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Super Fruits 40

Thousands of new super fruit based products have entered the market over the past few years. Dr John Wilkinson asks if this simply represents a marketing ploy or the emergence of new science based drinks.

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Early indicators from beverage research agency Canadean suggests that by the end of the year the market had met expectations with a global rise in soft drink volume of between 3 and 4%. Richard Corbett assesses the performance of the global non-alcoholic beverages market and looks to the year ahead.

Colouring Your Life 38

Manufacturers are increasingly looking for alternatives to artificial colours and are turning to colouring foods. Guido de Jager discusses how colours derived from foods can fulfill modern consumer needs.

Super Fruits 40

Thousands of new super fruit based products have entered the market over the past few years. Dr John Wilkinson asks if this simply represents a marketing ploy or the emergence of new science based drinks.

Packaging Innovations 42

Covering all parts of the packaging supply chain, Packaging Innovations and its co-located events make this an ideal visit for anyone working in the drinks industry.

Precision At Speed 44

Domino shares recent case studies where beverage producers have invested in its latest coding and marking technologies.
Health and wellness in 2014

It seems that the protein trend has gone beyond the tipping point, but there are many other growth opportunities powering the health and wellness market, according to 12 Key Trends 2014, the annual industry forecast authored by Julian Mellentin and published by New Nutrition Business.

“Dairy as a naturally functional whole food, slow energy, weight wellness, healthy snacking and ‘permission to indulge’ all present a wealth of possibilities for food and beverage companies,” says Mellentin.

‘Weight wellness’ is ranked as Key Trend 5. Weight management is no longer a special category of foods, says the report. Consumers now think about weight as part of their everyday food choices and as a way of maintaining wellness. Mellentin comments: “This is creating winners and losers. Unilever’s and Nestlé’s weight management strategies lie in ruins, because they are based on an understanding of the market that was out of date five years ago. Slim-Fast sales are down 80% and Nestlé is selling off most of its Jenny Craig business. Entrepreneurs who connect to consumers’ desire for an individualised approach based on normal foods, and who also connect to the most important trends, are the ones who are being most successful.”

Other key trends are gluten-free (No.10); minimal sugar use (No.8); high protein (No.3); and the use of natural ingredients such as dark chocolate to give people ‘permission to indulge’ (No.9).

Overlaying all of these trends is Key Trend No.1, ‘naturally functional’. However, cautions Mellentin, “If you want to be successful, don’t use the word ‘natural’ on your product. You run the risk of getting bogged down in a regulatory minefield – and there are plenty of other ways of communicating the naturalness of your product.”

Sales of coconut water in the USA have surged from zero in 2007 to over US$390 million (£289 million) today on the back of its strong ‘naturally healthy’ and ‘nothing added’ image.

Mellentin predicts that Canadian maple water, which has a similar all-natural nutritional profile to coconut water, and an appealing taste, will be one of the biggest growth areas over the next five years, if maple water brands get their marketing right.

Almond milk is also a success story. From almost zero four years ago, US sales of almond milk rose 51% in 2013 to US$497 million (£368 million) according to SPINS/Nielsen. The great nutritional profile and ‘health halo’ of almonds in the minds of consumers has contributed to this.

Although not mentioned in the report, we at SDI have noted a number of introductions of vegetable and fruit smoothie blends, the latest of which are claimed to be ‘raw’. A word of warning, however: in the USA it is known to be litigious, other producers making claims should take heed and check their status. It would be a shame to hinder the development of such delicious and nutritious products just for the sake of a health claim.

A healthy New Year to all our readers and advertisers!
Europe

Good results for Calypso

CALYPSO Soft Drinks’ total annual sales saw good growth, up 7% year-on-year, with gains across both retail and foodservice, states the company in its Annual Review of 2013.

Michele Davies, Head of Marketing at Calypso commented: “2013 has been an exciting year for Calypso Soft Drinks. The economic climate is showing signs of improvement and consumer confidence has begun to return, while the long-awaited hot, sunny summer eventually materialised to offer a boost to the sector.

“Under new management following the purchase of the company by Cott Beverages, 2013 has allowed Calypso to review its activity, strengthen its product portfolio and re-affirm its commitment to the soft drinks marketplace. 2014 will see Calypso forging ahead, re-invigorated by market conditions and investment in the company and our brands.”

Industry reports state the value of the soft drinks market as £7.2 billion, having grown 4.3% year-on-year (Source: IRI 52 w/e 12 Oct 2013).

Sales of the School Approved Soft Drinks range are up year on year, boosted by growth of the core range and new product innovation. All Calypso’s school compliant soft drinks contain at least 50% juice, and contain no artificial colours, flavours or sweeteners.

New Aquajuice Cordial – Calypso’s award winning school complaint Cordial launched earlier this year for the primary school catering sector is currently sold in over 2,000 primary schools across the UK. Meanwhile the core range of Aquajuice Juicy Water, available in bottles, cans and cartons has also grown – up 4% year on year. Fairtrade Pure Juice has grown by 7% year on year, while Sparkling Juicy Aid enjoys a significant 16% growth. Calypso’s Juicy Aid lightly sparkling juicy water brand supports environmental charity, The World Land Trust.

Rapidz – available in a range of traditional carbonate flavours that are firm favourites with children: cola, iron brew, lemonade and orange, ensured this lightly sparkling juice and mineral water drink maintained a steady position in schools.

Pure Juices, available in a range of pack formats to suit all occasions and budgets also fared well. Pure Juice cartons enjoyed stellar growth of almost 30% year on year.

New listings and improved distribution supported Calypso brands across the retail sector in 2013. In particular, Calypso’s freezeables business was given a significant boost with the launch of its ‘Mr Freeze’ brand into retail and the continued popularity of its iconic Jubbly ice lollies, which was also helped by good summer weather.

The licensed drinks and freeze pop ranges remain hugely popular with a wide choice of characters to appeal to all ages including, Disney, Simpsons, and Scooby-Doo brands.

The focus for Calypso in 2014 is to build on its strengths, to refresh its range, to drive volume and engage consumers across all channels through promotions and product innovation. Investment in Calypso’s manufacturing capabilities will enhance capacity and open opportunities for further new product development.

Extensive PR and marketing campaigns across digital and social media are being developed to drive consumer engagement and loyalty to support business growth.

Gerber Emig and Refresco merge

THE Netherlands-based Refresco and UK-based Gerber Emig have completed the merger of the two companies, creating a pan-European bottler of soft drinks and fruit juices.

This follows approval of the European Competition Commission in October this year. The Commission’s green light to merge is conditional upon divestment of the production and bottling plant in Waibstadt, Germany.

The combination creates a compelling industry proposition for retail and branded customers which, says the new company, will benefit from greater scale, a seamless service across geographies and access to a broader portfolio of soft drinks and fruit juices in more markets. The combined business will be well positioned to meet customers’ continuously changing needs and requirements.

And, as one company, Refresco Gerber will have greater opportunities to invest in innovation, to achieve growth and to optimise the business.

Gerber Emig shareholders own 27.5% of the shares in the new group and Refresco shareholders own 72.5%. The composition of the Supervisory Board reflects the combined shareholder base.

Hans Roelofs, Chief Executive Officer of Refresco Gerber said: “I am proud to lead forward this strong and focused organisation. And I am excited about building on our combined capabilities to create a broader business, which promises many opportunities for our customers and employees alike. We will focus on value creation for all our stakeholders and are willing to invest in the future of the total industry.”

Burger King boost for Coca-Cola

THE American fast food giant Burger King’s decision to re-enter the Finnish market is good news for Coca-Cola and the company’s future sales in this Nordic market. Burger King withdrew from the Finnish market in the 1980s after failing to secure a profitable foothold in a market dominated by two major fast food restaurant chains, Hesburger and McDonalds.

Burger King is to return to Finland in 2014 under a new franchise agreement with Restel, one of Finland’s biggest hotel and restaurant operators. The first new Burger King outlets are to open in central Helsinki, with the roll out continuing to provincial towns and cities in 2014-2015.

The arrival and expansion of Burger King will be particularly pleasing for Sinebrychoff, the Finnish drinks company that holds the licence to produce and bottle Coca-Cola products in Finland.

“The plan is to take Burger King nationwide. This is a win-win for all concerned, for Restel, Burger King and for primary suppliers like Coca-Cola,” said Leena Turunen, Director of Restel’s restaurant division.
Olvi builds on sales

STRONG nine months’ sales is behind Finnish soft drinks company Olvi targeting further growth in Finland, Belarus and the Baltic states in 2013-2014. The company plans to invest €40 million in fixed capital canning, recycling and logistics projects in the region over the next 18 months.

Olvi’s traditional reliance on organic growth may change to a more active interest in expanding through strategic acquisitions of soft drinks producing and distribution companies in the Baltic countries and Belarus. Olvi reported a 9.2% year-on-year rise in net sales, to €257.2 million, in January-September 2013. Rising exports of Angry Birds branded soft drinks, produced under licence from the Finnish international gaming entertainment company Rovio, continue to drive up Olvi’s export performance. Primary investment projects in 2013-2014 will focus on canning line efficiency, transport logistics, automated packing and warehouse upgrades to bottling facilities in Estonia, Lithuania, Latvia and Belarus. Olvi’s Lithuanian subsidiary, Volfas Engelman, is investing in a PET bottle format. Olvi is also investing to reinforce its export and tax free business, which represented 14.2% of sales in January-September. The comparable figure for the same period in 2012 was 4.3%.

Olvi’s branding agreement with Rovio comes at a time when the gaming company is developing new global revenue streams for its hugely successful Angry Birds, offering through licensing and merchandising deals.

Tax cut benefits not passed on

THE Danish government’s 15% reduction in taxes on soft drinks in July 2013 has not resulted in producers passing on the savings, according to a new report by Arbejderbevægelsens Erhvervsråd (AE), the country’s labour run economic policy institute.

According to the AE, instead of reducing retail prices on soft drinks to consumers, drinks companies have mainly used the tax cut to strengthen their profit margins. The government had intended that the tax cut would bolster the domestic sales of drinks companies and stem the growing tide of cross border soft drinks imports by Danes of cheaper beverages from Germany and Sweden.

The AE’s latest August figures reveal a mere 0.2 to 0.5% decrease in soft drinks prices in the period August to November 2013, compared with the corresponding period in 2012. “It’s obvious that prices did not fall much, otherwise the general tax cut would be reflected in the prices paid by consumers in stores,” said AE analyst Fredrik Pedersen.

The partnership has been a good one for Olvi, which has not alone seen increased exports of soft drinks, but also a recovery in sales of its soft drinks, dramatically boosted by Angry Bird sales, on the domestic market.

BBWP relaunches

BRITISH Bottled Water Producers (BBWP) – the voice of small and medium sized water companies in the UK – is relaunching with a new logo, a totally revised website and a new membership structure. These initiatives have already attracted additional members such as Blue Keld, Love Water and Swithland Spring Water.

The trade association’s new site www.britishbottledwater.org features information on healthy hydration, why buying British water is a positive move, and includes detailed market information. The new site features attractive new sections showcasing members’ brands. There will also be advertising slots available to relevant companies including members.

Jo Jacobius, founder and Director of British Bottled Water Producers, said: “We are delighted to welcome new member companies and of course proud to work with our splendid existing members, many of which have been with us from the start. There is continuing interest by consumers in the provenance and source of foods and drinks, so it is a pleasure to be able to offer this renewed opportunity for British water brands to highlight their unique attributes.”

Sunniva invests in growth

SUNNIVA (formerly Fellesjuice) is to invest €20 million in the first phase of a strategic capital project to build Norway’s strongest breakfast and wellness juice brand. The company already enjoys a leadership market position in the sale of fruit juice products in Norway, and is reacting to increasing competition, especially since 2008, which threaten to undermine its overall market share.

The investment is taking place at a time when the sale of chilled fruit juices represents the key factor driving Sunniva’s revenue growth. The company reported a 12.9% increase in revenues and 10.9% rise in volume during the first half of 2013, and this upward trend is expected to continue for the whole of the second half of the year. Two fruit juice products, Sunniva Original and Sunniva Premium, contributed 19.2% to Sunniva’s revenue growth in the first six months of 2013.

The primary growth has been in 1.75 litre large-pack sales revenue drivers including juice products Sunniva Premium Season (Sunniva Premium Sesong), which contains blackcurrants and raspberries. Strong sales of large-pack juice products helped consolidate the Sunniva juice brand’s market share in the first nine months of 2013. The brand held a market share of 48.3% in chilled juices and 34.7% of all juice products sold on the Norwegian market.

Sunniva has used new product market launches in both juices and specialty ‘on-the-go’ drinks, such as iced tea, to strengthen its market position. Launches in 2012-2013 included Noisy Juice and Tine IsTe. Limo, a sweeet and sour flavoured lemonade drink, is the latest beverage launch, which is also available in a pink grapefruit flavoured variety.
Cocaine found in Caribbean drink

THE Food Standards Agency in the UK is warning the public about a soft drink that has been found to contain high levels of cocaine. The product has been linked to the death of one person in Southampton and is the subject of an investigation by Hampshire Constabulary.

The product is labelled as ‘Cole Cold Pear-D’ and the packaging bears the manufacturers name as S.M. Jaleel & Co Ltd, Otaheite, Trinidad. However, the company has said they do not export Pear-D to the UK.

Investigations are ongoing to find out whether more bottles of the product have been distributed in the UK. Members of the public should not consume this product and, if found, should take it to their local police station.

Coca-Cola backs exercise project

COCA-COLA is to part-fund the internationalisation of Finnish company Muuvit Health and Learning (MHL) Muuvit’s exercise concept. The Coca-Cola Company’s international foundation has provided €300,000 to support the international development of the so-called exercise adventure concept which is being rolled out for primary schools by the Finnish organisation Nuori Suomi and Valo (Finnish Sports Confederation) to increase physical activity among young people.

The Muuvit exercise programme’s primary objective is to encourage even small amounts of physical activity that help school children to progress towards allocating two hours of each day to various forms of exercise. The international programme will see the concept introduced to primary schools in Germany and Turkey in 2014. At the same time, MHL will take the first steps to offer the concept to over 40 different countries, and in 10 different languages, in 2014.

“Having Coca-Cola on our team is a huge advantage. That one of the world’s best-known companies wishes to support children’s physical activity specifically through us is also a major vote of confidence in our concept. Our products combine exercise and learning and have been refined over the past few years together with, among others, the World Heart Foundation, the Union of European Football Associations, German Bundesliga teams, the World Wildlife Fund and the ministries of education of various countries,” said Juha Villanen, MHL’s CEO.

MHL estimates that the Muuvit programme has the potential to reach between 300,000 to 400,000 primary school children around the world in 2014.

Pepsi apologises to Ronaldo

PEPSI Sweden has offered a universal apology to Sweden’s football federation (Svenska Fotbollförbundet), football fans in Sweden and in Portugal, and Real Madrid’s Portuguese star Ronaldo for an embarrassing blunder that saw the company run a series of controversial images on its Facebook page on the day of the Sweden-Portugal World Cup qualifying game at Stockholm’s Friends Arena last November.

The images, which depicted Ronaldo tied to railway tracks and as a voodoo doll, caused an immediate uproar on social media outlets, including Facebook, where Pepsi has around 30 million followers. A third controversial image depicted the face of a Ronaldo doll in Portugal’s red-strip, and carrying the football player’s number 7, being crushed by a Pepsi Max can with the caption ‘We’re going to pass over Portugal’. Irate Portugal fans threatened to boycott Pepsi products unless a full apology was forthcoming.

The Pepsi images of Ronaldo were originally intended as ‘local support’ for Sweden’s efforts to emerge victorious from the critical game with Portugal, and qualify for the World Cup finals in Brazil in 2014.

“‘We regret that so many people have taken offence, and we apologise. We at Pepsi never meant to show the sport in a negative light. We immediately removed the images concerned,” Pepsi Sweden said in a statement on its official Swedish Facebook page. The company conceded that the images could be construed as being ‘disrespectful’ to Ronaldo and football.

Both Coca-Cola and Pepsi are engaged in various football related sponsorships and brand partnerships in Sweden. The Pepsi connection aroused even greater passions given that the company sponsors Ronaldo’s arch-rival, Barcelona’s Leo Messi.

Highland Spring’s Forest Fairytales

ONE of Britain’s best-loved authors, Michael Rosen, has launched a campaign to encourage families across Britain to enjoy their local woodland and bring it to life through the magic of storytelling. The Highland Spring Forest Fairytales campaign in partnership with The Woodland Trust hoped to inspire people to get out and about last autumn and use magical woodland settings to create their own tales and memories.

Families were treated to an enchanting reading of former Children’s Laureate Rosen’s classic book We’re Going on a Bear Hunt at the launch event before trying their hand at their own bear hunt through Highgate Wood in London. Downloadable resources and tips have been created to help parents and grandparents inspire youngsters to use their imaginations while exploring the great outdoors.

Highland Spring is committed to supporting the Woodland Trust’s aim to create, protect and nurture Britain’s precious indigenous woodlands.

Author Michael Rosen launched the Highland Spring Forest Fairytales campaign.
A.G. Barr has announced its Interim Management Statement covering trading for the period from 29 July to 1 December 2013. Revenue for the 18-week period to 1 December 2013 increased by 8%, with volume increasing by 6.4% compared to the same period the previous year. Year to date revenue as at 1 December increased by 6.7%, with volume up 5.1%. Over a comparable period the market in general, as measured by Nielsen, increased in value by 4.1% and volume by 3.1%.

Scientists from the University of Bonn have reported at the annual meeting of the Radiological Society of North America that energy drinks can cause rapid heart rate, palpitations, and an increase in blood pressure, and in severe cases, seizures or sudden death. Energy drinks contain up to three times more caffeine than other caffeinated beverages. Dörner et al. note that children and those with health conditions should avoid these drinks.

The study included 15 healthy men and three healthy women, with an average age of 27.5 years. Using cardiac magnetic resonance imaging the scientists examined how the heart functioned before and an hour after a participant consumed an energy drink containing taurine (400mg/100ml) and caffeine (32mg/100ml).

Dörner et al. reported that the left ventricle, which is the chamber of the heart that pumps blood around the body, was contracting harder an hour after the energy drink was consumed compared to baseline.

Food & Drink Towers (www.foodanddrinktowers.com) has published its annual Ten Top Trends report free of charge for its 5,300+ members. The eighth edition report highlights a wealth of new product development and marketing opportunities for brands to get stuck into over the next 12 months including industry opinion canvassed through one-to-one interviews, social media and an independent online survey of 148 people.

According to the report the two of the trends that will influence new product development and grow in popularity in 2014 are fruit and herb combinations (40% of participants named this trend); and ‘wild tea, bubble tea, tea smoothies, all things tea’ (35.4%).
Africa

Moha to launch Mek’ele plant

WITH around 90 million inhabitants and slowly growing prosperity in many regions, Ethiopia is a country of huge potential. Investment in new and expanded soft drink plants is one signal of the opportunities for economic and social development, as we have reported in the past 18 months.

Among recently announced projects is the signing by packaging solutions supplier Sidel of a contract with Moha Soft Drinks Industry, a big Pepsi bottler. It is a substantial undertaking: Sidel will deliver a turnkey plant at a new greenfield site in Mek’ele, capital city of the Tigray region in the north of Ethiopia. Mek’ele is about 780km north of the national capital, Addis Abeba.

Tigray has a population of about 4.5 million and is doing relatively well economically, with improving lifestyles and more demand for consumer goods, including soft drinks. Supplies of Pepsi beverage brands are mostly trucked from Addis Abeba at present. The new line will be used primarily for CSDs at a rate of 36,000 RGBs per hour.

Moha’s Chief Executive, Getachew Birbo, said the group was looking forward to completion of the Mek’ele plant: “It will come at a time when most of the production capacity of our plants will reach their peak.”

In common with many other Sidel clients, he pointed to after-sales service efficiency as a key reason for choosing the supplier. “We at Moha believe that the newly organised office in Dubai opens its doors at a time when closer co-operation between our companies was highly required to support this project. We have known Sidel now for many years. We have successfully collaborated with them on several occasions, including the new PET line which was commissioned in 2012, so we are well aware of their capabilities.”

Currently Moha Soft Drinks Industry has seven operating units in Ethiopia.

