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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.

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An air of optimism

In the wake of a hugely successful drinktec show, where exhibitors commented on the quality of visitors and many deals were signed, there are further indications that the industry can remain cautiously optimistic that the worst of the global recession is over.

As Volker Kronseder, Chairman, Kronen AG, President of the Advisory Board of drinktec 2009, Germany, observed: "drinktec gave the boost to the beverage industry that we had expected. It acted as a catalyst for innovations and spurred on the beverages manufacturers to invest in the future and in new technologies ... life is coming back into the sector. Our customers were all in a good mood and are ready to invest."

He added: "What I was particularly pleased to see is that we had a lot of decision-makers at our stand. We took a number of orders at our stand, particularly from customers from Africa, the Middle East, South America, China and Central Europe."

Canadean's recently published quarterly beverage tracker service has also highlighted growth opportunities in Brazil, Russia, India and China (the BRIC markets). The analysts say that China and, to a lesser extent, India are already shrugging off any financial woes with both countries set for healthy volume rises in 2009. Beverages in Brazil are set to rise by a more modest 2% this year whilst demand in Russia is set to contract by 2%.

In China, the leading soft drinks players have invested in new product launches and extensive marketing campaigns and this is expected to be rewarded with a 15% jump in soft drink sales by the end of the year whilst in India, a long summer period in the north boosted sales of soft drinks in the second quarter. Considerable investments by Coca-Cola and PepsiCo in their manufacturing operations have also contributed to the first quarter forecasts being revised upwards. In South America domestic demand in Brazil has remained strong, which should prompt a 2% rise in beverage sales this year.

According to Canadean, despite the difficult global economic environment there is still plenty of optimism that the BRIC markets will realise their undoubted potential in the longer term. The evidence suggests that the downturn is seen by many as an opportunity and that the beverage industry is prepared to live with uncertainty in the shorter term, in order to reap the benefits in the long run.

There is further encouraging news from the US. A new survey from KPMG, the audit, tax and advisory consultants concluded that food and beverage executives are generally optimistic about their industry's outlook over the coming year even though they do not expect substantial economic recovery to be achieved until 2011 or beyond.

Sixty-five per cent of executives interviewed said they believe that the food and beverage industry is well-positioned to take advantage of economic recovery and 60% predicted that their industry will fully recover ahead of the overall economy. Further, 72% expect their industry's business conditions to improve next year and expect stronger revenue, whilst 65% expect improved profitability.

There's a sense of optimism in the northern hemisphere's autumnal airs.

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

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Late Bulletin

● **The Coca-Cola Co** has launched a campaign with its bottlers against a possible tax on soft drinks in the US. The campaign, which is understood to be taking place in seven key US markets, will include print and digital programmes, as well as public relations and speaking engagements. Earlier this year, US Senators proposed a federal tax rise on both sugary and alcoholic drinks as part of President Obama's health reform.

● **GlaxoSmithKline (GSK)** has signed a deal to significantly expand sales of its Lucozade brand in China as it looks to increase its presence in emerging markets. The company has signed an agreement with **President (Shanghai) Trading Co**, a trading arm of Uni-President China Holdings, a leading food and beverage company in China, to launch Lucozade in China. GSK said the two companies are in the "early stages" of discussions on a range of additional opportunities.

● **Danone** has agreed to sell its 51% stake in a joint venture with China's **Wahaha**, bringing to an end their long-running dispute. Danone has agreed to sell its stake in Danone-Wahaha joint ventures to Chinese partners, ending all legal proceedings, in a deal that involved diplomatic efforts by both the Chinese and French governments. Financial details surrounding the settlement were not disclosed.

● **Coca-Cola** will print calorie information per serving on all products worldwide in order to increase consumers' awareness about the calorie content of its soft drinks. All drinks will contain front-of-pack 'energy labelling', including number of calories, kilocalories and kilojoules per serving, by the end of 2011. The company already has energy labelling on products sold in Europe and Australia. The policy is currently being implemented in the US and Mexico.

● **Suntory Holdings** has confirmed that its approach to acquire **Orangina Schweppes Group** from Lion Capital and The Blackstone Group is a binding offer. Sources close to the situation have cited the transaction to be in the region of €2.6billion (US\$3.8billion). Suntory said it expects Lion Capital and Blackstone to take a decision in response to its offer once the necessary social, legal and regulatory steps have been completed.

● **AG Barr** has reported a 27% jump in net sales for its fiscal half-year, thanks to growing demand for signature brand Irn-Bru and the contribution of the Rubicon drinks business. Net sales for the six months to the end of July rose by 27% to £104.7million (US\$166million). Flagship soft drink Irn-Bru saw sales revenue rise 6.5% for the period, as AG Barr profited from its strategy to promote the brand more vigorously in England and Wales, as well as in its Scottish homeland.

● **The Pepsi Bottling Group** has lined up the distribution of the O.N.E. brand in two US states. The bottler has signed an agreement with **One Natural Experience** to distribute its O.N.E. beverages in Southern California and South Florida. Pepsi Bottling Group also said that it has teamed up with private equity firm Catterton Partners to make an equity investment in the company. Financial terms behind the distribution agreement and investments were not disclosed.

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Europe

Glucose syrup purchase

BRENNTAG UK Ltd, part of the Brenntag Group, has purchased the goodwill relating to the Packed Glucose Syrup business in the UK from Cargill plc. The agreement includes the supply of all grades of glucose syrup in packages to UK customers.

For many years Brenntag has operated a toll packaging and distribution arrangement for Cargill from the Trafford Park facility, whilst also acting as an official distributor of the C* range of glucose syrups.



For Brenntag, the acquisition of this business represents an important further step into a growing market sector. In addition,

Brenntag has signed a long term supply agreement with Cargill to ensure continuity of supply.

Functional drinks venture

THE Swedish companies Skånemejerier and Probi have established a new and potentially significant joint venture to launch an entirely new range of products to strengthen the body's natural defences against illness, including the common cold.

The collaboration is designed to position Skånemejerier, already the biggest supplier of dairy foods to the Sweden market, as a major force within the area of functional drinks in Sweden and Scandinavia.

Probi has been developing functional

drink concepts offering immunity benefits since 2004. The company is one of Sweden's biggest producers of probiotics. The joint venture between Probi and Skånemejerier aims to conduct the market launch by the end of 2009.

"The plan that we have agreed on is to launch the range of new drinks in the second half of 2009. For Probi this means taking our first step into the immune market which had a global value of €5 billion in 2008," said Michael Oredsson, Probi's CEO.

Probi has already had a successful collaboration with Skånemejerier in relation to the dairy company's oats-based ProViva fruit drinks that incorporate Probi's probi-

otics since 1994. "We are very excited about the possibility to launch an entirely new range of beverages together with Skånemejerier," said Oredsson.

"The proposed range of products will not only be appetising, but will noticeably improve consumer's body defences and provide benefits such as fewer, milder and shorter common cold periods. These will have the potential to become bestsellers in the chilled drinks category," said Björn Sederblad, Skånemejerier's CEO.

The proposed product range will contain a fusion of two new probiotic strains patented by Probi, the first within the family *Lactobacillus plantarum* and the second within the *Lactobacillus paracasei* strain.

French packaging law challenged

A CHANGE to packaging regulations in France risks negatively affecting consumers in that country and across the EU according to Europen – The European Organisation for Packaging and the Environment. It also risks eroding industry supply chain efficiencies in the packaged goods sector and creating new barriers to trade in the EU internal market.

Because of the change to the Decree, Europen has called on the European Commission to initiate EU Treaty infringement proceedings against France. The law of the Grenelle adopted by the French National Assembly and Senate limits requirements regarding packaging to respecting the needs for product safety, hygiene and logistics. Reference to the need for consumer acceptance of packaging is not included.

Removing the necessity of consumer acceptance could, for example, result in French authorities making judgements that

it is unlawful to use multi-packs. Similarly, regulators may stipulate packaging that uses less material but which results in inconvenience for consumers because it is more difficult to open.

In its request to the EU Commission for the initiation of infringement proceedings against France, Europen has pointed out that the law of the Grenelle results in a revision of a 1998 French Decree (N° 638 of 20 July 1998) which transposed Essential Requirements from the 1994 EU Directive on Packaging and Packaging Waste into French law. Consumer acceptance of packaging is one of the requirements. Because the Directive, adopted by the European Parliament and Council, is an EU harmonised Directive, a Member State is bound by its requirements and has no powers to amend it unilaterally.

Europen member companies in France had pointed out this fact to legislators during passage of the law, but their warnings were apparently not heeded.

Commenting on Europen's request for the Commission to initiate infringement proceedings, its Managing Director, Julian

Carroll, said: "We have asked the Commission to act promptly in this case to prevent any possible disruption to the internal market for packaging and packaged goods. Having a harmonised EU packaging law is essential to avoid the possibility that goods manufactured in one EU Member State may be prevented from being sold in another simply because of different rules about packaging."

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Swedish colas hold firm

THE sales of cola drinks in Sweden continued to hold firm in 2008, in a market that saw a downturn in the economy during the second half of 2008, and reduced spending on bottled water and sweetened soft drinks.

Cola product sales rose by around 1% to 318.9 million litres in 2008, or 44% of all soft drinks sold in that year in Sweden, according to sales figures collated by Sveriges Bryggerier, Sweden's branch organisation for brewers and soft drinks manufacturers.

In total, Swedes consumed 724 million litres of bottled water and soft drinks in 2008. This contrasts with weakened beer sales of 482 million litres of beer last year. Sales of orange-flavoured soft drinks amounted to 54.5 million litres, while sales of fruit juices was 40 million litres.

Swedes consumed on average 24.1 litres of bottled water in 2008, up by 0.4% on 2007.

However, the reduction in disposable income among consumers in Sweden visibly impacted on sales of so-called light beverages, including flavoured bottled water, where sales dipped to 98 million litres. This compares to total sales of drinks in the light category of 133 million litres in 2007.



In its recent summer promotion, for every 2 litre bottle of Club soft drink sold in Tesco stores across Northern Ireland, manufacturers Britvic NI made a donation of 10p to the Muscular Dystrophy Campaign, Tesco Charity of the Year 2009. Nineteen year-old Michaela Hollywood, from Crossgar, launched the promotion at Tesco Newtownbreda on behalf of the Muscular Dystrophy Campaign, meeting Britvic and Tesco staff. The campaign aims to raise £3 million to provide vital, specialist equipment for children living with muscular dystrophy and related muscle-wasting diseases across the UK.

Ethical distribution

PALLET network specialist Palletline Plc is playing a role in the distribution of One Water products, sold in the UK by the One Water Foundation to raise money to alleviate the most pressing of humanitarian needs, including the provision of clean drinking water, nutrition and HIV/AIDS testing.

Produced by Radnor Hills Mineral Water Company, One Water and One Mineral Water products are distributed across the UK by Palletline Plc and its member companies, handling all consignments from single pallets through to full loads. The Palletline network has been involved since the very first bottle of One Water left Radnor Hills, providing an efficient and cost effective nationwide delivery service managed by local member company ABE (Ledbury).

Logistics Manager Monique Pugh is delighted with the service levels provided by Palletline, enhanced by the recent introduction of digital signature capture capabilities across the network. "We've worked with ABE (Ledbury) and Palletline now for some years and continue to benefit from this economical and reliable service," she confirmed. "They really do understand the pressures that we are under with big, last minute orders that need to go out at a moment's notice, especially at peak times such as the summer music festivals where One Water proves particularly popular."

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Call for papers

THE International Federation of Fruit Juice Producers (IFU) has published a call for papers for its 16th IFU congress 'Bridging juice with science, health and technology' which will be held on 4th to 5th May 2010 in Istanbul, Turkey.

The Congress's main topics are: technology and innovations; fruit juice (nutrition) and health; quality, regulatory aspects and insurance; and commercial and marketing aspects.

Presentations should last a maximum of 25 minutes and be made in English. Manuscripts must also be in English and will be published in a congress report (CD-rom).

The deadline for sending abstracts is 31st October. These should be submitted in English on one page to Mrs Elisabetta Romeo-Vareille, Secretary-General of the IFU, Congress Organising Committee, International Federation of Fruit Juice Producers (IFU), 23, Boulevard des Capucines F-75002 Paris E-mail address: ifu@ifu-fruitjuice.com



All One Water profits fund roundabout-powered water pumps in Africa called PlayPumps. As children spin on the roundabout, fresh clean water is pumped from deep underground into a storage tank for use by the entire community.

In brief...

- The UK's leading contract packer, Mailway Packaging Solutions, has completed the acquisition of Perpack Limited – a Wakefield company that boasts market leading flow-wrapping services. The deal follows Mailway's expansion into Scotland and the South of England. Mailway's CEO, Richard Bramma, said: "Our strategy is to develop into a truly national packaging solutions business and become the first choice for all major brand owners. To do this we need to offer the broadest possible range of packaging capabilities and Perpack's areas of expertise are ideal additions to our current offering."

- Owens-Illinois Inc has closed its glass container plant in Karhula, Finland. Production has been transferred to other O-I facilities. The Karhula plant is one of two European facilities O-I identified for closure in the second quarter. Consultation with local union representatives continues regarding the second European facility with an announcement expected later this year.

"Our ongoing global asset utilisation process identified the opportunity to shift production to other European facilities. The result will be lower energy consumption and production costs, while still allowing us to meet current and anticipated market needs," said Rich Crawford, President of O-I Global Glass Operations.

- Alltec GmbH, German manufacturer of laser systems for marking and coding, has acquired the Lüdenscheid-based FOBA Technology + Services GmbH, experts in precision lasers for marking and engraving. The merger brings together more than 65 years of combined experience, focusing on laser marking and engraving.

The acquisition leads to major synergies for both sides, with FOBA products complementing Alltec's existing portfolio whilst global sales and services are pooled and broadened.

Africa

Aid pods on Coke crates

SOFT drinks companies have long been involved in getting aid to remote communities. But a new test initiative in Tanzania will see Coca-Cola, whose charitable work in Africa is impressively extensive, helping deliver medicines and health messages with its drinks. This means that bottler distribution networks, developed over many years, can be utilised for aid purposes at little extra cost.



Early mock ups of aidpods in crate

A reusable plastic 'aidpod', developed by the ColaLife charitable organisation (www.colalife.org) will replace a bottle in

some crates while a different design of pod can be wedged between bottles on the top of the crate. Pods will carry re-hydration salts, water purification tablets, malaria pills and other medication, along with health education documents.

ColaLife's Simon Berry, the inventor of the system, said that if the trial worked well, he hoped the system would be rolled out widely not only in Tanzania but also elsewhere in the developing world.

The concept sees local health professionals, in association with community administrators, taking responsibility for the medication after delivery, especially in ensuring that the right people benefit and that no charges are levied by any would-be local entrepreneur.

The test pods are being made in Tanzania by Simba Plastics, Dar Es Salaam, which already undertakes work for Coca-Cola.

Free tickets for World Cup

WITH the FIFA World Cup Trophy Tour by Coca-Cola now on the move around Africa, Coca-Cola is gearing up for increasing activity in leveraging its key sponsorship of the 2010 FIFA World Cup in South Africa.

One initiative which is sure to be well received by the country's school children is scheduled to get under way in January. This will see Coca-Cola – in association with FIFA and the Department of Education – giving 20,000 World Cup match tickets to schools across South Africa which do well in an innovative competition promoting

environmental awareness.

Onwell Msomi, General Manager of Coca-Cola South Africa, said the programme was developed both to make teachers and youngsters more aware of the importance to the environment of recycling, and to reward innovation and responsible behaviour. A total of 200 schools will be rewarded with tickets for matches at the 10 venues hosting the tournament.

FIFA allocated the tickets to Coca-Cola as part of its Ticket Fund programme, through which 120,000 tickets will be given to stadium construction workers, thousands of young South Africans involved in community work and others who would not otherwise have an opportunity to attend a match.

Msomi said a successful pilot project had

been launched at schools in Rustenburg, North West province, where Coca-Cola's 'Soccer Crazy Crew' were sent to promote recycling. Within a month nearly 68,000 PET bottles were collected and pupils from two high schools were rewarded with tickets to watch the Confederations Cup match between South Africa and Spain at the Royal Bafokeng Stadium.

Known as the National Schools Recycling Programme, the 2010 ticket give-away is actively backed by the South African Department of Education.

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In brief...

- The Uganda Revenue Authority reports that the soft drinks industry is one of those which have performed well in recent months, recording a 121.8% growth in excise tax payments in July. The authority attributed this to increased investment in the sector.

- The Nigerian Bottling Company attributes some of its success in recent times to its huge investment in staff development. Speaking at the AGM in Lagos, the Chairman, Olusegun Apata, pointed out that "throughout 2008, we focused our efforts on skill building initiatives, especially for our commercial and manufacturing staff". The graduate management trainee programme was completed by two full classes of university graduates during the year and the company's technical training schools have increased their intake.

- South African glass manufacturer Consol Glass has launched a campaign to educate consumers about the environmentally posi-

tive properties of glass and "help them develop their relationship to green". The campaign centres on three stories of people who have dedicated their lives to remedying the damage nature is suffering at the hands of man. "We hope that through this environmental campaign that is exploring new creative territory, South Africans will begin to recognise the ecological value of glass packaging," said Consol's Janine Loftie-Eaton.

- Pepsi bottler Crown Beverages sponsored a charitable visit to Uganda by a 23-man Brazilian soccer side which included nine players from the 1994 FIFA World Cup winning team. Part of the Crown Beverages sponsorship funds, along with proceeds from the games featuring the Brazilian side, went towards assistance for children born and raised in prison, including a home for such youngsters. The Brazilians visited a women's prison while in Uganda.

- Shoreline Beverages says that its Coo-ee carbonated soft drinks brand has not only

helped it achieve a market share of around 15% in South Africa's KwaZulu-Natal but also move into other parts of South Africa and neighbouring states. Shoreline purchased Coo-ee in 2004 and invested heavily in re-launching it, as well as expanding production. The range has prospered from being at a price-point below that of its major competitors. Shoreline is soon to add a fourth production line and has been working on new product development, with the aim of offering a more diversified product portfolio when the economic environment improves

- Ogilvy Cape Town has won an international soft drinks advertising project in a three-way pitch in Casablanca, Morocco, for a new global brand under the Coca-Cola umbrella. The brand is to be revealed in North and West Africa before the end of the year. In 2007, Ogilvy Cape Town was awarded two of Coca-Cola's brands in South Africa: Schweppes and Valpré. It later added Bonaqua.

Marketing to kids

THE Consumer Goods Council of South Africa's pledge on marketing to children has been well supported, with many beverage producers among those companies that have already become signatories. These include Pioneer Foods, Parmalat, Coca-Cola, Kraft and Nestlé.

The signatories also include retail groups.

"This pledge is an important milestone in indicating the South African food and beverage industry's commitment to the Global Strategy on Diet, Physical Activity and Health in improving nutrition and promoting a healthy lifestyle," said the council's spokesperson, Nick Tselentis.

Participating companies commit to implementing industry- and company-specific voluntary measures on food and beverage advertising to children. These commitments must meet minimum standards, including "no advertising to children 12 years and under, except for products which fulfil specific nutritional criteria, based on accepted scientific evidence and/or per the South African dietary guidelines" in accordance with the Food and Beverage Code, which is part of the Code of Advertising Practice.

The Food and Beverage Code extends

Maheu purchase in Zambia

A FURTHER step in the successful commercialisation of maheu, one of the non-alcoholic beverage success stories of Africa in the past decade, is SABMiller Africa's recent purchase of the Zambian brand Super Maheu No. 1.

Maheu is a maize drink developed from a traditional energy-giving worker staple which prospered in the South African goldfields. Under several brands, and using variations of the category name, it has become a big seller in packaged ranges, helped by the addition of extra flavours and innovative marketing promotions.

to television advertising and marketing communications on, or in close proximity to, pre-school and primary school premises. It also specifically addresses product endorsements and marketing promotions aimed at children.

Signatories also agree not to communicate on product in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes. Compliance to the code will be monitored by an independent monitor.

SABMiller Africa, working through Heinrich's Syndicate Ltd, a Zambian subsidiary, bought the maheu business of Trade Kings Ltd in a cash deal of around US\$19.25 million. The deal includes all staff involved in production of Super Maheu No.1.

This followed approval from the Zambia Competition Commission whose investigations showed that Trade Kings had about 98% of the country's maheu market, the balance being held by National Breweries. SABMiller has a 70% stake in National Breweries and also owns Zambian Breweries Group, a major producer of soft drinks and clear beer. Trade Kings is a wholly Zambian company, based in Lusaka, with a big local and export business in processed foods and other manufactured goods.

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Middle East

Al Rabie's Islamic support

THE big Saudi Arabian juice and dairy producer Al Rabie Saudi Foods says it plans to continue its support – in the form of both financial donations and product – for the KSA Ministry of Islamic Affairs' Co-operative Office for Call and Guidance. This institution, based in Jeddah, is an educational service which conducts lectures about Islam and explains misconceptions regarding the religion. It also seeks to convert non-Muslims to follow the faith.

Al Rabie Saudi Foods has been involved with the office for over a year. "As a prominent member of Saudi Arabia's food and beverage business, we want to make a bigger contribution to the growth of the Islamic community," says Monther Al Harthi, Al Rabie's Chief Executive.

"The Office for Call and Guidance accomplishes an important role in welcoming people to our faith and enlightening believers. Our assistance is a simple manifestation of



Monther Al Harthi, Al Rabie's Chief Executive.

our appreciation and respect for its work and its impact on Muslims in the country and throughout the region."

Al Rabie Saudi Foods is currently expanding in the KSA and around the Middle East through strategic distribution investments.

Wadi Araba community project

THE Coca-Cola Company and its Jordanian bottlers are helping the Jordan River Foundation's community empowerment programme in Wadi Araba, a far-reaching region of the kingdom that is primarily desert country but is seen as having a lot of potential if water resources become available.

The Coca-Cola involvement is via the auspices of the Coca-Cola Foundation whose work in enhancing water sources is renowned. It has several initiatives under way in the Middle East, recycling, reducing and re-using resources, especially in water stress areas.

The Jordan River Foundation, whose headquarters are in Amman, is a high-achieving charitable organisation which has supporters in many countries; it is registered as a charity in the UK, France and the USA. It is chaired by HM Queen Rania Al Abdullah who plays an active, hands-on role. The queen is hugely respected for her expertise and hard work, as well as her willingness to work alongside other people rather than adopting an aloof royal stance.

The project funded by Coca-Cola aims to improve irrigation in the Greigreh area of Wadi Araba by replacing the existing pipelines with a more efficient system of distribution to surrounding agricultural lands.



The Jordan River Foundation's showroom in Amman, an historic house.

This comes under the Jordan River Foundation's Poverty Pockets Programme which is also empowering the region's two main co-operatives – the Wadi Araba Co-operative and the Amareen Co-operative – to administer the use and allocation of water in Greigreh.

"Since the implementation of this Coca-Cola-funded project, significant improvements have taken place in the lives of over 1500 farmers in the Greigreh area," said Mohammad Al-Khatib, an engineer who is both Deputy Programme Manager and Poverty Pockets Projects Manager for the Jordan River Foundation. He said that 12% more agricultural land was being irrigated and that the water pressure reaching the agricultural land had increased between 25% and 33%.

