

NOVEMBER 2011

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Soft Drinks International

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

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Front Cover: Courtesy KHS

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**Published by**

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Editor

Philip Tappenden

News Editor

Annette Sessions

Correspondents:**EUROPE**

Gerard O'Dwyer

Lubomír Sedlák

Bernadette Tournay

ASIA & PACIFIC

Kelvin King

T. C. Malhotra

AMERICAS

Richard Davis

Market Analyst

Richard Corbett

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Subscription Enquiries

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: subscriptions@softdrinksinternational.com**Editorial - News**

A & S Editors

5 Gloucester Street,

Faringdon, Oxon. SN7 7JA, UK

Tel: +44 (0)1367 241660

E-mail: news@softdrinksinternational.com**Editorial - Features**

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: editorial@softdrinksinternational.com**Advertisement Sales**

Soft Drinks International

PO Box 4173, Wimborne BH21 1YX, UK

Tel: +44 (0)1202 842222

Fax: +44 (0)1202 848494

E-mail: advertising@softdrinksinternational.com**Middle East Representative**

Valentina Lotfy

Tel: +971 503059019

E-mail: valentina@softdrinksinternational.com**US Representative**

Richard Davis

Tel: +1 479 963 6399

E-mail: softdrinksjournal@msn.com

Carbonates' challenge

Is the sparkle returning to carbonates? Announcing its third quarter results, The Coca-Cola Company reports that it continued to see growth in sparkling beverages, with worldwide brand Coca-Cola volume growth of 3% in the quarter driven principally by emerging markets: 17% in India, 11% in Argentina, 7% in China, 6% in Mexico. For developed markets there was growth of 5% each in France, Germany and Great Britain. Worldwide sparkling beverage volume grew 4% in the quarter, with international sparkling beverage volume up 3%.

However, PepsiCo Americas Beverages' third quarter results show that mid-single-digit volume growth in non-carbonated beverages offset declines in carbonates. Within the US the company's volume share of the beverage category grew slightly in the quarter whilst Latin America Beverages delivered solid volume growth in the quarter driven primarily by strength in Mexico, Central America and Brazil.

Other growth activity has seen PepsiCo India reintroduce the 100 year-old Duke range of flavoured carbonates in Mumbai. There are four flavours: Raspberry, Masala Soda, Gingerade and Ice cream Soda in 200ml retro style returnable glass bottles.

For the Dr Pepper Snapple Group its third quarter results reveal that the company's carbonate brands had a mixed performance: Sun Drop added 2 million cases, Canada Dry volume grew double digits and Squirt grew low-single digits. Dr Pepper volume was flat. Crush and Sunkist soda declined double digits while 7UP and A&W grew low-single digits. Fountain foodservice volume grew 4%.

Despite the sparkling activity in emerging markets, it's evident that the soft drinks giants' indigenous market of North America continues to be a challenging one. Here, for many consumers, high-sugared, traditional carbonates remain off their shopping lists. In developed markets, the stigma of obesity with all its concomitant effects surrounds the category, bolstered by occasional scare-mongering headlines in the media.

And now we have another one: "Fizzy drinks make teenagers more violent, say researchers" – from UK's *The Times* of 25th October headlining an article which said US researchers have suggested that sugar and caffeine might lead to aggression amongst teenagers. Yet, reading the story reveals that Peter Kinderman, Professor of Clinical Psychology at the University of Liverpool, countered the research saying that the causes of violence in young people are complicated and "this work is presenting an overly simplistic interpretation of the role of soft drinks."

Professor Kinderman is right. Carbonated drinks have become an easy target for some very serious problems that societies face. A sense of perspective is called for - and less worrying headlines from the media.

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Late Bulletin

● **PureCircle** expects stevia-based sweeteners to be cleared for use in the European Union within the next two months, and the company is gearing up to meet demand. By the end of 2011, PureCircle expects full clearance for stevia sweeteners to be used in a range of food and drink sold across the EU's 27 member states. If the EU backing is secured as planned, producers would be free to use the plant-based sweeteners in products such as soft and alcoholic drinks, ice cream, snack bars and chewing gum.

● **Coca-Cola Icecek** has reported strong sales for the first nine months of 2011, but profits were damaged by higher costs and foreign exchange charges. Foreign exchange losses on company loans were predominantly responsible for a 39% drop in Coca-Cola Icecek's (CCI) net profits for the nine months to the end of September. Profits sank to TRY146.3million (US\$82.3million).

● **Reed's Inc** has reported a strong rise in soft drinks sales in the third quarter of 2011 and expects momentum to continue. Net sales rose by 18.5% to US\$6.4million for the three months to the end of September, Reed's said. "This is our eighth quarter of double-digit revenue growth," said the US group's founder and CEO, Chris Reed.

● **Cott Corp** has reported strong rises in net sales and profits for the first nine months of 2011, thanks to consumer demand for private-label soft drinks and the group's acquisition of Cliffstar. Cott Corp said that nine-month net profits jumped by 25% to US\$49.5million. Profits rose on the back of higher net sales and an income tax gain, versus a tax charge in the same period of last year. Operating profits increased by 15% to \$96.4million.

● **Jamba Juice** has said that it expects to have a further 80 outlets open globally by the end of the year. The US smoothie maker, which narrowed its net losses in the first half of 2011 as a result of international store expansion, has entered three new markets this year – Korea, the Philippines and Canada. As of 4th October, the firm said it has opened 752 locations globally and intends to open a further 80 by the end of 2011.

● **Coca-Cola FEMSA** has said that it faces higher operating costs due to raw materials, marketing and wages. Speaking on the firm's third-quarter earnings call, Coca-Cola FEMSA's CFO, Hector Treviño, told analysts that the company expects pressure on profits next year, from sweetener costs in particular.

● **The Coca-Cola Co** has agreed to purchase US bottler **Great Plains Coca-Cola Bottling Co** for US\$360million. Great Plains Coca-Cola Bottling Co is the fifth-largest independent Coca-Cola drinks bottler in the US, Coca-Cola said. Its territories are in Oklahoma and Arkansas. The privately-held company operates nine facilities and employs around 1,200 workers. Great Plains will become an operating unit within Coca-Cola Refreshments, a wholly owned subsidiary of the Coca-Cola Company.

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Europe

Billion dollar investment in Russia

THE Coca-Cola Company and its bottling partner, Coca-Cola Hellenic, will invest US\$3 billion in Russia over the next five years, commencing 2012. The announcement was made during the official opening of a new Coca-Cola plant in Rostov officiated by Muhtar Kent, Chairman and CEO of The Coca-Cola Company, and George David, Chairman of Coca-Cola Hellenic Bottling Company.

George David congratulated the plant's 422 employees and reiterated Coca-Cola Hellenic's long term commitment to the strategically significant Russian marketplace, the largest in its franchise, and said the investment programme would enhance wealth creation and prosperity in the Rostov



The new Coca-Cola Hellenic plant in Rostov.

region. "I am sure that the launch of this plant in the Southern Federal District will promote the development of the region and the formation of an innovative, eco-oriented economy. We are fully committed to and believe strongly in the potential of Russia, and that of the region."

Muhtar Kent said: "The Coca-Cola Company is proud to be serving this great nation's 140 million-plus consumers. Our system is part of the fabric of Russia's economic development and we continue to invest in Russia to create jobs and stimulate growth across our supply chain. The Coca-Cola Company along with our bottling partner, Coca-Cola Hellenic, will invest in Russia



Muhtar Kent speaking at the opening ceremony.

more than US\$3 billion in five years from 2012 to 2016."

The investment into the Coca-Cola Hellenic Rostov facility, which has a production capacity of 450 million litres of beverages per year, and is located within a 26.5 hectare area, has already amounted to over US\$120 million. The facility's environmental practices, quality controls and modern technologies in manufacturing were showcased during the ceremonies.

The opening of the Coca-Cola Hellenic plant in Rostov region was also commemorated by the launch of the limited edition Coca-Cola can bearing the Sochi 2014 Olympic games logo.

Water sales sparkle

HIGHLAND Spring's year end results show a record turnover and increased profits, due largely to the company's acquisition of the Greencore Bottled Water division in March 2010.

Results for year end to 31st December 2010 show that Highland Spring Limited's sales increased 26% to a record UK£69,343,000 (2009: £54,803,000). Operating profits also rose to UK£4,615,000 (2009: £4,354,000) an increase of 6% from 2009.

With sites across the UK, Highland Spring has an annual sustainable resource of over 2.2 billion litres and a production capacity of 700 million litres of water a year.

Les Montgomery, the company's Chief Executive, said: "We were delighted to achieve such a significant increase in turnover and given the current economic climate and the impact of exceptional increases in packaging, energy and fuel, we were equally pleased to achieve an overall increase in profits of 6%."

The Highland Spring brand is the leading UK-produced brand of bottled water and, against fierce competition from global brands, retained its No. 2 position in the UK market in 2010.

Montgomery added, "As bottled water specialists we embarked on a strategic programme to increase our scale within the market substantially to help us fulfill our vision to be a UK£100 million turnover and 500 million litre business."

"Our 2010 results demonstrate that the strategy is paying off as we record our



Les Montgomery, Chief Executive, Highland Spring.

strongest ever financial performance, despite the challenging economic climate. Our sparkling range was particularly successful retaining our No. 1 slot, recording a 7.8% increase in sales which helped boost the core brand's performance."

With anticipated turnover of UK£80 million and 390 million litres for 2011, this looks to be another strong year for the group. In March the business launched Hydr8, which was the fastest selling unflavoured brand launch by

Irish investment

A NEW €200 million Coca-Cola flavour manufacturing and innovation facility has been officially opened by the Taoiseach, Enda Kenny, in Wexford. The plant has already created 65 jobs and a further 35 will become available over the next few years.

"This facility is a very welcome investment in the county. It is also a very welcome addition to the South-East region as a whole. I know that it is a strategically important investment for Coca-Cola – the new plant will carry out process development and focus on product commercialisation," said Kenny.

Coca-Cola also announced an expansion of its global business shared services organisation in Drogheda. "Our continued investments in Wexford, Drogheda and throughout Ireland will ensure we sustain and enhance our growth globally in the coming years," said Muhtar Kent, Chairman and CEO of The Coca-Cola Company, who was in Wexford for the opening.

value in the take-home sector in the last five years and this summer the company made its foray into flavoured water with the roll-out of Hydr8 flavours.

Montgomery concluded: "The outlook for the Group is robust. Consumers want to buy the best for their family and since water is the healthiest beverage available, we are in an excellent position. In addition people are showing continuing loyalty to British brands which stands us in good stead for the future."

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Profits up and a move south

A.G. BARR's interim results to the year ended 30th July, show that despite a poor summer, total turnover increased by 4% to UK£124million and profit was marginally ahead of last year at UK£16.2million. The company's key brands which include Im-Bru, Barr, Rubicon and KA collectively grew 6%. Basic earnings per share increased by 6.9%. An interim dividend of 7.3p per share was announced, an increase of 8.1% over the prior year.

The company says it intends to invest in increased production capacity in the south of the UK and will be confirming its specific plans in due course, but anticipates investing in a new site with canning capacity along with the potential for additional PET capacity. It is expected that this additional facility

would come on stream over the course of the next two years.

Commenting on the results, Chief Executive Roger White said: "We are pleased to have delivered financial performance in line with our expectations. This is a particularly positive result given the challenging comparatives we faced in the first half of the year, the relatively poor summer weather, which has impacted the soft drinks market, and a competitive market backdrop.

"Whilst we remain cautious regarding the second half, given the market context, we are confident that we have a strong programme of activity including further innovation, which should help maintain our growth momentum.

"The combination of less demanding comparatives, better cost visibility, a strong programme of brand activity and good sales momentum gives us confidence that, assuming no significant adverse changes in the marketplace, we will meet our expectations for the full year."

UK HQ for growth plans

SPECIALIST plastics packaging technology business Petainer has opened a new corporate head office in Peterborough, UK, to support the company's future business growth and international expansion – particularly in the development of new large PET containers for beverages.

Petainer has manufacturing plants in Sweden, the Czech Republic and Germany but the holding company is a UK-registered business and the major investors are UK businesses or individuals.

Group Chief Executive, Nigel Pritchard, said: "We are aiming to build the business both organically and by acquisition on a worldwide basis with new manufacturing and sales oper-



Nigel Pritchard.

ations. We are substantially increasing our product range, particularly with large containers such as our new Petainer Keg. We are also developing our capability to deliver complete turnkey packaging solutions. The UK – and Peterborough in particular – is well located to serve our expanding geographic interests."

New can plant for Finland

REXAM PLC is to build a new beverage can plant in Finland. The plant will be located in Mantsala in south west Finland some 60km north of Helsinki. It represents an investment of approximately UK£68million over three years and forms part of Rexam's current capital investment plans. When completed, it will have two lines and a capacity of approximately 1.35billion 330ml and 500ml aluminium cans. The first line is expected to be operational by the start of 2013 while the second line is planned for start-up in January 2014.

The Nordic market has shown good growth in recent years and, says Rexam, Finland itself has experienced a steady transition from glass bottles to can fillings. The building of the new plant will allow the com-

pany to serve growing customer demand in Finland and the Baltic states in coming years, to optimise logistics and to further enhance plant efficiency across its European beverage can network.

HOD Baltic buy

LEADING water cooler supplier, Eden Springs, has acquired UAB Neptuno vandens pristatymas – Lithuania's second biggest home and office delivery (HOD) supplier – via its subsidiary in the Baltic region.

The purchase will increase Eden's market share in the Baltics by 33%. As a result of the acquisition, 25 former UAB Neptuno vandens pristatymas staff will join the Eden Springs team at its Lithuanian offices and depots, located in Vilnius, Kaunas and Klaipėda. Total revenue for the combined company is approximately €2million per annum.

Coca-Cola raises market share

IN the all-important cola segment in Norway Coca-Cola has significantly boosted its market share against Pepsi. In the six month period to 31st July, Coca-Cola increased its market share in the cola market from 54.5% to 62%, in what marks the company's 125th year in Norway. The growth was helped by focused marketing and advertising campaigns which ran during the second half of 2011 and the first six months of this year.

"When we began 125th year celebrations we launched a broad range of activities, and especially over the last six months which really did succeed in raising the profile of the company and our products," said Coca Cola Norway spokesperson, Stein Rømmerud.

The extensive use of advertising in the brand awareness campaigns was mainly channeled through enlarged spending on TV and radio spots, and special promotions at retail level.

Coca-Cola's share gains were made in a buoyant market for cola sales. Total sales of soft drinks products in February amounted to 36.3million litres, while in July consumption and sales rose sharply to 38.1million litres. The market is expected to show a high demand in the second half of 2011, although Coca-Cola is forecasting that it will retain a share over the full 12 months of around 60%.

"We will make every effort to maintain a high pace going forward and do everything we can to maintain and strengthen our position in the market. This is a test of our brand strength in Norway but we will need to work hard to maintain our share," said Rømmerud.

Sales of soft drinks increased almost 10% in June-August when compared with the same period last year, according to industry data. The sale of soft drinks was at its highest in June, with volume sales reaching 53 million litres, or more than 11 litres in per capita consumption terms.

However, sales of bottled water and sugar-free products are falling, with bottled water in particular showing a sharp fall, declining by 22% in volume since 2008.

As well as adding new water cooler customers to its portfolio, Eden Springs Baltics will strengthen the existing product offering in terms of new PET bottle solutions to include lemon-flavoured mineral water, which will be distributed under the brand name Neptunas.

Raanan Zilberman, CEO, said: "In the Baltic markets we have a solid management team led by Naveen Singh, who has been our managing director for the last nine years. I have every confidence that the local team will integrate very successfully with UAB Neptuno vandens pristatymas, leading to increased customer satisfaction and further business growth in this region."

Industry faces higher taxes

FINLAND's tax-afflicted soft drink's industry will once again feel the force of a cash-strapped government's need to generate more revenue from existing excise-based income streams.

The Finnish government's national budget for 2012 includes a target to raise an additional €60million from increasing the levy on soft drinks and unsugared beverages such as bottled water.

In brief...

● THE British Soft Drink Association has moved offices. Its new address is 20-22 Bedford Row, London WC1R 4EB. Tel: +44 020 7405 0300.

● UPM Raflatac has achieved both FSC and PEFC Chain of Custody certifications for a range of labelstock produced at its Nancy factory in France and for the slitting and distribution operations in Osnago, Italy. All UPM Raflatac factories in Europe are now FSC and PEFC certified.

FSC (the Forest Stewardship Council) and PEFC (the Programme for the Endorsement of Forest Certification Schemes) are currently the main global forest management certifications. The chain of custody tracks certified material from the forest to the final labelstock product, and guarantees that the material comes from sustainably managed, legally logged forests.

● Koelnmesse GmbH and the German Agricultural Society (DLG), organisers of Anuga FoodTec, the international trade fair for food and drink technology, which takes place from 27th to 30th March 2012, have announced they are increasing exhibition space by expanding into an additional hall. More than 800 exhibiting companies have already registered and a large number of new exhibiting companies from Germany and abroad will take part for the first time. More than 170 new exhibitors have registered so far. In addition many companies have announced they will have significantly larger stands. Thus, Anuga FoodTec 2012 will occupy a gross exhibition space totalling 127,000 sq m. "Due to the high number of registrations received and the strong demand for stand space, we have already surpassed the total area occupied by Anuga FoodTec 2009," said Peter Grothues, Vice-President Food, Technology and Environment at Koelnmesse GmbH.

Protests by the Brewing and Soft Drinks Industry Federation (BSDIF) that the new higher tax is unethical and represents an unfair burden on the sector have largely fallen on deaf ears. The government claims that the so-called 'sugar tax' falls within its anti-obesity health programme.

However, this is disputed by the BSDIF, which contends that the tax has more to do with raising money, pointing to the inclusion of unsugared products, such as bottled water, in the tax net. Moreover, the BSDIF says the tax will cause soft drinks sales to fall and distort price competition in the beverage market segment.

"One field of industry cannot be constantly treated as a cash cow. If operating conditions become too tough in Finland, we should keep in mind that the industry

enjoys a far more favourable production environment in Estonia," said Elina Ussa, the BSDIF's Managing Director.

The federation has warned the government that the industry should not be taken for granted, observing that heavy taxation of alcohol and soft drinks put jobs and investment at risk. The industry employs 2,300 people directly, and almost 24,000 indirectly in Finland.

Finland introduced its controversial tax on soft drinks and sugared products in January 2011, with the tax levied at a rate of €7.5 cents per litre on sugared and unsugared soft drinks. The tax was originally intended to generate €80million annually. The 2012 budget means that this target has been revised upwards to a yearly tax yield of €140million.



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Sweden's hot summer sees record sales

AUGUST proved to be a record month for soft drinks consumption and sales in Sweden, with the strong demand linked to an unusually hot summer with prolonged spells of warm sunny weather. The robust demand lifted sales of both traditional soft drinks and bottled water.

Sales of soft drinks in August rose by a record 7.2%, lifting the total volume for the month to above 53,000 litres. Of this about 8,815 litres was composed of sales of sugar-free soft drink products.

Mineral, spring and large container table water also showed a rise in sales in August in both still and carbonated segments. The sales of carbonated bottled water rose by 11.6% of which flavoured water products accounted for 14.7% in this category.

Sales of still water increased by a significant 19.5%. The total volume in sales of carbonated water in August amounted to 19.3 million litres. Of this 11.8million litres comprised flavoured water products and 1,145 million litres of bottled still water.

Youth inspired campaign for London Olympics

COCA-Cola's global integrated campaign for the London 2012 Olympic Games, Move to the Beat, has been unveiled. The campaign's aim is to bring teenagers closer to the Olympic Games and to sport in general.

"The number one passion point for teens is music," said Shay Drohan, Senior Vice-President of Sparkling Beverages at The Coca-Cola Company. "Through Move to the Beat, Coca-Cola is inspiring teens around the world to move to the beat of London and come together in the biggest Olympic Games activation in our 84-year partnership."

Activity comprises an anthem created by Grammy award-winning producer Mark Ronson and chart-topping vocalist Katy B which fuses the sounds of Olympic sports with the beat of London music. Ronson travelled the world gaining inspiration for the track and meeting young athletes to record their sounds, which provide the beat of the song.

The creation of the song will be captured in a feature-length documentary, before being released as a single worldwide. It will provide the soundtrack for TV commercials, mobile and digital platforms and Coca-Cola events during the Olympic Games.

Five young Olympic hopefuls – Darius Knight, table tennis player from Great Britain; David Oliver, 110m hurdler from the US; Kseniya Vdovina, 400m sprinter from Russia;

Beverage can investment in Serbia

A NEW production line launched at Ball Packaging Europe's plant in the Belgrade district of Zemun will contribute significantly to the growth of Serbian foreign trade and economic development, with a doubling of can production fully designated for export.

The new production line worth €35million was officially opened by Boris Tadic, President of the Republic of Serbia. The leading international beverage can producer's latest investment in Serbia creates

50 new jobs and will boost production from 750million to over 1.5billion aluminium beverage cans a year for distribution to markets in the region and the European Union.

"The plant in Zemun has previously achieved excellent results and features on the list of the most successful Ball factories in Europe," said Gerrit Heske, President of Ball Packaging Europe, adding that he hoped other investors in Serbia will follow the example of his company and continue to invest in production.

