off their next Thomas Cook holiday. Each person can enter a maximum of 10 codes saving them up to £100.

Every person who visits the 7Up website they can enter a free prize draw to win one of four holidays to 'Natural Wonders' destinations such as the Great Barrier Reef, Grand Canyon or the Northern Lights.

Laura Navarro, 7up Brand Manager at Britvic, comments: "The 7Up Natural Wonders of the World promotion not only helps communicate 7Up's 100% natural flavours but it's also about summer fun as consumers' thoughts turn to summer holidays. It's an ideal incentive especially during the current tough economic climate. Perfect for



summer; the on-pack will look to build on the success of the 7Up brand which grew by 8% last year and is still the fastest growing lemon and lime fruit carbonate in the UK market."

Hispanic

USA Jones Soda Co is introducing a new collection of Spanish labels and soda flavours, honouring the culture and spirit of Hispanics living in America, in the single-serve sections of select retailers in Los Angeles, San Diego and Arizona.

"Jones Soda is thrilled that fans from the Hispanic community have reached out to us, and we are very excited about our fun new flavours," said Joth Ricci, COO of Jones Soda.

"Jones Soda's ability to customise our labels allows us to participate in the celebration of this amazing community in a unique and special way."

Jones Soda is known for its patented labelling system that enables the company to select submitted photos from fans to showcase on bottles, as well as allowing people to create customised bottles at www.myjones.com.

The specialty sodas come in Naranja Mandarina, Limón, Tutti Frutti and Crema de Piña variants.

Call to celebrate

USA 7UP is currently running the 7UP '7 Dias de Sevenisima' contest nationwide. "Sevenisima" is, says the company, a call to celebrate the flavourful moments experienced through a 'natural,' real lifestyle. "The '7 Dias de Sevenisima' contest reflects the natural energy, fun and spirit of 7UP consumers, something we call the Sevenisima lifestyle," said Rene Sanchez, Associate Brand Manager for 7UP.

Nine winners will receive a week of easy living, including fun prizes like a family vacation, and gift cards that can be used for

home cleaning service and a shopping spree. To enter, consumers need to take a photo of their nominee living the Sevenisima lifestyle and enjoying 7UP, and enter it online at www.Sevenisima.com along with a quick note on why that person inspires them to live the Sevenisima lifestyle.

To support the promotion 7UP has teamed-up with singer/actress Denise Gonzalez who performs a song titled 'Sevenisima' featured in the Spanish-language TV commercials shown exclusively on Tele-mundo. Gonzalez is also featured on the Sevenisima campaign's web site and will make appearances at local market events.

By The Case Load

Mello

McDonald's recently ended its Pepsi-Cola fountain test (including Mountain Dew) in favour of Coca-Cola and Dr Pepper, giving Dr Pepper Snapple Group Inc a greater foothold at the fast-food chain. Dr Pepper, now available in 8,500 McDonald's, will be added to fountains at all of the company's 14,000 US locations.

McDonald's, based in Oak Brook, Illinois, is expanding its fountain and bottled drinks to complement its answer to Starbucks, with the McCafé espresso-based drinks that are now available in about 70% of its US stores.

Coca-Cola's core fountain brands such as its nostalgic soft drinks like Mello Yello still remain on tap for McDonald's regional beverage offerings. Unlike Coca-Cola there is no secret ingredient in Mello Yello, but it was rumoured to contain bananadine, a fictional psychoactive substance which is allegedly extracted from banana peels. The banana-buzz in the 1960s was known as 'electrical bananas' or 'mellow yellow' by the hippies. Banana-heads would scrape the white fibres from the inside of the peels, boil the scrapings into a paste, which was then baked. The dark brown 'banana tar' that resulted was then smoked with hashish.

The smoking of bananadine may have got a surge from British folk-rock singer Donovan's *Mellow Yellow*: "Electrical banana is gonna be a sudden craze. Electrical banana is bound to be the very next phase. They call it mellow yellow (quite rightly)..."

Donovan insisted that his song had no hidden drug meaning, but seekers found one anyway. Mello Yello is presumably named after the ever popular 1967 Donovan album and single *Mellow Yellow*, and, in fact, a cover of the song was used to promote the soft drink. Researchers at New York University have found that banana peel contains no intoxicating chemicals, and that smoking it produces only a placebo effect.



Richard Davis reports on soft drinks at McDonald's, the US fast food chain, and what a certain frozen beverage does to the brain.



Mello Yello was featured in the 1990 NASCAR-based movie *Days of Thunder*, in which Tom Cruise's character, Cole Trickle, drove a Mello Yello-sponsored car to victory lane in the Daytona 500, although the soft drink's name itself is never verbally mentioned in the movie. NASCAR fans later got to see the real thing when Cruise's Mello Yello-car became a real NASCAR paint scheme the following year, with driver Kyle Petty driving with Mello Yello sponsorship in the Winston Cup Series.

Choice and nutrition

The Coca-Cola Company's 54-year relationship with McDonald's Corporation has never been stronger. Beginning this year, the core fountain line-up at

McDonald's 14,000 plus United States restaurants will include brands Coca-Cola, Diet Coke, Sprite, and Hi-C Orange. Coca-Cola's Dasani will remain a national core bottle beverage, and now Powerade Mountain Blast and vitamin-water XXX (Triple X), will be made available as regional bottle options. Coca-Cola brands including Powerade, Sprite Zero, Fanta Grape, Fanta Strawberry, Caffeine Free Diet Coke, Barq's Root Beer, Minute Maid Lemonade and Minute Maid Lemonade Light, will be made available as regional fountain options at McDonald's restaurants across the US. Coke Zero, due to its explosive growth and success, will also be offered in a number of restaurants as part of McDonald's ongoing beverage development.

A recent McDonald's corporate social responsibility report stated that McDonald's is a nutritious meal. But critics want more beyond the new McDonald's Happy Meal Choices that give children and their parents the opportunity to mix and match traditional Happy Meal favourites like French fries and soft drinks with healthier Happy Meal Choices such as Apple Dippers (fresh, peeled apple slices) served with a low fat caramel dipping sauce, and beverage choices including 100% pure Minute Maid apple juice and 1% low fat white and chocolate Milk Jugs.

However, a new scientific development may not silence all the zealots in Director Robert Kenner's new documentary film *Food, Inc.* but a Brandeis University Professor may have the answer when it comes to combatting the bad 'LDL' cholesterol in fast-food.

Enter 'The Man with the Golden Bun'. Dr Daniel Perlman is hoping to revolutionise the way that billions of people around the world eat fast-food. He has invented a healthier hamburger bun and is trying to convince McDonald's USA, and its supplier Ralcorp Holdings Inc (Ralcorp Frozen Bakery Products) to implement the cholesterol-lowering hamburger bun.

The new proposed 'McBun' would effectively neutralise the bad cholesterol contained in hamburgers. In a nutshell, the bun contains an appropriate amount of natural phytosterols (a natural product purified from vegetable oil). These phytosterols are not absorbed into the bloodstream, but rather mix with dietary cholesterol in the digestive system, and thereby facilitate cholesterol elimination in the waste.

Phytosterols are GRAS-approved for all food use. Children as well as adults benefit from dietary phytosterols since cholesterol problems and coronary heart disease begin in childhood. Dr Perlman bristles at the suggestion that he has not pursued McDonald's vigor-



ously enough, and points out that major corporations such as Coca-Cola have embraced Cargill's CoroWise natural plant phytosterols wholeheartedly in products like Minute Maid Heart Wise premium orange juice.

Brain freeze

Before the arrival of Starbucks, where the Starbucks 'Experience' can cost over \$4, Americans could chill out at their local 7-Eleven Store and experience something far more addictive than caffeine; the strange psychoscopic phenomenon known as Sphenopalatine Ganglioneuralgia or 'brain freeze'.

Brain freeze is sometimes debilitating and accompanied by symptoms of dizziness, fatigue, blurred vision, restlessness, headache and brain edema (cerebral oedema). This harmless medical condition can come from slurping down a frozen Slurpee far too fast.

On 18th October, 1994, 7-Eleven Inc registered the term 'brain freeze' with the United States Patent and Trademark Office to describe "the painful joy of drinking a frozen Slurpee beverage." Only one-third of the population can achieve brain freeze, making it perhaps a genetic condition. The latest brain freeze concoction at 7-Eleven stores is the Slurpuccino, a coffee-flavoured Slurpee, developed by The Coca-Cola Company, that capitalises on the consumer-driven craze of iced coffee beverages.

Should there be a brain freeze warning required by US Food and Drug Administration (FDA) on semi-frozen soft drinks? Serious brain freeze junkies say they have experienced loss of taste triggered by frost-bite on their tongues, simultaneously numbing their brain. Medical experts say that a one-minute brain freeze can trigger the release of endorphins in the brain.

Endorphins are a group of peptide hormones occurring naturally in the brain that, when released, increase your body's threshold for pain and affect the way you feel emotionally. Endorphins are chemically very much like morphine, allowing your tongue to go beyond cold pain and possibly leaving you with a euphoric brain freeze high.

Brain freeze pain may last from a few seconds to a few minutes. Research suggests that the same vascular mechanism and nerves implicated in brain freeze cause the aura (sensory disturbance) and pulsatile (throbbing pain) phases of migraines. Brain freeze requires a warm ambient environmental temperature to occur, it is impossible to suffer a brain freeze in cold weather.

The strange psychoscopic phenomenon is common enough to have been the subject of scientific research reported by the *British Medical Journal* and *Scientific American* magazine. Introducing delicious 'brain freezing' iced coffee drinks like Slurpuccino may give Starbucks some cold competition.

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The oldest soft drink

still has global potential

Packaged water will continue to play its part in the growth of soft drinks, reports Richard Corbett.

The roots of the soft drinks industry can be traced to some of the water brands that are still very much alive and well today. Swedish favourite Ramlösa dates back to the year 1707 and still carries the picture of its founder Johan Jacob Döbelius. Popular Italian brand San Pellegrino has been produced for over 600 years and it is even reputed to have been sampled by Leonardo da Vinci. Today these products are available all over the world and according to Global research specialist, Canadean, each consumer now drinks nearly 23 litres of packaged water annually. Packaged waters have played a critical part in the birth and development of the global soft drinks industry.

All those years ago the development of the sparkling water segment stemmed from their asso-



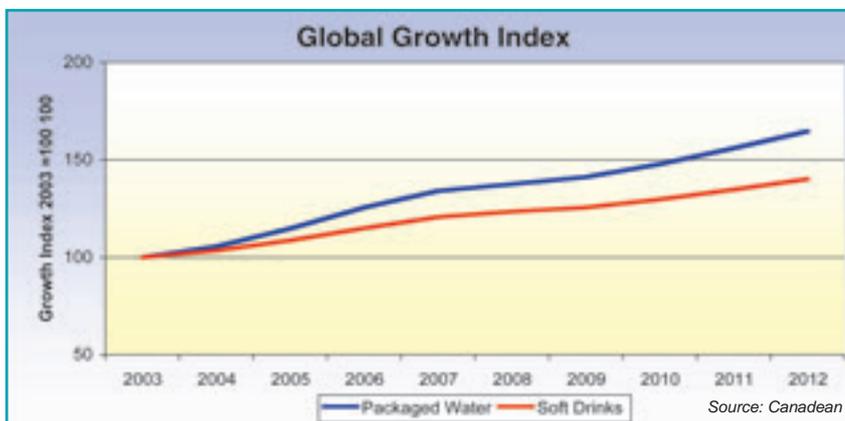
ciation with good health – even today in parts of East Europe sparkling water consumption is still often seen as medicinal. Back in 1707, according to Döbelius, Ramlösa could be used to cure scurvy, vertigo and gout, as well as trembling limbs. The water even helped those unfortunate enough to suffer from bad-smelling breath. In modern times though, still waters have been the engine behind the rapid enlargement of the category and consequently they have taken an ever rising portion of the market; today this stands at more than three quarters of the category. Still waters are a good fit with the modern health conscious consumer in the developed world, while in the developing parts still waters offer the security that they are safe to drink.