The Jordan River Foundation's Interna-

Robots provide key to growth

THE Oasis Water Company says that the installation of ABB robots has allowed it to expand its 5 gallon bottled water sales substantially, as well as improving workplace safety. Oasis, which is this year celebrating its 25th anniversary, claims an approximately 60% share of the UAE's large 5 gallon market.

It also markets water in several other packaging formats, from single serve to 1.5 litre and 1 gallon bottles, under the Oasis and Blu (sparkling) brands.

Oasis is the bottled water division of the National Food Products Company. Founded in Abu Dhabi, it has production facilities in Dubai and Abu Dhabi and a distribution network throughout the UAE. It also enjoys growing export sales.

As part of an expansion project at the Dubai plant, Oasis fully automated its 5 gallon production line with the help of two ABB robots. An IRB 6600 loads empty water bottles and places them on the conveyor belt, while an IRB7600 lifts 16 water-filled bottles – along with a metal stack holder; for a total weight of 450kg – and loads them accurately into large steel racks. Pre-robot cycle times of 29-30 seconds have been cut hugely and productivity improved by some 36%.

"Now our cycle times are just 4-5 seconds, which has helped increase our production capacity from just 1800 bottles an hour to a whopping 5000 bottles," said Plant Manager Paul Dunlea.

The factory's current output of 60,000 5 gallon bottles daily made it "the second largest 5 gallon water production line in the world," Dunlea claimed. "This is a huge achievement that wouldn't be possible without the robots."

Dunlea said that ABB's UAE robotics team was a key to Oasis Water's success with the units. "Having a local service team is imperative in the 5 gallon water business. If one of the robots breaks down and we cannot deliver to a customer in time due to delayed maintenance, they might shift to another brand."

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tional Relations Development Manager, Huda Shashaa, said on a visit to the Wadi Araba project that she hoped other international and local companies would support this and similar community ventures. "This project exhibits the importance of the private sector's involvement with civil society organisations and the profound impact that such partnerships have on both the economic and environmental levels," she said.

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Support for disabled children

UAE juice and dairy producer Marmum Dairy Farm has become an active supporter of the 'Be My Friend' campaign run by the country's Ministry of Social Affairs. This project, which got under way at the beginning of September, aims to build a positive public attitude towards children with disabilities, a key aspect being their inclusion in mainstream education.

It is a part of the ministry's 'School for Everyone' initiative, developed to promote the wellbeing and rights of people with spe-

cial needs. To promote 'Be My Friend', Marmum is printing the campaign logo on more than 100,000 product items.

"Marmum believes in offering its resources and goodwill to initiatives that contribute to the betterment of society and support the socio-economic development of the UAE," said S.R.K. Raju, the company's General Manager. It is very important that children with disability are integrated into the educational and social mainstream so that they do not feel excluded or discriminated against. Fostering genuine empathy for disabled children among their co-students and teachers is equally vital.

"Not only will this help children with disability to lead a normal life and enable them

to realise their full potential, it will also allow their fully-abled peers to grow into compassionate human beings who are thoughtful of the needs of others."

In brief...

- Al Rawabi Dairy Co released a Cucumber Mint Laban drink in the United Arab Emirates and Oman in time for the holy month of Ramadan. Ahmed Eltigani A. Rahem Al Mansouri, General Manager of Al Rawabi Dairy, said the drink was created to rejuvenate the senses and was another step in the company's development. Al Rawabi has built a big market in the Gulf for its juices, commencing with Al Rawabi orange juice, followed by mango juice and fruit cocktail.

- Qatari construction companies and other employers with workers exposed to the Middle East's summer heat have, as with their counterparts in the UAE and elsewhere, made a point this year of supplying mineral water and other beverages to help with hydration. Medical authorities in Doha, however, warned that while bottled water was excellent, a growing practice of offering carbonated soft drinks was not necessarily such a good thing, especially if ongoing supplies were available. At least one worker had been found to have developed high blood sugar as a result of a large intake of cola drinks, it was reported in the Qatari media.

RTA refreshes

THE big news for Dubai's Roads and Transport Authority in the past few weeks has been the opening of stage I of the Dubai Metro transit network, introducing rapid rail services to the emirate. But for travellers on RTA buses this summer, the provision of complimentary mineral water, juices and other refreshments to counter soaring summer temperatures has been almost as important.

RTA's initiative, undertaken in association with several local beverage producers, was developed in the same spirit as the now widespread trend of supplying free drinks to construction and other workers exposed to

the summer sun. RTA staff handed out drinks to travellers at major bus stops.

"In the name of the RTA I would like to thank those companies which made effective contribution to bringing success to this campaign," said Abdullah Yousef Al Ali, the Director of Buses. These were, he said, Pepsi which supplied a very large number of Aquafina bottles for a full month, Jima which also supplied a smaller number of mineral water bottles, juices from Al Ittihad Juices Co and drinking yoghurt from Sterilac Milk Co.

He said the RTA and associated agencies were keen to improve commuter comfort, partly as an encouragement for people to use the growing public transport network and thus help ease the road traffic congestion evident in Dubai.

Asia & Pacific

NSW looks to crack-down

THE Australian state of New South Wales is looking at the possibility of banning the sale to children of energy drinks with high levels of caffeine.

The state's primary industries minister, Ian Macdonald, reacted angrily to reports of side effects allegedly suffered by five Year 7 pupils who had consumed high-caffeine energy drinks on their way to school one day in early September. Macdonald said it was "simply unacceptable that these products, clearly marketed at youths, have appeared in the market".

State authorities were removing some brands which exceeded the legally permissible caffeine level, he said, but they were powerless to deal with others that been registered as a therapeutic good with the Therapeutic Goods Administration, a federal government agency.

NSW is investigating whether it can apply

Soft Drink Restaurant proves popular

A NEW fast food outlet which specialises in western-style favourites complemented by soft drinks is doing good business in Pyongyang, the capital of North Korea.

The Korean Central News Agency, the main source of information from the Democratic People's Republic of Korea, reports that the Samthaesong Soft Drink Restaurant, which opened in June, is attracting crowds of both local and foreign customers. It serves some 20 dishes such as hamburgers, fried chicken, waffles and French fries.

Following the western business model,

an enforceable age restriction on the sale of high-caffeine energy drinks. Macdonald is to raise the matter during a Food Standards Australia New Zealand meeting.



Moranbong Park, Pyongyang.

food is prepared when ordered, using rapid cooking and assembly procedures. Tables are arranged alongside a windowed wall, allowing patrons to look out on the street as they eat. This is unusual in North Korea where restaurants tend to more traditional, semi-formal layouts.

Samthaesong Soft Drink Restaurant is in Pyongyang's central Moranbong District which attracts a lot of visitors for its many historical monuments, parklands and theatres.

Sapporo buys Pokka stake

THE trend towards consolidation in the highly competitive Japanese soft drinks market has taken on an added impetus with Sapporo Holdings' purchase of a 21.65% stake in Pokka Corporation.

Sapporo and Pokka have been co-operating for some time now – last year they came to an arrangement to sell each other's products in their vending machines. This move follows confirmation by Kirin Holdings and Suntory Holdings that they are in talks about a possible merger. The Sapporo/Pokka deal is on a smaller scale than a Kirin/Suntory link-up.

While Pokka is a very well known brand, especially in canned coffee drinks, it holds only about 1.8% of the Japanese packaged soft drinks market while Sapporo, a major



Pokka Green Tea which claims No 1 status in Singapore.

brewer, is an even smaller player in soft drinks with around 1.4%. In the important vending machine stakes, Suntory and Kirin Beverage have a total of around 670,000, far ahead of Pokka's 90,000 and Sapporo's 30,000.

Pokka has substantial operations elsewhere in Asia, especially Singapore where Pokka Green Tea is a market leader. It sells a broad

range of soft drinks in many Asia-Pacific markets and also owns restaurants and food outlets in Hong Kong, Singapore and Macau.

Sapporo acquired its shares in Pokka from Advantage Partners, an investment fund which backed a Pokka management buyout in 2005. While the price was not confirmed, analysts have put it at around US\$104 million; there have been some indications that it was a little higher.

Last year, Advantage Partners also sold some of its shares to Meiji Seika Kaisha, a group involved largely in dairy food and confectionery. Pokka has been working with Meiji Seika on joint product development and marketing.

There has been speculation that this initiative is to be continued on a three-way basis with active input from Sapporo, although both Meiji and Sapporo have denied that this might be built into a more formal business alliance, as one or two Japanese analysts had identified as a possibility.

Indonesia, PNG strong for CCA

COCA-Cola Amatil's soft drinks business in Indonesia and Papua New Guinea has become the group's second highest revenue contributor, following its Australian beverage operations. In the first half of 2009, Indonesia/PNG delivered a record first half result with EBIT growth of 44.2% to A\$15 million on strong volume growth of 10.8%.

Overall, CCA recorded a record first half net profit of A\$189.8 million, up 10.4% on the same period last year. EBIT increased by 10% to a record A\$339.8 million.

"Excellent performance from the Australian and Indonesian/PNG beverage businesses, as well as a much improved result from the Food & Services division, continues to reinforce the success of CCA's organic growth strategy," said Terry Davis, CCA's Group Managing Director.

In Indonesia, CCA continued to focus on targeting more affluent consumers with a wider range of beverage products in one-way packs, while continuing to invest in its more traditional returnable glass bottle business for less affluent customers.

CCA reported that in PNG the placement of new cold drink coolers and increased consumer demand drove strong volume and revenue growth.

For Indonesia, local current beverage COGS (cost of goods sold) increased by over 16% – as opposed to 4.9%, fully recovered, elsewhere in the group – as a result of the depreciation of the rupiah against the US dollar. It was also affected by the mix impact of the shift toward higher cost but higher value one-way packs. The increase in local currency COGS per unit case was recovered.

Major recent projects in Indonesia have included two new beverage production lines for cans and PET bottles, efficiency upgrades to three existing production lines, a new plant in Jakarta for the manufacture of carbon

dioxide, and a further acceleration of the placement of new cold drink coolers.

Carbonated soft drink sales in Indonesia grew by over 7% in the first half and non-carbonated beverages notched up a solid 24% growth.

Papua New Guinea also achieved good volume and revenue growth for the half as a result of the increased placement of cold drink coolers and the first-time inclusion of over 900,000 unit cases from the franchise territory for Rabaul which was acquired from TCCC in January. CSD sales were up 15%.

In brief...

- An agreement between Singapore-based soft drinks producer Yeo Hiap Seng (Yeo's) and the Taiwanese food giant, AGV Corporation, will see AGV subsidiary TBI producing beverages under contract for Yeo's. This will help Yeo's diversify its product portfolio and also give AGV an improved access to the Singapore and Malaysia markets.

- Datuk Mohd Johari Baharum, Malaysia's Deputy Minister for Agriculture and Agro-based Industry, says a new juice product is being released under the government's 'One District One Industry' programme. This is nipa nipah, or sweetened nipah juice, from Yan in Kedah state. The programme includes financial and other incentives, technical advice from agencies such as the Malaysian Agricultural Research and Development Institute, and government support in marketing and promotion on both domestic and export markets. The nipa palm, a type of mangrove, is particularly versatile – its flowers, sap and stalks can be used for beverages, vinegar, dessert ingredients and many other applications. The sap can also be fermented for biofuel, while leaves are used for roofing and wrapping tobacco.

More investment in Vietnam

IN a recent visit to Vietnam the Chairman and CEO of The Coca-Cola Company, Muhtar Kent announced further investment in the country.

"Vietnam is a very important growth market to The Coca-Cola Company," he said. "We have already invested more than US\$200 million in Vietnam and in conjunction with our bottler we have committed to invest additionally US\$200 million over the next three years. We are very optimistic about the future of our business here. We look forward to continuing to play a key role in the development of the economy and the community."

Kent's visit included a series of business

meetings with the management of the Coca-Cola system in Vietnam and visits to various market areas in Ho Chi Minh City.

Malcolm Gibbons, General Director, Coca-Cola Beverages Vietnam, the authorised bottler of all Coca-Cola products in Vietnam, commented, "The visit of Mr Kent is clear recognition of our commitment to Vietnam as a dynamic beverage market. We are growing the business and are creating new jobs in Vietnam."

Coca-Cola has invested over US\$200 million in Vietnam since returning to the country in 1994 and has bottling plants in Ha Tay (close to Hanoi), Da Nang and Ho Chi Minh City. Coca-Cola in Vietnam provides consumers with a wide range of well-known soft drinks brands and new products such as Minute Maid Splash juice, Joy bottled drinking water and Samurai energy drink.

Americas

Bottle bill - still not enough time

US District Court Judge Deborah Batts has modified the preliminary injunction order granted on 29th May to the International Bottled Water Association (IBWA) and other plaintiffs that enjoined the state of New York from implementing all provisions of the recently enacted bottle bill amendments, which were originally scheduled to become effective 1st June 2009. The Judge's order lifts the original injunction and allows most of the amendments to the bottle bill to be implemented immediately for all products except bottled water. The injunction on the provision that would have required a New York specific UPC for all

beverages remains in full force and effect.

Judge Batts has set 22nd as the October hearing date for IBWA and other plaintiffs (Nestle and Polar Beverages) to show cause why the due process requires a continuation of the injunction. At that hearing, the plaintiffs will present the court with information that demonstrates the need to maintain the April 2010 effective date set forth by the Court on 29th May.

According to IBWA President Joe Doss, "October is still too short a period of time for many bottled water companies, especially the smaller companies, to meet New York's new bottle bill amendments."

The key provisions of the amended bottle bill would: add bottled water to the beverages subject to the 5% deposit; increase the handling fee from 2 cents to 3.5 cents; and allow the state to keep 80% of the unclaimed deposits (the remaining 20% goes to the company). IBWA continues to seek a revision to the provision of the bottle bill amendments that exempts water products to which sugar has been added.

Sustainability recognised

THE Coca-Cola Company has joined PepsiCo, Coca-Cola Hellenic, Diageo and Heineken in making the Dow Jones Sustainability World Index (DJSI World).

The DJSI World Index identifies companies that exemplify leadership in sustainability among the top 10% of the world's

biggest 2,500 companies. A total of 33 companies joined the index in 2009 while 33 were deleted.

The annual review of the DJSI family of indices is based on a thorough analysis of corporate economic, environmental and social performance, assessing issues such as corporate governance, risk management, branding, climate change mitigation, supply chain standards and labour practices. It accounts for general, as well as industry-specific, sustainability criteria for 58 sectors.

Foodservice contract renewed

ITALIAN quick service restaurant chain Sbarro Inc has renewed its multi-year contract with PepsiCo Foodservice, keeping Pepsi as its exclusive beverage supplier in over 600 US locations. As part of the agreement, Sbarro will continue to carry carbonated and non-carbonated products in fountain format including Pepsi, Diet Pepsi, Sierra Mist, Mountain Dew, Lipton and Tropicana. The deal marks the continuation of a partnership that has spanned the

past 14 years.

"PepsiCo continues to be a great beverage partner," said Anthony Missano, President, Business Development, Sbarro. "Our Pepsi representatives are terrific and the brand set they offer is clearly the best for our customers, and Sbarro's continued global expansion."

"Sbarro is known for its fresh, authentic Italian cuisine and of course, its famous mouth-watering pizza," said Joe Cugine, Chief Customer Officer, PepsiCo Foodservice. "With PepsiCo's keen consumer insights and diversified brand portfolio, we're committed to helping Sbarro grow their total business."

Community support

THE Coca-Cola Company is giving \$6 million to Spelman College, Morehouse College, Clark Atlanta University and the Morehouse School of Medicine, all part of the Atlanta University Center. This support will assist students at these Atlanta-based historically black colleges

and universities with scholarship funds where economic hardship is impacting the likelihood of the completion of their education.

Additionally, TCCC announced that \$1.2 million will be given to the Robert W. Woodruff Library on the campus of the Atlanta University Center to upgrade the Library's IT infrastructure and enhance the ability to manage and provide access to critical archival documents, such as the Martin Luther King, Jr. papers.

Rainforest Alliance certified

SMOOTHIE brand Naked Juice is now carrying the Rainforest Alliance Certified seal on all juice products which contain bananas. Mike Durham, General Manager of Naked Juice US, said: "Working with the Rainforest Alliance is a great way to make a big difference - one banana at a time". Certification from the Alliance is given to farms which meet strict sustainability criteria. Farms which produce bananas for Naked Juice will:

- Grow products in a way that protects the environment including protecting wildlife habitats.
- Improve conditions for agricultural workers including providing safe and clean drinking water.
- Provide access for workers and families to schools and healthcare.
- Implement better business practices including decreasing the use of pesticides.

Sabrina Vigilante of the Rainforest Alliance commented: "Naked Juice is a great addition to the roster of companies that are taking important steps to be responsible about the environment and labour practices".

Acquisition complete

FULL Motion Beverage, Inc (FMBV) of Plainview New York has completed the acquisition of Mojito Brands, Inc. Mojito is the producer and creator of Mojava an all-natural RTD coffee beverage. Under the terms of the agreement, FMBV purchased 100% of Mojito Brands.

The acquisition gives FMBV an entry into the \$1.2 billion dollar RTD specialty coffee market. Mojava will be marketed through FMBV's wholly owned subsidiary, Performaxx Brands, Inc and Dean Petkanas will remain on board as a director of FMBV.

Dean Petkanas, Director of FMBV, stated, "One of the greatest opportunities in capturing growth in the coffee beverage industry remains in the subcategories, iced coffee / ready-to-drink coffee. Of the approximately \$1.2 billion in sales of RTD coffee for 2008, Starbucks remains the leader, claiming approximately 85% of the total market sales. We see an excellent opportunity here to capture market share within this segment with Mojava acting as a lead in to acquire other products in this space."

Exhibitor numbers up at Pack Expo

SOME 1,200 exhibiting companies are expected at this month's Pack Expo conference taking place at the Las Vegas Convention Center.

"The surge in contracted space is significant, because it indicates solutions providers are seeing a recovery in the future and making strong marketing decisions with their Pack Expo participation," said Charles D. Yuska, President & CEO of the show's organisers, PMMI. "In addition to the recent exhibitor activity, attendance figures are also showing a surge, with packaging professionals realising that the show can



support their innovation needs in an efficient and cost effective manner."

PMMI has made a point of working with other organisations to create a fuller, more cost-effective experience. Industry events coinciding and co-located with Pack Expo Las Vegas include pavilions and annual meetings: Association of Independent Corrugated Converters 2009 Annual Meeting

Coca-Cola invests in coconut water

ZICO Pure Premium Coconut Water reports that key strategic partners have invested \$15 million in the company for growth and expansion purposes including an investment from The Coca-Cola Company for a minority stake of less than 20%.

"This support from such an exciting and influential consortium of investors certainly validates the broad potential we've known ZICO had from the outset," said Mark Rampolla, ZICO's Founder and CEO. "Building on our established momentum and powered by this new investment, we plan to introduce the ZICO brand and its



natural health benefits to a much larger mainstream audience, which has always been our mission."

ZICO is one of the pioneers in the development of the coconut water category in the US where the brand has been experiencing significant growth among health-conscious, active consumers.

The investment was led by Coca-Cola North America's Venturing and Emerging Brands (VEB) Business Unit.

On shelf...

- Double D Functional Beverage has concluded a deal with Loblaw's group that will make Beaver Soda available right across Canada in the nation's largest grocery retailer. Beaver Soda, premium micro brews; Canadian Cola, Rodeo Root Beer and Orange Cream will be available to consumers following their listing throughout Canada. The Beaver natural soda brands have been a successful new entry into the declining CSD category. "We are pleased to build on our existing partnership with Loblaw's and provide our natural Beaver Soda line coast to coast," said Co President Andrew Drayson. The Loblaw's group is Canada's largest food distributor with more than 1,000 corporate and franchised stores across the country.

- Sweet Leaf Tea Company, maker of natural, organic beverages, is expanding into the warmest parts of the country where ice-cold, RTD teas and lemonades are sought-after thirst quenchers. New distributors such as General Wholesale (Atlanta and Augusta, Georgia), Alabama Crown (Alabama), Ten-

nessee Crown (Chattanooga, Tennessee), RJ Lipman (Nashville, Tennessee), Champion Brands (Jacksonville, Florida), and Florida Beverage Sales (Pensacola, Florida) will be carrying Sweet Leaf Tea into Publix grocery stores, as well as convenience stores, restaurants, universities and schools throughout the region. David Smith, Co-founder and VP Sales, said, "We're really excited about landing Publix and working with such reputable distributors. These relationships will significantly increase our brands availability to our consumers throughout the Southeast."

- 7-Eleven is now carrying New Leaf Tea in 280 stores in the Metro New York area including approximately 180 stores in Long Island and 100 stores across Brooklyn, Bronx, Suffern and Queens. The product will reach 7-Eleven through Manhattan Beer Distributors, New York's largest beer distributor that markets beer and non-alcoholic beverages throughout 15 counties in the Metro New York area. "We are excited at Manhattan Beer to extend our portfolio with 7-Eleven. 7-Eleven is a great chain and we are

(MGM Grand Hotel) and 14th International Package Design Competition (inside The Brand Zone); International Bottled Water Association's 2009 Convention and Table-top Trade Show (MGM Grand Hotel); Reusable Packaging Association Annual Meeting (Las Vegas Convention Center); DistriPak Pavilion, sponsored by the NPTA Alliance (Las Vegas Convention Center); Converting & Package Printing Expo (Las Vegas Convention Center); and Process Expo (Las Vegas Convention Center).

"Pack Expo is focused on giving attendees access to the entire packaging and processing supply chain," explains Yuska. "Holding all of these events concurrently capitalises on their natural synergies and gives attendees several important business reasons to make the trip to Las Vegas in October."

Themes of sustainability, performance and economics will feature in Pack Expo Green. "This makes it easier for attendees to find exhibitors with technologies that might support their sustainability goals. Participating exhibitors will have the Pack Expo Green icon with their online listing at Packexpo.com and in signage at their booths," said Yuska.

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now selling one of our top non alcoholic brands with the introduction of New Leaf Tea," stated Bob McGetrick, GM Manhattan Beer Long Island. "We have done very well with New Leaf in the independent markets and we expect solid results from this latest authorisation at 7-Eleven."

- Innovative Beverage Group Holdings Inc has announced a partnership with The Lewis Bear Company, based in Pensacola, Florida, to distribute the company's signature calming beverage, drank. Under the agreement, The Lewis Bear Company will bring drank to consumers throughout the greater Pensacola region, covering a service area that ranges from Pensacola to the Apalachicola River, extending north to the Alabama state line. The Lewis Bear Company has held the regional franchise for Anheuser-Busch since 1876 and has dominated the market for over 133 years. Peter Bianchi, CEO of Innovative Beverage Group, said "Lewis Bear has ubiquitous reach and partnerships like this one will help drank gain access into ever-widening distribution channels."