Nampak can success in Angola, Nigeria

PACKAGING giant Nampak says the Nampak Bevcan can production facility in Angola is now operating self-sufficiently and exceeding both production and quality targets. The group’s strategy of investing in Africa beyond South Africa, in a bid to be closer geographically to clients and build new business, was further strengthened in November last year by the purchase of Alucan Packaging, a Nigerian beverage can manufacturer.

Can sales volumes from the Angolata Viana facility increased by more than 20% in the past year thanks to expansion of production capacity.

“The in the short term we have reacted positively to the rising demand by increasing production speed from 1,800 to 1,900 cans per minute, which further supports the growing demand in Angola and providing an additional platform for future installed capacity,” says Erik Smuts, Managing Director of Nampak Bevcan.

“We are also in the process of installing a second can production line, which will more than double the production capacity of the plant.”

To overcome challenges that come with operating in a foreign country, Angolata has been designed and constructed to accommodate a second line once demand exceeds the current capacity. The business is situated in the Agbara Industrial Estate close to Lagos and also near major beverage producing customers. It has a reliable source of gas which will be used for heating and power generation.

Andrew Marshall, Nampak’s Chief Executive, says that the Alucan plant ‘will significantly increase Nampak’s presence in Nigeria which is Africa’s second largest economy and where we already manufacture food and general cans in our factory in Lagos and cigarette cartons, food cartons and labels at our factory in Ibadan, 120 km north of Lagos’.

Nampak also has an option to acquire a rigid plastics company in Nigeria.

“This acquisition and the potential to acquire the plastics company will further contribute to our stated growth strategy in the rest of Africa where we currently operate in 12 countries generating R2.5 billion in annual revenue and almost 30% of our trading profit,” notes Marshall.

“Investing in Africa has proved to be the right strategy for us and we are excited by the many growth opportunities. Apart from the new beverage can factory in Nigeria and the additional beverage can line in Angola, we are also exploring a number of other growth prospects. South Africa continues to be the major profit contributor to the group and we will also continue to invest in our core businesses where we are the leaders in a number of market segments.”
Tutudesks boost school achievement

VOLTIC Ghana, a market leader in that country’s big bottled water market, has donated nearly 3,000 Tutudesks to World Vision. They are being distributed to youngsters in deprived communities around Ghana.

This follows the donation of 2,000 Tutudesks about a year ago via Votic Ghana’s sister company Accra Brewery.

Tutudesks are portable school desks - flat surface writing boards – which are usually printed with helpful information and colourful graphics. These are provided by the Tutodesk Campaign (whose patron is Archbishop Desmond Tutu) to children in sub-Saharan Africa who do not have the benefit of a classroom desk, which affects a child’s ability to concentrate in class.

“This year Votic (GH) Ltd has taken over the Tutodesk initiative with the donation of 2,988 desks, at a cost of GHC 100,000, to benefit more children,” said Michael Effah, the company’s Sales and Distribution Director.

“This gesture falls in line with Votic’s objective of helping to satisfy the basic needs of school children in deprived communities in Ghana.”

Effah noted that the focus of Votic’s sustainable corporate social investment initiatives was on the positive transformation and uplifting of communities by supporting education, health and social development.

“To us, social investment is not an add-on to business activities, but is at the heart of how we engage with the communities where our customers, employees, investors and suppliers live.”

Hubert Charles, National Director of World Vision Ghana, reported that since the last donation of Tutudesks, the organisation had received “countless reports on the significant improvements that have occurred in the lives of the beneficiary children.”

Summer tradition

FOR many South Africans, it just wouldn’t seem like summer without a Lipton Ice Tea promotion grabbing attention. The ‘iceberg vending machine’ is still talked about, as are other initiatives.

Under its Get Refreshed Naturally banner, Lipton is undertaking in-store and social media promotions during the hotter months of 2013/2014, when its sales soar.

Prizes of cash and packages of Apple products – MacBook Air, Ipad, Ipod and Apple TV – are on offer.

Send your news to news@softdrinksinternational.com
Mackay succumbs to tumour

GRAHAM Mackay, the popular executive who headed SABMiller as chief executive for many years before handing over to Alan Clark and transitioning to the new role of chairman, has died peacefully.

As noted in earlier reports, Mackay took medical leave of absence in April last year following treatment for a brain tumour.

He retained close contact with SABMiller during the convalescence, while Deputy Chairman John Manser acted as chairman in his absence. Things looked positive, inappropriately as it transpired, and Mackay was able to resume chairmanship duties in September.

However, following a sudden turn for the worse, he took further medical leave and sadly passed away only a few weeks later.

“Graham was one of the most inspirational and successful leaders in international business by any measure,” says Manser. “Everyone in the SABMiller family has been blessed by his vision, his loyalty, and his friendship during his 35 years with the group. He will be deeply missed. The board has every confidence that under Alan Clark’s leadership we will continue to build on Graham’s legacy.”

The SABMiller board said it would make a further announcement in due course about the appointment of a Chairman to succeed Manser for the longer term. However, it is expected that to facilitate succession planning and to allow an appropriate period of familiarisation and handover, Manser will defer his previously expected retirement date for about a year to July 2015.

While SABMiller is known primarily for its many beer brands, it is also one of Africa’s largest soft drinks producers.

Coke sponsors CECAFA

COCA-COLA is a major co-sponsor of this month’s Council of East & Central Africa Football Associations’ Senior Challenge Cup football tournament in Kenya.

The tournament is being held at various venues around the country, with some venues having been upgraded to handle the matches.

 Founded in 1927, CECAFA is the oldest sub-regional football organisation in Africa. Its headquarters are in Nairobi.

Member nations are Burundi, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Somalia, South Sudan, Sudan, Tanzania, Uganda and Zambia.

Red Bull Shibobo

GOOD crowds attended a Shibobo series presented by Red Bull in several South African cities.

The series began in Cape Town, followed by Durban and two venues in Johannesburg: Alexandra Township and Soweto.

Shibobo is a 4-on-4 variant of soccer, with just one set of goal posts. Each team is allowed a maximum of six players. Rolling substitutions are allowed and there are no off-sides.

The ball must cross a line 15m from the goal line for the possession to swap over to the other team before that team can attack and score a goal. One player per team is identified as the goal keeper and he can only touch the ball with his hands if it is to stop it going in the goal; he cannot throw it.

If the ball gets kicked out of bounds the other team is awarded a free kick from the spot it was kicked from.

1,000th supermarket opens

SHOPRITE Checkers, one of South Africa’s soft drinks mega-retailers, has opened its 1,000th supermarket, a new generation store in the Western Cape.

Checkers Zevenwacht is part of a newly developed shopping centre, Langverwacht Plein, in Kuils River. The centre is itself owned by the Shoprite Group. Kuils River, about 25km east of Cape Town, was originally established as a post of the Dutch East India Company.

The new supermarket is one of 129 that the group is opening between July 2013 and June 2014.
HOW CAN COLOURING FOODS GIVE YOU THE EDGE? JUST ASK THE MARKET LEADER.

More and more food manufacturers count on the No. 1 Colouring Foods brand: EXBERRY®. We deliver an ideal combination of the highest naturalness in processing and the best quality in applications. We are fulfilling the wishes of an ever-increasing segment of consumers who are searching for a better alternative to additive food colours – and, in doing so, have a growing importance for growth markets. Provide transparency for your customers by following our path in developing a Clean Label Strategy for coloured beverages. Find out more at gnt-group.com.
Middle East

Jordan dam venture

THE partnership between PepsiCo Jordan and Jordan’s Ministry of Water & Irrigation is continuing with another project. This will see the company funding and managing the construction of a dam in the Abu Kataf valley west of Qasr Al-Harranef.

Ongoing management of the dam will be handled by the Jordan Valley Authority.

The dam will collect rainwater to recharge underground water reserves for irrigation purposes. An open channel will also be constructed to collect surplus water.

PepsiCo Jordan, like several other companies in the soft drinks sector, is very active in CSR programmes which conserve natural resources and promote environmental sustainability. Water harvesting and management is vital in the kingdom, which has a pressing water shortage.

Farid heads up Pepsi unit

FOLLOWING the appointment of Sanjeev Chadha as Chief Executive of the far-flung Asia, Middle East and Africa region after the sudden death of his predecessor, PepsiCo has named Omad Farid as President of the Middle East & Africa business unit.

Farid, who has been with PepsiCo since 1993 in a succession of increasingly senior positions, has relocated from Saudi Arabia to Dubai.

He has also served in Egypt, Kuwait, Bahrain, Qatar, Oman and Yemen, giving him extensive Middle East and North Africa regional experience.

Chadha described Farid as ‘one of PepsiCo’s strongest franchise experts across the globe’. “His track record of strong, sustained and profitable business growth is a testimony to his passionate leadership and deep business knowledge”, said Chadha.

And, said Chadha, Farid is ‘a strong champion of building diversity and an inclusive work environment’, putting extensive effort into developing local talent.

Scope for F&B impact, but challenges too

FOOD entrepreneur and venture capitalist Uzair Anjarwalla says that food and beverage start-ups in the Middle East can have a profound impact on the global food sector but entrepreneurship training, availability of venture capital and high risk aversion are among key challenges holding them back.

Anjarwalla was a keynote speaker at the SIAL Middle East Conference in Abu Dhabi.

“The biggest advantage that F&B start-ups have over their multinational counterparts is innovation. It has been proven that it is extremely difficult for large players to innovate as they are managed in a way that doesn’t encourage disruptive innovation and risks. Start-ups on the other hand have a huge opportunity as long as they correctly address market gaps and innovate,” Anjarwalla noted.

“However, many fail because their business strategies can be weak, they have partnership issues and disagreements within the highly stressful first year of starting up, or venture capital is either not available or is not being invested into the right business processes,”

Recent examples of success stories in the region include soft drink producer Aujan Industries’ partial sale to Coca-Cola.

“They are behind our success. We constantly reflect and look for creative ways to connect with our fans,” commented Carla Has-san, PepsiCo’s chief marketing officer for the Middle East.

Big awards haul for PepsiCo at Effies

PEPSICO and its agencies were major winners at the Effie Media Awards in Dubai, covering three major campaigns.

The Pepsi Ramadan campaign 2013 earned two golds, recognising its success in reigniting the past festive spirit of Ramada. This campaign brought together legends of yesteryear in a three minute film which used the latest CGI technology to feature the stars in their prime.

The film achieved extremely high viewing levels.

A bronze Effie went to 7Up’s Kabar Demaghak campaign which was praised for engaging with the target audience and reinforcing brand values. Kabar Demaghak illustrated how people can lose their clarity in un-cool situations, with 7Up presented as the means of restoring balance.

And PepsiCo’s involvement in the popular X-Factor talent show drew both gold and silver awards.

“Our campaigns and the ideas behind them are behind our success. We constantly reflect and look for creative ways to connect with our fans,” commented Carla Has-san, PepsiCo’s chief marketing officer for the Middle East.
Dubai Lynx 2014 on countdown

NEXT year’s Dubai Lynx Festival and Awards, a major advertising and marketing event, which usually sees the Middle East soft drinks industry pulling in accolades either directly or through their advertising agents and other creative contractors, will be held on 12 March 2014.

Dubai Lynx is part of the Dubai International Festival of Creativity (9-11 March) which will again be held at the Madinat Jumeirah.

More than 1,800 attended the awards last year:

For the first time, content at the festival will follow a theme which will run across all seminars and workshops. The organisers suggest that ‘Stories of Creativity’ will offer tales of success, failure, drama and comedy which will work to inspire the industry professionals that have come together in Dubai.

The festival programme will offer insights to delegates on the fresh challenges facing their industry and the opportunities, tools and platforms that are available to help in today’s changing communications landscape.

“Both the festival and awards have continued to grow over the past seven years and as organisers we are committed to ensuring that the event stays fresh and relevant to the industry, offering true insight and education whilst leaving delegates inspired,” says Festival Director Emma Lancaster Farmer. “There are a lot of innovations planned and we are hoping to make the 2014 edition the biggest and best to date.”

Aujan launches Oberoi, Dubai

THE Aujan Group is one of the Middle East’s biggest soft drink companies, boosted by its US$1 billion partnership with Coca-Cola, but its operations extend even wider, embracing the hospitality and real estate sectors as well as packaging materials.

It recently added an impressive new property to its portfolio, with the opening of the 5-star Oberoi Dubai hotel in the emirate’s Business Bay district.

“The Oberoi Group’s commitment to excellence, attention to detail and personalised service makes them one of the leading hospitality providers worldwide and an ideal partner for Aujan,” said Sheikh Adel Aujan, Chairman of Aujan Group Holding, at the hotel’s official opening ceremony.

“With the Oberoi Dubai now open, we look forward to contributing to Dubai’s vision for the Expo 2020, while providing visitors with a unique hospitality experience.”

The hotel has actually been in operation for some months, attracting strong business for its 233 rooms and suites which feature floor to ceiling windows offering spectacular views. It also incorporates three signature restaurants, a 24-hour spa and a wellness centre. All guests have access to a personal butler.

As reported earlier, Aujan’s soft drink interests are now grouped within Aujan Coca-Cola Beverages Company and Rani Refreshments. The Rani brand, synonymous in the Middle East with distinctive juice drinks, is also utilised in some of Aujan’s hospitality operations, including Rani Resorts in southern Africa.

King of Drift

THE Red Bull-sponsored Car Park Drift series, held in several countries around the Middle East, has done a lot for the brand among its core demographics.

This year’s tournament has taken in events in Bahrain, Kuwait, Jordan, Lebanon, Egypt, Oman and the United Arab Emirates, drawing strong fields of young men skilled in this unusual but challenging sport.

Drifting goes back to the 1960s on winding Japanese mountain roads. Young racers set out to beat their A to B times by exceeding the grip limit of their tyres when taking sharp corners.

By 1970 drifting was included in the All Japan Touring Car Championship and gradually spread to countries such as the UK, Australia, New Zealand and China.

Innovative PET

MUSCAT-BASED PET sheet and resin producer Octal, an Oman success story and a major global player in PET supply, stands out not only for being big but also different.

That’s according to George Frieji, Octal’s Corporate Development Manager, who says the company has ‘radically changed the rigid plastics marketplace deploying innovative processes and high-end technology, Environmental sustainability was engineered into its very core’.

He notes that the conventional manufacturing process for PET sheet involves nine steps from beginning to end and the conventional manufacturing process for PET resin typically depends on up to five reactors for production.

“Octal’s PET production relies on only two reactors and our DPET sheet process utilises only three manufacturing steps, instead of nine,” says Frieji.

“Producing DPET sheet directly from PET melt resin results in a final product of superior quality and higher consistency with a significantly lower carbon footprint,” he claims.

He says that Octal’s DPET sheet ‘requires 65% less electricity and 28% less heat to produce than conventional bottle grade PET sheet’. Octal PET resin has also been shown to consume 63% less electricity and 23% less heat energy than conventional bottle grade PET resin, notes Frieji.
7-star helipad spin

FORMER Formula One driver and now consultant David Coulthard was up in the world about Red Bull doing so well in 2013 – really, really up in the world, perched 210m above sea level on the Burj Al Arab helipad in Dubai.

And he wasn’t just posed there, but doing donuts against a background of the Arabian Gulf and Dubai’s impressive skyline.

Burj Al Arab is not only one of the world’s tallest and most luxurious hotels – it is sometimes described as being rated as a ‘7-star’ property – but is also widely recognised for its unique sail-like design.

Coulthard was delighted with the adventure, so different to his track racing. “That was a lot of fun. When Red Bull first suggested the idea to me I said ‘why not?’ I like getting involved with anything that pushes the boundaries and it’s what Red Bull stands for.

“I think this will produce fantastic, iconic shots in an amazing town and I’m really privileged to be part of it”, he said.

Inspiring Women accolade

AN international award for leadership bestowed on PepsiCo Middle East executive Umran Beba recognises her ongoing support for women in leadership positions throughout the company’s Asia, Middle East and Africa region, as well as her own management achievements in these markets.

She is Senior Vice President and chief HR officer for the far-reaching business unit.

The Inspiring Women Worldwide Award is given by Women’s International Networking (WIN), a global organisation.

“It’s very motivating to be receiving international recognition particularly from an organisation such as WIN that champions women in business, politics and those running their own businesses,” said Beba.

“At PepsiCo, we work hard to promote a culture of diversity and inclusion throughout all levels of the organisation and we’re committed to developing our female leaders. These values are essential to our success as a company.”

She said that events like the WIN conference – where the award was given – offered “a great opportunity for professional women to network and learn from other organisations and individuals paving the way for working women worldwide”.

More than 800 people from 70 countries attended the conference which was held in Prague, Czech Republic.

Juice World enters UAE

SAUDI Arabia’s Juice World retail group, one of the biggest in the kingdom’s buoyant juice sector, has expanded into the United Arab Emirates.

Its first UAE store is in Al Rigga, Dubai, followed by outlets in Abu Dhabi and Sharjah.

The company, which also owns other retail brands in KSA, says it is targeting both residents and tourists.

An unfortunate mistake

NO-ONE accused Coca-Cola of deliberately trading off the back of a tragedy, but the placing of billboard advertising for the Burn energy beverage outside a Doha shopping mall drew criticism not only in Qatar but also internationally.

With this background, it was hardly surprising that the Burn ads outside the mall were not well received.

Martin Weekes, the New Zealand father whose two year old triplets were among those killed in the Villaggio fire, expressed his unhappiness on Coca-Cola’s Facebook page.

“We no longer live in Doha as the memories are too painful however I was contacted overnight by a friend with a photo of an ad campaign for your energy drink Burn being promoted outside the mall where the fire occurred,” he said. “Please remove this as it is totally insensitive.”

Coca-Cola earned considerable plaudits for complying immediately, explaining that the outdoor advertising was part of an overall campaign. A corporate apology stressed that there was no intention of linking the product with the tragedy.

This was just as quickly accepted by Weekes and others.

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Agreement not to be enforced

AN investigation by the Competition Commission of Singapore (CCS) into a potentially anti-competitive restriction on soft drinks production has been resolved by voluntary agreement.

Pepsi Thai steps up promotions

WITH the former Pepsi bottler, Serm Suk, not only taking market share with its ‘est’ carbonates but also plastering the country with promotional material, Pepsi-Cola (Thailand) Trading has stepped up its own marketing programme in a bid to protect its own brand’s major stake in the Thai market.

Under Serm Suk, Pepsi and its portfolio brands were the clear market leaders. This dominance wobbled only slightly during the protracted corporate battle for Serm Suk which ended with that company surrendering its franchise and setting off on a new journey, helped by ownership associated with other beverages and a very healthy distribution network.

Among various initiatives from Pepsi-Cola (Thai) Trading as a high profile sponsorship of the Big Mountain Music Festival over three days – plus a pre-festival party for campers – in December: This event was billed as ‘Thailand’s biggest and best music festival’.

It featured a strong line-up of acts, many from Thailand itself but also a strong turnout from Japan, along with others from the UK, Lao PDR and elsewhere.

The Big Mountain Music Festival was held at Khao Yai, a large national park which is easily reached from Metro Bangkok and the Isan region.

Pepsi Thailand is also advertising heavily and arranging other sponsorships as it takes the fight to est, Coca-Cola and other competitors.

Gold Coast venue for ausdrinks event

THE Australian Beverages Council is reinvigorating its ausdrinks Conference & Exhibition with a two-day conference on Queensland’s Gold Coast, featuring both Australian and international speakers.

Last year the council restructured its professional development programme under the ausdrinks banner, ensuring it incorporated a wide range of learning, development and networking opportunities for members.

The biennial conference and exhibition is the programme’s flagship event.

The 2014 conference will be held on 24-25 March at the Q1 Resort & Spa on the Gold Coast, one of Australia’s most popular conference destinations. The region has its own international airport and is also accessible via Brisbane, the state capital.


Coke + cinema chain link

CHINA’s largest group of cinemas, Wanda Cinema Line, has signed up with Coca-Cola not only on beverage supply but also for partnership activities in events, social media, mobile, community services and micro-films.

“We know that film fans are passionate about entertainment and are eager for new ways to enjoy their favourite movies,” said David Brooks, President of the Coca-Cola Greater China and Korea business unit. “We will be creating innovative experiences to bring people closer to the films they love and enhance their visit to the cinema.”

Jerry Ye, Vice President of Wanda Culture Group, said, “Coca-Cola is a partner that understands the passion that people have for movies and will help us create strong market-
**Soft Drinks** International – December 2013/January 2014

**Bike Fest in Bangkok**

MAKKASAN Station isn’t the city terminus of Bangkok’s well-utilised elevated Airport Rail Link but it is the biggest of the CBD stations and has the benefit of lots of room inside and out as well as easy traffic access.