The original soft drink

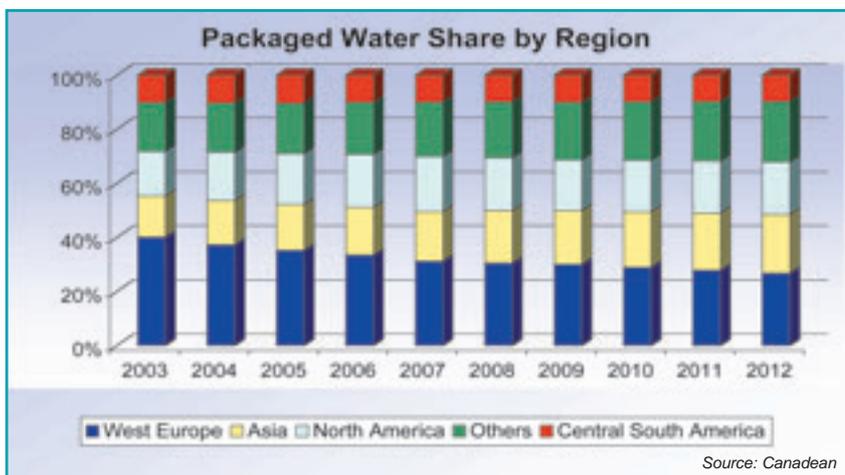
The success of packaged waters has contributed to the expansion of the soft drinks market as a whole and they now account for 29% of all soft drinks traded globally – at the turn of the century that was 22%. The market for packaged waters has jumped by as much as 80% since 2000 to reach around 150 billion litres. At the same time the carbonates category has expanded by nearer 20% but remains the giant of the sector with 4 in every 10 litres consumed around the world being a carbonated soft drink.

PET - the enabler

Of course without the right packaging, the soft drinks sector would not have got off the ground, and in the case of packaged water, PET has played a significant role in its development. PET has enabled water to be consumed on the move and this channel has been a key driver in helping sales reach new thirst quenching opportunities. In the Horeca channel and among premium products, glass remains very popular; consumers associate glass with quality but PET has significant handling advantages to ease mobility and make it more appropriate to a plethora of consumption occasions. The continuous rise of predominantly still waters has thus coincided with the dramatic escalation in PET use. PET now makes up well over 80% of all water packaging, a figure that is still rising. PET seems unstoppable and it is realistic to expect its share to continue to rise above 90% in the longer term.



Canadean anticipate still water to remain an important driver in soft drinks but not as much as it once was.



West Europe will have a shrinking influence in the global packaged water market.

Global growth

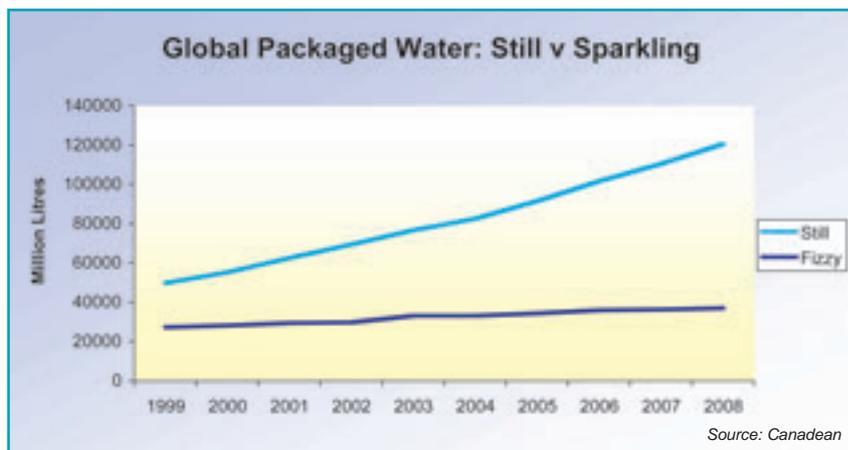
West Europe is seen by many as the spiritual home of the packaged water category and is responsible for more than 30% of global water sales. The rest of the world is, however, catching up; 10 years ago West Europe made up 46% of world water sales. The region is showing many symptoms of maturity, partly due to the reliance on four well-established markets, Germany, France, Italy and Spain, for more than 80% of the region's sales. The maturity of some of the larger West European markets for water has historically concealed a sharper growth curve enjoyed in some of the countries newer to the concept of packaged water consumption but in the longer term, the growth rate for West Europe is expected to slow to barely a trickle.

North America has contributed double digit growth for a number of years but water is now entering a new phase in its product lifecycle with sales falling in 2008 and expected to fall again in 2009. A combination of harsher economics and some environmental concerns have significantly reduced the long term prospects for the category in future. The drop in sales in 2008 has meant that Asia has now overtaken North America as the second biggest market for packaged water.

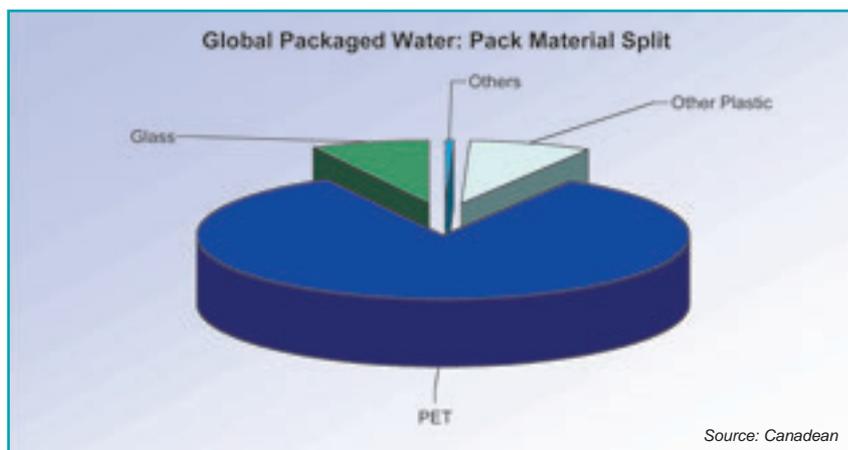
Asia may have overtaken North America from a volume perspective but in terms of per capita, only consumers in the Rest of Africa drink less water than consumers in Asia. West European consumption is unrivalled at more than 110 litres. Consumers in Australasia and Central & South America drink marginally more than the global average while in East Europe people drink 17 litres or so more than the global norm. Historically, sparkling waters in East Europe were consumed as a low cost alternative to carbonated soft drinks and so demand has always been comparably high. It might be expected that East Europe will see further rises in per capita as demand for still waters increases although the cooler climate will discourage levels from ever reaching anything like those in neighbouring West Europe.

Economic and environmental pressures

The turbulent global trading environment is undoubtedly having an impact on the category and inevitably growth is predicted to become more sluggish as a result. Tap water offers a very



The sparkling water boom has been very much a still water phenomenon.



The role of PET in facilitating the still water boom cannot be underestimated.

competitive alternative to packaged water in the home. There is also the simple economics that people do not have as much money to spend on refreshment.

In some developed parts of the world, most prominently North America, there have been some environmental pressures. In the States, landfill issues and concerns regarding access by water companies to underwater aquifers has received significant coverage. It is environmental concerns that have prompted a revival in Soda Stream sales in Sweden as parts of the media suggest it is unethical to drink packaged water when there are more environmentally friendly alternatives.

It is to be expected that the rate of growth may slow due to these influences but the factors underpinning the explosion of demand for waters generally remain in place. The category is still well placed to draw drinkers from the slowing carbonates market. The convenience channel is still expanding and in large areas there are still big question marks over the quality of the tap water. Packaged water's presence in the global soft drinks marketplace will continue to edge forward because water is a basic need and packaged water gives access to this need almost any place anywhere. It is immune from any sugar debate and is the most natural form of refreshment. Just as it was all those years ago, packaged water will continue to play an important role in the direction of the overall soft drink marketplace. ■

The category is still well placed to draw drinkers from the slowing carbonates market.



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

Healthy, yet tasty

beverage trends

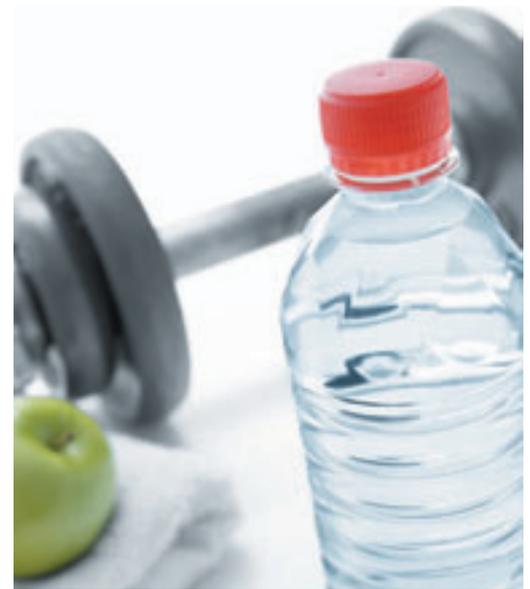
Frutarom introduces its concepts and solutions for flavoured and functional waters.

Global flavour and fine ingredients company Frutarom offers a diverse range of products for the flavoured water and 'Water Plus' markets: The company has superior ranges of FTNF (natural flavours derived 'From The Named Fruit'), superfruit products and herbal extracts. Furthermore, it has been working on a broad portfolio of concepts targeted at manufacturers of near-water products, called EFLA New Water.

EFLA New Water extracts were especially developed for Water Plus applications and, as such, provide excellent clarity and fulfil all the requirements necessary for flavoured water applications: they are heat- and acid-stable as well as water-soluble. The EFLA New Water range includes a variety of herbal extracts such as maté tea, green tea, red vine leaf, elderflower and more. The extracts can be used together with other water white and water soluble ingredients, and they can be combined with other functional ingredients such as soluble fibres. Possible concepts could include, for example, calcium and fibre enriched products that target digestion and bone health. Neuravena, a wild green oat extract which is proven to enhance mental health and cognitive function – is also suitable for near water concepts. A large number of these extracts have already made their way onto retail shelves and are performing very well.

Natural choice

Functional and healthy food ingredients are more than just passing trends. In recent years in particular, a great deal of activity has been seen in the water plus market, with one of the major trends being 'naturalness'. Consumers are paying greater attention to product labels and trying to avoid E-numbers and unnecessary ingredients. It has been shown that they are also starting to prefer a more natural and thus more trustworthy taste profile and to pay more for products that are more credi-



ble and have a higher degree of authenticity. Together with authenticity, freshness and refreshment, natural flavours will continue to play a part in the consumer's choice and frequency of re-purchase. Generally, the trend is moving towards non-standard, creative flavour combinations.

Flavours are used to impart flavour and taste to food products, as stated in food regulations. But they have many additional functions: in beverages, they are typically used to impart freshness and authenticity, and to provide refreshment or thirst quenching properties. Most commonly, they underline the utility and the functionality of the entire product concept. Ultimately, a flavour is used to make a product appealing to the consumer and pleasant to eat or drink, so it is a key component and has a direct impact on whether a product will be bought again or not.

With the complexities of water plus products and the different functional ingredients available today, the job of flavouring water is certainly a challenge. For example, the taste profile of some extracts is more bitter or astringent than others. There are two ways of dealing with this: either you identify the character of the taste and combine it with a suitable flavour so that the 'off note' turns into an advantage and underlines the taste of the end product. The other alternative is to use masking flavours to disguise any unpleasant off-notes.

More than just a flavour

Apart from their primary function – to provide good taste – other functions of flavours are investigated and discussed. Herbal extracts, for example, can have antioxidant properties. And when it comes to the question of whether adding flavour shortens the shelf life of bottled water, it can actually be said that flavours have a protective effect on other additives. Of course plain, clean water has the longest shelf life because it does not contain anything that could serve as a nutrient to micro-organisms. But almost every added organic ingredient, can in principle, be a substrate for promoting growth of micro-organisms. However, due to the protective effect that flavours can have on other additives, the shelf lives that can be achieved for flavoured waters are in line with consumer expectations and storing habits.



