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www.softdrinksinternational.com
Ups and downs in the global market

Market Research Company Euromonitor International has released new data on the global soft drinks industry, which shows the winners and losers in the different categories.

Global soft drinks volumes expanded just over 3% in 2014, while value sales grew by more than 6% to reach US$867.4 billion dollars. While the USA remains the world’s largest market in both value and volume terms, markets such as China, Brazil and Mexico are fast closing the gap with continued strong growth. While global volume expansion has remained steady for several years, value growth accelerated in 2014, thanks to an improving outlook in key markets like Brazil.

On a regional level, Asia Pacific and Middle East Africa were the runaway leaders in terms of volume expansion, up 6.9% and 8.7%, respectively, in 2014. Going forward, these two regions will continue to drive overall volume growth, yet vast investments will be necessary to take meaningful share in markets like India, Nigeria, or Indonesia.

Continuing a trend seen over the past decade, healthy and functional products led the way at the global level, with energy drinks and bottled water the top performers, expanding 9.8% and 6.1%, respectively. Worryingly for the largest global players, top categories such as carbonates and juice lagged behind amidst growing consumer concerns about sugar content, price, and artificial flavourings.

“The largest soft drinks players face two key challenges at the global level—driving meaningful value expansion in the largest developed markets while continuing to invest in distribution capacity in the frontier markets of tomorrow,” said Euromonitor International’s Head of Beverage Research, Michael Schaefer. “At the same time, consumer tastes are changing. While carbonated soft drinks will continue to drive traffic and branding, demand is growing in every market for more customised, unique, healthier options.”

Personally, I would like to see more development in adult soft drinks options, particularly in the low calorie sector. The selection of non-alcoholic drinks in restaurants and the on trade is abysmal. In general, here in the UK, the most that can be expected is Coke, Diet Coke, J2O, orange juice and mineral water. And my experiences across Europe are similar, with the possible addition of iced tea.

Looking at some of the innovations at the Winter Fancy Food Show in the USA (see page 26) it seems that some innovative companies are coming up with some great products, but whether they make it to the mainstream market, particularly the on trade, either in the USA or further afield is doubtful, even though there is a huge gap in the market.

Maureen Byrne
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A SOCIO-ECONOMIC impact study by Canadean illustrates the importance of the soft drinks sector and its value chain to the fabric of Europe’s economy. Commissioned by UNESDA, representing the European soft drinks industry, the study demonstrates how the sector contributes €55.4 billion both directly and indirectly to the economies of the EU28 and supports more than one million jobs – 156,000 directly and a further 890,000 throughout the supply chain. Each worker employed directly by the soft drinks sector supports a further six workers in the value chain.

Of the €55.4 billion contribution, the industry contributes €9.2 billion directly via salaries, tax payments and profits with the greatest beneficiaries being EU Member States which receive revenues of some €22.2 billion from taxes related to labour and VAT. Households in the industry’s supply chain receive €25.2 billion in incomes after income tax.

The study illustrates how the soft drinks industry is a part of the fabric of Europe’s economy. There are 1,071 production and bottling plants in the EU28 operated by local staff, supplying local customers and generating income for national markets. The sector generates economic value, jobs and income throughout the supply chain from the agricultural sector supplying ingredients such as fruit and sugar to the manufacturing, packaging and bottling processes that support many thousands of suppliers; to the transport, design, advertising and marketing sectors; and finally through to the distribution network of bars, restaurants, supermarkets and corner shops across Europe where its products are sold.

“Our sector is rooted in the European economy and provides jobs, income and added value throughout the supply chain,” explained UNESDA President, Hubert Patri-cot. “Even during the recent economic recession our industry continued to invest and to uphold jobs and revenues. We want to ensure that policy makers and regulators understand this and support our efforts to continue to grow our sector across the continent.”

The UNESDA socio-economic study also considers the added value impact and contribution to employment and tax revenues in six markets: France, Germany, Italy, The Netherlands, Spain and the UK.

Europe

Soft drinks is big business

A new socio-economic study from UNESDA highlights the importance of the soft drinks industry to the European economy.

Energy drinks in the spotlight

DENMARK’S Ministry of Health (MoH) has established a working group to examine the inter-relationship between higher consumption of energy drinks and the potential negative impact to human health.

The MoH’s action is triggered by latest National Food Institute (NFI) research data which suggests a significant increase in intake of energy drinks by teenagers. New research indicates a growing trend around the consumption of energy drinks at breakfast time by school age children. The trend is worrying Danish nutritionists.

Part of the NFI’s research is generated from a retail level survey on purchasing trends within the school age consumer segment conducted in major urban centres such as Copenhagen, Odense, Aarhus and Aalborg.

A study based report published by the European Food Safety Authority (EFSA) in March 2013, which focused on EU-wide consumption of energy drinks, estimated that the consumption of energy drinks was at its highest among adolescents aged 10-18 years. On average, adolescents consumed 2.1 litres of energy drinks a month.

Figures from Nielsen Scan Track reveal that energy drinks is the single biggest segment in the sale of beverages in Denmark. Overall, sales in this segment, rose from 4.07 million litres in 2010 to 8.45 million litres in 2012.

“Energy drinks products raise many health related concerns. In terms of consumption trends, they certainly do not constitute a healthy breakfast. If you consume more than one can, as many do, you risk both discomfort and temporary behavioural changes, increased nervousness and anxiousness. The harmful effects can become decidedly dangerous,” said Petersen.

“The rising consumption of energy drinks should be a real cause for concern,” said Marta Axelstad Petersen, an energy drink research specialist at the Technical University of Denmark’s (Fædevareinstitut) food department.

“Energy drinks products raise many health related concerns. In terms of consumption trends, they certainly do not constitute a healthy breakfast. If you consume more than one can, as many do, you risk both discomfort and temporary behavioural changes, increased nervousness and anxiousness. The harmful effects can become decidedly dangerous,” said Petersen.

The potential health implications of excessive consumption of energy drinks include diabetes, said Kim Ustrup, a researcher at the Steno diabetes centre in Copenhagen.

Sales slow in Finland

SOFT drinks sales in Finland showed only a marginal growth in January-September 2014, rising by a modest 0.6% to 183.3 million litres. The warmer than usual summer season, coupled with the trend towards sugar-free drinks resulted in bottled water sales climbing by 7.7% to 57.6 million litres in the first nine months of the year, according to latest data from Panimoliitto, Finland’s soft drinks and brewing federation.

By contrast, soft drinks sales during January to September 2013 amounted to 182.3 million litres, while bottled water sales were 53.4 million litres in the same period.

“Both the end of the summer and autumn were warm, balancing out weak sales in the first half of the year – but not even the excellent weather could increase sales further. A share of beverage sales has been permanently replaced by travellers’ private imports from Estonia,” said Elina Ussa, Panimoliitto’s Managing Director.

The struggling soft drinks sector received some respite in October when the government reversed a decision to increase the excise tax on sugared beverages. However, Panimoliitto wants the government to do more to support the highly taxed sector.

“Energy drinks products raise many health related concerns. In terms of consumption trends, they certainly do not constitute a healthy breakfast. If you consume more than one can, as many do, you risk both discomfort and temporary behavioural changes, increased nervousness and anxiousness. The harmful effects can become decidedly dangerous,” said Petersen.

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Elina Ussa, Panimoliitto’s Managing Director.
Older generation needs attention

ALTHOUGH historically the marketing of soft drinks was focused on the youth market with the key age bracket of 10-24 year olds, Canadean detects great opportunities in targeting the growing ageing population.

According to the UN population division, the world’s older generation, those aged 60 and over, is expected to more than double, from 841 million people in 2013 (11.7%) to more than 2 billion (21.1%) in 2050. These numbers open doors to a potential market growth as older consumers want to stay healthy and have disposable income available for longer, especially in developed countries where independent living is far more common.

“IT is all about the different approaches being taken by manufacturers,” explains Erica Shaw, Beverage Analyst at Canadean. “On the one hand, across Western markets in particular, manufacturers are launching more products with active ingredients to address health and vitality issues, but similarly, companies are looking into the more practical aspects of growing older; such as being able to lift and carry the products without difficulty and designing more convenient packaging.”

Companies are using a mixture of scientific research, together with superfruits, botanical ingredients, vitamins and minerals, to develop anti-ageing drinks which appeal to the older consumer. An example of this new wave of longevity drinks is Swiss drink CellaNova. This product is a slightly carbonated mineral water, with pomegranate and cranberry juice and OM24, which is an all-natural product made from whole green tea leaves with antioxidant properties and claims to neutralise free radicals which cause the ageing process of cells.

The range of drinks from Vitamin Well also offers many options to address specific health issues, and includes vitamin B12, which is particularly recommended for elderly consumers. A new wave of longevity drinks is Swiss drink CellaNova. This product is a slightly carbonated mineral water, with pomegranate and cranberry juice and OM24, which is an all-natural product made from whole green tea leaves with antioxidant properties and claims to neutralise free radicals which cause the ageing process of cells.

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To assist senior consumers in their everyday lives, companies are developing convenient packaging solutions. Tetra Pak has received an ‘ease of use’ certification for many of its products from the Swedish Rheumatism Association (SRA). An example is the HeiCap, a one-step screw cap designed to provide a good grip, which requires only low force to open and with a clearly visible tamper evident ring.

In brief...

- Krone, the leading manufacturer of beverage filling and packaging technology, has acquired a 51% stake in Till GmbH, Hofheim, a German company located in the state of Hesse. Established in 2011 the technology company develops systems for direct digital decoration of containers. The remaining 49% of the shares are held by the company’s founders, who will continue to play an active role in the company. Till machines are modular in design and suited for high-speed applications in the beverage industry and other sectors.

- Private Equity firm Onex has agreed to acquire SIG Combibloc Group. The contract between the Rank Group and Onex Corporation was signed in November 2014, and the takeover is anticipated to formally close in the first quarter of 2015, subject to customary conditions and regulatory approvals.

- One of the top names in public and political life, Alastair Campbell, heads the bill at the conference. He is best known for his role as former Prime Minister Tony Blair’s Spokesman, Press Secretary and Director of Communications and Strategy. Campbell is active in politics in Britain and overseas and splits his time between writing, speaking, charitable fundraising, consultancy and campaigns. The proximity of the annual BWCA event and the General Election in May will make the keynote speaker’s views even more pertinent.

- Ingredients solutions provider Ingredion launches a new Clean Label Guide to Europe. The guide is designed to provide practical advice on the latest clean label trends and implications for the food industry, following the implementation of the Food Information for Consumers Regulations (FIC) in December 2014. Aimed at food manufacturers and retailers, the new report includes analysis and interpretation of research findings from over 2,800 consumers across nine European countries.

According to Ingredion’s research, consumers are ranking both the ingredients list (77%) and clean label positionings such as ‘natural’ or ‘no additives/preservatives’ (68%) above nutritional information (59%) and brand (53%), when making purchasing decisions. Therefore, the importance of the ingredients list remains key across Europe. Food manufacturers therefore need to ensure they fully understand what really drives customer purchasing decisions, and balance this with the FIC requirements.
Africa

Chivita 100% linked with Manchester United

NIGERIAN soft drinks producer Chi has signed a multi-year partnership with Manchester United, becoming the club’s official soft drinks partner in the football-mad country. The flagship brand will be Chivita 100%. The juice drinks range was rebranded only a few months ago, having previously been marketed as Chivita Premium.

Other products in the portfolio include Chivita Active, Chiv Exotic, Chiv Happy Hour and Chiv Ice Tea.

Chivita 100% will now be able to carry the Manchester United crest and other club imagery on packaging.

“We have close to 35 million followers in Nigeria who are some of the most passionate in our global fan base, something that we fondly remember after playing in Abuja in 2008. We hope that this partnership will help bring these fans even closer to the club they love.” According to Managing Director Roy Deepanj, Chi decided to rebrand Chivita Premium to reflect its core attributes in being 100% fruit juice with no added sugar, no preservatives and no added colour.

“Truly, in an increasingly health conscious society, consumers are most likely to choose a brand that lays emphasis on natural ingredients instead of products containing synthetic or genetically modified components,” he said.

“That explains that the brand remains more endearing to Nigeria consumer because we place much value on the consumer.” To underline the message, flavours have ‘real’ added to the name: Real Orange, Real Apple, Real Pineapple, Real Orange Pineapple and Real Orange Mango.

Blue Art is a hit

ANGOLA’S soft drinks giant Refriango has long enjoyed a very positive reputation for supporting the country’s performing arts. This year it has extended its pride in Angolan culture to celebrating the talents of young artists.

And it has done it with the zany touch Angolans have come to expect of Blue, Refriango’s CSD range which is a huge seller on the domestic market and increasingly popular elsewhere as exports grow.

It commissioned five artists to create four new artworks apiece, each representing some aspect of Angolan culture – from the mythical to the historic, traditions and evolving trends.

These have been applied to limited edition cans which have already earned the delight of can collectors as well as giving Blue a further profile boost in the mass market.

The original works, teamed with the cans, have been on a national roadshow, attracting interested crowds.

As a fundraising measure for school meals, special four-packs were produced and sold with screened prints.

PinkDrive for Coke Light

COCA-COLA South Africa, its national bottling partners and the Makro retail chain have joined to offer special pink six-packs of Coke Light in support of PinkDrive, the breast cancer awareness non-profit organisation.

R2 of each pack is going to PinkDrive which set up the country’s first mobile mammography unit and also runs a very effective educational operation.

“Our partnership with Makro and PinkDrive illustrates the impact that can be achieved when businesses come together to partner with civil society organisations to help tackle challenges facing our communities,” says Rhonda Legé Scott of Coca-Cola South Africa. “Together with our bottling partners – ABL, Coca-Cola Fortune, Coca-Cola Shanduka Beverages and Peninsula Beverages – and Makro, we care about the wellbeing of our consumers and are committed to supporting initiatives designed to promote wellness and active healthy living.”

More choices from Kenyan producer

BEST known for its Afia and Pick n’Peel juices, as well as bottled waters, Kevian Kenya has broadened its portfolio with a malt beverages range and CSDs.

In addition to the domestic market, Kevian Kenya sells its soft drinks in several other East African countries, including Uganda, Tanzania, Ethiopia, Sudan and Zambia.

The CSDs also use the Afia brand name for maximum ranging impact.

Kimani Rugendo, the company’s founder, said the CSDs had been launched with only a limited number of flavours. The company would be monitoring market demand and plans to add more variants.

Non-alcoholic malt drinks are booming in Kenya, as in many other parts of Africa. Kevian Kenya is up against big players such as EABL and Coca-Cola.

Eight flavours are offered. The malt range is also exported.

To offer a wider range of drinks and boost overall output, the company has invested in expansion of its plants in Nairobi and Thilia.
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Best chef search comes to Africa

GLOBAL bottled water brand S.Pellegrino, a long-time supporter of on-premise dining through promotional initiatives and competitions, has extended its search for the world’s best chefs to Africa.

Young chefs can submit their signature dish to an online magazine endorsed by S. Pellegrino and sister brand Acqua Panna to an online publication endorsed by the brands.

Entrants must be no older than 30 and working as professionals in a restaurant as chefs, sous chefs or chefs de partie for at least a year.

Judging will be by ALMA, the educational and training specialist for Italian cuisine. Their staff will select 10 finalists for each of 20 regions, following the five ‘golden rules’: ingredients, skills, genius, beauty (of the dish!) and message.

Between 16 January and 28 February 2015 the finalists will compete at local events before juries of independent chefs.

The 20 winners will see their signature dishes matched by Vogue Italia with 20 emerging fashion stylists.

The culmination of this massive effort will be judging for S.Pellegrino Young Chef 2015 in Milan from 25-27 June while fashion lovers attending the event will vote for the best food and fashion combination.

Nigeria subsidiary for Symrise

FLAVOURINGS and fragrances developer, producer and marketer Symrise has set up a subsidiary in Nigeria as it moves to gain a bigger share of the West African region.

Nigeria is not new to Symrise, whose headquarters are in the picturesque river town of Holzminde, in Germany’s southern Lower Saxony region.

It has serviced the market for nearly 30 years through a national agent, sending flavour and fragrance experts to work on the requirements of Nigeria and other West African markets.

The company portrays its setting up of local offices as simply a logical progression. The facility is located in a business park in Ikeja, Lagos State.

“With about 175 million inhabitants, abundant mineral and national resources, Nigeria has the potential to become one of the top 10 economies in the world. Already today, the country is Africa’s largest economy and one of the fastest growing on the continent and seen as the gateway to West Africa,” said Heinz-Jürgen Bertram, Chief Executive of Symrise AG, at the opening ceremony in Lagos.

“Symrise has also successfully grown its representation in Nigeria for over three decades through our long standing agent Allied Technol Systems Ltd. Now, we have decided to intensify our presence and commitment and to establish our own legal entity while continuing to be supported by and collaborate with Allied Technol.”

Modulomould flexibility highlighted

RECOGNITION of the unique design of Riham soft drinks brand bottles not only won Uganda-based Harris International an AfriStar Award and medal at the East AfriPack Exhibition in Nairobi, but is also being put to effective marketing use by Sidel to promote its Modulomould swappable mould insert system.

The winning bottles were blown on Harris International’s Sidel PET bottling lines using the Modulomould technology which allows production of several bottle shapes from a single mould.

Gary Player event a big fundraiser

SOUTH Africa’s Gary Player Invitational at the Lost City Golf Course and the Palace Hotel at Sun City is again closely associated with Coca-Cola.

An innovation built around the country’s celebrated professional golfer – and philanthropist – the invitational series has raised huge amounts for a variety of charities, with an emphasis on underprivileged youth.

As well as Coca-Cola being a long time sponsor, one of the funding recipients for the past three years has been Wings and Wishes. This was set up in 2006 by staff at the Coca-Cola Sabco bottling company in Port Elizabeth to collect air miles for transport of critically ill children to medical facilities.

Gary Player. (Photo: Lady 11390).

Gary Player Invitational is also this year continuing its relationship with the Wildlands Conservation Trust, in partnership with Qhubeka.
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Middle East

Kuwaiti giant heads for listing

MEZZAN Holding KSCC is seeking to list on the Kuwait Stock Exchange (KSE). It filed an application with the Capital Markets Authority in late October 2014. The move is in association with a secondary offering of nearly 90 million shares, representing 30% of the company and is designed to expand the share-holders base.