That made it admirably suited to November’s Coca-Cola Bike Fest 2013 – three days of healthy activities, entertainment, bike and equipment displays, presentations by health professionals, celebrity cyclist appearances and more.

The Bike Fest was organised in association with a push by the Coca-Cola Thailand system to promote healthy living, a strategy that has seen increasing emphasis on juice-based drinks, waters and other healthy beverage alternatives.

Coca-Cola has, as we have reported, also been putting a lot of effort into encouraging the use of bicycles, notably through donating some for use on university campuses.

Bangkok city authorities are keen to promote bicycle riding in the sprawling city whose ubiquitous tuk tuks, cars, motorbikes and commercial vehicles contribute heavily to inner city pollution.

**Cliff diving in Krabi**

JUMPING off cliffs or other promontories is not for everyone. But it’s an ancient tradition in many parts of the world, motivated by cultural beliefs, establishing leadership or manhood, or just as an extreme sport.

The Red Bull Cliff Diving World Series falls firmly into the sports category, although some of its participants and followers have taken to this edgy global sport with an almost evangelical fervour.

The distinctive karst outcrops of Krabi Province, Thailand, provided a dramatic setting for the recent World Series finals. Finalists dived 27m into the Andaman Sea, reaching speeds of up to 85 km per hour.

These sportsmen have no protection, relying on concentration, skill and physical control. And despite the speed and short duration of the dive, there’s an opportunity to twist and turn in freefall, adding to the visual appeal.

**Water machines in Perth**

IN an Australian first, the City of Perth has enlisted ProAcqua to trial its environmentally innovative, high tech water machines in Forrest Place, a CBD focal point.

Offering micro-filtered, refrigerated still and sparkling water at a small cost, the ProAcqua water machines are already a success in cities across Italy and elsewhere in Europe.

City of Perth Lord Mayor Lisa Scaffidi said the ProAcqua units provide a hygienic alternative to the conventional water fountain: “Not only are the ProAcqua water machines cleaner; they also reduce wasteful plastic consumption by encouraging the use of re-useable water bottles. They will also save people a considerable amount of money, as refilling their water bottle will be cheaper than buying a new plastic bottle of water.”

A second machine is being installed in the main city rail station concourse and others are planned if feedback is positive.

ProAcqua Chief Executive Joe Muscara claimed that the water machines are much more environmentally friendly. “There is an unbelievable amount of plastic bottle waste around the world, and we need to start attacking this problem head on.”

**Quillaia extract gets green light**

FOOD Standards Australia New Zealand (FSANZ) has given the green light to quillaia extract being used as a food additive for adding oil soluble substances to beverages. These substances include flavours and colours.

As we reported at the time, FSANZ received an application for permission in June last year.

Quillaia extract is obtained by aqueous extraction of the milled inner bark, stems and branches of the Quillaja saponaria Molina tree. Quillaia extract is a Codex Alimentarius permitted food additive with INS numbers 9991 and 9991 for type 1 and type 2 respectively.

The differences between type 1 and 2 relate to purity, and more specifically the concentration of the active ingredients which are quillaia saponins. Type 2 is purer with a greater concentration of saponins.

Quillaia extract is permitted to be added to various beverages in Europe, the USA, Canada and a number of Asian countries.

The hazard assessment established an acceptable daily intake (ADI) of 0–1mg quillaia saponins/kg bodyweight, which is the same as that established by the Joint FAO/WHO Expert Committee on Food Additives.

The application requested maximum permitted levels of 50mg quillaia saponins/kg for various types of beverages. In order to ensure that the ADI was not exceeded for any population group, these MPLs were subsequently set lower with a range between 30-40mg quillaia saponins/kg.

The types of beverages permitted to contain quillaia extract were also reduced.

FSANZ reported that estimates of dietary exposure to quillaia saponins resulting from the use of quillaia extract as an emulsifier in beverages under these conditions indicated no exceedances of the ADI for all population groups assessed, including children. Therefore, there were no public health and safety concerns associated with adding quillaia extract to the food categories requested.”

**ASIA PACIFIC**

**ProAcqua Chief Executive Joe Muscara**
New CEO to build on CCA growth

ALISON Watkins is to join Coca-Cola Amatil (CCA) as Group Managing Director, replacing long-serving Terry Davis.

She will take over in early March 2014, although Davis – who has seen CCA through a period of immense change and growth – will remain available until August, undertaking special projects.

The appointment of Watkins was made public sooner than intended when she decided to leave her present position as Chief Executive of the government-controlled GrainCorp early. This followed a run-in with Joe Hockey, Australia’s Federal Treasurer, who gave a thumbs down to the plan fostered by Watkins to sell GrainCorp to a US agribusiness giant for several billion dollars.

Watkins has also resigned as a Director of ANZ, a major bank in Australasia and Asia, citing the commitment to her CCA executive role.

CCA chairman David Gonski said Watkins had a highly successful operations and management background across many businesses, having delivered impressive results with food and beverages, retail and finance sectors.

Her background would, said Gonski, ‘assist CCA to deliver strong performance outcomes from our existing operations and progress the strong development opportunities in our emerging businesses’.

One of Watkins’ previous roles was Chief Executive of the Berri juice business.

CCA is the national Coca-Cola bottler in Australia, New Zealand, Indonesia, Papua New Guinea and Fiji. It also supplies to other South Pacific markets and has its own soft drink brands, as well as a burgeoning alcoholic beverages operation.

Family research drives brand overhaul

A FIVE year old New Zealand girl, Lauren Lindfield, is credited with helping Frucor Beverages overhaul its long-established Just Juice range.

Frucor invested heavily in researching consumer requirements and attitudes, evaluating the data and market testing new packaging designs and flavours.

Lauren and her mother Angela, along with her brother and sister, were among 128 families who took part in consultations. She told the researchers she had some trouble pouring drinks from the big family bottles and was very keen on proposals to redesign these for more family-friendly use, both for general convenience and reducing spillage.

“I love pouring my juice,” she said when the first of the new bottles were delivered to her home. “Now I can do it myself, without mum.”

Angela agreed it was much easier. “The kids love the brand, just as I did when I was young, and now they can help themselves. Now there’s one less thing for me to do, and when the kids ask me if they can pour their own juice I can let them have a go with less chance of spills. It helps them to be more independent.”

Just Juice senior brand manager Nicole Scown said that feedback from Lauren and her counterparts made a significant contribution to the brand overhaul.

“Generations of us have grown up with Just Juice; it has been on our breakfast tables, at picnics and packed in lunchboxes for 32 years. We know the needs of each generation are changing and we want to make sure we are addressing these evolving requirements. We conducted extensive research with New Zealand families who told us our original bottle wasn’t easy to use for the whole family and our flavours looked and tasted too similar.”

Pimp my delivery truck

NSW Mid North Coast soft drinks bottler Saxby’s has a proud history, stretching back to the early days of building coastal communities to open up the resource-rich hinterland.

But it is ultra-modern in terms of production, marketing, the use of social media and ‘pimping’ the delivery van.

The sleek white Mercedes van carries hard-to-not-notice soft drink bottle graphics. And snazzy mag wheels.

Taree-based Saxby’s Soft Drinks proudly posted an image on Facebook with the laconic observation: ‘Mag wheels mean faster deliveries, right?’

Thailand happy to share

THE Share a Coke concept has done well in most markets but Thailand has been a standout success for Coca-Cola and its two bottlers. October 2013 sales soared 24% on the same month in 2012 and maintained their impetus in November.

So positive was the public response that Coca-Cola decided to add a further 150 names and expressions to special edition cans and PET bottles.

Can customisation booths have also proved hugely popular, with nearly 170,000 cans customised in one month. This drove Coca-Cola to add a further 90 booths.

The concept has picked up extensive media publicity, both in its own right and for a competition offering tour tickets to the FIFA World Cup in Brazil and tour tickets to a Justin Timberlake concert in the UK.
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Americas

Mixed results for beverages

The US liquid refreshment beverage market performed more weakly in the second quarter of 2013 than it did in the first, according to marketing research company Beverage Marketing Corporation’s latest US Quarterly Category Volume and Wholesale Dollar Report. After inching up by 0.2% in the first quarter, volume dipped by 0.3%.

The largest single liquid refreshment beverage type – carbonated soft drinks – was largely responsible for the overall decline recorded in the second quarter. Both regular and diet soft drinks saw losses intensify in the second quarter, but diet drinks performed less well than the overall soft drink category.

However, several beverage categories performed well. Bottled water, buoyed by both the large retail PET component as well as the especially vibrant smaller imported and domestic sparkling segments, enjoyed market beating growth. Ready-to-drink coffee accelerated rapidly, and energy drinks also displayed gathering strength over the first half of the year.

Though total liquid refreshment volume and wholesale dollar sales declined slightly in the second quarter of 2013, Beverage Marketing expects small upturns in both for the full year.

All out demonstration

GAY rights campaign organisation All Out staged a demonstration outside Coca-Cola’s global headquarters in Atlanta. It hired three trucks to circle the building, with billboards urging the company to call for a repeal of Russia’s anti-gay laws before the 2014 Winter Olympics in Sochi, Russia, of which Coca-Cola is one of the biggest sponsors.

More than 140,000 All Out members sent messages to the company’s CEO urging Coca-Cola to take the following steps: speak out against the Russian anti-gay ‘propaganda’ law and call for its repeal before the Olympics; donate funds to Russian human rights defenders; and ask the Olympic Committee to change the rules so future Olympics can only happen in countries that fully respect equality.

“Coke is in an incredibly important position of power and has the ability to influence the International Olympic Committee, other sponsors, and Russian leaders,” Andre Banks, Executive Director and Co-Founder of All Out said. “The safety and dignity of Russians, athletes, and fans is in doubt as long as Russia’s anti-gay laws are intact. Olympic sponsors have a moral obligation to speak out now.”

President Putin reportedly told the International Olympic Committee President Bach, “We are doing everything, both the organisers and our athletes and fans, so that participants and guests feel comfortable in Sochi, regardless of nationality, race or sexual orientation.”

“Putin’s statement is unprecedented and a sign Russia’s leadership is feeling the pressure from advocates in Russia and around the world who want these laws to be repealed before the Olympics in Sochi,” said Banks. “We’re glad President Putin says he accepts Olympics participants and spectators regardless of their sexual orientation - but it’s not enough.”

Coca-Cola has been a sponsor of the Olympics since the 1928 Games in Amsterdam, and is considered one of the top sponsors for the 2014 Games.

In brief...

● Dr Pepper Snapple Group has announced that its Board of Directors declared a quarterly dividend of US$0.38 per share on the company’s common stock. The dividend is payable in US dollars on 3 January 2014.

Certification for Stevia farm

The Stevia One Perú SAC farm in northern Peru has earned Rainforest Alliance certification, becoming the world’s first stevia farm to earn the distinction, according to the company. To achieve certification, the farm met the rigorous standards of the Sustainable Agriculture Network (SAN) that conserves natural resources, protect wildlife and ensure the well being of farm families. This achievement marks a significant milestone and helps transform the industry into a more sustainable model.

“Stevia One Perú SAC sets a shining example and addresses global consumer demand for sustainably produced goods,” commented Freddy Peña, Regional Certification Manager of the Rainforest Alliance for South America. “By expanding its reach to cover new crops, the Rainforest Alliance continues its efforts to bring tangible benefits to the lands and lives of farming communities worldwide.”

Also known as sweet leaf, stevia is a bush that grows naturally in Peru and other South American countries, where it has been consumed by local communities for centuries. Stevia has become widely popular due to its health benefits, being calorie free and increased awareness about the detrimental effects of zero-calorie sweeteners. Recent reports suggest stevia has the potential to displace 25% of the global sugar demand by 2050, with major companies such as Coca-Cola launching brands featuring stevia.

Located in the lush forested landscape of Moyobamba Province, San Marín Region, Stevia One Perú SAC includes three farms covering 1,853 acres of land (750 hectares). As part of the certification process, the farm group worked to restore the land through reforestation and improved soil health by investing in irrigation and an organic fertiliser system. The farm also ensures the welfare of its 520 permanent workers and provides salary and wages above the national average. Stevia One Perú SAC produces an average of 54,300lb of fresh leaf per year for each acre of land (2,000lb per year for each hectare of land). The farm group currently supplies its harvest to the European market, specifically Belgium, Germany and France, but plans to expand into the US market.

The Stevia One Perú farm in Peru has earned Rainforest Alliance certification.
Bottled water study released

The results of a study released by the International Bottled Water Association (IBWA) show that the amount of water used to produce bottled water products is less than all other types of packaged beverages. On average, only 1.39 litres of water is used to produce every 1 litre of finished bottled water.

This study was produced by Antea Group, an independent third party consultant, which conducted the data collection process, verification, analysis, and reporting.

In total, nine IBWA member companies and one industry peer contributed to the study, which represents 14.5 million litres of bottled water production – 43% of total US bottled water consumption. This measure of first-year participation demonstrates the dedication of North American bottlers to better understand the industry’s water use performance.

IBWA commissioned this inaugural water use benchmarking study in 2012 to evaluate water use efficiencies and trends among North American (US and Canadian) bottlers. “Water use efficiency is critical for the bottled water industry and efficient water use in operations positively impacts the viability of water resources and business sustainability,” says IBWA Vice President of Communications Chris Hogan.

Participants were asked to provide three years (2009 – 2011) of facility-specific information, including facility type, total water use, total production, and supplementary process information (e.g., type of water treatment, use of refillable bottles). The key performance metric for this study is the water use ratio, which presents the average amount of water used within the facility to produce 1 litre of bottled water. According to the 2011 data, on average, it takes one litre of ingredient water and 4/10 of a litre of water used for facility processes (e.g., treatment, bottling, etc) to produce one litre of finished bottled water product.

The water use ratio for North American bottled water facilities of 1.39 L/L demonstrates a higher level of performance when compared to the global average for bottled water facilities. The study found that, in general, bottled water facilities have the lowest water use ratio when compared to other beverage sectors. The study also evaluated water use ratio trends among the three bottled water facility types.

Small pack facilities reflected the lowest water use ratio with 1.36 L/L, followed by mixed packaging facilities with 1.41 L/L and home office delivery with 1.63 L/L. The study notes that differences in specific ratios among the three facility types are largely process-driven. For example, HOD facilities bottle finished product in refillable containers, resulting in additional water use for sanitization processes that do not exist at facilities that use single fill packaging (e.g., most North American small pack facilities).

The study’s data also shows that while on average total water use and total water production increased by about 3%, the water use ratio remained relatively flat over the 2009 – 2011 study period. This trend reflects the adoption of measurable process efficiencies even while the industry experiences sustainable growth.
Ingredients

Consumers want clean labels

SUGAR and sweetener consumption is changing across many markets globally, driven by governmental taxations, health concerns and a shift in consumer sentiment. Today’s consumers are more aware of food health and safety than ever before. According to Canadean Ingredients, the government taxations may be an overall industry driver, but increasing positive sentiments towards all natural sweetness and clean label products has been the strongest incentive for the FMCG industry.

State-of-the-art plant

ALMENDRA’S state-of-the-art technology and processes have achieved world leading levels of purity and solubility for stevia products, according to the company. It is a relatively new company, but it has a staff with many years’ experience.

Processing at the plant in Singapore is carried out in a GMP certified facility, which is fully computer controlled to ensure consistent and repeatable quality.

The production capacity is adequate to cater for multiple billions of litres of colas and other carbonated soft drinks, as well as energy drinks and iced teas.

Each batch of stevia goes through a stringent quality control protocol, employing the best analytical tools with the highest accuracy. It uses ASRS warehousing to ensure traceability and accurate inventory management so that orders can be processed promptly and accurately.

At 99.5% purity (minimum), Almendra’s Reb A 100 is said to mimic sugar, but contains zero calories. It has minimal interference from other glycosides, which is said to result in a clean sweet taste.

Steviose Reb A 100 improves the fruitiness of nectars, producing a smooth sweet taste that is light in calories. It can replace sugars partly or completely, and complements the natural sugars occurring in juices.

Formulation trials start with 150ppm of Reb A 100 for 50% sugar replacement. Sweetness potency of 300 is a conservative assumption, and Reb A 100 can provide a sucrose equivalence of 12+ depending on the application.

Reb A 100 performs well in caloric reductions of up to 50% in all flavours, with no masking technology required.

The company has also recently introduced SG 100 steviose, which can be used to replace 20 – 40% of sugar in soft drinks. It is said to have a clean taste and ‘the best solubility on the market’.

Citrus oils range launched

FLAVOUR and fragrance ingredient solutions provider Treatt is launching a range of TreattZest citrus oils that confer an authentic fresh, zesty profile. These concentrated products have enhanced solubility and offer low cost in use in an array of finished product applications.

TreattZest oils are produced using highly selective extraction methods, which separate compounds based on their relative solubility. The equipment used ensures short contact time between phases, resulting in a highly efficient extraction. Due to the enhanced selectivity and high concentration, TreattZests are economical to use, with a recommended starting dose ranging from 2ppm to 10ppm.

Natural FTNF (From The Named Food) distillates, the TreattZest range has low terpene levels, with enhanced solubility compared to folded oils produced by conventional distillation methods. This innovative distillation process results in concentrated products that retain their volatile flavours.

Ideal for both alcoholic and non-alcoholic beverage applications, TreattZests are particularly suitable to clear beverages, as their enhanced selectivity means they don’t show any cloudiness in application. The range can also be used to give a strong, fruity aroma to waters, where a cloudy appearance is particularly undesirable to consumers.

The TreattZest range currently encompasses a number of citrus oils, including Expressed Lime Oil Tahiti, Lemon Siciliano Cold Pressed, Lime Distilled, Lemon Essence, Orange Cold Pressed, Lemon Juicy and Lemon Cold Pressed.

Treatt has introduced the TreattZest range of citrus oils.
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Balancing sweetness

NEW sweetener system Qorus is now available in commercial beverages from Nutrinova, Celanese Corporation’s food ingredient business.

Qorus, an innovation based on the needs of food and beverage developers, enables them to balance sweetness and flavour while masking off-notes.

“The Qorus sweetener system was designed in response to beverage developers’ concerns about the difficulty of blending various sweetener and flavour components and the lengthy time needed to bring products to consumers,” said Diana Peninger, Vice President and General Manager of Nutrinova. “With Qorus, formulators can achieve their sweetness profile quickly and the consumer appreciates the authentic taste profiles at reduced calorie levels.”

One of the first commercial products developed with Qorus is inetta multivitamin juice-based drink from Sinalco. “Sinalco was pleased to partner with Nutrinova on this exciting line extension. Our inetta line of products boasts ‘100% pure taste’ and this was readily achievable utilising Qorus in the multivitamin and pomelo products,” said Mongi Goundi, Managing Director Sinalco International Brands.

The first products in the Qorus portfolio, called Qorus Dolce, are intended for use in reduced and no-calorie beverages and dairy products such as milk and yoghurt. The Qorus Dolce 1000/1100 line is designed for 30 - 70% sugar reduction while the 2000/2100 line is intended for 50 - 100% sugar reduction in carbonated and still beverages, flavoured waters, energy drinks, juice based drinks and more.

The company is the original manufacturer of acesulfame potassium (Ace-K) which it offers under the brand Sunett high-intensity sweetener for use in a variety for end uses including beverages. Nutrinova potassium sorbate and sorbic acid products are available in food and pharma grades and protect products in a wide variety of applications including beverages.

Clean label sweetener

IN response to the growing natural and clean label trends, Stéviva Ingredients has developed Nectevia, an organic blend of blue agave nectar and stevia extract.

Naturally water extracted at low temperatures and mildly filtered, the organic agave nectar is blended with high intensity steviol glycosides that boosts its sweetness, resulting in a full, pure flavour profile that is four times sweeter than sugar. Nectevia is ideal as a substitute for sugar; honey or corn syrup and is designed to be used in a variety of applications, including hot or cold beverages.

With an average pH of 4.5, Nectevia is stable, non-crystallising and prevents fermentation, says the company. It also dissolves quickly into hot or cold liquids.

Nectevia has a high fructose content of 85%, which is naturally derived from the core of the agave plant. Because fructose is inherent in fruit, Nectevia is particularly conducive to fruit applications.