Consumers are now demanding products that are natural but at the same time sophisticated. The magic words in recent trend developments are 'clean label'. With regard to flavouring, this means that the market is heading at full speed towards natural and FTNF flavours. Legislation dictates that if a fruit is mentioned or pictured on the end product, the flavouring has to be derived almost completely from that fruit. FTNF flavourings are more expensive than nature-identical flavours, but the extra cost is largely justified and covered by the premium positioning of naturally flavoured products and the correspondingly high prices they command.

Thus, the use of so-called 'superfruits' remains high on the agenda for flavoured water. While the description of what denotes a superfruit is not always clear-cut, one flavour tonality that is being grown, harvested and consumed as a fresh 'superfruit' product is the common blueberry. Other examples of superfruits are pomegranate and acerola cherry, sometimes combined with mangosteen or passionfruit. Unfortunately, the availability of raw materials is often an obstacle to the wider use of these superfruits. However, there are an increasing number of alternative sources that can provide high concentrations of vitamins and polyphenols, so product developers are not limited to using just superfruit-derived ingredients when it comes to being creative.

Health and well-being

Apart from creating new flavour and taste experiences, there is also a strong trend towards using healthy herbal and botanical extracts with known positive effects on health and well-being in a variety of finished products. Their relationship with traditional plant-based medicines makes herbal extracts a natural choice when it comes to providing healthy antioxidants, polyphenols, and other ingredients that occur in nature. Herbal extracts themselves impart a good and complex natural flavour profile and give a natural mouthfeel and depth to a product. This is especially true when

they are combined with floral notes like elderberry or fruit flavours like lime, melon or berries, for example. Frutarom's wide variety of herbal extracts with extraordinary properties fit well here – red vine leaf, olive leaf, maté tea, origanox and many others lend themselves to great-tasting beverages. The company's experience in this sector means that it is able to help product developers overcome the challenges involved in combining herbal extracts with natural flavours to produce great-tasting products.

Clean label innovation

Developing functional, tasty products with clean labels requires a great deal of expertise in product development. Advanced product concepts will increasingly be based on direct collaboration between the manufacturer and the ingredients' supplier who can provide specialist knowledge of the ingredients. It is much more time-consuming, often cumbersome and usually less efficient to develop functional, clean label concepts via the traditional off-line innovation model. For the manufacturer, this approach involves requesting samples from the supplier, experimenting in the laboratory with certain combinations of ingredients, then sourcing flavours, combining them and fitting them into the intended product concept. A far more efficient approach is what Frutarom calls 'rapid prototyping'. From its Innovation Center at Lake Zurich in Switzerland, Frutarom is able to offer this approach to its customers, providing direct access to its diverse range of flavours and functional ingredients, all under one roof. Clients can work directly with beverage experts in the labs so that they can gain clarity about the concept and the ingredients required to provide the hoped-for benefits, and to translate these concepts into prototype products that can be tasted on the spot. Going through a sequence of optimisation steps – ideally together with the marketing experts who defined the concept in the first place – usually leads to a pretty advanced product in the space of just one or two days. ■

... there is also a strong trend towards using healthy herbal and botanical extracts with known positive effects on health and well-being...



Beverages laid bare

the quest for liquid fulfilment

Functional starches that take beverages to a new level.



Q-Naturale is derived from the South American quillaia tree.

National Starch Food Innovation,
Tel: +44 (0)161 435 3200
Fax: +44 (0)161 435 3300
E-mail:
food.enquiries@nstarch.com
www.foodinnovation.com

Gone are the days when a beverage's only role was to quench thirst. As with many other products on the market today, consumers demand that beverages work harder than ever to grab and keep their attention, challenging manufacturers to explore new ways of differentiating their products.

Today's market motivates beverage manufacturers to seek innovative ingredients that add value in line with consumers' demands. Be it healthier, tastier, more luxurious or just more surprising, beverages with added benefits will be the drivers in this competitive industry.

Drink to health!

A recent study predicted the global beverage industry will move towards higher margin functional products over the next three years, in response to demand for more innovative recipes and formats. To counter the male bias of existing beverage offerings, healthy propositions such as low sugar are set to grow in a bid to appeal to women.

The process of creating better-for-you products presents a balancing act for beverage manufacturers. How to cut calories, sugar or fat without diminishing the eating experience is an ongoing dilemma. National Starch Food Innovation's N-Dulge co-texturiser portfolio is one solution. The ingredients impart a creamy mouthfeel and silky consistency in reduced calorie or low sugar beverages. This means consumers can enjoy healthier dairy drinks, smoothies and instant beverages without sacrificing texture and eating enjoyment.

Encapsulating innovation

Original flavours and added nutrients are a valuable way for beverage manufacturers to differentiate their product offering. But enriching beverages with value-adding ingredients such as omega-3s and vitamin oils creates a new set of processing challenges. A distinctive flavour and sensitivity to oxidation means active ingredients, particularly in ready-to-mix beverages, require careful encapsulation.

National Starch Food Innovation has developed simple solutions to protect active ingredients, ensuring they retain their intensity and impact throughout the production process. The Purity Gum starch range helps stabilise active molecules. In this way, functional and flavour characteristics are effectively translated into finished products. For instant drinks, where active ingredients require a heightened resistance to oxidation, high performance starches such as Hi-cap 100 help create this essential protective armour.



A bright future for beverages

Speciality starches are valuable tools in the armoury of beverage developers. They offer the means to customise products to meet consumer preferences and enable imaginative and successful NPD. With multifunctional ingredients, manufacturers can take advantage of the public's growing thirst for beverage innovation and tap into the massive potential this evolving sector presents.

High performance natural emulsifier

National Starch Food Innovation has now launched Q-Naturale emulsifier in Europe. This high performance, natural food additive is designed to add value in sparkling beverages, fortified waters and juices. Following its successful launch to the North American market late last year, European beverage developers can now benefit from increased consistency of cost and supply.

Q-Naturale is derived from the South American quillaia tree. The ingredient harnesses quillaia's inherent functional properties to provide a natural alternative to traditional emulsifiers. Q-Naturale is grown using sustainable agricultural practices and reliable supply chain through its exclusive global partnership with the world's largest producer of quillaia, Desert King.

This powerful, easy to use liquid emulsifier requires no dissolution or hydration. It can be added to existing manufacturing processes with no step changes and offers valuable cost savings due to its efficacy in low concentrations. Q-Naturale outperforms gum arabic in high load emulsions and achieves excellent long term room, cold temperature and pH stability.

Stuart Wilson, Business Manager, Delivery Systems, National Starch Food Innovation, Europe, commented: "Market fluctuations affecting some traditional emulsifiers create unpredictability and pressure for beverage manufacturers. By offering superior natural emulsification, cost consistency and security of supply, Q-Naturale now enables the European beverage industry to protect its brands while ensuring outstanding quality." ■

'Super load' starch

carrier for liquids and oils

Turning liquid flavours and oils into easily manageable dry powders has become significantly more efficient for manufacturers in Europe, the Middle East and Africa (EMEA) with the launch of Starrier starch, a clean label, high-loading starch carrier from Cargill that overcomes the inefficiencies of traditional lower-load bearing carriers and the expense and complexity of spray-drying.

Ground-breaking absorption and load-bearing capacity for plating

Produced in Cargill's Sas van Gent plant in the Netherlands, Starrier starch is a milled, pre-gelatinised, native maize starch that converts liquids and oils into free-flowing, non-sticky, dry powders, to be used easily across a broad range of applications.

The unique flake-shaped particle structure (patent-pending) has a high surface area which provides excellent absorption capacity for all liquids using conventional plating methods, which consist in depositing a liquid on a solid carrier material. Compared with traditional carriers, such as salt and maltodextrin, which suffer from low liquid loading capacity (maximum 10%), Starrier starch has a ground-breaking loading capacity of up to 60%, without stickiness. And with cost efficiency being a primary driver for manufacturers, Starrier starch has a lower cost-in-use than maltodextrin.

Cost-effective, safe alternative for spray-dried flavours

Starrier starch also overcomes the need for expensive and complex spray-drying, the process used instead of plating when intense flavouring requirements demand a flavour loading greater than 10%. In turn, this eliminates additional associated cost and quality implications, such as energy use, the risk of thermal degradation and the loss of volatile components potentially resulting in flavour changes and even off-taste. Starrier starch itself is neutral-flavoured.

Clean label with satisfying flavour release

Derived from identity-preserved non-GMO maize, Starrier starch is clean label and can be declared as simply 'starch,' 'maize starch' or 'corn flour'.

Mike Jones, EMEA Category Manager for Convenience, Cargill Texturizing Solutions, said: "This is a convenient and cost-effective solution for flavour houses as well as for functional foods producers. Starrier starch helps turn oils and liquid flavours into manageable and user-friendly powders, without damaging delicate and complex final tastes. Upon eating, flavours carried by Starrier starch are rapidly released, meaning a satisfying experience for the consumer, as well as the manufacturer."

Portfolio

Starrier starch is part of Cargill's portfolio of texturizing offerings, ranging from single ingredients, such as xanthan gum, pectins, carrageenans, alginates, guar and locust bean gums, soy flours, starches, lecithins, cultures and enzymes, to multi-component functional systems.

Xanthan gum: a naturally derived thickening agent

Xanthan gum is a microbial polysaccharide produced as a secondary metabolite via a fermentation process. The process is based on the culture in aerobic conditions, of the micro-organism - *Xanthomonas Campestris* - from which xanthan gum derives its name.

In beverages it is used to improve mouthfeel and viscosity, and to stabilise insoluble components such as fruit pulp and particles. It is also a preferred method of thickening liquids for those with swallowing disorders, since it does not change the colour or flavour of beverages.

Specific properties

Xanthan gum has the ability to dramatically increase the viscosity (thickening) of a liquid by the addition of only small amounts, in the order of 1% or less. In addition, the presence of anionic side chains on the xanthan gum molecules enhances hydration and makes xanthan gum soluble in cold water.

Other important properties include:

- Xanthan gum exhibits pseudoplasticity. When a product containing xanthan gum is subjected to shear (by shaking, mixing, or chewing) it will thin out, but once the shear forces are removed the food will thicken back up.
- Xanthan gum has good temperature and acid stability; unlike other gums, solutions of xanthan gum are generally not affected by changes in pH value. Xanthan gum will dissolve in most acids or bases.
- The viscosity of xanthan gum solutions are stable at low pH values and at high temperatures.
- Xanthan gum solutions exhibit good freeze/thaw stability due to its water binding capacity.
- Compatible with other hydrocolloids, xanthan gum is particularly effective combined with locust bean gum, with konjac (gel formation) or with guar gum (higher viscosity).
- Xanthan gum is cold soluble. It can be directly dispersed in oil or a sugar solution to avoid the introduction of air bubbles into water and to avoid lumping during dissolution, or when water is not directly available in the formulation.

Of further benefit to manufacturers is Cargill's extensive expertise in application, supported by continuing development work carried out in its R&D centres across the world

From tried and trusted natural thickening agents, to its innovative high-loading carrier Starrier, Cargill Texturizing Solutions provides a comprehensive portfolio of offerings.

drinktec 2009

technology for beverages and liquid food

Every four years, the global beverage community comes together for one very special event, drinktec, Munich.

The entire repertoire of beverage and liquid food technology will be on show at drinktec 2009 – on 132,000 square metres of exhibition space. Around 1500 exhibitors from approximately 70 countries are expected to take part in this, the world's biggest get-together for the sector, between 14th and 19th September 2009 in Munich. They will be meeting up with an expected 70,000 trade visitors from over 160 countries.

In Munich the trade visitors will be able to find out all about the latest technologies in the manufacture, bottling, packaging and distribution of beverages and liquid food of all kinds, including all the associated raw materials and ingredients.