The official opening was attended by 250 guests. Boris Tadic planted tree saplings as symbols of longevity and durability to mark the launch of operations at the new production line.

Spanish event takes off

HISPACK, organised by Fira de Barcelona in collaboration with the Graphispac Association, reports that over 65% of total exhibition floor space has been booked with some 20% of booking from overseas companies.

The event is Spain's benchmark show for the packing and packaging sector. It will be held from the 15th to 18th of May, 2012. It is estimated that the show will bring together some 600 stands in Fira de Barcelona's Gran

Via exhibition centre, at which over 1,200 companies will be represented.

Hispack will also repeat its alliance with BTA (Barcelona Food Technologies Fair), boosting synergies and business with the food industry. The joint Hispack&Bta event is forecast to attract over 45,000 trade visitors.

President of Hispack's Organising Committee, Javier Riera-Marsá, commented: "No other sector event is more favourable and opportune at this time for the Spanish packing and packaging industry, since the show will put emphasis on innovation, sustainability, exports, especially promoting the entry of our companies into emerging markets."



Music producer Mark Ronson poses with (L-R) Darius Knight, Kseniya Vdovina, David Oliver and Dayyan Jaffar during the launch of the Coca-Cola Move to the Beat campaign for the London 2012 Olympic Games at Formans Fish Island in London. (Photo: Ian Gavan/Getty images for Coca-Cola.)

Dayyan Jaffar, archer from Singapore; and Maria Espinoza, 23, taekwondo athlete from Mexico – will act as ambassadors for the Move to the Beat campaign. They were chosen because they embody the values of positivity and optimism that are at the heart of Coca-Cola and the Olympic movement.

The global television commercial, which begins early 2012, features Mark Ronson, Katy

B and all five Olympic hopefuls.

The campaign elements will be activated globally across multiple platforms including mobile, digital and in-store communications.

At all London 2012 venues, Coca-Cola products will be served in 100% recyclable packaging and every empty bottle recycled at the venues will be turned back into a new bottle.

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Africa

East Africa relief

SEVERAL water, juice and other soft drink bottlers – the Coca-Cola Foundation, Coca-Cola Central East & West Africa's business unit and regional Coke bottlers prominent amongst them – are contributing stock, funds and sometimes staff hours to helping alleviate the crippling famine that is now plaguing large areas of East Africa.

Over 12million people in Kenya, Ethiopia, Somalia and Djibouti are severely affected, with little chance of crops delivering adequate sustenance until well into 2012. The bottlers are working with the Red Cross, Red Crescent, United Nations Office for the Coordination of Humanitarian Affairs, community organisations, private trusts and a steadily increasing line-up of companies.

Strong assistance has also been forthcoming from the aviation sector. A Lufthansa Cargo flight from Germany in late September took some 50 tonnes of food and medicine to Nairobi, for onward transport to famine areas.

The operation was organised by the Luftfahrt ohne Grenzen/Wings of Help organisation in partnership with Payback and Lufthansa Cargo. Participants in the Payback



'Flight Against Hunger' loads in Germany. Photo: Lufthansa Cargo.

bonus program waived their rights to premiums and vouchers as well as donating points to help fund the Flight Against Hunger operation.

Coca-Cola has pledged to continue its support for famine relief in the region. "As a business with operations spanning across the Horn of Africa, we and our bottling partners strongly believe that the scale and magnitude of this crisis demands collaborative effort from all," said Nathan Kalumbu, President of

the Central East and West Africa business unit.

"We recognise that to have a sustainable business, the communities we serve must be sustainable, and we believe we have a role to play in making this happen." He called on others in the region and beyond to become actively involved. "None of us can do it alone. It is my firm belief that we should move quickly and work together to develop sustainable, home-grown solutions to this crisis."

WAITEK for Nigeria

A NEW retail trade show, with soft drinks and other beverages among its product categories, will make its debut in Lagos, Nigeria, next year. WAITEK is being organised by Exhibition Management Services (EMS), the company which has done so well with SAITEK and Africa's Big Seven.

The inaugural WAITEK – the letters stand for West African International Trade Exhibition for Retail Products – will be held from 8th to 10th May, 2012. It will be modelled on SAITEK which has been held annually in Johannesburg for 18 years and this year featured almost 500 exhibitors from 54 countries.

"SAITEK's many international clients have requested a similar platform to access the booming West African market," said John Thomson, Managing Director of EMS. "The facts all weigh in Nigeria's favour. Nigeria is Africa's most populous nation and is the continent's second-biggest economy."

What's more, economic growth is close to 10% annually.

Thomson also reported that feedback from the 2011 Africa's Big Seven had been excellent. A high 94% of visitors felt the show was of value to the retail trade and that they had established valuable new business contacts. "Almost all visitors indicated they would attend again in 2012 and 96% said they

Mageu Number 1 taxis

EYE-catching pink taxis are sharing the message of 'my number 1 power drink' very effectively for South Africa's Mageu Number 1 Smooth. Organised by outdoor specialist advertising and marketing agency Provantage, the 'can't miss' campaign helps Mageu Number 1 stand out in what is an increasingly competitive market for the commercial adaptations of this traditional beverage.

While Mageu Number 1 is a market leader thanks largely to quality, cost and a wide range of flavour choices, it has also achieved much of its sales success through



Mageu Number 1 Smooth taxi advertising.

innovative advertising and high-impact summer competitions.

The taxis will stay pink through until February. They operate on high frequency routes in the provinces of Gauteng, Limpopo, North West and Mpumalanga.

would recommend the shows to their business colleagues."

Among those impressed by the success of exhibiting at Africa's Big Seven was Raj Vala, owner of Zoomaratic Beverages which signed a distribution deal for its juices in Tanzania. "Our presence at AB7 has increased our business tenfold. We have also received fantastic feedback from Zimbabwe and will be signing an agreement soon. We've also received a lot of enquiries from Botswana and Namibia."

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Clover Mama Afrika

THE renowned Mama Afrika female entrepreneur empowerment scheme devised and sponsored by Clover, the South African dairy and juice giant, does not want for awards. The scheme is so innovative and successful, so much an excellent example for emulation, that it has picked up a trophy wall of accolades.

Now it has been awarded the Proudly SA Homegrown Award 2011 in the CSI of the Year corporate category.



"Our work towards making a difference in the lives of many South Africans is an on-going process and we endeavour to do even more," said Professor Elain Vlok who heads the Mama Afrika initiative.

The competition included an online or fax voting system as well as on-site assessment by a judging panel. The judges chose to visit Mama Zakhe's centre of Princess, seeing for themselves and discussing the skills training given to the Mamas and what it achieves.

Blossom Bus

TO celebrate springtime in South Africa, Ceres Beverages has taken 'The Valley' to the country, with a team touring the country in a rebuilt veteran VW minibuss. Dubbed the Ceres Blossom Bus, it is painted in cheerful Start Fresh livery.

At stops along the way, people are invited to try their luck inside the Leaf Blower Box for a chance to win worthwhile prizes. There is also a Start Fresh game on the Ceres website, offering cash prizes. The story of the Blossom Bus features in an online video and the wagon's tour has been tracked on Facebook and Twitter.



Ceres Blossom Bus.

It's MirindaRiffic in Uganda

A GAME show screening weekly on Ugandan television stations has grabbed consumer attention because of its dramatic prize offerings and the opportunity for any soft drink purchaser to qualify for participation. While dubbed MirindaRiffic, all Pepsi brands produced by Crown Beverages are included in the promotion. Both individual and trade buyers are targeted.

"The game rewards both individuals who buy one bottle and those who buy in bulk,"

explained Aggie Konde, Crown's Head of Sales and Marketing.

The procedures vary. Individual buyers check under the product's promotional closure for a unique code which they then SMS. Trade buyers or others who purchase in bulk get a voucher carrying a unique number which goes into a separate draw.

Show participants nominate the prize they hope for and spin the wheel; if it stops on their prize, they are a winner. The prize pool includes 36 cars, 12 motorbikes, plasma TVs, fridges, DVD players, mobile phones and other items. Any cars left at the end of the season will be awarded to those who have sent the most numbers by SMS.

New investors for Bos

SOUTH Africa's Bos Ice Tea, which has expanded rapidly in the past year thanks to an impressive marketing strategy, has attracted investment from two new sources as it extends its distribution network and builds new markets, such as positioning the range effectively as cocktail mixers.

Bos has also increased its involvement in big events to gain consumer profile. And it plans to take the range into international markets.

Invenfin, part of an investment group, has taken a 20% stake in the company while Sir Alex Ferguson, Manager of Manchester United Football Club, has purchased a 10% personal holding.

Joe Kieser, Director of Invenfin, said the company was attracted by the "marvellous brand" Bos had developed. "Critical for Invenfin in making its investment decision was the strength of the team which contains



BOS iced tea on sale at the Hermanus Whale Fest, South Africa.

experienced entrepreneurs who we believe can achieve the company's big plans. The ice tea market globally is huge and growing strongly. We think the brand will travel well internationally."

Kieser has had more than 20 years of experience in the international soft drink market, including six years with the Coca-Cola Export Corporation. The Bos range is based on South Africa's iconic rooibos tea.

Del Monte Kenya is growing

MORE flavours, a refreshed packaging design, expansion of its production plant, market development plans and leasing of further land to grow pineapples – Del Monte Kenya is growing in all respects. Its home market is buoyant, with Kenya notching up year-on-year sales growth for juice beverages of around 25%.

Del Monte Kenya plans to use its success at home as a launch-pad for sales in the Indian Ocean islands, as well as markets in west, east and southern Africa.

"Our aim is to continue strengthening Del Monte's position in sub-Saharan Africa through product innovation that will always satisfy and exceed demanding consuming expectations," explained Linda Conway, Vice-President Integration and Special Projects for Fresh Del Monte Produce.

To achieve this growth, Del Monte is not



Del Monte advertising in Kenya.

only updating and extending its production facilities but has also taken a long lease on 1000 hectares of land for pineapple cultivation. This will add to fruit sourced from its big plantation in Thika.

New flavours in the range include Pink Guava, Pineapple & Mango, Pineapple & Passion, and Orange & Pineapple. The orange juice blend has also been reformulated to align it better with consumer tastes.

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Middle East

Children's library upgrades

THE assistance given by Coca-Cola Middle East in setting up and running children's libraries in Lebanese hospitals – as well as hospitals in Jordan, Palestinian Territories and Bahrain – is one of the many Middle East CSI success stories involving Coca-Cola and other soft drinks producers.

Now Coca-Cola is taking things a step further by upgrading facilities it helped create earlier.

One of the first to get this treatment was the paediatrics library at the American University of Beirut Medical Centre (AUBMC). Four new computers have been installed, along with a PlayStation and a flat-screen LCD television.

"As an integral part of our mission, to provide the best patient centre medical care to sick children and adolescents in Lebanon and the region, is addressing the education, psychological and entertainment needs of hospitalised children," said Dr Miguel



A child patient at AUBMC using one of the new computers in the upgraded library, watched by AUBMC's Katia Kozman and Dr Miguel Abboud with Antoine Tayyar of Coca-Cola Middle East.

Abboud, Chairman of Paediatrics at AUBMC. "Many children have so far benefited and enjoyed the library offered by Coca-Cola and this upgrade will benefit them even further."

This year celebrates the 10th anniversary of the programme, with 30 libraries launched

in the region. Coca-Cola Middle East plans to continue and extend the initiative.

"Through this programme we combine education and fun to bring happiness to hospitalised children while offering a pleasant distraction and some relief from being at a hospital," said Coca-Cola's Antoine Tayyar.

War changes sales patterns

LIBYA's bloody and protracted liberation from an oppressive regime saw bottled water and other soft drinks increase in price in some areas as supply lines were broken and production facilities faltered. Bottled water was also to the fore in humanitarian aid.

Across the border in Tunisia, the Libyan conflict had quite a different impact on soft drink sales. Street vendors in Sfax, a city of some 270,000 residents but serving a bigger population in its region, found themselves starved of the small electronic and mechani-

cal goods that had for decades been smuggled across the border from Libya.

They turned to suppliers in Algeria, but for soft drinks and food products more so than their usual fare. These were offered at bargain prices, causing tension with existing beverage sellers, both in retail stores and marketplaces.

Balance is expected to return to the street vending sector over the next few months. Meantime, there have been reports of soft drinks being smuggled into Libya from Tunisia to meet a demand which, temporarily, could not be met fully by local production.

www.softdrinksinternational.com

Focus on innovation in Egypt

INNOVATION Day 2011, the third consecutive annual conference for clients of Tetra Pak Egypt, won pleasingly positive feedback from the more than 80 people who attended. It was something of a special occasion because Tetra Pak has this year been celebrating its 30th anniversary of Egyptian operations.

The event focused on portfolio innovations for future growth. Six speakers from five different countries led presentations on

value-adding innovations, the 21st century alternative for canned food products, cheese innovations and packaging design trends. These were complemented by an exhibition whose highlight was a sampling booth of products from around the world, presented in Tetra Pak containers.

"We still believe in the strength and solidity of the Egyptian economy," said Anders Lindgren, Managing Director of Tetra Pak Egypt. "We are determined on doing what we do well and building on our 30 years of experience in the Egyptian market. We believe innovation is to find new ways to satisfy customers. The best way to predict the future is to create it."

Star Wars: the soft drink

BOGA is a leading soft drinks range in Tunisia, also available in some other parts of North Africa and popular with Tunisian expatriates in France. As we've reported, it has done well in international advertising awards and gained other accolades beyond the region. And as any Star Wars enthusiast could tell you, its popularity with the film crew shooting the original movie, released in 1977, saw its name feature prominently later in Star Wars Episode III: Revenge of the Sith.

"Good girl, Boga," says Obi-Wan Kenobi in this movie, as he pursues the cyborg General Grievous on Boga the veractyl.

As Wookieepedia – the Star Wars Wiki – helpfully explains, a veractyl is a large reptilian quadruped native to the planet of Utapau. Like all her kin, Boga had a beaked maw and feathers splaying from her scaled skin.

Unfortunately she came to a sad end in the waters of a sinkhole. But maybe not – a Star Wars trivia book has it she actually survived the fall. Star Wars fanatics argue the point, and whether she fell while defending Obi-Wan Kenobi or the other way around.

Boga noga also features in Star Wars. It's a beverage, too, but definitely not a soft drink. In fact, this Hutt ale is so strong it has a reputation for service beyond mere consumption.

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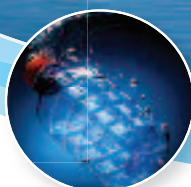


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Coca-Cola Israel leverages Facebook

UTILISING Facebook as a recycling conduit might seem unlikely at first glance but Coca-Cola Israel has done it with both panache and practical success. Working with advertising agency Publicis, the bottler created more than 10,000 recycling bins around Israel.

These bins were then placed in the Facebook Places system. Facebook users were asked to check-in online every time they recycled a bottle, encouraging them to take a photo of themselves.

This initiative built on the earlier success of the pop-up recycling shop we reported on in an earlier issue. It also leveraged the proven relationship between young Coke drinkers and social networks, as seen in the Coca-Cola holiday village which set new standards for connectivity.

Among other recent applications for



Coca-Cola recycling via Facebook.

Coca-Cola Israel was an initiative where users could create Coke cans customised with their profile picture, simply by clicking on a banner. Click-through rates soared as young Israelis created 'their' can and sent it on to hordes of their friends, creating a viral tsunami of interest.

Also making the most of Facebook data has been the FaceLook machines offered as part of the Coca-Cola Summer Love experience, with face ID allowing users to post comments and pictures to their Facebook wall.



Subway boosts Jebel Ali F&B

THE Galleries in Downtown Jebel Ali, a booming district of Dubai which services a fast-growing infrastructure, has boosted its food and beverage outlets substantially in recent months, with a commensurate increase in sales of juices, carbonated soft drinks, mineral water and other non-alcoholic beverages, both cold and hot.

Among the latest developments was the opening of a large Subway store which features a mezzanine floor overlooking the area's landscaped plaza.

"Our food outlets not only serve our on-site tenants but are also a convenient stop for people calling into The Galleries to visit



New Subway at The Galleries, Downtown Jebel Ali.

the banks here, or for hungry motorists on journeys between Dubai and Abu Dhabi," said Bahaa Abouhatab, Project Director at The Galleries.

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● Saudi-based Al Rawabi Dairy Company, one of the GCC region's biggest dairy and juice producers, is planning to spend some US\$300million on expansion of production facilities, mostly for milk, and on extending its supply reach to Bahrain and Kuwait. Al Rawabi already serves several of the UAE's emirates, including Dubai and Abu Dhabi, as well as Qatar, Oman and the KSA.

● PepsiCo Jordan has extended its support to the White Beds Society by providing the organisation with a solar power system. The society takes into its care patients who have stayed in public hospitals for extended periods and helps elderly citizens by providing them with health, medical, psychological and social care. "We at PepsiCo-Jordan have a

deep-rooted understanding of how important it is to come together to meet the needs of elderly citizens, particularly during the current economic challenges," said Sufian Al Salman of PepsiCo East Med and Africa.

● Buzzilla, an Israeli social media monitoring and analysis company which went independent of its former parent company in late 2009, has been enhancing its content scanning and analysis technology thanks to a successful capital infusion earlier in the year. Buzzilla's client line up includes Central Bottling Company/Coca-Cola Israel and several other major Israeli companies. Buzzilla is also looking to expand its activities further beyond Israel.



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India

Citrus ranking

ACCORDING to the recently published *Citrus Fruit Market in India: Business Report 2011* published by Business Analytic Center, India ranks fifth in the total global citrus fruit output. Citrus fruits are grown in an area of approximately 810,000 ha in India with a production of 7503,000 tonnes annually. The country is the biggest producer of lemons and limes, supplying some 18% of the global output of limes and lemons.

India is slightly involved in foreign trade in fresh citrus fruit. Domestic consumption rate is high and the output hardly meets the demand. Citrus fruit processing also rests at low rates in India. However this industry is considered to be a promising field with many benefits and market opportunities.

The market research report offers a full insight into the fruit market in India. The study covers an overlook of the country, its economic and business conditions, identifies key fruit marketers (producers, wholesalers and distributing companies), extensive data for foreign trade, evaluation of volumes and dynamics of imports and exports, monitoring of trade and consumers' activities and profiles of consumers.

Mango partnership

COCA-Cola India and Jain Irrigation have launched Project Unnati – a partnership with farmers to demonstrate and enable adoption of Ultra-High Density Plantation (UHDP) practice for mangoes. The initiative will encourage sustainable, modern agricultural practices and help double mango yields, thereby increasing the income of farmers.

UHDP is a farming practice that leads to mango orchards attaining their full potential in three to four years and also allows nearly 600 trees to be planted in an acre instead of the conventional method of planting 40 trees in an acre.

During the first phase 200 farms sized between one and three acres will use the UHDP technique for mango cultivation while also utilising the benefits of drip irrigation. This will improve the annual income of farmers by improving yield per acre and simultaneously decrease the quantity of water used per kilo of mango produced. The first phase of the project has an investment outlay of more than US\$2million and will be shared equally between Coca-Cola India and Jain Irrigation. Going forward, these farms will be used to showcase and train farmers on the technique and adoption of UHDP practice under a joint capability building programme run by Jain irrigation and Coca-Cola University.

Bottled water forecast to grow

RESEARCH and Markets has published its analysis of the 'Indian Bottled Water Market'. This reveals that the bottled water market in India is expected to show remarkable growth. Last year was an exceptional year for the market.

Driving the growth are increasing awareness of health-related issues, aesthetics and quality of water; high disposable incomes (new lifestyle) and water shortage and unavailability of safe drinking water. The major restraints for this market are low entry barriers and the threat from low quality products, public campaigns and litigation threats and inefficient transportation infrastructure.

Three key players mainly dominate the Indian bottled water market: Parle Bisleri, Coca-Cola India Inc Kinley and Pepsico India Holdings Pvt Limited. This market is expected to grow at a 30% rate in the next seven years. In 2010 the revenue generated by this market was over US\$250million.



Kinley from Coca-Cola India.

Juice investment

IT has been reported that private equity fund Saif Partners has invested US\$10 million in Gujarat-based juice manufacturing company Manpasand Beverages Ltd for a significant minority stake. Manpasand makes and markets the juice brand Mango Sip which has a strong presence in semi-urban and rural markets. It supplies leading chains such as Big Bazaar and D Mart.

"We believe that the fruit drink market in



India is underpenetrated and there is great growth potential in this industry. We are pleased to partner with Manpasand as we believe this is one of the few companies which has the brand, management team, distribution reach and manufacturing capability to exploit the market opportunity," said Vishal Sood, Partner, SAIF Partners.



Atul Singh, President and CEO, Coca-Cola India and South West Asia, and Atul Jain, Joint Managing Director, Jain Irrigation Systems Ltd, at the launch of Project Unnati.

Speaking at the launch of the project, Atul Singh, President and CEO, Coca-Cola India and South West Asia, said: "Project Unnati takes forward our partnership with farmers on sustainable agriculture practices by educating them and helping them adopt modern agricultural practices. This project not just makes good social sense but also makes great

business sense given that packaged juice segment is a high growth category and by doing this project, we are in a way insuring ourselves towards the continuous supply of mango pulp."