The American Diabetes Association suggests that one way diabetics can plan meals is by using the glycaemic index. Foods with a glycaemic index lower than 55 are ranked low. Nectevia’s combination of fructose and stevia contribute to its low ranking (< 10) on the glycaemic index scale, which is considerably lower than high fructose corn syrup (HFCS). By comparison, HFCS-42 contains 53% sucrose on a dry basis, while sucrose, which contains 50% glucose and 50% fructose, has a glycaemic index of 67, and fructose has a glycaemic index of 23. Stevia comes in at 0, meaning it has no effect on blood sugar levels.

Nectevia also offers calorie-reduction benefits, as it only contributes 2.86 calories per gram. Because it is four times sweeter than sucrose, a lower percentage of Nectevia can be used in food and beverage formulas.

Nectevia enhances foods’ natural sweetness, providing a synergy that in some applications may allow developers to reduce sweeteners by more than 75%.

Beyond its easy-to-read ingredient statement, which is simply agave nectar and stevia, Nectevia offers food and beverage manufacturers a clean label payback that is further enhanced by certifications including: petrochemical-free, non-GMO and kosher. Nectevia is also naturally vegan.

Shades of purple

WILD Flavours has a new raw material as a source for the pink/violet shade – the purple sweet potato. With the purple sweet potato containing anthocyanin, Wild can now provide a broader range of purple shades to meet the food and beverages industries’ demand for natural colours.

Using the product gained from the purple sweet potato, the company now offers an even broader selection in its Colors from Nature range, allowing producers to meet the consumers’ demand for all natural food and beverages. This anthocyanin source results in an attractive pink raspberry colour with no undesirable aftertaste or scent.

In the list of ingredients for the final product, the purple shade is indicated with the E number E163 and by the name of the colour, ‘anthocyanin’. The colour is water soluble and is characterised by good heat, light and acid stability.

Cargill to open ethanol plant

CARGILL has announced that it will invest €60 million in building a new ethanol facility in Barby, Saxony Anhalt, Germany. The plant will produce premium ethanol destined for the German and European beverage, cosmetic and pharmaceutical industries.

“This investment by our starches and sweeteners business will allow us to further build on our ethanol expertise in Europe, enabling us to better serve our customers throughout the region,” said Frank van Lierde, Executive Vice President at Cargill.

The new facility will be built alongside Cargill’s existing wheat processing plant on the company’s site in Barby. The plant will produce ethanol, employing state-of-the-art innovative technology by using feedstock from the adjacent wheat facility, using primarily locally grown wheat.

The new plant will be built to the highest environmental, food and health and safety standards, using the best available technologies. It is expected to be operational by the autumn of 2015.
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Juices & Juice Drinks

Pomegranate added

**GERMANY** Foco 100% Pure Coconut Water with Pomegranate is 100% pure and is said to hydrate and replace fluids and electrolytes lost through work, sport, fitness regimes and other daily activities. It is free from fat, cholesterol, added sugar and preservatives, contains fewer calories than most coconut waters, and retails in a recyclable, BPA free 500ml pack.

**USA** Drink Me Raw Green Kale Whole Food Smoothie is a USDA organic certified smoothie that has been processed with high pressure instead of heat.

Diet low in fat and rich in fruits and vegetables may reduce the risk of some types of cancer. It is a good source of fibre, free from gluten and suitable for vegans. The product contains 95% juice and retails in a 16 fl oz bottle featuring the United Conservationists and Finfoo logos for the preservation of sharks. The bottle contains four servings.

Wonder Winnie

**AUSTRALIA** nudie juice producer has done well with its many variants of juice-only blends. Over the past year or so, however, it has been developing a stand-alone brand, Wonder Winnie, which is a quenching juice-based drink in which juice is not the only player.

Additions such as guarana give an extra dimension to the fruit flavours.

Wonder Winnie packaging emphasises that that these are a ‘lite quencher’, low calorie and naturally sweetened.

James Ajaka, nudie’s Chief Executive, explained “The company’s decision to create Wonder Winnie as a stand-alone brand was because the proposition is so different to nudie’s. nudie is all about ‘nothing but fruit’, ‘fruit on the go’ and ‘two serves of fruit in every bottle’, whereas Wonder Winnie is all about ‘natural thirst quenching’ and ‘low calorie’.”

He said, “The idea for Wonder Winnie came when one of the girls in the office made a comment that it was really tough to find a great tasting low calorie quencher that doesn’t have a bitter after-taste and an ingredients panel ridden with different numbers, whether that’s stabilisers or artificial sweeteners.”

**UK** In the winter months, the choice of hot drinks leaves little to the imagination. But a new hot drink brand aims to shake the market up with FruitBroo hot drinks made with real juices.

FruitBroo comes in handy little 100ml bottles that store easily in the fridge and make 15 cups. Full of juicy fruits, herbs and spices, but just 15 calories. FruitBroo is 100% natural and caffeine free.

Available in Sainsbury’s, with a RRP of £2.25, FruitBroo comes in six flavours: Peach, Pear & Honey; Apple, Ginger & Spice; Lemon & Ginger; Honey & Lemon; Elderflower & Lime; and Rhubarb, Apple & Cinnamon.

Tutti Sape Sape

**ANGOLA** Refriango, the big Angolan bottler whose portfolio covers most drink categories from CSD to alcoholic, has long positioned its Tutti Nutry fruit drinks range as expressing the essence of Africa.

One example of how successful this strategy has been was the introduction of a múcuá drink to enthusiastic market reception. Múcua is the fruit of the baobab tree, whose thick trunk is a familiar sight in the Angolan bush country.

Now Refriango is offering Tutti Sape Sape, made from sape sape fruit pulp.

While this name might not be familiar globally, it has wide recognition in Angola as a member of the custard apple or sour-sop family. It is widely used in desserts and has a rural reputation for both drinking and traditional medicines, the latter based mostly on the sape sape tree’s leaves.

Hot and fruity

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Um Bongo revival

**UK** Um Bongo, the classic 1980s juice drink that has seen resurgence in 2013 is adding a third flavour to its range. Mango Tango (mango and apple) is now available in Tesco in 1 litre cartons. The brand is also introducing a new chilled version of its Tropical variety. The 1.75 litre cartons are available from Tesco stores priced at £1.50.

The juice drink famous for its advertising campaign and strapline: ‘Um Bongo, Um Bongo they drink it in the Congo’, has over 19,000 devoted Facebook fans and celebrity chef Heston Blumenthal made his own concoction Hest’Um Bongo on his TV series Heston Fantastical foods, which fuelled the brand’s popularity even further.

Um Bongo sales are growing at 383% year on year. The Tesco juice buying team have been really enthusiastic about the relaunch of the brand and has listed the new Um Bongo Mango Tango in 800 stores and the chilled 1.75 litre pack in 358 stores.

James Logan, Commercial Director of the Gerber Juice Company, which licenses the Um Bongo brand said: “This is a new era for Um Bongo and we are seeing many customers that loved the drink in the ‘80s introducing it to the next generation of Um Bongo drinkers.”

The new flavours will be available alongside the original Tropical and the Orange-utan Orange. The original Tropical is also available in 3 x 200ml at Asda for £1.

Fruity Little Crackers

**UK** It can be hard to get kids to think about what they are eating and drinking, so the Cracker Drinks Co has introduced a new juice range with a blend of fruit and fun, featuring a playful new character range called Fruitheads.

The Little Crackers juice drinks range has no added sugar or sweeteners and each carton of this juice drink counts as part of kids’ ‘five-a-day with 75% pure juice and a splash of water.

Gavin Cox, Managing Director of The Cracker Drinks Co said: “We have been interested in the children’s market for a while now as we have been struck by how many similar and pretty bland flavour offerings are out there. We are really excited about bringing different fruit combinations together for them to try – it’s so important that children try wholesome yet interesting flavours and have fun while doing so. We intend to bring a blend of fruit and fun.”

The flavours available are Blackcurrant & Cherry; and Pear & Vanilla and they come in packs of three 200ml cartons with a straw. These first two juices from Little Crackers range are now available in Sainsbury’s priced at £1.99.

World’s best juice

**UK** Del Monte Occasions has scooped the World Juice Award for the best pure juice or smoothie.

The Del Monte Occasions range combines popular fruits with the flavour of classic drinks creating versatile juices that can be served neat, with ice or blended with alcohol.

The juice was described by the judging panel as a product that ‘added something new to the category and clearly answers a specific consumer need’.

The range is inspired by well known classics: Pineapple Mojito, Spicy Tomato and Orchard Zest. It targets adults and is ideal for serving at any social occasion, with or without the addition of alcohol.

“We are delighted with this award,” says Frans Van Mellis, Vice President of Operations at Del Monte. “The Del Monte Occasions range is unique as it provides non-drinkers with a choice of something a bit more special whilst also proving a perfect partner to alcohol to create easy, delicious cocktails.”

Del Monte Occasions is available on ambient juice shelves in Tesco supermarkets nationwide RRP £1.99. Further additions to the range are planned for early next year.

The awards were presented at the end of the first day’s proceedings at the World Juice 2013 conference, held in Cologne, Germany.

Concentrated investment

**UK** Princes, which claims to be the number one From Concentrate juice brand, has invested in the £330 million ambient juice category by launching four new variants to drive market growth.

Apple and orange pure juice and blends account for 55% of the ambient juice market sales, followed by cranberry juice drinks which account for 13%, according to data from IRI.

Princes is offering consumers a new twist on these popular variants to keep the fixture fresh and encourage new consumers to the category.

The new products are available in stores now and include three new 100% pure juice variants - apple and raspberry, orange and lime, and apple and pear – which all count as one of the recommended ‘five a day’. A fourth new product, a cranberry and lime juice drink is also being launched.

The new variants are available in Princes’ new pack design with a resealable, easy opening cap which provides better grip and improved pouring.

Joanna Watling, Marketing Director at Princes, said: “The ambient juice category has been dominated by orange, apple and cranberry flavours, and we spotted a gap in the market to extend our range of pure juice and juice drinks that tap into these popular variants whilst providing exciting flavour combinations to keep the fixture fresh for consumers.

“We have completely transformed our juice packaging to provide better on shelf stand-out, which will give this new range an added boost on the fixture and drive trial’.

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**Water & Water Plus**

**Anyone for Highland Spring?**

UK The Lawn Tennis Association (LTA) in the UK has announced a four year extension to its partnership with Highland Spring bottled water. The new arrangement, which begins in January 2014, will see Highland Spring continue as an LTA Official Partner and further its commitment to supporting junior tennis through its sponsorship of the LTA ‘National Mini Tennis Month’ which takes place in April 2014. In addition, Highland Spring will continue as the Official Water of the Barclays ATP World Tour Finals through to 2015. Highland Spring was the first brand to join the LTA’s revamped commercial programme in 2008 and its association with the sport has grown as a Gold Partner of the Barclays ATP World Tour Finals and its support of Mini Tennis allowing the programme to be enjoyed by more than 110,000 children in 1,500 locations across the country.

Simon Oldham, Highland Spring’s Commercial Director commented: “We’ve long been a supporter of British tennis and we’re delighted to have extended our sponsorship agreement with the LTA. From encouraging youngsters to pick up a racquet for the first time through the Mini Tennis programme to supporting the elite of the game at the Barclays ATP World Tour Finals, the partnership provides us with an ideal platform to promote our commitment to healthy hydration.”

**Spicy water**

SWEDEN Spendrups launched its new seasonal tasting Loka Gingerbread (in Swedish, Loka Pepparkaka) flavoured water drinks on to Sweden’s winter market late last year. Such launches have become a festive trend for the Swedish drinks company which launched a similarly-trended product, Loka Apple And Cinnamon (Loka Apple & Kanel) in the fourth quarter of 2012. “There has always been a clear notion of the flavours which work and which do not work in the beverage market. We always like to challenge our target audience with something special. This resulted in a search to find a flavoured water beverage that embodied the tastes and aroma of the winter season. The result was Loka Gingerbread,” said Stefan Santos, Spendrup’s Marketing Manager for alcohol-free drinks.

The lightly carbonated Loka Gingerbread contains no sugar, sweeteners and has a zero calorie content. The product was launched in 50cl and 150cl PET bottles and is distributed through supermarkets, convenience stores and cafes.

**Buxton partners marathon**

UK Buxton Natural Mineral water has announced a new partnership that will see the British water brand named as the ‘Official Water of the Virgin Money London Marathon’.

The new partnership sees the London Marathon’s 15 year relationship with Nestlé Waters continue, but moves the brand support to the company’s flagship local brand Buxton. Now in its 33rd year, the Virgin Money London Marathon is the perfect partner to support Buxton’s new brand positioning, which focuses on promoting vitality and wellbeing and aims to show consumers the benefits of keeping well hydrated.

The Virgin Money London Marathon is one of the world’s greatest marathons – the 2014 ballot closed in a record 11 hours and 28 minutes – and the biggest single-day annual fundraising event in the world. It will take place in April.

Excitement is already building towards the event when double Olympic and World Champion Mo Farah will make his marathon debut, taking on a strong international field.

The agreement will see 750,000 25cl bottles of Buxton Water distributed to runners at branded water stations along the famous course. As part of the deal Buxton will also receive a comprehensive range of commercial rights and assets that includes extensive course branding, programme advertising, hospitality, promotional space at the Virgin Money London Marathon Exhibition, and a number of places in the race.

Andrea Cahill, Buxton Brand Manager, commented: “Our consumer insight has shown that running is a popular activity and of interest to Buxton’s core target audience so we are delighted to announce our new partnership with the Virgin Money London Marathon. We very much look forward to working with the organising team to ensure that the estimated 36,000 runners at this year’s event stay well hydrated with Buxton Water.”

The partnership will be activated by sport and entertainment agency brandRapport.

**Deep Origin Water**

NEW ZEALAND Sparkling water from Deep Origin won the supreme champion (small producer) title at the recent NZ Juice and Beverage Awards. These are organised by the NZ Juice & Beverage Association. Judges described Deep Origin Water as ‘clever and classy in appearance’.

The water also picked up the packaging award for its glass bottle, developed by sister company Grenache Design and manufactured by Chandler Resources.

A new category for most innovative water was added to the awards this year: The inaugural winner was Water Buddies Nothing But Water.
Evian water agency

**SOUTH AFRICA** Distribution of Evian spring water in South Africa is now being handled by Stafford Bros & Draeger, a long-established company renowned for marketing a portfolio of premium international food and beverage brands.

The evian range joins brands such as Twinings tea and Walkers shortbread in the Stafford & Draeger stable. The distributor has built a reputation over its near-century of operations for supplying upmarket food stores, delis and supermarkets with equal style. It also works through key wholesalers.

Singha sponsors regatta

**THAILAND** For the third consecutive year Singha Water is sponsoring the Phuket King’s Cup Regatta, widely regarded as one of Asia’s most significant yachting events. It is associated with the King of Thailand’s birthday.

Singha, a brand also well known for premium beers, sponsors a variety of sporting events in Thailand and other markets. However, the King’s Cup is a special link in which Singha Corporation takes extra pride.

It is also high profile, with international as well as Thai participants and a number of shore activities to complement action on the water.

“The Phuket King’s Cup Regatta is a unique and highly attractive sporting occasion, offering excellent brand exposure opportunities to Singha Corporation,” says Voravud Bhirombhakdi, the company’s event marketing and Business Partnership Director.

“We are proud to once more be a sponsor of this superb race, and we are pleased to be able to support an event to celebrate the 86th birthday of His Majesty the King of Thailand.”

Antrim Hills in China

**CHINA** Northern Ireland’s Antrim Hills Spring Water is distributing its Water Within and Drip’n’Drop brands in China, with very positive initial demand.

The Irish water is being handled by a well-known distributor, Hanscent, which has solid networks in both the hospitality and retail sectors.

Hanscent operates from both Shanghai and Ningbo.

Peter Geary, Operations Director for Antrim Hills Spring Water, describes the arrangement as ‘an immensely important contract’ because ‘it gives us a very strong presence in a marketplace where demand for premium quality water is developing very strongly’.

He says that Antrim Hills’ objective is ‘to build on this business by working closely with the distributor to develop further opportunities’.

Perrier supports art

**USA** Perrier Sparkling Natural Mineral Water held a number of events and partnerships throughout Miami Art Week. The Faile Bäst Deluxx Fluxx Arcade 2013 Miami Beach, presented by Perrier, is a large-scale collaboration with acclaimed Brooklyn-based street art duo, Faile. In addition to this centrepiece installation, art enthusiasts had the opportunity to win a limited edition neon light sculpture by artist Meryl Pataky, as part of the Perrier Collect Art Giveaway at Miami Project.

Deluxx Fluxx Miami Beach is an immersive art experience in the form of an interactive video arcade, complete with specially created and programmed video games, psychedelic foosball and pinball machines. The arcade installation took over a vacant storefront on the corner of 16th Street and Washington Avenue on 3 – 8 December.

“Perrier is deeply committed to supporting contemporary and emerging artists, with a century-long legacy of groundbreaking collaborations,” said Priya Shenoy, Perrier Group Marketing Manager. “Faile are true leaders in the urban contemporary art genre and we’re thrilled to bring the daring creativity and innovation of Deluxx Fluxx to Miami.

“The two artists behind Faile are Patrick McNeil and Patrick Miller. They debuted the Deluxx Fluxx Arcade, designed in partnership with fellow street artist Bäst in London and New York in 2010. Having marked its third edition, The Faile Bäst Deluxx Fluxx Arcade 2013 Miami Beach presented by Perrier invited interaction, featuring newly-designed games, and has inspired by the colours and culture of Miami Beach.”
Carbonates

Wider spread for Cabana

**USA** The Pulse Beverage Corporation, makers of the Pulse brand of functional beverages and Natural Cabana Lemonade, has announced that Natural Cabana Lemonade is now available at 51 United Grocers and 61 Foodtown locations in West Texas, New York and New Jersey.

“Both of these grocery co-operatives have strong ties to their communities, providing an excellent opportunity to continue to build our presence and introduce our great tasting beverages in key regions,” said Bob Yates, CEO of Pulse. “The relationships we establish with new retailers are critical, as we further enhance our distribution network and maintain an aggressive growth trajectory for the company.”

United Grocers is the largest retailer-owned wholesale grocery co-operative in the western United States, while Foodtown is a co-operative of independently owned grocery stores in New Jersey, New York and Pennsylvania.

**Kirin Hot Apple**

**JAPAN** A winter carbonate from Kirin Beverage is aimed at giving young women in particular a warm and foamy taste with a sweet aroma of hops.

Using fermented rice technology, Kirin Hot Apple includes more than 10% of apple and grapefruit juice, with a low calorie rating.

This is intended as an adult soft drink and is presented to communicate style. The drink has a resealable cap, acknowledging that some of its target consumers prefer only small drinks or sips at a time.

**L&P adds Sour**

**NEW ZEALAND** As we have reported on earlier occasions, it’s almost impossible to describe the distinctive taste of Lemon & Paeroa, the carbonate that is almost always abbreviated to L&P.

It is distinctive in both flavour and heritage, enjoying almost iconic status even among those who don’t actually like it.

Now its owners, Coca-Cola Amatil, have leveraged the brand franchise further by adding L&P Sour Lemon.

It has been extensively advertised, notably with very effective use of outdoor locales such as bus shelters.

**Dressed up ZEO for Christmas**

**UK** Global brand consultancy bluemarlin, designed packaging for ZEO Tingle Bells, a limited edition offering from Freedrinks Ltd.

“This glittery new addition, flavoured with winterberries and mulled spices, will be available throughout the holiday season at Yo Sushi Restaurants and WH Smith stores as well as a host of independent pubs across the UK.

The variant’s name, Tingle Bells, plays to the signature tingling and warming sensation the brand delivers. The design reflects this by embodying the sentiments of warmth, cosiness and cheer. Taking its inspiration from retro-style Christmas jumpers, the festive new look features a ‘knitted’ logo and a snowflake ‘stitched’ on to the cap. Metallic gold labels compliment the sparkle of the beverage, which is created by an all-natural gold mineral.

ZEO continues its ascent in the market, leading the way with its unique offering and impeccable style. “It’s incredibly exciting to be along for ride,” comments Bluemarlin London Creative Director Simon Pendry. “This project gave us the opportunity to have some real fun, balancing out ZEO’s sophistication with holiday spirit.”

The ZEO Tingle Bells’ launch follows the successful release of ZEO’s Crush, Zest and Burst core variants earlier this year, also designed by Bluemarlin’s London studio.