Ingredients

Whey protein studied

NEW research suggests we should rethink our understanding of how types of protein affect muscle protein synthesis (MPS) in different people at various stages of their lives. And whey-based protein emerges as a universal top performer. The findings reported in *Current Opinion in Clinical Nutrition and Metabolic Care* suggest that dairy proteins are the optimum vegetarian route to muscle protection and development across all demographic segments.

The research demonstrates that although consuming protein is vital to muscle protein synthesis, not all proteins are equally effective in how they are digested and used in the body. Dairy proteins, are found by the

researchers to be superior to soy in supporting muscle mass accretion.

Evidence is highlighted showing differences in the responses of MPS, and muscle protein accretion, with ingestion of milk-based and soy-based proteins in young and elderly persons.

Within the dairy category, whey protein appeared to stimulate whole body protein synthesis more effectively than milk casein. The reason suggested for this is that whey is digested quickly and, due to its high leucine content, it is rapidly synthesised by the muscles to be used for growth, recovery and repair.

A separate comparative study by Arizona State University recently published in *Nutrition Research Journal* suggests that consumption of whey protein has a greater effect on muscle protein accrual in elderly people than consumption of its essential amino acids (EAA) alone.

Both whey protein and EAA supplements are known to stimulate muscle growth, but the popular conception is that whey protein's beneficial effect on muscles is due entirely to its high EAA content. Therefore,

the study was designed to compare the efficacy of these two forms of supplementation.

The results showed that muscle protein accrual in older individuals is greater after taking 15g of whey protein than when ingesting only the EAAs found within 15g of whey protein. This suggests that whey protein's natural effect on the human body is not due entirely to its EAA content alone.

Dr Naomi Grant, Technical Manager for Dairy & Lifestyle Ingredients at Volac, the largest producer of whey protein in Europe, commented: "These two studies confirm what we know from our own research and customer feedback: the holistic nutritional effect of whey protein is critical, which is why it is important to preserve this nutritional integrity by using state-of-the-art processing methods that are gentle on the protein. This also has implications for those working on food and drink applications using whey protein – the benefits of using the freshest whey protein and the least damaging processing methods are obvious if one is seeking to obtain truly functional food products."

What's next in citrus?

THE preliminary findings of a study conducted by Symrise on citrus beverages has given the company new perspectives which will gradually be implemented into new beverage concepts.

In its citrus study, Symrise turned to netnography, an ethnography-inspired process of observation used on the web. Netnogra-

phy takes advantage of the fact that users in online communities exchange their thoughts directly, openly and without regard for hierarchies, and new topics spread quickly online. Certain electronic media — internet communities, forums, blogs and review pages — were thoroughly assessed over a longer period of time for this study; consumer statements were gathered, and the data were then analysed, clustered and aggregated.

Cornelia Lichter, Marketing Director of Beverages in EAME, explains, "We have successfully created a global umbrella brand, our Naturally Citrus. It lets us offer our clients full service in citrus, and on top of that, it also combines a diverse product portfolio with quality, technology and sustainability. So now the time has come to ask ourselves, 'What's next in citrus?' We want to develop visions for the products of the future, but in doing so, we also have to keep consumers' needs and perceptions in mind."

She added: "Surveys like these have great potential for our clients. Having a way to gain even more differentiated consumer insights is something we see as a valuable complement to traditional methods in conjunction with our sensory competence."

New forms of consumer research are currently being integrated as a regular part of the Market & Consumer Research department at Symrise, and the study on citrus drinks was the first one of its kind that the company conducted with the new tool. Cornelia Lichter adds, "Citrus is an unbelievably multi-faceted and dynamic topic, as this study clearly shows. With the help of this new approach and the information it gave us about consumers' needs, we can give our Naturally Citrus portfolio new inspiration. And this lets us give our clients promising concepts that have their finger on the pulse."

Heart healthy

NATURAL plant extracts supplier Afriplex has recently developed a novel Rooibos product called Aspalathox, an extract formulated to achieve a specific profile of Rooibos flavanoids and antioxidants. The company says recent research results on Rooibos flavanoids as depicted in the *Journal of Pharmacological Science*, (Vol. 110, page 105 – 110, 2009) illustrates their positive effect on cardiovascular health.

The use of Rooibos (*Aspalathus linearis*) tea as a beverage was first reported in 1772, and it was marketed and then domesticated on a small scale around 1900. Demand for the product increased significantly during World War II because of the shortage of Oriental tea. The tea has since gained recognition for its caffeine-free properties, low tannin and antioxidant properties. The plant occurs naturally in the western districts of the Cape Province, South Africa, and attempts to grow it elsewhere in the world proved unsuccessful.

Aspalathox is produced through a proprietary and patented extraction process. The process was developed to ensure optimal concentrations of naturally occurring flavanoid compounds typical of Rooibos eg aspalathin, orientin, chrysoeriol and nothofagin. Using specialised extraction techniques, the product is produced through a range of membrane fractionation steps as well as an ethanol/water driven chromatographic separation process. The process ensures that the product is in its natural food state.

The final concentrate is in powder format and is produced with low temperature spray drying, thereby producing stable and standardised powder extract.



DANISCO has announced investments totalling €60 million that will add more than 2,000 tonnes to its existing cultures production capacity over the next three years. These investments will meet growing global demand for frozen and freeze-dried Direct Vat Inoculants (DVI) and reinforce Danisco's leading market position as a cultures supplier. The additional capacities will be located both in North America, where the company is transforming a former enzyme production unit from its Genencor Division into a cultures plant, and in Europe.

Omega-3 fatty acid source found

INTERMED Discovery (IMD), the natural product lead-discovery company, has announced the acquisition of unique microbial Omega-3 fatty acid production strains and related know-how from the University of Saarland. This microbial source has the potential to produce Omega-3 more sustainably and reliably compared to established sources.

At present, Omega-3 fatty acids, particularly those with high levels of EPA, are derived from fish. However, with dwindling fish populations and rising demand for Omega-3 the search has been for more sustainable alternatives on. In addition, fish is an unreliable source since the Omega-3 concentration can exhibit significant batch variation. This is also a problem with potential alternative sources such as algae, which generate mainly DHA while the yields for EPA are very low or even none at all.

The microbial strains that IMD has acquired are sustainable sources that generate reliably high yields of Omega-3 fatty acids, which significantly out-perform current sources. This source also offers a more favourable ratio between the fatty acids DHA and EPA. This is in turn expected to lead to the development of enhanced Omega-3 formulations with new product

Eliminating microorganisms

LANXESS AG used last month's drinktec show to highlight its flagship product, Velcorin. This modern stabiliser effectively eliminates beverage-spoiling microorganisms without impairing taste.

Microorganisms such as yeasts, mould fungi and bacteria are ubiquitous in the beverage filling process: they are found in the ambient air; in production installations, in closures and in the drinks themselves. Not only do they diminish the sensory properties of the liquids, they also can pose a health risk for consumers.

The product is compatible with all known types of end packaging, such as PET, glass bottles, carton packaging and bag-in-box. The broad range of applications includes fruit juice-based beverages, iced

applications.

"These microbial strains offer not only a new sustainable and reliable source of Omega-3, but also give us the capability to develop products with outstanding quality at competitive pricing," said Bernard Becker, Managing Director of InterMed Discovery.

IMD will lead the collaborative research and development project with the team at the University of Saarland.

tea, isotonic beverages, non-carbonated and carbonated flavoured water.

"While manufacturers are expected to continuously develop new types of beverages, for example with additional dietary benefits, they must also maintain high standards in production and protect beverages from spoiling. With Velcorin, we offer not only an effective solution for cold sterilisation, but also complete service that includes the right dosing equipment," said Ingo Broda, Head of Beverage Technology in the Material Protection Products business unit.

The Velcorin DT dosing machines made in Germany claim excellent distribution in a beverage, because they add only precise quantities, right down to the ppm range. They can be integrated in existing filling systems, require only a low initial investment, are easy to operate and reliable to use.

Velcorin is added to a finished beverage before filling. Even in low concentrations, the product has a pronounced effect on typical microorganisms. It enters the cell and inactivates its key enzymes. Once added to a beverage, the dimethyl dicarbonate (DMDC) rapidly decomposes into small amounts of methanol and carbon dioxide, natural ingredients in many beverages. Key authorities, such as the EU Scientific Committee on Food, the United States FDA and the Joint FAO/WHO Expert Committee on Food Additives (JECFA), have confirmed that Velcorin is safe for human health.

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In brief...

- Berkem has received organic Exocert certification which includes grapevine extracts, such as vine shoots and grape pomace. The company says it has been committed to transparency and sustainable development for the last 10 years, following the principles of the Chemical Industries Progress Charter, which aims to reduce environmental impact (pollutant discharges and consumption of natural resources). The company is aiming to increase the proportion of organic-certified ingredients throughout its plant extract production.

- New data has been released by Bio Serac relating to its Cacti-Nea weight management product derived from cactus fruit which shows that: it has a positive effect on body composition (fat and lean mass balance); there is a significant reduction of water mass with a positive effect on the silhouette; there is no adverse effect on blood pressure and a mineral balance is preserved.

- Martek Biosciences Corporation has entered into a multi-year sole-source supply agreement with Puleva Food for the use of AA in infant formulas produced by Puleva and sold in Spain. Puleva is part of the Ebro-Puleva group, Spain's largest agro-food business. "Our partnership with Puleva further



demonstrates that companies worldwide understand the importance of adding Martek's AA to infant formula for infant health and development," said Ethan Leonard, Vice-President of Paediatric Nutrition for Martek. Martek's DHA and AA can be found in infant formula sold in more than 75 countries.



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

Grapefruit juice component heightens effectiveness of cancer drug

AN UNUSUAL treatment for cancer is being tested at the University of Chicago where researchers are examining the effects that the drug rapamycin taken with grapefruit juice may have on cancerous tumours. Rapamycin prevents cells from multiplying which is important for keeping cancer growth in check; however only a fraction of the drug gets into the system because it is broken down by a digestive tract enzyme. Grapefruit juice contains furanocoumarins which prevent rapamycin from being broken down so the body can absorb more. These key chemicals, however, have a short shelf life and are unlikely to be present in juice on shelf. Albina Duggan, diagnosed with Stage IV cancer that had spread to her liver, spine and lymph nodes, enrolled in the clinical trials as a last resort. Five years later, her tumours have shrunk by half and doctors are no longer setting limits on her life expectancy.

Bisphenol A ban tabled in French parliament

FRANCE could become the first European country to ban bisphenol A (BPA) in food containers if a bill tabled by group of senators passes into law. The bill was laid before the senate on 27th July on the grounds that some studies have demonstrated that BPA acts not only as an endocrine disruptor but may also play a role in the development of breast and prostate cancer, diabetes, thyroid dysfunction and in some behavioural and reproductive problems. Canada was the first country to take legal action to ensure that BPA could not migrate into baby formula from can linings and polycarbonate baby bottles. The US Food and Drug Administration, whilst initially insisting BPA posed no health threat, has now agreed to re-evaluate its safety.

Sugary soft drinks may lead to a fatty liver

RESEARCH has suggested that sugar-sweetened soft drinks may cause changes in the liver normally associated with chronic alcohol consumption. The team reporting this finding is led by Dr Nimer Assy from the Ziv Medical Centre, Safed, Israel.

Nassy and his team investigated the role of soft drink consumption in the development of non-alcoholic fatty liver disease (NAFLD) in a group of 32 patients with NAFLD and major risk factors for metabol-

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

Reading Scientific Services Ltd.



ic syndrome (diabetes, obesity, triglycerides), another group of 28 patients with NAFLD but without risk factors, and a further group of 18 gender and age matched controls without NAFLD. The degree of fatty infiltration of each patient's liver was measured by ultrasound. Physical activity and daily dietary intake of food and drink and sources of added sugar were collected in two 7-day records at the beginning and end of the 36 month study. Systemic inflammation and markers of oxidant-antioxidant status were measured.

Results indicated that 70% of the patients with NAFLD consumed large amounts of soft drinks each day, typically classic cola or flavoured fruit juices. Some patients in this group consumed more than 500 ml/day or 12 teaspoons of sugar/day. Only 20% of the controls, who drank few soft drinks, had NAFLD.

Patients with NAFLD plus metabolic syndrome had similar malondialdehyde, paraoxonase, and C-reactive protein serum levels as those without NAFLD, but had



Florida grapefruit juice.

higher HOMA (Homeostasis Model Assessment) and higher serum ferritin levels. When controlled for confounding factors such as dietary composition and physical activity, multiple regression analysis showed that soft drink consumption was a strong predictor of fatty liver, independent of metabolic syndrome, biomarkers of inflammation and lipid peroxidation.

Commenting on the study, Assy suggested that the component of the soft drinks and fruit juices that is likely to be causing the liver damage is fructose. Assy is quoted as saying "fructose ups the chances that you will suffer from a fatty liver, which can lead to cirrhosis of the liver and liver cancer". (Posted in *Journal of Hepatology*, April 2009, 50: S354. Very similar work by Assy et al. is detailed in *Can. J Gastroenterol.* 2008, 22 (10): 811-6).

AHA statement on dietary sugars intake and cardiovascular health

A SCIENTIFIC statement from the American Heart Association (AHA) suggests that Americans should cut back dramatically on their sugar intake. According to the authors of the AHA statement, high intakes of dietary sugars in the setting of a worldwide pandemic of obesity and cardiovascular disease have heightened concerns about the adverse effects of excessive consumption of sugars. In 2001 to 2004, the usual intake of added sugars for Americans was 22.2 teaspoons per day (355 calories per day). Between 1970 and 2005, average annual availability of sugars/added sugars increased by 19%, which added 76 calories to Americans' average daily energy intake.

Soft drinks and other sugar-sweetened beverages are the primary source of added sugars in Americans' diets. Excessive consumption of sugars has been linked with several metabolic abnormalities and adverse health conditions, as well as shortfalls of essential nutrients.

Although trial data are limited, evidence from observational studies indicates that a higher intake of soft drinks is associated with greater energy intake, higher body weight, and lower intake of essential nutrients. National survey data also indicate that excessive consumption of added sugars is contributing to over-consumption of discretionary calories by Americans. On the basis of the 2005 US Dietary Guidelines, intake of added sugars greatly exceeds discretionary calorie allowances, regardless of energy needs.

In view of these considerations, the American Heart Association recommends reductions in the intake of added sugars. A prudent upper limit of intake is half of the discretionary calorie allowance, which for most American women is no more than 100 calories per day and for most American men is no more than 150 calories per day from added sugars. (*Circulation.* 2009; 120:1011-1020)

Juices & Juice Drinks

Vimto for Ramadan

MIDDLE EAST Vimto cordial is renowned as a Ramadan mainstay. While the popular beverage is available year-round, it is in particular heavy demand during the holy month and is promoted by its regional supplier, Aujan Industries, in a media campaign whose latest version is a widespread talking point. This year's campaign – which embraces television, print, online, mupis, megacomms and rooftops – centres on a heritage theme of 'Generation after Generation'.

It is an appropriate choice, building on previous themes which stressed the brand's family credentials in the Middle East and especially its role at iftar for tens of thousands of families. Vimto is celebrating 101 years of 'generating sweet gatherings' and for 80 of those the brand has been in the

Middle East. Sheikh Abdallah Aujan Sr worked directly with John Noel Nicols to introduce Vimto to Saudi Arabia and subsequently elsewhere in the Middle East. The family relationship has continued through three generations, represented today by Abdallah Aujan Jr and Matthew Nicols.

"The Generations theme was inspired from testimonials given by grandfathers to their grandchildren, sharing the memories of breaking fast during Ramadan with the sweet and refreshing taste of Vimto," said Anwar Alkhars, Vimto Brand Manager at Aujan Industries. "Vimto has become more than a beverage. It is now part of the Ramadan heritage, which is an essential message we aimed to convey in the new media campaign."

Clayton Buckley, Aujan's Vice-President of Marketing, noted that "the Generations theme resonates with our long-standing commitment to providing the highest quality



of product during a most celebrated season of gratitude. Our campaign remains vigorous despite the decline of regional spending on advertising."

As well as a bigger overall spend, the 2009 campaign extended into Iraq.

Lemon launch

INDIA PepsiCo India has launched Nimbooz by 7Up in the state of Tamil Nadu. The lemon juice drink comes in 200ml returnable glass bottles, 350ml PET and 200ml cartons at Rs10, Rs15 and Rs10 respectively. Inspired by the popular home-made, fresh nimbu paani drink the still drink contains real lemon juice and no artificial flavours.

Ms Alpana Titus, Executive VP-Flavours, PepsiCo India, said "Nimbu paani is a well loved Indian drink, and Nimbooz by 7Up brings consumers this popular taste backed by PepsiCo quality. We have specially developed it to suit local tastes and preferences, and made it available in affordable, hygienic and convenient packaging for consumers on-the-go. The introduction of Nimbooz by 7Up is yet another initiative from PepsiCo India to further widen our already large portfolio to cater to diverse needs and tastes."

The launch is being supported by an intensive consumer marketing campaign which includes road shows, comprehensive 3D activation, radio and press. Complementing the on-ground initiatives is a television commercial that reflects Nimbooz's 'Ek dum Asli Indian' proposition. In it a traditional wooden lemon squeezer is used to dramatise the beverage's authenticity.

For adults

UK Princes has launched a range of juice drinks made with 35% pure juice aimed at consumers "who want more adult-style refreshment". The range – Apple & Alphonso mango, Apple, Raspberry & Pomegranate, Pear & Blackcurrant and Apple & Elderflower – will help to reposition juice as 'not just for breakfast' with serving suggestions on pack to encourage consumers to try them as part of a non-alcoholic cocktail, or to add ice and a squeeze of lime for a more sophisticated drink. The juices come in 1 litre cartons.

The launch follows a strong year for the Princes brand, which the company says is now bought by 67% of UK households and has seen value sales increase 14% year-on-year. Graham Breed, Marketing Director, said: "Princes spotted a gap in the market for a range of juice-based adult soft drinks, and as we are one of the few brands showing year-on-year growth in the ambient juice category we are perfectly placed to fill it.

"By combining our brand strength with a high juice content and more exotic flavour combinations, we're confident that we've created a range that will help drive further value into the category."



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Relaunch with aronia

UK The Alfresco juice drink range has been re-launched, with the first new flavour, Aronia berry, now available in 350 Holland and Barrett stores nationwide. Alfresco Aronia – like the other four flavours in the range, Grape, Apple, Citrus and Berry – contains no preservatives, artificial colours or flavours.

The Alfresco Drinks Company was founded in 2000 by soft drinks veteran Robin Sheppard (below) who commented: "At Alfresco we aim to produce fresh, clean-



tasting juice drinks and flavoured waters that are redolent of each ingredient fruit flavour in innovative and appealing combinations. That applies to both the Alfresco range and to the own-brand ranges that we develop for companies looking to benefit from an additional profit stream to their business."

The Aronia berry (sometimes known as

the chokeberry) is one of the newest of the superberries, and possibly the healthiest; richer in anti-cancer antioxidants than blueberries, raspberries, goji or acai, and high in vitamin C. Originally native to North America (where American Indians rated it as an aphrodisiac too) it is now being grown in Europe as its reputation spreads.



Parental support

NEW ZEALAND Parents Centres New Zealand, which has a network of centres and educational staff throughout the country dedicated to childbirth information and parent support, has established a partnership with Ocean Spray.

Viv Gurrey, the organisation's Chief Executive, said it was pleased to be associated with "a worldwide brand such as Ocean Spray that is able to provide us with funding and product, and support our parents with information on the unique health benefits of cranberries."

Anne-Maree Ogilvie, Ocean Spray's Commercial Manager for Australia and New Zealand, said the company's objective was "to reach a wider audience with the cranberry health story". She described the relationship with Parents Centres as "a natural extension to a wide range of health sponsorship activity already under way by Ocean Spray in New Zealand".

Magic Straw

SOUTH AFRICA Clover South Africa is running a 'magic straw' promotion to boost youngsters' interest in the Capri-Sun Multifruits juice drink. Publicised on Multifruits packs, at retail point of sale and through consumer advertising, the sales initiative runs until the end of October:

Junior participants are asked to "search for the magic straw that changes its colour in the sunlight". Entry is by a choice of online form, SMS or post. The competition offers a prize bag of 50 iPod nanos. It is open only to citizens of South Africa.

Flavours increased

SOUTH AFRICA Parmalat South Africa has continued the ongoing development of its PureJoy brand by increasing the number of PureJoy Light flavours available in 200ml packs.

Following extensive consumer research, Parmalat decided to focus on 1 litre and 200ml packs, discontinuing the 330ml pack size which presented some constraints, including its less than optimal suitability for lunchboxes.

The PureJoy Light range already included

Apple Mango, Orange, Peach and Tropical flavours. These have been joined by Cranberry Cherry, Mango Orange and Peach Apricot.

PureJoy Light has been a winner for Parmalat South Africa. In February this year it was named as South Africa's Cold Beverage Product of the Year. A UHT fruit juice with all the taste of juice but fewer kilojoules, PureJoy Light was introduced in September 2007 as part of a major overhaul of the PureJoy brand, including a packaging revamp. The brand's high market standing was subsequently leveraged further to embrace PureJoy Fresh.

Tang Spazatainer

SOUTH AFRICA A trade promotion for the Tang powdered soft drink range organised by Kraft Foods South Africa has an unusual prize: store owners can win one of two Tang-branded Spazatainers.

Spazatainers are new or second-hand marine freight containers which are converted by Spazatainer South Africa (<http://spazatainer.com>) into offices, accommodation, clinics, kitchens, workshops and other applications. The Cape Town company was established in 1992 as part of Safmarine's social uplift programme. It is active in disadvantaged areas, as well as the commercial sector, and has built a specialist export trade.

Participants in the Tang Spazatainer promotion are required to purchase Tang products for their store and display them at the suggested selling price during the qualifying period which runs until the end of December. The promotion follows a similar marketing venture in 2008.

Working out

USA Naked Juice has introduced two additions to the brand's Protein Zone line: Mango and Double Berry. The juices feature a unique blend of soy and whey proteins which, according to Naked Juice, makes the beverages perfect for post work-out.

Both flavours contain more than three servings of fruit (Under USDA's 2005 Dietary Guidelines 4oz. of 100% juice = 1 serving of fruit) and 30 grammes of protein per bottle to help fuel strong muscles and a healthy body. Emphasis has been placed on taste: Mango comprises the flavours of mango, orange and apple, while Double Berry delivers a fusion of blueberries and strawberries.

As with all Naked Juice products there are no added sugars or preservatives.

Energy & Sports Drinks

Juice-based

USA Vuka LLC has launched a range of four sparkling and juice-based energy drinks – Awaken, Think, Workout, and Renew. The brand's all-natural ingredients and nutritional supplements are specifically formulated to provide what the company describes as 'intelligent' energy.

Awaken is 50% real juice enhanced with vitamins A, C, E and B3, B5, B6, and B12; Think is a lightly carbonated pomegranate lychee drink, focusing on improving your memory and concentration and helping to restore your brainpower with DMAE, ginkgo biloba, and panax ginseng; Workout is a lightly carbonated berry lemonade made with Rooibos (African Redbush) tea to keep you performing at peak levels, along with L-carnitine, potassium, sodium, and magnesium; Renew is a mango peach drink to replenish energy during down times which features natural caffeine, panax ginseng, D-Ribose, and taurine. The preservative-free drinks contain vitamins B3, B5, B6, B12 and grape seed extract.