Atul Jain, Joint Managing Director, Jain Irrigation Systems Ltd, pointed out that despite India contributing to 45% of the world's mango production, the productivity at its farms is one of the lowest in the world. He said: "The growing demand can only be addressed by increasing per acre yield of mangoes on a long term and sustainable basis. We are excited about this new partnership with Coca-Cola India, which builds on our existing relationship. Through this project, we hope to make a difference to the lives of more than 50,000 farmers over a period of five years."

The first phase of Project Unnati begins with ultra-high-density mango farming in selected farms in Chittoor and Cudappa districts of Andhra Pradesh. The area is renowned for its production of the Totapuri Mango – a key ingredient in India's largest selling mango drink, Maaza.

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Asia Pacific

KFC goes black...for Mountain Dew

DURING the recent Rugby World Cup the International Rugby Board, the tournament organisers and New Zealand regulatory authorities kept a strict eye on possible pirate or ambush marketing by brands not officially linked with the big event through sponsorships or supply contracts. With Coca-Cola a major sponsor and putting its investment to maximum exposure, any other soft drink brand claiming an association with the Cup would have been jumped on quickly.

While some possible instances of passing off were identified, apparently none involved soft drinks. However, a soft drink — Mountain Dew Pitch Black, from the Pepsi stable — featured in a slightly bizarre way as the explanation of why a KFC outlet was painted in a black and white livery just prior to the Cup's grand opening.

Black was immediately associated with the All Blacks and it appeared the store, on a key route into the city and within walking distance of iconic Eden Park, was snuggling up to the rugby action. Not so, said a KFC spokeswoman. It was a promotion for Mountain Dew Pitch Black.

Most people had a laugh and the store stayed black, generating ongoing public attention - for the soft drink, of course.

In other Rugby World Cup news, the big Samoa winger Alesana Tuilagi revealed the



Mountain Dew Pitch Black 600ml.

secret of his strength and agility: Fanta and biscuits in the middle of the night. Luckily his family owned the village store in Fatausi-Fogapoa when he was growing up in Samoa.

Ownership changes in China

CHINA Water & Drinks has been sold to Pacific Water & Drinks (HK) in a move which gives the latter company an improved geographic coverage and an expanded client portfolio. And PepsiCo Investment (China) has spent some US\$22.52million to take its holding in Shenzhen Pepsi to 90% from its previous 75%.

Pacific Water & Drinks (HK) Group is owned by Jon Olafsson, co-founder and Chairman of Icelandic Water Holdings. He described the purchase as being "a central component to Pacific Water & Drinks. Combined with our seasoned distribution and bottling experience, this will allow us to capitalise on the extraordinary opportunities that are available in the Chinese markets".

Among key customers of China Water & Drinks are Coca-Cola and Uni-President as well as retail and foodservice groups.

In its expanded form, Pacific Water & Drinks will provide a total production capacity of over 1.3billion bottles annually and employ more than 1150 people in the peak season. Companies in the group have pre-form making, bottle blowing, bottling, packaging, sales and distribution capabilities.

With the Shenzhen Pepsi ownership change, Shen Shenbao Industrial Company retains a 10% holding after selling the 15% stake to PepsiCo Investment (China). This follows the sale of 5% late last year. It put the shares up for general sale through the Shenzhen United Property and Share Rights Exchange, with PepsiCo the only serious bidder. PepsiCo is investing heavily in China and is keen to have more control over its key bottling operations.

Red Bull King of the Rock

A BIG crowd turned out in Hong Kong for the Red Bull King of the Rock qualifier which gave local basketball players a chance to battle one-on-one, showing their skills to full advantage.

At stake was a trip to San Francisco for the series finals in the prison yard on Alcatraz Island, 'The Rock'.

The Hong Kong venue was the Southern Playground in Wan Chai, playing against a background of colourful double-decker trams and bustling commerce. Hong Kong has a big basketball community, ensuring that Red Bull was able to leverage its sponsorship to commercial advantage in a key demographic.

Battling out for supremacy were Jason Yam and So Yi Chun, the latter taking the honours by a single point despite a leg injury. "This is a very enduring game where determination is the key to win," he said.



So Yi Chun, Red Bull King of the Rock Hong Kong. Photo: Raf Sanchez.

"It is not easy as my leg has been bothering me for quite a long time, but winning

the battle is definitely a big encouragement to me."

No decision yet on Foster's soft drinks

AS shareholders in the Australia-based Foster's group consider SABMiller's purchase offer – a bid that has won a unanimous recommendation from the Foster's board and is almost certain to succeed – no decision has yet been made on what will happen to the Foster's soft drinks interests. SABMiller has said that its earlier agreement with Coca-Cola Amatil (CCA) to acquire the latter's share of the Pacific Beverages joint venture still holds.

If this does go through, then the deal as outlined earlier in the year gives CCA "the right, conditional on any necessary corporate and regulatory approvals, due diligence and various commercial matters, to acquire the whole or part of the Australian spirit and RTD business of FGL [Foster's], the Australian non-alcoholic beverages business of FGL and the Fijian Brewery and Fijian liquor and Fijian non-alcoholic beverage business of FGL at multiples ranging from 5 to 10 times EBITDA".

The deal was conditional not only on CCA withdrawing from Pacific Beverages but also making no attempt itself to gain a stake in Foster's, which had been mooted as a possibility in the past. Pacific Beverages is a brewing and distribution venture which is currently owned 50/50 by SABMiller and CCA; it includes a new brewery north of Sydney.

SABMiller itself has extensive soft drinks interests through its Coca-Cola bottling franchises but has indicated that it does not want the Australian soft drinks operations. Its offer for Foster's is A\$5.10 per share, valuing the group at about A\$9.9 billion. But shareholders will do even better because Foster's has agreed to pay them a 30 cent per share return of capital "reflecting the confirmed value of historic tax losses and a better cash/net debt position than assumed in SABMiller's initial proposal".

South Australian for Nippy's

IT'S been an ironic situation for Nippy's, the South Australian juice and other soft drinks producer. The company has in the past taken pride in using only oranges from its own state, mostly from its home region of Riverland.

But while South Australians have been active in promoting their fruit, Nippy's has struggled for several years with the area's prolonged drought, which saw the Murray River drop its level alarmingly. But one thing that did rise was the cost of water for irrigation.

Together these problems led to many growers reducing their holdings of Valencia oranges, which in turn forced Nippy's to seek oranges from other states and to use

Serm Suk moving into new era

THE lengthy and sometimes strained bid for control of Thai soft drinks bottler Serm Suk seems to be reaching a resolution which will see the company aligned with Oishi, another major player in the soft drinks field and known especially for its green tea products. However, Serm Suk will be an independent entity and will develop its own new beverages to replace the Pepsi brands it will lose at the end of the bottling franchise agreement in November 2012.

ThaiBev has bought PepsiCo's 41.55% stake and is offering the same deal to other shareholders. But SS National Logistics, which invited the ThaiBev move, has said it



Energy drinks from ThaiBev.

Etika launches UHT aseptic bottling plant

A NEW Zealand subsidiary of Singapore-listed food and beverage group Etika International Holdings has commissioned a UHT aseptic PET bottling line for milk and 100% juice products in a joint venture with local investors.

Etika Dairies NZ and its partners are contract manufacturing dairy, juice and water products for both the local and export markets using what is claimed to be a world-first technology for UHT liquid infant formula in a patented teat cap PET bottle. A substantial part of the plant's capacity had been pre-

imported concentrates in some of its drinks.

Now a big crop of local Valencias has seen the company return to full usage of South Australian fruit, an achievement that has pleased not only Managing Director Jeff Knipsel but also the Riverland folk who are still doing it hard because of low market prices for most fruit.



Pepsi marketing in Thailand.

does not plan to sell its 32.62% holding. This means that Serm Suk will have two core shareholders.

Oishi is 90% owned by ThaiBev, which also has extensive beer and spirits interests. Serm Suk's renowned distribution network will be an advantage to Oishi whose domination of the green tea sector is currently under intense competitive attack.

PepsiCo, which last year made a spirited attempt to gain control of Serm Suk and more recently renewed its efforts while

arguing governance issues with other shareholders, withdrew in honourable fashion from the battle. It has stressed that it is committed to Thailand on an ongoing basis and is working on alternative arrangements for production and distribution. Customers have been assured that there will be no supply problems; the arrangement with Serm Suk will continue amicably, with few changes in the short term and an orderly transition eventually to the new system when confirmed.

sold before it was commissioned.

"We not only expect to reap synergistic benefits from this strategic partnership, we also aim to increase value-added services to our customers while communicating our tradition of innovation and excellence," said Dato' Kamal Tan', Etika's Chief Executive.

The new facility is at Hastings in Hawkes Bay, a region well known for fruit, fine wine, vegetable and dairy production.

In brief...

● Malaysia's F&N bottling group has bestowed F&N Outdo Yourself Awards on several deserving people. They include a couple who fully sponsored the tuition fees of their Indonesian maid's diploma, a Borneo villager – a 55 year old, pint-sized woman – who saw off a tiger that was trying to maul her husband, a 74 year old woman who saved a boy from drowning and a 14 year old who rescued his cousin from a burning house. F&N Chief Executive Datuk Ng Jui Sia described the award recipients as exemplary role models.

● A teenager in Auckland, New Zealand, learned the hard way that it is not a good idea to try stealing cans of soft drink from a vending machine. The attempt ended with his being stuck in the machine for more than an hour. Two fire trucks, including a rescue tender, were called to remove him using specialist tools. Ironically, the vending machine was on a Christian educational campus.

Americas

Juice play sets tongues wagging

AT the recent Natural Foods Expo held in Baltimore, Maryland, Live Forever Juice turned many heads and sparked numerous conversations at the booth, thanks in part to its over-the-top rainbow and unicorn branding scheme. Its outrageous claims that users could "live forever" if they drank one bottle per day also raised eyebrows along with with text like "perfect for paranoid people" and "drink 1 bottle of Live Forever Juice each day forever."

However, the new juice was a marketing play dreamed up by FDAImports.com, a Maryland-based consulting firm. Benjamin England, founder and CEO, explained: "We wanted to make a connection with natural products food, dietary supplement and cosmetic manufacturers and distributors and generate interest in FDA and USDA labelling compliance, which is often one of the last things many companies focus on; much to their chagrin."

Live Forever Juice handed out mock retail-boxes. This box served as not only an attention grabber, but also also an education tool. FDAImports.com created a website (<http://www.liveforeverjuice.com>) featuring a collection of training videos that address many common labelling errors on the box, focusing on the nutrition facts panel, percent juice declarations, ingredient lists, and label claims.



The box was also an educational tool.

"The Live Forever Juice project is a way to have some fun but also to communicate just how complex and maze-like FDA regulations really are," said Benjamin England, a 17-year veteran of the Food and Drug Administration. "Beyond the technical labelling requirements, the label is a window into all the regulatory obligations for a food, dietary supplement or cosmetic product. Failing to satisfy all the regulatory requirements can have serious legal repercussions."

FDAImports.com hopes to raise awareness and generate interest in the Live Forever Juice project and ultimately to help companies save time and resources by having their consumer packaging labels reviewed for FDA compliance before printing thousands of copies and regretting having done so.

Affordable options

COCA-Cola is providing a more affordable price point for the 7.5 oz mini can. The new recommended pricing for an 8-pack of Coca-Cola mini cans will reduce the average price for the package to just under three dollars. This makes the per can cost comparable to that of the 12 oz can fridge pack for most of the year.

"We are constantly listening to our consumers as we strive to provide them with the right Coca-Cola beverage in the right package and price point, for the right occasion," said Katie Bayne, President & General Manager of Sparkling Beverages, Coca-Cola North America. "Consumers today want affordable options for their favourite beverages. And the new mini can pricing makes it even easier for consumers to enjoy the great taste of their favourite Coca-Cola bev-



The new 7.5oz mini can multipack.

erage even when they want a little less."

The new recommended pricing extends to the entire line of mini can beverages including Coca-Cola, Diet Coke, Coke Zero, Sprite, Fanta Orange and Seagram's.

There are more packaging options in the pipeline as a new 12.5 oz bottle becomes available for Coca-Cola trademark brands. This new package joins the 16 oz 20 oz and 1 litre packages.

Coca-Cola FEMSA and Grupo CIMSA to merge

THE largest public bottler of Coca-Cola products in the world in terms of sales volume, Coca-Cola FEMSA and Mexican family-owned Coca-Cola bottler Grupo CIMSA have agreed to merge their beverage businesses. Grupo CIMSA operates mainly in the states of Morelos and Mexico, as well as in parts of the states of Guerrero and Michoacan. Grupo CIMSA's bottling operation is expected to sell 159million unit cases of beverages in Mexico in 2011.

The merger agreement has been approved by Coca-Cola FEMSA's Board of Directors and is subject to the completion of confirmatory legal, financial, and operating due diligence and to customary regulatory and corporate approvals.

As part of the transaction, Coca-Cola FEMSA will become the owner of a 13.2% stake in Promotora Industrial Azucarera, S.A. de C.V., a participant in the Mexican sugar industry.

"We continue to move in the right direction. This merger with one of the largest franchises in the Mexican Coca-Cola bottling system confirms that our company represents an attractive, transparent and diversified investment vehicle for families that have been in the beverage industry for a long time", said Carlos Salazar Lomelin, CEO, Coca-Cola FEMSA.

"This new partnership will leverage the geographic fit of our contiguous territories, our shared best practices, and the strength of our combined multi-category portfolio of beverages. We feel honoured to receive this vote of confidence from Grupo CIMSA's shareholders, and we remain committed to responsibly manage our business to continue growing together and to deliver increased value for all of our shareholders."

In 2011, Grupo CIMSA is expected to generate net revenue of approximately Ps. 4,785million. Its beverage division and Coca-Cola FEMSA's Mexican operations, including pro forma volumes of Grupo Tampico's beverage division, have a combined sales volume that represents 50% of the Coca-Cola system's volume in Mexico, consolidating Coca-Cola FEMSA's position as the largest bottler in Mexico.

- Coca-Cola FEMSA has announced an investment of US\$29.8 million for the opening of a new line of PET packaging producing up to 72,000 bottles per hour, at its Jundiá plant to supply the region of Sao Paulo, Brazil. The new line will increase the plant's production volume by 12%.



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Top ranking for Pepsi

PEPSICO has been named the No. 1 company in the 2011 Dow Jones Sustainability Indexes' Food and Beverage Supersector, the only company based in the US to earn a top ranking in the 19 supersectors assessed. PepsiCo was also announced the beverage sector leader for the third consecutive year.

PepsiCo has now been named a member of the Dow Jones Sustainability North America Index six times and the World Index five times. The DJSI is comprised of companies across all industries that outperform their peers in numerous sustainability metrics, including economic, environmental and social criteria such as corporate governance, environmental reporting, corporate citizenship and philanthropy, and talent attraction and retention.

"Great companies are built to succeed today, tomorrow and well into the future," said Indra Nooyi, PepsiCo Chairman and CEO. "Our commitment to balancing excellent operating performance with sustainable business practices is a big reason PepsiCo has become one the world's top performing food and beverage companies."

Launched in 1999, DJSI is the first global investment index tracking the financial performance of the leading sustainability-driven companies worldwide

Water and type 2 diabetes

IN response to findings related to healthful hydration at the Sustaining the Blue Planet: Global Water Education Conference, the International Bottled Water Association (IBWA) stated:

"The findings, presented during the conference's Healthy Hydration Symposium, show that proper hydration, such as choosing water, can reduce weight gain and contribute to risk reduction of type 2 diabetes. This research reinforces the important role of drinking water, including bottled water, as part of a healthy lifestyle."

John Etgen, symposium co-chair and Senior Vice-President of the Project WET Foundation (Water Education for Teachers), said, "We believe that educating children on hydration plays a significant role in obesity prevention initiatives worldwide."

IBWA pointed out that these positive messages reinforce the recently launched United States Department of Agriculture's (USDA) Choose My Plate programme to encourage healthy eating, which recommends drinking water instead of sugary drinks. In addition, First Lady Michelle Obama's Let's Move campaign also urges children to opt for water when they are thirsty.

Mint purchase

WILD Flavors GmbH has acquired certain assets of the A.M. Todd Group Inc, a leading provider of mint flavours and ingredients based in Kalamazoo, Michigan. The company also has unique technologies surrounding organic flavours and ingredients.

"This transaction allows for further growth and leadership in creative product development resulting in great tasting products for the food and beverage industry," stated Wild Flavors North America's Chief Operating Officer, Dr Erik Donhowe.

Natural growth

SUNOPTA Inc, producer of natural, organic and specialty foods and natural health products, is expanding its non-dairy beverage processing and packaging capabilities at the company's Modesto, California, operations.

The expansion, currently underway, includes the addition of processing technologies which are expected to leverage existing packaging capabilities at the operation and increase the capacity at the Modesto plant by approximately 40%, and the company's overall aseptic non-dairy beverage and broth capacity by approximately 10%. Full capacity is expected to be on-line early in the third quarter of 2012.

The company says it is expanding to meet growing demand for aseptic non-dairy

Michael Ponder, the company's CEO added: "With Wild's competencies based on technologically-advanced product development and quality production processes, the acquisition of A.M. Todd assets and unique technologies will only strengthen Wild's ability to meet and exceed our customers' requirements."

Raymond Hughes, President & CEO for A.M. Todd stated, "while A.M. Todd has developed the leading position in natural mint flavours, Wild will strengthen and complement the mint and ingredient competency through its fast-growing global business structure and strategies."



beverages, broths and soups from existing customers, plus accommodate the production of new private label non-dairy beverages that are scheduled to be launched with a large club format retailer in early 2012.

SunOpta's current production capabilities include natural and organic soymilks, rice beverages, almond beverages, hemp milk and broths, plus the recently launched sunflower beverage which is being sold under the SoL brand name. Once this capacity expansion is completed the company will have production capacity of between 250 and 300million quarts of non-dairy beverages and broths, dependent upon product mix.

Tuition giveaway

DR Pepper has announced that the company will give away more than US\$1million in tuition money as part of the Dr Pepper Million Dollar Tuition Giveaway. Consumers can submit videos online at DrPepper.com to explain why they deserve tuition money for a chance to compete to win various prize levels, including one of five \$100,000 grand prize scholarships.

Dr Pepper is also celebrating past tuition

winners throughout the college football season by featuring their faces and stories on limited-edition cans of Dr Pepper, Diet Dr Pepper, Dr Pepper Cherry and Diet Dr Pepper Cherry as well as online at DrPepper.com and in a national television commercial.

Dave Fleming, Director of Marketing for Dr Pepper, said: "We've helped change the lives of past winners – whose stories are featured on limited-edition Dr Pepper cans – and are excited to expand this year's programme, giving even more students the chance to win."

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Pack Expo breaks records

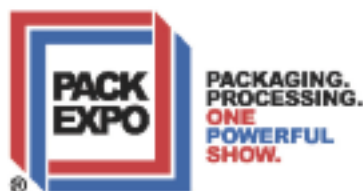
PMMI, owner and producer of the Pack Expo trade shows, reports that with more than 26,000 attendees, 1,559 exhibitors and nearly 630,000 net sq ft, Pack Expo Las Vegas 2011 held at Las Vegas Convention Centre, from 26th to 28th September was a record breaker.

"Simply put, this is the most dynamic show we've produced in Las Vegas," said PMMI President & CEO Charles D. Yuska. "Record-breaking only begins to describe it. Pack Expo Las Vegas 2011 brought integrated processing and packaging innovations to more than 40 vertical markets, including beverages."

Preliminary figures show 2011 attendance figures about 15% greater than 2009, and a jump of nearly one-third in international attendance (includes Canada). Net square footage was up more than 20%.

This year's Pack Expo introduced a number of new features. Key among them was the arrival of The Processing Zone. "The show is packed full of packaging and processing professionals looking for innovative ideas. We're always looking for great ideas in our business, and this is the place to come for innovation," said Freshway Foods President/Owner Phil Gilardi.

Among the most highly-regarded show features was the first-ever Leadership Lecture, featuring General Colin Powell (USA, ret.). Powell spoke to more than 1,000 on the art of leadership, and all in attendance appreciated his perspective.



A further feature were lounges dedicated to specific vertical niches, viewed as a 24/7 networking platform.

Elsewhere, five industry associations developed the content for the exhibition's conference providing a range of disciplines and viewpoints. These included the International Society of Beverage Technologists (ISBT). With presenters from leading consumer packaged goods firms (CPGs), attendees expected top-level information, and they weren't disappointed.

"I'm attending the full conference track for sustainability. CPGs such as Coca-Cola have demonstrated high-level thinking to address questions on sustainability," said Neil Gloger, CEO, InterGroup International, a company that buys, reprocesses and sells

post-industrial scrap plastics, with a special concentration on flexible packaging scrap. "You never know who you're going to meet at Pack Expo: It attracts a very wide audience. I love this show!"

Another record-breaking attendance category for the Las Vegas show was the group of large CPGs taking advantage of the event's Innovation Discovery Programme. These companies often take a divide-and-conquer approach to Pack Expo sending out subgroups of the buying team to investigate specific types of solutions and share their findings. Participants in Innovation Discovery will send a buying team to the show, will have access to a meeting room and receive trends information from PMMI experts. This year's Innovation Discovery participants were Campbell Soup, Frito-Lay/Pepsico, General Mills, Great Lake Cheese Co, H.J. Heinz, Mars Petcare USA, Nestlé USA, PepsiCo Chicago, and Procter & Gamble.