A particular attraction at drinktec is the live demonstration of machinery and systems in action put on by the exhibiting companies. The exhibitors put a lot of effort into setting up this machinery, even going so far as to display integrated systems, so that trade visitors can see the entire process chain.

drinktec is a driver of innovation in the sector. On show in the exhibition halls at Munich are the results of years of research and development by the industry – companies use drinktec as the platform at which to launch their new products and ideas. The sections covered by the fair tie in precisely with the needs of the target groups – and vice versa.

Accompanying programme

drinktec is not just a technology showcase, it is also a forum for science and research. A wide-ranging programme of accompanying events is being organised.

At the heart of the programme are two forums,



centrally located and open to all. There independent experts from all over the world will be giving lectures on current themes in technology, products, logistics, marketing and energy. Simultaneous interpreting of all lectures is provided for German and English.

The theme of PET is rounded off with a world congress, which takes place in 2009 for the third time. This event brings together beginners and experts, covering all relevant issues in technology and marketing.

Publishers confructa medien, in cooperation with drinktec, will be organising the 'International Fruit World' Congress (IFW) which focuses on the themes of liquid fruit and fruit processing.

In cooperation with publishers Dr Harnisch Verlag, drinktec is putting on a forum on innovative sweetening concepts. Leading manufacturers of all kinds of sweetening agents, in particular sugar, sugar substitutes and sweeteners, will be putting on presentations.

Good packaging is half the battle

This year, for the first time, plastic is the main form of packaging for beverages with a third of the market share worldwide, just ahead of glass and well ahead of cans. Almost all types of packaging are represented at drinktec, the fair where manufacturers display their capability and packaging innovations.

In the plastics segment, PET containers are the top favourite in the one-way container bottling sector. According to estimates by the market research company Euromonitor, in 2009 the number of PET containers produced will rise to 350 billion per annum, which makes it all the more important to produce PET containers as economically as possible. A significant trend in PET bottles is weight reduction, which saves material. A range of exhibitors at drinktec, producers of preforms and machine manufacturers, are addressing the issue of lightweighting. Reducing the material used, in particular the carrying ring, can result in considerable cost savings when purchasing materials. And PET containers are continually increasing in size. Large-volume PET bottles are in demand in South, Central and North America in particular, as the market for soft drinks there is for 3 litre containers or bigger. In parallel with this,



the market for PET water dispensers with a capacity from 5 to 20 litres for offices, businesses and households is booming in many countries.

The 3rd PET World Congress is taking place during drinktec in the International Congress Centre (ICM) on 16th and 17th September, where PET will be centre-stage in the proceedings. At the fair itself, PETpoint has been an important part of drinktec for a long time, and producers from all over the world will be exhibiting the latest PET technology for beverages and liquid food in Hall B3.

While PET continues on the road to success, other plastics such as HDPE or LDPE are of greater interest to some other segments, milk and milk-based drinks for example. At the same time new means of packaging are being developed - and consumers want to find out about them. On the subject of sustainability, 'organic plastics', based for example on starch (PHA) or lactic acid (PLA), are gaining in importance. The 2nd PLA Bottle Conference on 14th and 15th September at the Holiday Inn hotel gives an overview of this subject and takes a look at the availability of raw materials plus the latest developments and waste management options.

The options available

Recently customers have come to appreciate the user-friendliness of pouch packaging. The advantage of pouches is that they use very little packaging material, with such ecological and economic benefits as low material costs, and as a result low transportation costs. Experts are assuming the future growth in pouch packaging will be around 10% per annum.

In the soft drinks and mineral water sector there is great interest in lighter, more cost-efficient closures, and so it is expected that at drinktec 2009 producers will be displaying new closure concepts with special designs which enable weight savings.

Glass as a material still provides a lot of scope due to its mechanical and chemical resilience. It is very important in the beverage and food industry due to its property as a barrier. The increasing number of environmentally aware and health-conscious consumers is generating a long term trend which concerns all areas of life. The demands of these consumers applies to both products and packaging equally, and glass in particular ought to benefit from this change in values. For these reasons there are excellent long term opportunities in the market for manufacturers who use glass packaging.

Beverage cans are light, stackable, non-breakable, convenient to open, offer long product shelf-life and have very good recycling properties. Thanks to their technical potential, they are outstandingly suitable as a medium for innovative product launches. In addition to the pleasure gained from the product inside the can, the option of embossing, for example, adds an extra tactile dimension. A new development being displayed by one drinktec exhibitor is completely embossed cans, while another exhibitor will soon be presenting the first resealable beverage can.

The trend for weight reduction also applies to cans. The weight of today's 0.33l tinplate cans is around 22 g. Aluminium cans, with a sheet thickness of 0.25 mm, weigh only 11 g. Opening mech-



anisms, design opportunities using coatings and embossing processes, the use of widget technology – for example using nitrogen to create a better head in canned beer – or labelling on the can end, all allow beverage cans to really stand out. The use of digital printing to customise round can bodies is also of interest. These options are valued in the beverage market.

Flexible cans, as they are known, which have just started to be used for beverages, are being produced on combined shaping, filling and sealing machines. The film is digitally printed specifically for the customer. The flexible can is light to transport, as only 4 grammes of packaging are required for a 200 ml container. It is particularly suitable for events packaging, and is really a flexible stand-up pouch which, due to its cylindrical shape, has good rigidity.

The future of packaging, as drinktec 2009 will show, is becoming varied, interesting and intelligent.

Cold-aseptics beats hot fill

“The process of aseptic cold filling was of great interest to the non-alcoholic drinks sector in particular,” according to a renowned exhibitor summing up the last drinktec in 2005. Since then interest has continued to grow, with cold-aseptic processes proving more popular than hot fill and filling using cold sterilisation agents. drinktec 2009 brings together all relevant producers of cold-aseptic beverage filling technology at one exhibition site, giving visitors a fantastic opportunity to compare the two processes.

Consumer demand is growing for more natural beverages, i.e. those with no preservatives, and for products with additional benefits. As far as possible beverages with little or no carbonation, and often with a high pH level that makes them very easily digestible, should be offered to consumers. This calls for aseptic cold filling, which allows the implementation of consumer-oriented product concepts, providing the public with beverages that have been bottled gently, with no additional thermal stress, as is the case with hot filling for example, and no added preservatives.

Continued over

Around 1500 exhibitors from approximately 70 countries are expected to take part in this, the world's biggest get-together for the sector, between 14th and 19th September 2009.

DRINKTEC
- continued

ColorMatrix will launch its Amosorb Solo2, high performance PET barrier technology, at Drinktec 2009.

DöhlerGroup

The DöhlerGroup is a leading international producer of natural food and beverage ingredients and will present its latest developments of innovative products and product applications.

"We bring Ideas to Life" describes DöhlerGroup's commitment to support its customers in developing new products from concept to realisation.

The DöhlerGroup will be showcasing integrated food and beverage solutions and exciting innovations in all key segments including; carbonates, juices, nectars, still juice drinks, smoothies, aqua plus, fruit splash, syrups, tea and coffee drinks, sports and energy drinks. (Hall B2, Stand 302)

Beneo-Palatinit

BENEOPalatinit, one of the world's leading manufacturers of functional carbohydrates, will present the first toothfriendly beverage applications with Palatinose. Visitors can expect sampling opportunities and an in-depth look into the applications of its toothfriendly sugar at the Sweetening Concepts Innovation Platform.

BENEOPalatinit and German-based food and beverage solutions provider, Döhler will be on stand to discuss the success of bringing Palatinose™ into recipe solutions and the intense research work that was conducted by the two companies. Dr Stephan Hausmanns and his team, along with partner, Döhler, will be discussing the ingredient's characteristics, benefits and its variety of possible applications as well as providing the details of their recent breakthrough in palatable, toothfriendly beverages. (Hall B1 (Sweetening Concepts Innovation Platform))

Danisco

Building on an in-depth understanding of the beverage industry, Danisco is a leading global supplier of ingredients to promote health and nutrition and optimise productivity in traditional beverages as well as in the most innovative functional drinks.

At this year's event, Danisco will be presenting many innovative ingredients and solutions for the beverage industry, including; the HOWARU Probiotic Straw and Extract4Life natural health extracts. (Hall B1, Stand 221)



Integrated food and beverage solutions from DöhlerGroup.



Danisco will be presenting many innovative ingredients and solutions for the beverage industry, including the HOWARU Probiotic Straw.

DSM Food Specialities

Recent research forecasts sustained growth in the fruit juice sector with market value expected to reach almost £3 billion by 2009. DSM Food Specialities will be presenting its portfolio of fruit processing enzymes to help manufacturers overcome juice production challenges and ensure they gain maximum value from the sector. In addition, DSM's sponsorship of this year's International Fruit Week demonstrates the company's proactive involvement in the sector and long-standing commitment to supporting innovation in fruit processing solutions. (Hall B1, Stand 323)

Krones

Cutting your operating costs, saving space, increasing line efficiency levels, creating complete-system capabilities, using state-of-the-art technologies to expand the bandwidth of the products being handled, putting optimised hygiene and safety conditions in place, in short – creating need-responsive solutions: these are the driving considerations behind what Krones AG has developed for drinktec 2009. As a complete-system vendor, Krones has long since complemented its filling and packaging segments by in-house capabilities for process technology, information technology, intralogistics and factory planning - a logical step forward in the group's holistically inclusive strategy: a whole series of clients have already single-sourced their complete factories from Krones.

On the Krones stand, visitors will find high-performance systems for both wet and dry ends, intelligent IT solutions, customised material flow concepts, and much, much more. (Hall B6)

Sidel

With a booth of more than 4,000 m² (approximately 43,000 square feet) at drinktec 2009, the

Sidel Group will present state-of-the-art technologies and services, innovative solutions designed to meet customers' current requirements in terms of cost and productivity and a responsible approach to the environment.

Sidel will also be unveiling its most recent technological innovations, to include but not limited to, dry decontamination solutions for sensitive beverages, the latest-generation equipment for beer, more responsible solutions for water and CSD markets. (Hall A6, Stand 326)

Bericap

A worldwide operating manufacturer of plastic closures, Bericap will present solutions for packaging weight savings, new solutions for aseptic fillings, latest developments in the sports closure segment and will underline the advantage of scavenging systems for oxygen sensitive products. (Hall B3, Stand 502)

ColorMatrix

ColorMatrix, the leading global innovator in plastic liquid colourants and additives, will launch Amosorb SolO2, a high performance PET barrier technology, at Drinktec 2009. This new technology ensures extended product protection and longer shelf-life in oxygen-sensitive beverages, particularly beers, wines and juices. ColorMatrix will also show its customised dosing systems and DosiXpress™, a web-based colour match, development and delivery system which gives customers complete control of colour development, sampling and ordering. A new light blocking solution for the dairy sector will be unveiled, which promises improved process capability while extending shelf-life and optimising container appearance. (Hall B3, Stand 345)



Claranor will present its new pulsed light instruments.



BENEO-Palatinit will present the first toothfriendly beverage applications with Palatinose.

Claranor

A French company and supplier of equipment, Claranor, will present its new pulsed light instruments: for cap decontamination and preform decontamination (new application).

Claranor will also unveil a reactor for ongoing cold pasteurisation of sugar syrup. This application decontaminates clear sugar syrups (sucrose, glucose, invert sugar) often used in the preparation of soft drinks, dairy products and in the sugar industry. Unlike the currently thermal treatments, this equipment kills heat-resistant spores of *Alicyclobacillus acidoterrestris*. (Hall A4, Stand 113)

O-I

Global glass packaging company O-I will present a conceptual view of glass and glass packaging at Drinktec, where leading contemporary designer Francesco Lucchese will be sharing his personal interpretation of glass on the O-I stand.

Drinktec is one of the most important fairs in the world for the beverage industry – a source of inspiration for drinks companies looking for new ways of helping their products to stand out, meeting the needs and desires of consumers and, when possible, offering an element of surprise. O-I is taking this important opportunity to present the potential and actual benefits of glass both for customers and for consumers. (Hall A1, Stand 302)



Bericap will present solutions for packaging weight savings, new solutions for aseptic fillings and the latest developments in sports closures.