"Even though our target market drinks energy drinks, coffee, and other caffeinated beverages, they are more health-conscious and want something that is better for them. They want the caffeine, but also seek other functional ingredients to simply help them get through their daily activities," said Alexia Bregman, Vuka CEO – Marketing.



Buffalo Bills partner

USA The Buffalo Bills has entered in a new partnership agreement with Power Trip Beverages, making Power Trip the official energy drink of the American football team and the exclusive energy drink and energy shot at Ralph Wilson Stadium. Other elements of the agreement include product sampling during game days inside the Bills Field House and parking lots of Ralph Wilson Stadium, along with advertising and promotional opportunities.

"We are excited to partner with Power Trip energy drink and provide loyal Bills fans with more unique game experience opportunities," said Bruce Popko, Bills Senior Vice-President of Business Development. "Power Trip tastes great and is an energy drink that is already gaining popularity with Bills fans, and this partnership presents both parties with unique opportunities to display and share our brands."

Demon Energy expands

NEW ZEALAND Demon Drinks has expanded its Demon Energy range as it develops the brand's market strength in competition to established energy brands such as V and Red Bull. It was a pioneer of the trend to large-serve cans and has launched a 1 litre bottle aimed at the home and party market. This 1 litre packaging variant is the first of its kind available on the New Zealand market.

Leveraging the Demon brand further are 60ml Demon Energy Shots. Andy Smith, a Director of Demon Drinks, says he believes that the demand for energy shots will build strongly, based on the "phenomenal growth" in this category experienced in the US. "What's intriguing is that in the US the appeal of them is so wide. All sorts of people are enjoying them, from mothers to business people to top athletes – basically anyone who is tired and needs some extra energy to get through the day."

Demon Energy Shots offer the same amount of caffeine as a large espresso, says Smith. "They contain no calories kilojoules or sugar and because they don't contain sugar there's no 'sugar crash'."

Demon Drinks sets a maximum daily consumption level of two shots.



Formulated for children

USA KIDStrong Enterprises has launched an all-natural hydration beverage for children, low in sugar and scientifically formulated with vitamins and nutrients that children require to live a healthy lifestyle. The drink comes in two flavours - natural orange and natural grape – with more flavours in the pipeline.

The company says that, unlike other sports drinks or fortified waters on the market, KIDStrong contains no artificial flavours, colours, sweeteners, or preservatives, and is low in sugar; containing just 3g of sugar per 8oz serving. KIDStrong is specifically designed for children ages 4-13, and is aimed at combating the growing epidemic of childhood obesity.

The new beverage features three significant components: a low glycemic index complex carbohydrate blend; a nutrient blend containing 22 vitamins and minerals; and a unique electrolyte combination. All three are said to work together to promote proper nutrition and growth.

Dr George Murphy, molecular biologist and the scientist behind KIDStrong, said: "We developed KIDStrong with growing kids in mind. Whether playing sports, studying for an exam, or conversing with friends, we want kids to be armed with all the vitamins, nutrients, and energy they need to be active, healthy, and filled with positive energy in order to be better prepared for life's challenges."



Compact shot

FINLAND Hartwall has launched its energy drink ED Power Shot in a new compact 150 ml can. "ED Power Shot is a drink from our Stay focusED stable, and it will be marketed as a fast, effective pick-me up drink that consumers can have instead of regular coffee," said Sini Orkola, Hartwall's Brand Manager for ED energy drinks.

The 80 mg caffeine content in ED Power Shot is equivalent to a regular cup of coffee, according to Orkola. "Our research showed that Finnish consumers have been looking for a handy-sized energy drink like this, and now there is such a product on the market," she said.

ED Power Shot's active ingredients include caffeine, taurine, guarana as well as five separate B vitamins. The product is sold in packs of 2 x 150ml cans.

The new mini-can positions ED Power Shot as a stand-out product from other ED energy drinks. In its reduced size, the drink delivers as much caffeine as 250 ml of regular energy drink or a cup of coffee, according to Hartwall.



"As its name suggests, ED Power Shot offers a fast, effective pick-me-up drink in a small measure. The small can is easy to carry with you to drink as required. Women especially have looked for a smaller can size. Drinking a ED Power Shot is a little like ordering an espresso instead of regular coffee," said Orkola.

A product of Hartwall's own R&D, ED Power Shot is mainly targeted at adult consumers who need to boost energy levels at work, studying or in roles that require a high degree of quality concentration.

Due to their caffeine content, energy drinks are not recommended for children, pregnant women or those who are sensitive to caffeine. The drinks also carry a usage suggestion. For example, it's recommended that you do not consume more than four cans of ED Power Shot per day. This advice, which is marked on all packaging, is based on the Finnish Food Safety Authority's guidelines.

Natural caffeine

France Kalaschnikow energy drink sold in 25cl cans is now being distributed in France by HEXIS Energy. Claiming to be the first energy drink worldwide to use natural caf-

feine, its ingredients also include taurine and vitamins.

Kalaschnikow was launched in Europe in the spring of 2008 and in the UK in the autumn. Its launch in France is being accompanied by a marketing campaign that includes glasses, fridges and stickers.



IN FUTURE ISSUES

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Waters & Water Plus Drinks

From Iceland

USA Carbon neutral certified bottled water, Icelandic Glacial has become the official water of Squaw Valley, Lake Tahoe. In a three year agreement, each of Icelandic Glacial's four different bottle sizes, including the 750 ml sport-cap design, will be available across the resort in key locations and branded coolers.

"Our brand has become a firm favourite with a number of world class resorts and hotels over the past year; however being the official water of a location as breathtaking as Squaw Valley USA is truly wonderful," commented Jon Olafsson, Chairman and Co-founder, Icelandic Glacial. "As an Icelandic brand our entire identity is based around purity, style and nature. Squaw Valley is a resort that encompasses all of these elements, creating a perfect fit for our water."

With six peaks, 2,850 vertical feet and 4,000 acres of varying terrain, Squaw Valley offers a remarkable skiing and snowboarding experience. The resort is committed to exe-

A message of trust

INDIA Coca-Cola India is running a new integrated marketing communication initiative 'Vishwas Karo' (Start trusting) for its packaged drinking water Kinley.

The latest communication (an extension of Kinley's earlier campaign 'Boond-Boond Mein Vishwas' (Trust in every drop) takes the core idea of 'Trust' to a next level by urging people to start trusting in their inherent goodness and let go of their suspi-

cuting a dedicated environmental programme, using green sources such as geothermal energy in its 12,000 sq ft Children's Ski School.

This is the same type of natural energy that powers the entire production of Icelandic Glacial, an environmentally responsible factor that contributed to the brand becoming the world's first certified carbon neutral bottled water for both its product and operations.

cion and disbelief.

According to Avinash Pant, Director - Still Beverages, Coca-Cola India, "Kinley is among the most trusted packaged water brands in the country today. Kinley has over the years established a strong consumer connect by communicating the core benefit of trust through the 'Boond Boond Mein Vishwas' campaign. The latest communication 'Vishwas Karo' takes forward the same conversation of trust to a higher platform and touches life at large. It brings forward Kinley's belief that a little bit of trust can restore faith between people, within oneself and in the basic goodness of life at large. We are looking forward to greater heights in the Kinley Journey."

The new 'Vishwas Karo' advertisement depicts a montage of slice of life situations where one is forced to choose between trust and mistrust, and where the decision to 'trust a little' helps restores self-belief and faith between people. The background jingle 'Vishwas kar tere vishwas par, Karle ab hosla... shak se ghira kyo hai bhala' is said to portray Kinley's belief in trust.

Football deal

UK Scottish spring water and soft drinks manufacturer, Sangs (Banff) Ltd, has signed deals with five Scottish Premier League (SPL) football teams. It has become official water partners with Aberdeen, Dundee United, Hamilton Academical, Hibernian and St Mirren football clubs, providing the five



Hibernian midfielders Kevin McBride and John Rankin get on top of the MacB water partners deal with Managing Director of Sangs, Andy Anderson, and MacB the mascot.

teams with its MacB Pure Scottish Spring Water throughout the 2009-2010 season.

Produced at its base in Macduff on the Moray Firth coastline, MacB Pure is drawn from the source to the Lost Well of Tarlair, where water is filtered through rocks for up to 12 years before being drawn to the surface. Documented as far back as the 1740s, people once travelled from all over Scotland to drink the Tarlair water for its health-giving properties.

Andy Anderson, Managing Director of Sangs, said: "We are delighted that these SPL players will benefit during matches and training from some of the purest water produced here in Scotland. We wish them all the best for the season ahead. Our agreement as official water partners is part of an ongoing strategy to consolidate our involvement in Scottish football at local level. The deal represents a total of around 50,000 litres of MacB Pure being supplied to the teams."

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TURKEY Bericap Turkey has launched the production of HexaLite 29/11 SFB 3T – the water closure suitable for light weight neck finish 29/25 for Danone Turkey's Hayat brand.

The still water market is the defined target for the HexaLite closures. The closures are equipped with a slit and folded safety band (flexband) for efficient tamper evidence performance, reliable and forgiving application on high-speed lines. According to Bericap, the cost saving to convert from a 30/25 neck and closure to HexaLite 29/25 will save more than 30% of resin in the neck and closure weight.

Carbonates

Limited edition

SCOTLAND To celebrate the year of Homecoming, Irn-Bru has introduced a limited edition heritage can. Five million Irn-Bru heritage cans have been produced, enough for everyone in Scotland. The heritage can features the Irn-Bru logo design first introduced in 1947 when the spelling of Barrs Iron Brew was changed to Barrs Irn-Bru for the first time.

Robin Barr, former Chairman of A G Barr for over 40 years, unveiled the can on a traditional horse drawn delivery cart in Callendar Park, Falkirk. The Barr Soft Drinks business was started in Falkirk, in 1875, by Robert Barr, Robin's great great grandfather. Not only was the horse and cart a key method for delivering Irn-Bru to shops during the 1940s but it also harked back to Robin's own childhood when, aged 14 years old, he helped to make the final delivery of Irn-Bru by horse drawn transportation in 1952.

In 2009 the brand is backed by a £12 million investment which includes national TV advertising and the high profile sponsorships of the SFL and RFL Super Leagues, with cov-



Robin Barr with some of the limited edition cans.

erage on Sky Sports.

The Heritage can launch has been supported by the re-screening of one of the brands most iconic adverts: The 'Steamroller' advert from the famous 'Made in Scotland from Girders' campaign of the 1980's. In-store merchandising materials supported the launch at point of purchase.

Since 1947 Barrs Irn-Bru has gone on to become the No1 grocery brand in Scotland, achieved national and international status as sales have now progressed throughout the



UK and overseas, helping to make A G Barr one of the largest independent soft drinks manufacturers in Europe.

Marie Christie, Project Director, Homecoming Scotland 2009, added: "This exciting pack is a fitting contribution to Scotland's Homecoming celebrations. This year we are celebrating Scotland's greatest achievements in culture and in its social and economic heritage. The Irn-Bru heritage can is a great addition to the celebrations for Irn-Bru fans in Scotland and around the world."

Health endorsement

SOUTH AFRICA The country's 5-a-Day for Better Health Trust has endorsed the Appletiser sparkling fruit juice range – including Grapetiser and Peartiser – which means that consumption of 200ml daily is regarded as fulfilling one of the five daily servings of fruit and vegetables in the daily diet which the international 5-a-day concept epitomises.

"Following a 5-a-day eating plan will result in a sufficient intake of vitamins, minerals, antioxidants, fibre and other important goodies to assist with maintaining a healthy weight, and the research even shows might reduce the risk of heart disease, stroke and some cancers," said Jane Badham, the trust's Chief Executive.

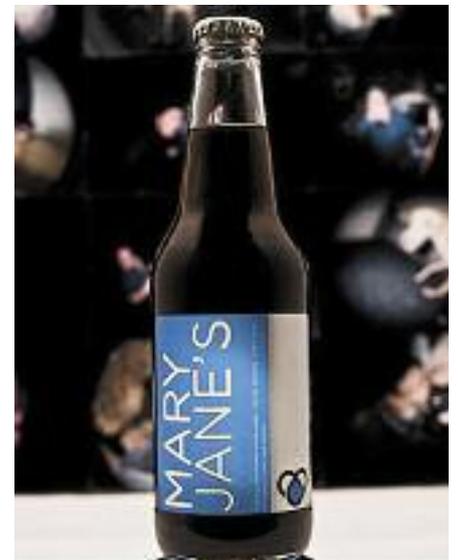
"Living a balanced lifestyle is vital for our optimal resilience against life's health challenges. 5-a-Day is proud to include Appletiser as a beverage option but also as a brand that endeavours to participate in bringing the balanced lifestyle message to consumers."

Badham is a dietician and nutritionist whose advice is well regarded in South Africa where she enjoys a high profile through media exposure. She is also South Africa's representative on, and a board member of, the International Fruit & Vegetable Alliance.

Kava-based

USA Denver-based Mary Jane's Soda Inc has launched a cola-flavoured beverage that delivers a euphoric experience only possible from the use of kava root. This soda claims to stimulate a positive mood, increases mental clarity and reduces stress without causing inebriation or any negative side effects. "In today's environment, stress is a constant," said Creator and CEO Matt Moody. "We created Mary Jane's Relaxing Soda as an alternative to alcohol, for people who want a healthy, natural and legal way to relax and unwind. The degree of relaxation is surprising, and we're proud to be the first to deliver a kava-based soda that masks the typically bad flavour of kava naturally."

Kava is a root that has been used in ceremonies in the South Pacific for millennia. Its roots are primarily used in a drink to experience euphoria, relaxation and to counteract stress, insomnia and anxiety. Some have also used kava as an anti-



depressant, a gentle anesthetic and to relieve muscle tension. The active ingredients in this mild sedative are called kavalactones, and its maximum effects are felt when drinking on an empty stomach.

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By The Case Load

A force for energy

ACCORDING to the director of the combat feeding programme at the US Army Soldier Systems Center (SSC), also known as Natick Labs in Natick, Massachusetts, soldiers enjoy 24 different menus of M-R-Es or meals-ready-to-eat; there are even vegetarian selections. The army has a motto for the meals: war-fighter recommended, war-fighter tested and war-fighter approved.

In the future combat soldiers might improve their mental and physical sharpness by eating MREs supplemented with caffeine, glucose and certain nutrients needed to make compounds such as norepinephrine, dopamine, and acetylcholine, specific neurotransmitters responsible for mental energy, clarity, focus and concentration.

A new isotonic energy drink, called RE-UP Energy Drink from Patriot Beverage Company is now under development specifically for inclusion in a prototype MRE that could improve soldiers' performance. "If you take soldiers that are stressed by lack of sleep, opera-



tions, and extreme heat, you find they aren't eating or drinking adequately, but a scientifically formulated isotonic energy drink may be something to restore their performance to what a normal rested, well-fed and hydrated soldier would be," said the company's spokesman Ira Scott. "We are very enthusiastic about the introduction of RE-UP Energy Drink, that one day may be included in MREs," he added.

RE-UP Energy Drink is packaged in unique, 16 oz cans for the army, navy, air force and marines which includes camouflage-style packaging graphics, spaced around the outside to look like army camouflage clothing. The drink's tagline is a straightforward yet sublime reminder to re-enlist; "Its time to RE-UP", under the new re-enlistment policy waiver which will now allow deployed soldiers who are about to return home to re-enlist in the combat zone and, if eligible, draw a tax-free bonus. Lump-sum payment options range from \$1,000 to

Richard Davis reports on the development of an energy drink for US armed forces, the potential of ginger and acai-inspired energy.



\$27,000, depending on skill category and length of re-enlistment.

Unlike conventional soft drinks RE-UP Energy Drink contains 30% less sugar and is isotonic so it replaces electrolytes. It has been scientifically formulated to be compliant with all federal specifications and is made in a state-of-the-art facility.

Opportunities with ginger

NEW findings suggest that active compounds in ginger (*Zingiber officinale*) may be more effective than Viagra (sildenafil citrate), in women. Ginger has long been considered an aphrodisiac, particularly for women. It is warming, and is said to increase blood flow. Like Viagra, ginger blocks the enzyme phosphodiesterase, which leads to certain desirable vascular changes. Ginger also acts on at least two neurotransmitters systems: the serotonin-3 receptor, and the vanilloid / substance P receptor (*Yakugaku Zasshi*. 1991 Nov;111(11): 695-701).

Chris Reed, Founder and CEO of Reed's Inc is bullish on ginger. His company recently announced that it has engaged San Francisco-based Partnership Capital Growth Advisors to introduce the company to potential



Chris Reed with his ginger brew.

strategic partners within the beverage space. Partnership Capital Growth Advisors has completed transactions for Sambazon, New Leaf Paper, Adina, MonaVie, Mrs Greens, Planet Organic and others, with a focus on healthy, active and sustainable living brands.

"Partnership Capital Growth Advisors, is ideally suited to assist Reed's with identifying opportunities for strategic partnerships and investment to help bring the company to the next level," said Reed. "I have first-hand knowledge of the partnership's expertise in this space and I am confident that it can introduce Reed's to companies that will synergistically help us to grow our brands and distribution."

Brent Knudsen, Founder and Managing Partner of Partnership Capital Growth Advisors, said, "Reed's is an exciting opportunity with the leading soda brands in the high growth natural food channel, and a perfect fit for our focus on identifying and concluding strong partnerships to continue and accelerate growth."

"We're looking for a partner who can bring resources, distribution, and production buying power to our brands," said Reed. "We are the top-selling soft drinks in one industry in the United States, the natural food industry. With the right partner, we expect that we can be a top-seller in mainstream, too. With ginger being the major flavour ingredient in our Reed's Ginger Brews, we should be able to sell even better in other countries, especially Asia, where consumers have more experience with ginger. The perfect partner would facilitate our product launches outside the United States."

Healthy energy

UNDER direct marketing pressure from its independent distributors, MonaVie LLC, maker of the premier blend of the Brazilian acai berry juice, brings an energising new drink to market with the launch of MonaVie EMV. This is a fusion of the acai berry juice and natural energy ingredients that deliver a boost of sustained energy to recharge body and mind.

MonaVie EMV has a great acai berry juice flavour that overcomes the number one negative of current energy drinks; their medicine-like taste. And, unlike other energy drinks, MonaVie EMV energy drink is all-naturally flavoured, and contains no preservatives or taurine. The Brazilian acai berry juice used to make the energy drink is prepared by removing the juice from unfermented acai berries.

The açai fruit (*Euterpe Oleracea*) contains only trace amounts of the psychotropic alkaloid, Arecoline, a mild central nervous system (CNS) stimulant which acts on the parasympathetic nervous system to induce a range of different



Officially launched in the US at MonaVie's Salt Lake City Super Regional event, consumers first caught a glimpse of the product's brilliant blue packaging as the EMV branded race car, driven by veteran racer Tomas Scheckter, roared onto the track at this year's Indy 500.

effects including a heightened sense of awareness.

According to MonaVie Founder, Chairman and CEO, Dallin A. Larsen, the new product is revolutionary in the functional beverage category and will be a welcome point of entry to the company's signature acai nutritional beverages. "With MonaVie EMV," says Larsen, "millions of consumers will find a healthy alternative to soft drinks and overly caffeinated energy drinks."

MonaVie EMV is claimed a perfect

energy juice blend without the stimulant side effects typically associated with more traditional energy drinks. Lightly carbonated, the drink contains 80% real fruit juice from seven 'super' fruits, including acai, acerola, camu camu and cupuacu, with just 60 mg of natural caffeine per 8.4 oz can. There are no artificial flavours, colours, sweeteners or preservatives. The drink is formulated with Palatinose, a natural carbohydrate energy source that provides longer lasting energy.

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Drinks with attitude

fuel for growth and controversy

Rob Walker takes a look at the progress of the energy drink category.

Energy drinks court more controversy than any other soft drinks category. Rarely a month goes by without the threat of some form of retail distribution ban, product safety audit or media speculation about negative health attributes. None of which has halted the category's meteoric rise from beverage also-ran a decade ago to key-share-of-throat-and-wallet contender today. It can be argued that demonisation, far from undermining energy drinks, plays into the category's hands and that the bigger challenge going forward is the unlocking of new markets to reduce dependency on the US.

Over-dependence on Uncle Sam

Energy drinks has been the fastest growing beverage category of recent times, generating globally since 2003 some US\$13 billion of new business on the back of 2 billion litres of new consumption, according to data from Euromonitor International. But, 2009 is likely to be the first year since the turn of the millennium when the global volume growth rate dips below 10%. This slowing of the market is a direct result of the category's over-dependence on the US, where demand is topping out as cash-strapped consumers cut back on premium and non-essential products.

Outside the US there were only four markets last year where consumption of energy drinks totalled in excess of 100 million litres. That compares poorly to RTD tea, which is far from consolidated on the global beverage stage yet still registered well in excess of 20 markets of 100+ million litres. Collectively, the sub 100 million litre energy drinks markets contributed around 38% of global category volume in 2008, which is a sizeable chunk of the pie. But, niche low impact



volume in a broad spectrum of markets is a risky route to navigate because it implies widespread fad appeal. This, in turn, leaves the category exposed to a potentially unfavourable shift in consumer fashion, not to mention a squeeze in disposable spending power.

Crucially, of the world's top 10 markets for energy drinks, only Germany is forecast to perform better over the next five years than over the preceding five. In the other nine countries, the forecast growth yield will struggle to perform even half as well as the 2003-2008 period, reflecting widespread contagion from the global financial crisis. The biggest challenge ahead for energy drinks is, therefore, to strengthen positions in fad-vulnerable markets and build new positions in untapped markets. Largely untapped markets include Turkey, India, Russia and South Africa, each of which are big consumers of other drinks categories and should, on paper, have the capacity to absorb a much weightier energy drinks category going forward.

Not a cellophane wrap in sight

In the 1980s, Lucozade, a first generation energy drink, was packaged in a cellophane wrapped glass bottle and widely distributed in the pharmacy channel. At that time, it would be fair to say that consumers were often unclear as to whether Lucozade was a soft drink or something altogether more medicinal. And the advertising slogan 'Aid to recovery' did little to clear the mist. Energy drinks have come a long way in the intervening two decades and Lucozade itself has repositioned into the sports drink category. The days when consumers might confuse an energy drink with something healthy or medicinal are, therefore, well and truly buried.

From the moment a new breed of taurine-infused slimline energy drink cans, spearheaded by Red Bull, burst onto the international scene, negative health associations have become a reality of the genre. But, this has not necessarily been a bad thing for Red Bull and its peers. Quite simply, these are brands that thrive on the principles of shock, awe and rebellion. To be clear, brands sporting names as openly provocative as Monster, Full Throttle, Rockstar, Burn, Shark, Dark Dog and Playboy are not out to win accolades for their health or nutrition credentials.