Pack Expo International 2012 takes place at Chicago's McCormick Place, 28th to 31st October.

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In brief...

● Bericap, the global manufacturer of plastic closures, has established a facility in Argentina. Based in Buenos Aires, Bericap Argentina SA will work with its sister company in Brazil to expand the company's presence in South America. Production on the DoubleSeal Supershorty closures suitable to PCO 1881 is planned for January 2012.

● Graham Packaging of York, Pennsylvania, a leading supplier of plastic containers for hot-fill juice and juice drinks, sports drinks, drinkable yogurt and smoothies, has completed its acquisition by Reynolds Group Holdings Ltd.

● To coincide with National Childhood Obesity Awareness Month, The Coca-Cola Company and the Washington Nationals teamed for the second consecutive year to promote 'Live Positively: Get the Ball Rolling'. The initiative is designed to educate local youth about the importance of living a healthy lifestyle through proper exercise and nutrition. The baseball team hosted a youth

baseball clinic to teach batting, fielding and pitching techniques. Following the clinic Nationals third baseman, Ryan Zimmerman, talked to participants about the importance of a balanced diet and making smart food choices.

● Multi-Color Corporation of Cincinnati, Ohio, has completed its previously announced acquisition of privately held York Label Group. Headquartered in Omaha, Nebraska, York Label Group provides label solutions primarily in the pressure-sensitive label markets for beverages amongst others. York has 12 plants across the US, Canada and Chile with approximately 1,200 employees.

● Reed's Inc, producer of sodas in natural food stores nationwide, has launched its products into the greater Las Vegas, NV marketplace with Johnson Brothers, one of the country's top beverage distributors. Chris Reed, Reed's Inc's CEO, states, "Las Vegas is a tourist destination for people from around the world. It's a great place to create aware-

ness and trial for our beverages. We have had a modest presence in select supermarkets and natural food stores for years. It's exciting to finally expand the Reed's and Virgil's portfolio of brands into the broader marketplace through our partnership with Johnson Brothers. They have a very successful track record selling and distributing some of the most recognisable alcoholic and non-alcoholic brands in the US. We are thrilled to be partnered with the leading distribution player in the greater Las Vegas market."

● Coca-Cola Refreshments Senior Vice-President of Product Supply System-Strategy, Chris Gaffney, delivered the keynote presentation at the Manufacturing Enterprise Solutions Association (MESA) International 2011 North American Conference. Coca-Cola also hosted a session on Real-Time Brand Management: The Demand for Operations Intelligence through Enterprise Manufacturing Intelligence (EMI) which examined the challenge food and beverage companies face to keep brands profitable, reaching customers without interruption.

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Ingredients

A touch of the exotic

WILD reports that its product range now includes carefully sourced exotic fruit juices such as Alphonso mangos from India.

The four different varieties in the new range have been given the motto 'discovering fruits of the world'. The African mix, for example, includes the exotic marula and pink guava from South Africa. Wild's Asian mix features Alphonso mangos from India, with lychees, tamarinds and coconut water rounding off the flavour profile and giving the product a typical Asian touch. The portfolio also includes a Caribbean medley of red grapefruit from Cuba and pineapple



Wild is focusing on exotic fruits from all over the world with its new range.

from Costa Rica, and also a tropical variety with fruits from Ecuador and Brazil, includ-

ing passion fruit and acerola. All four concepts contain 100% fruit.

New identity for colourist

D.D. WILLIAMSON of Louisville, Kentucky, has launched a new brand image to reflect its expanded expertise in colour solutions for customers. In the new logo 'DDW' replaces 'D.D. Williamson' for a concise, contemporary image.

In recent years the company has recruited experienced food scientists to fill several new positions, located in the US and Europe, in applications and innovation. Customer demand for custom solutions has increased with requests for naturally derived alternatives to synthetic food colour additives.

"The new identity helps demonstrate DDW's ability to deliver creative colour solutions for customers across a wide range of application sectors," said Campbell Barnum, VP, Branding & Market Develop-



The Colour House tagline expresses a place where creativity blends with advanced technical capability to bring colour ideas to life.

ment. "What has not changed is DDW's global commitment to the highest product standards and quality systems," added Barnum.

GRAS affirmed

KEMIN's proprietary blend of green and black teas, AssuriTEA Wellbeing, has received US GRAS (Generally Recognised

As Safe) approval. This allows the ingredient, already available as a dietary ingredient for use in dietary supplements, also to be used in beverages, including soft drinks, sports and isotonic drinks, energy beverages, fruit and vegetable juices.

"The expanded GRAS status of AssuriTEA Wellbeing comes at a key time when there is a growing interest among conventional food manufacturers to formulate with ingredients that can contribute established health benefits to their products," said Linda Fullmer, Senior Vice-President of Kemin's nutraceutical business.

AssuriTEA Wellbeing contains the broad spectrum composition and antioxidant profile of natural brewed teas to promote general health and well-being.

"We look forward to working with food and beverage companies to offer consumers the established antioxidant benefits of green and black teas through the convenience of conventional foods formulated with AssuriTEA Wellbeing," added Fullmer.

In brief...

● Fortitech has introduced an all-in-one product development solution for powdered beverages. "Our ability to offer our customers an all-in-one solution for their beverage formulation needs perfectly complements our core expertise within the area of custom nutrient premix development," said Walter S. Borisenok, President and CEO of Fortitech Inc. "We have seen a growing demand from our customers within the beverage industry for an all-in-one product that is efficacious and quality backed." The all-in-one product is an ultra-convenient way to deliver nutrients, flavours, colours, stabilisers and sweeteners in one complete

powdered solution. Fortitech says the key benefit to a beverage manufacturer is getting innovative beverages to market faster and "minimising the risk of ingredient interaction while preserving the taste, texture, appearance and mouthfeel of the end product with the added benefit of a longer shelf life."

● Beneo has announced a price increase for its prebiotic fibres, inulin and oligofructose. The list price of these ingredients will increase by 8% as of January 2012. The company's inulin and oligofructose prices have remained stable for the past two years

during which the company was subject to inflation as well as rising costs in energy and raw materials; mainly chicory root in Belgium and Chile, from which inulin and oligofructose are derived. Dominique Speleers, Commercial Managing Director at Beneo-Orafti, explained: "Taking into account the security of supply, the product quality, the service and support we provide as well as the technological and nutritional benefits of our active fibres, we are convinced that we continue to offer very good value for money. Such a move will also allow us to further satisfy ever-increasing quality standards and demand for our products

Comprehensive display at Anuga

A BROAD spectrum of innovative products and product applications were showcased by Döhler at last month's Anuga show. Döhler presented some 100 newly developed product applications in Cologne around the central theme of smart category evolution. The range included all relevant non-alcoholic beverage categories (water plus to still drinks and juice drinks, fruit splashes, carbonated soft drinks, energy drinks, right through to tea drinks and beverages based on cereals and malt).

The company's portfolio spans flavours and emulsions, fruit and vegetable ingredients, beverage and dairy bases, fermented non-alcoholic and alcoholic beverage bases, and stevia-based sweeteners.

Döhler and PureCircle have formed a strategic partnership to market stevia. The sweetness improving technology (SIT) developed by Döhler claims to significantly improve the characteristic flavour properties of stevia and offer a flavour similar to sugar.



Smart category evolution was the theme of Döhler's stand.

At Anuga Doehler presented beverage and dairy applications that satisfy the trend for health and nutrition with a 30% calorie reduction.

The DöhlerGroup produces premium flavour extracts and natural flavours at multiple sites. The range of flavours spans from new apple flavours and exotic fruit flavours to white and brown flavours, right through

to beer, malt and cocktail flavours. In addition, Döhler offers a wide range of flavour, colour and cloud emulsions. An interesting product portfolio featuring new profits was unveiled at Anuga.

Together with Plantextrakt, Döhler is now offering a portfolio of freshly-brewed Strong Tea Infusions. These span brewed iced teas and premium iced teas through to true teas.

Stevia crop expansion

PURECIRCLE of Chicago, Illinois, reports that its stevia supply in the US is expanding as S&W Seed Company nears completion and drying of stevia leaf in its first commercial level harvest. S&W plans to expand stevia plantings in California by the spring of 2012.

PureCircle, the world's leading producer of high purity stevia products, entered into a five-year agreement with S&W Seed Company Five Points, California, last August. Today, S&W and its subsidiary, Stevia California, are closer to providing a US-based supply of stevia leaves capable of supporting the growing demand for the natural sweetener.

The agreement also advances PureCircle toward establishment of stevia leaf production “as close to our end markets as possible, reducing the energy footprint of the industry and supporting the sustainability of stevia growers,” as Magomet Malsagov, CEO and Managing Director of PureCircle, stated in announcing the original agreement last August.

At the same time the company has launched a new proprietary breakthrough stevia sweetener, under the trade name Alpha, claimed ideal for companies seeking deeper calorie reductions in their products. It consists of a proprietary combination of steviol glycosides developed as a solution for products seeking 50-100% calorie reductions. Its composition allows for a more rounded sweetness and less bitterness at higher sugar replacement levels.

Dr Sidd Purkayastha, Vice-President Global

Technical Development & Support, said: "Alpha clearly has an important role to play among our existing portfolio. With Alpha we are discovering opportunities to improve everything from teas, to juices and dairy products, to flavoured waters and carbon-

ated soft drinks.”

Alpha meets JECFA specifications and is available immediately for use in global food and beverage products in all markets that follow JECFA, including the EU, which is expected to be approved this year.



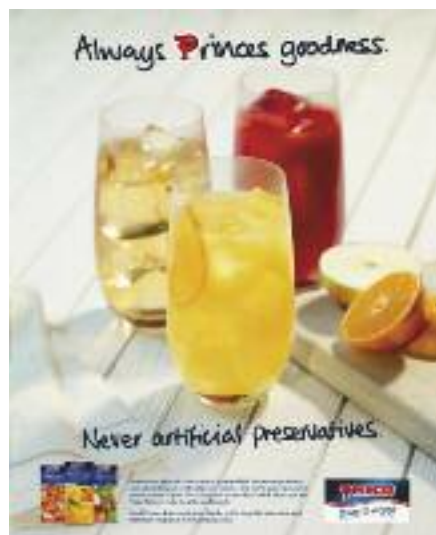
KERRY Ingredients & Flavours is running a global high-profile advertising and PR campaign, themed 'No one sees taste like Kerry', to highlight the company's unique perspective on delivering good taste in food and beverage products. The taste campaign is backed by a six-figure, three-year global advertising push. The advertising campaign is aimed at food and beverage purchasing, R&D and marketing managers, employing a striking series of creative advertising concepts. These are running initially from September 2011 to the end of January 2012 in key food trade media outlets, featuring high quality X-ray images of food ingredients unified by the strapline 'No one sees taste like Kerry'. The advertising copy will urge readers to talk to 'someone who knows food as well as they know science'.

Juices & Juice Drinks

Investment

UK Princes, the food and drink group, is investing in its eponymous brand this year with a £1.5million integrated advertising campaign which has recently launched. The above-the-line activity extends the brand's 'Yours to Enjoy' brand message which was first introduced four years ago and promotes the simplicity, convenience and integrity of Princes' range of ambient food and drink products.

The campaign, which runs until January 2012, will be seen an average of 3.9 times by almost two-thirds of UK households. It will target busy mums through advertising and promotions in consumer magazines and supermarket media. It will also be supported through online, PR and in-store activity.



Creative executions have been developed to promote the entire Princes-branded product range including ambient fruit juices.

In brief...

● **UK** Innocent gained two awards at this year's World Juice Awards for Best New Juice Product for its Apple Juice and Best Packaging for a Juice Product for its whole NFC range. Thomas Delabriere, Marketing Director at Innocent said, "We have been really proud of our apple and orange juices since they launched in February. To have won two categories in this year's World Juice Awards is a fantastic recognition of what we've achieved and we plan to continue working hard to keep our juices tasting delicious and looking great, as well as grow the size of the juice sector with our customers."

Festive offer

FINLAND Hartwall has launched Hartwall Jaffa Joulumuena (Christmas Apple) on to the market to specifically target the seasonal festive demand. The whole fruit-based drink was launched in October and will remain on limited edition sale until January 2012.

The red-tinted and apple-flavoured Hartwall Jaffa Joulumuena combines real fruit with traditional added spices. The drink is aimed at the family market, with sales distribution channels focused on convenience stores, supermarkets, cafes and restaurants.

The added spices in Hartwall Jaffa Joulumuena include vanilla and ginger. "Like all Hartwall Jaffa soft drinks, the taste of Hartwall Jaffa Joulumuena is made up exclusively of natural flavours and fruit juices," said Product Manager, Outi Lahtinen.

Hartwall Jaffa Joulumuena is sweetened with sugar and fructose, and contains 38 kcal/dl. The beverage is being sold in 1.5 litre recyclable plastic bottles.



Shelf life 'first'

UK Closed Loop, an award-winning food and beverage company from Australia launched its Coldpress brand of juices at last month's Restaurant Show. The brand has already obtained listing in 200+ Waitrose stores.

The range comprises seven flavours: Golden Delicious Apple, Pink Lady Apple, Apple and Lemon, Valencia Orange, Apple & Passionfruit, Apple & Strawberry and Apple & Raspberry. The 100% juices are produced by taking fresh, locally sourced



fruit and adding cold pasteurisation and high pressure processing, giving a five month shelf life – claimed a first for the UK in the juice business.

Sales soar

MENA With demand for the iconic drink continuing to boom during the holy month of Ramadan, Vimto sales in the Middle East and North Africa region have grown again substantially this year. By early September Vimto had passed the 30million bottle mark for the first time – up more than 20% year on year.

As reported earlier, bottler Aujan Industries annually builds on the long tradition of Vimto as a family favourite for breaking the Ramadan fast, with a television advertising campaign that has become something of a tradition in its own right.

While Vimto sells well year-round, purchases begin to soar in the month prior to Ramadan.



Saudi Arabia, Kuwait and the UAE have this year continued as the leading markets but several other areas have recorded double digit growth.

Kadir Gunduz, Aujan Industries' President and Chief Executive, said the company was expecting a further sales increase in 2012, partly because of the brand's expansion into new markets.

Social media

SOUTH AFRICA Ceres Fruit Juice, part of the country's Pioneer Foods group and a worldwide beverage supplier, is marketing its blended fruit squash range effectively via Facebook, attracting favourable – enthusiastic, even – comment which in turn drives further consumer interest.

There are four flavours in the range, with each bottle making seven litres: Mango (mango and orange juices), Granadilla (orange, apple, granadilla), Orange and Tropical (guava, apple, orange).

A subtle message running through the Ceres Facebook posts is the brand's strength in sourcing fruit supplies and its 'clean, green' credentials. This is seen even more overtly in the brand's revamped website (www.ceres.co.za) which emphasises fresh fruit, growing conditions and the benefits of South Africa as a fruit source.



Winter warmer

UK Copella, the country's leading apple juice brand has launched a Winter Warmer apple juice drink to the grocery channel. The drink is claimed a category first by becoming the first juice best enjoyed hot. Its launch complements the existing Copella range by providing consumers with a warming drink infused with winter spices for cold winter evenings. Its introduction was timed ahead of National Apple Day, the annual celebration of the English apple.

George Eapen Marketing Manager, Pep-

siCo UK and Ireland, explained: "Copella Winter Warmer has been developed specifically for the winter season and offers a fantastic new taste experience for consumers.



We expect it to prove a strong favourite this winter, driving incremental category sales by offering consumers a fantastic hot juice drink for the winter season. The new drink will stand out on shelf with its warm, deep red colour and packaging, and we'll also be supporting its launch with in-store marketing activities."

A smoothie refreshed

USA Odwalla has introduced a range of smoothies called Smoothie Refreshers with 150 calories per 12 fl oz bottle. Formulated with coconut water these lighter textured smoothies come in three flavours: Mango Lime Twist, Mixed Berry Shuffle and Pear Berry Jive. Each bottle also provides 100% of the recommended daily value of

vitamin C.

Similar to other Odwalla beverages, the Smoothie Refreshers are made with juices not from concentrate and do not contain any GMOs. (Odwalla does not use ingredients that were produced using biotechnology if bioengineered versions exist.)

Available in 355 ml (12 fl oz) grab-n-go 100% recyclable PlantBottle packaging, the beverages are available in the refrigerated section of natural food stores, select supermarkets and specialty outlets throughout the nation.



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Energy & Sports Drinks

Coconut water

AUSTRALASIA A coconut water range produced in the Philippines initially for sale in Australia, has now been successfully launched by Ice Cube Beverages across the Tasman Sea in New Zealand.

H2Coco Pure Coconut Water, which is part-owned by Australian radio 'shock jock'



and TV personality Kyle Sandilands, is made from real coconuts and not from concentrate. It has no added sugar, preservatives or additives and claims to feature 15 times the potassium of the majority of sports drinks.

It is also promoted as having a range of nutritional benefits thanks to its complex blend of vitamins, minerals, amino acids, antioxidants and enzymes.

"The beneficial qualities of coconut water are almost too long to list," suggests Colin Erickson of Ice Cube Beverages. "But unlike other brands on the market, H2Coco Pure Coconut Water has been developed to ensure the goodness and benefits of one of the best ingredients Mother Nature has created are at the absolute forefront.

Presented in 330ml Tetra Pak cartons, H2Coco has three flavour options: Original, Pineapple, Pomegranate & Acai.

PET move

AUSTRALASIA The energy drink V, which is also building demand in Asian, Pacific and now European markets, has ventured into PET for the first time in its homelands. A 500ml version was released by Frucor Beverages initially in Australia and subsequently in New Zealand.

The curvaceous bottle has been well



received, both in sales and social media feedback. 'Love the new-look bottle' is a typical comment on the brand's Facebook pages, while another enthusiast commented that the curvaceous bottle 'looks amazing'.

Frucor supported the launch in both countries with a wide-ranging promotional campaign which featured TV advertising, sampling at sponsored events, billboards and bus shelter signage.

Cancer support

UK Pussy 100% Natural Energy Drink has been supporting Cancer Research UK's campaign 'Join the fight for women's survival' with an exclusive, limited edition charity can. Five pence from each sale of the special edition can, available at selected Tesco stores in the UK and Eire while stocks last, goes back to the charity. Jonnie Shearer, founder, said: "We wanted to support Cancer Research UK in a way that could really help to raise funds for vital care and awareness".

The natural drink contains botanical extracts including milk thistle, Siberian ginseng, sarsaparilla, shizandra and guarana mixed with grape juice, grenadilla, lychee, pressed limes and carbonated water.

The brand is gearing up for a global launch over the next six months with new investors Holly and Sam Branson joining the brand. Holly Branson said: "When I see and experience a brand I love, I want to get involved. Pussy is fun, irreverent and exciting. The energy drinks market is growing, but it's crowded with unhealthy options. Investing in Pussy is my commitment to a product that I believe in."



Sam Branson added: "Pussy initially turned my head for all the obvious reasons, but then I was impressed by the taste and how naturally stimulating it is."

With Holly and Sam Branson's support, Pussy is seeking partners to expand into further international territories including Russia and the USA.



3,000 cans of Pussy were transformed in to a 8m wide and 1.5m high 3D sculpture by installation artist Emma Winter to announce Sam and Holly Branson's investment in Pussy, the 100% natural energy drink, pictured here with Jonnie Shearer (left).

Olympic prize

UK Every day during October, on promotional bottles of Powerade ION4 and Zero, consumers had the chance to win not only tickets to the the 100 metres finals, but also other London 2012 Olympic events on two different days. The prize entitles the winner and their guest to five star accommodation for two nights, and exclusive hospitality. All consumers had to do was enter the unique 10-digit code found on the back of the promotional pack label online at www.poweradegb.com or text it to 88555.

George Wheen, Brand Director, Sports and Energy, Coca-Cola North West Europe and Nordics, commented, "At Powerade we pride ourselves on helping athletes to perform at their very best and where better than the 100metres finals for our consumers to witness world class sprinters at the pinnacle of their sport? With a chance to get your hands on the most popular and prestigious tickets at the London Games, I don't think there's ever been more incentive to be hydrated."

Strategically placed high-impact 96 and 6 sheet posters as well as digital screens, promoted the sporting message alongside in-store POS material. As the official sports drink and fitness drink of the London 2012 Olympic and Paralympic Games Powerade ION4 and Powerade Zero will be used by the athletes in training and competition to assist hydration, performance and aid recovery.



Ex sprinter Darren Campbell was in London to help launch the promotion.

Formula One

UK Lucozade has joined forces with Vodafone McLaren Mercedes to supply Jenson Button, Lewis Hamilton and the Vodafone McLaren Mercedes team with a range of sports nutrition products to help their preparation, performance and recovery.

"I think this partnership with Lucozade will be fantastic for the team," said Lewis Hamilton. "Everyone within our team needs to be fresh and sharp in order to operate at their peak. When you're working in busy, hot environments and you're pushing yourself to the limit, it's vital that you keep yourself healthy and hydrated. Hydration in sport is important – and that's why an isotonic drink such as Lucozade is a natural fit for Vodafone McLaren Mercedes."