**To participate in the
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Packaging innovation

in a weakening economy

Contrary to economic instincts, innovation may offer brand owners much needed product differentiation, writes Dr Benjamin Punchard.

In a weakening economy consumption levels are seeing growth rates slashed and in some cases consumption dropping overall as consumers turn off high cost soft drinks. It is at times like these that packaging's abilities to communicate with consumers and sell the product come into their own – now is not the time for products to be hiding away! The need to innovate is highest in those high margin categories that are now weakening, such as energy drinks, or in economy categories where consumers can save by switching to tap water.

Despite this drive, many brand owners are choosing not to innovate, preferring to wait for the crisis to ease and taking the short term benefit of a reduction in development costs. Where budget is still being spent there is a clearer drive towards product innovation and marketing, squeezing yet further the opportunities for novel beverage packaging to hit the shelves. Euromonitor predicts that it is those brands that continue to develop their packaging in tune with consumers changing lifestyles and priorities that will best ride out these turbulent times.

Liquid cartons offering an economic option

One pack type that has benefited from the recent squeeze on the consumer wallet is liquid cartons, in 2008 achieving over 5% growth globally on 2007 retail unit volumes, rising to 10% in dynamic Latin America. Consumers have long been aware of the health benefits of fruit and vegetable juice, a category driving much of the growth. Now that price has become a significant factor consumers are looking again at the benefits of ambient juices in liquid cartons over fresh, and with this we are seeing uptake of brick liquid cartons



grow. Within the chiller cabinet the cost conscious are spotting the price differential between PET bottles and the gable top liquid carton and making the switch. Though PET bottles have the benefit of a reclosable top, use of liquid carton closures on retail packs has reached 25%, adding ease of opening and resealability to the benefits of gable top and brick liquid cartons alike.

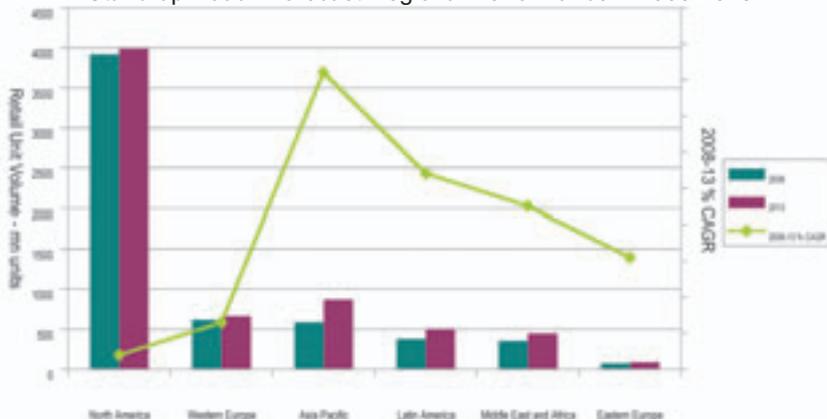
Pouches favoured for new launches

Whilst still a relatively underused pack type, accounting for just under 1% of unit retail soft drinks packaging in 2008, pouches continue to post strong growth. A lightweight package, often with a resealable closure, that offers a good print surface and stands out on shelf, it is no surprise that new launches in many sectors are utilising this format. It is within juices that pouches have particularly come into their own as they are perceived as 'fresh' by consumers looking to fruit juices for a healthy beverage but also combining this with extended or long shelf life for convenience. Over the past year we have seen pouches used for the brand extension Perricone Sports Juices in the US, the launch of new brand Yomy Yomy juice in South Korea, similarly for Fruite in France, and the extension of the Vimto brand into an on-the-go pouch format in the UK.

Glass suffers as consumers 'cocoon'

Cocooning – where consumers switch from going out to spending more time and entertaining at home has many drivers; concerns about terrorist activity, public smoking bans in many countries and states, and, increasingly in the current economic climate, the high cost of entertaining out. With beverage sales seeing a switch from foodservice to retail, glass bottles are suffering as a result. Glass has managed to leverage the public perception of it as a premium pack type for beverages to retain a strong position in foodservice. Higher price points mean that consumers have higher expectations of quality when drinking out. However with the growth in cocooning and enter-

Stand-up Pouch Forecast Regional Performance – 2008-2013



Source: Euromonitor

taining at home many may still wish to impress and so there may still be space for mid priced and well-positioned glass bottles in the retail environment. Indeed, in Spain many established brands of bottled water, for example Font Vella, have recently launched smart looking glass bottles to capture this very market.

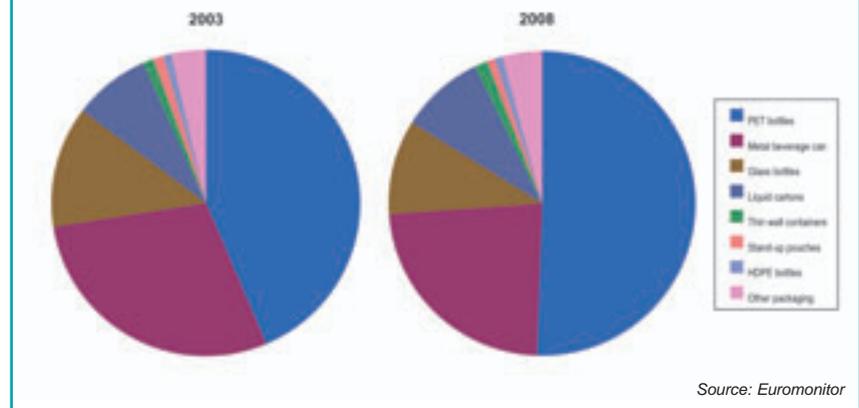
Convenience and on-the-go still driving small sizes

Despite a desire for economy there still exists a strong on-the-go market that drives a move to smaller sizes. In addition consumers have grown to expect convenience in their packaging as evidenced by the growth in liquid carton closures as already discussed. In times of restricted cash flow, one way for consumers to save is a move from the on-trade to off-trade, especially in countries like Spain, France and Italy that have strong café cultures. This opens up a market for premium-economy RTD coffee beverages where we've seen cup-shaped thin wall containers and small size metal beverage cans perform particularly well.

Conversely a growth in larger pack sizes in the core commodity soft drinks reflects a move to economy products. This trend is characteristic of several pack types: for instance, in Russia, kvas (a traditional local carbonated drink) can now be found in big sizes including a 3 litre PET bottle. Additionally juice producers underline their family-sized liquid cartons with an increase in use of the 2 litre format. Retail chains, especially the economy hypermarkets such as Auchan, are supporting these moves by ensuring these economy packs find space on their shelves.

Convenience is also provided by closures that are not only easy to open but also reclosable allowing storage after the product has been initially opened. Previously beverage cans have been unable to benefit from reclosability, limiting on-the-go sizes to a single portion. Coca-Cola has attempted to redress this with the use of a reclosable can for the Burn energy drink in France. While still early days for this closure, the recent expansion of the brand Burn Day is in the same reclosable can, suggesting that Coca-Cola believes in the future of this innovation.

Soft drinks retail packaging breakdown – 2003,2008



Green packaging

Another trend that has continued to influence innovation in packaging is that for sustainable packaging. Able to tick the twin boxes of environmentally friendly and cost cutting, lightweighting, where the same pack type and size is made using less material, benefits consumer and producer alike. With a growing understanding of the costs of heavier packaging in terms of raw material needs and transport costs, consumers are beginning to understand the benefits of reducing pack weight. Though there has been much lightweighting activity in glass bottles this growing awareness of sustainability right through the supply chain may well start a shift from glass to plastic even in those higher margin categories where glass is traditionally utilised to denote quality.

At its end of life consumers now expect packaging to be fully recyclable and most developed countries now have systems in place to extract plastic, glass and metal from the waste stream for this purpose. The recycling of liquid cartons is less well developed however and in addition to promoting the sustainable nature of the fibre part of the carton, larger carton manufacturers are directly investing in recycling plants for liquid cartons. ■

A strong on-the-go market drives a move to smaller sizes.

Dr Benjamin Punchard is
Global Packaging Research
Manager at
Euromonitor International.
www.euromonitor.com



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Making a difference

essential in today's drinks industry

Product and brand development demand distinctive packaging solutions, writes Gillian Wight.

Just when you thought the soft drinks market couldn't get any more crowded, along comes another exciting innovation. New ideas, the re-invention of old ones and new products are dominating the 21st century drinks market, with packaging and brand developers at the forefront of this creativity to ensure products appeal to today's demanding consumer.

Design and innovation are at the heart of the soft drinks market. In response to changing consumer trends, manufacturers are broadening the number of products they provide, either with a completely new offering or by adding a number of lines to an existing range.

Bucking the trend

Interestingly, as other sectors are tightening their belts during the credit crunch in an attempt to ride out the storm, the grocery industry appears to be refusing to do so. In fact, quite the opposite is happening. The purveyors of new product development (NPD) are planning to accelerate innovation to keep consumers spending, a survey by brand management provider Sun Brand Technologies found recently. The credit crunch may actually be helping to drive business in this competitive industry as brands strive to differentiate themselves from the rest of the competition.

In tough times even the top soft drinks brands will cut back on costs in some areas, whilst at the same time developing other aspects of their business. For brand owners and retailers, this means attracting new customers as well as keeping existing ones. A constant flow of innovation is essential to capture attention and retain custom. Both the big names and private label brands are delving deep into their creative resources to bring out products that satisfy the modern consumer. Concerns about health, convenience, a wider choice of flavours and of course, the rise of 'greener' products have all helped drive this innovation.

And, of course, the part that packaging plays in this NPD can never be understated. It is essential that a drink's packaging should reflect what's inside. The packaging must not only match up to the drink in terms of consumer expectation but also appeal directly to the target audience.

Multiple choice

For example, as consumer awareness of health and wellbeing grows, brand owners are responding with fortified water, designed to have both internal and external health benefits. And the packaging for these products is used to reinforce these and appeal specifically to the health conscious consumer. This Water recently introduced a new line combining water, real fruit and antioxidants from

green tea, giving consumers the health benefits of tea without needing to drink it. Sip is another brand that has created a distinct identity in the bottled water market, containing added vitamins and botanical extracts to improve skin. For both of these brands, the clear packaging allows the consumer to see exactly what they are drinking, whilst minimal yet colourful graphics, of flowers and rainbows are used to convey the natural essence of the product.

The packaging for Diet Coke's Plus range retains the traditional Coca-Cola bottle shape, ensuring it is instantly recognisable, but features splashes of orange or green, with an accompanying image of the sun or a green leaf to reinforce the added benefits.

The children's drinks market is making particularly big strides in the number of healthier choices available, with packaging designed to appeal specifically to children. RDA Organic's Sqquishy and Squeeezy fruit juices come in a re-sealable squishy pouch, with bright, bold and colourful graphics. The packaging ensures they are fun for children, are easy to use and are mess and hassle free for parents.

The whole package

Caps and closures can sometimes play second fiddle to the primary pack design, with less time and resources spent on developing new solutions. However, this feature is one of the most important developments, facilitating many of the packaging designs currently in use for on-the-go consumption. Other packaging developments such as ergonomically designed bottles that fit comfortably and snugly into the hand during exercise have had a significant impact on consumer lifestyles.

Ensuring that every aspect of packaging delivers its function is no easy task. Packaging must not only look and feel good, withstand the manufacturing and distribution process and provide the necessary shelf life, but also convey the nutritional information required by law as well as branding.

Environmental consideration

Any new packaging development is now being driven by green initiatives, with a great deal of research and development going into creating drinks packaging solutions that combine a brand's essence and product quality with environmental needs.

Lightweighting, using recyclable or recycled materials and printing using environmentally friendly inks are all being explored by packaging developers and brand owners to ensure future packaging is as environmentally friendly as possible.