**Everyday Sunday**

**AUSTRALIA** The name points clearly to what Rockwell Beverage is hoping to achieve with its new range of lightly carbonated relaxation drinks: Everyday Sunday.

In fact, the company takes the concept further in its promotional material by describing the functional beverages as ‘anti-Monday’.

Ingredients include passion flower, camomile and valerian extracts. And rosehip purée is included, say the company principals, to help reduce muscle fatigue.

Sold on-premise in cafés as well as in the grocery and convenience channels, Everyday Sunday is currently offered in three flavours: Berry Bliss, Citrus Crush and Tropical Punch. Packaging is in 250ml cans.
Soft Drinks International – December 2013/January 2014

Fresh look for Sunkist

USA CBX, a brand agency based in New York City, recently collaborated with Dr Pepper Snapple Group to refresh the packaging graphics for Sunkist Soda, the No.1 orange soda brand. Introduced in 1978, Sunkist Soda was once known for its California style.

Prior to engaging CBX, Dr Pepper Snapple Group recognised an opportunity to reposition the Sunkist Soda brand, going back to its ‘fun in the sun’ roots and targeting teens with a bull’s-eye age of 16 years, in order to better differentiate from competitors within the orange segment. There was then the opportunity to better align the packaging graphics with the revised brand positioning – ‘Sunkist Soda lets you shine’. CBX was engaged for this challenge.

“Since 2008, our packaging has been missing the original sun graphic, an equity that has been present for much of the brand’s history. Without it, we lost a connection to our California beach story and lacked differentiation within the orange segment,” said Eric Blackwood, Director of Brand Marketing, Core Flavoured Soft Drinks at Dr Pepper Snapple Group.

With this in mind, the CBX team worked with Dr Pepper Snapple Group to determine the visual opportunity areas for Sunkist Soda. “The sun graphic provided us with a great platform for expressing the brand. Our opportunity was to visually express the idea of ‘liquid sunshine’ – it was all about harnessing the positivity and vitality we associate with the sun and using that energy to gain relevancy with our target,” said Satoru Wakeshima, CBX General Manager.

The playful script brandmark was refined with a new flavour twist, old Jamaica Gold Spice combines the festive flavours of honey & spice with the fieriness of real Jamaican root ginger.

The Spiced Berry Twist mixes the classic fiery flavours of Old Jamaica Ginger Beer with hints of berry to pack a real festive punch.

‘First’ in organics

GREECE The newly launched Greek organic EPSA bio soft drinks are said to be the first in the organic sector in the country.

Available in organic lemonade and orangeade, they were created by EPSA, a company that claims to produce quality soft drinks that bring together tradition and innovation.

Produced by using certified organic lemons, oranges and sugar at EPSA’s plant in Agria Volos, EPSA bio are targeted at consumers who seek quality and value the origins of the ingredients.

Spicing up the ginger beer

UK Old Jamaica has launched a limited edition range of Winter Twists with Spiced Berry and Gold Spice ginger beer for the winter in the UK.

Gavin Herbert, from Old Jamaica said: “We decided to take our traditional recipe and add a little winter twist. My favourite is the Spiced Berry Twist which adds a hint of spice to Old Jamaica’s fiery ginger flavours.”

Featuring the great taste of Old Jamaica with a new flavour twist, Old Jamaica Gold Spice combines the festive flavours of honey & spice with the fieriness of real Jamaican root ginger.

The Spiced Berry Twist mixes the classic fiery flavours of Old Jamaica Ginger Beer with hints of berry to pack a real festive punch.

Fruity partnership

ITALY/UK Del Monte, a leading producer and distributor of high quality fresh fruits and vegetables, and SodaStream International Ltd, the world’s leading manufacturer and distributor of home beverage carbonation systems, have announced that SodaStream will produce and distribute a portfolio of Del Monte branded syrups. These flavours will be part of a new fruit family, starting with Tropical, Caribbean and Orange flavour options.

Frans Van Melis, Vice President Food Operations of Del Monte EA said: “Del Monte is excited to partner with Soda Stream as we enter the category of home made sparkling drinks. We are delighted that our consumers will be able to experience our high-quality brand in a fun, new, innovative way.”

Daniel Birnbaum, CEO of SodaStream said: “We are happy to join forces with Del Monte and welcome such an iconic, global brand to the SodaStream family. This collaboration further enhances our strategy to expand our variety of beverage brands to increase consumer awareness and adoption of our home carbonation system.”

Fiona Hope, SodaStream UK Managing Director commented: “The partnership with Del Monte is our first in the UK since the successful SodaStream brand relaunch in 2010. We’re excited to offer our growing family of SodaStreamers a great-tasting tropical line-up from a well respected brand like Del Monte.”

The products are expected to retail in Italy and the UK in summer 2014.
Sports & Energy

Fortified with vitamins

**CHINA** San Nuo Ku Kou Qiang Hua Xing Wei Sheng Su Neng Liang Yin Liao (Energy Drink with Fortified Vitamins) is enriched with taurine. This product retails in a 600ml PET bottle.

**Switzerland** Absinthum Alcohol Free eTonic Energy Drink contains taurine, caffeine and wormwood plant extract. The carbonated product retails in a 250ml can.

**UK** Razz Cliff Shot Energy Gel is free from caffeine and formulated for athletic performance. The kosher certified product has a raspberry flavour and retails in an unusual 34g pouch pack.

Blazing a new trail

**USA** Runa and Fundacion Runa have recently been recognised for the quality of both the products it makes and the positive environmental impact it has.

Fundacion Runa’s work on sustainable guayusa-based agroforestry and Fair Trade co-operative development has been selected as a star project in South America by both the Latin American Development Bank (CAF) and the Inter-American Institute for the Co-operation in Agriculture (IICA).

In three short years, guayusa farming has grabbed the attention of Ecuador’s central bank. Ecuador’s Banco de Fomento has created a loan programme for guayusa farmers, giving up to US$3,000 per hectare for establishing guayusa plantations with decent loan terms.

**China** San Nuo Ku Kou Qiang Hua Xing Wei Sheng Su Neng Liang Yin Liao (Energy Drink with Fortified vitamins) is enriched with taurine. This product retails in a 600ml PET bottle.

Rich in nutrients thanks to happy cows

**Australia** With an eye to market competition and the need to build brand loyalty, Mirrabooka Protein is being promoted to Australians as ‘100% Australian made and owned’.

It is gluten-free, GM-free and contains no artificial additives, sugars or sweeteners.

The manufacturer assures prospective customers that Mirrabooka is made with Australian cold filtered whey protein from grass-fed, free-range cows. There are no pesticides or herbicides used on the grass where the cattle graze and if the grass gets sparse, the cattle are only fed hay – never grains.

Mirrabooka is packed in tubs of various sizes and comes in three flavours: vanilla, chocolate and natural.

Wicked now in 250ml

**Australia** Tru Blu Beverage’s Wicked energy drink has added to its market reach by introducing a 250ml can. This joins the well-established 500ml offering.

A Wicked Zero option has also joined the range.

Familiar on retail shelves and chillers for its colourful Asian dragon graphics, Wicked is presented by NSW-based Tru Blu Beverages as the ‘perfect answer for the demands of discerning Gen Y’.

Runa has been selected to receive the Grocery Headquarters Magazine 2014 Selling Wellness Trailblazer Award. It also named the company one of the Top Wellness Companies of the Year.

www.softdrinksinternational.com
Functionals

Drink for the brain

UK A businessman from County Durham has announced the launch of a new functional soft drink which, when consumed regularly, is claimed to help to reduce the chances of developing Alzheimer's disease and dementia in later life.

The pioneering soft drink is available exclusively online from January 2014. Called Brainwave, it has been developed by North East entrepreneur Richard Baister; based on research by a Newcastle University professor which shows a positive relationship between the daily intake of green tea extracts at a certain level and cognitive health.

The drink contains concentrated extracts of various natural ingredients which, when consumed in combination, enables the body to absorb the maximum benefit from the green tea extracts.

Research undertaken by Dr Ed Okello of Newcastle University has proved that regular consumption of this level of green tea alongside the specific active ingredients in Brainwave can significantly reduce the chances of developing Alzheimer's disease or dementia in later life.

Baister said: “Brainwave is the first drink of its kind which is designed to help consumers maintain a healthy mind. The research behind this development really speaks for itself, and I’m very pleased to be able to bring this drink to the market to help consumers reap the benefits. “Further to this, we’ve pledged to donate 25% of our profits to fund further research around Alzheimer’s and dementia.”

After launching Velocity – the first flavoured energy drink on the market in 2005 – and calorie burning drink SUMO in 2011, this is the latest project for the drinks entrepreneur.

Fortified water

JAPAN Beauty Drink Coconut Water and Pear & Green Tea Flavoured Water contains vitamins and minerals in the cap and releases those into the water when twisted and pushed down. The gluten free product with vitamin E, calcium and collagen protein contains no preservatives, artificial dyes or sodium. It is said to offer hydration and pleasure, and retails in a 340ml pack featuring the Facebook, Instagram, Pinterest and Twitter logos.

Purition cleanse

UK Purition is a blend, which when ready to drink, forms a complete breakfast or lunch, and is ready in 60 seconds. It makes a filling smoothie, which can be consumed hot or cold. Purition products are high in protein & essential fats that nourish and satisfy. Soluble and insoluble fibre in the formulation are said to cleanse the system, and an abundance of naturally occurring vitamins & minerals are said to energise. They are also low in carbohydrates and gluten free.

The products contain flax seed, chia, almonds, pumpkin seeds, coconut, sunflower kernels, sesame seeds, whey protein, nutritional yeast, psyllium husk, apple pectin and stevia.

The blends available are BodyPro Protein & Fibre Super-Shake; Bodysculpt Wholefood Super-Shake; and Superseed Smoothie Breakfast Smoothie Blend. Each is available in Chocolate, Coconut and Pistachio flavours.

Sustainable Oji

UK PET packaging specialist APPE has worked with Oji and Hero to produce an environmentally friendly 100% recycled PET (rPET) bottle for Oji’s ‘sustainable’ functional fruit drink.

The Oji drinks are available in four variants featuring different fruits and health benefits. All contain caffeine from green coffee beans to provide a mild energy boost along with a variety of nutrients including antioxidants, fibre, magnesium and vitamin C.

APPE’s rPET material was the ideal choice for Oji’s strong environmental ethos with its firm focus on sustainability and respect for environmental and social issues.

The new bottle enables the brand to achieve a ‘closed loop’ recycling system as the product can be recycled and then reused for a new 100% rPET bottle. This fits perfectly with Oji’s co-operation with the TerraCycle programme that focuses on eradicating incineration and waste.

Equally important, the bottle provides an ambient shelf life of six months for the preserve-free drinks, avoiding the energy consumption involved in keeping them chilled.

The development and manufacture of the package has involved close collaboration with three of APPE’s sites. The company’s specialist in-house design team created the preform for the 100ml bottle and also had considerable creative input into its physical appearance.

The rPET material is supplied by APPE’s recycling plant in Beaune, France, and to complete the process the bottle is manufactured at APPE Belgium, with bottles supplied to Hero’s filling operation in The Netherlands. Hero, a brand-focused consumer foods group, interacted closely with Oji and APPE for the filling and shelf life aspect of the operation.
RTD Teas & Coffees

Caffe Latte

UK First Milk’s Caffe Latte is made with British milk and Arabica coffee.

It is free from artificial colours and preservatives, and available in Original and Vanilla flavours. It is available nationally in Asda supermarkets under the Lake District Dairy Co brand.

The full range, which includes other dairy products such as cheese, is owned and produced by First Milk, the UK’s only 100% British farmer-owned dairy business.

Tea Happiness

JAPAN The aristocratic lady who symbolises Kirin’s afternoon tea portfolio steps down slightly in prominence for a sub-category called Kirin Happiness.

Also stepping aside are the normal label graphics for flavours in the Kirin Tea Happiness range.

The fruity bottle wrap has a neo art deco appearance, headlined by HAPPINESS! In full caps to ensure no-one is in doubt about the sub-category’s positioning.

Just released are two flavours, both blended with Darjeeling tea: Orange & Pine and Peach & Raspberry.

Unsweet Lemon Tea

USA Honest Tea, the makers of top-selling organic bottled tea, is now offering Unsweet Lemon Tea nationally. Brewed with USDA organic, Fair Trade certified tea leaves from India, the unsweetened, zero calorie beverage is flavoured with organic lemon extract and is available in 16.9 oz PET bottles.

“We worked hard to create an unsweetened tea with a smooth and easily accessible taste profile that Unsweet Lemon Tea delivers,” said Seth Goldman, co-founder & ‘TeaEO’ of Honest Tea. “We hope this new variety will resonate with consumers as they seek out more zero calorie beverages.”

Inspired by the success of Just Green Tea (currently Honest Tea’s best-selling beverage in the natural food & beverage channel), Unsweet Lemon Tea was tested earlier this year in New York City and is rolling out nationally at a time when the unsweetened beverage category is up 34% in the past year. The newest offering expands Honest Tea’s total zero calorie beverage line to four varieties in glass and PET bottles in addition to Honest Fizz – a zero calorie, naturally sweetened carbonated line launched by Honest Tea last year.

Unsweet Lemon Tea is labelled as USDA Organic, Fair Trade Certified Tea, contains no GMOs, and is gluten free, helping consumers make an informed decision at the point of purchase.

The national launch of Unsweet Lemon Tea continues to deepen a core facet of Honest Tea’s mission of exclusively sourcing Fair Trade certified tea leaves. Since partnering with Fair Trade USA in 2003, Honest Tea has contributed over US$397,000 in Fair Trade premiums, reinvesting in education, agriculture and community projects where the tea is sourced. In 2013, the company increased the amount of its Fair Trade premiums by 19% over the previous year.

To advertise, contact: advertising@softdrinksinternational.com
Dairy & Alternatives

Fruity milk

UK First Milk’s Frumoo is made with real fruit and whole British milk sourced exclusively from British Farmers.

Sold under the Lake District Dairy Co brand, it is available in two flavours: Raspberry & Blueberry and Strawberry & Blackberry. It is free from artificial additives or preservatives, and is available nationally through Tesco and Asda stores.

First Milk is the UK’s only 100% British farmer owned dairy business, and produces other dairy product including cheese and quark. The Lake District Dairy Co is claimed to be one of the UK’s most recognisable British dairy brands.

King of Strawberry

JAPAN Calpis has added to its ‘Fruits Parlour’ range, which made its debut last year, with a strawberry variant featuring a fruit type known for its sweetness and depth of taste.

The Amaou strawberry from Fukuoka Prefecture is widely regarded in Japan as the ‘king of strawberry’.

This dairy juice blend has a rich taste of condensed milk to complement the strawberry juice.

Consumer approval for Wave

NEW ZEALAND Frucor Beverages is one of the biggest soft drink players in the New Zealand market with juices, waters, energy drinks, sports beverages, CSDs (including Pepsi brands) and more.

Its portfolio also embraces the Wave dairy range of three flavours – Chocolate, Iced Coffee and Strawberry – presented in 600ml PET bottles featuring colourful graphics.

The Chocolate variant was this year’s selection by consumers for the NZ Juice & Beverage Awards. The consumer’s choice accolade holds a special status in the awards, because of its vote independent of the trade.

In the 2012 awards Wave Iced Coffee took the award for best milk-based beverage.

Van Houten Cocoa Milk

JAPAN While the Japanese market for ready to drink teas and coffees, both cold and hot, is serviced by an astonishingly wide variety of product offerings, RTD cocoa is less developed as a category.

Asahi Soft Drinks Co has released Van Houten Cocoa Milk in 280ml PET and 280g steel can, informing the Japanese trade that it intends this line to be the market leader.

Using the Van Houten brand as a vehicle communicates Asahi’s determination, given Van Houten’s high profile heritage dating back to the 1820s and the creation of drinking cocoa powder. Licensing the Van Houten name, logo and colours ensures that Asahi is on the front foot with this line.

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Global review

**subdued but steady growth**

With limited signs that the global economy was going to explode into life in 2013, prospects for the development of the soft drinks sector were relatively subdued at the beginning of the year. The early indicators from beverage research agency Canadean suggests that by the end of the year the market had met these expectations with a global rise in soft drink volume of between 3 and 4%. This represents a small slowdown on the previous year but does mean that everyone around the globe now drinks almost 90 litres per capita of soft drinks each year.

Of course per capita levels vary significantly depending where you are and we are witnessing a volume shift from developed to developing markets. What is of concern for the industry is that in 2013 it looks like per capita consumption in Australasia, West Europe and North America will have actually shrunk. In these markets soft drinks are sold at a considerably higher price than in markets like Africa, Asia, the Middle East and East Europe which are recording good growth. This effect has a downward pressure on the value of the soft drink market, a situation which is compounded by the fact that since the great crash of 2008, consumers in western markets have increasingly shunned bars and restaurants where soft drinks command a significantly higher price.

**Carbonates**
The carbonates sector remains the leading global soft drinks category, accounting for 36% of the soft drinks volume consumed around the world. This share continues to be eroded by other alternative forms of refreshment and by the steady trickle of negative publicity that seems to blight demand in the key regions of West Europe and North America; these two markets between them account for more than a third of worldwide volumes. The slide in share has been such that at the turn of the century, carbonated soft drinks accounted for nearly half of all soft drinks sales. However, the market for these fizzy drinks has still increased by more than a quarter in this period which represents considerable progress – it is just that the overall soft drinks category has jumped by more than 70% during the same period. If you discount North America and West Europe then the carbonates market is still believed to have increased by 3% in 2013.

**Packaged water**
Packaged water has eaten into much of the carbonates share, as consumers in Africa, Asia and other developing parts of the globe opt to buy clean and safe water as their disposable incomes rise. West Europe, with water heartlands like France, Italy, Germany and Spain has traditionally been a stronghold for water but is now seeing demand not just wane but slip into decline. As a result overall average prices for packaged water are falling. This is diluting the value of the market and is the reason why, in 2012, the volume of the global packaged water increased by a healthy 7% but the value of the market could only edge up by less than 2%. Following an anticipated 5% growth last year, packaged water now makes up nearly a third of all soft drinks and has been the main benefactor of dwindling carbonates volume share. The problem for the industry is that according to Canadean, the average litre of packaged water sells for US$1.05 globally while a litre of carbonates commands a price of US$1.65 (2012 prices).

**Energy drinks**
Three cheers then for the energy drink category, which, unlike carbonates and packaged water, is set to once again enjoy impressive growth in all regions of the world. On average a litre of energy drink sells for more than six times that of bottled water. The strong growth is undeterred by the sometimes hysterical headlines which regularly flare up in some markets and has in the past even prompted some countries to impose bans on certain products. In fact it is the lifting of some of these bans that is to an extent helping growth continue in West Europe. Canadean’s provisional figures for energy drinks point to a double digit 10.5% rise in volumes in 2013 which is helping to prop up the overall average price of soft drinks.

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Asia is driving the market forward; while West Europe and North America remain static.

Source: Canadean
**Fruit juice and fruit powders**

It is all good news on the energy front but two categories were on a downward slope in 2013; fruit powders and juice. Fruit powders are often viewed as old fashioned and have probably been affected by the slight rise in squash syrup sales. The drop in juice sales is more of a concern - juice will have dropped by nearly 1% in 2013 mainly as a result of dwindling consumption in West Europe. West Europeans drink nearly three in every 10 litres of juice sold around the world, and the expected 4% drop in sales in this part of the world will be felt overall. Rising concentrate prices, and a shift to better quality juice at the expense of quantity are cited as important factors behind the trend. Another theory that has been put forward is that many consumers are increasingly skipping breakfast in Europe and breakfast is a key consumption occasion for juices.

Demand for juice is under threat in the longer term because places like Asia, Africa and Latin America, which are driving other soft drink categories, do not have the need for packaged juices when there is so much freshly squeezed juice available on the street. As a result, in Asia and Africa per capita sales of juices remain under 1 litre.

**Nectars and still drinks**

You might suspect that some juice drinkers are switching to nectars and still drinks but this is certainly not the case in West Europe. Worldwide nectar sales are edging upwards but the still drinks category is prospering in Europe so much so that still drinks are the second most vibrant soft drinks category globally. This can be traced to Asia where the category is very much in vogue. China is behind much of this still drink boom with the category jumping by an estimated 16% last year helped by a flourishing herbal segment. In China, the still drinks category is made up of an assortment of different segments, many of which have positive health attributes. What is notable in China is that the Chinese drink considerably more still drinks than carbonated soft drinks, a gap that is widening. This factor will help to shape the direction of the worldwide soft drinks category making the future less fizzy than before.