Jenson Button said he was "really looking forward to working with Lucozade to help them develop their range of fitness and isotonic drinks to cope with the extreme demands of Formula One."



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Water & Water Plus

Omega fortified

USA Mycell Technologies and Nature's Way Pure Water Systems have developed and launched Omega Water, the first flavoured bottled water fortified with 100mg of omega-3s and six essential daily vitamins.

Omega Water is claimed the only beverage of its kind on the market today, offering consumers superior health benefits in four flavours: Lemon Squeeze, Orange Splash, Fruit Fusion and Berry Breeze. It has zero calories, is sugar free and naturally flavoured.

Omega-3s are said to help prevent heart disease and stroke, improve cognitive function in children and support a healthy mind.

Benjamin D. Mamola, CEO of Mycell explained: "We identified a void in the marketplace which we were able to fill in both a delicious and nutritious manner. Omega Water offers people an easy alternative to consume their daily dose of omega-3s, without interfering in their normal routine."

Omega Water is currently available in New York City.



Fashion thirst

UK TY NANT, known for its natural mineral water in award-winning design-led packaging, supported Jayne Pierson's exhibition at Somerset House during London Fashion Week.

Showcasing her spring/summer 2012 collection 'The Mobius Strip', Jayne Pierson explored a scientific approach to the elementary by re-defining the female form in empowering and uncompromising garments in leather pleating, lux woven fabrics, future print, silks and draped leathers.



Ambassador for Olympics

EUROPE Glaceau vitaminwater has announced that pop star Jessie J is its brand ambassador for London 2012, as part of a multi-platform campaign, centred around the fun and cultural side of the Olympic Games. Glaceau vitaminwater will be challenging the public to co-create a new London 2012 inspired Glaceau vitaminwater flavour with Flavour Creator, an innovative crowd-sourcing project run via Facebook.

Jessie J will be helping to drive consumer participation and launch the new flavour ahead of the Olympic Games. The new limited edition flavour will join the brand's rainbow lineup as the ninth variant and will be available across European markets where Glaceau vitaminwater is sold, for the duration of the London 2012 Olympic Games.

Since October, Glaceau vitaminwater has been running an outdoor ATL campaign,



showcasing the brand's official IOC designation. Flavour Creator will be supported by an extensive PR and Social Media campaign as well as a targeted digital campaign.

Jessie J said, "The London 2012 games is a once in a lifetime event and I am so excited to have the chance to be part of it. It is a chance to show Britain at its best with music and sport and creativity combined."

Philippa Classey, Glaceau Business Manager North West Europe and Nordics said, "Glaceau vitaminwater is thrilled to announce Jessie J as a partner in the run up to the London 2012 Olympic Games. She is someone who really embodies the brand's sense of creativity and fun."

Rugby support

UK North Devon-based Tarka Springs has become official sponsor and supplier of the Exeter Chiefs. Tarka Springs will be providing the water for the rugby players all season, to help keep them hydrated. The players will also be provided with water for their away games.

Tarka Springs has also won a Bronze Award from Taste of the West 2011 for its Devonshire Springs Slightly Sparkling water. This natural sparkling water is particularly popular in the HORECA sector in 750ml glass bottles.

All products are produced and bottled at Little Comfort Farm situated in the heart of North Devon's famous Tarka valley. Family-run Tarka Springs has rapidly become one of Devon's most well-known and recognised bottled water brands.



Paddy Anson and Tom Hayes of the Exeter Chiefs, Neil Folland, Managing Director of Tarka Springs (centre - white shirt), and Exeter Chief Gareth Steenson.

Sponsor for LTA Mini Tennis

UK Highland Spring, the leading UK-produced brand of bottled water and Official Water Supplier to the Lawn Tennis Association, has extended its partnership with the governing body to become the new sponsor of LTA Mini Tennis.

As part of the collaboration, the LTA Mini Tennis programme has been refreshed and updated and will specifically cater for 3 to 10 year-olds. The brand is also supporting the new LTA Mini Tennis Rally Awards scheme and the LTA's entry level coach education scheme.

The programme will be supported by a national campaign encouraging players to 'Earn Their Stripes' and this message will feature across a range of promotional and educational items produced by the LTA to help support clubs and coaches deliver a more engaging Mini Tennis programme.

The unveiling of the new partnership took place at Ravenscraig Regional Sports Centre near Glasgow, with television personalities Gabby and Kenny Logan, AEGON GB Davis Cup players Colin Fleming and Ross Hutchins, also with the new family of LTA Mini Tennis characters in attendance.

Claire Wilson, Head of Sponsorship at Highland Spring, said: "Highland Spring is



committed to getting more children to adopt better hydration habits and take part in active sport and we have a terrific opportunity to do this with the new Mini Tennis programme."

LTA Head of Competitions and Programmes, Oliver Scadgell said: "With a new sponsor in Highland Spring, we have been able to breathe new life into our Mini Tennis support programme with a new identity and a real focus on making the gateway to the sport more 'fun'. Whilst Mini Tennis has



Gabby and Kenny Logan at the launch of the partnership.

already been a huge success nationwide, we believe the new enhanced programme will help us to attract and retain more kids into tennis and help us support coaches, clubs and parents more effectively."

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Carbonates

Staying extraordinary

USA Diet Coke has launched a new advertising campaign and limited edition can design for the autumn. "Fall is a time for new looks and renewed energy and Diet Coke's new campaign and can design celebrate just that," said William White, Group Brand Director, Diet Coke, Coca-Cola North America. "It's a reflection of the self-assured and confident people who enjoy Diet Coke every day."

Three new 15-second television spots remind people that Diet Coke helps you 'Stay Extraordinary.' The commercials are done in a vignette style and showcase the role Diet Coke plays in people's lives.

'Commute' follows one man's early morning drive to work, braking and accelerating in the thick of traffic. The driver reaches for his can of Diet Coke, knowing it will propel him through the day ahead. In 'Studio,' a fashion designer hard at work on her latest creation, sips on her Diet Coke



and finds inspiration to keep working on her design. 'Lights' features a late-night gathering of friends in a downtown loft, and Diet Coke gets the conversation and the party started.

The can design, created by San Francisco-based design agency Turner Duckworth, features a section of the Diet Coke logo, cropped to feature the 'D' and the 'K', set against the brand's signature silver backdrop.

Olympic giveaways

UK Throughout October, Coca-Cola, partner of the London 2012 Olympic and Paralympic Games, has been giving away VIP experiences to some of the most sought after London 2012 Olympic Games events, including tickets to the opening and closing ceremonies.

The on-pack promotion has been available across all My Coke packs (Coca-Cola, Diet Coke and Coca-Cola Zero). The daily giveaways of VIP London 2012 tickets include accommodation in a five star London hotel, full hospitality, and a travel contribution for a group of four. Every consumer that entered the unique code found on special Coca-Cola, Diet Coke and Coke Zero



packs at www.cokezone.co.uk would have been automatically entered into a weekly prize draw.

The ticket promotion follows a summer-long nomination campaign, during which Coca-Cola, a Presenting Partner of the London 2012 Olympic Torch Relay, visited towns and cities across the UK, in search of inspirational young people – Future Flames – to carry the Olympic Flame during the London 2012 Olympic Torch Relay next summer.

Winning millions

INDIA Pepsi has unveiled a new television commercial and on-pack promotion, 'Pepsi Ek Crore Ka Shortcut'. The commercial features Youngistaan's rock-star, Ranbir Kapoor and his father, Rishi Kapoor. It presents Ranbir as a laidback yet confident youngster who listens to his parents but has a mind of his own. Rishi plays a concerned father who wants his son to follow his footsteps and work hard if he wants to be a Crorepati (a person who resides in a

household whose net worth exceeds 10 million rupees). His son however has a shortcut to Rupees One Crore that goes through the fridge.

Consumers hoping to win a Crore Rupees have to look behind the label for a large Kaun Banega Crorepati (KBC) special bottle for a simply multiple choice question and then SMS the right answer with the unique code. The winner of Pepsi Ek Crore Ka Shortcut will be announced on 16th November in a special episode of Kaun Banega Crorepati on Sony TV. Further, every day three people can win a gold coin each and 12 can win silver coins.

Added oomph

UK A G Barr has introduced a limited edition Fiery Irn-Bru. A dramatic launch staged in Glasgow's George Square saw former A G Barr Chairman Robin Barr pull the first ever bottle of Fiery Irn-Bru from a blazing furnace, in scenes reminiscent of the brand's legendary 'made in Scotland from girders' past.

"I was thrilled to unveil the first ever bottle of Fiery Irn-Bru in such dramatic style. After a wash-out summer, I think Scots could do with a bit of extra fire in their belly! We're incredibly excited to see what Scotland makes of our Fiery new drink. Over the years Irn-Bru has become something of a national icon, so we expect it will spark a lot of interest," said Barr.

For a limited time Fiery Irn-Bru is available across Scotland in 330ml cans and bottles.

Island competition

SOUTH AFRICA Durban-based soft drink producer, Shoreline Beverages, is running a competition aimed at boosting sales of its 2 litre Coo-ee Island Fusion carbonates range, featuring a prize trip for two to Mauritius.



The competition is built around a simple SMS mechanic, requiring entrants to register by texting 'Island' and the last four digits of the product barcode.

The Coo-ee brand, which features a broad selection of flavours and Lite variants, is associated heavily with sponsorships, competitions aimed at both children (with prizes such as back to school supplies) and adults, a hospital visiting initiative, health club and social site networking.

Coo-ee Island Fusion carbonate competition.

Sandeep Singh Arora, Executive Vice-President – Marketing, Cola, PepsiCo India, said, "Pepsi is a brand that stands for the youth, it stands for those who want to change the game in their lives; and with 'Ek Crore Ka Shortcut' we present an unmatched opportunity to realise their dreams. For the first time Kaun Banega Crorepati and Pepsi present an opportunity to win a Crore Rupees without sitting in the hot seat. What makes it even more exciting is the coming together of Ranbir and Rishi Kapoor for the first time on-screen for the campaign".

Smartphone promotion

GERMANY The Edeka Hessenring grocery chain's new Cool Cola-Orange flavour, part of the Edeka Perquell own-brand soft drink range, has been launched in 33 cl sleek cans from Ball Packaging Europe. It is sold in an innovative triangular 6-pack from Smurfit Kappa Baden Packaging and is being promoted with the help of an animated 3D animal character.

Appealing mainly to the 12-18 age group, the promotion invites youngsters to let out the 'toon' in the can and pose with it in photos on a smartphone. Buying one of the 6-packs, or at least one of the cans, is the only way to take part.

A sticker on the triangular multipack draws attention to the Sprudeltier (Fizzy Beast), a cartoon animal character inside. Inside the pack are instructions showing how to let out the 3D animated figure. All it takes is a smart phone with the Junaio AR app. Point the phone's camera at the design on the Cool Cola can – a zipper, the hallmark of the Edeka Perquell soft drink range – and the cartoon figure poses in every photo taken with the camera. Friends



can pose together with the apparently life-size figure. There is also an option to post the photos on Facebook.

"The unusual multipack and the beverage can are great for retail promotion campaigns. The toon promotion grabs the imagination and makes for a real sales boost with young consumers," said Frank Sasse, European Retail Director at Ball Packaging Europe.

Not for women

USA Dr Pepper has launched Dr Pepper TEN with just ten calories. It has been designed specifically for men who prefer the full-flavour of regular Dr Pepper but want a lower-calorie option without the diet imagery. Dr Pepper TEN features a distinctly masculine package design, complete with a gunmetal grey colour scheme, industrial rivets and bold new font.

According to Dr Pepper consumer feedback and research showed that many men between the ages of 25 and 34 are not completely satisfied with the taste or image of diet sodas – although they understand the need to make healthier beverage choices. Responding to this insight, Dr Pepper Snapple Group developed a unique blend of sweeteners to achieve the full flavour of original Dr Pepper with fewer calories.

Six test markets got an early taste of the beverage in early 2011, complete with a full

marketing campaign, including TV commercials, radio and out-of-home advertising and in-store displays – all with the 'It's Not for Women' tagline. Results in the test markets exceeded expectations, with Dr Pepper TEN representing nearly 6% of Dr Pepper sales throughout the test period in like packaging. Now the product has been rolled out.

The national launch will be supported by an integrated marketing campaign, extending the 'It's Not for Women' theme through national television, print and online media. Consumers will also see a new social media campaign – including a Dr Pepper TEN Facebook application that only men can access.



7UP dancing

INDIA PepsiCo has launched '7UP Star with Allu- season 2', a popular dance-based consumer promotion. The contest is open to all dance enthusiasts with auditions taking place across 8 cities of Andhra Pradesh beside Bengaluru in Karnataka. Two winners will be selected from each audition. Out of twenty short listed finalists, seven dancers will be handpicked by Telugu cinema super star Allu Arjun. These lucky winners will get a once in a lifetime opportunity to be featured in a dance music video with the star himself. The month long contest began on 23rd October and finishes on 23rd November 23rd at a grand finale in Hyderabad.

X Factor prize

USA Pepsi, sponsor of *The X Factor*, has launched a nationwide retail promotion giving consumers an opportunity to win a trip to Los Angeles for themselves and a guest to attend a live taping of the popular television show. There are additional prizes such as unseen *The X Factor* videos. The Pepsi promotion will run throughout October during which time Pepsi will give away a trip to Los Angeles for a winner and their guest each day.

The promotion uses breakthrough photo recognition technology that turns photo sharing into rewards. To participate, consumers take a picture with their mobile phone, tablet or digital camera of *The X Factor*-branded Pepsi products and send the photo via text or email to *The X Factor@Pepsi.com*. In turn, consumers receive exclusive videos, with new content uploading every day. Additionally, consumers get a chance to win up to 600 daily prizes with one grand prize winner a day.

"By granting exclusive video content through Pepsi products, this promotion is just one way Pepsi plans to deepen consumers' connection with *The X Factor*," said Frank Cooper, Global Chief Engagement Officer, PepsiCo Beverages.

"Pepsi have been a fantastic partner. I love that they are doing so much to give all of America a chance to be part of this show," said Simon Cowell, Executive Producer, Syco Television.



Ruchira Jaitly, Executive Vice President, Marketing (Beverages) – Flavours, PepsiCo India said, "South India in general and Andhra Pradesh in particular is one of the important market's for 7UP and Nimbooz. Over the years, these brands have grown considerably because of our popular consumer engagement initiatives. We signed Allu Arjun as our brand ambassador and this partnership is proving to be a great success."

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Adult

Mixer additions

SWEDEN Spendrups, together with partner Schweppes, has launched two additional mixer drinks, onto the market. The new additions, which were launched in October, include Schweppes Cola and Coco.

Spendrups, which has held licensing rights to market Schweppes products in Sweden for several decades, already distributes 10 mixer drinks on behalf of the international beverage giant. Both Coco and Cola can be sold as stand-alone beverage drinks or as mixers to alcoholic drinks such as light rum or vodka.

"Schweppes Cola and Coco have already been launched in some countries in Europe and now it's Sweden's turn. The two flavours will especially attract professional bartenders and consumers who like cocktails," said Fredrik Sverker Sten, the head of Spendrups' beverage department.

According to Sten, the new launch is particularly exciting given that Schweppes Coco and Schweppes Cola will be entering what is a highly competitive beverage segment in Sweden. "The Schweppes new flavours are perceived as less sweet, and



therefore more adult in flavour," said Sten.

The main distribution of both Schweppes Coco and Cola will be routed through convenience stores, bars and restaurants, and sold in 50cl and 150cl recyclable plastic bottles.

Dandelion & Burdock

SOUTH AFRICA Frankie's Soft Drinks, the bottler which specialises in producing 'olde style' carbonate variants, has launched a new flavour in the same genre, in time for the hot southern summer:

Frankie's Dandelion & Burdock reflects old-fashioned lifestyles, both in its taste and packaging presentation. It was launched at this year's Good Food & Wine Show.

The drink derives from an ancient British beverage, tracing its origins back to the mid-13th century. Traditionally, it is made from dandelion and burdock roots and is naturally sparkling. Frankie's recipe remains faithful to the original taste while using extracts of dandelion and burdock.

The new flavour joins Frankie's Homemade Ginger Beer, Cream Soda, Root Beer, Cloudy Lemonade, Fiery Ginger Beer and Cinnamon Cola.

While Frankie's describes itself as a micro bottler, it is steadily building its retail distribution network within South Africa.



New look

UK Silver Spring has revamped its 1870 Mixer range with a new logo and bottle design. The bottle shape and appearance have been designed to reflect the brand's position as one steeped in British heritage, as well as demonstrating the core values of excellence and authenticity. The mixers are produced using pure spring water - bottled at the source in Kent's Garden of England – to deliver optimum taste and refreshment.

Silver Spring has endeavoured to source the finest natural ingredients from around

the world. From lemonade blended with Argentinian lemon oil, to crisp tonic created from the finest Brazilian essential oils. There are seven variants in the range which can be consumed on their own or as an accompaniment to alcohol.

Julian Aitken, Sales and Marketing Director, Silver Spring, said: "We thought long and hard about the design and appearance of the new 1870 bottles, to stay true to 1870's heritage, whilst revolutionising the ingredients and updating the overall appearance of the product. We feel that this is exactly what has been achieved and are proud and excited to launch such a strong product".



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Functional

Calorie burning

UK Aspire, the UK and Europe's first calorie burning soft drink, has launched its cranberry-flavoured 250ml slim line can in the new well-being section of selected Waitrose stores around the country. The drink features specially selected natural ingredients to fuel a thermogenic effect and stimulate the body's metabolism, boosting calorie burn.

Scientists of Leeds Metropolitan University tested the drink's weight-loss potential and trials found the natural calorie burning formula demonstrates real results. Dr John O'Hara said, "Trials showed that the participants who drank one can burnt on average 209 calories in the 180 minutes after finishing the drink. We attribute this energy expenditure to its thermogenic effects. With only 75mg of caffeine, the same as a standard cup of coffee, Aspire is proven not to increase the heart rate or adversely affect one's health."

Darren Linnell, co-founder of Aspire said, "We have seen strong sales of over 500,000



units this calendar year; across the UK and Ireland and are really pleased that Aspire seems a popular product, with a continuously growing number of fans and consumers alike."

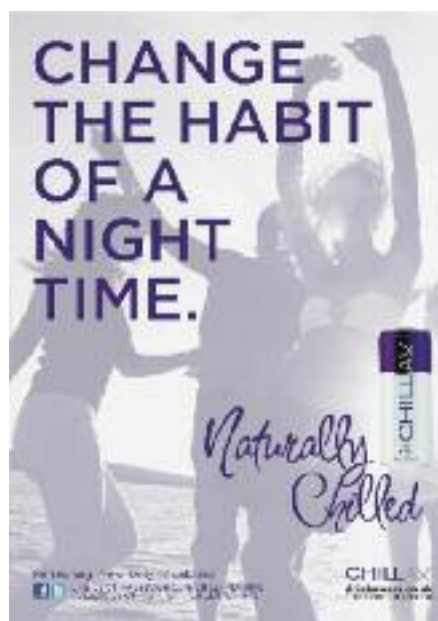
Countering alcohol

UK In light of recent campaigns made by Alcohol Concern CYMRU, calling for an end to advertising energy drinks as mixers, new, low calorie functional drink Chillax, made from natural ingredients, has launched a campaign 'Change the Habit of a Night Time' which aims to quash the hedonistic drinking culture. It also includes the 'Drink Aware' symbol on its marketing material – a first for a functional drink.

Ray Averre, creator of Chillax, said: "Many drinkers today set out with the sole ambi-

tion of becoming so intoxicated that they render all control and often end up disgracing themselves or even causing harm. This attitude needs to change. Drinking is supposed to be a social act that brings people together, as an accompaniment to good conversation, and to help you unwind and ease stress. We want to change the way people think about drinking, to make it a more calming experience, reflecting the ethos of our Mediterranean neighbours and generate a pleasurable experience for all concerned through taking a more responsible approach."

Chillax's 'naturally chilled' ingredients are said to compliment the taste of alcohol. They contain health-boosting ingredients such as rosehip, passionflower and chamomile as well as providing 30% RDA of vitamins C, E, B6 and B12.



Chilling out

UAE It's hot, it's sometimes stressful, it's a place where alcohol is limited and in some areas banned and it is home to a lot of young professionals wanting to chill out. So it isn't really surprising that a 'chill drink' created in New Zealand with the Middle East as a key target has proved a big success in the UAE, helped by a series of promotional events and active use of social media.

Piper is described as 'a non-alcoholic 100% natural chill-out drink designed to relax, free your mind and stimulate social interaction'. It is infused with a tonic of

Anti-energy

AUSTRALIA Billed as 'Australia's first anti-energy drink', esc is a lightly carbonated beverage aimed at relaxing and comforting rather than energising. Its producer, Innovative Beverage Co, tells consumers the drink 'will bring you into a zen state of mind through the unique combination of premium natural ingredients: valerian root, chamomile, passionflower, tryptophan'.

Targets, says Innovative Beverage, include Generations X and Y who are keen adopters of new products, professionals with a hectic work schedule, people who are sleep-deprived, students and travellers coping with jet lag. Sampling and social media are being used creatively to get esc's relaxing message through to as many of these people as possible.