Balancing act

The pressure is on suppliers to really rise to the challenge. As trends evolve, designers need to be ahead of the game to ensure consumers packaging requirements are met and exceeded in the fast-moving, creative and crowded drinks industry. Packaging development is crucial and will ensure your product is pushed towards the right audience, portraying the correct message and increasing on-shelf availability. Creativity, cost and environmental issues are all important factors to consider and only organisations that excel in these areas will succeed - and in these uncertain times it is more important than ever to get it right. ■



Gillian Wight is Packaging Development Director at Your Packaging Partner (a division of Sun Branding Solutions).
www.sunbrandingsolutions.com

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Packaging

Reusable flip straw

PENGUIN Brands Inc is introducing Nathan Performance Gear Flip Straw Pure Bottles, a line of premium reusable water bottles made with Eastman Tritan, a new-generation copolyester. Tritan is said to deliver the advantages of traditional copolyesters, such as clarity and toughness, with high-heat and chemical resistance, improved design flexibility and ease of processing. It also is manufactured without bisphenol-A (BPA).

"When designing our new line of premium water bottles, we sought a material that would fit in seamlessly with the rest of our product line while meeting consumer demands," said Megan Russell, Vice-President of Marketing and Sales, Penguin Brands. "Eastman Tritan copolyester was an exact fit for our needs. Not only does it offer a BPA-free alternative that is durable and dishwasher-safe, but it also encourages consumers to use refillable bottles."

Nathan Performance Gear, a subsidiary of



Penguin Brands, developed the Flip Straw Pure Bottles to allow easy access to fluids without unscrewing the cap or tilting the lid. The bottles feature a wide-mouthed, screw-

top lid that is easy to grip and large enough for easy filling and cleaning, and a finger loop with QuickClip (patent pending) for attaching to belts and backpacks.

Moulding first

OHIO-based Plastic Technologies Inc (PTI) has developed a lightweight foamed polyethylene (PET) bottle/jar blow moulding process. Marketed under the oPTI (pronounced 'opti') brand name, the process is based on MuCell technology licensed from Trexel Inc and is claimed the first of its kind.

According to PTI, the development provides beverage brand owners with a broader range of PET container aesthetics and performance capabilities than previously possible. For example, the process enables white or silvery coloured bottles to be made without additives which can limit package recycling. Containers also have a unique surface feel and provide tactile 'traction' which minimises slipping. And this process blow moulds details more prominently which enables decorations, such as embossed logos, to stand out better.

"White oPTI bottles provide an environmentally-friendly option to conventional bottles which use additives to achieve a similar tint. Instead of being a contaminant to the clear recycling stream, white foamed bottles will mould into a transparent bottle after remelting and subsequent processing," explained Frank Semersky, Vice-President, PTI.

In addition to white or silver, blue and green hues also can be used since those colour streams already exist in traditional PET recycling. The technology also is capable of producing bottles in a variety of pastel colours (amber, yellow, pink, etc).



However, these cannot be recycled as part of the clear PET stream. Containers can be made from slightly translucent to opaque depending on the desired aesthetics and performance characteristics.

Because the foam process adds stiffness, lightweighting of up to 5% is also feasible without significant loss of performance. Further, the technology can produce bottles with significant light barrier characteristics, up

to 95% reduction in transmitted light. The foam bottle technology is applicable to other resins such as polylactic acid (PLA) and polyethylene naphthalate (PEN).

Best pack for smoothies

AS smoothies continue their global expansion, producers are looking into processing technologies and packaging solutions that are specifically geared towards maintaining product quality and that offer logistical advantages. SIG Combibloc maintains aseptic filling technology in conjunction with aseptic carton packs is part of this move forward.

Although there is no global definition of what makes a smoothie, there are characteristic features that are generally accepted as constituting a smoothie. Within soft drinks they are at the top end of the premium products range, with whole, high-quality fruits processed into mixed fruit purees. This gives smoothies an extremely high vitamin content. No sugar, colourants, preservatives or other additives are included.

"In the emerging smoothies market segment, it can be seen that product innovations have a particularly positive start in the market if they come with an appealing, holistic product concept and reach the consumer through an appropriately positioned pitch", said Norman Gierow, Market Segment Manager for Non-Carbonated Soft Drinks at SIG Combibloc.

In Great Britain, fruit-based smoothies are already a success. The market is growing in



Western Europe and North America too, and a huge variety of new product concepts is expanding the range of the creations available. New markets for smoothies are opening up in parts of Eastern Europe. Asia and Australia also offer opportunities for success in the smoothies market, in terms of sales volumes and the margins for food manufacturers.

"Sold as fresh products, smoothies need to be distributed and presented within a

closed cold chain system. Rapid deterioration in quality and changes in flavour in these highly sensitive products can be significantly minimised by using a gentle aseptic process to fill the products into carton packs", said Gierow. This filling technology and the features of the carton packaging are of particular interest in market regions where a closed cold chain is unfeasible. Gently packaged in aseptic carton packs, premium smoothies are safely protected and can be transported and stored in a space-saving manner without refrigeration or preservatives. The quality of the nutritious ingredients in the product is retained.

According to Gierow, this means smoothies packaged in carton packs also offer very clear benefits in terms of reducing energy consumption and transport costs and minimising CO₂ emissions. The aseptic carton pack is made from cardboard, polyethylene and aluminium. At 75% the main constituent of the composite, the primary function of the cardboard is to give the carton pack stability. The polyethylene layers (21%) form liquid barriers. Aluminium (4%) protects the packaged food from light and oxygen. This combination of features retains the quality of the products.

Gierow adds that a natural smoothie in a recyclable carton pack, manufactured predominantly from renewable raw materials, is the perfect vehicle to specifically address this target group.

Lightweight for smooth-walled

GRAHAM Packaging Company of York, Pennsylvania has introduced what the company claims to be the lightest-weight bottle in the smooth-walled, hot-fill category, suitable for teas, juices, and isotonic drinks. The new bottle is called the Escape and, says Graham Packaging, represents a "giant step" forward in invertible-base technology.

Honest Tea, US top-selling organic bottled tea company, based in Bethesda, Maryland, is the first customer to adopt the Escape bottle which is 6.5 grams lighter than the PET bottle Honest Tea was previously using. President and CEO, Seth Goldman, said: "As a company, we have a very high commitment to minimising our environmental footprint. Our packaging has always been our biggest challenge in that regard. This is the single largest improvement we've ever taken in terms of reducing our environmental impact."

Paul Kelley, Senior Engineering Manager for PET Research and Development at Graham Packaging, said, "We're taking about 20% of the weight out of the container. It takes fewer resources to make the bottle and fewer resources to transport the bottle."

The Escape is also fully recyclable.

After the bottle is filled and capped, it

goes through a CMA, a 'continuous motion activator,' a machine that inverts the base, which takes up the vacuum in the bottle and creates a slight overpressure. "This process gives the bottle a rigid feel, like glass, but it's lighter," said Phillip Sheets, Senior Project Manager for Graham Packaging. "There's no structural waste and no hoop rings or backing panels," Kelley added.

The patented CMA represents a major technology advance over the active transverse panel (ATP) technology, which Gra-

ham Packaging introduced in 2004 to produce the first panel-free hot-fill bottle. The old inverse-base process required a complex bottle-handling system during manufacturing. The CMA eliminates that and fits into the filling line.

"The CMA is inexpensive, easy to install, and doesn't require an operator," said Mark Leiden, Graham Packaging's Vice-President of Global Marketing and PET Business Manager. "It's the equivalent of putting a labelling machine in a bottling line."

In brief...

- CMB Engineering and Intercan Group have entered into a licensing agreement for Intercan's Sovereign beverage can decorator. Under the agreement, CMB Engineering will be solely responsible for manufacturing and fulfilment from its Shipley, UK facility. Global sales efforts will be divided equally between the two companies. The agreement also gives Intercan, which does not have a manufacturing facility of its own, access to production support and CMB's engineering expertise, as well as full service support for customers.

- Bottle blowing machine manufacturer HTS has opened a new production plant in northern France in response to the success of its ELS range of machines. "The orders are coming from everywhere in the world,

so that we had to extend our manufacturing plant with two new warehouses. We are now working in full shift," said a company spokesperson.

- PURAC, a leading lactides producer for the bioplastics industry, has been awarded, together with its partners Sulzer Chemtech and Synbra Technology, the 2008 Frost & Sullivan European Polylactic Production Technology Innovation of the Year Award. This award recognises PURAC's work in the area of polylactic acid-based (PLA) bioplastics. Together with Sulzer Chemtech and Synbra Technology, the company has developed a new cost-effective polymerisation process to produce high-quality polylactic acid from a renewable source which can subsequently be converted into a variety of value added applications such as expanded PLA-based biofoam.

Environment

Post consumer waste label

STORA Enso has developed NeoSet, a one-side coated wet strength label paper containing a high percentage of PCW fibres. This new label paper is designed for optimal performance in high-speed converting and labelling lines. It meets all requirements of wet strength label papers that are especially used for the production of labels for water and soft drink bottles. The label is being produced at Stora Enso's Uetersen Mill in Germany.

"With NeoSet we respond to the growing interest from brand owners in packaging solutions with further improved ecological efficiency characteristics," said Eckhard Kallies, Vice-President Packaging Papers. "We improve the environmental profile by replacing a high percentage of virgin fibre with post-consumer-waste content. At the same time, print results, labelling performance as well as final product appearance of NeoSet



are virtually identical to those using 100% virgin fibre materials."

Testing was conducted on all aspects of label production: from printing, die-cutting, labelling and wash off. All feedback from initial production tests and customer trials was very positive. Stora Enso says that in view of these "excellent results", the company aims to increase the PCW content of NeoSet to a maximum level, while keeping technical paper properties on the existing levels.

Glass campaign

THE European Container Glass Association FEVE has devised 'Hank' the singing bottle character to promote glass recycling. Hank uses the line "I'll be back" as he embarks on a series of cartoon adventures to spread the word about the virtues of glass recycling.

The 'word of mouth' marketing and social networking campaign appears in 14 European languages, which FEVE claims makes it the most international campaign of its type in the packaging industry.

Hank explains on www.friendsofglass.com, glass packaging is 100% and endlessly recyclable. This means that, when glass reaches its 'end of life', most glass bottles or jars go back to the production cycle as substitutes for raw materials in a unique 'cradle-to-cradle' recycling loop.

In Europe, nearly 11 million tonnes or 62% of container glass were collected for recycling in 2007, exceeding the EU target of 60% which had to be reached in 2008 as required by the Packaging and Packaging Waste Directive, with Sweden (94%) and Belgium (92%) recording the highest rates.

"The 62% glass recycling rate is a great result, which includes data from the new member states where recycling is still in its infancy," explained Dominique Tombeur, President of FEVE. "Now we want to focus on the huge unexploited potential of the remaining 38% of glass packaging which was put on the market but which is not yet being

Aussie report says deposit system expensive

A REPORT by Australia's Environment Protection and Heritage Council, released by the country's federal and state environment ministers at a meeting in Tasmania, confirms industry predictions that a national container

recycled. We hope Hank can help raise greater awareness about the importance of glass recycling, and we have created a new movement called 'Friends of Glass' (www.friendsofglass.com) to support his efforts."

According to FEVE's Secretary General, Adeline Farrelly, glass recycling dramatically helps reduce CO2 emissions. "The amount of glass recycled in 2007 provided the equivalent in CO2 savings of removing more than 1.7 million cars from the road. . Recycling glass preserves natural resources: 1 tonne of waste glass saves 1.2 tonnes of natural raw materials. And recycling glass saves energy too: for every 10% of waste glass added in the production cycle at least 2% of energy is saved."

Up to 90% of waste glass can be used to manufacture new glass containers, the only limit being the quantity and quality of glass which is currently collected.

rPET go-ahead

PHOENIX Technologies has received a letter of 'no objection' from Canada's Health Products and Food Branch, Health Canada for the process used to produce the company's LNO™c brand of recycled, food grade polyethylene terephthalate (rPET) resin.