**RTD teas**

It is the preference for non-sparkling products in Asia that is probably helping the year’s third best performer, iced tea, which is predicted to have increased by 7% last year. Again, it is escalating iced tea sales in China, is a major factor behind the performance. Milk teas are an important driver in China, highlighting how this part of the world may be influential to the future prospects of the soft drinks category but the expansion will not follow the historical conventional soft drink norms. Iced teas in North America are also contributing to the overall performance suggesting that some consumers are drifting to categories where the publicity is less negative and which offer an alternative to carbonates.

**Looking forward**

So here we are now at the beginning of 2014 and we must now look forward to the year ahead. The economic recovery remains fragile but Canadean is a little more optimistic, suggesting that the global growth for soft drinks will accelerate by around 0.5% this year to between 4 and 5%. The main trends remain intact, but West Europe is expected to see consumption flatten this year after such a sombre performance in 2013 and it is this factor that is responsible for the improvement. Forecasting is never straightforward and I can only speculate as to what I will be writing next year. That is what makes the industry exciting.
For centuries, foods such as fruit and vegetable juice have been used to give other food an inviting colour. Termed as ‘colouring foods’, a good example is beetroot whose colouring properties are visible at a first glance. However, this traditional method has shown some disadvantages: the selection of colours has been naturally restricted in range and variety. Colour tones have also differed from one harvest to another and the durability of colouring foods has been somewhat limited.

But, times have changed. The GNT Group, pioneer and global market leader in colouring foods, has continuously developed the usage of colour-rich foods over the past 35 years. In the early 1990s it brought to market the world’s first blue colouring food and parallel to that GNT began to use black carrot as a new raw material for the manufacturing of its products. Based on innovative proprietary processes, the family-owned company today manufactures over 400 different concentrates that exhibit excellent technological performance and meet the needs of the food and beverage industry. GNT claims to offer the largest range of colouring foods on the market. Any desired colour shade and intensity can be achieved for almost every food category. The company assures its customers year-round availability of every product at a consistent high quality level, regardless of season and crop yield.

Consumers demand clarity and healthiness

Colouring foods are obtained exclusively from food like edible fruits, vegetables and plants by using gentle physical processes, such as pressing, chopping, filtering and concentrating. There is no selective extraction of pigments, so the characteristics of the raw materials such as aroma or taste and nutritive characteristics are retained in the final product. Consequently, colouring foods are not additives but rather food with colouring properties. In fact, the concentrates are edible at all stages of the production process. On the product label, colouring foods can be declared as, for example, ‘colouring food’ (concentrate of pumpkin, carrot). This consumer-friendly and transparent labelling provides information on the origin of the colouring food at a glance and makes clear that the colour was made of foods.

Transparency is exactly what modern consumers ask for when it comes to their nutrition. They want to know what is in the products they eat. Numerous studies have shown that more and more consumers prefer food and drinks which are free from additives. Parents especially look for healthy alternatives when purchasing yoghurts, sweets and drinks for their children. Consumer research (2011), commissioned by GNT, shows that three quarters of shoppers see ‘free from artificial colours’ as a key decider in what they buy. Artificial colours are a significant barrier to purchase, whilst ‘Colouring Food’ is an enabler to brand switching and likelihood to buy.

But artificial colours are still used to colour foods and beverages. They are produced on a synthetic basis and they either replicate naturally occurring substances (natural-identical substances) or are completely synthetic compounds. Some artificial colours are suspected of negatively influencing the behaviour of children (see Southampton study 2007). Beverages and food that contain these artificial colours must bear a warning label within the European Union stating that the products ‘may have an adverse effect on activity and attention in children’. So-called ‘natural colours’ are based on natural raw materials, which do not necessarily have to be edible or commonly eaten (eg, coal, grass). They must be approved and labelled with the appropriate E number or the name of the colour. For example, Carmine (E120) is considered ‘natural’ because it is derived from the female cochineal insect.
Within the process, the original pigment, carminic acid, is chemically modified by the use of aluminium salts. However, ‘natural colours’ are for some food colours not as natural as it may seem – the term can therefore be misleading to consumers.

The food industry reacts to consumer needs

Food and beverage producers have realised their customers’ need for healthy nutrition. Manufacturers are increasingly looking for alternatives to artificial colours and are turning to colouring foods. To meet this growing demand GNT has just widened its product range and developed oil dispersible colouring foods. They are suitable for colouring oil- and fat-based products such as chocolate, chocolate compounds or fat coatings. As for all GNT products, oil dispersible colouring foods are suitable for vegetarians and meet with the standards of kosher and halal.

GNT anticipates that the demand for healthy, all-natural products will continue and expects the market for colouring foods to grow. The company sees colouring foods to become the industry standard in the long run.

GNT Group (gnt-group.com) is the leading global provider of colouring foods. The company manufactures colouring concentrates on base of edible fruits, vegetables and plants using gentle physical methods such as pressing, crushing and filtering. These concentrates can infuse food and drinks with almost any colour imaginable. Artificial additives are not used. The concentrates are sold under the brand name Exberry in more than 65 markets worldwide and are used in a variety of foods, including confectionery and bakery products, dairy products and beverages. Since they are a natural alternative to additives, they meet the demands of consumers looking for natural and healthy foods. The independent, family-owned GNT Group was founded in 1978 and is reputed to be the pioneer in the field of colouring foods. Today, GNT has offices in America, Asia and Europe and supplies more than 1,000 food and beverage companies, including seven of the 10 biggest producers in the world.

Guido de Jager is Marketing Manager at GNT.
www.gnt-group.com

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Super fruits

like normal fruits, but super

When a term comes along that seems to indicate that not only are fruits healthy, but certain fruits are superior to others – may slow down the ageing process, keep cancer at bay, increase blood circulation and lower blood pressure compared to other fruits – it is hard to resist the lure of such information. Often such fruits seem to originate from exotic locations or are only slightly familiar to us, thus extending the mystery, curiosity and our interest in wanting to try them. After all isn’t biodiversity, and ingestion of it, the spice of life? It is under this seduction that the term ‘super fruits’ has appeared. Super fruits are the new darlings of the soft drinks industry. A convenient new buzz word for the natural products industry, its use in soft drinks has been quick to be applied. Thousands of new super fruit based products have entered the market over the past few years since the term was first coined in 2005.

Fruit consumption, whether super or not, has long been linked to having a healthy lifestyle together with the intake of other foodstuffs such as vegetables and related plant derived products. Fruits are also a staple part of the diet for vegetarians Jain monks who only eat unpicked fresh fruit falling from trees, and the so called ‘raw fooders’. This latter group claims that consumption of only uncooked fruits and vegetables provides maximum longevity, youthful skin and bundles of energy (they seem to need less sleep than most people on conventional diets, possibly due to the increased ingestion of plant sugars).

All these drivers plus a demand for natural drinks has made ‘super fruits’ a popular term with marketers and consumers alike. So what are the super fruits of the 21st century and do they work or is it just media hype?

What makes a super fruit?
The term ‘super fruits’ refers mainly to exotic fruits that have potential superior health giving properties compared to ‘normal’ fruits and vegetables.

The idea is that by consuming these types of fruits we will live longer and be healthier than by just consuming ‘normal’ fruits from a ‘normal’ diet.

To be a contender for this new status, super fruits need to be brim full of health promoting phytochemicals, fibre, high amounts of vitamins and minerals when compared to ‘normal’ fruits. They should also display anti-ageing effects, with a preference for potent antioxidant activity. They also preferably have colourful folklore from the country of origin, ideally in an exotic location in South America, Africa or Asia.

There is no doubt that potential super fruits do also exist in the western world, such as rose hips (high vitamin C levels) or perhaps the good old apple with the health associated proverb ‘an apple a day keeps the doctor away’. However, this kind of folklore seems weak, and awareness of traditional fruit juices such as apples and grapes remain high without possibly the need for new marketing terms, at least at present.

The typical way of testing fruits, juices and drinks for antioxidant capacity is to use a number of different in vitro assays (test tube experiments) of which the most commonly used are:

- ORAC – Oxygen Radical Absorbance Capacity Assay
- FRAP – Ferric Reducing Anti Oxidant Power
- DPPH – 2, 2-Diphenyl-1-picrylhydrazyl
- TEAC – 6-hydroxy-2,5,7,8-tetramethylchroman-2-carboxylic acid (Trolox)

Based on these assays, fruit juices such as blueberry, grape, black cherry and pomegranate score highly. However, it has not yet been determined how relevant this data is when applied to ingestion of super fruit derived antioxidants and their possible health benefits.

Another problem is – if we compare the antioxidant capacity of fruit juices gleaned from the
ORAC assays to other antioxidant assays, the hierarchy of potent super fruits starts to vary immensely. Even different labs undertaking ORAC assays often find different results with the same fruit.

From a regulatory point of view, recently in Europe, certain antioxidant health claims have been approved by EFSA. These have been granted with very limited statements about their possible health benefits. ORAC and other in vitro assay data are barely considered relevant to these health claims and the claims allowed, appear almost as a kind of joke, to health scientists and informed, health conscious consumers. It may take 20 – 50 years or longer to establish the possible relevance of antioxidants to health benefits. In fact some scientists suggest that other factors and not antioxidants at all that are responsible for the seemingly diet based increases in longevity.

How relevant are antioxidant assays and their use in supporting the term ‘super fruits’ for use in the soft drinks industry?

Despite misgivings on their ability to predict health benefits in vivo, these assays do seem to tally reasonably well with the amount of antioxidant compounds found in a particular plant or juice. As far as water soluble antioxidants go this means principally polyphenols, such as low chain proanthocyanins, hydrolysable tannins and flavonoids which are found in most plants and highly likely to have some therapeutic effects. These phytochemicals also contribute to the astringent taste of fruits and are undoubtedly antioxidants in a test tube environment, so do help to confer stability in juices although this is an over simplistic view point.

Super fruits also derive their status from other factors such as that they contain phytonutrients that display anti-cancer effects (in vitro) and often have a rich folklore of use.

New science is also evolving to show that there are potent pharmacological synergy effects found in plant extracts and that these are derived from the phytonutrients found in them.

Which super fruits are emerging at the moment?

The list is becoming longer and longer but some of the most fashionable at the moment are:

- Acerola, amla, baobab, blueberry, bayberry, camu camu, cocoa (chocolate), cranberry, gac, goji, lychee, mangosteen, noni, papaya, pumpkin, pomegranate, red guava, saskatoon berry, tamarind, watermelon, and yuzu.

Here are some selected examples of particular fruits including, where possible, commercially available extracts which potentially can be used in new drink formulations:

- **Camu Camu** *(Myrciaria dubia)* is an Amazonian fruit used in drinks and ice creams. The pulp is also used in nectars and marmalades. The extraordinarily high vitamin C content (on the order of 2–3% of fresh weight) is the most important property of the fruit, which has been exploited in positioning camu camu on international markets.

- **Gac** *(Momordica cochinchinensis)* also known as spiny bitter gourd is used as a medicine and food in South East Asia. The inner sections of the fruit are intensely red due to the high amounts of beta-carotene and lycopene. Recent studies have shown that the fruit contains a protein that inhibits the proliferation of cancer cells.

- **Amla fruits** *(Phyllanthus emblica)* also known as Indian gooseberry, is found primarily in India with a rich history in Ayurveda (a system of traditional medicine) particularly as ‘Rasayana’ (for longevity and rejuvenation). It contains a cocktail of phytochemicals, such as gallic and ellagic acid. SunAmla amla fruit extract from Taiyo has recently been shown to have powerful anti-inflammatory and anti-coagulant properties which suggests that this is another contender for ‘super fruit’ status.

- **Pomegranates** *(Punica granatum)* contain active compounds that are based upon hydrolysable tannins and in particular punicalagins. Recent research has shown that these compounds inhibit melanin production and could therefore be used as an oral skin lightening product in the future.

To be a contender of this new status, super fruits need to be brim full of health promoting phytochemicals, fibre, high amounts of vitamins and minerals when compared to ‘normal’ fruits.

*Continued on page 43*
Over 350 exhibitors, and a full learnShops programme, spanning across every aspect of packaging delivered by world-class industry experts, such as Marks & Spencers, Procter & Gamble, Wilkinson, Iceland Foods, Tesco, Asda and Mintel, will be waiting for visitors to this year’s Packaging Innovations show.

The 2014 event will feature seven co-located shows: Packaging Innovations, Ecopack, Contract Pack, Packtech, Print Innovations, Labelling Innovations and, new for 2014, Converting Innovations, covering all parts of the packaging supply chain, making it an ideal visit for anyone working in the drinks industry.

Show Exhibitors
For Instance, Pollard Boxes will unveil its fully automatic Emmeci MC2012 MEB for the manufacture of high quality presentation boxes up to 330mm deep, ideal for luxury drinks packaging. The first of its kind to be installed in the UK, the boxes can be finished with a variety of high quality decorative options, including film lamination, embossing, silk screen UV varnish and hot foil stamping; all produced in-house to help reinforce premium brand image on-shelf.

Those looking to invest in the latest labelling solutions will find plenty of expertise at the show; Epson will be demonstrating the Epson TM-C3500 colour label printer and the GP-C831, rugged inkjet, tractor feed label printer.

KTEC GROUP will be showcasing its extensive range of Primera label printers, revealing a whole host of label finishes for smaller producers right through to larger companies looking for greater production volume, providing the opportunity to totally automate and customise the label.

Intec Printing Solutions will be demonstrating Edge 850 label printer at the show. It offers high quality printing on demand, making it profitable for low to medium run print jobs. Printing at lightning speeds – as much as nine metres per minute – the Edge 850 is compact enough to sit on a desk.

HP will be transforming its stand into a ‘digitally printed supermarket’. It will showcase the many consumer items that feature digitally printed labels and packaging that have been printed on HP Indigo Digital Presses, demonstrating the versioning capabilities of HP digital printing technology. Also on display will be secondary packaging that has been printed on HP Scitex Industrial Presses. The shelves will be filled with a range of products commonly found in supermarkets.

Show Features
There will be a number of new features at the show. These include an Eye-Tracking Technology Feature, run by Campden BRI, providing an opportunity to see through the eye of the consumer, understand what drives their spending behaviour and store navigation. This will provide businesses with the necessary information to develop an enhanced strategy for POS, pack design and product positioning. A new Recycling Clinic, run by Recoup, will feature experts providing free, one-to-one recycling advice; and additionally, a 3D Print Feature will enable designers, engineers and educators to test and perfect their work with 3D modelling.

To keep up with latest issues and trends there will be an array of free-to-attend learnShops seminars, with expert and case study speakers spanning the world of print and packaging. Headlining the expert line-up of speakers will be packaging guru Lars Wallentin, drawing upon his experiences after a 40-year career at Nestlé as Head of Packaging Design, as he talks ‘Packaging Sense’ at the show. Other key companies featured will be Procter & Gamble, Iceland, Tesco, Wilkinson, Asda and olive brand Oloves.

Continued opposite
Herbs manufactures a standardised polyphenol rich pomegranate extract called Pomella, which in a clinical study increased human ORAC plasma by 32% which was significantly higher compared to grape seed and green tea extracts.

**What does the future hold for super fruits?**

As understanding of the biological activity of phytonutrients increases, researchers will be able to combine them in a scientifically meaningful way to optimise and synergise their health benefits. Innovative combinations of different botanical juices in a drink will be developed not just because of a unique sensory or visual experience, but because the science will show that such combinations have superior health benefits. This will result in the emergence of what I call ‘super fruit mocktails’ (SFMs) – non-alcoholic combinations of super fruit cocktails.

In fact, with the development of SFMs, scientists will (and are) looking at the synergy effects of phytonutrients operating at a molecular level. If these can be optimised it will lead to the scientific development of SFMs.

The search for synergy of single active phytonutrients is similar to music and composition development in the Middle Ages in the West. Composers discovered that certain combinations of single musical notes could produce wonderful sounding chords when played together. These were then used to create the most evocative and beautiful musical compositions. Similarly in nutrition, scientists are trying to discover the synergistic combinations of phytonutrients or ‘chords’ that will lead to optimum health.

As the scientific basis for health nutrition evolves, super fruits may indeed have their place and longevity in the industry. However, in the mean time colourful folklore stories, fruits from exotic locations with high amounts of phytochemicals, combined with compelling data gleaned from in vitro antioxidant assays are leading the way. These efforts can be seen as industry’s way of trying to map out the future based on an evolving science. It is the beginnings of a science-based optimum nutrition approach to the creation of healthy soft drinks.

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**Dr Wilkinson**

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Sun Branding Solutions will present a recent case study on the redesign of a cross-country branding project, and RPC Containers Corby will be touching upon Heinz’s latest revolution in packaging.

Mike Fairley, Managing Director at Labels & Labelling Consultancy, will be discussing the latest print technologies – new brand and marketing opportunities, and building on the theme of labels. Ian Schofield, Own Label Manager at Iceland Foods, will be looking at the packaging challenges for retail.

Steve Morgan from Recoup will give delegates a clear idea of the Plastics Recycling Agenda for 2014 looking at the UK’s progress against its plastic recycling targets and how this will be affecting compliance costs.

The BIG Packaging Debate will also be returning to the NEC, where a panel of packaging experts will form a lively Question Time style session, discussing whether packaging is designed for the consumer or for the supply chain.

Visitors can also get one-to-one personalised advice on any aspect of their packaging from expert professionals at the Packaging Consultancy Clinic, or take part in Lions’ Lair where the audience can grill a selection of brave exhibitors as they pitch their latest innovations to a panel of experts, all hoping to receive a very public thumbs up.

Those interested in exploring what active and intelligent packaging can do for their brand can gain tailored and specific advice on the Active & Intelligent Packaging Industry Association stand. Furthermore, on the second day of the show, the BIG Print Debate will bring industry experts together to discuss whether the latest print technologies provide brands sound ROI or are simply a gimmick.

A drinks reception for all those visiting the show will be held after The BIG Packaging Debate at the close of the show on Wednesday providing an opportunity to meet the panel and the rest of the speakers at the show, network with colleagues, new contacts, and exhibitors.

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As the scientific basis for health nutrition evolves, super fruits may indeed have their place and longevity in the industry.
Precision at speed
with flexibility and agility

The mineral water company Adelholzener Alpenquellen, based in the Bavarian Alps and completely under monastery ownership, produces ‘healing water’, mineral water and soft drinks under the brand names Adelholzener and Active O2. The seven bottling lines can fill around 240,000 bottles per hour.

The company’s brands are characterised by high quality and consistent innovation. This is also reflected in the marking equipment required for product traceability.

The first Domino laser was bought back in 1998 through plant manufacturer Krones and, since then, has led to a trusting relationship over the intervening 14 years.

Adelholzener Alpenquellen utilises the latest technology in all areas of production. As its existing laser systems were getting old and Domino had launched a new generation of lasers with its D-Series i-Tech, it decided to invest in the latest laser technology from Domino. The new lasers reduce maintenance expenses, save costs and increase the efficiency of the production lines as well as simplifying integration thanks to their compact design.

Essential system compatibility
For marking paper labels on the glue pallet as well as for PET direct marking on the bottle carousel, the company invested in both the D320i IP 65 (30 Watt) and the D620i IP 65 (60 Watt) laser coders.

A key advantage of both laser models is that they fit in the existing laser head brackets, so that switching from the D320i to the D620i or vice-versa is not a problem. The modular design of the laser systems also offers maximum flexibility in terms of integration.

The decision to invest in the D620i IP 65 (60 Watt) laser was partly due to the marking capacity required on the glue pallet (up to 60,000 bottles per hour) as well as the complex substrate of the metallic labels that need to be marked.

“The test results created in the sample laboratory at the Domino laser competence centre for coding on the metallic labels under realistic conditions convinced us of the performance capacity of the i-Tech generation of lasers, especially the D620i laser coder, and thereby influenced our investment decision,” explains Rudolf Kropf, Head of Electrical Engineering at Adelholzener Alpenquellen.

One of the two D620i IP 65 laser coders is used in a Krones Solomatic for marking labels for reusable PET bottles on the glue pallet. The paper labels are marked with the ‘best before’ date, production code and time before they are applied to the bottles.

The second D620i IP 65 laser, which is integrated in a Krones Topmatic labelling system, codes metallic labels for reusable glass bottles on the glue pallet, whereas the D320i IP65, integrated in a Krones Controll system marks the innovative ActiveO2 PET bottles with the required filling information directly beneath the bottle label.