Subsidiaries of the Mezzan group operate in seven countries and include major activities in soft drinks production, distribution and – through a large catering enterprise – supply. Its soft drinks line-up covers most categories – waters, juices, CSDs, energy, dairy, malt, sports – and includes brands such as Aqua Gulf and Dana.

Through Dubai-based Unitra Mets Group, which it acquired early this year, it distributes Red Bull, S. Pellegrino and Acqua Panna in seven countries and include major activities in soft drinks production, distribution and – through a large catering enterprise – supply. Its soft drinks line-up covers most categories – waters, juices, CSDs, energy, dairy, malt, sports – and includes brands such as Aqua Gulf and Dana.

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SodaStream focuses on sparkling water

ISRAEL-BASED SodaStream International is looking to reboot its sluggish sale of machines and flavours by putting more emphasis on sparkling water.

Chief Executive Daniel Birnbaum noted in an analyst briefing that the CSD market was going through ‘a rapid transformation’ as consumers abandoned traditional soda for more natural, less calorific, water-based beverages with the mega-trend toward health and wellness. SodaStream was, he claimed, ‘in a unique position to capitalise on this transformation and play a pivotal role in the future of the beverage industry’.

Underpinning this will be a remake of the whole company, including the launch of new products, corporate restructuring, moves into other distribution channels and plant consolidation.

“Going forward we will be emphasising our marketing position as a leading sparkling water company supported by an offering of better-for-you water enhanced beverages under the SodaStream brand,” said Birnbaum.

“We will no longer be selling soda makers but sparkling water makers. And our flavours will no longer be sold amidst the syrups, but rather sparkling water flavours. This new positioning is a dramatic shift from our previous in positioning as a smart alternative to traditional soda.”

The SodaStream name remains but with more emphasis on ‘stream’. And the fresh start will be promoted through a ‘Water Made Exciting’ campaign in the USA and other key markets. New products will also be water-orientated and soda-style releases will tend to be in partnership with other brands, developing a strategy which SodaStream has been building for years.

Cityscape stand of recycled bottles

ARCHITECTURAL studio RAW-NYC created enormous interest at the recent Cityscape Global which is promoted as the Middle East’s largest and most influential property show. Its stand was built from recycled soft drinks bottles.

With nearly 300 exhibitors, Cityscape Global was sponsored by major UAE developers, investors, finance houses and retail estate agencies. Several big international developers and architects launched new projects at the event.

Impetus was added by the strengthening return of confidence to the Dubai real estate market, shaken a few years back by over-extension. RAW-NYC’s upcycling initiative was a first for Cityscape Global.

Raya Ani, founder of RAW-NYC, and developer of the first public green school in New York City explained: “When the decision was made to exhibit at Cityscape Global, I was uneasy about creating a stand made out of construction materials that will be either thrown away, adding to the volume of waste produced each year, or would be stored away taking storage space.

“For me, the obvious decision was to make the stand from recycled materials or by re-purposing products that will otherwise end in trash. Coca-Cola has created the Give it Back campaign to communicate their recycling message, so it made sense for us to approach them for the supply of used plastic bottles.”

Students from Ajman University and American University of Sharjah helped in the design and construction of the exhibition stand which is all made from used plastic Coca-Cola bottles, including the seating area.

“Cityscape Global provides the perfect platform for us to share the message about recycling and upcycling as we head towards a more sustainable future,” said Ani.

The exhibition stand, including the seating area, was made from used plastic Coca-Cola bottles.
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Support for emerging designers

Dubai was the debut venue for a fashion collaboration between Pepsi and Vogue Italia which will run for about 10 months. Bannered as ‘The Pulse of New Talent’ it showcases the work of young fashion designers identified by the magazine as emerging talent.

Vogue Italia is celebrating its 50th anniversary. The Middle East was an appropriate locale for the project, with two of the designers coming from the region: Madiyah Al Sharqi (UAE) and Lulwa Al Amin (Bahrain).

Others in the show include Masha Revina (Ukraine), Stella Jean (Italy), Suno (USA), Little Shilpa (India), Plore (China), Au Jour Le Jour (Italy), Miuniku (India) and William Okpo (USA).

“Dubai is pulsing with energy and talent; a city truly emerging as a 21st century fashion capital,” said Franca Sozzani, the magazine’s Editor in chief. “As a leader in the fashion industry, we continue our mission to support up and coming designers and are proud to partner with Pepsi to host these talented 10 on a global stage to share their creativity with the world.”

Mauro Porcini, PepsiCo’s Senior Vice President and Chief Design Officer, was delighted by the expressive apparel: “We were incredibly impressed with the level of sophistication, vision and design capability that these young creatives brought to our partnership.

“They’re re-imaginings of our colour palette and iconic logo put a refreshing spin on ‘The Pulse of New Talent’ collection and they are no doubt the talents who’ll be creating the designs and culture of our future.”

Aquafina hydrates Jordan runners

PepsiCo Jordan sponsored the Amman International Marathon 2014 in late October for the third consecutive time. The Aquafina brand was very much in evidence as the event’s official and exclusive drinking water.

Organised by Run Jordan, the marathon is genuinely international, drawing participants from many countries, but there is also a strong community theme, including a children’s race held the previous week.

Nidal Hamam, General Manager of PepsiCo Jordan, said the marathon was closely aligned with PepsiCo’s efforts to support youth and sports in Jordan. “This event’s continuity throughout the years is further testament to its success in highlighting to all segments of the local community the importance of leading a healthy lifestyle.”

PepsiCo Jordan also links with Run Jordan for the Dead Sea Ultra Marathon, the Red Sea Half Marathon and the Samsung Amman International Marathon.
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Asia Pacific

Soft drink opportunities in Timor-Leste

TIMOR-LESTE is one of the world’s relatively new countries, although it has a colourful – and sometimes tragic – heritage as a Far East outpost of Portugal and then as part of Indonesia, prior to achieving independence after a bloody military campaign and geopolitical lobbying.

At present it is largely undeveloped, poor and a recipient of international aid.

But Timor-Leste is determined to prosper and, with immense oil and gas prospects being tapped, is set for eventual economic stability and even modest prosperity.

The country is also renowned for high quality coffee growing, again with the potential for substantial expansion. Coffee RTDs could be a future possibility. It also produces cocoa, albeit on a much smaller scale.

Its government, supported by UN and other development agencies, is keen to broaden its manufacturing base, including soft drinks production. This is a hot and steamy region, with soft drinks in heavy demand and sales likely to boom if pricing is right.


This includes an extensive country profile, an explanation of business procedures, labour practices, property rights and other issues vital for running a business in Timor-Leste.

It also analyses the current soft drinks sector, identifying key players and pointing to opportunities.

The Research and Markets team say that the aim of this study is to provide a tool which will assist strategy group and management team specialists in making correct decisions as to how to penetrate the Timor-Leste market and how to catch the maximum commercial opportunities in dealing with business partners in this country.

R&D centre underlines expansion plans

AUSTRALASIAN bottler Frucor Beverages, which produces a wide range of soft drinks for international sale, has a new research and development centre in Manukau, South Auckland.

Funded by Frucor’s parent group Suntory, the centre was opened by Senior Cabinet Minister Steven Joyce who has a strong reputation for supporting R&D investment.

Mark Callaghan, Frucor NZ’s Chief Executive, said the facility signalled Suntory’s solid commitment to and confidence in Frucor’s international expansion ability.

“When it comes to research and development, we believe we are one of the most sophisticated companies in the southern hemisphere,” said Callaghan. “We want to be creating infrastructure that supports our dedicated R&D team whilst also providing room for growth in the future.”

Callaghan explained, “The facility provides a direct link to our factory, self-contained services, space for new equipment and room for the full team to be working together”

Ambassador for rural water project

INDRA Nooyi, PepsiCo's Chairman and Chief Executive, has received many honours and been appointed to a variety of posts. One that seems to give her particular fulfilment is her new role as international goodwill ambassador of the Water Cellar for Mothers Project administered by the China Women’s Development Foundation (CWF).

CWF was created by the powerful All-China Women’s Federation and has undertaken massive projects throughout the country to the benefit of women and children, particularly in poor rural regions and places hit by natural calamities.

PepsiCo has supported CWFDC’s Water Cellar for Mothers Project for several years, donating heavily on both a regular basis and to support emergency operations such as last year in the earthquake-hit Ludian County.

Zhen Yan, CWDC’s Vice President, says that Pepsi has set a good example for other enterprises which will join hands with governments and charity organisations to provide Chinese people with safe drinking water.

The project has greatly accelerated the process of bringing safe drinking water to rural China, a matter of considerable pride for CWDC.

Asian energy drink giant lists

THAILAND’S Carabao Group, best known for its energy drinks and other products under the Carabao Dang brand, has been listed on the Stock Exchange of Thailand. Market capitalisation at the time of listing in late November was approximately US$948 million.

Carabao had earlier borrowed heavily for Krones equipment to expand production.

The added financial strength will also give Carabao a more stable platform for export growth of Carabao Dang and other lines such as its Start Plus sports drink. Primary markets for expansion are Cambodia, Laos, Myanmar and Vietnam but Carabao Dang also sells widely throughout other parts of Southeast Asia and further afield.

Chanitr Charnchainarong, Executive Vice President for the Stock Exchange of Thailand, welcomed Carabao’s listing on the exchange, and described Carabao Group as ‘a key player in the domestic energy drink market with a 21.3% share in the first seven months of 2014’.

Left to right: Suntory’s Yoshihiko Kakimi, Hon. Steven Joyce, Frucor Managing Director Carl Bergstrom and Mark Callaghan.
Skope picks up supplier award

NEW Zealand based refrigeration engineering company Skope Industries, whose chiller cabinets are found in retail environments throughout Australasia, has again won the trade equipment category in Coca-Cola Amatil’s supplier awards.

The awards were presented recently at Sydney’s Town Hall.

Nigel Chapman, Skope’s Design Manager, said the company had been working hard for CCA to develop CO₂ solutions for its commercial refrigeration.

SUNTORY Foods International – ANOTHER chapter in Thailand’s long running cola saga is opening with the purchase by Thai Beverages, through its International Beverage Holdings subsidiary, of the rights to the ‘est’ brand of carbonated soft drinks.

Est was owned by high-profile Bangkok-based bottler Sermsuk through an associated Hong Kong company.

It came into being two years ago – as we reported in several dispatches from Bangkok – as a consequence of the ownership battle for Sermsuk, a leading player in Thailand through its Pepsi operations, which also involved Thai Beverages (usually called ThaiBev) and its charismatic founder Charoen Sirivadhanabhakdi.

That phase of the saga, which featured a number of shareholder meetings and court appearances, ended with ThaiBev holding a majority stake in Sermsuk. It currently owns nearly 65% of the shares.

As then became inevitable, Sermsuk lost the Pepsi franchise but vowed to use its vast experience to create a new CSD brand. This it has done with est, whose advertising is hard to miss in Bangkok and elsewhere in Thailand.

Sermsuk has put an enormous effort into brand development, partly by recruiting Thai pop stars to cut through competitive promotions, reaching the younger demographic who have significant discretionary spending potential. In August, Sermsuk claimed it had gained a 12% share of the Thai CSD market. If correct, that is impressive given that est was launched only in November 2012.

ThaiBev is itself a major player in Asian soft drinks, although it is best known in Thailand for its Chang (elephant) beer and for its iconic local spirits such as Mekhong. It also bottles Chang drinking water and in 2013 acquired control of the Singapore/Malaysia giant F&N Beverages.

The est deal will see Sermsuk holding a water-tight guarantee to continue packing and distributing est. Sermsuk will use the funds to further expand its sales and marketing operations while ThaiBev has also committed to further investment in brand development.

Day to day operations of the ThaiBev conglomerate are now headed by Charoen’s son Thapana Sirivadhanabhakdi and other members of the family are also involved in executive roles.

ThaiBev buys est brand

Thank you gesture

SUNTORY Foods International and Starbucks Corporation have, as we have noted in several reports, done extremely well over the past several years with their Starbucks Discoveries series of sipper-cup RTD coffees available for general sale throughout most of the country.

To acknowledge the strong consumer support for the concept, which began with Seattle Latte and Milan Espresso variants, the companies have launched a ‘Starbucks Discoveries Thank You’ campaign.

This includes a commemorative cup of Double Latte, featuring a banner reading: ‘Thank you for sharing Discoveries’. A competition has also been built around the occasion, the big prizes being trips to Seattle – with a visit to the original Starbucks store as a highlight – complemented by 1,000 Starbucks cards valued at 1,000 yen apiece.

The companies intend to continue expanding the Starbucks Discoveries range, adding new flavours frequently while also relaunching old favourites from time to time.

China and Korea joint targets for water plant

KOREAN noodle and snack food giant Nongshim is building a new water bottling plant near Mt Baekdusan, close to the border between South Korea and the DPRK.

The 84,000m² plant will produce around one million tonnes of bottled water annually under the Baeksansu brand, according to Nongshim. This is about four times the capacity of an existing facility nearby.

Production is scheduled to commence in mid-September 2015.

One of the key targets for this venture is the huge Chinese market where Nongshim sells its noodles against competition from PRC and Taiwanese mega-producers. It is keen to gain access to 75% or more of Chinese supermarkets.

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Artist’s rendition of Nongshim’s new water plant.

The other principal goal is to push Nongshim up the ladder in domestic market share.

Nongshim was a big player as retail sales agent for the Samdasu brand but lost these rights to another distributor.

It created the Baeksansu brand in 2012 but has so far not regained much of its former status in this field, despite its renowned distribution network and the market’s familiarity with its noodles and other products.

www.softdrinksinternational.com
Tea companies merge

CULLEN Agricultural Holding Corp and Long Island Brand Beverages, a company focused on the RTD tea segment in the beverage industry, have entered into a definitive agreement to merge their respective companies.

“We are excited to announce the merger with LIBB, which we believe has a differentiated brand in a fast growing segment of the beverage market,” said Paul Vassilakos, CEO of Cullen. “The segment is growing quickly as teas edge out other bottled beverages that consumers consider unhealthy. We believe favourable market dynamics and consumer trends combined with Long Island Iced Tea’s premium ingredients, bold taste and strong brand awareness will enable it to maintain strong growth in the Northeast and expand to other markets in the future.”

The RTD tea category has grown at a strong 6.1% annually from 2009 to 2014, and is forecast to grow more than 10% annually during the next five years, according to IBIS-World’s January 2014 market research report titled RTD Tea Production in the US. Sales in the RTD tea segment are expected to have reached US$5.3 billion in 2014. The research also found that while the sector is competitive with the top four ready-to-drink tea producers accounting for approximately 45% of the market, it has become increasingly fragmented in recent years, reducing the barrier to new entrants.

Philip Thomas, CEO of LIBB, commented, “Consumers are looking for healthier beverages and iced tea is increasingly filling that need, but there is significant room within the iced tea category for better products. Our passion is offering consumers a healthier iced tea alternative using premium ingredients at an affordable price. We believe combining our business with Cullen will allow us to continue to build our brand awareness and offer broader distribution to make access to our teas easier for even more consumers.”

LIBB is differentiated in the market by providing a healthier, cleaner, bolder tasting iced tea as a result of premium ingredients that include natural cane sugar (sucralose for diet flavourings), and hot filled using black and green tea leaves. Long Island Iced Tea is also gluten-free, non-GMO and has no artificial colourings or flavourings.

Homecoming from Sprite

SPRITE has launched an inspirational video that captures basketball star LeBron’s return to his home town of Akron from a whole new perspective. Directed by Jacob Rosenberg of the Bandito Brothers, the video ‘The First Home Game’, features on-the-court highlight footage as local fans share their anticipation for his first home court appearance of the season. ‘I Bet My Life’, the new single from Grammy Award-winning rock band Imagine Dragons, serves as the background track.

“We’ve been with LeBron since the beginning and we’re looking forward to the next chapter in his illustrious career,” said Kimberly Paige, Associate Vice President, Sprite Brands, Coca-Cola North America. “LeBron’s decision to come home embodies the Sprite brand’s ‘Obey Your Thirst’ mantra, and we’re proud to help tell the story of his return to northeast Ohio.”

The video was filmed during an event at Akron’s Patterson Park to unveil two outdoor basketball courts refurbished by Sprite. The refurbished courts, which provide Akron community members a newly refreshed place to play, feature original designs by legendary street artist Futura. Sprite worked with New York creative agency Translation to create the video.

In celebration of his homecoming, Sprite created a commemorative 12oz can featuring LeBron’s likeness. Available in six-packs, the limited edition cans are now at participating convenience and retail stores throughout Ohio while supplies last.

Sweet life in Bolivia

THE Truvia business, which supplies its stevia sweetener to the USA, South American and European market, has announced that it has helped to feed 49,705 Bolivian school children in the first two years of its three-year partnership with the United Nations World Food Programme, a collaboration made possible by World Food Program USA, a non-profit organisation that connects the US private sector with humanitarian partners to solve global hunger. The Truvia business launched its ‘Sharing a Sweet Future’ US$1 million charitable initiative in 2012 to help reduce childhood hunger in Bolivia.

With nearly 40% of the Bolivian population unable to afford adequate food for a healthy life and 65% of all rural households unable to afford the minimum recom-
Coke in AIDS campaign

THE Coca-Cola Company, in partnership with (RED), invites people from all over the world to join efforts to help end mother-to-child transmission of HIV with the launch of a new campaign called ‘Share the sound of an AIDS free generation’. The campaign will feature an array of top artists as they debut new music, and offer exclusive experiences encouraging people to come together, to share, and most importantly, to give. Funds raised from the campaign will go to the Global Fund to fight AIDS, Tuberculosis and Malaria to finance grants which provide HIV prevention, testing, counselling, treatment, and care services.

The month-long global programme which ran throughout World AIDS Day on 1 December shared a message of hope and unity to empower today’s youth to understand they can be the generation to end the AIDS pandemic. Around 650 babies are born every day with HIV, yet life-saving medication exists and costs as little as US$0.40 a day. That same medication can reduce the risk of an HIV-positive woman passing on the virus to her baby by 95%. In 2013, for the first time since the discovery of the virus, more people were newly added to treatment than were newly infected with HIV, a critical milestone marking the beginning of the end of AIDS.

“One of the primary goals behind the movement of this campaign is to use the power of music to rally millennials in realising that an AIDS free generation is within reach,” said Emmanuel Seuge, Vice President, Global Alliances & Ventures, The Coca-Cola Company. “We are grateful to all of the artists who are joining us in this remarkable effort.”