The Food Packaging Materials and Incidental Additives Section of the Chemical Health Hazard Assessment Division was responding to Phoenix's request for comments on the acceptability of the recycling process for treating post-consumer rPET that would subsequently be used to produce food packaging. The letter of no objection pertains to container rPET content 'of up to 50%.'

The LNO™c process relies on Phoenix's patented "extremely small particle size" technology. The tiny particle size enables much more efficient decontamination compared to other processes, resulting in faster output and significant energy savings. (The 'c' in the brand name refers to the 'compacted' resin that is the end result.)

"Colour, yield and taste attributes have traditionally been stumbling blocks in producing viable rPET – particularly with very sensitive liquids, such as water. Our LNO™c process overcomes those obstacles," said Lori Carson, Sales and Marketing Manager.

deposit levy (CDL) would be an expensive recycling option and less convenient for consumers. An annual cost of nearly A\$500 million a year would lead to consumers facing significantly higher prices for bottled and canned beverages.

The report has been hailed by the Australian Food and Grocery Council which has – along with the Australian Beverages Council and other stakeholder organisations – been vociferous in opposing a mandatory CDL regime. "This report proves that under CDL, the majority of the costs for recycling containers will be borne by consumers," said Kate Carnell, the AFCG's Chief Executive.

The overall cost was not just an extra 10 cents on container purchases, she pointed out. "There is the non-refundable handling fee as well as the added inconvenience of no longer being able to place containers in their recycling bins for kerbside collection. Instead, they will face the hassle of being forced to travel often considerable distances to recycling depots to receive a small refund."

Carnell said her organisation supported the Environment Protection and Heritage Council's recommendation to conduct a community attitudes survey to gauge the public's willingness to pay for a container deposit scheme. "The food and beverage industry is more than happy to work with government and other stakeholders on a transparent community attitudes survey."

The report is available on www.ephc.gov.au

Britvic reports on sustainability

A 30.2% reduction in energy used in manufacturing and a 23.6% reduction in carbon emissions per tonne of product produced since 1997 has been achieved by Britvic Soft Drinks. The company's second corporate responsibility report shows that these savings have been achieved despite a 45% increase in the amount of product manufactured each year, and using only 1.4% more energy, in absolute terms, compared to 1997.

A range of sustainability improvements have been achieved in line with Britvic's new 'Playing Our Part' strategy, which encompasses four key areas of focus:

- Increasing the efficiency of operations: Britvic has saved 444, 187 product miles since 2007 by working closely with hauliers and planning teams
- Optimising the environmental performance of packaging: Since 2000 Britvic has removed an annualised saving of 11,000 tonnes per year from total packaging waste and is on track to remove an additional 5,000 tonnes by 2010.
- Supporting local and global communities: Britvic has improved the integrity of its supply

Malaysian schools continue project

FOR the third consecutive year, Malaysia's F&N Coca-Cola and the Shah Alam City Council have co-operated in running a three-month campaign which aims to make children think of recycling as a normal part of everyday life. The previous two campaigns have not only been a practical success in recycling waste material but are also given credit for instilling a recycling culture in the Shah Alam area. They, and this year's programme, have been widely publicised, with a rub-off effect elsewhere in Malaysia.

The 2009 campaign is based on an 'Awareness of Global Warming' theme - the educational elements feature the benefits of recycling in minimising the effects of climate change. As well as learning, youngsters taking part in the campaign also compete for cash prizes based on the weight of recyclable items collected; winning schools also receive trophies.

"Adults are usually set in their ways, but children are open to new experiences and opportunities to learn," said James Teo, F&NCC's Managing Director. "Besides the home, kids spend a huge chunk of their lives in school. Schools are designed to equip our youth for the future, so the best place to spread the environmental and recycling message to children is through our schools. Through this platform, we can teach them about the importance and benefits of recycling and motivate them to practise it daily."

chain by strengthening its own Ethical Trading Policy, by increasing the number of suppliers reporting via SEDEX (Supplier Ethical Data Exchange).

- Supporting healthy lifestyles and employee wellbeing: The company has responded to consumer demand for more natural products through the launch of products such as Robinsons be Natural and Pepsi Raw.

Britvic has also recently launched a new long term community investment strategy called 'Learning for Life' to add value to communities that support its business. Partners under this new strategy include Barnardo's as Britvic's company charity over the next three years, FareShare, who distribute surplus stock to good causes across the UK and the Essex Community Foundation, which manages two Britvic funds to help local families and support environmental projects.

Artist's recycling creativity in Fiji

CRAIG Marlow is known in Fiji – and, increasingly, further afield – for doing things a little differently. While the artist has been widely praised for his detailed cultural renditions, his strong support for environmental issues has led to practical solutions as well as advocacy.

His creation of flowers, chandeliers and other works of art from plastic bottles has been recognised as a new form of Fijian art, in popular demand with locals and visitors.

The activist artist doesn't wait for other people to bring him recycled containers, though – while he welcomes contributions, he spends an hour or two most days walking the streets of Suva, the Fijian capital, collecting usable debris and helping dispose of material he cannot utilise.

In brief...

- RECOUP, a UK not-for-profit organisation advising on recycling, with particular emphasis on plastics, has been supporting Tesco in its new campaign aimed at encouraging pedestrians, shoppers and office workers to recycle more. The £25,000 'Recycle on the Go' units will be trialled at nine stores in the Essex, Herts and Hampshire areas and, if successful, rolled out across the rest of the UK.

- Innovia Films' compostable cellulose-based packaging film, NatureFlex, has been put to the test by the UK's leading consumer body, Which? In the May 2009 edition of the *Which? Gardening* magazine, five compostable materials, used in supermarket packaging, were tested using a home compost bin in the usual way - filled with garden waste and turned at two and four month intervals. Observations were recorded as to

Accolade

AMCOR Flexibles has received the C+ Carbon Positive Footprints 50 Employees+ award for successfully cutting carbon emissions and managing its carbon footprint. The award was received by Russell Granville, Product Development Manager, and Lin Freely, Marketing Co-ordinator at Amcor Flexibles Ledbury, during the Prince's May Day Summit on Climate Change.

The jury was impressed by Amcor Flexibles Ledbury site's Environmental Action Committee, employee involvement and local community projects. They valued the site's ability to manage its carbon footprint and to achieve CO2 savings of 2,000 tonnes per annum.

Organised by Business in the Community and supported by Advantage West Midlands, the West Midlands C+ Carbon Positive Awards were held for the first time. The awards are intended to promote companies who are leading the way in carbon reduction.



Russell Granville with Lin Freely.

He credits his mother, Liebling Marlow, for encouraging him to recycle, starting from when he was very young. Marlow's many environmental activities include raising awareness of the plight of sea turtles and involvement in both Fijian and international non-government organisations.

how well each item composted. NatureFlex was judged to have "performed brilliantly" and is described: "Very impressive. the material completely breaks down in just a few weeks."

- More than 50 US Army National Guard facilities in Illinois, through support from the Illinois Recycling Association, will enhance their recycling programmes by using recycling bins donated by Alcoa. More than 1,000 green, 22-gallon bins have been shipped from Alcoa Recycling in Tennessee to the Illinois Army National Guard State Headquarters at Camp Lincoln in Springfield, Illinois, for distribution throughout the State. Alcoa Recycling was started in 1978 to recycle used beverage containers. Since then, Alcoa Recycling has become an industry leader by recycling aluminium of all forms, including cans.

Human Resources

APPOINTMENTS

IN A restructuring exercise The Coca-Cola Company has combined three functions, Global Business Services, Global Information Technology and Transformational Productivity, into one organisation: Global Business and Technology Services (GBTS). Effective 1st July **Harry Anderson**, former Vice-President and Controller, will lead GBTS and report to Alex Cummings, Chief Administrative Officer, and Gary Fayard, Chief Financial Officer.

The company's management will recommend at the July Board of Directors meeting that the Board elect **Kathy Waller** as Controller, effective 1st August and that **Connie McDaniel** be appointed Chief of Internal Audit. **Jeremy Faa**, currently Global Director of Finance Transformation, will expand his responsibilities to include the overall strategic direction and implementation of the global finance transformation. **Ann Taylor**, currently Vice-President and Chief Financial Officer, Transformational Productivity, will head up Global Business Services, effective 1st July, reporting to Mr Anderson.



Martin Eisenring and Kevin B. Kramer.

PepsiCo, Inc announced that **Tessa Hilado** has joined PepsiCo as Senior Vice-President, Finance and Treasurer, reporting to Chief Financial Officer Richard Goodman. She replaces **Lionel L. Nowell, III** who has now retired.

The UK's Food and Drink Federation (FDF) has appointed **Melanie Ruffell** Nutrition Manager. She will be responsible for scientific, technological and regulatory developments related to nutrition policies, diet and public health.

Severn Trent Services has announced additions to its UK staff reflecting expanded European business development opportuni-

ties. **David Barrett** has been named UK Business Development Manager; **Alan Pickett** European Sales Manager, Disinfection; and **Michael Baran** Strategy and Development Analyst.

Based in Batavia, Illinois, Portola Packaging Inc, manufacturer and marketer of tamper-evident plastic closures used in beverages, has appointed **Kevin Kwilinski** as its President and Chief Executive Officer.

Martin Eisenring has been appointed Head of Marketing for Glanbia Nutritionals' Customised Premix Solutions. He is responsible for marketing and strategy development of the company's nutritional solutions.

Danone Waters of America has appointed two vice-presidents: **Jerome Goure** joins the company as Vice-President, Marketing, North America and **Steve Finn** joins as Vice-President, Retail Sales, US. Goure will oversee marketing and communications programming for all brands in the Danone Waters of America portfolio, whilst Steve Finn is returning to the company to lead the US retail sales organisation for the Evian Natural Spring Water business.

Alcoa US has announced that **Kevin B. Kramer** has been appointed to the new position of President, Growth Initiatives, responsible for supporting commercialisation strategies for organic growth across the company.

Food safety award

JOY Gaze, Deputy Head of Microbiology, at Campden BRI is to receive the IAFP 2009 GMA (US Grocery Manufacturers Federation) Food Safety Award, in recognition of her pre-eminence in and contribution to the field of microbiological food safety. It will be presented

at the International Association for Food Protection Awards Banquet in Texas in July.

Joy has over 30 years of applied research experience and is widely recognised as an authority in the area of thermal microbiology, having provided consultancy to many national and international companies and contributed to many international microbiology conferences.

Pushing energy

WHEN Steve Jugan, Allied Brand Manager for Hansen's Beverage Company, decided to make Lost Energy the title sponsor for *The Push*, an ultimate actions sports adventure game, he showed his dedication by taking part. A one day, non-stop hexathlon of action sports – snowboarding, motocross, downhill mountain biking, skateboarding, wakeboarding and surfing – *The Push* is designed to literally push an athlete both mentally and physically from one event to another for 15 hours straight across 160 miles of Southern California.

Jugan, a self-professed action sports



enthusiast and native of California, was convinced that the event catered to hit Lost Energy's target audience.

OBITUARY

Harry E. Korab

IT IS with great sadness that The International Society of Beverage Technologists (ISBT) announces that the Society's first Executive Director and a dedicated industry leader, Harry E. Korab, passed away on 9th May.

In 1953, Korab was named the Secretary Treasurer of the then brand new Society of Soft Drink Technologists. The Society was organised to promote, develop and disseminate the knowledge of the art and science of beverage technology, a charter that remains in its bylaws today.

He later served as the Executive Director of the Society and watched membership grow from 47 to 1,000 members when he retired from the position in 1992. Early on, Korab established and continuously fostered the non partisan exchange of information within the Technical Committees that has come to define the Society. Over the years, these forums have been responsible for the development of guidelines and methods that have become industry best practices around the world.

Today, the Society is known as the International Society of Beverage Technologists (ISBT), and 25% of the Society's members work in 31 countries outside the US.

Korab was a good friend to many longtime ISBT members and his dedication to the industry will never be forgotten.