A further D320i laser coder has recently been installed on another line, and the company decided to order an additional D620i system for a new line which commenced operation in autumn 2012.

All laser coders are controlled by Domino’s intuitive, external TouchPanel. The simplified QuickStep user interface provides effortless operation and status requests, thereby requiring minimum operator intervention.

In addition, the company also opted for a back-up system, which can be used on all bottling lines, whether in the PET or glass bottle filling station. This guarantees maximum production reliability and effectiveness during the bottling process.

“Over 14 years we have established a trusting and reliable partnership and, as a result, we were more than willing to consider the new D-Series i-Tech laser systems. We also value our relationship with the service technician who looks after us, is close to our site and represents a direct and excellent point of contact,” concludes Kropf.
The Matarromera Group – coding its new non-alcoholic wine

Over recent decades The Matarromera Group has brought the best of Spanish wine to the world. Although the wine group celebrated its 25th anniversary in 2013, the origins of the group go back centuries, to the ancestors of founder Carlos Moro, who were cultivating vineyards in the 12th Century. The group also owns the only distillery in the whole of Ribera del Duero and has set up the largest and most modern molecular reconstruction plant in the world, where Eminazero, its internationally pioneering non-alcoholic wine, is developed.

Over recent decades The Matarromera Group has brought the best of Spanish wine to the world. Its international expansion is such that no reputable restaurant will be found without one of the group’s products on its menu and top airlines such as Cathay Pacific offer them to their Business Class passengers.

Valbuena de Duero (Valladolid) has now grown to encompass seven warehouses for the Rueda, Toro, Cigales, and of course Ribera del Duero names, supporting its work by opting for vineyards, wine, research, ecotourism and innovation. A total of 150 people dedicate themselves to producing more than 3 million bottles a year.

The group also owns the only distillery in the whole of Ribera del Duero and has set up the largest and most modern molecular reconstruction plant in the world, where Eminazero, its internationally pioneering non-alcoholic wine, is developed.

As Julio Pinto, Operations Director of the Matarromera Group explains, “Our traceability system is unique at global level, requiring unit coding and numbering of bottles, boxes and pallets.”

The bottling formats used by the group are varied, including glass bottles of differing volumes and shapes together with plastic bottles and cans. Even the boxes vary depending on the quantities of bottles inside (3 units, 6, 12, 24, etc.).

The complexity of labelling and coding for this group is multiplied for its most innovative products: non-alcoholic wine (Eminasin, Eminazero, Meliorzero and WIN0.0). “In this case, we have to mark the best-before date on the labels on the back of each bottle, in addition to the batch and individual number of each bottle, says Pinto.”

The most innovative formats for traditional wines, such as the 18.7cl plastic bottles, have a special covering to preserve the quality for months. The batch and bottling date must also be coded onto the bottle.

With these requirements, and a market of 70 countries all with very different regulations, producers need to have an agile and flexible system for coding the labels and also for putting the labels on the boxes, according to Pinto.

Co-operation between Domino and the Matarromera Group started in the 1990s with the incorporation of inkjet coding equipment for the labelling of text onto wine boxes. Now the relationship has grown with specific solutions for the group’s new products Eminasin and Eminazero, requiring traceability for each bottle as well as differing coding requirements both on the back labels and on the boxes and pallets.

The solution installed in the Eminasin and Eminazero plant was an A-Series inkjet coder, a high performance piece of equipment. This solution meets all the coding requirements from the coding of labels to coding directly on the necks of the bottles or the bottom of the cans, including the unitary numbering of the bottle as well as the batch; labelling the ‘best before’ date during the bottling of the products, and including the different texts required depending on the country of destination.

In addition, a printer and label applicator were installed ‘corner-to-corner’ allowing generic boxes to be personalised with texts and bar codes on both the sides on which the label is applied, including bar codes of the EAN/DUN-14 type, required for receipt and dispatch in automated warehouses; and including the unit number of the box, which is useful for the individual follow-up for divided shipments, as well as the batch and other information. Finally, it can include the required variations in text according to country of destination, meeting legal and language requirements.

A complete solution with immediate integration in the ERP, working constantly (3-4 shifts) on a highly demanding production line, with FAS criteria and Just in Time, the technical capacity to meet future requirements, as well as continuous customer service, influenced the Matarromera Group’s decision to continue to entrust their work to Domino.
Processing

Sustainable tubing

THE Process Systems Business Unit of Saint-Gobain Performance Plastics’ (SGPPL) has released a recent Life Cycle Assessment (LCA) of its Tygon S3 line of safe, smart and sustainable tubing solutions. According to the LCA, the bio-based and phthalate-free Tygon S3 B-44-3 was produced using less energy and cutting more carbon emissions than market alternatives containing a Di-(2-EthylHexyl) Phthalate (DEHP)-plasticiser. The findings illustrate how Tygon S3 can contribute positively to the sustainability measures of eco-conscious manufacturers and brand owners.

Results from the LCA show that Tygon S3 was produced using 8% less energy and 12% less fossil fuel than the tubing containing phthalates that was also tested. Overall, these savings contributed to a 6% reduction in carbon footprint compared to market alternatives. Results were substantiated by independent third party verification of the LCA, which included the raw materials stage, manufacturing, transportation, use phase and end-of-life disposal.

“Sustainability is no longer a trend, but an integral part of today’s manufacturing supply chain,” stated Iuliana Nita, Global Marketing Manager, Food and Beverage, Process Systems Business Unit at Saint-Gobain Performance Plastics. “Tygon S3 reinforces that by proving that critical components in product processing, transfer and dispensing applications can meet – or anticipate – increasingly demanding food safety regulations and provide sustainability benefits without sacrificing performance.”

Tygon S3 was introduced by SGPPL in 2012 as the first bio-based and phthalate-free tubing solution for food, beverage and applications that provided the same level of performance as other Tygon-branded offerings. Utilising renewable, bio-based plasticisers, a more sustainable feedstock than fossil fuel based sources, these connection solutions help manufacturers anticipate more rigorous regulations on the use of phthalates in equipment and materials that come into contact with food and beverage products along the supply chain. Tygon S3 is approved for use by the Food & Drug Administration in the USA, as well as regulatory bodies in Europe (for non-dairy applications) and Japan. SGPPL performed validation according to the most restrictive food contact regulations, leading to certified compliance, accompanied by the required conditions of use.

GEA in the Far East/Asia

The PAA-based aseptic filling line installed at GCMMF – the largest supplier of dairy products in India with a 25% share of the organised dairy sector – is generating a lot of interest in GEA Procomac’s aseptic filling, according to Valerio Cazzato, Head of Sales in India: “In a country where paper is still the front runner in low acid beverage containers, the company has been allowed to pioneer the bottling of several Amul branded milk-based products in PET containers, to meet the consumers’ changing habits.”

Cazzato added, “GEA Procomac’s DRY technology was also much acclaimed by Indian customers. As we know, the Indian market always shows a great interest in the most recent filling technology.”

New contacts have been recorded from rising markets such as Thailand and Indonesia. The fact that aseptic filling technology is increasing its appeal in countries where hot fill has been evaluated so far as a consolidated technology seems to foresee a promising future for GEA Procomac in the Far East market. “The ABF system in particular has generated much interest among fruit juice and milk based beverage producers,” said Luca Bucchianica, Sales Manager, based in Singapore.

The Japanese market also seems to be ready for relevant investments in aseptic filling technology. Alessandro Bello, Regional Manager of South East Asia said, “The main projects Japanese visitors discussed with GEA Procomac staff were about the replacement of obsolete HF lines with more cost-effective aseptic systems.”

Two important companies from China – one operating in the bottled water sector and active also as a co-packer, and the other interested in investigating new aseptic technologies for the filling of juices with fruit pieces – followed the visit at the GEA stand at drinktec last September with a meeting in GEA Procomac’s headquarters in Italy.

Sparkling results

TRU Blu Beverages, whose Australian-manufactured soft drinks include Waterfords, Pub Squash, LA Ice Cola and Wicked Energy Drink, has achieved ‘sparkling’ results with Silver Peak data acceleration software. Today the company is supporting its business on a lighter and lower cost infrastructure than competing WAN optimisation vendors could offer.

The daily average of 800 gigabytes (GB) of data pushed through the firm’s network was reduced to 100 GB when optimised by Silver Peak. Overall data transfers were accelerated by 91%, while HTTP performance improved by 96%, email by 34%, storage replication by 57%, and SIP traffic by 42%.

“No other vendor could optimise all of our network traffic and applications like Silver Peak,” said Joe Esposito, Tru Blu Beverages national IT Manager. “Riverbed and others which runs on UDP, and no company could only really optimised web traffic and file servers. Very few vendors could handle VoIP, address the real-time packet problems we were experiencing. We have definitely improved the way we do business with Silver Peak.”

Silver Peak data acceleration software has speeded up data transfer at Tru Blu Beverages.
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Savings for mineral water company

AFTER hearing and taking advantage of Sidel’s ‘Options & Upgrades’ (O&U) programme, Romanian producer Quantum Mineral has made significant savings by implementing alterations to its existing PET bottling lines. The recent changes have achieved savings of 45% in the consumption of electricity, 20% in the use of compressed air and significant reductions in the use of raw PET.

Quantum Mineral Trading Company Ltd was founded in Romania in 1997 and began production as a private company in December 1998. The company owns and operates two mineral water springs (FH1 and FH2M) in the Harghita Mountains with significant artesian flow. Using the brand name Spring Harghita, the company bottles natural mineral water and partially carbonated natural mineral water from the volcanic mountain range. Three existing production lines originally comprised one Sidel Universal SBo6 and three SBo2F PET blow moulding machines. The company has a daily production capacity—in PET formats ranging from 0.5 litres to 5 litres—totaling over 1 million litres. With such a large output, it was naturally very interested in any potential savings.

As a global solutions provider for PET, cans and glass, Sidel offers new and existing customers bottling solutions tailored to their individual needs. Its O&U programme allows customers with existing lines to put into effect and benefit from the latest breakthroughs in packaging technology. Implementation often results in increased uptime, lower operational costs and greater flexibility. ‘Options’ are all about adding new functionalities, and ‘Upgrades’ generally involve improvements to existing functions by leveraging the latest technological advances. The discussions between Quantum Mineral and Sidel resulted in the decision to replace the existing ovens in the production lines with the more economical Ecoven to cut down on the use of power. It was also decided to adapt the existing bottle design of all the products and formats to reduce the use of raw material.

Keeping exactly the same bottle design and specification, it was decided to change the existing standard 1810 closure to an 1881 closure. This resulted in material savings for Quantum Mineral of 1.5g on all four formats: 0.5 litre; 1.5 litre; 2 litres and 2.5 litres. In addition to the cost savings, the reduction in raw materials and waste has also had a positive effect in environmental terms. However, there has been no compromise on the bottles’ mechanical properties due to testing designed to optimise bottle performance while preventing deformation during use by the consumer. During the changeover in the design of the bottles’ necks, the simultaneous installation of a highly efficient Sidel Ecoven in each of the three Quantum Mineral production lines reduced oven consumption of electrical power by an impressive 45%. Yet the lines’ process capability was fully maintained.

Requiring fewer heating modules and lamps, the installed Ecoven reduces preform-heating time and uses the installed power more efficiently. Savings on compressed air consumption compared with the previous generation of blow moulders, will also make a difference in Quantum Mineral’s Total Cost of Ownership (TCO).

Crown goes to China

CROWN Holdings, Inc has announced the official opening and commercialisation of three of its Chinese facilities in Heshan (Guangdong province), Ziyang (Sichuan province) and Putian (Fujian province).

“These new plants will primarily supply local customers, although they may also be called upon to serve other parts of the country,” said Jozef Salaerts, President of Crown Asia Pacific. “As brand owners and consumers continue to recognise the many benefits aluminium beverage cans bring, demand for the package continues to increase. Crown is committed to supporting our customers’ growth, and we are pleased that we are working together to meet both new and existing demand.”

The Heshan facility currently operates one can line and one end line, with an initial annual production capacity of approximately 725 million two-piece 330ml and 355ml beverage cans and 1.4 billion 202 diameter ends. Production of ends began in June 2012, while beverage can production started in October 2012. The facility will also have the ability to produce 500ml beverage cans.

The Ziyang facility began producing beverage cans at the end of July 2012. One can line is currently in operation, giving the plant an annual production capacity of approximately 650 million two-piece 330ml and 355ml beverage cans.

The Putian facility operates two lines and is able to produce 150ml, 330ml and 500ml two-piece cans. The first line began production in April 2012 while the second line started operations last year. The plant has an initial annual production capacity of 1.4 billion 330ml beverage cans.

The three plants will bring the total number of Crown beverage can plants in China to seven.
Nanopolymer keeps fizz in the bottle

A DISCOVERY at Rice University which aims to make vehicles that run on compressed natural gas more practical could also prolong the shelf life of carbonated drinks. Rice lab chemist James Tour has enhanced a polymer material to make it far more impermeable to pressurised gas and far lighter than the metal in tanks now used to contain the gas.

The composite material created at Rice University shows promise for containing compressed natural gas and for food packaging. By adding modified, single-atom-thick graphene nanoribbons (GNRs) to thermoplastic polyurethane (TPU), the Rice lab made it one thousand times harder for gas molecules to escape, Tour said, due to the ribbons’ even dispersion through the material.

The researchers acknowledged that a solid, two-dimensional sheet of graphene might be the perfect barrier to gas, but the production of graphene in such bulk quantities is not yet practical. But graphene nanoribbons are already available.

The breakthrough ‘unzipping’ technique for turning multiwalled carbon nanotubes into GNRs has been licensed for industrial production. These are being produced in bulk, which should also make containers cheaper. The tiny amount of treated GNRs accounted for no more than 0.5% of the composite’s weight. But the overlapping 200 to 300 nanometer wide ribbons dispersed so well that they were nearly as effective as large-sheet graphene in containing gas molecules. The GNRs’ geometry makes them far better than graphene sheets for processing into composites.

The material could help to solve longstanding problems in food packaging. Tour explains, “It took years for scientists to come up with a plastic bottle for soda – until they figured out how to modify plastic to contain the carbon dioxide bubbles. And even now, bottled soda goes flat after a period of months.”

Rexam adds fourth line in Austria

REXAM, Europe’s largest beverage can manufacturer, is celebrating the official opening of the fourth production line at its Ludesch plant in Austria. The new line adds an additional 0.7 billion can capacity to the plant’s annual production, following a £20 million investment by Rexam.

The plant, which opened in 2007, is a wall-to-wall facility next to Red Bull’s filling partner Rauch, and is used solely to manufacture cans for the world’s leading energy drink. The new line is designed with seven bodymakers and seven inside sprays, providing a line speed of 2,000 cans per minute to supply the high speed filler. With a daily production of 8.4 million cans, the plant produces an impressive 3 billion cans a year.

Rexam produces 250ml Slim and 355ml Sleek cans at the Ludesch plant, as well as offering computer-to-plate (CTP) and High Definition Illustration Impact printing technologies on site. Wall-to-wall production, which eliminates transport of cans, helps Rexam and Red Bull lower CO2 emissions and further reduces the environmental impact of the beverage can.

Iain Percival, Rexam Beverage Can Europe Sector Director, says: “It’s great to see the fourth line at Ludesch up and running ahead of schedule; it’s a testament to the hard work of our teams. Our investment in the plant demonstrates how we value our customers – we have a great working relationship with Red Bull and are flexible to adapt to their growing needs as a leading global brand.”

Tetra Pak wins WorldStar

TETRA PAK has won a 2014 WorldStar Award for the Tetra Brik Aseptic 1000 Edge carton package. An innovation based on the familiar shape of the Tetra Brik Aseptic package, the product was commended by World Star’s panel of 25 industry experts for delivering superior ease of handling, pouring, opening and reclosing for consumers. In addition, the environmental credentials, graphic design potential and the ingenuity of construction were all cited by the awards panel as major benefits of the package.

The Tetra Brik Aseptic 1000 Edge with LightCap 30 screw cap features a distinctive sloping top panel, which not only stands out on the shelf, but also significantly improves consumer pouring experience. In addition, with its cost advantages, robust stacking capabilities and recyclability benefits, Tetra Brik Aseptic Edge is suitable for packaging liquid food such as milk, juice, nectars and still drinks with ambient distribution. Since its launch in 2011, it has been deployed by more than 50 dairy and juice customers in more than 25 countries worldwide.

Charles Brand, Tetra Pak Vice President of Marketing and Product Management said: “Like many of our product development activities, the innovation of Tetra Brik Aseptic Edge is a solution made simple based on our deep consumer understanding and insight of the food and beverage industry.”

The judging of the 2014 WorldStar Awards took place on 7 November 2013 when representatives from 24 packaging associations, and members of the World Packaging Organisation reviewed 249 packaging projects applied from 35 countries.
Package design milestone

PLASTIC Technologies, Inc (PTI) has achieved a milestone – the creation of its ten thousandth package design.

For the past three decades, the company has been known internationally as a pioneer in developing innovative polyethylene terephthalate (PET) and other plastic-based packages. PTI typically works behind the scenes as a confidential package development partner for major brand owners. The company approaches each project holistically – aesthetics, function, ergonomics, differentiation, shelf life, economics, material selection and processing – to help brand owners reach commercial objectives.

PTI started a new numbering system in 1991 to keep track of its design iterations. Since that time, it has designed 10,000 packages or components. These include: 4,350 bottles, 2,820 preforms, 900 finishes, 550 bases and 1,380 miscellaneous items.

Packages are designed for applications including beverages such as carbonated and non-carbonated, water, juice, hot-fill, aseptic, ready-to-drink teas and juices.

"PTI is extremely proud of its decades-long partnerships with leading brand owners and its significant contribution to the packaging industry. These 10,000 final packages or components actually represent 31,000 different design iterations. On average, each project goes through three different design iterations before it is approved," said Scott Steele, President.

Materials commonly used to create the packages include PET, high density polyethylene (HDPE), oriented polypropylene, polyethylene naphthalate, plus bionderived PET alternatives, most notably polyactic acid. (PTI is continuing its pioneering development by working with new bionderived alternatives as they become commercially viable.)

Package sizes have ranged from 2 oz for an energy shot beverage to a 55 gallon HDPE drum. The lightest preform design has been 5.9g (also for the energy shot beverage). The heaviest weighed in at 650g and was designed for a beer keg application.

Upbeat packaging

UK When Volac’s The Good Whey Company was looking for a unique shape to give their new protein rich drink Upbeat a creative identity with an outstanding presence on the store shelf, it approached Esterform.

Esterform Packaging has a wealth of experience in the design and manufacture of custom-moulded bottle solutions and used these skills to turn the bottle design concepts into a an exciting contemporary product that won Best New Brand at the recent Beverage Innovation Awards at drinktec.

Discussions began in April 2012 and following the suggestion of the waisted design in the original brief, the initial concept design for a customised 250ml bottle was presented in May. The resulting shape, curvy design appeals to Volac’s key target market of health conscious consumers.

A UV barrier is essential to protect the whey-based Upbeat product. It was suggested that a clear or opaque white masterbatch be added to the monolayer PET to add a UV barrier to the bottle. Ultimately Volac decided to go for a sleeve incorporating a UV lacquer. This provides a good UV barrier while enhancing the aesthetic appeal of the pack design. The product is not aseptically filled, so it requires refrigeration in shipping, display and storage.

Esterform 38mm UCS prefoms range in weight from 16.5g to 50g. Designed so that consumers can drink straight from the bottle, Upbeat uses a 38 UCS with a 38mm UCS tamper evident cap.

Temperature stable PLA films

INNOVIA Films, a leading global manufacturer of Biofilms, and Corbion Purac, a global leader in lactic acid and lactides, are joining forces to develop PLA (Poly Lactic Acid) film that is both transparent and resistant to higher temperatures. High heat PLA was brought to market following dedicated research efforts by Corbion Purac. As a result, Innova recognised an opportunity to work together to further develop a transparent, heat resistant PLA film.

Many biopolymers, including existing PLA, have limited heat resistance, meaning that brand owners and packaging converters are limited to oil-based plastics for many applications. However, Corbion Purac and Innova are working together to create a bio-based, temperature stable, transparent PLA film. Early product development has shown that these films exhibit considerably less shrinkage at high temperatures compared to existing PLA films and offer properties much closer to oil-based PET.