The campaign kicks off with the debut of Queen’s ‘Let Me in Your Heart Again’, a previously unreleased song mixed by William Orbit exclusively for the Coca-Cola (RED) campaign. The song features the iconic vocals of the late Freddie Mercury, who passed away from AIDS in 1991. Each week, a new artist will unveil an original song which will be available to download on iTunes with proceeds benefitting the Global Fund.

The Coca-Cola Company is dedicated to the fight to end HIV/AIDS. Since 2006, The Coca-Cola Company and its foundations have committed over US$15 million to the cause through awareness, education and prevention. In 2011, The Coca-Cola Company initially pledged US$5 million to the Global Fund through the partnership with (RED) and has recently raised its commitment by an additional US$2 million donation directly to the Global Fund. This year Coca-Cola will leverage the size and scale of the system to rally for the cause, ultimately activating this campaign in over 40 countries worldwide.

Dew search talent

MOUNTAIN Dew has launched Green Label Sound: Open Call, a national search for the next up-and-coming musical talent. Through a collaboration with SoundCloud and with the support of former Green Label Sound artist, RAC, the contest is designed to give emerging artists a stage for exposure.

The contest winner will receive a US$50,000 grant to record an EP the ability to tap RAC for career advice, a music video and an opportunity to take the stage in 2015 at the Green Label House during SXSW, the premiere music event for emerging artists.

“After years of doing remixes, I released my first original track with Green Label Sound,” says RAC. “Their support kick-started a whole new side of my career. They gave me resources to do things that I had no way of doing on my own. I also owe a lot to SoundCloud. They’ve created an environment for artists to flourish and find a fan base, which didn’t exist before. I’m thrilled to work with Dew and SoundCloud for Green Label Sound: Open Call and it makes me so happy that they are continuing to support new artists.”
Ingredients

Health claim boost

THE European Commission has authorised an Article 14 EFSA health claim, submitted by DSM, stating that vitamin D helps to lower the risk of falling associated with postural instability and muscle weakness. The decision allows brand owners to market a scientifically proven, cost effective and safe way of reducing bone fractures and thereby significantly improving the general health status of older people.

A daily intake of 20 µg of vitamin D from all sources is required to obtain the beneficial effect. The claim can only be used for food supplements that provide at least 15 µg (or 600 IU (international units)) of vitamin D per daily portion. It is estimated that more than a third of the global population may suffer from low vitamin D status. Supplementation can address nutritional shortfalls in individuals who are unable to achieve sufficient intake of vitamin D through diet or exposure to sunlight alone.

“We have been working closely with the scientific community on the preparation of the dossier to meet the strict requirements of the European Commission – a process of more than four years,” said Wouter Claerhout, Head Global Marketing, Human Nutrition & Health at DSM Nutritional Products.

“We are proud to have been able to contribute in such a meaningful way to public health – fall prevention has important psychological benefits to seniors and it helps to reduce osteoporotic fractures.”

The new claim follows the publication of a number of recent studies on the wider role that vitamins play in supporting human health, particularly for the older population. “The needs of the ageing global population represent a significant opportunity and DSM continues to support nutrition science in this key area,” adds Claerhout.

Arla invests in whey protein

ARLA Foods Ingredients is investing €38 million in a new factory in Denmark to meet booming demand for whey protein hydrolysates. The investment will further strengthen the company’s position as a global leader in natural whey ingredients.

The manufacturing plant is to be located next to Arla Foods Ingredients’ existing whey protein facility in Videbæk, Denmark, where the company is also in the process of building a new lactose factory. The whey protein factory is scheduled to be fully operational towards the end of 2016.

The new factory will increase three-fold Arla Foods Ingredients’ capacity to produce whey protein hydrolysates, a ‘gold standard’ form of whey that offers superior benefits compared with intact proteins, and has applications in the infant, sports and clinical nutrition categories.

Henrik Andersen, CEO of Arla Foods Ingredients, said: “When we speak with our customers they make it clear that whey protein hydrolysates are a very big part of their future plans and they are keen to work with companies who can guarantee ongoing security of supply. The investment in this factory sends out a strong signal that Arla Foods Ingredients will continue to be at the vanguard of the hydrolysates sector and that we will be able to satisfy demand while adhering to the strictest quality and safety standards.”

The new factory in Videbæk will further the commitments made by Arla Foods Ingredients through its ‘Quality Starts Here’ brand platform.

Henrik Andersen added: “There are five cornerstones to Quality Starts Here, including promising our customers security of supply backed by adequate capacity, logistics and documentation. Our new hydrolysates factory in Videbæk will ensure we can meet this pledge and maintain our position as the world’s leading supplier of high quality whey protein ingredients.”
Autumnal flavours

SENSIENT’S Seasonal Selection captures the authentic taste profiles of many popular autumn harvested fruits. The new range is ideal for creating seasonal and limited editions that target consumers during the colder months. Thanks to their deliciously comforting appeal, the flavours will also provide authentic fruit pleasures throughout the year. With the ‘forgotten fruit’ flavours of rosehip, quince and sloeberry, for example, manufacturers can tap into the trend for nostalgic indulgence.

To address this interest, Sensient has created seven natural flavours for beverage applications: blackberry, elderberry, pear, plum, quince, rosehip and sloeberry. The rosehip flavouring, for example, is characterised by its aromatic, woody and herbal notes while the plum variant scores with its rich, sweet and juicy flavour profile.

“It has been scientifically proven that smells trigger the areas of the brain that control our emotions and our memories. This is why it only takes the smell of a ripe plum to catapult us back into our child-

Extract helps reduce cognitive decline

Activ’Inside has released the first scientific results of its new extract, Neurophenol. The effectiveness of this exclusive extract to prevent the age related cognitive decline is based on clinical and animal studies. The six-month multi-centre placebo-controlled clinical study is currently in progress on 200 subjects. The first results show that Neurophenol supplementation ameliorates spatial learning, which could be explained by modifications in hippocampal gene expression and in synaptic plasticity.

Neurophenol extract, rich in synergistic polyphenols, results from three years of research in the framework of a €4.2 million Franco-Canadian collaborative project. Active’Inside is the leader of the project involving 14 partners, both industrial and academic.

Active’Inside produces more than 50 conventional and organic botanical extracts, mainly from French grapes, Iranian saffron, Canadian cranberry, but also from guarana, lemon balm, hops and ginseng.

INgredients

Sensient has developed a new flavour range based on autumn fruits such as quince.

Colurful concepts on show

THE GNT Group, pioneer and leading provider of Colouring Foods, this month presented its natural colour solutions at Food Matters Live in London.

The new event brings together over 450 speakers and 200 exhibitors across the food and health sectors at ExCeL in London. The focus lies on one of the most compelling issues within the food industry: the relationship between food, health and nutrition. GNT was exhibiting at the exhibition and presented a speech on the topic of: ‘Colouring Foods – a Brighter Future’ and how they fit with the future needs of consumers and the industry.

Paul Collins, Board member of the GNT Group and Managing Director, GNT UK, commented: “There is an increased focus on authenticity from consumers with many questioning ‘where does our food come from?’. Consumers look for recognisable ingredients with simple and short ingredient declarations alongside clear on pack communication. With GNT’s Colouring Foods the source of colour is clear and therefore consumers can feel confident in their purchasing decisions.”

“Carrots, pumpkins, elderberries, tomatoes, sweet potatoes and safflower – these are just some of the raw materials grown for Colouring Foods. “The colours of the rainbow can be derived from many different fruits, vegetables and edible plants”, said Collins. “At GNT we believe this source to be the most natural and wholesome way to colour food and drink.”

The concept is simple – it all starts with a seed, cultivated under the watchful eye of GNT’s horticultural engineers and then processed using only water and gentle methods, such as chopping, mashing, filtration and evaporation to achieve the vibrant shades known as GNT’s Exberry Colouring Foods.
Juices & Juice Drinks

Cherry added to listing

**UK** Strong sales of premium, no-added-sugar juice brand Frobishers within La Tasca restaurants have prompted the Spanish tapas bar and restaurant chain to add a further Frobishers flavour to its soft drinks portfolio – new Cherry flavour.

La Tasca has supplied a selection of Frobishers premium juices, including Apple, Orange and the full Fusion juice drink range, for the past four years. The addition of Cherry this year sees the casual dining chain expand its range to incorporate more unusual and on-trend soft drinks.

David Pepper, People Director for La Tasca brand owners LTR Grupo de Restaurantes, said: “We are delighted with the sales of Frobishers through La Tasca restaurants and are very happy with the early sales results achieved from the new listing of Frobishers Cherry juice. The authenticity of Frobishers juices reflect the ethos of what we do as a brand.

“Our menus centre on provenance and the range of flavours and traditional dishes that can be found the length and breadth of Spain. By choosing Frobishers we can be sure that our customers receive the same quality in our drinks offering. All their juices are sourced from the best fruit around the globe to offer a premium juice that meets the discerning expectations of our diners.”

With a range of nine juice flavours – including Bumbleberry, Mango, Cranberry, Pineapple and Orange – to choose from, three smoothies and three blended juice drinks, called Fusion, Frobishers is available in 250ml and 275ml serving sizes.

The single-serve bottle comes in a gold and transparent full sleeve allowing consumers to see the glitter filled liquid through the bottle creating visual impact and disruption in the chiller.

The launch coincides with the brand’s latest marketing campaign including TV, experiential activity, geographically targeted text messages linked to Glitter Berry stockists, digital and social media. Britvic will also be investing in trade engagement through perfect serve training and incentives.

In the lead up to and throughout the festive season, people are often willing to spend a bit more on affordable luxuries and many are looking for that extra special treat to add a bit of sparkle to their socialising. The J2O portfolio is experiencing strong consumer demand with two variants in the top 10 packaged soft drinks sold in Leisure (according to CGA Brand Index) and therefore perfectly placed to enhance social get-togethers with family and friends. Adult soft drinks is still an emerging category with further opportunity for growth and J2O Glitter Berry is once again set to add a touch of glamour to the adult soft drinks market and drive sales for publicans.

Soft drinks are consumed as a mixer on 30% of occasions in the on-trade and with 3% of J2O consumption currently as a mixer and growing year-on-year (according to Kantar Worldpanel) therefore there is a clear opportunity for licensees to widen the J2O opportunity through a cocktail mixer offering. Britvic will be focusing on everything from glassware to tailored serves designed to excite consumers and broaden J2O’s relevance to all social occasions. With an estimated 70% gross profit through new cocktails and simple mixed drinks, Britvic will be launching ‘Perfect Serve’ free training for bar staff via its website.

**NEW ZEALAND** A passion for healthier, sustainable living led New Zealanders Max and Nishkama Jones to launch Da’Maha, an organic fair trade coconut water.

Da’Maha is sourced from young, green coconuts on the island of Mindanao, Philippines.

Nelson-based Da’Maha Organic market the beverage as being rich in vitamins and minerals, with nearly twice as much potassium as a banana and hydration benefits similar to a sports drink.

It is Fairtrade certified, packaged in recyclable 330ml steel cans and is BPA-free.

Da’Maha Organic shares its profits with local and international charities and community groups.

Added sparkle for Christmas

**UK** During the festive season Britvic Soft Drinks brought back its festive limited edition J2O Glitter Berry to mark the occasion. The blend of grape, cherry and a hint of spice is back for another year with a new look to add a touch of excitement to soft drinks this winter.

J2O Glitter Berry has returned by popular demand to inspire choice, satisfy existing customers and entice new consumers to the J2O brand. The limited edition variant has been rolled out with an exclusive on-trade packaging design to make J2O Glitter Berry unmissable.

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**Chi Happy Hour adds flavours**

**NIGERIA** Chi has stepped up its marketing efforts to grab more share in the vast Nigerian soft drinks market, including brand renewal, advertising and sponsorships. One move has been to extend its popular Chi Happy Hour range.

The new flavours are Apple Peach Pear; Guava; and Kiwi Mint Lime.

“We recognise that consumers in the juice category prefer to explore exciting tastes and different fruit mix options,” said Chi Managing Director Roy Deepanjan at the launch of the extra flavours. “By rolling them out it is certain that Chi Happy Hour’s control over shelf space will increase and with it share of the market and the consumer’s mindspace.”

Chi Happy Hour is available in 500ml and 250ml packs.

**Organic coconut water**

**NEW ZEALAND** A passion for healthier, sustainable living led New Zealanders Max and Nishkama Jones to launch Da’Maha, an organic fair trade coconut water.

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Melon under pressure

UK Mello is the UK’s first range of ‘raw’, fresh melon juice. The functional drink has been launched in Britain with listings in Whole Foods Market, Planet Organic and Ocado.

Through harnessing the cutting edge technology of High Pressure Processing (HPP), the brand aims to disrupt the market by providing an alternative to conventional and damaging juicing methods bringing consumers the best way to enjoy the taste and health benefits of minimally processed juice.

Mello captures the goodness of a whole melon in every bottle. It is not heat pasteurised, which can destroy the vitamins, minerals and enzymes found in fruit. It is not a cold pressed juice, which is filtered and often pumped full of additives. Mello uses innovative HPP to create a juice that maintains the natural and raw goodness of fruit.

Mello is available in two varieties: Watermelon and Cantaloupe. Each has its own properties and specific health benefits, providing broad appeal to both men and women through a myriad of buying occasions.

By bringing a superior level of taste and health benefits, the range will fill the gap between sugar laden soft drinks and ‘health drink’ offerings such as coconut water which many consumers do not find palatable.

Mello is naturally alkaline, low calorie and has zero fat. It is rich in essential vitamins and antioxidants, which rehydrate, repair and replenish, with no added sugar, sweeteners, water or preservatives.

Mello founder Rose Aldean spent over a year on research and development before perfecting the production process. She says: “The majority of consumers don’t understand how certain production methods affect the health value and quality of taste of the fruit juice that they drink. Through HPP we have found a better way and this will bring real choice to the market, helping individuals understand the benefits that juice made with this method brings.”

Mello Watermelon is a natural aid when working out. It rehydrates, speeds metabolism, detoxifies and is rich in potassium and L-Citrulline, which aids muscle recovery.

‘Beauty in a bottle’, Mello Cantaloupe contains Vitamin A, C and antioxidants. It promotes healthy, glowing skin, boosts the immune system and provides an energy kick to combat fatigue, according to the company.

HPP is one of the most advanced food technology processes available. After being skinned, deseeded and juiced, the raw melon is subjected to a high level of isotonic pressure. This inactivates the micro-organisms that cause decay whilst retaining the nutritional value and keeping the juice fresh throughout its shelf life.

Award for granini

GERMANY The World Stevia Organisation honoured granini fruchtig & leicht with the Stevia Innovation Award at the International Stevia Convention in Berlin earlier this year.

The innovation developed by Eckes-Granini impressed the expert jury in the ‘Beverage’ category with its delicious, fruity taste.

Once again, the fruit juice experts at Eckes-Granini demonstrated their expertise as innovators with a keen sense of what consumers want with the new sub-range of the granini brand launched in February 2014. Sold in three popular varieties – Peach, Banana and cranberry crush.

The new product is available a 1 litre PET bottle nationally.

“In the case of granini fruchtig und leicht, we benefit from our many years of experience and expertise in the development of balanced, fine-tasting recipes,” explains Vera Ellenberg, Product Developer for the granini brand. Based in Nieder-Olm, Eckes-Granini has been engaged the development of products containing stevia for several years. The first beverages made with stevia.

“This award honours our intensive research and development efforts. The Global Stevia Award presented in Berlin is an affirmation of our success in developing superior products for our customers thanks to our experience with stevia. The award also motivates us to develop other delicious and successful new products,” says Mario Dechent, Director Research & Development at Eckes-Granini.

Alcohol alternative

UK For non-drinkers, Luscombe Drinks’ has introduced a range of adult soft drinks. Its Cranberry Crush and Hot and Cool Ginger Beers offer a serious alternative to a glass of wine or beer, with all the depth of flavour from genuine ingredients.

Vivid red and elegantly presented in a Luscombe embossed glass bottle, Luscombe Drinks’ Cranberry Crush is made using the best organic cranberries combined with Madagascan bourbon vanilla. Cranberry Crush has a subtle hint of caramel from organic cane sugar which rounds the crisp sharpness of the berries. This crowd pleasing treat is available to purchase in 74cl bottles and smaller 32cl screw cap bottles for a sparkling start to any get together.

For the popular Luscombe ginger beers, the root ginger is milled on-site at Luscombe and combined with Sicilian lemon juice, organic cane sugar and brewer’s yeast.

It does not contain chilli pepper, chemicals or synthetics, but the formulation results in a well rounded, balanced drink with a long finish.

Hot and Cool Ginger Beers are available to purchase in 32cl, crown capped embossed bottles.

Just for baby

UKRAINE Econia has introduced the Malyatko range of juices that are targeted exclusively for babies.

The company offers organically sourced ‘natural and ecological berries’ blended using a fully automated process, which is monitored at every stage of production.

Low in sugar; the juices have high levels of vitamins and minerals necessary for babies’ development and growth.

The products are offered in Tetra Pak 0.2 litre cartons, in two flavours: Peach and Apricot; and in three flavours in 175ml glass bottles: Apple; Apple & Rosehip; and Apple & Grape.
**Water & Water Plus**

**Water for babies and teens**

**Ukraine** Econia’s Malyato water for babies has a scientifically based formula developed by leading experts in water resources and is based on long-term clinical researches. It is fundamentally different from drinking water for adults in composition and level of mineralisation and is formulated to protect the child’s body from salt stress, ease digestion and strengthen the immune system of the baby.

The water does not require boiling before drinking or for preparation of dry infant formula, but only needs to be warmed up to 50°C, according to the company, thus preserving the chemical composition of the mixture and providing the baby with all the necessary minerals and nutrients.

Another water is marketed by Econia as TeenTeam, which is aimed at teenagers. It has a special formula, designed considering the needs of active growth of the adolescent body and includes the necessary micro-macro elements, vital for the clear flow of hormonal and age-related changes in the teenager’s body, according to the company. It is packed in 0.33, 1 and 1.5 litre bottles, and is available in four varieties: Balance is low mineralised, so does not burden the teen’s kidneys; Recovery quickly restores strength and moisture balance after exercises; Health is said to provide the correct drinking regime, help the flow of metabolic processes in the body of a teenager and strengthen immunity.

Also in its portfolio is Jodo, a drinking water to help prevent iodine deficiency, which is recommended for daily use by people who carry out arduous mental and physical work and for those who require quick recovery. The iodine enriched water is said to retain all its beneficial properties, even if boiled.