Energy Drinks: Current Top 10 Markets (Million litres)

Country	Total Volume 2008	Absolute Growth 2003-2008	Absolute Forecast Growth 2008-2013
USA	1,332	1,035	459
Thailand	251	48	23
Japan	190	-51	-90
China	148	69	35
Germany	143	74	102
United Kingdom	93	31	11
Indonesia	91	24	12
Poland	73	64	32
Spain	72	43	35
Australia	60	34	29
Other	891	506	507

Source: Euromonitor International

Efforts to demonise energy drinks have done little more than fuel interest, especially among teenagers and young adults. It is an obvious point, but most people who buy energy drinks are plainly aware they are not particularly good for their health. This is, after all, a category widely used as a mixer for vodka. In short, it seems likely that teenagers and young adults are drawn to energy drinks in the same way they might be attracted to alcohol or cigarettes. It is the very fact that they fall into the 'bad-for-you' rather than 'good-for-you' stable that often makes them so desirable. In an ideal world, Red Bull would no doubt prefer an official stamp of nutritional approval rather than a health warning – not least to stave off any threat of a distribution ban - but at the same time its brand owners must surely recognise that a bad-for-you heritage is, frankly, all too good for the coffers.

Red Bull is still subject to a ban in a handful of markets, notably Norway, Denmark, Iceland and Uruguay, while in France the taurine-based original format has only been authorised since the middle of 2008. And last month, two retailers in Sweden, 7-Eleven and Pressbyran, banned the sale of energy drinks to under-15s on the grounds they were potentially addictive. This latest action is a more worrying development for the category because it is the type of ban that could gain momentum in other European markets (who would have thought the smoking ban would spread so rapidly across Western Europe's on-trade?). Equally, of course, this latest publicity only adds to the rebellious credentials of the category.

Although no one in the drinks industry is saying it on the record, the big worry among the anti-energy drinks lobby is the widespread and growing use of energy drinks as a mixer with alcohol. In that sense, the taurine and D-glucuronolactone debates are a red herring, but of course a product cannot be banned or made to change its ingredients on the basis that consumers choose to mix it with 37.5% volume alcohol.

In fact, while the energy drinks business might be reluctant to admit it, the compatibility of its brands with vodka could be route one to growth in the untapped markets. India, for example, is forecast to be the fastest growing vodka market in the world to 2013, according to Euromonitor International. Turkey also ranks as a strong vodka growth market, while Russia comprises the



Top 10 Vodka Markets By Forecast Absolute Growth vs. Global Energy Drinks Ranking

Country	Absolute Growth 2008-2013(million litres)	Energy Drinks Ranking 2008
India	70.7	42
USA	57.2	1
Brazil	15.3	20
Germany	13.9	5
France	12.6	16
Vietnam	7.4	15
United Kingdom	7.1	6
Canada	7.0	17
Australia	3.7	10
Mexico	3.6	11

Source: Euromonitor International

biggest vodka market in the world. When energy brands assess where to shore up investment, it would be tough to ignore these types of alcoholic drinks consumption trends.

Energy shots

One of the big obstacles to stronger global development of energy drinks is their comparatively narrow consumption base. Specifically, the youthful profile of mainstream brands works well for their fan base, but alienates them from many adult consumers who might otherwise be receptive to energy-boosting beverages. Energy drinks is not an obvious category from which to build a strong segmentation strategy, but a new generation of so-called energy shots has opened a potentially lucrative window of opportunity.

Energy drink shots, packaged in miniature servings of between 1-2oz, might fairly be described as the soft drinks equivalent of an espresso coffee, only smaller and often with a higher head-spinning dose of caffeine. The upside argument for heavier investment in this subcategory is that the concept is more firmly focused on functionality than mainstream energy drink brands. Energy shots are a quick-fix pick-me-up that could appeal to anyone from bankers to postmen to bus drivers, and they have a more daylight occasion profile compared with the hedonistic nocturnal profile of energy drinks. Recent launches include Coca-Cola's Relentless in the UK and Red Bull's Energy Shot Dietary Supplement in the US.

To date, the world's best selling miniature size non-alcoholic liquid beverage is Yakult, a probiotic drinking yoghurt that, according to Euromonitor International, had a worldwide annual retail value of over US\$2.5 billion in 2008. Notwithstanding its good-for-you credentials, Yakult is typically consumed because of its energy-boosting effect. Small-sized functional drinking yoghurts and vitamin supplements are a competitive playing field, but there is room for an innovative soft drinks shot market. Energy drinks could also leverage a revitalised shot market to build more stable positions outside the US.

A new, high-profile shot market will, of course, only intensify the health debate on energy drinks, but that is unlikely to phase the category. Of more pressing importance is the need for a deeper international penetration and a quick return to the double-digit growth rates of the past 10 years. The energy drinks growth story is far from over. ■

A new, high-profile shot market will, of course, only intensify the health debate on energy drinks, but that is unlikely to phase the category.



Rob Walker is Senior Drinks Analyst at Euromonitor International.
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User friendly fortification

enabling easier innovation

Glanbia Nutritional introduces its solutions for energy beverages.

With companies like Starbucks and Kellogg's bringing protein-rich beverages to mainstream consumers, growth in the energy beverage market is accelerating. Improvements in taste and texture, technological advances and the continued quest for convenience have contributed to this surge in popularity. In high acid beverages, however, pH levels have traditionally limited the functionality of whey derived protein and restricted the opportunities for new product development. Glanbia Nutritional now offers a solution. Provon™ A -190 is a whey protein isolate system offering maximum functionality in low pH drinks while improving overall flavour.

Provon A-190 offers manufacturers the opportunity to develop on-trend products with a lower pH. By cutting down on acid burn and astringency, the product reduces the need for acid maskers, flavour additives and sweeteners. The product's taste-enhancing qualities also improve the organoleptic profile of protein beverages to appeal to a wider range of consumers including athletes, children and the elderly.

Max Maxwell, market analyst, Glanbia Nutritional said: "More than ever, the food and beverage industry recognises protein as a value-adding ingredient. Demand for ingredients that make it easier to innovate is at a high, and by eliminating the processing obstacles associated with high protein drinks, we're giving beverage marketers the means to tap into this lucrative trend."

Fortification with calcium

The growing incidence of calcium deficiency and osteoporosis, coupled with rising consumer demand for 'quick-fix' functional products, has led to a booming market for products fortified with calcium – and new opportunities for the soft drinks and beverages industry. The foundations of a healthy body frame begin in infancy, where a dairy-rich diet is an investment in future bone and muscle health. Throughout adulthood, maintaining a diet fortified with key minerals continues to support an active lifestyle.

TruCal® from Glanbia Nutritional provides an optimised ratio of natural milk minerals for optimal bone health. Beverages fortified with TruCal offer greater benefits for bone density and tensile strength than those containing calcium alone. As well as its nutritional credentials, TruCal's clean taste and smooth texture means it adds value to foods and beverages for all ages without affecting eating enjoyment.

Eric Borchardt, marketing manager, Glanbia Nutritional said: "The importance of a balanced



diet as part of a healthy, active lifestyle is high on many consumers' agendas – and an ingredient from a recognisable, natural dairy source is a compelling nutritional proposition. By partnering with an ingredient expert such as Glanbia Nutritional, beverage developers are set for new product success."

Boosting performance

With the sports nutrition market in Europe set to surpass €4 billion by 2010, outstripping growth in the US, there is no better time for companies to carve their share of this prosperous business segment. Designed for sports and performance applications, CFM® from Glanbia Nutritional is a pure, bioactive whey protein isolate (WPI) with a high profile of undenatured proteins.

CFM delivers the full spectrum of amino acids naturally found in whey protein, including the highest levels of branched chain amino acids (BCAA), to boost muscle preservation, endurance and aid recovery. Soluble in a wide pH range, CFM is fat and lactose free, and offers a clean flavour profile. ■

Glanbia Nutritional, a division of Glanbia plc, is an innovator in the expert delivery of science-led ingredients and customised solutions for a broad range of industries. These include functional foods and beverages, performance nutrition, weight management, health & wellness and personal care.

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Meeting the challenge

sweetening beverages

Consumer expectations for tasty, healthy products are high and demand for reduced/no/low sugar claims is common, says Danisco.

Consumer purchase patterns are evolving and reacting to the current financial situation. Subsequently, consumers are looking to reduce their food bills whilst maintaining adequate nutrition, and therefore are often purchasing on promotion to maximise quantity. The soft drinks industry is often involved with promotions, and has a good understanding of consumer and shopper behaviour and therefore has been quite resistant to the recession. According to the Britvic Soft Drinks Report (2009), the UK sales of soft drinks remained stable last year, showing sales of £8.4 billion across all channels, down only 1% in value and 2% in volume when compared to 2007¹.

It seems that consumers are reluctant to compromise on the types of beverage they purchase. Furthermore, sales of beverages are assisted by their satisfaction of consumer needs on portability, convenience, health, hydration or value and, perhaps, the resistance to recession is a reflection of the dynamic and fast-paced nature of the industry which is quick to respond to changes in economic fortunes or trends in foods.

New beverage launches in 2008-09 continue to support the four mega trends; health/well-being, indulgence/pleasure, ethical and convenience/ practicality, with health and wellness being the most prevalent today². Reduced/low and no added sugar continues to be the most popular claim seen on beverages, which is sup-



ported by governmental campaigns to reduce obesity through reduction in consumption of quantity of foods but also to help consumers understand the effects of consuming too many calories from fats and sugars to improve the health of nations. Consuming reduced sugar/low sugar or sugar free beverages is part of the long term strategy to help maintain weight.

Consumer expectations for tasty, healthy products are high and demand for reduced/no/low sugar claims is common. Modern dietary habits, dictated by today's lifestyles, have become the major focus point for development. The use of ingredients to improve nutritional status or natural status of a beverage is one of the major driving forces of new product development today. Increasing dietary fibre intake and reducing sugar intake have become particularly important objectives against a background of increasing risk.

How to achieve sugar reduction in drinks

Ingredients that can help facilitate reducing energy and sugar content of beverages include high potency sweeteners and sucrose alternatives, such as fructose. These are invaluable in the creation of healthy drinks. A good understanding of how flavour perception is influenced by the removal of sugar and replacement with other ingredients can help achieve drinks with an optimal sweetness and flavour, whilst still providing low/no/ reduced sugar claims.

There are a number of other ingredients that enable sugar and energy reduction claims in beverages, such as fructose. In particular, fructose can be used in the development of products which contain half the sugar of regular sucrose-based formulations and in low calorie beverages. It is frequently used at low levels to improve the flavour profile of beverages which



include high intensity sweeteners. Fructose, also known as fruit sugar, is found naturally in fruit and honey. It is a monosaccharide sugar with higher sweetness potency than sucrose, although like sucrose it also contributes 4kcal/g. As a result of the high sweetness potency, fructose is used in lower amounts than sucrose and commonly used in products claiming energy/sugar reduction. In aqueous solutions, fructose is approximately 1.2-1.5 times as sweet as sucrose, but the sweetness perception can vary with concentration, temperature and pH, as well as with the content of other components in the matrix.

If further reduction in sugar is required, fructose can be used in formulations for half sugar and even low calorie drinks, alone or in combination with high intensity sweeteners. At low levels (1-2%), fructose can improve the taste of some high intensity sweeteners by changing the sweetness profile.

Fructose has a unique time intensity profile characterised by a fast onset of sweetness followed by a fast decrease in sweetness perception which is firstly perceived as being clean, and secondly allows flavours to become more prominent than in products sweetened with sucrose. Studies have shown that fruit flavour in water-based matrices and chocolate in milk-based matrices are enhanced by the use of fructose³. Sucrose and fructose blends with a 50:50 ratio result in an increased sweetness level and a modified sweetness profile that has a fast sweetness onset. This will also enhance the overall perception of flavour, and flavour intensity, when the product is consumed.

Its unique selling point as a healthy carbohydrate is due to the way in which it is metabolised independently of insulin. As a result, blood glucose or blood insulin levels do not increase rapidly when fructose is consumed. This factor makes fructose a suitable ingredient for diabetics.

High intensity sweeteners also help fulfil consumer expectations of sweetness and good taste whilst aiding manufacture of low energy drinks. Today, there is a wide range of sweetener products that fulfil every ideal of the manufacturer and consumer. Although individual intense sweeteners have specific merits, they are often used in blends to balance any poten-



tially negative attributes associated with one sweetener with the positive attributes from another. Well known blends include; acesulfame K and aspartame, sucralose and acesulfame K, and saccharin and cyclamate. Many intense sweeteners also provide synergistic effects with sugars and other high intensity sweeteners. For example, aspartame is synergistic with many sugars, cyclamate, acesulfame K and saccharin.

The newest high potency sweetener to cause excitement within the food industry is rebaudioside A. It holds the promise of being able to support a 'natural' claim on sugar-free products complying to consumer expectations.

Getting it right

Choosing the right sweetener system during beverage development is fundamental to assuring the organoleptic quality of the final product and ultimately product success or failure due to consumer acceptance or rejection. This is especially important to consider in a climate where consumer spending is restricted. The ultimate challenge for the industry is to provide what consumers want at a price that is right, for both consumers and manufacturers. ■

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2. Mintel GNPD: <http://www.gnpd.com/>. Accessed 10th August 2009.
3. Fructose Technical Properties, Danisco Sweeteners 2005.

Table 1: High intensity sweeteners and their relative sweetness values.

Product	Relative Sweetness (sucrose = 1)
Acesulfame K	130-200
Aspartame	180-200
Sucralose	400-800
Saccharin	300-500
Cyclamate	30-50
Rebaudioside A (rebiana)	250-450

(Sweetness intensity depends on concentration, pH, temperature and the presence of other ingredients, and is therefore application specific.)

Rebaudioside A holds the promise of being able to support a 'natural' claim on sugar-free products.

email:
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Sweeteners in beverages

a question of taste

Kerry Kenny takes a look at sweetening options.

Borrowing a line from the 1969 Archie's hit, "Ah sugar, sugar, you are my candy girl and you got me wanting you" - who would have thought that exactly 40 years later that this is the tune that a majority of soft drink manufacturers potentially will be singing in the very near future. Global sugar prices rose to a 28 year high in August due to the driest June in 83 years for India and an abnormally wet season in Brazil which hampered sugar cane harvesting. Since the majority of the world uses sucrose to sweeten their soft drinks, the only exception being the US which uses high fructose corn syrup (HFCS), the global soft drink and beverage manufacturers are taking a hard look at the alternatives.

Even though it was a brief eight week run, the US market saw an uptick in sucrose-sweetened products with the release of Pepsi Throwback and Mountain Dew Throwback soft drinks. Additionally, Dr Pepper Snapple Group has announced an entire line of products sweetened with sucrose. Cost will not be so much of a factor since sucrose and HFCS price differences have narrowed considerably with the increased production of ethanol-based fuels. Worldwide the sucrose markets have affected soft drink and beverage manufacturers since the demand for sucrose is expected to exceed the supply by approximately 5 million tons by September 2010. It will be interesting if this prediction holds true, especially since the American Heart Association (AHA) has implicated the rise in obesity to the high intake of added sugars. AHA recommends that the average daily intake of sugars should be six teaspoons for women and nine teaspoons for men. According to the National Health and Nutrition Survey the average intake of added sugars for all Americans was 22.2 teaspoons per day. It goes on to say that soft drinks and other sugar-sweetened beverages are the number one source of added sugars in a person's diet.



Recent history has shown that very few major soft drink or beverage launches that contained 100% of a single high intensity sweetener (HIS) have been successful. The highest profile case was the launch of diet Coke with Splenda which hasn't been adopted by the diet Coke faithful and currently has very little shelf space. The intention of the 100% sucralose initiative was to get the Splenda logo on as many products as possible. However, this hindered the beverage manufacturers to launch any products with sucralose blends. The scenario has changed drastically with this year's International Trade Commission's rejection of Tate & Lyle's infringement allegations against the Nuttang Chemical Company, thus opening the door for a high quality sucralose alternative that allows for blended products to be introduced into the market place.

Balancing taste and cost

Manufacturers are looking to cut cost, maintain or improve taste profiles, and satisfy the consumer's palate which will equate to increase profits. A recent case involved a beverage manufacturer from India who wanted to decrease from 12 brix of sugar to 6 brix in its beverages. The other 6 brix of sweetness was going to come from sucralose; however they had to determine how they were going to make up the volume lost by the 6 brix of sucrose that was removed. If the volume loss was made up with water the taste would be affected significantly since a 50% substitution was desired. Eventually the manufacturer decided to go with a 25% substitution to ensure the taste and mouth-feel of the final product would be accepted by customers.

The number one criteria when substituting with high intensity sweeteners can be summed up in three words: taste, taste, taste. If the consumer reaction is negative then the manufacturer has a lot of ground to make up with its product line. Numerous studies have been done on taste profiles of high intensity sweetener blends. A published report by Hanger, Lotz and Lepeniotis, (1996) suggested that blends of Aspartame/ acesulfame K and aspartame/acesulfame K/ saccharin/cyclamate had the closest taste profile to sucrose. They claimed these blends more closely matched sucrose than any individual HIS. The



report also states that the off-flavor, bitter or sweet after-taste attributes were minimised when the blends were profiled. The highest profile and most successful beverage with an aspartame/acesulfame K blend has been Coke Zero, which targeted younger drinkers who had strayed away from cola drinks and wanted a low calorie alternative. Not only was this a hit in the US but it is currently worth about €50 million in the UK. An added bonus of an aspartame/acesulfame K blend is the additional sweetness effect that is a result of the combination of the two sweeteners. Blend manufacturers are claiming up to a 300 times sweetening potency with an aspartame/acesulfame K blend even though individually aspartame and acesulfame K are about 200 times sweeter than sucrose. In many applications this synergistic attribute appears to be true. Very few studies have been published with sucralose blends and its synergies with other high intensity sweeteners. sucralose and aspartame blends have virtually zero synergy (*Sweeteners and Sugar Alternatives in Food Technology*, Helen Mitchell, page 133) and most manufacturers are not even considering the blend as an option. The HIS with the highest blend synergy attribute appears to be acesulfame K since it works well not only with aspartame and Sucralose but also with other alternative sweeteners. Reference the chart below.

Blended sweeteners

A new blended sweetener product has been introduced by Niutang Chemical and it shows considerable promise. Instead of using the typical ribbon or paddle blender where homogeneity and particle size fractures are an issue, Niutang utilises fluidised spray-drying technology to make each particle of material to the customer's exact blend specifications. In this process, one sweetener is suspended in an aqueous solution and spray-dried onto the other sweetener as they dry together. The result is a completely blended sweetener with excellent flow properties and consistency.

The artificial HIS alternatives may become more crowded if advantage is given approval by global regulatory agencies. It is a derivative of

aspartame with higher sweetness potency. It is potentially similar to another aspartame derivative, neotame, which is 7000-13000 times sweeter than sucrose. The high sweetness potency creates its own set of problems which include delivery systems, homogeneity mixing in final products and lack of synergy with other sweeteners.

Future direction

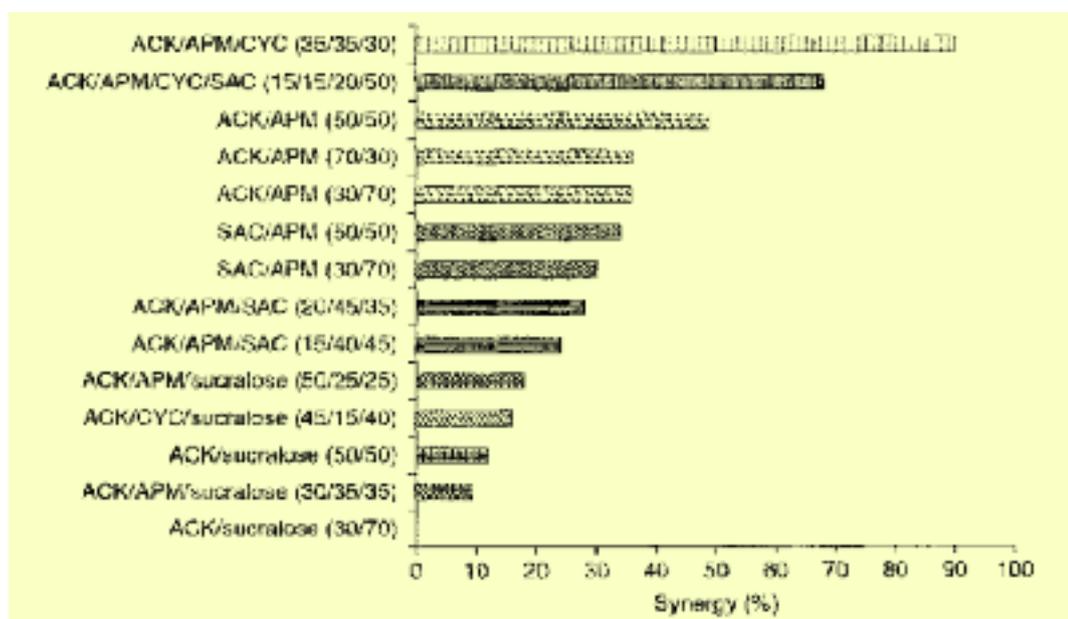
It appears the market is shifting to natural high intensity sweeteners and with the recent approval of stevia/rebaudioside A in many countries the family portfolio of high intensity sweeteners has increased by at least one. Since it is a natural product extracted from a plant its price could be affected by weather conditions similar to sucrose. Additionally the taste profile and cost will be major factors of how it is accepted in the market. A niche market has opened up for flavour companies that manufacture a product to mask the off-taste of natural high intensity sweeteners. For the rebaudioside A tabletop sweetener market it appears that the Coke/Cargill partnership took the lead with their Truvia brand over the Pepsi/Whole Earth Sweetener product Purevia. On the beverage side the race for reb A sweetened products is somewhat neck and neck. Coke has launched Glaceau Vitamin Water and Sprite Green while Pepsi has added Tropicana 50 and SoBe Lifewater to its portfolio.

Future natural high intensity sweeteners that can make an impact on the beverage industry are:

- Cweet, A derivative from Brazzein, a protein extracted from the West African fruit of the climbing plant oubli. It is currently awaiting regulatory approval for its self affirmed GRAS application.
- With the recent success of stevia-based sweeteners, a natural HIS that is garnering more interest is Lo ha guo. It is extracted from the Chinese plant siraitia. It is considered a food in China and obtained self-affirmed GRAS status in June 2005.

With all the alternative sweetener options that are available, it seems if the Archie's tune was remade in 2009 perhaps the lyrics would sound more like: "Ah sweetener, sweetener, you are my candy girl and you got me wanting you..." ■

It appears the market is shifting to natural high intensity sweeteners.



From 'Sweeteners and Sugar Alternatives in Food Technology', Mitchell (Page 67), published by Wiley-Blackwell.



Kerry Kenny is Director of Quality and Technical Support at Niutang Chemical Company. www.niutang.com

Economy and recyclability

positive progress in the UK

Canned soft drinks perform well despite the downturn and recycling goes from strength to strength.

Despite the current challenging economic conditions, the latest figures from the Can Makers, the body representing UK manufacturers of beverage cans, show especially good results in the carbonated soft drink (CSD) sector.

UK empty can shipments to the fillers for CSDs were up 8.4% for the January to June period of this year, with an increase in retail sales of 9% compared with last year, according to Nielsen. This may represent a 'back to basics' approach by consumers. When money is short, canned CSDs represent very good value and this is reflected in retail sales.