The Innovative Beverage team credit its success in bringing esc to market partly to its mentoring and funding partner, Deasil, headed by 'serial entrepreneurs' Phil Weinman and Barry Collett.

Innovative Beverage chose a good area for its head office: it's in leafy St Kilda, a Melbourne suburb renowned for its gracious architecture.



lemon balm and passionflower, blended with blackcurrants and pears. 'A twist of slow-release complex carbohydrate keeps your body humming while your mind unwinds.' The drink is presented in an under-stated but classy silver can.

Piper was introduced to the UAE at this year's Taste of Dubai and has since achieved steady market penetration.

Beauty water

GERMANY One of the country's biggest mineral water providers, Hassia Mineralquellen, has launched beautywater Q10, a beauty drink containing vitamin E and a hint of grapefruit. It comes in a Rexam fusion aluminium bottle which protects the contents from the damaging effects of both light and oxygen.

Ullrich Schweitzer, CEO of Marketing at Hassia-Group, said: "The beautiful feminine shape and size of the bottle fits perfectly with the concept and positioning of beautywater Q10. The resealable closure of the bottles is also of paramount importance to us as well as the bottle's ability to protect the light-sensitive coenzyme Q10 in the best possible way."



Health, herbs and fruit

THAILAND Mai Tan Co drinks company, formed by Tan Passakornate who has long been a high-profile beverage entrepreneur, has introduced a functional drink called Ichitan Double Drink. The Ichitan brand is gaining a lot of exposure in the market because of its new organic green tea being extensively advertised, especially on television.



The fruit and herb Ichitan Double Drink is available in two flavours: Butterfly Pea + Berry and Lemongrass + Kiwi.

Mai Tan Co is promoting the range as offering a wide variety of health benefits because of the herb and fruit combinations. These include anti-carcinogenic

properties, help to the digestive system, weight control, skin care and overall well-being and nutrition.

Mai Tan is building a new plant at Ayutthaya to produce Ichitan functional drinks, having gained tax incentives from the Board of Investment to make the project feasible.

Tan and his wife have pledged 50% of their profits to a community foundation which will undertake projects in education, local tourism and the environment. The donation level will rise to 90% in 2020, when he turns 60.

Teas

Further distribution

AUSTRALIA The premium iced teas range created by specialist New Zealand producer Ti Tonics has proved a winner in Australia and the company is now looking to other markets. Ti Tonics secured Boutique Beverages to distribute the range to the route, café and restaurant market in Queensland, while other listings have been achieved in Sydney, Melbourne, Adelaide and Perth.

Beverage exporter Dion Mortimer has signed a sales and marketing agreement to introduce Ti Tonics in North American and

other markets. "We've also fielded interest from various other distributors around the world, including Korea, Japan, Taiwan, Singapore, Brazil and the United Arab Emirates," said Dr Tracey King, founder of Ti Tonics.

While Ti Tonics has targeted its home market from the beginning, the product was created with a global market as its goal. Ti Tonics are sweetened naturally and each drink contains about 100 calories per 350ml serving, well below the sugar level of many other premium juices that don't use artificial sweeteners.



Carbonated green tea

THAILAND Oishi, which is largely owned by the ThaiBev group, has extended its green tea portfolio with a carbonated product marketed under the Chakulza banner.

Claimed to be the first of its kind in Thailand, its promotional campaign and packaging take a zany, modern approach in keeping with its prime target market: teenage consumers who are looking for an alternative to the usual line-up of carbonated soft drinks.

Oishi is credited with having done much of the ground work to introduce Japanese-style green tea beverages to Thailand, using creative marketing to boost the style's pop-



ularity in the face of heavy competition from other soft drinks.

With Chakulza moving steadily up the sales charts, Oishi now covers most demographics with green tea variants, including Fruits for pre-teens, a blend of green tea and juice.

Thai taste

THAILAND A new brand of green tea called Mirai has been launched in Thailand, presented in 500ml PET bottles. It is formulated specifically for the Thai palate, rather than merely emulating green tea from Japan or China.

The Mirai range was developed by Suntory Beverage Food in conjunction with Tipco F&B, itself 50% owned by Suntory. Tipco is a major soft drinks producer in Thailand, a leader in the 100% juice category. Work has been under way on the Mirai project since 2009.

With honey lemon flavours holding some 40% of the Thai green tea market, Suntory and Tipco are offering Mirai Honey Lemon in the new range. Complementing it are two other flavours: Sakura, which features the floral fragrance of the cherry blossom, and Original which the producers claim 'weds the natural taste of green tea with a



refreshing sweetness'.

Suntory has worked closely with Tipco since 2007 and intends to partner with the Thai company in developing further beverages for the Thai and export markets.



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**New: 21,500 up-to-date
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Fi Europe

ingredients to the fore

At the end of this month Paris will showcase the very best for the beverage producer.

The leading European ingredients event Fi Europe takes place in Paris Nord Villepinte, France, from 29th November to 1st December 2011. For the beverage producer there's a wealth of innovation as this preview shows.

DSM will demonstrate how its nutritional ingredients will shape the food and beverage industry by inviting visitors to take a trip to a supermarket of the future. The stand will feature a number of new products to be unveiled as part of the company's drive for innovation. There will be a range of prototypes and on-stand events. DSM will host a presentation by marketing expert Peter Wennström. Held on Thursday morning, the session will focus on developing consumer relevant food and beverage products, using Wennström's FourFactors Brand Analysis System.

Committed to providing natural, sustainable ingredient solutions, DSM has launched the Maxavor range of natural flavour ingredients. This emphasis on ingredients from nature will also be reflected in the company's health and nutrition offering, with DSM showcasing 'life'sDHA' an algae-derived omega-3 product from Martek Biosciences – now part of DSM, as well as new natural carotenoids following the recent acquisition of Vitatene. Further company representatives will be serving nutrient-rich non-alcoholic beverages corresponding to DSM's Health Benefit solutions, which include 'Upgrade your Vision' and 'Essentials for Men'. *Stands 3H13 and 3J12*

Ajinomoto will be inviting visitors to 'Take the Taste Test' to prove what the company has found from its research: that people cannot tell the difference between products sweetened with AminoSweet and those sweetened with sugar. AminoSweet aspartame, with its unique sugar-like taste, provides drink manufacturers with the ideal sweetener for formulation of the best tasting reduced sugar and sugar-free products. Similarly, market research has shown that consumers prefer cola sweetened with AminoSweet to cola sweetened with sucralose.



National Starch Food Innovation's stand will have beverages to sample.

In a controlled double blind consumer test of two otherwise identical colas, AminoSweet out-scored sucralose on cola taste, sweetness, after-taste, and naturalness. Respondents were more likely to buy the AminoSweet-sweetened cola, and when asked to say which sample they preferred, 61% chose the sample with AminoSweet. *Stand 3A59*

D.D. Williamson's wide choice of natural colouring and caramel colour helps sell 1.5 billion servings every day. DDW improves the allure of food and beverages through visual appeal. A trusted and recognised provider of colour solutions, the company operates nine manufacturing sites on five continents. For beverages the company's stand will display a selection of naturally derived colouring: non-alcoholic mulled wine /vin chaud /glühwein/glintwein/glögg (colour: plain caramel, carmines); Sarsaparilla type soft drink / root beer (colour: plain caramel = acid-proof, DDW 520). *Stand 3B47*

Roquette will be presenting the unique properties of its vegetable proteins, fibres, sugar substitutes and starches. Two-star French chef, Marc Meurin, will be eager to tickle visitors' taste buds – and natural creativity by creating recipes using the nutritional and technological qualities of Nutralys pea protein, Nutriosecereal fibre and SweetPearl sugar substitute. Roquette will also share with beverage producers the results of a sensory survey confirming the full-bodied mouthfeel imparted by Nutriose fibre in water-based flavoured drinks with no added sugar. *Stand 1H15*

KLBD, one of the largest internationally recognised kosher certification agencies, will be exhibiting alongside some of its clients such as Kudos Blends, Lionel Hitchin and Tate & Lyle. The company is sponsoring part of the conference and delivering a presentation on kosher certifica-



tion. It currently certifies some 1,000 companies in 50 countries worldwide. The company's expertise lies in certification of ingredients, chemicals, flavours, fragrances, aromas, spices, seasonings, dairy derivatives as well as food and beverage finished products. It is seeing increasing interest in certification of new ingredients, including super fruits, stevia, fish oils and omega 3, as well as finished products and health supplements containing these ingredients. *Stand 3H33*

This year **Lonza** is celebrating 40 years of Niacin and Niacinamide (vitamin B3) production. At FiE the company will be presenting its portfolio of branded health ingredients: Carnipure a high quality L-carnitine, a nutrient essential for energy metabolism; DHAid a purely vegetarian source of omega-3 DHA which supports brain development and function as well as heart and eye health; and ResistAid an immune support ingredient made from North American larch trees. It consists of arabinogalactan and bioactive flavonoids, which have antioxidant capacity. *Stand 1F39*

National Starch Food Innovation will be highlighting its newly extended product portfolio and enhanced expertise, following its acquisition in 2010 by Corn Products International. The combined company will invite visitors to explore capabilities in texture, clean label, health and nutrition and Culinology, to deliver a range of benefits for manufacturers, including fat and sugar reduction, texture improvements, increased fibre content and cost savings. There will be sample beverages to taste. The company will also be presenting at the conference. Speakers will reveal insights into customer attitudes to clean label foods and beverages. They will discuss the impact of labelling on purchasing behaviour, the growing demand for clean label foods and explore the barriers and solutions to clean label formulation. National Starch Food Innovation also will be discussing overcoming the challenges of stabilising natural colours in beverages using quillaia extract. *Stand 2B31*

Beneo, a leading manufacturer of functional ingredients, will demonstrate its continual commitment to support customers in all phases of product development by announcing the creation of its Beneo-Technology Center. The facility brings together the company's food application and technical expertise to enhance and encourage product innovation. It will provide customers with specialist advice to tackle technical questions in product development and formulation. Highlighting one of the areas of expertise covered by the centre, Rudy Wouters, Vice-President Food Application Technology and Head of the Beneo Technology Center, will be speaking at FiE on the topic of creating texture and creaminess in reduced-fat food products. *Stand 12*

Plantextrakt will show how natural powdered or soft extracts, strong tea infusions or tea flavours can add a very special touch to beverages. If a manufacturer wants to give his products a particularly fresh taste, then lemongrass or peppermint would be two examples of the ingredients used by Plantextrakt. Visitors can sample a lemongrass chocolate as well as an instant drink with lemongrass and mint. If a herbal taste is preferred, there are many pleasant tasting alternatives available. For example, Plantextrakt developed a dairy drink

with cinnamon and an instant drink with chamomile and lemon balm. Plantextrakt is also presenting exotic taste experiences such as baobab extract produced from the African baobab tree and acerola, which is traditionally grown in Central America and Brazil. Both extracts are part of a yoghurt drink which will be presented in Paris.

Solely dedicated to the development and manufacturing of custom nutrient premixes, **Fortitech** can source over 1,400 ingredients from a comprehensive selection of vitamins, minerals, amino acids, nucleotides and nutraceuticals, enabling manufacturers to target the specific needs and demands of any consumer demographic with strategic nutrition. For FiE 2011, the company has developed samples which demonstrate its versatility as a premix manufacturer with a range of food and beverage product applications. Included among the samples are an energy enhancing gum which is fortified with taurine, guarana and B-vitamins and a clear protein drink with electrolytes for sports nutrition. *Stand 3E33*

Rousselot, a leading worldwide producer, will be presenting a comprehensive range of gelatines and collagen peptides. Peptan collagen peptides are meeting with growing success worldwide. Scientific studies have demonstrated that this bioactive ingredient contributes to maintaining healthy bones and joints and helps prevent osteopenia and osteoarthritis. According to Rousselot, Peptan has excellent organoleptic properties. It is easy to handle and to add to functional drinks. *Stand 3E41*

Gelita is a leading manufacturer of collagen proteins. The company markets collagen peptides with proven body-stimulating capabilities, tailor-made gelatines and non- or partly water-soluble collagens. This holistic range of products, in combination with the company's vast experience in developing solutions for different applications, will be highlighted on the stand. Besides the traditional use of collagen proteins as natural stabilisers and emulsifiers for countless products, they enable manufacturers to provide their products with other properties which are becoming more and more important. *Stand 3F21*



Plantextrakt concept beverages will be available to taste.



Gelita has intensified its research in developing solutions for physical mobility, weight management and beauty from within.



With innovative concepts for food, drink and food supplement products, **Kaneka** presents new ways of approaching antioxidant defence, heart health and disease prevention. The company's Coenzyme Q10 is well known as one of the purest and most natural active ingredients for protecting cellular stability and promoting energy transformation. The ingredient can easily be incorporated into various products including beauty and energy drinks. Drinks manufacturers are invited to discover the wide range of application possibilities for Kaneka Coenzyme Q10 and to speak to its experts. "We believe that the market potential for functional products with Coenzyme Q10 is vast. Consumers are increasingly looking for products which help to maintain health and mental fitness, and in Europe especially, many people prefer to enjoy tasty products with added health benefits," said a company spokesperson. *Stand 3D55*

EU-wide approval of the naturally calorie-free sweetener stevia is currently a hot topic in the beverage industry. **Wild** will be focusing on natural sweetener concepts at this year's FiE, presenting a variety of stevia product concepts with sophisticated 'taste optimising' solutions. These natural flavours were developed by the company in close cooperation with a panel of sensory experts. A further feature is Wild's portfolio of colours from natural sources. Manufacturers have access to even more brilliant colour(ing) solutions for a variety of applications; new natural shades of red from colouring foods are just one example. Another core competence is the production of top quality FTNF (from the named fruit) flavour extracts. Visitors can look forward to exotic sensory highlights from far-away countries at the company's stand, where the ingredients expert will be presenting a new range of flavours from exotic fruits. Besides the classic black and green teas, extracts from white tea, rooibos and honeybush are also represented in the company's product range. *Stand 3F13*

Treatt plc, global independent ingredients supplier to the flavour industry, will be showcasing natural tropical keys to create exotic flavours for a range of food and beverage applications. Headlining the show will also be the first of a new line of natural flavour modifiers: TreattSweet. As formulators seek to reduce the sugar content in



Exotic flavours from Treatt.

their products, TreattSweet provides a solution for lower calorie products while maintaining the mouthfeel and sweetness that consumers crave.

This product is a non-caloric blend of all-natural essences that imparts desirable flavour and mouthfeel, while smoothing out the sweetness profile and undesirable lingering characteristics associated with stevia and other sweeteners. Produced entirely from natural ingredients, this water soluble ingredient imparts a mild, sweet, fruity flavour to juices and waters. The 'water white' nature of this aqueous distillate is claimed particularly suitable for formulating clear beverages. *Stand 3G59*

Tate & Lyle will showcase its Optimize drink prototypes which, according to the company, offer substantial cost reductions and retain their original taste. Visitors will be invited to participate in the 'tasting challenges', to see if they can tell the difference between full sugar drinks and calorie-reduced versions made with Splenda Sucralose. As an expert in sweetening solutions, Tate & Lyle will also demonstrate how to get more with less sugar through its Create drinks. "In buying our ingredients, customers aren't simply purchasing the texturant, the sweetener or the fibre, they are also buying other essential ingredients - Tate & Lyle's knowledge, expertise and service," says Jacques Rossello, VP Sales EMEA, Tate & Lyle Speciality Food Ingredients. *Stand 2C21*

GNT's colourful exhibit, 'Garden of Colours' will explore the world of Exberry Colouring Foods, which can be tailored to a wide variety of applications including beverages. The colourants are derived from fruits, vegetables and edible plants through gentle physical processes. As there is no selective extraction of pigments, the products meet consumer demands for natural products. *Stand 3D49*

'No innovation without continuous evolution!' is the theme of **Döhler's** stand. Working with its customers Döhler has opened up new markets such as natural solutions for sugar reduction and built on its portfolio of flavours, flavour extracts, natural colours, along with innovative concepts using 100% fruit. Under the MultiSweet Stevia brand Döhler has developed a sweetener with outstand-

EU-wide approval of the naturally calorie-free sweetener stevia is currently a hot topic in the beverage industry.



Wild will be focusing on natural sweetening concepts.

ing sensory properties. Sweetness Improving Technology ensures an especially near-sugar taste. To claim 'with no added sugar', on the label MultiSweet Stevia can be combined with MultiSweet Fruit, a range of partially decoloured or partially deacidified apple juice concentrates.

On the stand will be an array of natural colours and flavours from high-quality fruit flavours and extracts, mint flavours and white flavours to new citrus emulsions. The company will also be unveiling innovative flavour technologies for natural and sensorially optimal calorie reduction and demonstrating its expertise in the field of food colours with colouring concentrates, natural colour formulations, anthocyanins and crystal-clear emulsions. The company will be presenting a broad product portfolio of fruit juices, fruit juice concentrates, purées and fruit juice blends alongside fruity product applications. *Stand 1E37*

Volac is launching a new generation whey permeate – Volactose Taw Whey Permeate. It is made using a sophisticated manufacturing process which removes much of the minerals responsible for the salty taste usually associated with whey permeate, whilst retaining more nutritionally valuable minerals such as calcium and magnesium. The process also reduces other impurities such as glucose, galactose, and lactic acid resulting in a higher lactose content. Eamonn Drea, Commercial Director at



LycorRed's natural colours range from yellow, through orange to red.



Döhler will be demonstrating its expertise with colours.

Volac, said: "Volactose Taw Whey Permeate is a great tasting economical source of milk solids and is suitable for a wide range of applications. Because of its unique flavour and physical characteristics it can also be relied on as a cost effective alternative to lactose and whey powder." *Stand 3B50*

LycorRed will feature its new line of natural-sourced colours. The colourants are derived from natural carotenoids and feature unique shades and formulations that make them ideal for a variety of applications including beverages. The spectrum ranges from yellow through orange to red colours in highly stable formulations and is suitable for vegetarian and vegan products. LycorRed will also launch Sante, a natural, non-MSG 'umami' and 'kokumi' flavour enhancer ingredient. It is a patented, natural tomato concentrate ingredient designed to successfully enhance taste and flavour in place of artificial flavour components or flavour enhancers. *Stand 1E50*

'No innovation without continuous evolution!' is the theme of Döhler's stand.



*Vegebrite is the line of colouring foodstuffs developed by **Naturex**. Made from concentrates of fruits, vegetables, edible flowers and algae, Vegebrite provides vibrant shades in a wide range of applications. Obtained without selective extraction or isolation, Vegebrite allows drink manufacturers to give their beverages a 'clean label'. *Stand 3E13.**

A tale of two categories

ready-to-drink tea and coffee

RTD tea is a high growth opportunity, reports Richard Haffner, while RTD coffee is likely to remain niche.

The major challenge for RTD tea is to expand its geographic footprint. The category is the fastest growing soft drinks category over the past five years growing by almost 60% from 2005-2010 in off-trade volume based on Euromonitor International data. By contrast, the next closest growth category is bottled water, growing by only 35% over the same time period. Despite this rapid growth, RTD tea remains only about one sixth the size of bottled water.

In 2005 the top five markets (Japan, China, US, Germany and Indonesia) accounted for about 80% of RTD tea's global off-trade volume. The top market, Japan accounted for one third of global volume. The only thing that changed is the rank order of the markets with China moving up to number 1 (Japan to number 2) and Indonesia surpassing Germany to number 4. Due to its rapid growth by 2010 China alone accounted for over 40% of global volume.

From 2010-2015, RTD tea is projected to maintain its torrid growth rate but will remain one of the smaller soft drink categories. This assumes that the geographic footprint remains concentrated.

The geographic limitation is due to well established cultures in many parts of the world. For example in Europe tea is considered a hot drink and cold tea products have remained a niche. It is unlikely these well-entrenched perceptions will change anytime soon. While many new countries may not acquire a taste for RTD tea, there may be hidden opportunities.



Looking at case studies for China, Vietnam and India will illustrate the opportunity. China is big and growing at a good pace, Vietnam has experienced explosive growth and India may be a sleeping giant.

China – Healthy soft drink positioning drives growth

The RTD tea market in China remained the most dynamic category in the soft drinks industry in 2010, and is becoming a major alternative to carbonates and bottled water. Health is still the main driver of RTD tea sales. Leading manufacturers, including Ting Hsin, President and Coca-Cola, all market their RTD tea products using the key words 'healthy' and 'natural'. Consumers regard RTD tea as the healthiest soft drink product, even more so than fruit/vegetable juice, because of the low sugar content.

RTD tea is equally popular among both male and female consumers, and it also appeals to a wider age range than other soft drink types. Male consumers prefer the tea scent and less-sweetened taste of RTD tea, while women like its health and weight control properties. Young consumers regard RTD tea as more fashionable than juice, while older people who are hot tea drinkers also like RTD tea the most among the various soft drink options. However, people aged 15-30 years are the main consumers of RTD tea.