**Qcumber – naturally**

**UK** The quintessentially English Qcumber is a uniquely blended soft drink that combines natural cucumber essence and gently sparkling spring water to produce a subtle, yet distinctive taste that both refreshes and cleanses the palate.

This versatile soft drink and mixer soft drink is sure to add a little sparkle. This new beverage is a delicious thirst-quenching alternative to the standard soft drink. It is also the perfect partner for gin and vodka and is fast becoming a favourite amongst bar tenders – who are using Qcumber as an infused mixer ingredient to put a contemporary twist on a range of classic cocktails.

The drink has the added benefit of being lower in sugar and calories than other leading soft drinks. Qcumber contains only natural ingredients and is free from artificial sweeteners, colours, preservatives and flavouring.

Available in 330ml and 750ml bottles, it is available in Tesco, Ocado, Booths, Harrods and leading health food stores.

**Aqua Splash gets new look**

**UK** Radnor Hills has revamped the packing across the Aqua Splash range of drinks. This is the first redesign in 12 years of one of Radnor Hills most successful brands.

The new design gives Aqua Splash a fresh, modern twist and moving to a clear label brings the focus back to the water and how this drink is all about hydration and taste. This range of still and sparkling flavoured waters is also a ‘must have’ item for today’s health conscious consumer as it contains only 8 calories in a 500ml bottle. Aqua Splash drinks are made by adding all natural flavourings to Welsh mineral water and come in six flavours: Lemon and Lime; Strawberry and Kiwi; Apple and Blackcurrant; Forest Fruits; Orange and Mandarin; and Peach.

The new Aqua Splash labels are on the still 500ml bottles with sports caps and sparkling 330ml PET bottles with colour coded caps.

Radnor Hills is currently producing approximately 30 million bottles of Aqua Splash per annum covering business and industry, food service, universities, multiples and theme parks.
Bamboo Charcoal Water

**TAIWAN** The Mediterranean Sea Bamboo Charcoal Water is said to be natural and a boost to health. The product retails in a 400ml bottle.

Cherry-Banana Water

**GERMANY** Lichte-nauer Fresh'n Fruity Erforschungsgetränk mit Kirch-Banane Geschmack (Cherry-Banana Flavour Still Water) is low in calories. This product is free from carbonic acid, colourants and sweeteners, and retails in a 1.5 litre bottle.

‘Cheers’ to Poland Spring

**USA** Poland Spring 100% natural spring water, the No.1 beverage brand in New York City, launched a ‘Poland Spring Cheers’ campaign in the lead up to the 2014 TCS New York City Marathon.

A local favourite for generations, Poland Spring has been the official bottled water of the New York City Marathon for the past 20 years. In 2014, the brand celebrated this iconic New York event with an innovative video campaign.

Poland Spring gave runners the opportunity to create a special ‘Poland Spring Cheers’ video to toast family and friends who supported their marathon journey.

An increased awareness about the importance of drinking healthy beverages such as water has led to the increased popularity of bottled water. In New York, Poland Spring outsells all other beverage brands in both dollars and volume. Bottled water outsells carbonated soft drinks in supermarkets in 17 major markets, according to Nielsen data from 2013.

Papaya Grape flavour

**SWITZERLAND** Henniez Papaya Traube Tafelwasser (Papaya Grape Flavoured Mineral Water) contains natural flavours, 4.8% juice, is sweetened with fructose and sweeteners and contains only seven calories per 100ml. The limited edition product contains no colourings or preservatives and retails in a 50cl bottle made from 30% recycled material.

Magnesium enriched

**SWITZERLAND** Aproz O2 Wasser mit Himbeer – Limette Aroma (Raspberry & Lime Flavoured Water) is a natural mineral water with oxygen, magnesium and natural caffeine. Magnesium is claimed to contribute to the reduction of tiredness and fatigue.

The product contains 10 times the amount of oxygen compared to Aproz Classic. The reduced calorie product with carbon dioxide is pasteurised and retails in a 50cl bottle featuring the Battle of Tastes campaign.

Unique range of screw and sports closures designed for cold fill and aseptic application

- 28mm, 33mm and 38mm screw closures
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- Special closures for syrups and carton packaging
**Water for babies**

**SAUDI ARABIA**  
Sierra Cazorla Natural Mineral Water for Baby is new to the company’s range. It is low in sodium and is suitable for infant feeding. The product retails in a 30cl bottle.

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**Perfectly balanced water**

**USA**  
Essentia water with hydrating qualities provided by the company’s proprietary electrolyte formula and ionisation process resulting in an alkaline pH of 9.5. Electrolytes facilitate communication within and between the body’s cells and are critical to maintaining normal blood pressure, restful sleep, concentration and focus, proper cardiac rhythm, muscle strength, endocrine balance, intestinal function and more. Essentia is infused with trace amounts of essential minerals which emulate the naturally occurring minerals in the body.

Essentia is claimed to have a clean and smooth tasting water without the added sugar, artificial flavouring and calories found in many sports drinks.

The water is taken from any supply, through a process of microfiltration, reverse osmosis and ultraviolet exposure to achieve a purity of 99.9%.

The bitter tasting (low pH) acidic ions are removed, resulting in high pH base (alkaline) water: Ionic separation involves electrically charging the water through a process called electrolysis, which separates the acidic and base ions.

Trace amounts of electrolytes are infused in a formula that complements the body’s naturally occurring mix and concentration.

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**Tasteful results for One Water**

**UK**  
Ethical bottled water brand, One Water, has come up trumps in blind taste tests of its new flavoured waters, reports the company, scoring significantly higher than market leader Volvic Touch of Fruit.

One Water, which donates 100% of its profits to funding water projects in some of the harshest regions of Africa, launched its new flavoured waters, reports the company, scoring significantly higher than market leader Volvic Touch of Fruit.

One flavoured water bottles are made using 25% recycled PET and are 100% recyclable.
Hefei Zhongchen Company is a first class global supplier from China, supplying equipments and turn-key projects for beverage & water, beer, and condiments & (carbonated) alcoholic drinks. With clients from 60 countries and regions, Hefei Zhongchen has become one of the most responsible companies focusing not only providing best in class equipments, but also best class after sales service. It has numerous references from Coca-Cola, PepsiCo, Carlsberg and AB InBev etc., to prove its ability to satisfactorily deliver equipment performance, and excellent after sales service.

Equipment and Service Scope from Hefei Zhongchen:
Glass & PET bottling lines & canning lines for beverage & water, beer, and condiments & (carbonated) alcoholic drinks;
- Processing equipment for beverage & drinks;
- Utilities plant integrations;
- Pipings & Wirings.
Carbonates

Modern spin on a classic

UK Britvic Soft Drinks and PepsiCo UK have launched a global campaign for 7up Free. Rolled out in December, the multi-channel campaign #feelsgoodtobeyou and rejuvenated visual identity, including logo design and packaging, builds on the brand’s authentic equity and history, while staying true to its witty, naturally confident character.

Feels Good To Be You is a new integrated marketing and advertising campaign that connects the brand with up and coming originals throughout the world. The campaign launched with television advertising and several digital vignettes which feature truly original everyday personalities who exemplify the brand. The television creative shares the story of Magda Sayeg – a woman with knitting needles and a desire to yarn the world with her colour and fresh outlook. Magda energises a quiet square where her bright, beautiful knitted creations take over a fountain, benches, trees, bicycles, a guitar and more – with 7up Free, the aid that refreshes Magda so she can reveal her true self and flair to the world.

Bringing the campaign to life, 7up Free and Magda gave another original a refreshed makeover. One of London’s iconic Routemaster buses took to the streets with a new, woollen look. Knitted from top to bottom, the No 7up Bus crossed London and provided busy holiday shoppers with an afternoon surprise.

From global television commercials and digital vignettes to print, out of home and social media efforts, the worldwide originality movement energised by 7up continues throughout 2015.

GuS introduces new flavour

USA GuS – Grown-up Soda, the New York City-based line of less-sweet sodas has introduced Dry Blackberry flavour, a 100% natural and lower sugar alternative to mainstream sodas. Made with the juice of only ripe blackberries without any additional filler juices, and a light sweetness from cane sugar, GuS Dry Blackberry delivers a flavourful blackberry taste. And with only 95 calories per 12 oz bottle, it has 35% less sugar than the average 150 calorie soda. It is also caffeine-free, gluten-free, vegan, and kosher.

The new flavour is available in speciality and health food grocery stores, gourmet eateries, cafés and upscale restaurants. Says co-founder Steve Hersh, “Blackberry has been a hot flavour for the last several years and our loyal consumers have been clamouring for a blackberry soda in our trademark less-sweet GuS style.”

Available in single 12 oz glass bottles sold in four pack carriers, Dry Blackberry joins the existing GuS flavours: Extra Dry Ginger Ale; Dry Cola; Dry Root Beer; Dry Meyer Lemon, Star Ruby Grapefruit; Dry Valencia Orange; Dry Cranberry Lime; and Dry Pomegranate, all of which were on show at The Winter Fancy Food Show.

Hotlips

USA Hotlips is a carbonated drink made with fruits and berries grown in the Pacific Northwest. Fruit that is picked ripe is cooked in kettles, bringing out the individual flavours. Seeds are filtered out (but not pulp), then pure cane sugar, organic lemon juice and filtered sparkling water are added. Then the soda is bottled and pasteurised.

Brewed throughout the year, even the bottles are locally made from 80% recycled glass.

Flavour nuances in Hotlips Soda varies from batch to batch depending on the varietal, the heat of the day and cool of the night. The drinks were on show at The Winter Fancy Food Show.

‘Spectacular’ soda

USA Marketed under the tag line ‘Soda can be spectacular’, Q Drinks, based in Brooklyn, exhibited the company’s line of carbonated beverages at the recent Winter Fancy Food Show in San Francisco. Available in eight flavours: Tonic; Club; Ginger Beer; Ginger; Kola; Grapefruit; Orange and Lemon, the products are available in 12 oz bottles or 12 oz slim cans.

For consumers seeking a truly different carbonated beverage experience there is Borgnine’s Coffee Soda. Like other companies trying to stand out in the premium soda category, Borgnine’s is marketed as natural and clean label. In addition, it capitalises on the trend for premium, coffee flavoured products.

Musical small cans

UK The new 250ml cans of Coke, Diet Coke and Coke Zero are now available in convenience stores nationwide.

It’s more than just a new can size, though, as it also marks the start of partnerships with Spotify and Blippar.

The Spotify logo on the cans show the link: Coca-Cola.com/Placelists. Spotify is the world’s leading music streaming and download service, to create Coca-Cola Placelists. Placelists allows the consumer to tag the world with music. An app which sits within Spotify, Placelists lets users discover music from around the world.

A Coca-Cola Placelist is a carefully co-created, always changing list of songs that are inspired by a particular ‘place’. It is the first time the musical personality of a place can be discovered, enjoyed and shared by all.

In addition, through Blippar, the free augmented reality app, five great ‘songs of happiness’ can be accessed by ‘blipping’ the can. New songs will be added to the experience, totalling 52 songs for Coca-Cola.

Blippar is available for iPhone in the App Store and for Android phones via Google Play.
Turmeric flavoured ginger ale

**USA** Ginger ale flavoured with turmeric joins the line-up of Bruce Cost Ginger Ale varieties, which are made with whole ginger (not extracts).

This joins the range, which includes Passion Fruit; Pomegranate; Original; Jasmine Tea; and 66, a reduced calorie option.

Bruce Cost Ginger Ale is unfiltered, and contains tiny ginger particles, which give an adult mouthfeel of a beer or wine. The bottle should be shaken before pouring.

It contains iron, calcium and a small amount of vitamin A.

Perhaps the most unusual ginger ale is

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Drinks of love

**UK** Luscombe Drinks has launched new ‘his and hers’ drinks, Passionate Ginger Beer and Damascene Rose Bubbly, especially for Valentine’s Day (14 February). Made on a farm in Devon, these delectable drinks are a serious alternative to a glass of wine or beer for the discerning drinker.

Fresh root ginger is milled at Luscombe the day before the rest of the ingredients are added, to make its award-winning refreshing ginger beers. With a further 6% organic passion fruit juice, Passionate Ginger Beer delivers a good balance of flavours.

The second string to this cupid bow, the delicate Damascene Rose Bubbly, is a champagne alternative and a celebration of the Majestic rose of the Orient. It is crafted using Muscat grape juice, Damascene rose water and Sicilian lemon gently combined with sparkling spring water. It is presented in an attractive Luscombe embossed glass bottle.

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Peanut Butter and Jelly Soda

**CANADA** Jones Peanut Butter and Jelly Soda is made with natural and artificial flavours but contains no peanuts. The limited edition product is kosher certified and retails in a pack containing 12 recyclable 355ml bottles.

Jasmine Tea, which is perfumed with jasmine flowers and earthy tannins. This is infused with whole leaf green jasmine tea, and the drink ‘seems to improve with age’, according to the company. The drinks were on show at The Winter Fancy Foods Show.

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Sports & Energy

Battery deal

FINLAND Sinebrychoff has signed a Battery Energy Drink linked sponsorship deal with Mika Kallio, Finland’s leading rider in MotoGP2, the second-tier premier motorcycle racing World Championship. The partnership agreement covers the upcoming MotoGP season in 2015.

The Kallio deal represents the Finnish drinks company’s latest venture into international road racing. Earlier sponsorship agreements linked to Battery Energy Drink were sealed with MotoGP Moto3-series racers Efrén Vázquez and John McPhee as well as the RTG Team.

Sinebrychoff is expecting positive image and marketing benefits from the Battery Energy Drinks deal with Kallio, says the product’s Brand Manager Laura Niskanen.

“We expect a lot from the co-operation and upcoming season. Mika is a respected, top-tier athlete who represents Finland at its best around the world – as does Battery, which is exported from Finland to more than 30 countries,” Niskanen said.

As part of the sponsorship co-operation deal, Kallio’s name will feature on Battery cans in Sinebrychoff’s planned spring 2015 promotion of the energy drink product. The company has not disclosed what precise financial support is involved in the sponsorship agreement. The deal will support Kallio’s ambition to gain promotion from MotoGP3 and return to the top-tier MotoGP1 premier racing championship.

The MotoGP Road Racing World Championship is the oldest motor sport series in the world. Competitions are held on four continents and broadcasted to 200 countries. The series include three race categories: MotoGP, Moto2, and Moto3. Kallio will race with the Italtrans Racing Team in 2015.

Extreme raises the bar

UK Extreme, the lifestyle brand ‘with serious attitude’, has announced impressive sales and outstanding consumer feedback for its Extreme Energy, since it became available in 3,000 bars and clubs throughout the summer.

Extreme Energy became available on bar pump dispensers across several major UK cities; Sheffield, Manchester, Leeds and Newcastle, to take advantage of their huge student populations and legendary night life. Extreme is now stocked in well-known nightclubs including Tiger Tiger, Bierkeller and Roxy establishments in Leeds, as well as many independent bars, clubs and student unions. Bar staff were given branded T-shirts and promotional materials to raise awareness of Extreme Energy within the venues in which it is now being sold.

Extreme Energy, a carbonated energy drink, is also available in Tesco in a black 500ml RTD bottle, containing caffeine, taurine, glucosamine and vitamins to deliver that much needed energy – said to be perfect for stamina on a night out and also as a hangover cure.

Al Gosling, founder and CEO of Extreme, says, “Consistently topping the table in terms of taste profile, Extreme Energy is well on its way to become all party-goers’ drink of choice. Sales have been awesome so far and we see this continuing as another 1,000 bars are set to be on tap by the end of the year. We are proud to introduce Extreme to the mainstream market whilst continuing to stay true to our brand values of living and partying hard!”

Feel the force

USA Kill Cliff Force Field Recovery Drink is made with the highest quality natural ingredients. It is low in calories, lightly caffeinated, and has a natural lemon lime flavour.

This naturally sweetened drink contains only 15 calories and 25mg of caffeine per serving. It is recommended for daily consumption both before and after workouts, and is said to be a more refreshing, better tasting, and healthier alternative to energy drinks, sport drinks, and soda.

The gluten-free product retails in a recyclable pack, containing 4 x 12 oz slim cans. The manufacturer supports military and veteran based charities including the Navy Seal Foundation.

Boost for Last Shot

USA EQ Lab, has entered into a marketing, distribution, and equity agreement for Last Shot energy drinks.

“We are excited to announce the launch of Last Shot, the 3-in-1 canned beverage (Cranberry flavour) that helps detox, energise and hydrate its consumer,” states Mo Owens, CEO of EQ. “This product will be available to retail customers, major night clubs, hotels and resorts, expanding to Las Vegas golf courses this fall, and will further enhance our product’s available to the consumer.” EQ will begin distribution and marketing in Las Vegas. CEO Mo Owens stated, “What better stage to market our new beverage – the lights have been turned on!”

In addition to marketing the new look and formulations of the Last Shot cans, the product will be available in the innovative PowerCap delivery system. The PowerCap allows consumers to conveniently take Last Shot on-the-go during the day or night with any bottle of water or beverage.

“The agreement with EQ Labs gives us the distribution and marketing we have been seeking in the United States,” says Derek Hopkins, President of Liquid Health, Inc and owner of Last Shot. “We feel the duration required to reach this agreement has provided a clear alignment between our two companies and focused direction for the Last Shot brand,” Hopkins adds.
Functionals

Cactus recovery

USA/DENMARK Cactus Pure Recovery drink is designed to be consumed before or during alcohol, to prevent the onset of a hangover the next day. It is one of the only scientifically proven products against hangovers in the world.

Cactus Pure Recovery contains cactus extract, vitamins, minerals and amino acids. The formula has been clinically proven to break down the toxins caused by alcohol and minimise the most common hangover symptoms.

A study conducted by the General Internal Medicine Section and Department of Medicine, Tulane Health Sciences Center, New Orleans, and referenced in the JAMA Internal Medicine Journal of the American Medical Association found that an extract of the Opuntia Ficus Indica cactus plant has a positive effect on reducing hangover symptoms. More specifically, it diminished nausea and dehydration, two of the most common hangover symptoms.

Participants in the study were asked to rate their hangover symptoms on a scale of 0-6 after ingesting both cactus extract and alcohol. Based on their feedback, the study concluded that their symptoms were reduced by an average of 2.7 points and their risk of experiencing a severe hangover was reduced by 50%.

This product has been registered as a health supplement in Denmark, where it is sold in pharmacies and drug stores.