Consumer shift

Cans are continuing to increase in line with last year's market performance, with volume switching from PET bottles as consumer choice moves in favour of CSDs. Cans of soft drinks offer consumers a good value and refreshing option in the perfect quantity for one drink. As the environment continues to impact on consumer choices, the recyclability of cans may also be an important factor in this growth.

There are also some indications that consumers are favouring CSDs as an alternative to more expensive juice drinks, smoothies and bottled water. In times of recession consumers will inevitably buy products that represent good value. Juices, smoothies and water are more expensive options, so there are indications that



the market for these products will have been impacted by current economic conditions.

Commenting on the strong performance by cans in the CSD sector, Chairman of the Can Makers, Vince Major, said; "Cans continue to be a popular choice for consumers in the CSD market as they offer good value and are 100% and infinitely recyclable. It is not surprising to see that they continue to perform healthily in the market as brands and consumers alike recognise the attributes of this pack type and the forecast for the remainder of the year looks encouraging."

Vince Major has been Chairman of the Can Makers since January 2009, having been a committee member since 2004. Major began his career in 1979 when he joined Metal Box on the engineering side of the business, before moving into more commercial and logistics focused roles. He then took on a number of sales and commercial positions in both specialty and industrial packaging areas before returning to beverages in 2000. He is currently the Commercial Director for the UK, Ireland, Benelux and Scandinavia at Crown.

He continued: "The UK industry is performing well; our challenge now is to keep meeting customers' demands as well as the needs of consumers. We will continue to work our customer base to maximise all the opportunities that are available to us as an industry in the current market."

Making every can count

As environmental considerations continue to impact consumer choices, the sustainability of cans will also be an important factor in market growth. The drinks can industry has focused its support behind Every Can Counts, a partnership between drinks can manufacturers, the recycling industry and leading waste management companies and WRAP, which aims to increase the



amount of cans recycled by people when they're at work or out and about.

With recycling at home now well established, research shows that consumers also want to recycle more when they're outside the home. With this in mind, Every Can Counts has been established to recover the 30% of drinks cans consumed outside the home. The ambitious programme has been created to ensure that these cans are recycled rather than being sent to landfill. As well as making good environmental sense, recycling is a cost-effective way of dealing with empty cans due to the inherent value of metal scrap. Used cans can be recycled back into 'new' drinks cans again and again in a process which saves natural resources and energy.

Every Can Counts is already running in locations as diverse as Bournemouth beach, every fire station in the West Midlands and in over 200 ASDA staff canteens throughout the UK. Each organisation has different reasons for wanting to start a can recycling programme: Bournemouth Council wants to recycle more of the litter generated by beach-goers, the Fire Service is recycling as part of a larger environmental programme, whilst ASDA is responding to feedback from staff who want to recycle more at work.

The common theme is that Every Can Counts makes it easy for people to recycle at work or when they are out. Rick Hindley, spokesman for Every Can Counts says:

"Every Can Counts is already starting to make



a difference in hundreds of locations in the UK. We're keen to help organisations with their can recycling – whether it's as part of a bigger environmental campaign or just to get people into the habit of recycling at work as well as at home. We can recycle every can collected right here in the UK, and we know that recycling cans saves up to 95% of the energy needed to make them from primary metal. So every can collected really does count." ■

Recycling cans saves up to 95% of the energy needed to make them from primary metal.

About The Can Makers

The Can Makers was formed in 1981 as a body representing the UK manufacturers of drinks cans and their raw materials suppliers. They work together to promote the benefits of the drinks cans to the brewers, soft drinks manufacturers, retailers, the packaging industry and consumers.

About Every Can Counts

Every Can Counts is a workplace and university recycling programme for drinks cans funded by the European beverage can makers (BCME), UK Canmakers, the aluminium and steel manufacturing and recycling industries and the Waste & Resources Action Programme (WRAP). The programme is managed on behalf of the funding partners by the Aluminium Packaging Recycling Organisation (Alupro). Further information can be found at www.everycancounts.co.uk



Vince Major is Chairman of The Can Makers.

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Building a green employment brand

messages based on reality

Organisations that truly work to improve their green credentials will attract and retain employees who hold similar values, writes Marguerite Granat.

There has been increasing attention and resources focused on green business. A search on Google for the term 'green business' results in over 160,000,000 hits. The most recent US stimulus package included more than \$60 billion in clean energy investments. Regardless of how much attention and resources are being placed on being green, there are several variables to consider before an organisation is ready to 'green' its employment brand.

Is the organisation truly green?

One of the biggest challenges around defining what it means to be green is the fact that there are no agreed-upon standards across the board that define it. Not even the experts agree on the definition of green. Since agreed-upon metrics do not exist, the challenge for the organisation is how to ensure that it is truly green. The first step is to study the life cycle impact of its products to understand how what the company does affects the environment:

- What is in the products?
- Where do the materials come from?
- How are the products manufactured?
- How are they transported into the marketplace?
- What happens to the product including packaging once it has been used up?

Once an organisation truly understands these impacts across the product lifecycle and supply chain it is critical to develop metrics in order to measure its impact. Some companies have set up processes to rate themselves. The organisations



that are working on becoming green have set realistic goals that are not too ambitious to disappoint the stakeholders if goals are not met. This is a balancing act. Some companies have taken the route to not reveal the environmental efforts and sometimes making disclosures has backfired because the stakeholders expected better results. The key is to manage the expectations of the stakeholders by stating that becoming green is a journey and that it does not happen overnight. The key is to ensure that whatever claims are made have a solid ground to stand on. These claims need to be credible and have substance. Whatever is claimed needs to be something that is truly being done. The worse outcome is to have employees, potential employees and other stakeholders refer to the company as a 'green washer'. The term 'green washing' is used to describe organisations that spend more money and time on advertising being green rather than spending resources on environmentally sound practices.

Understand the environmental profile of current and potential employees

The company's concern for the environment needs to match those of the employees and potential employees in order for the employment brand to be effective. The first step is to understand the key drivers that a potential employee of your company would consider in order to make a decision to join the organisation. One approach is to first find out the personal values of the organisation's current employees since they are easily accessible. Focus groups or a survey could be administered to gain a better understanding of how important the environmental factors are in either continuing to stay with the organisation and whether these were factors in deciding to join the company.

The Social Capital Study, conducted by EarthJustice, a non-profit interest law firm dedicated to protecting the environment, segmented the US population in 10 categories. The segments are based on how the individuals relate to



environmental issues from total disregard to an activist mindset. Three categories out of the 10 representing 36% of the population said they cared about the environment. It would be valuable to find out what percentage of the company's employee population truly cares about the environment. This would be a fairly good indicator of whether environmental stewardship is critical to either staying or joining the organisation at this point in time. This data will assist in creating the right message that will resonate with the employee population.

According to Paul Marchand, VicePresident, Global Talent Acquisition at PepsiCo, being green is part of the equation when candidates decide to join PepsiCo. He mentions that being green in the near term is a differentiator. "However, in the future," he adds, "it will be an expectation. It won't be a differentiator. In the future it will be the entry point, where in order to play everyone will have to be green".

Communicating the message

The message needs to be based on reality. It is more effective to create a story that employees and potential employees can support and relate to. An authentic and realistic story backed with details, goals, commitments and preferably verified by third parties will have a larger impact because it will have a solid foundation to stand on. The message needs to exceed the expectations of current and potential employees. Emphasise the initiatives that are important to employees. When employees are supporting the message authentically, they help communicate this message to each potential candidate. Ultimately, the goal is to create the right perception.

At PepsiCo, being green is part of the company's Performance with Purpose (PwP) initiative, a commitment to achieving business and financial success while leaving a positive imprint on society. "We are branding and communicating PwP," says Marchand. "It's heavily communicated internally. We believe it's critical for our associates to not only know about it but get involved in it." He adds that there is a lot of passion for this program throughout the organisation. For instance, the operations people have a vested interest in reducing water usage and creating green manufacturing facilities such as the plant in Modesto, California that is completely relying on solar energy for its power.

An organisation may do everything right envi-

ronmentally and not communicate this effectively internally or into the marketplace. Marchand emphasises that "as you take stock of your own organisation's efforts of being green, however that is defined, do not forget to make the connection and tell that to your internal employees. This will make them proud of your brand and services, further improving retention and engagement with your culture as well as the opportunity to clearly communicate to people who you want to attract to the organisation." Charee Klimek, Managing Director at Vocii (a Chicago, Illinois-based brand consultancy that helps organisations empower the voices that shape their brand) believes that "making the connection about being green with your employees will not only make them more proud to represent your products and services, it will also build a stronger foundation for trust, collaboration, idea sharing and risk taking throughout your workforce."

The reverse also happens when the organisation is communicating messages that are not supported by reality, in effect 'green washing'. The goal is to create the right fit between the company and new employees as well as retain the current employees. When current employees feel proud about the company's actions, they will stay longer and become ambassadors. The organisation is helping its employees meet personal goals as it relates to the environment. If the employee population is environmentally focused, it helps them feel good about the company.

"Communication is a two-way street," says Klimek. In order to engage employees there needs to be a vehicle that allows employees to interact and provide feedback. Klimek adds that "when you tap into the ideas that your employees have about where you can improve being green they feel that they being heard, they are helping and collectively they are part of the solution. This creates authenticity."

Conclusion

It appears that a larger number of employees and recruits are interested in working for a company that excels in green leadership. Organisations that work on improving their environmental footprint and communicate this effectively are going to have a strategic advantage by attracting and retaining a larger number of employees who are using this criterion to remain or join the organisation. ■

At PepsiCo, being green is part of the company's Performance with Purpose (PwP) initiative, a commitment to achieving business and financial success while leaving a positive imprint on society.



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Sincerity

clearly a winning approach

Environmental issues take top place in the bottled water sector, writes Jo Jacobius.

Ty Nant is a prime example of a British company which has solidly and relentlessly treated sustainability as a priority. The West Wales firm, which owns three distinct brands – Ty Nant, Tau and its latest launch, Seren – has put environmental matters to the fore throughout its 20 year history. With astonishing prescience, the management team instinctively recognised the fact that for a natural water company, treating nature with respect will pay dividends. Now, of course, this approach is not new. But what is unusual is that having environmental credentials as the backbone to the company's ethos, not just as a marketing 'add-on', makes the work credible and fundamental.

"Environmental credentials used to be low on the purchasing agenda when considering which brands to stock. Now, they are at - or pretty near - the top of the agenda". So says David Relph, General Manager, Sales & Marketing for Ty Nant Spring Water Ltd, whose company is justly proud of its eco-credentials.

Green and clean

Given the close attention paid to 'green issues' – recycling, land management, sustainable logistics, protection of the source and charitable donations – it is unsurprising that Ty Nant becomes a little vexed at the bottled water backlash from some quarters.

David Relph says: "Criticisms of the bottled water industry are all too often grossly unjust, as anyone who is familiar with the industry and with companies such as Ty Nant, will know. Few other industries are as green and clean as ours whilst offering a product that is arguably one of the healthiest around."

There is however scepticism within Ty Nant and many other companies about the claims of carbon neutrality made by some.

Relph is honest and straightforward about his firm's position; "At Ty Nant we don't think that buying carbon credits is good enough. We believe that both trade customers and, in turn, their guests



demand products that come from producers that genuinely care about their impact and are environmentally sound. The principles that Ty Nant has followed for 20 years have now come into their own. It is nonsense for any bottled water company – indeed for any packaged food or drinks firms – to claim carbon neutrality. The best any of us can do is to constantly strive for environmental improvements, remembering that you don't have to be bad to get better!"

Yet water companies often find themselves under attack in a way that other food and drinks suppliers are not. Natural mineral water and spring water is essentially 'natural' and this wholesomeness is guaranteed and required by law. Bottled water thus provides a unique and precious means to better health and at the same time the requirement for water sources to be pollution-free means that bottled water is also rather good for the environment.

Healthy option

A growing number of people choose to consume and buy for their families authentic, healthy and natural foods and drinks whilst minimising any negative impact on the environment. Natural mineral waters and spring waters, meet all of these needs – and they meet health needs too. After all, water doesn't cause obesity or add to binge drinking; it doesn't contribute to bad behaviour; and it doesn't change minds or moods, except for the better. After all apart from the obvious calorie-free, hydration benefits of bottled water, the only other changes are to improve emotional stability and brain performance.

Earlier this year, Ty Nant announced that the organic status of its land has been recognised with the award of the coveted Soil Association Organic Certification. Ty Nant is one of only a few water companies in the UK to achieve Soil Association certification.

The announcement coincides with an ambitious tree-replanting programme, to turn an additional 200 acres of land acquired in 2004 from acidic pine forest into indigenous broadleaf woodland. The new woods form an important part of the 300 acres owned by the company. In addition, an ISO14001 was achieved last year.



Minimising environmental impact

Reduction in carbon footprint has also been achieved by Ty Nant blowing its own PET bottles, although unusual and, with their distinctive design, it is difficult to process and label them, "This is an expensive route but we are proud of the effect, as we have made a distinctive design a feature of the company and we will not compromise," says David Relph. The environmental gain from blowing bottles in-house is the elimination of the need for lorries to transport bottles to the site. Ty Nant keeps 12 lorries off the road by having just one lorry bringing 750,000 pre-forms to the site.

Energy consumption has also been a consideration. Since 2007, Ty Nant has reduced usage of electricity by 57% and of gas by 39%. The firm has also taken out 39 tons per annum of hydro carbon through savings in plastic usage. It has reduced the use of plastic packaging, by replacing all shrink-wrap with cardboard boxes, this has given a 20% reduction in energy use by removing three production machines. In one year alone Ty Nant exceeded the Government's imposed five year target.

Labelling sizes are kept to a minimum and print coverage on boxes has been reduced. The company prints using just one colour and limits its use; boxes now have less than 30% print coverage.

Recycling, too, plays a large role in Ty Nant's sustainability programme. The firm actively encourages recycling within the bottling plant aiming to recycle everything – glass, card and plastics. Ty Nant has also reduced its use of plastics massively. All packaging used is recyclable as both the glass and PET bottles can be recycled by local councils and recycled materials are utilised where possible.

Another example is management of waste water as all unused and site water is naturally and biologically treated and dispersed back into the water course. Ty Nant collects the rain water run-off from the roof and car park of the bottling plant and offices (and being in Wales there is much rain to handle). The rain water is fed through a reed bed, reintroducing the clean water into the stream.

Community spirit

Of course the firm also provides much-needed employment and business opportunities in a



remote rural location, as do so many smaller British producers. However, Ty Nant looks to its wider community responsibilities too. This is the second year that Ty Nant has produced a special version of its ice-like PET bottle in pink – sold in aid of breast cancer's Pink Ribbon Foundation. The company has even persuaded some top-name fashion designers to decorate one-off bottles for auction on e-bay in aid of the charity this autumn.

The company has a short film on its website describing Ty Nant's environmental credentials: <http://www.tynant.com/main.aspx?pID=72-0>

Brecon Carreg

Another Welsh water company, Brecon Beacons Natural Waters, which bottles the brand Brecon Carreg, is also helping reduce environmental impacts. A key area of attention has been packaging. In 2009, Brecon Carreg has been using lighter pre-forms, which are more environmentally friendly: 75cl bottles weigh just 21g (instead of 22g) with anticipated savings of 84 tonnes in the use of pre-forms this year compared to those used in 2002.

Also, the labels have been reduced in size on the 1.5L and 2L bottles and paper from sustainable sources is being used. The paper weight of labels has reduced from 85g/m² to 80g/m², a saving of almost 1 tonne of paper per year across the 26 million labels used in a 12 month period. In addition, 300kg less glue is used for the labels - a saving by volume of 60% - by changing the adhesive application systems.

Brecon Carreg has gradually been reducing the weight of film used for multi-packs from the 70 micron film used in 2003 to now only using 55 micron film – a saving of 20% (17 tonnes of film). Logistics too are being further improved so that the company aims to maximise the pallet and vehicle fill, cutting down on needless food miles. Customers are encouraged to order in full loads to reduce the number of drops and distance travelled. And, like Ty Nant, Brecon Carreg's energy use has been reduced: in Brecon's case, by 19% between 2005 and 2008. Today, all the energy used in the bottling facility at Brecon Carreg is 'green energy'.

Land stewardship is also strongly in evidence here too. The company is a custodian of a substantial part of the Brecon Beacons National Park – working with the Brecon Beacons National Park Authority (BBNPA) – with Brecon acting as a part custodian of the Black Mountain common land, which comprises approximately 21,000 acres around the Brecon Carreg source. Of course, no activities such as heavy industry or intensive farming take place on this land, which could adversely affect the catchment area and therefore the water source.

It's no wonder then that even under the close scrutiny of the National Union of Students Services Limited (NUSSL) the Brecon Carreg brand is officially recognised as a 'Sound Ethical Choice' by the Union.

Caring from inception is, it seems, good for business as well as good for people and the planet. Ty Nant's David Relph has the last word: "We cared for the environment long before it was fashionable or a requirement. It just seemed the right way to do business. For us it's paid off." ■

"We cared for the environment long before it was fashionable or a requirement. It just seemed the right way to do business."



Jo Jacobius is Director of British Bottled Water Producers. www.britishbottledwater.org

Packaging soft drinks

in a changing climate

It is estimated that there is potential to reduce packaging by up to 20% across the sector, writes Nicola Jenkin.

In 2008, it was estimated that the UK consumed 13.9 billion litres of soft drinks, contributing approximately 700,000 tonnes of packaging to the UK's waste stream, of which 320,000 tonnes is generated by households.

Soft drinks manufacturers have a number of packaging options available - including plastic, glass, aluminium and cartons - and decisions have traditionally been driven by consumer appeal, functionality and cost. However, in today's changing climate, environmental considerations now have an equally important role to play.

Although the soft drinks industry has always been very aware of packaging efficiency, and has recently taken encouraging steps towards more sustainable practices through collaborative work with WRAP (Waste & Resources Action Programme), it is estimated that there is still potential to significantly reduce the weight of soft drinks packaging, particularly across certain parts of the sector.

Importantly, this represents potential material, logistical and cost savings throughout the supply chain - even for modest packaging reductions - that could have a significant effect on the triple bottom line, with associated savings to be gained in carbon, water and energy.

The key message right across the board - from designers, manufacturers, brands and retailers - is that waste prevention, though reducing, reusing and recycling, will deliver the greatest cost and environmental savings, as long as there is no damage to the product or brand identity.

However, although reduction should always be the most desirable option, there are also other opportunities to explore. One approach is to increase recycled content, effectively closing the recycling loop. Ensuring that packaging is recyclable is another important step.



WRAP has first-hand experience of what can be achieved when the supply chain pulls together to take collective action on packaging waste. Working with the grocery sector, WRAP and the UK's leading retailers and brands - including a number of soft drinks producers - have successfully eliminated packaging waste growth through the Courtauld Commitment.

But where do the greatest opportunities for making environmental improvements - combined with business benefits - lie?

Plastic packaging

Two of the Courtauld Commitment signatories, Coca-Cola Enterprises and Britvic Soft Drinks, have successfully reduced the weight of PET (polyethylene terephthalate) packaging - boosting their environmental profile and saving on valuable raw materials.

Coca-Cola Enterprises confirmed the viability of lightweighting its range of 500ml plastic PET bottles after reducing packaging weight from 26g to 24g, representing a material saving of 8%. Following a successful trial, the new manufacturing process was rolled out across UK sites in 2007 and 2008, and has affected 700 million bottles annually - including Coca-Cola, diet Coke, Fanta and Sprite - saving approximately 700 tonnes of PET each year.

Britvic also introduced a new lighter bottle in 2008 for its 1 litre Robinson's squash. The bottle is now 2g lighter, saving over 300 tonnes of PET each year, and has reduced the energy required for manufacture by 5%. The changes have also enabled 25% more cases of Robinsons to be loaded onto pallets, reducing lorry loads, fuel costs and carbon emissions.

In addition, a WRAP-funded trial has shown that even lighter solutions could be on the horizon. Led by Artenius PET Packaging UK, the research examined the potential for a sub-10g 'super-lightweight' container for 330ml and 500ml still water bottles.

Following the manufacture of a prototype and consumer and technical testing, the results of the trial suggested that a monobloc form-fill-seal com-

bination system could potentially allow the production of a super-lightweight bottle for still drinks. This could provide a material saving of around 30–40%, with considerable financial savings, after an initial investment in production facilities.

Aluminium cans

Research undertaken in 2007 as a result of a WRAP, Cola-Cola Enterprises and Beverage Can Makers Europe (BCME) partnership, demonstrated there is potential to lightweight aluminium carbonated cans by at least 5% – and potentially more.

This can be achieved by reducing the gauge of the can body and end, and modifying the actual design of the can. Production of lightweighted soft drinks cans has already begun and as a result, it is anticipated that the EU can industry will save almost 15,000 tonnes of aluminium per annum.

Indeed, if all aluminium drinks cans across the EU were lightweighted, it is estimated that the industry could save 88,000 tonnes of CO₂ – equivalent to taking 28,000 cars off the road.

Glass bottles

WRAP's pioneering GlassRite initiative has successfully demonstrated the environmental and business case for using lighter glass bottles, as well as launching several groundbreaking designs.

Managed by the Faraday Packaging Partnership, on behalf of WRAP, a number of soft drink lightweighting projects have been undertaken, bringing together retailers, brands, producers, fillers and glass manufacturers, saving over 10,000 tonnes of glass each year and 3,150 tonnes of CO₂.

This includes mineral water bottles used by container merchant AE Chapman & Son Ltd which, together with glass manufacturer O-I, successfully lightweighted eight variants of such bottles, while ensuring the external dimensions of diameter, label panel height and neck finish were unaltered to minimise any visible difference to customers.

Following the design changes, the 250ml bottles were reduced from 210g to 190g, the 330ml was reduced by 30-40g, the 500ml by 40-60g and the 750ml by 50-70g – clearly demonstrating the adaptability of this approach.

One misconception around lighter weight glass bottles is that they will be weaker and suffer higher rates of failure. However, technical tests have

PACKAGING CONSIDERATIONS

Each packaging material has its merits and is best suited to a particular combination of functional, environmental, brand and consumer needs. When assessing different options – such as plastic, aluminium, glass or cartons – considerations should include:

- Is the optimum amount of material being used?
- Does the material offer adequate protection and minimise product damage?
- How much recycled content does it contain and could it contain more?
- Could the system of delivery be different, such as concentrates or self-dispensing?
- Can the packaging be re-used or returned?
- Can the packaging be recycled?



shown that the 'Narrow Neck Press and Blow' manufacturing process typically results in a more even glass distribution than traditional methods, which more than compensates for the weight reduction. In fact this manufacturing method often results in stronger bottles than their heavier counterparts.

Recycled content

Improving the environmental benefits of drinks packaging also includes increasing the use of recycled content, which will help reduce embodied CO₂. For example, specifying 50% rPET (recycled PET) content will reduce the CO₂ equivalent of a bottle by approximately 25%.

In addition, WRAP-led research has also shown that consumer attitudes towards recycled plastic packaging are favourable, and that many shoppers would prefer to buy products using recycled packaging over those that did not.