The future for RTD tea is almost as bright as the past. Off-trade volume more than doubled from 2005 to 2010 and is expected to double again from 2010 to 2015. More tea types are expected to be launched in RTD format by 2015. Tea, as a traditional drink in China, has multiple types with different scents and flavours. Manufacturers have already developed many tea types in RTD tea, such as green tea, black tea and oolong tea. However, the tea types are likely to be segmented even further. For example, different green tea types, such as Tieguanyin tea and Maofeng tea, are likely to be used in RTD tea, while oolong tea types like Dahongpao are likely to appear, with



their particular flavours and functions being emphasised to attract consumers.

Vietnam - Naturally refreshing resonates with consumers

In 2010, RTD tea continued to record the fastest total volume growth in soft drinks in Vietnam. Consumers remained interested in RTD tea thanks to its refreshing and healthy image. Although RTD tea was present in the country long before the 2000s, it only started to develop fast from 2006 when Tan Hiep Phat launched Zero Degree Green Tea. This launch was accompanied by extensive nationwide marketing activities via various media channels.

The company owes its leading position to aggressive marketing strategies and a good distribution network. Zero Degree Green Tea's advertisements during its launch period focused on the natural freshness of the product on hot days. This advertising quickly captured the attention of consumers as few other brands offered similar themes. In 2010, the leading player launched a new advertising campaign for Zero Degree Green Tea, which focused on its relaxation and stress-relieving effects.

Domestic manufacturers dominated RTD tea in Vietnam, holding three of the top five positions in 2010. The three leading local players accounted for over a 50% share of retail value sales. The main advantages that domestic companies enjoy over multinationals are an understanding of the local market and strong distribution networks throughout the country.

Similar to China, the future of RTD tea in Vietnam is rather encouraging. From 2005 to 2010 per capita volume increased from under 1 litre per year to almost 5 litres per year. By 2015 per capita volume is projected to more than double. Through 2015, the health and wellness trend will emerge more strongly thanks to rising household income and living standards. With better health education, consumers will be more careful with their food and drink intake. RTD tea will continue to appeal to consumers thanks to its various health benefits.

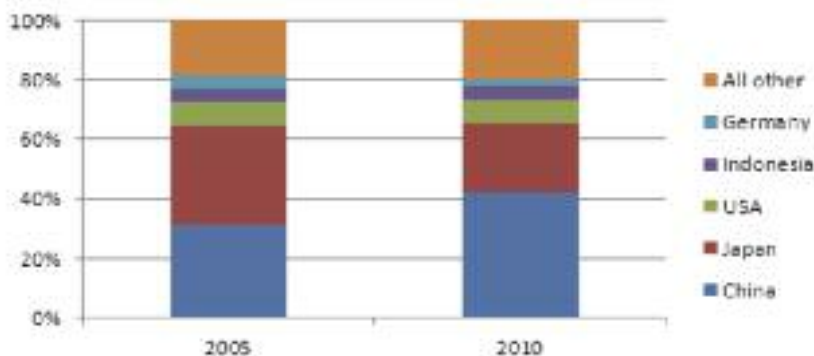
India – sleeping giant?

While India is a strong hot tea market, RTD tea is yet to catch on with the Indian population, as product manufacturers have not employed any major campaigns. While on-trade demand for RTD tea is consistently growing, lack of many branded players and a significant retail presence has resulted in only a few health-conscious customers becoming attached to the product.

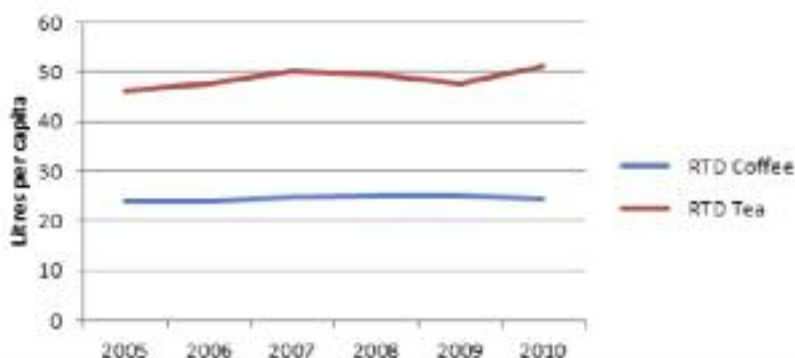
Since consumers are used to hot tea preparation methods that require the addition of sugar and water, they have not embraced soft drinks and RTD formats of the beverage. With almost no consumer awareness about the benefits and existence of RTD tea in off-trade channels in India, the category has remained underdeveloped.

RTD tea is unlikely to experience sustained growth in the absence of visible marketing campaigns from competing players. However, as the Vietnam case study demonstrates, the right product with the right message that is adequately communicated could have much potential. The financial resources may be large but the potential return on investment may be equally large.

Distribution of Global RTD Tea Volume



Japan Annual Litres Per Capita for RTD Tea and RTD Coffee



The future potential of RTD tea

RTD tea is likely to have a limited geographic appeal. Fortunately, though, the appeal is in markets that can drive substantial growth. Most of the growth potential appears to be in Asia Pacific where increasing wealth and urbanisation can continue to fuel growth. The perception of RTD tea as a healthy alternative to other soft drinks should help to fuel growth in the limited set of markets. India, with its huge population and low category awareness may be able to take global growth to a whole new level.

RTD coffee: A niche category with limited future potential

The RTD coffee category is even more concentrated than RTD tea, based on Euromonitor International data. RTD coffee is dominated by Japan. In 2005 Japan comprised 80% of global volume, in 2010 75% and by 2015 is projected to account for a little under 70% of global volume. The top five countries in 2010 (Japan, South Korea, US, Australia and China) account for over 90% of global volume.

Japan had per capita volume of 24 litres in 2010. Australia is the next closest country in per capita volume with 7 litres. Compared to RTD tea, where the number two country consumed 38 litres per capita in 2010, there are 16 countries that have higher per capita volume of RTD tea

Continued on page 51

Most of the growth potential appears to be in Asia Pacific where increasing wealth and urbanisation can continue to fuel growth.

New generation tea bases

the route from iced tea to true tea indulgence

Cooperation between Döhler and Plantextrakt makes new tea concepts possible.

Mysticism, tradition, well-being! All of this is what tea stands for...all the while being simply: refreshing! Since the first iced teas were introduced to the market in the 1970s, there has been a true success story. Now, the trend is moving towards products with less sugar and a more authentic tea taste profile. Together with Plantextrakt, Doepler (Döhler) is now offering a portfolio of strong tea infusions, and has developed tea concepts to go with these. Based on strong tea infusions, the Doepler tea concepts span from brewed iced teas and premium iced teas through to true teas – the purest form of tea indulgence.

Strong tea infusions – a basis for authentic tea indulgence

Tea connoisseurs often find the tea taste of iced teas too weak. At the same time, the fruit flavour often stands out. To cater to the desire for real tea indulgence, Doepler and Plantextrakt have developed a new generation of tea bases for authentic tea beverages. The portfolio of strong tea infusions are based on various tea and herb varieties. By forgoing concentration and additives, these tea bases taste like freshly-brewed tea.

Classic iced tea gets a facelift: brewed iced tea

Classic lemon and peach-flavoured iced teas are as popular as ever. But these classic iced teas often lack the characteristic taste of tea. Strong tea infusions are an ideal way to give classic iced teas an authentic tea note. Doepler has developed brewed iced tea concepts in which tea extracts are replaced by strongly brewed black tea bases. This



more authentic and natural taste profile makes brewed iced teas really stand out.

Premium brewed iced teas: only the best of everything!

Premium brewed iced teas open up a world of absolute premium indulgence. Only tea infusions made from premium tea leaves and tea varieties (e.g. Ceylon, Darjeeling, etc.) are used. The combination of natural fruit juices, less sugar and balanced flavour give premium brewed iced teas a particularly natural and refreshing taste. Concepts with fruit or herbal infusions also have an interesting taste profile. The premium concepts are appealing foremost to iced tea drinkers who are looking for natural refreshment with a distinctive tea note.

True tea* – tea in its purest form

Enjoy tea in its purest form! This is the thought behind the true tea concepts. Only raw materials of the highest quality teas are used for these. In addition to strong black and green tea infusions, Doepler and Plantextrakt also offer herbal and fruit infusions. With less sugar added, the full flavour of tea can unfold: for true tea indulgence! The use of selected teas means that the variety and country of origin can be claimed on the label of the final product. True tea* appeals to the classic tea drinker who wants to enjoy tea on the go too. ■

*True tea is not a registered trademark (of Doepler or Plantextrakt) and is only used as a name for the concept to enable better description to the companies' own customers.



Cooperation for authentic tea indulgence

Strong tea infusions are the result of a cooperation, in which the DoeplerGroup and Plantextrakt are combining their expertise in the development of new tea bases and successful product applications. A business unit of the Martin Bauer Group, Plantextrakt brings well-established and comprehensive knowledge into the partnership, from raw materials to the production of high-quality tea bases. Doepler is a global producer, marketer and supplier of natural technology-based ingredients, ingredient systems and integrated solutions for the food and beverage industry. Doepler's expertise in development and application stretches back decades and is available to shared customers in 21 application centres.



than Australia has of RTD coffee.

The main cause of the more limited RTD coffee volume is that RTD coffee is perceived to be appropriate for a more limited number of occasions. RTD tea, in countries that have high growth opportunities, is used as a healthy alternative to other soft drinks. Therefore, it is used in a variety of circumstances. On the other hand RTD coffee tends to be used as an alternative to hot coffee,

thus presenting fewer occasions that consumers perceive to be appropriate to drink.

A closer look at Australia illustrates this point.

Australia

While the category grew off-trade volume by 33% between 2005 and 2010, it was from a low base of usage. RTD coffee consumers are demographically broad; however, some of the stronger flavoured brands exhibit a marked bias towards young adult and adolescent males. The most common pack size is 600ml, which is generally regarded as a single serving. Single-serve products are generally consumed outside the home as on-the-go filler between meals.

As RTD coffee increasingly becomes recognised as an ideal breakfast beverage, particularly among young adults and adolescent males, manufacturers are introducing larger pack sizes sold through supermarkets/hypermarkets. Larger pack sizes, including 1 litre and 2 litre packaging, tend to be consumed at home where some people use it as a substitute hot coffee for breakfast.

In order to differentiate in the increasingly competitive RTD coffee category, brands are innovating with additional benefits based around healthier products with energy drink properties. Some products are appearing that contain added guarana and have somewhat moved RTD coffee into competition with energy drinks.

The future potential for RTD coffee

Due to its more limited usage appeal, RTD coffee does not have the same growth potential as RTD tea. While RTD coffee may expand geographically as café culture catches on in some markets the category is likely to remain a very niche player. ■

RTD TEAS & COFFEES – continued from page 49



*Richard Haffner is Head of Global Beverages Research at Euromonitor International.
richard.haffner@euromonitor.com
www.euromonitor.com*

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Stability issues

in ambient soft drinks

Persis Subramaniam assesses the impact of microbiological or physiological changes.

Soft drinks constitute a major category of food products as can be seen by the size of the global soft drinks market which was estimated to be US\$336 billion in 2010, with the two major categories being carbonates including sports drinks, and mineral water (Figure 1). The products in the different categories will face different stability issues depending on the recipe and processing used. Along with these factors, packaging type and storage environment will determine overall stability and shelf-life of individual products. Every year new products are launched and an examination of the packaging trends for new launches over the last year shows that bottles remain the most popular packaging format for soft drinks (Figure 2).

Stability issues in products can manifest themselves in the form of microbial and/or physico-chemical changes. Microbial stability is the most important factor affecting not only quality but

also the safety of the products and is the primary consideration tackled by controlling recipe, process and packaging factors. In ambient stable soft drinks where microbial stability has been achieved, the physicochemical changes are important affecting quality and shelf-life. This article provides an overview of the different physical and chemical stability issues seen in soft drinks, together with possible causes and controls.

Change in colour

Browning of soft drinks either on processing or on storage is a common problem. Although the end result is a colour ranging from the yellow/brown to red/dark brown, the actual root of the browning can be different for products based on the interaction of different ingredients in the formulation. Some common causes of browning are given here.

Enzymic browning

Enzymic browning can be the cause of browning if the heat processing stage has not destroyed the enzymes present in the fruit mass. This browning process can also cause a flavour change and a reduction in nutrient quality, especially ascorbic acid. The characteristic yellow-brown colour of apple juice is the result of post-extraction oxidation of polyphenols by polyphenol oxidase (PPO). The enzyme has maximum activity at 40°C and is inactivated by the heat process applied to juices (70-90 °C). The sensitivity of PPO varies for different juices and PPO in pineapple is said to be less sensitive to heat than that in grape or peach¹. Anti-browning agents, such as ascorbic acid, are often added during processing, to inhibit enzymic browning.

Non-enzymic (Maillard) browning

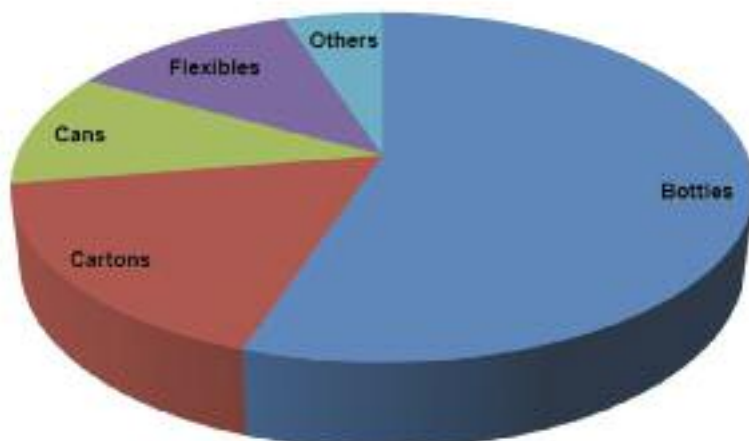
The Maillard reaction is the primary action thought to be responsible for non-enzymic browning in fruit drinks resulting in a change in both colour (browning) and flavour. This reaction, which is between reducing sugars and amino acids, starts during processing when juice is overheated, and progresses during storage. The colour seen at the early stages of the reaction is often yellow/brown progressing to red-brown or very dark brown at the final stages, when the appearance becomes affected by the formation of insoluble melanoidins. The colour change at this stage is accompanied by a caramel-like odour. Maillard browning can be a problem for juice-based drinks but is a major issue when proteins/amino acids are added to drinks, such as in some sports drinks.

Maillard reaction can occur at temperatures as low as 5°C², although at a slower rate than at higher temperatures, and favoured by pHs over 6, the reaction being insignificant at highly acidic pHs. The effect of different sugars on the browning reaction has been studied³ and it has been shown that browning occurs in the order D-xylose>L-arabinose>hexoses (D-galactose, D-mannose, D-glucose and D-fructose)>disaccharides (maltose, lactose, and sucrose). The presence of metal ions such as copper (Cu) and iron (Fe) can accelerate the browning reaction and needs to be a consideration in formulating drinks. The reaction can also be linked to the

Figure 1. Global Soft Drinks Market 2010
Source: Leatherhead



Figure 2. Packaging Type on New Launches in 2010
(Source: Mintel GNPD)



breakdown of ascorbic acid as carbonyls are released.

Ascorbic acid degradation

Ascorbic acid (vitamin C) is an important component of drinks, naturally occurring in fruits, the level in a fresh orange being about 50-60 mg/100g. Many soft drinks are also fortified with the vitamin, often being added as ascorbic acid or sodium ascorbate. Ascorbic acid is sensitive to heat and considerable losses can occur on processing and storage. The most significant losses in ascorbic acid (AA) occur as a result of chemical degradation and include oxidation and anaerobic degradation, the mechanisms of which are quite complex. Accelerating factors for AA degradation are temperature, oxygen, light, metal ions and pH, and when added as a fortificant the form of vitamin also affects stability⁴. These factors need to be controlled to reduce losses during manufacture and storage of products.

Another point to bear in mind is that when anthocyanins are added to a drink containing AA the two compounds can react resulting in the degradation of both compounds and causing a loss of colour⁵. Hydrogen peroxide produced on the degradation of AA is thought to react with anthocyanins to produce colourless compounds which may further degrade or polymerise, ultimately leading to a brown precipitate that is often observed in fruit juices.

Haze/sedimentation

Haze is a common problem in drinks and the origins of the haze in a product can be different. Some common types of hazes seen in products are covered here.

Pectin haze/sediment

Fruit juice naturally contains pectin and pectinolytic enzymes which breakdown pectin. In the production of cloudy juices pectic enzymes are denatured by heat processing to stop the enzymic breakdown of pectin. The main problem in cloudy products is the separation of the product into pulpy or compacted sediment and a virtually clear supernatant. The loss of cloud stability in a juice containing product is usually caused by a delay in pasteurisation of the juice component⁶.

However, in the production of clear juices enzymic degradation of pectin is promoted during processing. Haze is a particular problem for clear products because maintaining the clarity of the drink over the storage period is important. Pectin can often be the source of a haze or sediment in clear drinks. The breakdown products of pectin can react with cations such as calcium forming a sedimenting floccular precipitate. Often the problem is traced to the water quality and therefore a control of water hardness to reduce calcium ions is important for drinks.

Polyphenol haze

Haze can be caused by the presence of tannins. Tannins present in juices such as apple juice polymerise to form insoluble compounds which then form a colloidal suspension causing a haze. The colloidal suspension is stabilised by reacting with proteins to form complexes. Haze formed on chilling, which then re-dissolves when warmed is often associated with polyphenols which com-



Image 1: The formation of sediment and 'ringing'.

bine slowly with proteins. Eventually as polyphenols polymerise and increase in size they become insoluble at room temperature to give an irreversible form of haze. The reaction is promoted by oxygen and therefore can be minimised by reducing oxygen at different stages of processing and by adding ascorbic acid to reduce oxidation of the polyphenols.

Starch haze

Haze can be caused by the presence of starch in juice drinks. This type of haze has been identified as a particular problem particularly when trying to produce clear drinks from some fruit juices. During the ripening of fruit starch is converted to sugars. However when fruit has been picked before maturity starch can be present in the juice. The starch gelatinises during juice processing to form a precipitate or a haze in the final product. Enzymic treatment of the fruit mass to ensure complete breakdown of starch is used to control this problem.

Ringing/creaming

Ringing (sometimes referred to as creaming) is the presence of a ring on the neck of a bottle as shown in Image 1. A powdery 'floc' can also form on the shoulder of the bottle and the oil droplets can also separate or 'flocculate' by aggregating to form clumps. The common cause of ringing is a destabilisation of the beverage emulsions (flavour /colour/cloud emulsions) added to drink formulations. Beverage emulsions containing non polar carrier oils, flavour oils and weighting agents are thermodynamically unstable and can breakdown during storage. The oil droplet size for a stable product is around 1-2 μ in diameter. If the size of the droplets increase, or if the size distribution is not uniform the droplets will coalesce and result in ringing and creaming⁷.

De-stabilisation of emulsion can be caused by the presence of particles or impurities in the water in the formulation. The addition of more than one emulsion, e.g. carotene colour emulsion along with a flavour emulsion, can also lead

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Haze is a common problem in drinks and the origins can be different.

Indulging fruit pulp

appealing price tags

Mimicking the texture of fruit pulp can deliver important cost savings, according to Claudia Fiannaca.

Claudia Fiannaca is, Business Development Manager, Beverages and Flavours, at National Starch Food Innovation. E-mail: food.enquiries@nstarch.com www.foodinnovation.com

The trend for fruit-based, thirst-quenching drinks is gaining in popularity. Indeed, in 2010 the global fruit drinks segment grew by 5%, despite the recessionary climate. However, in light of the continuing tough economy, consumers are demanding good value and consistent end product prices. Susceptible to the high and often fluctuating cost of fruit pulp, manufacturers are therefore faced with a significant challenge in order to create appealing, fruit-based drinks that don't break the bank.

Mango flavour took the lead in fruit-based beverages, and has led to strong growth in exotic drinks such as guava, apricot and peach. At the same time, the comforting home-grown appeal of pear-flavoured beverages has particular appeal for consumers in the European market. But it is not just great taste that wins over consumers; the thick, pulpy texture is important to evoke an authentic sensory experience. However, with cost playing a major role in product development, manufacturers need to turn to creative alternative solutions to deliver cost-optimised, consumer-winning products.

Tip top texture

Texturisers can play an important role in creating appealing, pulpy texture, while keeping formulation costs low. By mimicking the texture of fruit pulp, texturisers reduce the need for expensive fruit pulp in drinks such as mango and pear juice, delivering important cost savings to manufacturers. However, texturisers can have a negative impact on overall taste, a factor on which consumers are not willing to compromise, even at a reduced price point.



Anticipating this need in many markets, National Starch Food Innovation developed Precisa™ Pulp 02. The starch-based product helps provide cost-effective formulation that also delivers on taste, texture and appearance. Able to withstand upstream homogenisation / pasteurisation processes, Precisa Pulp 02 is odourless and flavourless, allowing the full fruit flavour to stand out.