People drink Cactus Pure Recovery before, during and after enjoying alcohol to help with the severe hangovers.

In addition, Cactus is proven to be very effective against Asian Flush which more than 40% of all Asians suffer from when consuming alcohol.

The new beverage version of Cactus in a 250ml slim can, has a cactus/lime flavour and consists of all natural ingredients with cactus extracts, green tea extract, Yerba Mate, amino acids and NAC (N-Acetyl-Cysteine), all of which are very rich in antioxidants.

Noa wins accolade

SWEDEN A Swedish start-up company, Noa Potions, has won first place in the Best Premium Drink category of the World Beverage Innovation Awards with its Noa relaxation drink.

“It’s like Sweden winning the FIFA World Cup. We have defeated the giant Pernod Ricard, a multinational with more than eighteen thousand employees. We have less than 10 people working in our company and the judging panel thinks we are better. That’s big!” says Noa Fridmark, founder of Noa Potions.

The sales of relaxation drinks have boomed in the USA and business media such as Bloomberg and the Wall Street Journal have highlighted the new market as a potential billion-dollar industry. Noa Fridmark and his team have now brought the novelty to Sweden. Noa Relaxation has been out in stores for less than a month but has already received considerable attention both nationally and internationally.

“There is an empty spot on the market – that’s why we have been welcomed with open arms. The relaxation drink has emerged as a counter-reaction to energy drinks. The need for this type of drink is out there – people are stressed. Our beverage makes your head sharp and body calm. It’s a healthier way to focus. I see this prize as a big recognition,” says Fridmark.

Several big names within the industry have spotted the young entrepreneur and his new beverage. Former GM of Red Bull Nordic, Robert Grenmark, has invested in the Swedish start-up. Another investor is Göran Lundqvist, former CEO of Absolut Vodka.

The World Beverage Innovation Awards is the world’s largest beverage contest. In 2013 more than 400 brands participated from over 40 different countries. This time contestants included, among others, Coca-Cola, Nestlé, Arla Foods, Carlsberg and Evian. The awards were presented in November 2014 during a ceremony at BrauBeviale, in Nuremberg, Germany.

Aloe cubed

CHINA The Suzhou Houssy Drinks Co was at the SIAL exhibition this year to promote its Aloe drinks to Europe, including its latest offering, Aloe Cube.

The Aloe vera ingredients used in the drinks are from the company’s own plantations, and the new drink contains 25% of pure Aloe Vera. There are cubes within the drink, which make up 12% of the Aloe Vera content. Sold in 360ml bottles, Aloe Cube comes in five flavours: Grape, Apple, Peach, Lychee and Mango.

Development of the idea first took shape in 2000 when three childhood friends, Alvin, Gaëtan and Mathieu got together at the high school nearby in Paris. The three friends decided to combine the best of their knowledge and enthusiasm to create an eco-friendly product that would benefit the mind and body to enhance overall health. A unit of the CNRS/MHN decided to help them at the beginning of their project.

In 2013, after being rewarded by multiple innovation contests they decided to create their start-up, and they began work at the Petit Poucet, an incubator in the heart of Paris that brought them high level expertise.

In 2014 the project came to fruition with the hiring of four engineers. The R&D team settled in at Agoranov to develop many new products.

Spirulina contains Vitamin B2 to fight against oxidation and is therefore ageing. It is also a source of vitamin B12 and magnesium which helps to fight against physical and mental fatigue. It is blue in colour because that is the colour of the microalgae spirulina.

Blue goodness

FRANCE Springwave, the first wellbeing drink made with natural mineral water and spirulina microalgae was presented during the SIAL in Paris.

Spirulina is a superfood which contains essential amino acids, vitamins, and trace elements in high proportions. Springwave is moving forward on biotechnology with its first product: a healthy beverage without compromising taste.

Spirulina is a superfood which contains essential amino acids, vitamins, andtrace elements in high proportions. Springwave is moving forward on biotechnology with its first product: a healthy beverage without compromising taste.
RTD Teas & Coffees

Delta Blues

USA Delta Blues iced tea is a complex blend of peach, apricot, pineapple and quince, giving it a pronounced nose of ripe tropical fruit. This flavour combination makes it floral, vibrant and well balanced. A dash of tart mingles with the green tea and quince.

Delta Blues Iced Tea Company is a small business introducing Midwest markets and others to a traditional taste of a speciality sweet iced tea character from most ‘southern’ kitchens.

Wonderful Wonda grows

JAPAN While Japan abounds in RTD coffees, the majority of the big sellers are grouped under only three or four brands. One of these is Asahi Soft Drinks Co’s Wonda, a brand with a name which lends itself readily to ‘wonderful’ messages.

Among recent additions to the Wonda range are three formulated specifically for the northern winter.

Morning Shot Hot Black is, as the name suggests, a caffeine-rich morning jolter, offered in a 285g bottle can. BLACK is in bold caps so no-one misses the core strength of this line.

Another hot-style line in a bottle can is Special Hot Café au Lait.

Gold Premium Latte is a relaunch, now packed in two different styles of 170g cans with an emphasis on gold and white. It is marketed as using premium beans to deliver a rich, smooth flavour.

Matcha Bar pos up

UK Vivid, the global No. 1 RTD matcha brand, according to the company (launched by tea entrepreneur James Shillcock in London), is launching the UK’s first matcha bar in Central London on 25 January. The pop up bar coincides with Vivid’s first anniversary which has introduced 350,000 new people to matcha over the past 12 months and delivered over £500,000 in sales.

James Shillcock, Vivid founder says “Following our first-to-market launch of matcha drinks last year, we’re delighted to announce the UK’s first Matcha Bar. Our mission has always been to create, grow and lead the matcha category. The Vivid Matcha Bar is evidence of our commitment to matcha and it will allow us keep innovating in the market.”

Vivid is currently sold through Waitrose, Holland and Barrett, Wholefoods and Amazon. From February 2015, Vivid will be also listed in 200 Boots stores nationwide.

Concentrated tea

USA Finest Kind Mixers & Modifiers are concentrated tea blends that can be prepared iced, hot, sparkling or utilised as a base for cocktails.

There are four flavours that incorporate the four primary varieties of tea: black, green, herbal (hibiscus) and exotic (rooibos). The name of each flavour incorporates a specific year in the history of tea or a major turning point in beverage consumption (eg the 21st Amendment repealing Prohibition).

The recommended ratio for mixing Finest Kind with water is 7 to 1. A 16 fl oz bottle of Finest Kind will yield one gallon of tea, the equivalent of eight 16 oz glasses. Each of the four flavours have been crafted to achieve a two year shelf life from the date of production.

Once opened, the product has a four week shelf life if kept refrigerated.
**Dairy & Alternatives**

**Lunchbox Mylk feast**

**UK** Having launched its dairy-free coconut Mylks in 200ml pack for children and 330ml for adults earlier this year, Rebel Kitchen has added a new addition to the family; a handy 180ml kids’ lunchbox pack format.

All of the drinks are made with a base of coconut milk blended with pure spring water from Somerset and naturally sweetened with date nectar. They are lactose-free and suitable for vegans, vegetarians or those on a dairy-free diet. All contain no additives and no preservatives, and are available in Tesco stores.

The Rebel Kitchen Mylk wedge format will be available in the following varieties, which are best served chilled: Choco Mylk, made with Fairtrade cacao and a touch of organic date nectar; and Banana Mylk, which contains Rainforest Alliance bananas.

Rebel Kitchen founder Tamara Arbib says: “We are extremely excited and proud to be launching our wedge format with Tesco. Securing the Tesco listing is a great success for both Rebel Kitchen and Tesco. We are excited to see customers respond to the new wedge shaped packaging. Since starting the business in January 2014, the positive response we’ve received from consumers has been amazing, and continues to drive us to deliver our mission.”

The 180ml Tetra Pak Wedge cartons come in a box of four and are priced at RRP £3.19, available in 428 Tesco stores.

They have a shelf life of six months, and must be consumed within three days of opening.

**Bireley’s juice in a bottle-can**

**JAPAN** The broadening of the Bireley’s range to feature more fruit drinks is continuing steadily, encouraged by positive market acceptance.

Among the latest additions is Bireley’s Fruit Mix for Afternoon, packed in an appealing 400g bottle-can.

This is a dairy-juice mix, blending Hokkaido condensed milk with apple purée, bananas and grapes. The fruits get two appearances on the label, in clusters across the lower edge and in a sort of gaming machine look-alike mid-label.

**Milk makeover**

**UK** FRij flavoured milk brand from Dairy Crest has undergone a packaging refresh and logo reinvigoration across its core range of 471ml packs.

The new design reflects the FRij brand identity of ‘full on fun and enjoyment’.

The range also showcases new product names including Full-on Fudge Brownie; Choc-a Chocolate; and Mucho Cookie Dough, creating individual personalities for each flavour variant that will be brought to life by the brand over the course of 2015.

The packaging refresh also heralds the relaunch of FRij Cookie Dough with an improved recipe, which will be signalled on pack with a flash to alert shoppers.

Commenting on the new pack designs, Laura Sheard, Head of Marketing, Dairy Drinks, says: “We are excited to be rolling out a new look packaging and logo, which we feel are now more representative of the thick, great tasting milkshake inside each bottle.”

Both variants contain seven portions and are packed in eye-catching 140g pouches. “Our sharing pouch range brings a sense of fun, innovation and strong brand presence to the category,” says Michelle Frost, General Manager at Mars Chocolate Drinks & Treats. “We believe that the new products will invigorate both the chocolate and malted drinks categories.”

“Both variants are packed in eye-catching 140g pouches. “Our sharing pouch range brings a sense of fun, innovation and strong brand presence to the category,” says Michelle Frost, General Manager at Mars Chocolate Drinks & Treats. “We believe that the new products will invigorate both the chocolate and malted drinks categories.”

The hot chocolate and malted milk retail market has an annual sales value of £138 million.

**Chocolate treats**

**UK** Mars Chocolate Drinks and Treats is extending its range of treat size hot chocolate pouches with the launch of two new variants – White Maltesers and Chocolate M&M’s.

While the malted drinks market is showing a slight year-on-year decline of 1.4%, the original Maltesers hot chocolate is completely bucking this trend with year-on-year growth of 35%.

The new White Maltesers hot chocolate, which has the same melted taste as its confectionery counterpart, contains white chocolate pieces and can be made by adding hot milk or water.

The M&M’s hot chocolate can also be made by adding hot milk or water and contains mini M&M’s.

**Send your news to**
news@softdrinksinternational.com
Global soft drinks

2014 projections

With the festivities now over, soft drinks planning is well under way for this year. You cannot however look forward without looking back and with the help of beverage researcher Canadean’s latest forecasts from the autumn, an assessment can be made as to how 2014 will have ended up. The projection for the year is that the global soft drinks market increased by nearly 4% last year, up from a little over 3% in 2013. The market for soft drinks is now a colossal 664 billion litres which equates to everyone around the globe drinking around 93 litres each.

The market has come a long way in a decade, when annual soft drinks per capita was just over 70 litres. The global commercial beverage market has evolved in that decade and soft drinks have proved to be the main winner, adding more than 40% volume since 2005. In terms of share of throat, although alcoholic drinks have shed some share, most of soft drinks 3% share gain looks to have come from hot drinks which have conceded 2%. This points to a shift from hot to cold refreshment and means that in 2014, discounting bulk water coolers, 37% of all commercial beverage consumption is made up of soft drinks.

Carbonates

Within soft drinks, we have also seen winners and losers over the past 10 years. Back in 2005, carbonates accounted for more than 4 in every 10 litres of soft drinks, a figure that has dropped to little more than 1 in 3, despite double digit volume growth. Carbonates have been subjected to a barrage of bad press in developed markets and in the eyes of many consumers, as they are considered to sit the wrong side of the health line. Governments in some developed markets have implemented taxes and other curbs on them, further demonising them. Worryingly for stakeholders in the carbonates category is the expectation that it is not just the established markets of North America, West Europe and Australasia which will have seen the carbonates category shrink in 2014, but also the developing markets of East Europe and Latin America. As a result, worldwide carbonates volumes are predicted to have edged up last year but by less than 1%.

Juices and nectars

The carbonates category is, however, not bottom of the class in 2014. That sorry distinction is awarded to the juice and nectar category with anticipated growth of just 0.5%. With nectars growing by 2% it is juice that is in decline. With little demand for packaged juices in Asia, Africa and the Middle East, the traditional juice heartlands of the developed world are now increasingly shying away from juice consumption. In West Europe we are expecting to see juice record losses of nearly 4% in 2014. Consumers in West Europe are increasingly skipping breakfast during the week, the key juice consumption, occasion and are choosing to spend more on better quality premium juices at the weekend. Worryingly, the sugar content of fruit juices is now also depressing demand and becoming an issue. This is actually helping vegetable juice sales in the region but overall we are poised to see juice decline in every market in West Europe in 2014. In the past decade, Canadean reports that the global juice market has contracted by an alarming 8%.

Sports and energy

At the other end of the class, sports & energy drinks are once again top of the growth league for the year, with an expected growth of almost 8% last year. If you focus on just energy drinks then that rise jumps to 10%. The category remains very much in the growth stage of its lifecycle enjoying universal regional growth last year. The concept of liquid energy has been boosted by the emergence of Monster, Rockstar and other energy drinks that reach out to a younger audience without cannibalising global market leader Red Bull. Coca-Cola’s US$2.15 billion investment in Monster last year highlights that it expects the energy drink category has plenty more slack to exploit yet.
Packaged water
In the expected silver medal position, behind sports & energy, is the irrepressible packaged water category which Canadean is expecting to grow by 7.5% in 2014. Driven by the still water segment, bottled water is now poised to overtake the carbonates category in 2015 and now makes up a third of all soft drinks consumption – a decade ago it was 27%. There remain plenty of challenges for the water industry, however, because the high value West European markets have lost their momentum and are set to see a rise of only 1% last year. Austerity has made tap water more appealing to Western European consumers who are less willing to pay for this most ‘natural’ refreshment. The problem for operators is that packaged water is increasingly high volume/low margin. This was highlighted back in September when the bottled water division of Nestlé reported flat nine-month sales, despite seeing ‘good growth’ in developed and emerging markets.

RTD teas and coffees
Iced tea & coffees make the podium and are forecasted to be the third leading growth category for soft drinks. These products now make up 7% of all soft drinks and are set for a rise in excess of 4% in 2014. The category is dominated by Asia which makes up nearly seven in every ten litres of sales and what happens in Asia generally determines what will happen in the overall market for iced teas. The category has added 75% volume on the back of the success in Asia over the past decade. Asia may have much of the volume but of note has been the expansion in Latin America of both iced coffee and iced tea last year. This may be a factor behind the fall in carbonates sales in the region. In the relatively stagnant soft drinks markets of North America and West Europe, iced coffees in particular are doing well from a small base. The Starbucks brand has contributed to this performance as the coffee shop concept looks to the supermarkets to expand their product sales.

Still drinks missed out on the medals last year but are set to post a respectable rise of just below 4%. As with iced tea there is a strong Asian bias, with this region making up nearly two thirds of global still drink volumes. Under Canadean definitions, the still drinks category is a melting pot of different segments, including flavoured waters, vitamin waters, herbal drinks and anything with a juice content of less than 25% and while sales have almost doubled in a decade it is hard to forecast how the category will fare in the future. Still drinks are a hotbed of innovation and this coupled with their strength in Asia means that you can just assume the market will grow in the future.

Squashes and fruit powders
Squashes and fruit powders make up the remaining soft drink category, dilutables. These are set for a 2% rise last year according to Canadean but the category is showing many of the symptoms of maturity. Dilutables are probably the most economical form of refreshment and this has helped push volumes up by a fifth in a decade helped by the financial crisis.

Summary
Once all the categories are tallied up it looks like the market will be up by the 4% mentioned but there remains a significant caveat to the forecast. Economic wellbeing remains uncertain even amongst the BRIC markets and the satellite countries that have driven soft drinks demand upwards. Since the forecasts were published it is likely that that the uncertainty in the global economy may well have diluted that level of growth particularly in the influential Chinese market.

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North American share has dropped from a quarter a decade ago to 18%. The region makes up just 5% of the world population.
Beer mix and malt beverages

further growth in innovations

In Europe, beer mix drinks are highly popular. Thanks to Wild’s creative concepts, breweries and manufacturers of non-alcoholic beverages can create new accents in their product palettes which will appeal to both traditional consumers and new target groups. Expanding the product portfolio will also stimulate growth in the sector of malt drinks and Fassbrausen.

The beer mix segment is attractive to breweries as well as manufacturers of non-alcoholic beverages. Young adults in particular enjoy fresh and modern beer mix drinks designed with an enthusiastic eye towards innovation. Breweries use flavoured beverages to attract this open-minded target group in the hope that the fruity flavour will win them over to beer as well. Non-alcoholic products serve as a welcome alternative to soft drinks.

In recent years both branches have effectively leveraged growth potential: current data by the market research institute Canadean confirms that the volume of beer mix drinks sold in Europe was 917 million litres in 2013. This reflects an increase of some 3% versus 2012 figures. The growth drivers, especially in Germany, are products with original and new flavours as well as non-alcoholic options.

More and more people are interested in trying something different as an alternative to traditional beers. Beer mix drinks are gaining an increasingly large share of the overall beer market. People are also willing to try alternatives to first generation products, such as classic beer mixes with lemon soda. New flavours from Wild such as orange or pink grapefruit have an exceptional sensory profile, which is designed to win over young consumers who like experimenting.

“Innovative flavours are keeping the beer mix drink sector appealing. In addition to new concepts for beer mixes, the real consumer favourites right now are products with exotic fruits, cocktail and citrus flavours,” says Tanja Krüger, Senior Product Manager at Wild. Wild’s lime-guarana-acai concept reflects this trend as well: the combination of lime juice, guarana extract and flavours is a compelling innovation with a fruity and fresh taste profile.

A lime-guarana-acai concept for beer mix drinks has an exotic flavour which is particularly attractive to younger trend-conscious target groups. (Photo: Wild)

Beer mix with a hint of the exotic

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Cocktail concepts on the rise

Cocktails are conquering the market, and they have also made their way into the beer sector. As a result, Wild is offering its customers concepts based on cocktails that are popular at trendsetting bars and restaurants. Flavours such as caipirinha, pina colada, mango mojito and Hugo (the top-selling elderflower-mint cocktail) stir up thoughts of vacation destinations while also offering people a new flavour sensation. Another advantage is that these drinks have a lower alcohol content than regular cocktails.