Innocent Drinks is one company to have made significant progress, leading the way in using rPET. In September 2007, it became the first brand in the world to use 100% recycled plastic bottles. Beginning by using recycled materials for four smoothie flavours, Innocent extended this in January 2008 to all of its recipes. This, coupled with bottle lightweighting, enabled Innocent to reduce the carbon impact of its packaging by 55%.

Future direction

As well as lightweighting and recycled content, developments such as concentrates, re-use and design for recyclability are also proving successful in reducing the environmental impact of packaging and cost savings throughout the supply chain.

There is also potential for adapting the system of delivery to the consumer, for example introducing in-store self dispensing of soft drinks, which is considered to be possible within the current UK market.

It is clear that progress is being made in the UK and at a rapid pace, and those companies that fully embrace opportunities for environmental and cost efficiencies could see 2010 become a year of real development ■

Each packaging material has its merits and is best suited to a particular combination of functional, environmental, brand and consumer needs.



Nicola Jenkin is Drinks Category Manager for WRAP. www.wrap.org.uk

Renewable packaging

the missing piece in a low carbon puzzle?

Cindy Haast makes the case for renewable materials and the important role they have to play in minimising the environmental impact of packaging.

The concept of renewable materials – sourcing resources that can be replaced or replenished at a rate equivalent or greater than their use, with minimal environmental damage – also fulfills the internationally accepted definition of sustainability as given by the Brundtland Commission: “[to meet] the needs of the present without compromising the ability of future generations to meet their own needs.”

So, why does Defra’s new strategy, which aims to set a clear direction for packaging policy for the next 10 years, miss the opportunity to acknowledge renewable materials, and the significant contribution they can make to a low carbon economy?

Rather than reinforcing the roll of renewable materials, which have been shown to have a low carbon impact over their life cycle, ‘Making the Most of Packaging: A Strategy for a low Carbon Economy’ undermines the whole-life approach by focusing on activities that will encourage greater use of high carbon materials that are currently widely collected for recycling at kerbside. Not only does this go against the spirit of the document, but could have the effect of favouring small gains at end of life over significant carbon savings across the whole life of the packaging.



The whole life approach

Modern packaging solutions should make a positive contribution to sustainability. Therefore, the carton industry supports a life cycle approach to measuring and managing impacts across all stages of the value chain.

Life cycle stages of packaging include: production (raw material extraction, production, transport of materials and converting into packaging); filling and secondary packaging; distribution of packaged products to retail outlets; and end of life (collection of waste generated over the life-cycle of the packaging and waste treatment e.g. recycling, incineration, landfill).

Cartons, for example, made primarily from wood fibre, a natural, renewable resource, are widely recycled and highly transport-efficient, which means they are repeatedly shown to be a low carbon packaging choice in life cycle studies across the world.

However, the Packaging Strategy, while promoting this message overall (in considering a move away from weight based targets towards measuring carbon impacts), does not focus on the promotion of low carbon materials or indeed say anything at all about choosing between packaging materials to ensure the right material is chosen for each product. This approach will not deliver the required contribution to carbon reduction sought by Government to achieve statutory 2020 targets.

Renewability in practice

Renewable materials are not the same as recycled content and are unlike using other virgin materials, in that they have a low impact on the environment because they are replaced at a rate comparable with their use.

The continued assumption in the Packaging Strategy against using virgin materials is right in many cases – for products where the extraction of non-renewable materials is harmful or where products are based on unsustainable raw materials, for example. Wood fibre, however, is a renewable material if sourced from managed

forests where trees continue to grow without depletion of natural resources. In Nordic countries where the vast majority of wood fibre for cartons destined for the European market originates, the annual growth exceeds annual harvest. ACE member companies Elopak, SIG Combibloc and Tetra Pak are committed to ensuring that the wood fibre for the paperboard in their cartons is sourced from forests that are responsibly managed.

In such forests, trees that are harvested are replaced both by the planting of young saplings and through natural regeneration. Sweden and Finland have seen consistent forest growth for many years; the volume of growing forest stock in these countries alone has increased from 3.5 billion cubic metres in 1950 to an estimated 6 billion cubic metres today.

As well as being renewable, these managed forests are also effective carbon sinks. So, although there has been a greater demand for wood-based products in recent years, thanks to improved forest management practices (for example, soil preparation, selecting the right regeneration method, cleaning of the young stands, timely thinnings) such forests produce a greater yield of wood per hectare and thus increasingly absorb CO₂ from the atmosphere. Young trees in particular absorb carbon effectively. This carbon is then retained within the tree and its future wood pulp products, such as the beverage carton, for the whole life of the product. A recent study by the Faculty of Biosciences at the University of Helsinki has estimated that from 1990 to 2005, expanding forest biomass in the EU27 sequestered 360–495 million tonnes of CO₂ from the atmosphere each year – correspon-



ding to 8-10% of the EU's fossil fuel carbon dioxide emissions.

Furthermore, if sound environmental practices are put in place, after a tree is felled and the logs delivered for industrial use, none of it goes to waste. The bark, sawdust and other byproducts resulting from the sawmilling and pulp-making process are used for bio-energy production. This renewable energy corresponds to over 70% of the total energy used at the four European paper mills producing paperboard for beverage cartons. Some paper mills even sell surplus green energy from this process, helping to further minimise fossil fuel consumption and CO₂ emissions.

Renewability and a low carbon economy

A move towards carbon-based measurement of packaging is welcomed. This could have significant benefits for the environment and in helping the UK to achieve its stringent carbon reduction targets.

However, by making no commitment to encouraging low-carbon, renewable materials and instead focusing only on the recycling of high-carbon materials, the Strategy is in danger of failing to deliver its stated objective. ■

Increasing the share of renewable content in packaging can lower its carbon footprint.

What is ACE UK?

The Alliance for Beverage Cartons and the Environment (ACE UK) represents the beverage carton industry in the UK, which supplies cartons for milk, fruit juice and an increasingly wide range of products including pasta sauces and soup.

Formed in 2007, ACE UK's mission is to promote and contribute to UK environmental policies, activities and legislation in the fields of packaging, waste, recycling and recovery.

Members include beverage carton producers for the UK market: Elopak, SIG Combibloc and Tetra Pak. About 98% of the paperboard used by ACE UK members in beverage cartons in Europe is produced by Stora Enso in Skoghall (Sweden) and Imatra (Finland), and Korsnäs in Gavle (Sweden), who also support ACE UK's work.

Latin America

crowned king of carbonates

Richard Corbett takes a look at the strong performance of the carbonates category, which has been suffering in other regions.

The 550 million consumers in Latin America make up a little over 8% of the world's population but they consume an impressive 18% of the global soft drinks used around the world. In terms of per capita, this equates to nearly 170 litres of soft drinks per year. The region is an important piece of the overall global soft drinks jigsaw and demand continues to rise; volumes increased by between 3 and 4% in 2008 in spite of the changing financial environment.

Within the soft drinks share of throat, it is the region's carbonates consumption that stands out. More than 58% of all drinks traded in the region fall into the carbonates category, compared to a global average of 40%. Every consumer enjoys around 90 litres annually; 60 litres more than the average global consumer. Only Antipodeans and North Americans consume more carbonated soft drinks each than Latin Americans. In terms of market size, Canadean's Wisdom database shows that the region has now overtaken North America as the biggest global marketplace for carbonates. Latin America is the new king of the carbonates category accounting for a quarter of worldwide sales.

Consumption growth

The Latin American markets of Honduras, Chile, and Argentina can be found in Canadean's top 10 worldwide per capita consumers of carbonates, while the marketplace can boast to being home to the number two consumers, the Mexicans. Only American consumers drank more carbonates than the 160 litres enjoyed last year by the Mexicans. Canadean's Latin American team believe there remains further potential in the Mexican market in the longer term, despite a small reverse in 2008 and 2009 being affected by the high profile emergence of swine flu and the subsequent disruption to tourism and Horeca sales.

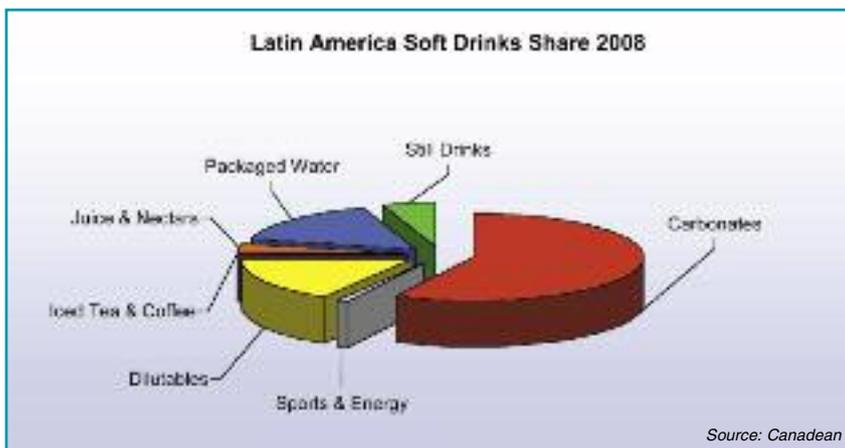


Mexico is obviously the most significant source of the region's carbonates volume, making up close to a third of overall sales but the Brazilian market accounts for up to 27% of the 50 billion plus litres sold - if you add in Argentina then you have accounted for 7 of every 10 litres sold. Both Brazil and Argentina may be the smaller markets but they are closing the gap on Mexico; Brazil grew by 4% and Argentina by 5% in 2008. In Argentina the market has been boosted by the clear carbonates segment (flavoured water containing sugar or artificial sweetener); high profile regional players have now been drawn to the segment, notably Danone, PepsiCo, Pritty, Coca-Cola, and Ives. In Brazil, latest Canadean projections predict the Brazilian carbonates market will grow by between 1% and 2% this year, despite the government's decision to amend the tax policy for carbonates (introduced in January), helping the lower priced B brands make ground at the expense of the premium products penalised by the new policy.

Between the turn of the century and 2008, Argentina has seen its carbonates market expand by more than 50%; a figure that is all the more impressive when you consider that the market fell back by 15% during the economic turbulence of 2002. This market has by no means been the fastest growing market in the region during this period; Honduras, Nicaragua, Bolivia, Venezuela and Paraguay have all seen bigger jumps. Paraguay can boast to being the fastest growing market since 2000 and sales here have doubled in just eight years. Like Argentina, Paraguay also saw a big drop in demand in 2002 but subsequently bounced back. Paraguayan per capita remains between 20 and 30 litres below the regional average and consequently is expected to see further healthy growth rates into the future.

Sugar debate less of an issue

What has stunted the carbonates category growth rates of the more developed parts of the world has been the often ferocious debate over obesity. The high profile debate has fuelled the interest in low calorie drinks and these products have boomed in the more wealthy parts of the globe. In Australasia and North America low calorie drinks now account for 3 in every 10



Latin America is a carbonates stronghold.

litres of carbonates consumed. The issue of sugar content is far less pronounced in Latin America and this is reflected in the limited penetration of the low calorie segment, which, at the end of 2008, remained well under 10% compared to the global average of nearer 15%.

The 'diet' or 'light' segment has made gains across the region in recent years and the big players have invested heavily in 'light' new product development. Low calorie share varies significantly across the marketplace from 2% in Guatemala to as much as 16% in Chile. 2008 was not a vintage year for the low calorie segment and demand was plagued by bad publicity in a number of countries.

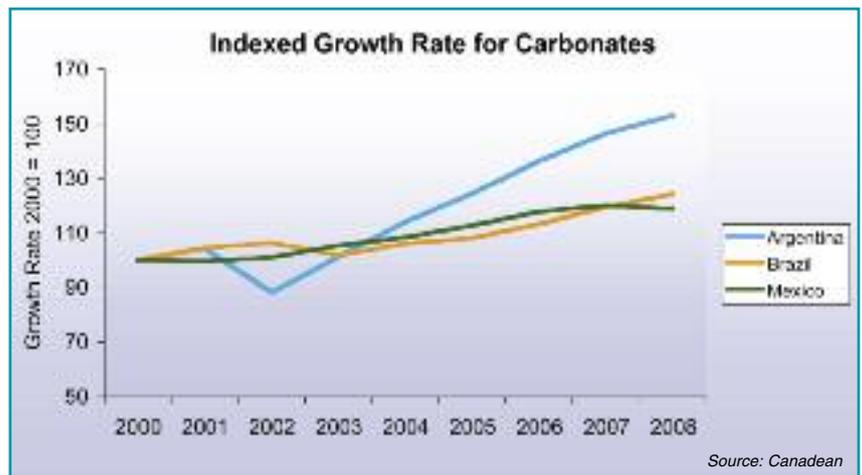
Interestingly, in Argentina consumer surveys indicate that lower and middle income groups dislike beverages with artificial sweeteners – these consumers are a key target audience. 2008 saw light products lose share in Argentina, Chile, Mexico, Peru and Venezuela, while in the key Brazilian market they held their share.

It seems that 2009 will probably determine the fortunes of 'diet' drinks in Latin America and whether in the long term they will ever climb to the levels seen in other parts of the world.

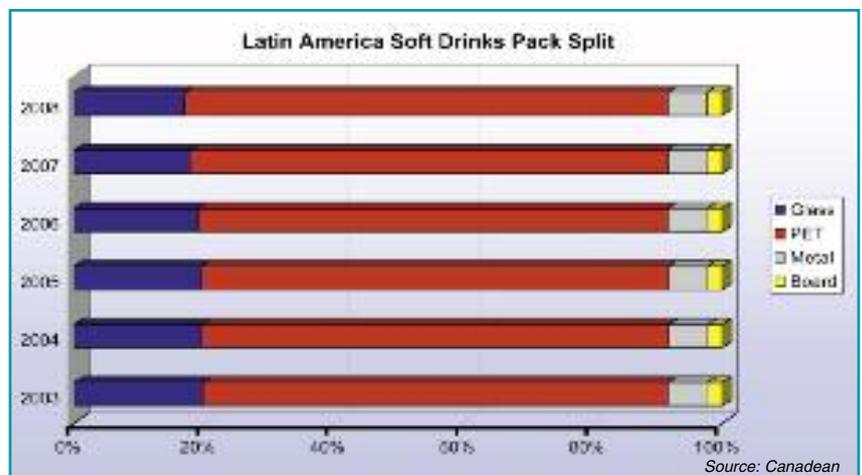
PET favourite

One feature of the carbonates market in this part of the world is the strength of PET as a choice of packaging format and the absence of cans. The region is split between glass (17%) and PET (75%); between them glass and PET make up over 90% of volumes while cans make up just 6%. There is little domestic production of cans and most cans are imported.

The high cost of materials makes the can relatively expensive and Latin America is undoubtedly a price sensitive market; this trend can also be seen in East Europe where consumers are also more conscious of cost than other countries. There is also little demand for bag-in-box or postmix, something that is borne out by the small on-premise share of just 17% – every market in the region records a lower on-premise share than the global average of 30%. Consumers are reluctant to pay a premium price to drink the fizzy drinks in Horeca outlets.



The Argentinian carbonates market shrugged off economic problems in 2002 to bounce back.



PET dominance continues in Latin America. Cans (metal) are under represented.

Further growth anticipated

The economic crisis may have muddied the waters but Canadean anticipates that there is plenty of slack in the marketplace and that going forward, Latin America's importance to the global soft drinks arena will strengthen as North American consumption falls.

Canadean forecast that every country in the region will have seen its carbonates market expand over the next five years. In the near future it also seems inevitable that Mexicans will overtake their American neighbours as the leading drinkers of carbonated soft drinks. ■



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Packaging

For cold and aseptic fill

CLOSURE specialist Silgan White Cap Europe/Asia has introduced a new closure into its advanced Plasti-Twist range. The 38mm CVT Plasti-Twist, which is the result of two years of development work, has been designed for cold and aseptic fill applications such as juices, health drinks, iced tea, fresh milk and milk drinks.

The linerless closure is compression moulded in polyethylene and features a d-tamper evident band. It is suitable for use with PET, PP and HDPE bottles.

A special triple seal function provides three contact sealing areas for the closure and the container - top, inner and outer - which ensures a hermetic, airtight seal. Other important features include pull-up controls that correspond to controls on PET bottles for immediate non-destructive visual checks of good closure application, which helps to maximise production line efficiencies.



The 38mm CVT Plasti-Twist has been designed for cold and aseptic fill applications such as juices, health drinks, iced tea, fresh milk and milk drinks.

The matt (as opposed to gloss) surface finish provides enhanced printing opportunities for additional branding and personalisation of the closure.

Speedy tamper evidence

US company Axon of Raleigh North Carolina has developed a tamper evident banding solution for round, oval, and scround (combination of square and round) straight-wall packaging that delivers more than 200 units-per-minute throughput and faster and easier changeover between different size and shape packages.

"Straight-walled containers typically require a complex package handling solution

between the band applicator and tacking station, and these solutions tend to limit throughput rates," said George Albrecht, Axon Vice-President of sales. "Axon has developed a next generation handling system that eliminates the speed barrier. Not only are speed and changeover improved, but the new package handling system, called Sidewinder, also integrates more easily with upstream and downstream equipment than these systems have in the past."

The system is engineered to support the tamper-evident bands at key spots around the container, and this aids in more consistent and uniform placement after shrinking,

Ultra safe plastic

RESPONDING to consumer concerns about the health risks associated with plastic products, specifically those with Bisphenol A (BPA) and phthalates, the polymer scientists and biologists at US Austin-based PlastiPure have partnered with the California-based hydration specialists at Hydrapak to create the new Purebot™ water bottle. The plastic is free of all EA, not just EA caused by BPA and phthalates.

According to PlastiPure, EA occurs when chemicals are ingested that mimic or block the actions of naturally occurring estrogens, and is associated with early onset of puberty in females, reduced sperm counts in males, altered functions of reproductive organs, obesity, altered behaviours, and

increased rates of some breast, ovarian, testicular and prostate cancers.

"Our Purebot water bottle has been certified as a PlastiPure-Safe EA-Free product, and our partnership with PlastiPure allows Hydrapak to bring this important technology to our customers," said Hydrapak President Matt Lyon. "We believe our health-conscious customers are seeking safer solutions than BPA- or phthalate-free, and that they want a product that retains the significant advantages plastic has over glass, steel, aluminium and other materials. We are excited to be working with PlastiPure to meet those needs with this breakthrough product."

Acquisition waits approval

AMCOR has offered to acquire parts of Alcan Packaging for US\$2025 million from Rio Tinto. The Alcan Packaging businesses which Amcor has agreed to acquire include: Alcan Packaging Global Pharmaceuticals, Alcan Packaging Food Europe, Alcan Packaging Food Asia and Alcan Packaging Global Tobacco.

The combined company will be one of the world's leading packaging companies with significant breadth of expertise, products and services. As at June 2009, Amcor generated AU\$9.53 billion in sales from operations in 34 countries and has 226 sites worldwide, with approximately 21,000 employees. The parts of Alcan Packaging that Amcor has offered to acquire would add approximately US\$4.1 billion in sales and 14,000 employees across 80 plants in 28 countries.

The proposed acquisition will also support Amcor's stated objective of growing in its strategic business areas of flexible packaging and folding cartons packaging. It reaffirms the company's commitment to the packaging industry.

According to Amcor Managing Director and CEO Ken MacKenzie, "We believe that this acquisition will bring customers of both Amcor and Alcan Packaging even greater value through broader offerings and enhanced customer service. Critically, beyond the hard assets, the combined company will draw on the best people from both organisations to drive these improvements.

"While these are difficult economic times globally, Amcor is in a solid financial position. We made the tough decisions several years ago to reshape our company through focus and discipline. This acquisition is a clear fit with our strategic growth plans, building greater shareholder value by expanding our business whilst obtaining the economies of scale that comes with an opportunity such as this."

The acquisition is subject to regulatory approvals as well as consultation with European Works Councils. Meanwhile both Amcor and Alcan Packaging will continue to operate as separately run companies.

In brief...

● Thiele Technologies Inc, manufacturer of high-speed integrated packaging equipment solutions with headquarters in Minneapolis, Minnesota, has announced the acquisition of Hudson-Sharp Machinery Company of Green Bay, Wisconsin and Brussels, Belgium, designer and manufacturer of plastic bag machinery, pouch making equipment and reclosable packaging solutions. This will be Thiele Technologies' sixth acquisition in four years.

Award winning

TWO glass bottle designs, manufactured in Europe by O-I, have been recognised by the prestigious Red Dot communication awards. The 'Wave 66' bottle for Finland's Veen mineral water and the new 750ml design for Germany's true fruits smoothies were acknowledged by Red Dot's international jury as excellent examples of packaging design.

Tomi Gronfors, Managing Director of Veen, said the company was honoured, but acknowledged, "The honour is not only ours to claim. When building brands and creating a successful design, you need close co-operation with companies like O-I."

Inga Koster, Head of Marketing and Finances, from true fruits, said, "The choice of packaging material should underline the product characteristics. Right from the start it was clear that the true fruits design had to fulfil three conditions: no tricks, no manipulation, no lurid packaging which influences the consumer. The true fruits packaging material and the design have to pinpoint the corporate philosophy 'true fruits – no tricks' and convey the pureness and the high quality of the product."



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Environment

Focus on recycling and reuse

A NEW brand of natural spring water from Nestlé Waters North America has been launched exclusively at Whole Foods Market stores. Called 're-source' the bottled water is focused on raising consumer awareness about the importance of recycling. It is a premium, national bottled spring water brand that uses 25% recycled plastic (rPET) in all of its bottles, while participating in a pilot of incentive-based, in-store recycling programmes in an effort to increase consumer recycling rates.

The recycling programme was launched at 26 stores in California and Arizona with a goal of reaching 200 Whole Foods Market stores nationwide by this autumn. "We recognise that there are significant challenges related to recycling in the US and are focused on raising awareness and visibility for the issue," said Monique Mims, re-source Senior Innovations Manager. "Through increased consumer education, incentive-based recycling at retail and demonstration of the valuable uses for recycled plastics, re-source is taking an important first step toward changing consumer behaviour and increasing US recycling rates."

re-source's in-store recycling programme provides an added incentive to encourage consumers to recycle. For every plastic beverage container that is recycled at a participating Whole Foods Market store in a re-source-branded GreenOps(SM) tracking station, re-source will donate 5 cents to the national nonprofit Keep America Beautiful, up to \$200,000. The contributions will be used to support local Keep America Beautiful recycling programmes nationwide.

Each re-source bottle label informs consumers about the importance of recycling and demonstrates that recycled plastic can be reused repeatedly to create new consumer products such as fleece, reusable shopping bags, carpet and plastic beverage bottles.

The re-source recycling programme at participating Whole Foods Market locations, managed by Waste Management and GreenOps, provides consumers with tools to track and measure their recycling efforts. re-source-branded GreenOps tracking stations feature interactive machines with video screens that allow participants to be informed about the recycling process. Consumers who use the recycling machines receive a code that they can use to log on to <http://www.greenopolis.com> and keep track of their individual recycling activities.