Send your news to:
news@softdrinksinternational.com

Events Diary

JULY

15th – 17th **CHINA**

BevTek & BrewTek
SNIEC
Shanghai
China
www.propakchina.com

AUGUST

27th – 29th **CHINA**

Natural Products Expo Asia
Hong Kong Convention & Exhibition
Centre
Hong Kong
China
www.naturalproductsasia.com

SEPTEMBER

14th – 19th **GERMANY**

Drinktec
Nue Messe München
Munich
Germany
www.drinktec.com

15th – 16th **RUSSIA**

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

17th – 18th **GERMANY**

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

23rd – 26th **BELGIUM**

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

24th – 26th **GERMANY**

EU Vend
Koelnmesse
Cologne
Germany
www.euvend.com

29th – 1st Oct **UK**

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

OCTOBER

5th – 7th **USA**

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

10th – 14th **GERMANY**

Anuga
Koelnmesse
Cologne
Germany
www.anuga.com

14th – 16th **JAPAN**

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

28th – 31st **USA**

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

www.softdrinksinternational.com

NOVEMBER

17th – 19th **GERMANY**

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

24th – 28th **ITALY**

SIMEI
Fiera Milano
Mila
Italy
www.simei.it

24th – 26th **UK**

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

24th – 26th **CHINA**

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

DECEMBER

2nd – 4th **INDIA**

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

6th – 8th **UAE**

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



100 Years Ago

From the *Mineral Water Trade Journal of July 1909*

Parlous outlook of the trade

It was all very well for Tom Hood to sing:

We will not woo foul weather all too soon,
Or nurse November in the lap of June.

The simple appalling fact is that we have had to do it in this year of grace, 1909. Nurse forsooth! We have endured the experience with a loathing, a repugnance, and a chagrin that has been all the more bitter because it has been the offspring of empty breeches pockets.

I may be said to have my finger on the pulse of the national trade. I can recall no period – and in this I am corroborated by Mr William Tooke, the Secretary of the National Union – when the outlook was more dreary, when the prospects were so fraught with financial trouble, and when so many makers were confronted with the

menace of ill-fortune, and possible ruin. We had reared great hopes of the assurance of a glorious summer. We had confided to one another that the promise of May – that effulgently-beautiful May – meant thirsty souls, parched throats and swollen profits, profits sufficient, indeed, to rehabilitate the trade in the esteem of the bankers.

Those hopes have been brutally, ruinously falsified. “The miserable,” quoths Shakespeare, “hath no other medicine, but only hope.” Alas! Our’s is that hope which deferred maketh the heart sick. An honourable trade playing an honourable part has been dealt another blow when it could least bear it. We are in a parlous condition, thanks to influences over which we have no control. Nature hasn’t played the game with us. We deserved better of her than howling winds in July, hurricanes of rain and cold spasms that know no thirst. And nature has been aided in her malice by statecraft. “I’ll drink no more whisky at that price,” says the whisky lover when he learns the price the distiller wants as a sequel to the Budget. And when the whisky lover refuses to drink whisky he needs less soda

with which to alloy it. But nature is the bigger offender of the two!

A new seal

An ingenious bottle-stopper has been patented, under the name of the ‘Champion Bottle Seal,’ by the inventor, Mr Jacob Hermann, who is managing director of the company, which is now engaged in introducing the seal to the British market. It is claimed for this seal that it is perfectly sanitary, and that the part which comes in contact with the bottle is made of the finest quality Government-inspected block tin. One of the most distinctive marks of the Champion Seal’s method consists in the fact that no lever is required to open it. You simply pull the tab at the side, which is embossed with the word “pull” – that is all. The seal is claimed to preserve the contents of the bottle for an indefinite time. Climactic changes will not, so it is urged, affect this seal in the slightest degree. No contamination can, so it is asserted, arise from the sealing medium. All the employees engaged in the manufacture of the seals are, we are told, provided with overalls and head-gear, so that not even the hair of their heads can come in contact with them.

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal of July 1959*

Swiss drink makes London debut

The Swiss sparkling health drink, ‘Rivella’, was introduced to this country recently at a reception held in London by Horlicks Ltd, who, in agreement with Rivella International, are producing and bottling it in Great Britain.

This unusual drink, which has already done well on the continent – 15 million bottles were sold in Switzerland alone last year – is confidently expected by its sponsors to become a good seller over here.

‘Rivella’ is a non-alcoholic drink having its origin in milk. It is derived from whey by a unique biological process producing non-alcoholic fermentation. It is flavoured with extracts of mountain herbs and fruits, and pasteurised.

The use of whey and sour milk products for the treatment of many conditions has been known for hundreds of years and Switzerland, in particular, has been famous for its whey cures for over a century. Although ‘Rivella’ is smooth and velvety to the palate, it has a pH as low as 3.2 and is therefore most useful for patients with low stomach acidity. By virtue of its lactic acid and mineral content it also has a marked buffering effect which will



diminish symptoms associated with hyperacidity and is therefore a suitable drink in most cases of digestive upset.

New apple drink

A concentrated apple juice, produced by vacuum freeze-drying techniques, was launched last month by C. Robinson & Co Ltd of Tenbury Wells under the name ‘Dapple’.

Heavy advertising is planned for this new product, using point-of-sale material,

large spaces in the press in the Midlands and also TV. Agents handling the marketing and advertising are Dolan, Ducker, Whitcombe and Stewart.

Eleven tons of orange compound by air

A giant DC.6C aircraft from the Eagle Aviation fleet carried 11 tons of concentrated orange squash compound to Kuwait last month.

Awaiting its arrival in Kuwait was His Excellency Sheikh Duejal Sabbah, who controls a bottling factory there, which will convert the compound into orange squash and orangeade for sale throughout the Middle East under the name of ‘Al Sabbah’.

The compound was exported by W.J. Bush & Co Ltd.

Cola in Denmark

Last year’s reduction of the Danish tariff on the import of ingredients for cola drinks has resulted in the appearance of Coca-Cola in Denmark this month. A large Copenhagen dairy company, Dadeko, has the Coca-Cola franchise and has now started operations.

Considerable competition is expected as a number of Danish breweries, which also produce soft drinks, have together formed the Danish Cola Drink Co which will market a new product under the description ‘Jolly Cola’.

bubbling up

A focus on equipment and services

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

Electrochemistry



Bibby Scientific Limited
Beacon Road, Stone
Staffordshire
ST15 0SA
UK

Tel: +44 (0)1785 812121
www.bibby-scientific.com

JENWAY's latest electrochemistry products span the measurement of pH, conductivity and dissolved oxygen. A comprehensive range of specifications is backed by excellent technical support to help customers select the right instrument for their applications.

With two independent channels the space-saving 3540 is a true combined pH and conductivity meter – ideal for a wide range of batch analysis or continuous monitoring applications, including water purity analysis. Two conductivity meters – the 4510 for routine work and the 4520 for GLP compliance – can resolve most conductivity measurement problems, from pure water applications to concentrated or contaminated sample measurement. And the 9500 dissolved oxygen meter has full GLP support and BOD (biological oxygen demand) programming.

Dust collection



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

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

FLEXICON (Europe) Ltd has developed a Sanitary Bag Dump Weigh Batch Station with integral mechanical conveyor which collects dust created during manual dumping of bulk materials from bags, boxes, drums and other containers and discharges bulk material by weight.

A high velocity vacuum fan draws airborne dust onto two cartridge filters. Automatic reverse-pulse filter cleaning maintains efficient, continuous operation by releasing short blasts of compressed plant air inside the cartridge filter on alternating cycles, causing dust build-up on the outer filter surfaces to fall into the hopper. An integral flexible screw conveyor is supported by a boom that cantilevers from the frame of the system which is supported on load cells, allowing loss-of-weight batching directly from paper sacks and other manually dumped containers.

Catalogue and web



Bibby Scientific Limited
Beacon Road, Stone
Staffordshire
ST15 0SA
UK

Tel: +44 (0)1785 812121
www.bibby-scientific.com

JENWAY has published its first catalogue which features over 90 colour pages giving full technical details and ordering information. Recent product releases appearing in the new catalogue include the 6315, 6800 and 67 series spectrophotometers, as well as updated electrochemistry products for the measurement of pH, conductivity and dissolved oxygen.

The catalogue complements the launch of a new website at www.jenway.com. Robert Skehens, Bibby Scientific Marketing Director, said, "With the launch of the first Jenway catalogue we are able to give customers a comprehensive insight into all of our high quality scientific instrumentation. Whether they refer to a hard copy or access the information online via the new Jenway website, the catalogue will be essential reading for users of techniques including electrochemistry, spectrophotometry, fluorimetry, colorimetry and flame photometry."

Wet bottle coding



Linx Printing Technologies Ltd
Burrel Road
St Ives
Cambridgeshire PE27 3LA
UK

Tel: +44 (0)1480 302100
www.linxglobal.com

CODING and marking specialist Linx Printing Technologies has launched a total bottle coding solution designed to cope with a range of environments, specifically those that are particularly wet and humid. The Linx 4900BC comprises a robust Continuous Ink Jet (CIJ) printer with a specially developed sticky ink for permanent coding and a unique air knife drying system, ensuring reliable 24/7 operation at the high speeds required.

The Linx 4900BC comes with Linx Black versatile beverage ink 1058 whose superior adherence is ideal for glass, PET and PLA. The ink penetrates condensation to provide good print quality and excellent permanence right up to the point of its removal in caustic bottle washers (if required). The integrated printhead and air knife system ensures that printing always occurs on the dried area for consistent code quality.

Flame photometers



Bibby Scientific Limited
Beacon Road, Stone
Staffordshire
ST15 0SA
UK

Tel: +44 (0)1785 812121
www.bibby-scientific.com

TWO new Jenway flame photometers offer accurate determination of up to five elements, as well as automatic flame failure detection. The Jenway PFP7 and PFP7/C are low temperature, single channel flame photometers, designed for routine determinations of sodium, potassium, calcium, barium and lithium. The industrial model PFP7 is supplied with filters for all five elements; the PFP7/C for clinical use measures Na, K and Li. Both versions feature electronic ignition, fine and coarse sensitivity controls, and automatic flame failure detection to ensure user safety at all times. Fuel options are propane, butane, natural gas or LPG.

Flame photometry provides a simple method of analysis and concentration determination of elements which cannot easily be measured using any other technique.

CIP pump innovation



Wright Flow Technologies Ltd
Edison Road
Eastbourne
BN23 6PT
UK

Tel: +44 (0) 1323 509211
www.wrightflowtechnologies.com

WRIGHT Flow Technologies has introduced Revolution™, the first true CIP Hybrid Circumferential Piston & Lobe pump. This latest innovation merges the benefits of two technologies: this platform delivers increased product yield, reduced lifetime costs, and high-end cleanliness (CIP) giving increased standards of hygiene.

"Uno spettacolo," said one maintenance manager currently using this pump on tomato pulp. "Product damage has been 100% eliminated; linear pumping results in 50% less steam consumption; and this is the first true CIP CP pump. Very good Results!" The Revolution™ features capacities to 432 m³/hr and pressures to 31 Bar, with all seals front replaceable, pre-filled maintenance free gearbox, self-draining pump head and the flexibility to choose the best rotor technology to fit the application.

Closures



CLOSURE SYSTEMS INTERNATIONAL

csiclosures.com

North America 800-311-2740
Mexico (52-55) 5568-8445
South America 55 11 4134-2500
Europe 34 93 891 62 49
Middle East, India & Africa 973-17-458-866
Japan 81-3-5511-0036
Asia / Pacific 66-22-26972277

Contract Bottling

Contract Bottling

Contract bottling of Water, and soft drinks in PET, HDPE, and Glass. We can apply wrap around labels, self adhesive, and full shrink sleeve.



For a personalised service, please call David at Devon Hills Ltd.
Tel: +44 (0)1837-831-00
email: david@devonhills.co.uk



Ingredients

ASPARTAME



Fuerst Day Lawson

fdlworld.com

SPORTS DRINK BLENDS
VITAMIN BLENDS
SWEETENERS
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