Fruit flavours are not the only options in the multifaceted world of drink mixes, however. The wide range of different beer bases means breweries can give consumers several different options. Wild currently features new developments for wheat beer products. Citrus varieties such as grapefruit have long since taken hold on the market, and now innovative peach or herbal flavoured creations will find new fans, too, especially at popular bars or clubs.
The non-alcoholic trend

Even though the category of beer mix drinks has been increasing steadily for years, the strongest growth engines these days are non-alcoholic products. According to figures released by GfK Consumer Scan, the number of options without alcohol has nearly doubled on the overall German market, rising from 6.3% in 2012 to 11.4% in 2013. Wild anticipates that the target group for these products will continue to grow consistently. This includes not only health-conscious consumers who refrain from alcohol in general or athletes who want a non-alcoholic thirst quencher after training. It also contains people who have to drive and do not want to take any risks after a night out. Last but not least, adults of all kinds are potential consumers, since they enjoy having an alternative to regular soft drinks, which are usually too sweet. Wild has a wide spectrum of non-alcoholic product concepts in its portfolio which will allow beverage manufacturers to reach new consumers and create brand loyalty. All of Wild’s concepts for beer mix drinks can also be designed as non-alcoholic products.

The ultimate key to the success of a beer mix drink with or without alcohol is its taste and quality, including stability. Breweries and manufacturers can build on the ingredients specialist’s decades of experience: Wild began creating non-alcoholic components for the first beer mix drinks in the 1990s and has since become one of the leading suppliers of compounds in this sector.

The revival of malt beverages

Malt drinks have always enjoyed a positive image, and in the past several years they have managed to cast off their slightly outdated reputation. Nowadays they are absolutely in vogue and are a source of natural energy for people who need to perform well physically and mentally. They are particularly popular in the sports world, since malt is a favourite way to boost energy: malt ‘bridges the gap’ between short chain sugar molecules and flavour neutral starch.

A wide range of malt options

Malt beverages consist of a dark or light basic compound which can be combined with different ingredients such as juices, colours, flavours and sweeteners. Wild’s portfolio covers a wide range of choices for these non-alcoholic beverages, including both individual ingredients as well as customised general concepts.

“Our product ideas for malt drinks are based on natural ingredients which further promote malt’s healthy image. We offer a broad selection of fruit flavours and colours that were especially designed for use with malt, and we also have a wide variety of compounds. Our portfolio allows us to customise the flavour and hop profile of the finished product exactly to meet the customers’ specifications and satisfy different taste preferences all around the world,” says Malte Pietsch, Director Product Management Ingredients at Wild. In Europe, for example, malt products taste very different from those in the Middle East. There, non-alcoholic beverages are a widespread alternative to beer; they tend to be sweeter and have a more pronounced malt note.

The non-alcoholic drink is particularly appealing to adult consumers who find traditional soft drinks too sweet.

Innovations based on malt

Across the globe, current trends run towards darker beverages with a higher malt content. “Our recently developed dark malt products provide an authentic malt taste paired with natural malt sweetness, and they can be blended with very different flavours,” Pietsch says. “Combinations with chocolate, vanilla or coffee flavours are possible options to create a very harmonious sensory profile, but fruit notes are also a good match for these dark malts.” Another Wild concept is ‘Dark Malt Energy’, which provides a new flavour profile. The energy drink based on malt extract is one example of a fusion between various segments of the beverage market, and it offers manufacturers new sales potential.

Malt beverages have the advantage of not requiring any special technologies or sophisticated equipment. Customers also benefit from Wild’s decades of experience in the fields of application, marketing and technical support.

In addition to use in beverages, these malt compounds are ideal for use in other food applications such as hard candies and ice cream. In Wild’s ‘Dark Malt on Ice’, a product concept for water ice, the company blends the characteristic note of dark malt with popular flavours such as cherry, raspberry and lime.

Fassbrause: a tart and fruity option

Fassbrause, a kind of ‘brewed’ lemon soda, is another very popular tart and fruity malt based beverage. The non-alcoholic drink is particularly appealing to adult consumers who find traditional soft drinks too sweet. Fassbrausen are available in different flavours: tried and true classics such as lemon, elderberry and apple are as popular as ever. Beyond that, however, exotic product ideas like mango and pink grapefruit also serve as a welcome innovation. Wild’s portfolio offers even more options, including ones that feature domestic fruits like raspberry and cherry, as well as products with a juice content.

All of these segments – beer mix beverages, malt drinks and Fassbrausen – drive major sales potential throughout Europe, making it possible to keep developing customised concepts for specific target groups and innovative flavour options.
Cereal-based beverages
control of stability parameters

Over the past decade customer demands and recent product developments have widened the market of cereal-based beverages. Worldwide there has been a trend for more complex beverages based on natural ingredients. Nevertheless, expectations towards product stability are challenging.

In order to produce beverages with shelf life expectations of six months and longer the beverage industry is facing new challenges. On the one hand the complexity of novel beverage formulations based on natural ingredients demands expertise in terms of recipe development and also the ideal production and packaging conditions. On the other hand turbidity, natural colourants, or additional carbohydrate sources and amino acids provide suitable growth conditions for several micro-organisms.

Below is an overview of systematic approaches to the difficulties, in terms of the control and, most of all, how to ensure repeatable and reproducible quality control for beverages.

Case study A
The beverage of case study A was based on a malt extract mixed with apple juice concentrate. The moderately carbonated beverage appeared cloudy, creating fine sediment when stored on a shelf. The aim of the study was to find out to what extent the following parameters were influencing the products’ appearance and taste:
• Oxygen;
• Light; and
• Temperature.

Samples of the beverage were processed and filled under low-oxygen and high-oxygen conditions. After filling and pasteurisation in a pilot tunnel pasteuriser the flint glass bottles were stored in the dark at three different temperatures (4°C, 21°C, and 35°C). Additionally, one set of samples was stored under controlled illumination (at approximately 24°C). Oxygen at all storage conditions was constantly measured. The results showed that for all low-oxygen samples the initial oxygen concentration of approx. 0.15 mg per litre was consumed completely during the pasteurisation step. In terms of the high-oxygen samples (starting oxygen value of around 2.5 mg per litre) only the samples that were stored at 4°C maintained their initial oxygen concentration (see Figure 1). The dark storage at 21°C revealed a permanent decrease in oxygen that ended up with a total consumption of around 1.8 mg per litre of the initial oxygen. For the storage at 35°C after two weeks 2.0 mg per litre oxygen were consumed. Further oxidation was measured and towards the end of the test after nine weeks only traces of oxygen were measurable in the samples. Nearly the same kinetics of oxygen consumption were monitored when the samples were stored under illuminated conditions (despite a significantly lower temperature).

To monitor the turbidity and particle distribution in the samples over six months the samples were shaken prior to the monthly measurement. As a result all storage conditions led to significant differences in the final turbidity values of the samples. After pasteurisation the samples showed a mean turbidity of 18 EBC measured at an angle of 90 degrees. The lowest turbidity increase was monitored for the low-oxygen samples stored in the dark at 4°C (20 EBC after 6 months). In contrast the high-oxygen samples stored under illumination at 24°C had a final turbidity value of 30 EBC after six months. In summary, the oxygen level resulted in a turbidity difference of 2 to 3 EBC, the temperature increased the turbidity to 5 EBC each for the increase from 4°C to 21°C and from 21°C to 35°C. The illumination increased the turbidity difference approximately 5 EBC at low-oxygen level and nearly 10 EBC at high oxygen.

Figure 1: Oxygen consumption depending on storage conditions for a malt-based apple mix beverage.
level.

A professional taste panel judged the appearance and the taste of the product after two, four, and eight weeks. While the appearance was influenced only slightly negatively for the samples stored at 35°C the taste was rated low for all illuminated samples. The off-notes were described as ‘sulphury’ and further gas chromatography analysis revealed dimethyl trisulfide as a possible off-flavour compound. Dimethyl trisulfide is described as a product of photo-oxidative reactions.

**Case study B**

For case study B several alcohol-free beer mixes, which have become very popular refreshments in Germany over recent years, were analysed for their colour according to the common EBC method. The method (photometric measurement at 430 nm) was originally designed for beer and, therefore, lacks the capability to measure the colour of some of the colour-intense ingredients from, for example, blueberry or blackcurrant. The absorbance maxima of blue or red colours are not within the range of the 430 nm that the beer colour measurement is targeting.

At the Central Laboratory of the VLB Berlin several alcohol-free beer mixes were stored under forced conditions (temperature, light, shaking). When the different samples were measured according to the EBC method for beer only minimal differences could be observed (Figure 2). Additionally the L*a*b measurement method for colours was used. The L*a*b value is measured at three different wavelengths, in addition to the single wavelength differences the sum of differences in extinction for all three wavelengths may be used (ΔE). The influences of temperature towards colour change were much more efficiently traceable with the L*a*b approach and in particular using the sum of extinction differences at the three different wavelengths.

The influences of illuminated storage and shaking also influence the spectrum of light absorbance. The total range of visible light was scanned and the different spectra after storage were overlaid. As a result the total spectrum difference can be calculated from all different scan points (wavelength steps). The measurement of the total spectrum showed the highest sensitivity to the total changes due to the tested storage conditions.

Further research is planned to correlate the measured changes in absorbance of visible light with actual visible colour changes of the product. It is expected that the L*a*b system will be very efficient when the measured wavelengths are customised for each product and its particular absorbance maxima.

**Case study C**

The last case study examines the problem of microbiological susceptibility and its possible detection. Usually samples are stored under optimal growth conditions for the target organisms and judged after a set period of time by changes in their appearance. In most cases either a turbidity increase or a change in package shape due to increase of pressure may be used to detect contamination. If the product is naturally cloudy and packaged in glass bottles both of these simple ways of detecting a contamination are not applicable. In the present case a simple approach was used to be able to measure a huge quantity of bottles (10,000). The aim was to test the efficiency of reduced preservative concentration in a cloudy, low pH, and moderately carbonated soft drink.

In initial tests bottles of the product were contaminated with low quantities of selected target organisms (see Figure 3). The turbidity was measured over three weeks of storage at 28°C. All samples were tested for colony forming units (CFU) after the set test period. All samples that showed a significant increase in measured turbidity also revealed increasing numbers of CFU (including Lactobacillus). The reference bottles and the Lactobacillus resulted in zero or declining CFU compared to the inoculated concentration (5 CFU/ml for all target organisms).

Due to the positive test the total quantity of 10,000 bottles was stored for three weeks at 28°C and the turbidity measured afterwards. For every 100 bottles a statistical outlier test was performed and thereby the bottles were chosen for an additional membrane filtration to check for possible contaminants. The simple approach helped to narrow down the number of suspicious samples to a total of 89 (from 10,000). In this instance no contaminants were detected in the bottles which led to the conclusion that the concentration of the preservative may be lowered.
Hefei Zhongchen
another successful year

At the beginning of the 2014, Hefei Zhongchen signed around 20 orders for high-end equipment and services supply with many famous beverages enterprises at home and abroad, such as COFCO Coca-Cola, Pepsi-Cola, AB InBev, Tsingtao Beer and Carlsberg. This will be the second time that the company co-operated with the domestic beverage giant, COFCO Coca-Cola, supplying the advanced and sole batch commercialised high end E-valve volumetric filler block.

E-Valve technology
In the global high-end customer market, beverage PET bottling, especially CSD bottling, is experiencing a new era of technological innovation from traditional mechanical valve filling to pure E-valve volumetric filling. In mass industrial production, improving filling level precision and filling temperature can reduce losses and save energy. Because of this, more and more customers are choosing the flow meter type volumetric filling. As early as 2011, the carbonated drinks E-valve volumetric filler was successfully installed in the Gansu plant of COFCO Coca-Cola.

COFCO Coca-Cola
COFCO Coca-Cola Beverage is the co-operation between two world 500 strong enterprises – COFCO and Coca-Cola, which was formally established in 2000. COFCO Coca-Cola provides consumers with Coca-Cola, Diet Coke, Zero Coca-Cola, Sprite, Fanta, Eye-catching, Minute Maid Fruit Juice, Minute Maid Pulpy Super Milky, Minute Maid Qoo Juice, Original Leaf Tea, Ice Dew, and Glaceau Vitaminwater. As one of the most rapidly growing Coca-Cola bottling companies, COFCO Coca-Cola has ranked in Coca-Cola’s top 10 bottling groups worldwide. As the Chinese beverage, beer equipment manufacturing industry leading enterprise, Hefei Zhongchen is the only first-class enterprise that can represent China to compete with international equipment suppliers.

Compared with the traditional mechanical valve filler, the filling quantity of flow meter type volumetric filler is precisely controlled by the flow meter installed on each filling valve.

The E-valve Filler improves filling level precision in CSD production facilities.
Hefei Zhongchen has supplied equipment to COFCO Coca-Cola.

Filling System of flow meter E-valve.

Schematic diagram of volumetric valve filling.

The control system.

packaging industry, and further guide the Chinese beverage industry equipment into the digital era. It is the aim of the company to provide customers with the most advanced innovative solutions to help customers to achieve higher production efficiency at a lower cost, and meet the continual improved requirements of customers.

**Fruit juice CSD PET bottling line for Henan Zhongmai Group**

In April 2014, Hefei Zhongchen signed a contract for a high-speed juice CSD PET bottling line turnkey project with Henan Zhongmai Group for Zhongmai Wандong Co.

Henan Zhongmai Investment Group is a Top 100 private enterprise in Henan province, engaging in a wide array of businesses. Henan Wандong Pharmaceutical is a proprietary Chinese pharmaceutical enterprise in Henan with powerful development momentum. The successful operation of this project will help Zhongmai Wандong move into the beverage industry.

The turnkey project includes a water treatment system, blending system, CIP system, PET blow moulding machine, filling packaging production line system, refrigeration system, piping and wiring and other auxiliary equipment. Hefei Zhongchen has many years of experience in turnkey projects, and it took less than half a year from signing the contract to the start of production.

Zhongmai Wандong produces a range of ‘healthy’ CSDs with fruit juice, which presents a particular challenge. UHT processing is used for the fruit juice production, while CSD needs low temperature mixing and filling, therefore the choice of process route is key. Hefei Zhongchen’s solution includes a sectional cooling design, and the blending process reduces the temperature of the juice after UHT to a temperature suitable for entering the mixer and filler.

The filling system incorporates a high-speed rotary rinser, filler-screw er monobloc, filling valve and liquid level control technology to ensure filling precision, and minimise material consumption and rejection rates. The mixer adopts external cooling type gravity orifice mixing technology, ensuring precision accuracy and ensuring a high gas ratio. The end of the production line is fitted with energy saving and consumption reducing systems, greatly reducing the consumption of steam and water.
Time to refresh
your wastewater thinking

While the underlying EU legislation hasn’t changed, recently published Guidelines from the Sentencing Council in the UK mean that from 1 July, fines imposed for breaches of environmental regulations are being assessed on a much more systematic basis, taking into account corporate culpability, the degree of harm caused, and the size of the responsible organisation. For medium to large beverage producers which are guilty of a breach, this is likely to mean a significant increase in the size of fines.

Although this is a UK development, it is part of a wider trend with companies under increased pressure globally to achieve compliance with ever tighter discharge consent/licensing standards and fines for breaches rising.

As in most countries, the food and drinks industry forms the largest single manufacturing sector, so this drive towards tighter water quality standards may have a significant effect on both profitability and market share of companies in this sector. Those who have invested in waste minimisation, water re-use and better effluent treatment will be able to steal an advantage over those who have not.

Furthermore, soft drinks companies in virtually every territory face a climate where environmental lapses are more likely to be harshly punished – as a casual look at cases being brought by Environmental Protection Agency in the US clearly demonstrates.

That’s why now is an ideal moment for beverage manufacturers to review the environmental risk posed by their operations. In particular they should reassess how they manage the disposal of waste – which for soft drinks manufacturers means how they manage their wastewater.

The steps involved

With corporate investment normally driven by production requirements it is easy to overlook the importance of investing in wastewater treatment. As a result many effluent treatment plants have suffered from under investment, with old poorly maintained plants operating over capacity. Plants operated in this manner are prone to breakdown and run an increased risk of causing an environmental incident.

That’s why most organisations would benefit from reviewing how they manage their wastewater disposal operations – an exercise that for many may not only reduce risk, but could also reduce operating costs.

Such an assessment involves a three pronged approach that looks at:
- The risk of a plant failure resulting in an environmental incident;
- Contingency planning to mitigate those risks; and
- Options for reducing effluent treatment costs.

The process starts with a risk assessment that critically appraises both the type of effluent received by the plant (both under current and future production regimes) and operation/condition of the effluent treatment plant. The assessment should:
- Review the characteristics of the effluent both under current and future production regimes, including planning for peaks and seasonal production.
- Review the performance of the effluent treatment plant and consider the implication of production changes.
- Identify critical pinch points on the effluent plant and assess the practicality of installing standby equipment at these points. The cost...
of such systems is likely to be small compared to stopping production and the implication of an environmental prosecution;

- Develop a list of critical spares to be held on site.
- Assess whether the balance tank is sufficiently large to homogenise the water quality thereby minimising the risk of shock loading the effluent plant and providing emergency storage for when things go wrong;
- Review whether a ‘divert or calamity tank’ would be of benefit to temporarily store strong/difficult to treat waste from where it can be bled back into the water treatment plant at a manageable rate or tankered off site;
- Raise awareness of effluent treatment within the organisation by educating production personnel and managers on how the effluent plant works and its limitations, thereby reducing the risk of causing an incident.

**Contingency planning**

Having critically reviewed the performance of the effluent plant the next step of the process is to put in place a contingency plan to mitigate the risk of an environmental incident in the unlikely event of a plant failure. The contingency plan should:

- Set out a procedure for quickly identifying the cause of the incident. This should include checks for changes to effluent volume/characteristics and/or records of any incidents – plus other changes such as new shift patterns or a transient workforce, unreported spillages, changed production methods/cleaning agents can all of which can affect the waste discharged;
- Set out what to do in case plant failure e.g. who to notify, whether the plant can be repaired without production, how to stop production if it cannot be repaired, etc; and
- Indentify where to mobilise emergency treatment from, be that temporary storage tanks, tankering off site to the nearest suitable waste acceptance site, or the hire of replacement effluent treatment technology.

**Think energy**

Legislation aside, there are plenty of good commercial reasons why companies should take a closer and more strategic look at how they manage their effluent.