Possible opportunities for the new bioplastic film include both food and non-food packaging. For example, for juice pouches the new PLA film will be able to withstand the temperatures required for sterilisation.

Steve Langstaff, Product Development Manager at Innova sees the product as a major breakthrough. “Dimensional stability, particularly at high temperatures, is a real weakness in biofilms. This new development will fill a performance gap in the market and is a great opportunity for both Innova and Corbion Purac.”

Corbion Purac’s lactide monomers are sourced from GMO free, renewable feedstocks such as sugar cane, and form the basis for high performance PLA bioplastics. The resulting homopolymers have already been proven to withstand boiling water and can now boast performance characteristics to rival their oil-based counterparts. As a result, PLA can replace oil-based plastics and alleviate the dependency on fossil fuels.

Together, the companies have successfully produced a range of prototype transparent films.
Environment

Progress in recycling

THE overall recycling rate in the EU-27 increased slightly to 63.6% in 2011, from 63.3% in 2010, according to new data published by Eurostat. With an average recycling rate of 50.6% in the Member States that joined the EU in 2004 and 2007, tailored efforts are still needed to help some of them meet current EU targets.

“The Eurostat data is encouraging and clearly demonstrates the packaging supply chain’s achievements as overall the EU packaging recycling and recovery targets are being met, or exceeded. However, it also underlines the need for full implementation and enforcement of EU waste legislation in all Member States to help close the existing gaps between Member States,” stated Virginia Janssens, Managing Director of EUROOPEN.

Recycling prizes

NINETEEN students have been awarded prizes for their contribution to a recycling competition organised by Buxton Natural Mineral Water and Recoup, a national UK organisation promoting recycling. Charlotte Howard (age 10) from St. Anne’s Primary School, Buxton has been announced the overall winner of the 2013 ‘Recycle Cycle’ Competition. Isobel Timms (age 9) from Burbage Primary and Trey Snodgrass (age 9) from Harpur Hill Primary School are revealed as runners up. Entrants from schools across Buxton were tasked with designing a poster, writing a poem, creating something new from a bottle or producing a short film. All the entries aimed to encourage recycling and promote the understanding that these materials should be seen as a valuable resource – not waste.

The judging panel, which consisted of Nestlé Waters, Recoup, Wastebusters, teachers from the schools, the Buxton Advertiser, High Peak Radio and the Mayor of High Peak Borough Council were inspired by the effort the pupils had made, and the strong interest in the recycling message by the next generation. The judges selected the winners’ posters because they are bold and attention grabbing, and show imagination and creativity in promoting recycling.

Charlotte’s poster will be used in the Buxton community to promote recycling and help educate the general public, and she won £150 of high street vouchers. Isobel and Trey won £50 of high street vouchers.

The ‘Recycle Cycle’ scheme is a partnership between Nestlé Waters and EU legislation, waste management infrastructure and consumption rates of packaged goods are a real obstacle to all Member States meeting the same existing and future targets. The starting points of Member States’ recycling and recovery rates varies widely, making a single target and timetable for all Member States difficult to achieve.

This challenge was a key theme for discussion at EUROOPEN’s 20th Anniversary event held in October last year. On that occasion, Louis Lindenberg, Global Packaging Sustainability Director, Unilever commented, “EUROOPEN members believe that realistic recycling and recovery targets should take into account different Member State specificities and be combined with a requirement for the separate collection of post-consumer packaging in the EU Packaging and Packaging Waste Directive (PPVD). The increased collection of post-consumer packaging across Europe is an important step towards Europe’s transition to a resource efficient economy. It is also imperative to harmonise national rules for calculating and reporting recycling and recovery rates.”

Merit award for bottles

SUNTORY Foods International has received a ‘Reduce, Reuse, Recycle’ merit award from Japan’s Ministry of Agriculture, Forestry and Fisheries for its lightweight PET soft drink bottle.

Now in extensive use across Suntory’s vast beverages portfolio, lightweight bottle development has expanded from 2litre packaging to the 550ml variants which are a big seller in Japan’s ubiquitous vending machines.

The 550ml bottles feature a composition that is around 30% plant materials, overall reducing petroleum-derived raw materials by some 40%.

As well as being readily crushable, the bottles facilitate easy removal of labels in the recycling process.

Prizes were awarded to schoolchildren in the ‘Recycle Cycle’ programme, which was supported by Nestlé Waters.

Recoup, and aims to change people’s behaviour towards recycling and show that their efforts can make a real difference. The continued support in the area is particularly relevant for Nestlé Waters as the company itself has achieved much recognition for its work in sustainability and the environment, including the factory achieving independent verification of Zero Waste to Landfill in March last year.

The ‘Recycling Cycle’ scheme is a pilot and if successful will be rolled out in other communities across the UK to promote recycling.
Sustainability report

THE Coca-Cola Company has released its 10th annual Sustainability Report and third Global Reporting Initiative (GRI) highlighting the progress the Coca-Cola system made in 2012 and the new 2020 sustainability goals announced last year.

“At Coca-Cola, sustainability is a critical component of our business strategy. It is about improving lives, creating jobs, increasing opportunity, preserving resources and meeting needs for the communities we proudly serve around the globe,” said Muhtar Kent, Chairman and CEO, The Coca-Cola Company. “There are no issues that will more shape or define the 21st century than the global empowerment of women; the management of the world’s precious water resources; and the well-being of the world’s growing population.”

This is the first report to include both an update on existing sustainability goals and the Company’s new global 2020 goals. The report follows the Company’s sustainability framework – ‘Me, We, World’ - and is rooted in three leadership priorities:

Women: in its third year, the Company continues its journey to economically empower 5 million women entrepreneurs across its value chain by 2020 through the 5by2 programme. Specifically, this includes the small businesses that work with the Company in more than 200 countries around the world. This initiative aims to help women entrepreneurs, from fruit farmers to artisans, overcome the barriers they face to succeed in business. By the end of 2012, 5by2 programmes had enabled 300,000 women in 22 countries – more than double the number of participants reached by the end of 2011.

Water: the Company is partnering around the world to meet its 2020 water use reduction and replenishment goals. This work has improved water efficiency by 21.4% since 2004 and supported an estimated replenishment of approximately 52% of the water used in finished beverage products throughout 2012. Progress was also made in partnership with DEKA R&D and other partners to deliver 500 million litres of safe drinking water to communities around the world. This initiative aims to help women entrepreneurs, from fruit farmers to artisans, overcome the barriers they face to succeed in business.

The report also updates other areas of progress. Through The Coca-Cola Foundation, the Company’s global philanthropic arm, it invested US$101.6 million (1% of operating income) in grants to support sustainable community initiatives in 2012. Supply chain and logistics expertise is provided to help deliver essential medicines to communities that need them through Project Last Mile, and 98% of company-owned facilities achieved compliance with its Workplace Rights Policy for the second consecutive year.

Under climate protection, the Company established an ambitious new goal to reduce the carbon footprint of ‘the drink in your hand’ by 25% by 2020 against baseline year of 2010.

About 14 billion fully recyclable PlantBottle packages were in use across 24 countries through 2012, and an ambitious new goal was set to sustainably source key agricultural ingredients by 2020.

Drink bottle technology on the road

COCA-COLA’S recyclable PlantBottle technology is being utilised by Ford in its innovative Fusion Energi research vehicle.

Interior materials in the vehicle are made from this sustainable material, including seat fabric, seatbacks, head restraints and door panel inserts.

Coca-Cola and Ford have been working together for the past two years on ways to apply the technology in the motor industry, also looking for other potential advances in sustainable materials.

The future is clear

NESTLÉ has announced that it will work in partnership with the World Wildlife Fund (WWF) and seven consumer firms to encourage the responsible development of bioplastics derived from plant materials.

Along with Nestlé, the Bioplastics Feedstock Alliance (BFA) will include key fast-moving consumer goods firms The Coca-Cola Company, Danone, Ford, HJ Heinz Company, Nike, P&G, and Unilever.

As consumers across the world seek sustainable alternatives to petroleum-based products, the alliance will aim to guide the responsible selection and harvesting of agricultural materials – such as sugar cane, corn, bulrush, and switchgrass – used to make bioplastics.

“Joining the alliance means we will be able to help build a more sustainable future for the bioplastics industry whilst addressing issues such as land use, food security and biodiversity,” said Nestlé’s Global Research and Development Sustainability Manager, Anne Roulin.

BFA intends to bring together leading experts from industry, academia and civil society to develop and support informed science, collaboration, education, and innovation to help guide the evaluation and sustainable development of materials that can be made into bioplastics.

Several sizes of Vittel bottled water are packaged in a PET bottle made from 30% plant-based material.

“Ensuring that our crops are used responsibly to create bioplastics is a critical conservation goal, especially as the global population is expected to grow rapidly through 2050,” said Erin Simon of WWF.

Already, bioplastics made from sugar cane and other plant-based materials are used in Nestlé’s product portfolio. Since early 2012, for example, several sizes of Vittel bottled water have been packaged in an innovative PET bottle made from 30% plant-based material.

Nestlé is particularly interested in second generation bioplastics, made, for example, from the by-products of forestry, agriculture or the food chain – such as molasses or cane residue – or non-food sources such as algae, cellulose and waste products.
Accreditation for public place scheme

THE New Zealand government has accredited a voluntary public place recycling stewardship scheme that is run by the Glass Packaging Forum and heavily supported by the country’s soft drinks production, packaging and retail sectors.

Under the Waste Minimisation Act, the Minister for the Environment is empowered to accredit such schemes, giving them formal status. It also provides access to financial support from the Waste Minimisation Fund.

The public place scheme involves a broad variety of venues such as shopping centres, petrol station forecourts, airports and sports venues.

Lyn Mayes, the scheme’s Manager, explains that it was built on the collaboration established between industry and local government councils under the Love NZ brand. “The Love NZ-funded project showed that partnerships to increase recycling and reduce litter can achieve great outcomes. This public place recycling scheme turns a waste Minimisation Fund project into a seven year voluntary commitment funded by industry.”

She says: “Initial participants in the venture are primarily those companies that have contributed under the Love NZ programme but to be equitable and successful we need the wider packaging industry supporting the voluntary levy.

“We already have many of the major drinks companies on board and are working with the retail, fast food and snack food sectors as their involvement is critical.”

Bonnet socks for eco-warriors

Nampak, Africa’s largest packaging company and a key player in the continent’s soft drinks industry, worked with the brandyourcar.com team in an unusual initiative to stimulate public conversation around ecological thinking.

The partners used ‘bonnet socks’ featuring motivational messages on a number of cars, aiming to help create a generation of eco-warriors.

Brandyourcar.com, which specialises in vehicle advertising, is itself involved in soft drinks promotion, as is its parent company, Primedia Unlimited.

“Care was taken to ensure that the drivers of branded cars are ecologically sensitive and that they are aligned with the profile of Nampak’s ecological thinking,” explained Brandyourcar.com’s Jeff Ostrom.

“Bonnet socks are excellent for short-term campaigns such as this.”

People in the higher household income LSM bracket (7 to 10) were targeted, with emphasis placed on women with children to help entrench ecological awareness among the next generation of South Africans.

To ensure longevity of the dialogue prompted by the bonnet socks, drivers were encouraged to post photographs of their branded cars on Facebook and to geo-tag their location.

“This is a great campaign; the branding is absolutely perfect. People have been asking me if I work for Nampak and they want to know where they can recycle their bottles,” says Pearl Mncube, one of the participating drivers.

Energy savings for PepsiCo

SIDEL provides tailor-made solutions for customers, which it reviews over time to identify potential areas for improvement. In the case of PepsiCo Deutschland’s plant at Rodgau, Sidel supported the customer to identify the right solution to save money, targeting savings of 15% for the installation of its ECO lamps. Measurements taken before and after the fitting of the lamps, confirmed, however, that the savings achieved were actually as high as 19%.

The lamps, part of Sidel’s ECO services, which are solutions combining sustainability and economic performance, are available for the company’s SBO Series1 and Series2 blowers. As well as reducing both energy and costs, the lamps are robust and have a life expectancy of 5,000 hours. In some cases, no modification of the existing oven or the blowing process is needed. The ECO lamps also enable better process stability through the heating process of the preforms that results in a more optimised production output.

PepsiCo Deutschland GmbH is a wholly owned subsidiary of PepsiCo Inc, founded in 1898 and now the world’s second-largest soft drinks manufacturer. Its local German product portfolio includes its most famous brands Pepsi and Pepsi Light. Consumer awareness of environmental issues in Germany is particularly high. So too is that of PepsiCo, which is constantly looking to improve the environmental efficiencies of its operations. It strives for a balance between solid financial results and social responsibility via a ‘unique commitment’ to sustainable growth, called Performance with Purpose.

PepsiCo Deutschland distributes soft drinks such as Pepsi, Schwip Schwap, Mirinda and 7-Up, as well as fruit and vegetable juices including its overall leading brand Punica, along with the sports drink Gatorade. In 2010, PepsiCo Deutschland took over distribution of the Rockstar energy drink throughout the country, which is the second most popular brand purchased through forecourt retailers in Germany. The company also distributes the ready-to-drink coffee brand K-Fee, sales of which are particularly strong in sales within supermarkets and hypermarkets.
Restructuring at Coca-Cola in North America
Following the successful reorganisation of the Coca-Cola Company’s operating structure last year, it is streamlining its focus and expediting its refranchising to independent bottling partners. Effective 1 January, the integrated North America business will be segmented into a traditional company and bottler operating model that will better suit the unique needs of the North America market. It will consist of two operating units: Coca-Cola North America and Coca-Cola Refreshments.

As a result, the following leadership changes will take place:

- Coca-Cola North America (CCNA) will be led by J. A. M. ‘Sandy’ Douglas, as Group President, reporting to Chairman and CEO Muhtar Kent. Douglas will also continue his role as Global Chief Customer Officer. In this role, North America Brands, Foodservices, Brand Commercial, Retail Sales, Research & Development, Venturing and Emerging Brands, Strategy, Franchise Leadership and Transformation and the Canadian franchise operations will report to Douglas.
- Coca-Cola Refreshments (CCR), the bottling operations of North America, will be led by Paul Mulligan, as President, CCR. CCR will become part of the Bottling Investments Group (BIG) and Mulligan will report to Irial Finan, President of BIG. Mulligan is currently Head of Commercial for BIG, and Region Director responsible for Japan and Latin America BIG operations. In his new role, CCR Canada, Product Supply Chain and Service, Bottler Commercial, Customer Care and Region Sales will report to Mulligan.
- The North America Enabling Functions will continue to support both CCNA and CCR.
- Steve Cahillane, President of Coca-Cola Americas, has decided to leave the Company to pursue other opportunities.
- The Coca-Cola Americas operating structure will cease to exist. The Latin America Group, led by Group President Brian Smith, will become part of Coca-Cola International. Smith will report to Ahmet Bozer, President of Coca-Cola International.

Britvic scoops award
Britvic Soft Drinks won the coveted Good Employer Award at the prestigious Food and Drink Federation (FDF) Awards, held at London’s Vinopolis. The FDF Awards celebrate businesses across the food and drink industry and the Good Employer Award recognises the business that has made an extra effort to create a positive working environment for employees.

FDF’s Director of Economic and Commercial Services Steve Barnes said: “The FDF Awards truly are a badge of excellence, showcasing inspiring examples of food and drink businesses taking a responsible approach to their employees, their customers and the communities in which they operate.

“We congratulate Britvic’s positive investment in its employees. Workplace wellbeing schemes are very important for maintaining healthy and happy employees, lowering absenteeism and increasing employee engagement.”

Paul Graham, GB General Manager (Left) and Joni Berrisford, (right) Hemel Office Manager of Britvic, receiving the award from an FDF officer.
The British Soft Drinks Association is the national trade association representing the collective interests of producers and manufacturers of soft drinks including carbonated soft drinks, still and dilutable drinks, fruit juices and smoothies, and bottled waters.

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100 Years Ago
From the Mineral Water Trade Journal of December 1913

The significant fact of the year 1913
In a year that has not been over-laden with financial profit or material prizes, the organised industry has – in thus obeying the inspiration of a sagacious and zealous leadership – taken unto itself a more effective, a more practical, a friendlier, and assuredly a more national and representative character. In a year that has been marked in the wider spheres of life with discord, dispute and threatenings – in which the industry and commerce have been beset by many internal and external menaces – the National Union has pursued a path of logical self-improvement, and self-strengthening, fortunate on that it had behind it an industry which had by its own wisdom kept outside the eddies of industrial strife. We stand on the threshold of the new year better equipped as the organ of the trade for safeguarding its rights and its property, and for the world of competitive commerce. Our optimism, our faith in the more representative character of which is now associated with the National Union, and with its keener vigilance in the interest of the trade lend a resonant and joyous note to our greeting.

We wish every member of the trade a Merry Christmas and a Happy New Year.

No Christmas-boxes: an uncommercial practice
We have bidden our readers the compliments of the season. We beg to assure them that we have associated with our greeting a hearty sympathy and a fraternal goodwill. We now have to ask them to exercise a judicious self-restraint – to, in a word, put a curb upon a not always wise Christmas generosity. We ask pardon in doing this for a curb upon a not always wise Christmas generosity. We ask pardon in doing this for an injudicious practice. We are guilty of bribe which is, assuredly, not condoned by the pretence that it has a Christian sympathy and friendliness associated with it. If a big discount is unwise, the Christmas-box is worse.

50 Years Ago
From the Soft Drinks Trade Journal of December 1963

New Corona Factory at Cardiff
A splendid new soft drinks factory was opened in Cardiff on 15th November 1963 by the Lord Lieutenant of Glamorgan, Col. Cenydd G. Traherne, T.D. Costing £500,000, this latest and largest factory of Thomas & Evans Ltd is the twelfth the company has built since the war. It took approximately eighteen months to complete which included the early 1963 freeze-up period.

After a tour of the building with members of the city council and representatives of the company, the Lord Lieutenant said the conditions of work were "absolutely first-class", and the operators of the machines in the factory performed their tasks with "keenness and zeal". He described the factory as being a "fair jewel" among the Beecham group of companies.

The managing director of Thomas & Evans, Mr. J. Glyn Williams, said, "We like to feel that this factory will make some contribution to the future development of South Wales."

The chairman, Mr. A.E.V. Houchen, said the factory could provide 50 million bottles of soft drinks every year: "If the sun shines we might even be working at full capacity," he added.

The factory itself covers an area of 56,000 sq. ft. The factory is so large and so automated that the number of workers appears comparatively small, although over 100 are employed.

It is also of interest to note that Coca-Cola is being bottled in the factory on behalf of Coca-Cola Northern Bottlers Ltd, another member of the Beecham Group.

Israel worries Florida
Always sensitive to what is going on in other parts of the world, Florida citrus juice processors have been put very much on the jump by the news from Israel – which is that a new process for the development of citrus juice concentrate has been brought to a large degree of completeness. Additionally (and this is the heart of the matter) that it could, as Mr. A.E.V. Houchen, said, "effect radical changes in the multi-billion dollar fruit juice industry".

The Israel Institute of Technology is the place where the new process has been born and Dr. Zeki Berk, acting head of the food technology department, has disclosed that it makes use of ultrasonic waves. And these make it possible to produce a higher concentration of juice than ever feasible before. “Moreover, the new concentrate,” said Dr. Berk, could be marketed without any need for pasteurisation, freezing, use of hermetically sealed containers, or the adding of preservatives. It will keep even if shipped or stored in barrels,” he maintained.

The implications are remarkable. With the rising volume of Mediterranean-region citrus already causing anxiety in the United States, this technique of juice processing could really upset the orange cart.

Label declarations
The Ministry of Agriculture, Fisheries and Food has told the County Councils Association of two main reasons for not including in the Soft Drinks Regulations a requirement that the percentage of fruit or fruit juice should be declared on labels. These are:

(1) That difficulties of analysis are such that precise statements of fruit and fruit juice content could not be controlled analytically.

(2) Since soft drinks are not consumed for nutritional purposes such stringent labelling is not appropriate.

They also say that if false claims are being made for soft drinks they can be dealt with under the provisions of the Food and Drugs Act.

Commenting on this, Durham county analyst, Mr J. Markland, says he finds it difficult to accept these reasons. He states: One can only assume that the Ministry have confined their thoughts to that part of the Food Labelling Order which deals with vitamins and minerals. Perhaps the part which deals with the quantitative declaration of alcohol in certain alcoholic drinks would have been more appropriate."
# Events Diary

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