Deposit system agreed

DENMARK and Germany have reached a landmark agreement on a new inter-state deposit, retrieval and recycling system for beverage cans. The agreement is designed as a permanent and innovative solution to deal with the 400 million beverage drinks purchased by Danes in Germany annually, but consumed in Denmark.

Under the new system, German border stores will be required to charge their Danish customers a deposit on beverage bottles and cans, which can be repaid when brought to designated return locations in Denmark. The new system is expected to be fully operational by January 2011.

"This is the perfect deposit and redeem model for an arrangement such as this. We

have been in discussions with German authorities for over 10 years on establishing a system like this and now we have agreement. This is a major success for both countries," said Troels Lund Poulsen, Denmark's Environment Minister.

Denmark first attempted to negotiate a deposit and reclaim agreement with Germany in 1998. However, it wasn't until May 2007 that Germany demonstrated a real interest to seek an inter-state solution to deal with the large cross-border trade between the two countries, and the increasing numbers of Danes crossing the border to Germany to take advantage of cheaper prices on soft drinks, alcohol and foodstuffs.

"This agreement also has a major benefit for the environment. Now we have a system to deal with the general littering caused by Danes who have no outlet to return beverage bottles and cans bought in Germany," said Poulsen.

The agreement still requires the approval of both the Danish and the German parliaments. Other key issues are also outstanding, including the amount of deposit to be charged on bottles and cans, and how the new system will be administered.

Game reserve recycling

COLLECT-a-Can, the South African organisation driven largely by the country's beverage and packaging industries, is working closely with operators in Madikwe Game Reserve to recycle waste generated in the area.

Madikwe is in South Africa's North West Province and has boomed in popularity with visitors over recent years. This has led to more private and commercially-owned lodges operating within the game reserve's 75,000 hectares.

Allan and Yvonne McMaster, who manage Bosman Lodge in the reserve, enthused other lodge owners and managers into supporting the Mmasebudule Recycling Project which in two years has grown into what Allan McMaster described as "a full-blown waste management solution".

"One of our biggest challenges to date has been the education and transformation of lodges to separate their waste at source, as opposed to batch processing all items," he said. "Some lodges were quick to adopt colour-coded waste strategies and provide



very effective internal training. However, others are slower in their uptake when it comes to separating waste at source."

Due to the costs involved, and to keep the project sustainable, a recycling levy was introduced. This was supported by all the stakeholders and has allowed the Mmasebudule Recycling Project to undertake other work, such as cleaning up illegal landfills in the reserve.

Lodge staff also participate in roadside and other clean-up work.

More is to be done, especially in finding sustainable outlets for all the waste materials. Barry Warren of Collect-a-Can said the organisation would continue its support "for this very worthwhile community-driven initiative".

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- Dubai Drink Technology Expo, Dubai

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Green teaching the online way

AN online educational game has been launched by Visy, the Australasian packaging and recycling giant which has close links with the soft drinks industry. It can be played either in the classroom or at home.

Designed to teach children from school years 3 to 6 about the environment, Visy Enviromaniacs looks at the benefits of practical initiatives and actions that preserve and protect the environment.

"It is important for business to be involved in helping to educate young people about the environment, because we know that along with climate change, it requires a positive and sustained response from both business and the community," said Chris Judd, Visy's environmental ambassador.

Young players select their own character to take them on a journey of inter-linked subjects, embracing recycling, energy, water, litter and packaging. By earning 'enviro-points' and putting into practice what they



have learnt, they progress through different rankings.

Visy has developed a comprehensive lesson plan to complement Enviromaniacs. This supports current Australian and New Zealand curriculum criteria.

Packaging and energy use cut with lighter bottle

BRITVIC Soft Drinks has reduced the amount of glass used to bottle its juice drink J2O, part of the company's ongoing work to reduce packaging and energy use within its corporate responsibility programme.

The new 275ml J2O bottle is 20 grammes lighter, with each bottle reduced from 200 grammes to just 180 grammes, saving around 4,000 tonnes of glass per annum (at current production levels), the equivalent to 20 million bottles of J2O a year. The new design has also led to improvements in filling line efficiencies, due to the bottle being lowered in height, as well as energy savings of around 10% as less glass is used during bottle blowing. Additionally the lighter bottles require less fuel to transport due to the reductions in weight.

These latest savings are in addition to a reduction of 26 grams of glass, or 5,000 tonnes per annum made to the J2O bottle in 2004.

John Gibney, Britvic's Finance Director and corporate responsibility programme sponsor said: "We are proud that J2O has been reducing its impact on the environment for some years now and we remain focused on further packaging reductions as well as energy, fuel and water usage reductions across all Britvic brands and at all our manufacturing sites."

There will be no visible change to the J2O bottle as, despite the height having been reduced by 5mm, the volume remains the



same. The bottle has also maintained its durability and strength ensuring that it can be stacked and stored as usual.

The new J2O lightweight bottle represents another significant step towards Britvic's target to remove a total of 5,000 tonnes of packaging by December 2010 as part of the government-backed Waste & Resources Action Programme (WRAP). Britvic was the first soft drinks company to sign up to WRAP's Courtauld Commitment which aims to design out packaging waste across the industry.

Green electricity doubled

PEPSICO UK reports it has doubled the amount of its electricity used from renewable sources (from 8% in 2007 to 16%) exceeding its public environmental pledge, and encouraging greater demand for energy from wind, solar and hydropower.

Decreasing its reliance on fossil fuels, and reducing its carbon footprint, are, says the company, core to PepsiCo's vision of Performance with Purpose - delivering societies' needs alongside strong financial performance.

In its first UK Environmental Sustainability Report, in 2008, the company pledged to increase the total share of PepsiCo UK electricity from renewable sources from 8% to 14% within three years. By reaching 16% in year one, the company has exceeded its target and pushed significantly ahead of the UK national average of 5.9%. The company notes that its Tropicana plant in Zeebrugge, Belgium, now uses 100% renewable energy.

In brief...

- A perforated film design promoted by Taiwan's Environmental Protection Administration for PET bottles has been taken up by several of the country's beverage producers. It is expected that this will boost wrap removal rates in the recycling process from the current 85% to about 95%. The EPA notes that this not only improves the purity of stock for recycling but also reduces labour costs. Re-use of recycled material from PET bottles is increasing in Taiwan but the EPA hopes market interest will grow substantially so that economies of scale bring down current prices for recycled PET textiles and end goods.

- A New Zealand community clean-up organisation called Grime Scene (sometimes misreported in the local news media as 'crime scene') has called on major beverage producers to do more to combat the litter problem. "Big-name brands do make an effort to encourage people to use rubbish bins, but I'd like to see them take more responsibility for their product's life cycle, from material sourcing to waste recovery," said Grime Scene's Ivy Willmott. "Consumers are expecting a lot more from the brands they choose to buy these days."

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Human Resources

APPOINTMENTS

PepsiCo has appointed **Tom Greco** to the newly created role of Executive Vice-President - Sales, North America Beverages (NAB), reporting to PepsiCo Americas Beverages CEO Massimo d'Amore. The company also named **Salman Amin** as Executive Vice-President - PepsiCo Sales and Marketing. He has previously led the company's businesses in the United Kingdom and Ireland. Amin will report to PepsiCo CEO Indra Nooyi on global brands and marketing responsibilities, and to John Compton, CEO of PepsiCo Americas Foods, on PepsiCo Customer Team accountabilities.

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

Anthony Pratt has assumed the role of Executive Chairman of Visy, the Australian packaging, paper and recycling company, following John Murphy's departure. At the same time **Chris Daly**, former group General Manager, has been appointed Chief Operating Officer.

Silgan Holdings Inc, the US consumer goods packaging product company, has announced that **Adam J. Greenlee** has been elected as Chief Operating Officer of the company. In addition to serving as COO, he will continue in his position as Executive Vice-President of the company and as a member of the Executive Office.

Sleever International, pioneer and a world leader in shrink sleeve technologies, including equipment manufacturing, has announced that **Fabien Charbonnier** has been appointed



Clockwise from top left: Fabien Charbonnier, Lori J. Hamilton and Jean-Philippe Brault

Machine Sales Manager for North America. He will be based in the company's Toronto office.

Nikken Foods USA, Inc has appointed **Lori J. Hamilton** as National Sales Manager. She is a specialist in sales of key food ingredients such as natural colours and flavours.

Univar, a leading European company specialising in the sales, marketing, application and safe, efficient handling of a wide range of chemicals and ingredients, has announced the appointment of **Jean-Philippe Brault** as Environment Manager, EMEA.

Missouri-based R&D/Leverage has appointed **Tamara Christensen** Leverage Director of Research. An instructor and doctoral candidate at Arizona State University, her appointment, says the company, will enhance its ability to provide brand-building packaging solutions through deeper understanding of consumer behaviour.

New qualification underway

IMPROVE, the UK food and drink sector skills council, is in the process of developing a qualification which will develop and assess a range of skills linked to improving efficiency and adding value in the work place. The qualification, which will be publicly accredited as part of the new Qualifications and Credits Framework (QCF), will focus on best practice in areas such as lean manufacturing, sustainability, team development, company strategy and leadership, and quality.

Amanda Clark, standards and qualifications leader at Improve, said: "We are already working with several major food manufacturers to ensure that we come up with a qualification which is tailored to meet the specific needs of the food industry."

"Our aim is to generate a qualification that helps to embed the continuous improvement mind-set of lean manufacturing and sustainability into every level of a company, while also raising the performance of individuals."

The qualification will be part of a new range of food and drink proficiency qualifications created to address the skills and training needs of employers. The proposed content is expected to be open for consultation by the end of August and Amanda is urging everyone in the food and drink industry to have their say.

Turning life round

SMOOTHIE producer Rhodri Davies has been named a semi-finalist in the 2009 Barclays Bank Trading Places Awards. The Government-backed awards recognise business heroes who are no strangers to overcoming adversity – whether it's dealing with illness or disability, facing challenging family responsibilities head-on, or turning their back on benefits.

After his father suffered a brain seizure brought on by encephalitis, leaving him unable to walk or communicate initially, 23-year-old Rhodri Davies had to take over the running of his family's 180-acre dairy farm business and put his life on hold for the next two years.

He became interested in smoothie drinks whilst visiting America and after his return home he started selling them at various outdoor events and exhibitions and in the summer of 2008 launched his own drinks brand SoBo; manufacturing fruit smoothies and distributing them to bars, restaurants, hotels and cafes in South Wales. The products are designed either to be drunk on their own or used as a cocktail mixer with spirits and liqueurs.

The business is steadily growing. Further, having seen the devastating effects of his father's illness first hand, Rhodri is using SoBo as a vehicle to raise awareness of The Encephalitis Society by incorporating its logo on the packaging. He hopes to develop further initiatives to raise even more money for the Society.

In brief...

● UK Yorkshire and Humber food and drink business leaders are invited to help shape the future of skills and training within the industry at a summit taking place on 14th October at St. Paul's Hotel, Sheffield. Organised by the National Skills Academy for Food and Drink in conjunction with network member Sheffield Hallam University's Centre for Food Innovation and regional development agency Yorkshire Forward, the Food and Drink Skills Summit is designed to let employers have their say on training to ensure they have the right resources to drive growth. Justine Fosh, Director of the National Skills Academy for Food and Drink, said: "This is an exciting opportunity for employers in the sector to tell us what they want from training - as well as the skills they require from current and future staff to accelerate their businesses' performance."

● The Food and Drink Federation (FDF) has unveiled the final shortlist for its annual Community Partnership Awards. Included are Coca-Cola Enterprises and Nestlé UK. FDF's Director of Communications, Julian Hunt, said: "We received a fantastic number of entries this year and our judges were extremely impressed by the range of inspiring initiatives being carried out by companies across the food and drink chain. It's great to see so many companies committed to engaging with their local communities, helping to improve the health and wellbeing of their employees, making a difference to the environment, and encouraging young people to learn about our industry and to keep fit and healthy."

The winners will be announced at a luncheon at the Institute of Directors, London, on 15th October 2009.

Events Diary

OCTOBER

5th – 7th **USA**

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

10th – 14th **GERMANY**

Anuga
Koelnmesse
Cologne
Germany
www.anuga.com

14th – 16th **JAPAN**

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

22nd – 25th **TURKEY**

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

28th – 31st **USA**

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

29th – 30th **MALTA**

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

NOVEMBER

17th – 19th **GERMANY**

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

24th – 28th **ITALY**

SIMEI
Fiera Milano
Mila
Italy
www.simei.it

24th – 26th **UK**

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

24th – 26th **CHINA**

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

DECEMBER

2nd – 4th **INDIA**

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

3rd – 4th **UAE**

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

6th – 8th **UAE**

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

FEBRUARY

21st – 24th **UAE**

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

21st – 24th **ITALY**

Pianeta Birra & Beverage
Rimini Fiera
Rimini
Italy
www.pianetabirra.com

MARCH

9th – 11th **CHINA**

China Drinktec
China Import Export Fair Complex
Guangzhou
China
www.2456.com

22nd – 28th **SPAIN**

Alimentaria
Fira de Barcelona
Barcelona
Spain
www.alimentari-bcn.com

24th – 26th **GERMANY**

Intervitis Interfructa
Stuttgart Messe
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www.intervitis-interfructa.de



100 Years Ago

From the *Mineral Water Trade Journal of* October 1909

A tragedy, and an omen

At the inquest on Mr Harry Leaver, publican and mineral water manufacturer, of Pangbourne-on-Thames, who on the previous day committed suicide by cutting his throat, it was stated that the wet and cold summer had so affected his trade that the deceased found himself in financial difficulties.

Messrs. Schweppes and their trade marks

Messrs. Schweppes have been pretty active of late at the Antipodes in protecting their trade marks and labels from common use. The current mail brings information of three distinct actions. In

one case the action was "for selling or offering for sale a ginger ale not being Schweppes' manufacture, with a label attached thereto bearing a red or partly red seal thereon." In a second and a third case the action was for selling ginger ale to which was "attached a ribbon or band on top of a white label," which Messrs. Schweppes claim as their exclusive possession.

Sad experience of a girl

A shocking accident befel a girl named Rose Keirle of some 18 or 20 years, whilst working at Messrs. Mcfarlane's mineral water factory, Weston-super-Mare. The injured girl had been instructed to wash the floor of a certain room and she subsequently proceeded in the direction of some revolving shafting connected with the plant. On bending down, her loosened hair fell below the protecting guard and caught in the shaft, with the result that the greater portion of her scalp was torn off.

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal of* October 1959

Juice imports from dollar area

The quota of £300,000 c.i.f. established last year for imports of fruit juices from the dollar area has been repeated for the year commencing 1st October 1959. On this occasion, the timing limitation on imports of grapefruit juice and orange juice will no longer apply and licences will be valid for all types of fruit juices throughout the period.

The quota for the import of fresh citrus fruit from the dollar area for the same period has been fixed at £1,150,000 c.i.f. Licences will permit the import of all types of citrus fruits and will be valid for grapefruit from 1st April 1960 to 30th September 1960 and for other citrus fruit from 1st October 1959 to 30th September 1960.

Good publicity

A whole page in the *Chatham Standard* was recently devoted to a story and pictures about the soft drinks business of Dove, Phillips & Pett Ltd, under the banner heading "Strood firm grew from backyard ginger beer".

The story told how in 1848 a clay-pipe manufacturer made some draught ginger beer in his backyard and gave some to his friends. They liked it so much that he set himself up in business making ginger beer on a small scale.

From this humble beginning, with the

clay-pipe manufacturer, Mr George Phillips, making perhaps a gallon of ginger beer a week, has sprung the firm of Dove, Phillips and Pett, of High Street, Strood, who produce over 25,000 bottles of soft drinks a day.

After describing the processes employed in the soft drinks factory, the newspaper account continued the history of the firm.

George Phillips sold his expanding business to his son Benjamin in 1870. The grandson, ex-Cllr. P. B. Phillips, the father of the two brothers now on the board of directors, joined the firm at the

An operation was performed at the hospital, whither she was conveyed with all haste, and where she for some time remained in a grave condition.

House of Common's humour

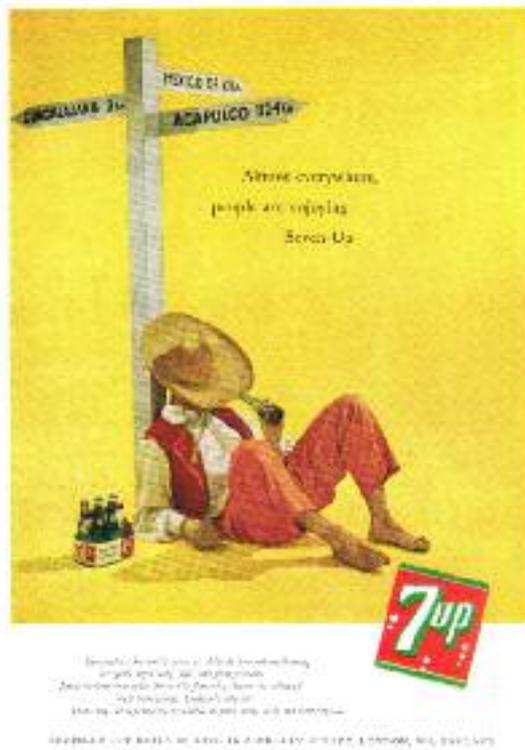
We give in the following colloquy a piquant evidence of the raillery that passes current now-a-days for humour in the House of Commons. The date of the incident was September 22nd:

Mr Hunt asked if the water supply at the Territorial Camp of the Gordons at Aultmore was so inadequate that many of the men had to shave with lemonade. (Loud laughter.)

Mc Acland said his only source of information was the hon. member himself. If there had been anything seriously wrong, the War Office would probably have heard from the officers and men themselves.

Mr Hunt: But my information comes straight from the camp itself.

Mr Thorne thought that lemonade acid would take the edge off razors. (Laughter.)



age of 12. He died two years ago, aged 76.

It was in 1905 that Benjamin Phillips amalgamated with the Dove company, and four years later Thomas Pett Ltd, of Rainham, joined the business, Phillips still having the controlling interest.

Mr Reg. Phillips, who is president of the South Eastern Soft Drinks Manufacturers' Association, a position which his father also held, tells us that the newspaper report resulted in much favourable comment about his company.

It's tough in Canada for soft drink bottlers

The Canadian correspondent of the *US National Bottler's Gazette* recently surveyed the intensive and growing competition which the Canadian soft drinks manufacturer is having to meet from rival industries. This species of competition is, he proclaims, getting tougher and various tea, milk, coffee, straight juice etc, promotions are

competing not only for the consumer's patronage but also for the retailer's display space against soft drinks. Relative to our own experience of late years, it is rather surprising to read that "Flavoured milk is a terrific favourite, especially with youngsters in summer". Here, most varieties of flavoured milk have so far tended to flop badly "particularly in summer", and "Dwells there a kid with soul so dead who ever to himself has said: down with that drink of pop, oh Dad, and gimme a flavoured milk instead?" Certainly not in Britain, particularly during the glorious summer of 1959.

bubbling up

A focus on equipment and services

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

Print & apply



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

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

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

Vision sensor versatility



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WITH IP68-rated housing, PresencePLUS P4 OMNI sealed vision sensors from Banner Engineering withstand shock, vibration and washdown conditions. The durable nickel-plated aluminium housing of the new PresencePLUS P4 OMNI tolerates shock and vibration. Colour and gray-scale models are available, both including a comprehensive suite of inspection tools and nine language software capability. The self-contained unit does not require a separate controller.

The new Sealed PresencePLUS P4 Vision Sensor handles many applications, including: label alignment inspection; colour verification and matching; flaw detection; packaging inspection; assembly verification; fill level detection; adhesive bead inspection; vial stopper inspection; drilled hole inspection; orientation verification; part or model identification and error proofing.

New drum dumper



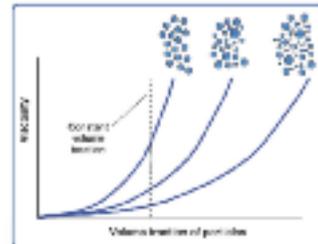
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email: sales@flexicon.co.uk
www.flexicon.co.uk

BULK solids handling specialist, Flexicon (Europe) Ltd has introduced a Drum Dumper, TIP-TITE™, that accommodates drums from 115 to 210L.

The drum platform is raised by a single hydraulic cylinder, creating a dust-tight seal between the rim of a drum and the underside of the discharge cone. A second hydraulic cylinder tips the platform-hood assembly and drum, stopping at dump angles of 45°, 60° or 90° with a motion-dampening feature. The vertically oriented cone mates with a gasketed inlet port fitted to the lid of an optional hopper with integral flexible screw conveyor or pneumatic pick-up adapter or to existing process equipment. A pneumatically actuated slide gate valve prevents material flow until the discharge cone has been properly seated in the gasketed receiving ring.

Controlling rheology



'10 ways to control rheology by changing particle properties' is the latest addition to Malvern Instruments' INFORM series of white papers. Freely downloadable from the Malvern website,

www.malvern.com/control_rheology this new document guides the reader through some of the fundamental properties of dispersed systems and demonstrates how these affect its rheology. A variety of examples illustrates the effects on rheology of changing particle size, size distribution, shape and zeta potential, alone and in combination.

Many materials used today are disperse systems where one substance, often a particulate, is dispersed in another phase. The physical properties of the dispersed particles all influence bulk material properties such as rheology. Therefore the rheology of a dispersed system can be controlled through the measurement and manipulation of key parameters.

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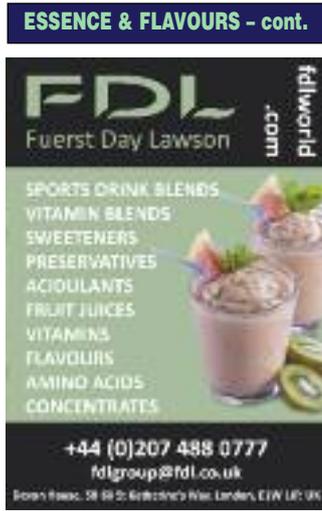
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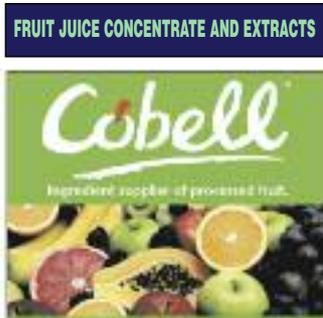
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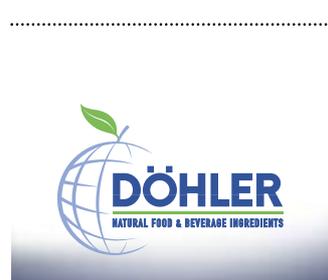
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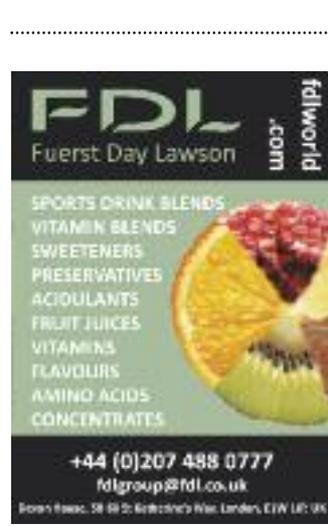
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