Legislation aside, there are plenty of good commercial reasons why companies should take a closer and more strategic look at how they manage their effluent.
**Processing**

**Happy birthday Hanovia**

FOR 90 years Hanovia, tucked away in the Berkshire town of Slough in the UK, has been quietly innovating. From its early days making UV lamps for treating skin conditions, the company has always been at the forefront of UV science.

Hanovia is now a world leader in UV disinfection for a wide range of applications including food and beverage processing.

To celebrate its 90th anniversary the company hosted a celebration at its HQ on November 2014, which was attended by Managing Director John Ryan, Hanovia’s Managing Director, about Hanovia’s long history – and looking ahead to the next 10 years – visitors had a short factory tour which was followed by a cake-cutting ceremony and lunch.

**Pentair Kenya office opens**

PENTAIR has opened a new regional office in Nairobi, Kenya. The company, a global water, fluid, thermal management and equipment protection partner, delivers industry leading products, services and solutions. The new regional office, located in Nairobi’s main business district Westlands, will enable Pentair to provide exceptional customer service in the East African market through local presence.

“With the rapid growth in the African middle class, there is a greater demand for local processing than ever before,” said Olaf Müller, Vice President, Pentair Food & Beverage Process Solutions. “This new office allows us to provide local customer support and service, as well as provide customers access to Pentair’s diverse portfolio of products, solutions and services from all of its businesses.”

Pentair’s Nairobi, Kenya office is headed by Emmanuel Rurema, Director Business Development for Africa for Pentair, which has opened an office in Nairobi.

Rurema, “The new Kenya office will bring Pentair’s products, solutions and services closer to the regional customer base and pave the way for future sales and service efforts in the African markets, which is in line with Pentair’s overall growth strategy.”

The Nairobi office will also serve as a centralised hub for Pentair’s community outreach efforts in Eastern Africa. Pentair is working with groups including The Nature Conservancy, Action Against Hunger and Shining Hope for Communities to bring sustainable access to safe drinking water, sanitation and hygiene to communities throughout the region.

**Cott on the move**

SUPPLY chain specialist Fowler Welch is increasing its ambient soft drinks operations sector after winning a new UK contract with global carbonated drinks manufacturer Cott.

The new contract will extend existing operations to include Cott products and will cover 15,000 pallets over a minimum two-year period from Fowler Welch’s Ambient National Distribution Centre in Heywood, Manchester.

Global soft drinks manufacturer Cott supplies own label and own brand soft drinks to major UK retailers from its three major bottling and can facilities at Kegworth, Nelson and Pontefract in the North of England.

Fowler Welch Managing Director, Nick Hay said: “We’re delighted to be continuing to work with a global business such as Cott. This new contract is another example of our commitment to developing and growing relationships with our existing customers.”

The contract extends a long standing relationship between the two companies which has seen Fowler Welch provide storage and distribution services on Cott products for several years. Fowler Welch will manage the Nelson post manufacturing supply chain from collection through to storage and delivery to retail distribution centres.

Nick continued: “We have a strong ethos of listening to our customers, responding to their needs and delivering the most efficient service that will help them meet their business goals. The contract really demonstrates the diversity of our offering across all stages of warehousing and distribution.”

Stuart Keith, Third Party Logistics Contracts Manager at Cott said: “We are looking for a logistics partner that supports our continued growth of business by moving finished goods from our local manufacturing facilities, to consolidate and deliver them to specific customers.

“Our experience of working with Fowler Welch and its ability to offer a day-one-for-day-two service, operating 365/24/7, offers Cott a fast moving, responsive supply chain network. This allows the company to maximise manufacturing efficiency whilst meeting our service demands.”

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Locked in safety

SMITH Flow Control’s IML lock is a safety device that prevents injury or product loss in the food and beverage processing industries. Specifically designed to replace an actuator mounting kit, it locks the actuator in a desired position, both remotely and locally.

Under normal conditions in the food and beverage industries, actuators valve respond to process commands in a largely automated, predetermined way. During planned maintenance or clean-in-place, however, the system managing the valves may still need to be live while work is carried out. It may therefore be necessary that a valve is deliberately held, so even if a remote signal requests the valve to change position, it will remain in a locked condition to enable work to be done safely.

The IML Lock covers F05 to F16 ISO actuator mounting dimensions and can be operated up to a maximum torque of 1500Nm.

Smith Flow Control is a British company specialising in mechanical valve control equipment. This includes procedural control using mechanical valve interlocks and activity management systems. EasiDrive portable valve actuators, FlexiDrive mechanical valve linkage systems for remote and/or simultaneous valve operation and TorkDrive, torque limiting device for the effective operation of valves.

Smith Flow Control’s IML lock is designed to prevent injury or product loss during production.

Krones wins app Award

In late November, at the sps ipc drives 2014 trade fair in Nuremberg, the trade medium ‘elektrotechnik’ chose for the third time the best corporate apps in the field of automation. For the first time, the “automation app award” was presented in four categories: Corporate, Catalogue, Engineering and Production.

In the Production category, the Mobile Line Assistant app from Krones AG, Neutraubling, Germany, came out the unequivocal winner. In the laudation for the winner, it was emphasised that the jury had seldom seen so unanimous as with the Mobile Line Assistant app from Krones. It provides line personnel with what is practically an expert system ‘always to hand’ in their pockets. The operator gets his malfunction messages as a tailored selection precisely matched to his actual needs. Nor does the logic leave him alone with this problem; it gives him proactively relevant contents for solving it.

The apps were rated against the criteria of benefits, usability, and the originality of the idea. Besides the verdict of the five-strong jury, online voting at elektrotechnik.de and user ratings in the app store also played a significant role.

New trucks for Linde

LEADING global industrial truck manufacturer Linde Material Handling has launched four new models to its extensive portfolio of reach trucks, aimed at the food and beverage sector.

The new B Range reach trucks are specifically designed for light to medium duty applications and have been created for reaching stock stored on high shelving units in warehouses.

The Linde R10B to R16B models can lift loads between 1.0 to 1.6 tonnes and include a wide viewing window through a narrow profile lift mast to ensure maximum visibility when handling stock in awkward to reach places.

The trucks have a height-adjustable operator seat and the added benefit of being able to accelerate to 11 km/h with and without load, which the more powerful models are unable to do.

The series equipment also includes important safety functions such as Linde Curve Assist, which adapts the driving speed proportionally around bends, as well as a total of four completely independent braking systems and lift height display above the free lift.

Alexander Schmidt, International Head of Product Marketing for Reach Trucks and Tow Tractors at Linde Material Handling, said: “Around half of all reach trucks are used for work at lifting heights of up to eight metres. With the new entry level models, Linde is offering a cost effective alternative to the Performance variant of the reach truck for applications that do not constantly demand a high level of handling performance.”

The trucks batteries range from 360 to 620 ampere hours (Ah) and equipment options include an integrated side shift, the panoramic armoured glass roof or the BlueSpot optical warning unit to ensure maximum safety and comfort for the operator within the warehouse environment.

In brief...

● The German VDMA Food Processing and Packaging Machinery Association has launched its new website: www.techpeople.com. Here customers will find the right supplier for their machines for the production and packaging of food, beverages, cosmetics and drugs as well as non-food packaging. Apart from a detailed manufacturer’s directory the website will offer information on technologies, trends and developments with just a few clicks. A library, publications and links complete the comprehensive range of services.

Linde has introduced four new reach trucks for the food and beverage industry.
Packaging

Lightweighting challenges addressed

There are many well-known benefits and savings associated with PET bottle lightweighting efforts. Along with the benefits there are some associated challenges, especially with regard to bottle processing and field performance. These are most evident in the shelf life performance qualities related to CO₂ and water loss.

To address these issues, Agr International recently introduced a new capability for its Pilot Profiler in-the-blowmolder thickness management system. In addition to the precision material distribution control for PET bottles, the Pilot Profiler system can now monitor shelf life for CO₂ or water loss at the point of production by incorporating a version of the M-Rule container performance model. This provides plant managers with a continuous status of the predicted shelf life performance as well as the capability to proactively manage critical bottle parameters to maximise the shelf life of containers in production.

This new feature is the result of the combination of two proven products: Agr's Pilot Profiler thickness management system and the M-Rule Container Performance Model. These components have been integrated to provide an in-line tool that can not only effectively monitor material distribution to a very fine degree as needed for the successful production of ultralight bottles, but also monitor the shelf life performance of those bottles at the same time.

Agr’s Pilot Profiler system with M-Rule affords bottle manufacturers the means to non-destructively monitor bottle production on a continuous basis for changes in bottle performance characteristics, including shelf life performance. The Pilot Profiler system, installed within the blowmolder, precisely measures material distribution, and any changes thereof, on every bottle produced. Wall thickness data captured by the system is automatically entered into the M-Rule model. From this data, shelf life performance is continuously calculated and presented for individual bottles or user-defined subgroups.

To take the bottle management process one step further, full closed-loop control can be achieved by adding Agr’s Process Pilot automated blowmolder control system option to the Pilot Profiler. This option uses the detailed thickness information captured by the Pilot Profiler and automatically performs blowmolder adjustments to manage and maintain container material distribution at a specified thickness to within ~0.01mm. This is accomplished by continuously monitoring every bottle for material distribution, analysing minute changes and adjusting the blowmolder controls to maintain pre-defined distribution levels. Unlike operator adjustments, the Process Pilot system can adjust one or all of the blowmolder controls simultaneously to achieve the best possible material distribution.

Best of both worlds – glass lined PET

Based in Adana in the southern part of the country, Doganay Gida is one of the leading manufacturers of fruit and vegetable drinks in Turkey. Doganay Gida recently ordered three KHS aseptic lines at once.

Two of the three lines are already running, and the third will go into operation before the beginning of the 2015 season. The special feature of all three lines is that each is equipped with an InnoPET Plasmax. This machine coats the insides of all PET bottles with a ultra-thin layer of silicon oxide – pure glass. This coating provides the best possible quality protection for bottled beverages by specifically preventing the exchange of substances such as carbon dioxide, oxygen, and flavourings between the product and the packaging and environment. This increases shelf life, making it possible to store products safely for longer periods. A decisive aspect with regard to sustainability is that these coated PET bottles can be fully recycled.

According to Rafet Doganay, who owns the company jointly with his brother Remzi Doganay and who is responsible for sales and marketing, “Doganay Gida has pursued a strict quality policy since the company was founded. The KHS aseptic lines equipped with integrated Plasmax technology aid us in realising this policy in every respect.”

Doganay Gida is the world’s first beverage company to communicate the benefits of FreshSAFE PET Plasmax technology directly to consumers under the term CAMPET, the Turkish equivalent of GlassPET in a very impressive, easy-to-remember, and strategically sophisticated way. An initial one-week TV campaign in which the Doganay company deliberately did not appear; merely showed how difficult it sometimes is for consumers to decide between the glass and the PET bottle. In a second likewise one-week broadcast, the TV commercial intimated that it is no longer necessary to make the difficult choice between glass and PET now that what is known as the glass/PET bottle is available. It wasn’t revealed until the third week that the glass/PET bottles contain Doganay Gida’s Limonata product.

Parallel to this TV commercial Doganay Gida placed the film clips on YouTube. Within only a few weeks the company had already chalked up more 250,000 views.

In addition to Limonata, Doganay Gida produces many other non-alcoholic beverages. The sales volume in 2013 totalled about 40 million litres. The company’s flagship product, ahead of Limonata is Salgam, a vegetable drink made from the juice of fermented red turnips. Doganay Gida’s market share of the Salgam consumption in Turkey is currently close to 95%. The company also distributes its products beyond Turkey’s border and is active in more than 30 countries on all continents.
Seamless container handling

PDC International Corporation has introduced the R-250 COER Evolution Shrink Labeller, which quickly orients round and non-round containers, and precisely aligns graphics for maximum visual impact. By integrating a third party container handler and close-coupling it with the PDC R-250 applicator, a single machine system is created that provides seamless container handling from orientation through labelling. After sleeving, the container travels through a PDC shrink tunnel system to complete the shrinking of the sleeve labels.

The R-250 Evolution is a robust system, built for continuous use. The R-250 is distinctive in that it uses PDC’s proprietary blade assembly. Engineered as a longer-lived alternative to ‘spinning knives’, this proprietary cutting solution lasts months, not days, and is a formidable alternative to the fragile spinning knife configurations used in conventional sleeving systems.

The R-250 is controlled with an Allen-Bradley CompactLogix PLC, Touch Screen and Servos. Among the R-250’s options is a articulated splice table for precise roll and splicing, also conveyors and shrink tunnels, either dry heat or steam, can be supplied as part of an R-250 system.

Vitaqua completes mega-plant

GUARANTEED quality standards, outstanding productivity, and optimisation of energy consumption are the three key characteristics of Sacmi’s Continuous Compression Moulding (CCM) solutions for caps production that German bottler Vitaqua decided were vital to the completion of its mega-plant at Breuna, in the Kassel region in Germany.

Motivated by a need to bring cap manufacturing under internal control – to set up personalised solutions that meet their specific manufacturing requirements – the German company soon identified Sacmi’s complete line as the perfect tool with which to achieve its goals.

The five installed lines manufacture caps with a diameter of 28mm (standard 1881) and a weight of about 2g, with output rates per line of approximately 1,500 pieces/min. Successful testing of the first production line showed that Sacmi compression technology provided the ideal solution in terms of both competitiveness and cost benefit ratios: Vitaqua’s technical staff were so impressed that they quickly confirmed the purchase of four further manufacturing lines.

Reinhold Juelg, R&D Manager at Vitaqua, commented, “The advantages associated with this technology, compared to injection, allow us to work at lower extrusion temperatures with significant energy savings.” For Vitaqua, that advantage is enhanced by the fact that water cooling flow rate temperature is in the range of 20-25°C, meaning, according to Juelg, that, “The water in the circuit only needs cooling in the summer months.”

In the opinion of the German technicians it is also – and above all – the dimensional repeatability of the cap that makes the difference. “Sacmi technology, used in conjunction with the correct master batch, minimises waste and gives the line excellent overall efficiency: on the basis of random testing performed on a 10-hour production run, 900,000 caps were produced and only 35 faulty ones rejected,” reported Juelg.

“Average cap weight is remarkably consistent. In the bottling line, since the caps production equipment has gone online, the percentage of bottles with caps incorrectly applied due to dimensional variations has dropped from up to 0.5% to below 0.02%. That was one of the decisive criteria,” said Juelg.

Thanks also to the customer’s faith in the project, great results have been achieved in terms of feedback and availability: since the rank Group and Onex corporation was signed the takeover is anticipated to for customary conditions and regulatory approvals.

Private Equity firm Onex has agreed to acquire SIG Combibloc Group. On Sunday, November 23, 2014 the contract between the Rank Group and Onex Corporation was signed. The takeover is anticipated to formally close in the first quarter of 2015, subject to customary conditions and regulatory approvals.

Onex Corporation is a private equity investment firm. It is a publicly traded company controlled by its founder Gerry Schwartz, who serves as Chairman and CEO. Founded in 1984, Onex is headquartered in Toronto, Canada, with offices in New York and London.
Carton delivers last drop

THE Pure-Pak Sense carton is the latest innovation from Elopak’s continuous research and development. It is a result of thorough market research and analysis, internal workshops across Elopak’s technical, design and development departments.

Reflecting the global trend to combat food waste, the Pure-Pak Sense carton features new easy-to-fold lines. The feature enables consumers to fold the carton and squeeze out more of the product from the pack which is ideal for high viscosity products. The easy to fold lines also enable convenient flattening of the empty carton reducing volume in waste or recycling facilities.

The carton features an arched top fin with a print option that provides a tool for better range navigation and enhanced communication of promotional messages.

The rounded smooth front of the carton provides a seamless print area and a new form and shape. This carton both looks and consumers a new tactile experience with better handling.

“Today a carton has to be more than just a generic package for liquid food,” explains Dr. Christoph Schönig, Elopak’s Director Global Marketing. “Packaging is an important element of the marketing mix for our customers and as such it must enable business growth. Therefore, Elopak’s goal is to consistently improve its packaging solutions to meet current needs in terms of appearance and functionality, as well as cost and flexibility.”

Elopak has developed its latest carton to be a cost-efficient and flexible option running on existing filling lines with a minimal investment in a retrofit kit. Products can currently be filled in 1 litre Pure-Pak Sense cartons with a 500ml carton size available from early 2015.

Award for closure

ECOLEAN’S new reclosing device SnapQuick has been awarded the Nordic packaging award Scanstar 2014. The award recognises outstanding packaging products from all five Nordic countries.

According to the Scanstar prize jury, SnapQuick is “A smart, new closing feature for what already is a successful, award winning packaging product.” Furthermore, the jury also stated: “The solution is functional, combined with minimal material consumption. Smart and simple – well done!”

“The Scanstar award proves that our dedication to innovation and smart packaging solutions is recognised by the industry, says Peter L. Nilsson, CEO at Ecolean. “Awards like this only motivate us harder. We are determined to continuously introduce new solutions that use considerably less raw material than all other packaging solutions available on the market.”

The SnapQuick reclosing device is integrated into the package without compromi-

Radnor Hills chooses Krones

THE Powys, UK, based Water and Soft Drinks bottler, Radnor Hills has invested in a new Kosme blowfill line supplied by Krones UK, this follows on from the installation of a Krones CONTIFORM blowmoulder and Krones Control a year earlier.

Radnor Hills started in the water industry in 1991, filling cups for the airline industry. This was followed a year later with a contract from MacDonald’s for its lidded range of soft drinks.

It was in 1995 that William Watkins, the owner of Radnor Hills decided to get into bottling and purchased a second-hand filling line, the first new line was installed in 2001 and the latest installation now brings the total number of lines to six.

Watkins commented, “A great deal has happened not only to my company but the soft drinks industry in general which has transformed the way I now view investment in my plant. One of the main drivers has been the change in legislation regarding soft drinks in schools, I am very proud of the fact that we now supply nationally to schools with our range of Radnor Fruits, Fizz and Fruit Cola. They are all preservative free an essential requirement to meet School Food legislation. As our business has increased we will be turning over in excess of £25 million this year; we have moved from being supplied with blown bottles to now blowing our own on the two Krones lines. At some stage shortly I will be investing in further blowing equipment which will increase the capacity of the existing lines and significantly help reduce the carbon footprint of the plant.”

Currently Radnor has a split of 90:10 in favour of PET with more than half of its production in own label, dealing with all the major retailers for their ranges of mixers, soft drinks and waters. It is Watkins plans to further develop products under the Heartsease Farm range of super premium soft drinks. Exports are now beginning to play an important part of the sales mix with product going as far as Malaysia and Australia.

Space for the new line was at a premium so options for the choice of blowfill technology were limited. The decision was made to go for a Kosme KB8r 8 cavity blowmoulder electronically blocked to the Kosme Barifill FC filler. The Kosme contract also included bottle conveyor; Kosme pack conveyor and fill level inspection. A Krones CONTROLL 600-15 labeler is in the line together with an existing Kosme labeler; Krones also supplied a Checkomat 752 E inspection system and an Atlanta shrink wrapper that can pack film only, pad or tray and film depending on customer requirements. The line is able to fill 330, 424, 500ml and 1 litre at 15,000 bottles per hour based on the 1 litre bottles.

Mark Heath, Sales Director at Krones UK commented, “For this second line William Watkins wanted a filler capable of filling high juice products, which were prone to foaming, the Kosme Blowfill technology alleviates this issue.”

UK soft drinks producer Radnor Hills has installed a second Kosme blowmoulder.
Environment

‘World first’ for renewables

FINNISH dairy producer Valio is the first company in the world to sell products to consumers in carton packaging made entirely from plant-based materials, according to Tetra Pak, which supplied the cartons. Consumers are able to buy these packages at retail shops in Finland from mid-January 2015.

The package, Tetra Rex Bio-based, is manufactured solely from a combination of plastics derived from plants and paperboard. It marks a world first, and signals an important milestone in Tetra Pak’s long-stated commitment to drive ever-stronger environmental performance across all parts of its portfolio and operations.

Valio will trial the package with Valio Eila lactose-free semi-skimmed milk drink in retail outlets across Finland until mid-March, and will then use feedback from consumers to decide whether to adopt the cartons more broadly across its chilled product range.

“Valio is committed to increasing the share of renewable resources in its packaging material. We share a common vision of innovation and environmental responsibility with Tetra Pak and we are proud to be the first in the world to make our products in fully renewable carton packages,” says Elli Siltala, Marketing Director at Valio.

The products will be available in 1 litre capacity Tetra Rex Bio-based packages, with a TwistCap OSO 34 opening. They will be produced at Valio’s Jyväskylä dairy in Finland, using a standard Tetra Pak TR/28 filling machine.

In Tetra Rex Bio-based cartons, the low density polyethylene used to create the laminate film for the packaging material and the neck of the opening, together with the high density polyethylene used for the cap, are all derived from sugar cane. These plastics, like the Forest Stewardship Council (FSC) certified paperboard, are traceable to their origins.

The Tetra Rex fully renewable package can be identified by the words ‘Bio-based’ printed on the gable of the package.

Tetra Pak’s Tetra Rex Bio-based cartons made totally from plant-based materials are being trialled by Valio in Finland.

Unilever supports ‘green-preneurship’

IN South Africa, Unilever has partnered with the Wildlands Conservation Trust to provide nutrition and hygiene packs to ‘green-preneurs’. This is being carried out as part of Unilever’s broader Sustainable Living Plan which includes halving its environmental impact and increasing positive social impact.

The Wildlands Conservation Trust is a non-profit organisation that promotes ‘green-preneurship’ by enabling disadvantaged communities to collect recyclable waste and grow trees which they then barter for livelihood support items such as groceries, bicycles, water tanks, building materials and school fees.

Under the partnership, Unilever is supplying Wildlands with health and hygiene packs which ‘green-preneurs’ can acquire by bartering collected waste.

“Wildlands do not hand out livelihood support items,” explains the organisation’s Chief Executive, Andrew Venter. “We promote entrepreneurship with our barter-reward model based on national greening activities. When partners like Unilever come forward with items that can add value to the lives of our hard-working ‘green-preneurs’ we are extremely appreciative and grateful.”

Unilever plans to expand the project, with members of the Unilever Future Leaders Programme training recipients on optimum use of the health and hygiene supplies.

RAIN gains pace in Ethiopia

THE Coca-Cola Foundation and World Vision Ethiopia are making good progress with a further project undertaken as part of the wide-ranging RAIN venture.

RAIN – Replenish Africa Initiative, promoted also as ‘Water for Africa’ – is a far-reaching operation which has seen Coca-Cola link with a number of other organisations to undertake more than 40 projects so far in 25 or so countries.

The latest Ethiopian project got under way in April and has recently built up momentum. It involves drilling a series of wells in the Alamata, Tsa’eda and Wukro districts of the Tigray region. It follows several other projects in Ethiopia to deliver clean and safe water to rural communities.

While RAIN embraces much of Africa, Ethiopia is a key target because of its status as one of the world’s lowest in levels of safe water and sanitation coverage. It is estimated that some 66% of Ethiopia’s 83 million citizens do not have access to an improved water supply and around 79% lack access to basic sanitation.

During the US-Africa Leaders’ Summit held in Washington DC in August, The Coca-Cola Company and its African bottling partners committed to a further US$5 billion investment in Africa, taking 2010/2020 funding to more than US$17 billion. This new funding will include significant extra input to RAIN and other environmental programmes as well as production enhancement and job creation.

“As a business, we’re committed to creating public value and helping our communities overcome development challenges,” said Muhtar Kent, Chairman and Chief Executive of The Coca-Cola Company. “In Africa, we believe we can do more to source agricultural ingredients locally, with significant supply potential that’s underdeveloped and under-utilised. Tapping this potential could accelerate the growth of our business and Africa’s emerging economies, making our supply chains more cost effective and enabling sub-Saharan Africa to supply more ingredients to growing markets in Africa.”

Another initiative to gain funding is Source Africa, again undertaken in co-operation with NGOs. This will initially focus on sustainable mango and tea production in Kenya; citrus, mango and pineapple production in Nigeria; and mango in Malawi.

Longer term it could expand to Ethiopia, Senegal, Tanzania and Mozambique.
RECOUP meets

THE RECOUP Plastics Recycling Conference and AGM 2014 took place recently in Peterborough in the UK with over 250 delegates in attendance. Leading industry and government speakers shared their knowledge and experiences, with delegates making the most of the chance to network across different sectors and discuss the future for plastics recycling.

Dr Helmut Maurer from the European Commission provided the keynote presentation, putting plastic recycling into the context of circular economy and the EU approach to life cycle thinking.

He outlined the recent European Commission proposals and reflected that maybe more attention should be on plastic as a specific waste stream. He also questioned whether resources should really be addressed through waste policy, and indicated that a rethink could be needed for the development of separate resource policies. He noted that too much plastic is sent to landfill which could be used and recycled, and concluded that plastic is an ideal material to demonstrate that it is possible and profitable to move towards a circular economy model.

CCE report published

AROUND nine in 10 current CEOs and future business leaders believe businesses should have a social purpose. But while 86% of current leaders think businesses are already putting this into practice, just a fifth of the younger generation agrees they are doing so – showing a clear gap between the views of today’s CEOs and the next generation.

These results are part of a new study published today by Coca-Cola Enterprises (CCE) – which manufactures, distributes and markets Coca-Cola products in Western Europe – in partnership with Cranfield’s Doughty Centre for Corporate Responsibility and The Financial Times’ FT Remark (FT). The study, Combining Profit and Purpose is based on the views of 50 CEOs and almost 150 MBA and MSc students and recent graduates across Europe, and was launched in London at the Future for Sustainability Summit: Enhancing the Value of Business – a joint initiative between CCE and The Financial Times. The Summit brings together current and future business leaders to explore the challenges of prioritising purpose and sustainability to create the optimum value for business and society.

The research indicates that both current and future leaders agree that a business’s profit and the ability to provide shareholder value are the best barometers of business success today. However, the groups disagree on how that may change in the future. While the overwhelming majority of current CEOs feel that profitability and shareholder value will remain key in the future (94% and 88%, respectively), the findings suggest future leaders have higher expectations of the role business should play, claiming that societal and environmental impact (80%), innovation (61%) and development of future talent (57%) will be more important indicators of business success in the years to come.

The two groups also differ in opinion about the barriers to businesses combining social purpose with profit. Two-thirds of CEOs (66%) view external factors such as government and regulation as the main barrier, while the majority of future leaders cite internal factors, such as current management attitudes (55%).

“Forward-looking organisations are already focusing on how to balance profit and purpose, and there is clearly a growing expectation on businesses to do this,” said John F. Brock, Chairman and CEO of CCE. “Today’s leaders play an essential role in integrating environmental and social issues into strategic decision making, but future generations have even higher expectations of business. It’s clear that social and environmental purpose will increase in importance in the years to come, and that collaborative innovation is the key to unlocking success.”
Human Resources

APPOINTMENTS

Enderson Guimaraes, currently CEO, PepsiCo Europe, has been named EVP, Global Categories and Operations, PepsiCo. He will be responsible for overseeing the company’s Global Beverage, Global Snacks and Global Nutrition Groups; its Business & Information Solutions function; Global Procurement; Productivity; Supply Chain; and Corporate Strategy.

Ramon Laguarta, currently President, Developing & Emerging Markets, PepsiCo Europe, has been named CEO, PepsiCo Europe. He will be responsible for overseeing the company’s food and beverage business across Europe and food business in Sub-Saharan Africa.

Both Guimaraes and Laguarta will report to PepsiCo Chairman and CEO Indra Nooyi.

PepsiCo’s Board of Directors has also elected William R. Johnson, the retired Chairman, President and Chief Executive Officer of H.J. Heinz Company, and an Advisory Partner of Trian Fund Management, to the PepsiCo Board, effective 23 March 2015. Johnson will also be included in the company’s slate of nominees for election to the Board at the 2015 Annual Meeting of Shareholders.

The Coca-Cola Company has named Julie Hamilton as its Chief Customer and Commercial Leadership Officer. Hamilton will report directly to Chairman and CEO Muhtar Kent. She will work closely with and support the Company’s global customer partners while building commercial strategies and customer capabilities across the global system.

Hamilton is currently Kent’s Executive Assistant, a role she has held since 2011. Prior to this role, she was President of the Global Wal-Mart Group, responsible for leading the Company’s relationship with Wal-Mart Stores around the world.

The Chief Customer role was previously led by J. Alexander (Sandy) M. Douglas Jr. in addition to his position as President of Coca-Cola North America.

The Company also announced that Susan Gambardella will assume the role of Executive Assistant to Kent. Gambardella is currently Vice-President of the Wendy’s Global Account Team for Coca-Cola Refreshments.

Job creation

Lloyds Bank has commissioned research that has revealed English food & drink manufacturers plan to create tens of thousands of new jobs over the next five years.

The key finding of the report, Global Ambitions, are:

- 66,942 new jobs to be created in England over the next five years;

- Optimism is soaring in the sector – 98% per cent of businesses expect to grow over the next five years;

- The majority plan to take active steps to grow by developing new products (77%); entering new markets (70%) and creating new jobs (70%); and;

- More than three-quarters (76 per cent) of firms will target new markets in Western Europe, with more than half (54%) focusing on the Far East and Asia.

Skills Minister Nick Boles said: “Food and drink processing now employs more than 300,000 people in England alone. This new partnership will allow the industry to develop the skills and talent it needs to grow and compete on the global stage. We are committed to putting employers in the driving seat when it comes to skills so they can address the specific challenges facing their businesses.”

Frutarom Switzerland Ltd Health Business Unit has appointed Dr Matthias H. Kreuter as its new Global Chief Scientific Officer (CSO), effective 1 January 2015. He returns to Frutarom after performing a wide range of leadership responsibilities, primarily in phyto-pharmaceuticals, phytochemical product development and R&D.

Archer Daniels Midland Company has announced that Juan R. Luciano has been named the company’s next Chief Executive Officer, effective 1 January 2015. He was also elected to the company’s board of directors, effective immediately. Luciano currently serves as President and Chief Operating Officer responsible for leading and running the company’s global operations.

SkyPeople Fruit Juice, a producer of fruit juice concentrates, fruit juice beverages and other fruit-related products, reports that its Board of Directors has approved the appointment of Yongke Xue, currently Chairman of the Board of the Company, to also serve as Chief Executive Officer. Xue replaces Hongke Xue, who has resigned from his position as the Company’s Chief Executive Officer.

Tate & Lyle PLC has announced that Paul Forman has been appointed as a Non-Executive Director and a member of the Audit, Remuneration and Nominations Committees with effect from 1 January 2015.

Tata Global Beverages has announced that Sushant Dash will be taking charge as Regional President – India effective immediately, based out of Bangalore. He takes over from Sanjiv Sarin, who is moving as CEO designate to Tata Coffee Ltd.

The company also announced that Vikram Grover will be taking charge as Deputy Head of TGB’s water business, with immediate effect, based out of Mumbai. In addition, Grover will have overall responsibility for TGB’s businesses in Pakistan and Bangladesh.

Partnership to develop skills

THE UK government has announced support for a new partnership between employers and trade bodies to develop food and drink manufacturing skills in England.

The new Industry Skills Partnership will bring together organisations from across the food and drink sector in a drive to boost skills and improve the quality and relevance of training. The partnership will place employers firmly in the driving seat when it comes to developing the workforce of the future and driving growth.

The Industry Skills Partnership will see leading businesses, including Britvic, working in collaboration with trade groups and retailers. The funding follows a successful bid by the industry as part of the Government’s Employer Ownership of Skills initiative.

Announcing the Government’s support, David Richardson, Regional Director and head of manufacturing, mid markets, at Lloyds Banking Group, who is quoted in the release.
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.

Join the BSDA today and have your say in your industry!

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100 Years Ago
From the Mineral Water Trade Journal of January 1915

What 1915 may mean to our trade
There are many problems confronting the trade and the country – problems economic and Parliamentary – which would at once demand earnest and immediate consideration were it not for the more tragic issues compelling undivided and centred attention. How far will the war deflect the activity of the Parliamentarian and the reformer from our trade and the problems in which we are directly interested? Let us not forget that the drama of the European conflict has not induced the abandonment of the ambitions of the politicians who would make Parliament, or rather the State, a more direct influence in the administration of our factories, in the character of our beverages, and in the method of our trading. This drama has only for the moment served to conceal these ambitions from public interest – by reason of the overwhelming volume of emotion and anxiety born of the war.

The unnecessary ‘giant’ bottle
An admirable temper of revolt against the giant bottle has had an effective expression in the Birmingham area. Why we should continue to compel the public to receive their beverages in larger quantities than that public desires – we believe this to be the actual fact in connection with these giant bottles – is one of those trade mysteries which perturb and exasperate the manufacturer possessed by a wisely selfish anxiety for his own interest. Of course, it must be recognised that there is a type of customer who is attracted by size – aye, by the size even when divorced from quality. Avarice will never be eradicated from the human temperament. We believe, however, that the big bottle contains more than the customer ordinarilv wants, that to that extent it is a waste of that which should have a mone- tary value, and that even when it is not more than the customer desires it is more than he has a legitimate right to demand for the money he has paid.

There is really thus no excuse for the ‘giant’. He is out-of-date in an era of sanguacious trading. He is worse – he is the parent of a mischievous and libellous misconception in regard to our trade, and in regard to the value and cost of production of our beverages.

Soldier and a missing horse
Bernard Foster, driver, Royal Field Artillery, who belongs to Longton, was charged with stealing a mare, valued at £20, the property of Messrs. Smith & Son, aerated water manufacturers of Tamworth, on 24th August. Mr. Sydney H. Smith explained that the accused was formerly in their employ as a dray salesman, and had charge of the mare. On returning from his round on 24th August, he took the mare out of the dray, and started to take it to a field. This was the last they saw of the animal. A policeman sergeant said that when he arrested the accused he said he did not remember anything about the alleged offence. The accused was committed for trial at the Quarter Sessions.

50 Years Ago
From the Soft Drinks Trade Journal of January 1965

Deposit charges
A report on deposit charges on bottles and cases recently presented to the Council of the Brewers’ Society by its Brewing Materials Committee will be of interest to many soft drinks manufacturers.

The Committee had had before them a summary of the deposits now being charged throughout the country. The Committee had recommended three years ago that members should standardise their charges at 3s on small and large bottles and 6s on flagons. There was now almost complete uniformity on small and large bottles, but in the case of flagons, a number of members still charged 3s per dozen although the majority charged 6s. There was still a wide variation in the charges on cases. Many members felt that there would be considerable advantage from an accounting point of view if the charge were standardised at, say, 3s per dozen bottles of any size and 3s per case of any size; others felt that there would be even more advantage if deposit charges could be abolished altogether. The Committee would continue to keep the matter under review, and if sufficient unanimity of view could be achieved in the future further recommendations would be made.

Automation in soft drink bottling
‘The last word in automation and modern operation in the franchised bottling industry’ is how Will Higgin, president of the Royal Crown Beverage Company, has described the Los Angeles plant. This verdict was given when a $1.2 million modernisation programme was recently brought to a finish – as a result of which the bottling plant has increased capacity by 130%.

One unique feature of this 182,000 square foot plant is a giant transport unloader which does the work of six fork trucks. This specially designed unit, along with a 1,000 foot conveyor system, has eliminated the need for fork lift trucks in plant operations. A closed-circuit television system permits careful monitoring of critical production stages, while a public address system with 13 outlets enables an operator to contact a mechanic within seconds and so expedite any needed repairs.

The air conditioned syrup room is equipped with push button controls and overall, the plant employs only 56 people.

According to Mr. Higgin, the new facility affords more efficient scheduling of bottling operations and reduced maintenance and down time, in addition to providing greater capacity. The plant handles all bottling operations for the company which distributes RC Cola, Diet-Rite Cola and Par-T-Pak in Los Angeles and Orange counties.

Five times faster
A Unipulse liquid dispensing system supplied by Parkinson Cowan Measurement has enabled Manbre Sugars Ltd to reduce batch missing time from an average of five hours to under an hour.

The system at Manbre Sugars Ltd comprises four Unipulse meters, each with a maximum flow of 12,500 gal/hr and a series of variable batch controllers housed in a central control panel. Preset quantities of liquid sugar from various sized capacity tanks and liquid glucose from 18 ton holding vessels are measured into mixing vats through the Unipulse meters at a temperature of 120°F. The previous method was to draw off liquid quantities referring to float levels in the tanks.

This new system has not only reduced the mixing time but also enabled a far higher degree of accuracy to be obtained – down to ± 0.03% of the specification.

Sourced from the SDI archive
## Events Diary

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