Deliciously indulgent juice

The trend for fruit-based drinks is expected to grow – Euromonitor predicts that cost-optimised, pulp-reduced beverages are expected to become the market leader in fruit drinks by 2012. In order to remain competitive in today's climate, and tap into this buoyant trend, manufacturers must ensure costs are kept low while products maintain their visual and sensory appeal. Precisa Pulp 02 offers manufacturers a solution to help create quality fruit-based beverages at a lower cost. ■

About National Starch Food Innovation

National Starch Food Innovation is a leading global supplier of nature-based functional and nutritional ingredient solutions to the food and beverage industries. The company has a strong focus on delivering innovation to meet market and consumer trends in wholesome, clean label products, texture, nutrition / wellness / vitality and delivery systems. This vision combined with an extensive, award-winning product range, market knowledge and technical expertise makes National Starch Food Innovation a partner of choice for the next generation of food producers.



to instability and ringing. Stable drinks can be produced by filtering out particles in the water, homogenizing the drink to produce oil droplets of size 1-2 μ diameter and using weighting agents in the beverage emulsion. The correct use of weighting agents to adjust the density of the flavour oil to a level similar to that of the aqueous phase (water, emulsifier, sugar, acids and preservatives) will increase stability.

Flavour changes

Flavour changes occurring during the storage of drinks are complex related to the breakdown or interaction of ingredients in the drinks or interaction of the drink with the packaging.

Breakdown of ingredients

Sucrose, the traditional sweetener for soft drinks, inverts under acidic conditions to produce glucose and fructose which alters the flavour profile and this process is accelerated by heat. Beverages sweetened with glucose, fructose or high fructose glucose syrup are unlikely to see a reduction in sweetness during storage but the reducing sugars may take part in Maillard browning reactions which affect colour and flavour. The sweetness profile of lower calorie drinks containing intense sweeteners can change depending on the stability of the sweetener system e.g. breakdown of aspartame reduces the level of sweetness and in this case the control of pH is important as it affects the rate of decomposition. If the pH of drinks can be maintained close to the optimal pH 4.2, loss can be reduced to well below 5% of the initial content⁸.

Flavour compounds can also break down during storage. For example limonene, a compound important for citrus flavour, has been known to undergo chemical degradation during storage leading to loss of flavour and the formation of undesirable off-flavours. Minimising the level of dissolved oxygen in the product, headspace oxygen and the permeability of oxygen through the packaging will improve stability.

Packaging

Flavour changes can also occur because of aromas permeating through the packaging material during storage, the level of migration depending on the type of aroma compound and the nature of

the packaging material. This process is called 'Flavour Scalping'. Packages such as HDPE bottles and cartons without a barrier layer cannot be used for long term storage of juice products at ambient temperature because of the extensive loss of aroma compounds, but laminated cartons give an improved performance making them suitable for ambient stored products. PET and glass are classed as good because almost no absorption or permeation of limonene from citrus juices takes place.

Off-odours and flavours can be induced by chemical components migrating from the packaging into the product. A common example of this is the migration of compounds from plastic bottles and caps into mineral waters.

Loss of carbon dioxide

Carbon dioxide is a very important component of carbonated drinks both for flavour profile and mouthfeel sensation and at levels of more than 3 volumes Bunsen (typical for the cola and lemonade drinks) carbonation can also contribute to microbial preservation.

PET bottles and aluminium cans are commonly used for carbonated beverages, although lightly carbonated products are also packaged in glass. When using PET, the loss of carbonation is an important quality factor to consider in maintaining shelf-life as the gas barrier of PET is not perfect as in cans and glass. The loss of carbonation is more of a problem for small PET bottles (less than 1 litre) because of the larger surface area to volume ratio⁹. A limit of 15% carbonation loss over 12 weeks of storage is often specified for packaging by many beverage manufacturers.

Troubleshooting stability issues

Stability problems in soft drink products are numerous and the cause of a particular problem is not always easy to identify. Troubleshooting work carried out at Leatherhead on various products has shown that even a simple visual defect such as a haze or sediment can be the result of a complex interaction of ingredients. Accelerated tests can be useful in troubleshooting work to study ingredient interactions over a shorter period of time. Overall, a systematic approach is best to identify the specific causes of a stability problem. ■

STABILITY ISSUES

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Troubleshooting work carried out at Leatherhead on various products has shown that even a simple visual defect such as a haze or sediment can be the result of a complex interaction of ingredients.

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Persis Subramaniam is Project Manager: Product Development, at Leatherhead Food Research. www.leatherheadfood.com

Permeation performance

influences on the shelf-life of sensitive beverages

Ruslan Hofmann,
Roland Folz and
Roland Pahl
discuss factors
affecting
beverage
preservation
in PET.

The beverage industry has developed an increasing demand for plastic containers and closures. Along with the many well-known advantages of plastic bottles, however, the inherent permeability of plastic to gases (O₂ and CO₂) is a problem. Brand owners who sell their beverages through increasingly sophisticated and extended distribution channels are presented with a bewildering array of barrier enhancement technology options.

Before deciding in favour of one barrier enhancement option over others to extend the shelf-life of their oxygen-sensitive and/or carbonated products, brand owners must understand that there are hidden performance factors that can skew comparisons. The quality of barrier enhancement systems can be evaluated through the measurement of permeation. The trials described in this paper are based on measurement methods for oxygen and carbon dioxide permeation.

The results show the importance of a reliable measurement system to gain knowledge about a barrier system, since the process of producing plastic bottles is complex and a thorough knowledge of all ingredients and process parameters is vital to achieving optimal results. Methods for benchmarking different bottle systems regarding beverage shelf life and finding a maximum level of oxygen uptake or carbon dioxide loss due to permeation are introduced.

Introduction

The Versuchs- und Lehranstalt für Brauerei (VLB) in Berlin was founded in 1883 by German breweries and malt houses. For more than 120 years VLB has been working in the fields of research, development, and training for the brewing industry. As a registered association, VLB is an independent institute that cooperates with the Berlin University of Technology in the field of brewing and beverage science and has very close ties to brewing and beverages, as well as their related industries. For more than 30



years VLB has operated a laboratory that specialises in testing packaging and methods of packaging for the beverage industry, including testing of plastic bottles and closures.

PET bottles have several advantages, such as their light weight and resistance to breaking. At the same time, PET bottle-filling technology has special requirements, especially regarding the import of oxygen, which is a big concern when filling beer or fruit juices and other oxygen sensitive products. Once the plastic bottle is filled, changes in oxygen content begin to occur due to permeation and migration. When evaluating plastic bottles as packaging material for several beverages, changes in O₂ and CO₂ over a period of time are the main issue.

There are two methods of uptake of substances into the fluid. Migration occurs with movement of a substance from the bottle wall into the product, whereas permeation involves the ingress of O₂ from outside the bottle and regress of CO₂ out of a carbonated beverage⁽⁶⁾. These effects can also be seen and have been tested with volatile organic compounds⁽⁵⁾. As with beer in glass bottles, beer in plastic bottles also undergoes flavour changes caused by UV light^(4,7) and must be protected from UV light (e.g. by means of a darker bottle colour).

Since PET monolayer bottles are not able to protect oxygen-sensitive products from changes over an extended period, many different barrier solutions have been developed and are available in the market today. Furthermore, barrier solutions are constantly being improved, especially those concerned with the critical areas of permeation, migration, optical attributes, recyclability, refillability, process security, quality constancy, and, of course, cost.

		Illumination		
		4 h	8 h	1000 Langley
Brown bottle	Appearance	1	1	1
	Taste		2	3
Clear bottle	Appearance	1	1	1
	Taste	4	5	6

Table 1: Taste performance of a soft drink depending on illumination intensity (1 = best).

Materials and methods

Different methods and testing devices are available to determine barrier performance and can be divided into three basic types: quick, short, and real-time methods. The real-time test method used is a simulated test method. The plastic bottles tested were filled with deoxygenated, carbonated water. They could not be filled with beverage because the oxygen could be converted by reducing ingredients in the beverage (many organic compounds act like an oxygen scavenger).

The amount of oxygen in the filled bottles immediately after preparation was approx. 0.07 ppm (a realistic figure derived from breweries that operate under oxygen-reduced conditions). The bottles were filled with citric acid granules and capsules containing bicarbonate of soda (NaHCO_3) to adjust the starting CO_2 level to 5g/L and attain a pH of 4.3, both of which are typical values for a pilsner-type beer. Bottle filling was carried out in a glove box within a modified nitrogen atmosphere. A low-oxygen atmosphere can also be created using CO_2 in the glove box. By controlling the oxygen content in the glove box atmosphere, the oxygen content of the bottled fluid can be adjusted to values lower or higher than 0.07 ppm.

The non-destructive measurement method for oxygen is based on the effect of dynamic luminescence quenching due to molecular oxygen. The oxygen ingress measurement uses a trace oxygen sensor spot that is fixed to the inner wall of a transparent container. The luminescence lifetime of the spot changes in the presence of oxygen and, therefore, acts as an oxygen-dependent parameter.

When a fiber-optic probe is positioned on the outside of the container in line with the oxygen sensor spot, gaseous or dissolved oxygen can be detected. The molecules that cause the spot to emit light are called luminophores. Collision between a luminophore in its excited state and the quencher (oxygen) results in radiation-less deactivation and is termed collisional or dynamic quenching.

During collision, energy is transferred from the excited indicator molecule to the oxygen. As a result, the indicator molecule does not emit luminescence, and the total measurable luminescence signal decreases. Therefore, a measurable relationship exists between the oxygen concentration in the sample and luminescence intensity, as well as luminescence lifetime. The oxygen meter uses a blue-green light source to excite and illuminate the sensor spot. An optical polymer fibre is used as the signal transducer and leads the emitted light to a photodiode⁽²⁾. For testing the CO_2 concentrations a destructive method had to be used. After piercing the closure the liquid is transferred to the measurement device and analysed there for its content of CO_2 .

All samples were stored under defined conditions over the entire testing period. The conditions were $21 \pm 2^\circ\text{C}$ and $50 \pm 5\%$ RH. In addition to the real-time test, sensory flavour testing was carried out by a taste panel made up of 10 professional tasters over a period of up to 10 months. Flavour stability was determined by sensory testing using a triangle test based on difference and preference. Additionally, the flavour panel per-

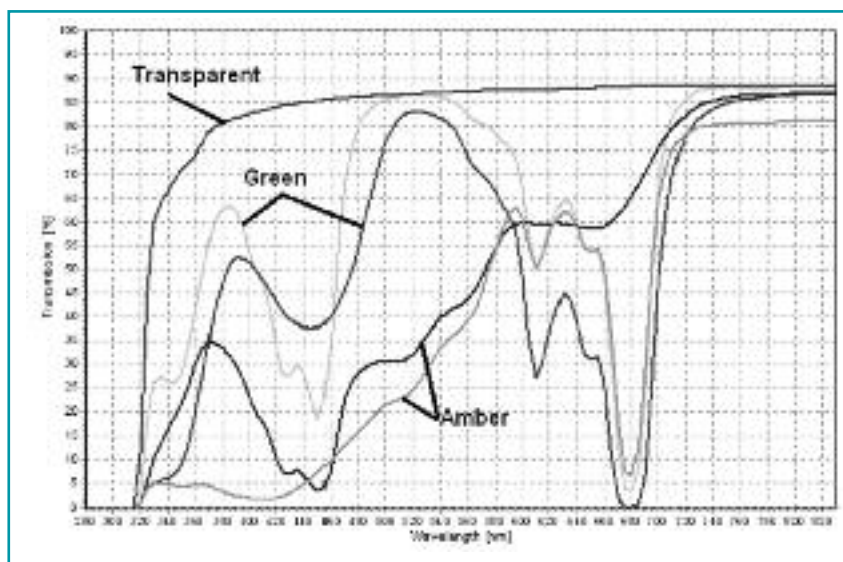


Figure 1: Light transmission for different coloured and colourless PET materials.

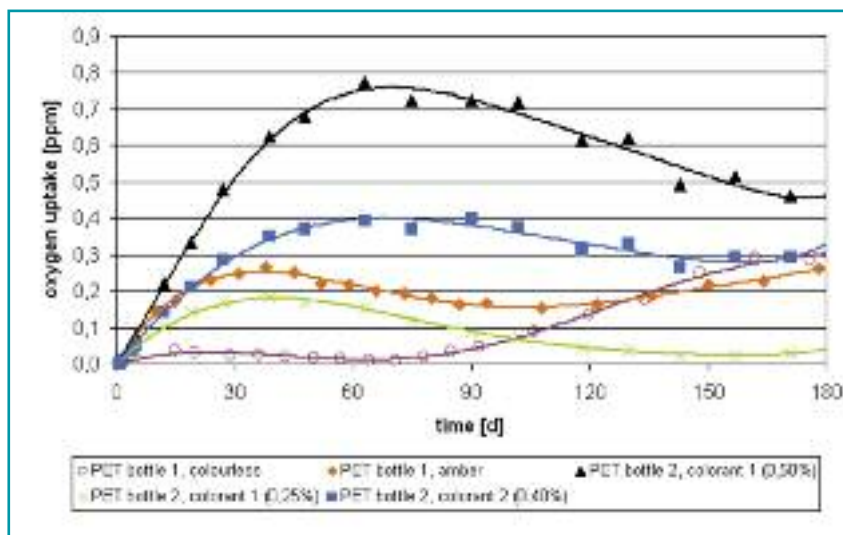


Figure 2: Oxygen uptake of different barrier-enhanced PET bottles.

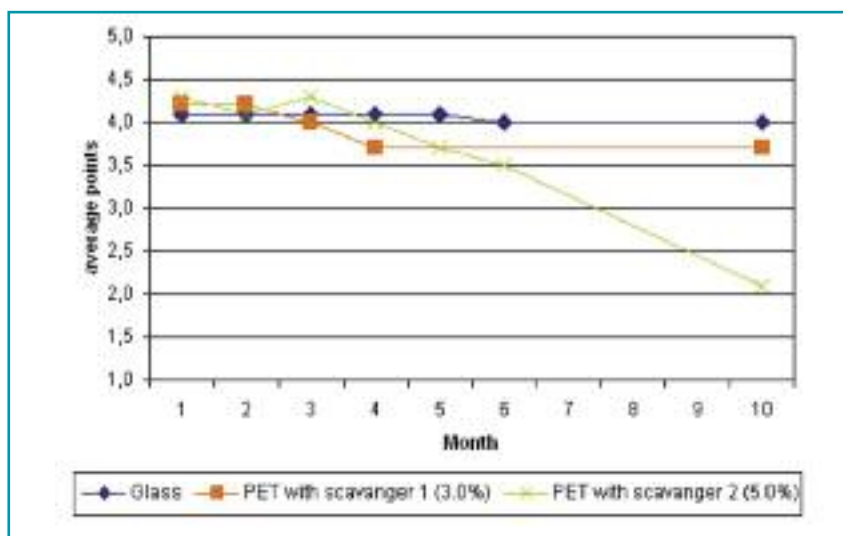


Figure 3: Evaluation of beer bottled in different packaging material during sensory examination.

formed descriptive taste testing, describing odour, taste, and carbonation over the testing period. To measure the light transmission of the

Continued overleaf

PERMEATION PERFORMANCE – continued from page 57

PET bottle material, the ISBT method for colour measurement was used⁽⁹⁾. Vitamin C contents were measured with chromatographic analysis, the colour of the packaging material scanned in a photometer and turbidity was tested using nephelometry.

Results and discussion

A comparison of two real-time measurement methods⁽¹⁾ proved that the non-destructive measurement had advantages regarding the reliability and standard deviation of the single results. Using a non-destructive measurement, single bottles can be measured over the period of shelf life and longer. In addition, a series of bottles can be checked to compare their performance with regard to consistency of the production.

The process of stretch blow moulding or coating is very sensitive, especially when using barrier-improving techniques such as coatings or blends, and it must be the goal of every bottler to ensure constant and equal barrier performance for all bottles from a batch. The fact that the test is non-destructive also enables analysis of the bottles after testing and investigation of the pos-

sible connections between differences in loading with special materials, wall thickness, and other parameters and the quality of the bottle barrier properties.

For marketing reasons, as well as for protection from UV light, containers used for filling many different types of beverages are often coloured. The range of colouring agents that can be used in combination with PET is broad. Liquid colours and inorganic or organic pigments are commonly used. In the case of beer, light in the wavelength range of 350 to 500 nm is known to force radical reactions, resulting in the formation of 3-methyl-2-butene-1-thiol 'skunky flavour'. Internal trials with soft drinks revealed influences of light on the sensorial quality when product was filled in brown and in flint glass bottles (Table 1). Figure 1 shows the transmission of light for different PET bottle materials.

It is obvious that colourless PET is not able to protect beer, as well as many other liquids that are sensitive to visible or UV light, from the negative influence of light. Different pigments showed particularly large differences in the grade of light transmission at the same wavelength, even though the colour impression for the consumer was nearly the same. One of the two amber bottles contained a UV absorbent. Between 350 and 450 nm, the positive effect of adding an UV absorbent, even to coloured bottles, is obvious, since transmission of UV light can decrease the flavour stability of beer or other sensitive beverages significantly.

When using colourants for PET bottles, one must consider the influence of every additional substance on the permeation process and especially the scavenging properties of active barrier compounds. Therefore, the oxygen uptake of several PET bottle blends with oxygen scavengers was compared. Some of the results are shown in Figure 2. Colourless bottles showed significantly less oxygen uptake than coloured bottles. The choice of the colourant also affected the performance of the oxygen scavenger.

When comparing different colourants and different amounts of the same colourant, the influence on barrier properties was obvious. To keep the influence as small as possible, the best compromise between adding enough colourant to provide good colour quality and obtaining good scavenger performance had to be found.

Another goal of the investigation of the flavour stability of oxygen-sensitive beverages in plastic packaging was to determine the possible shelf-life duration. In long-term stability tests, barrier-enhanced PET bottles were compared with glass bottles. The results for sensory examination (beer), oxygen uptake, and decrease in ascorbic acid concentration in orange juice (due to oxidation) in two PET bottles with different oxygen scavenger compounds and glass bottles with crown cork (without oxygen scavenger) are presented in Figures 3 to 5. With oxygen scavenger 2, an increase in oxygen uptake was observed after six months. Together with the increase in oxygen permeation into the bottle, accelerated ascorbic acid losses and a drop in the score for taste and odour when tasting the orange juice could be observed. The results clearly indicate that for any plastic container barrier quality regarding ingress of oxygen is connected to the

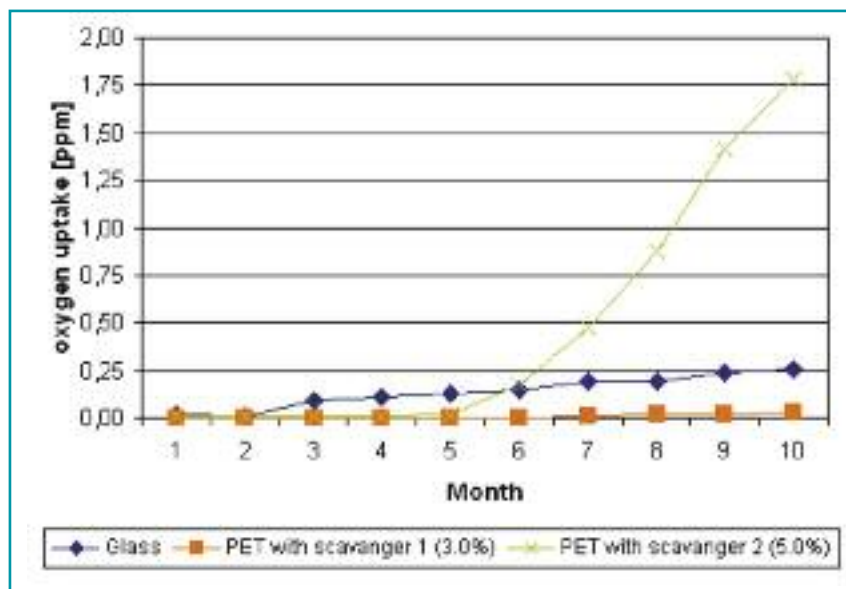


Figure 4: Oxygen uptake of the three bottle types tested.

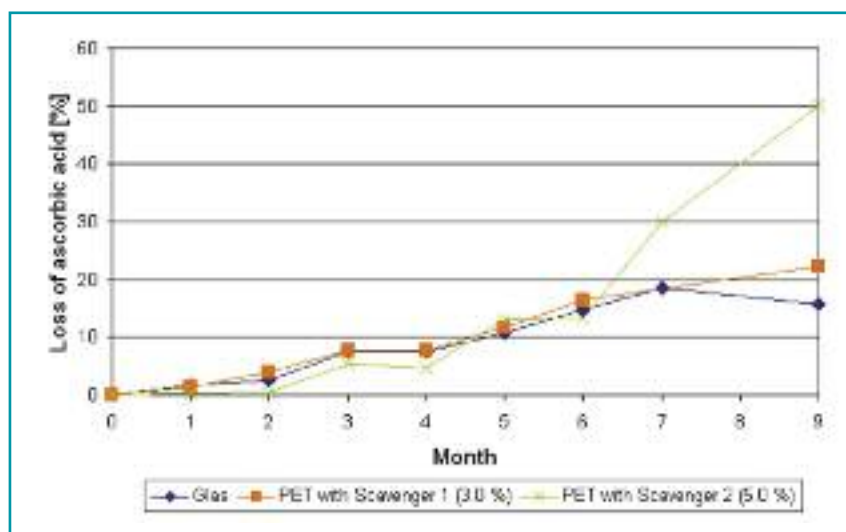


Figure 5: Loss of ascorbic acid in orange juice depending on the bottle type

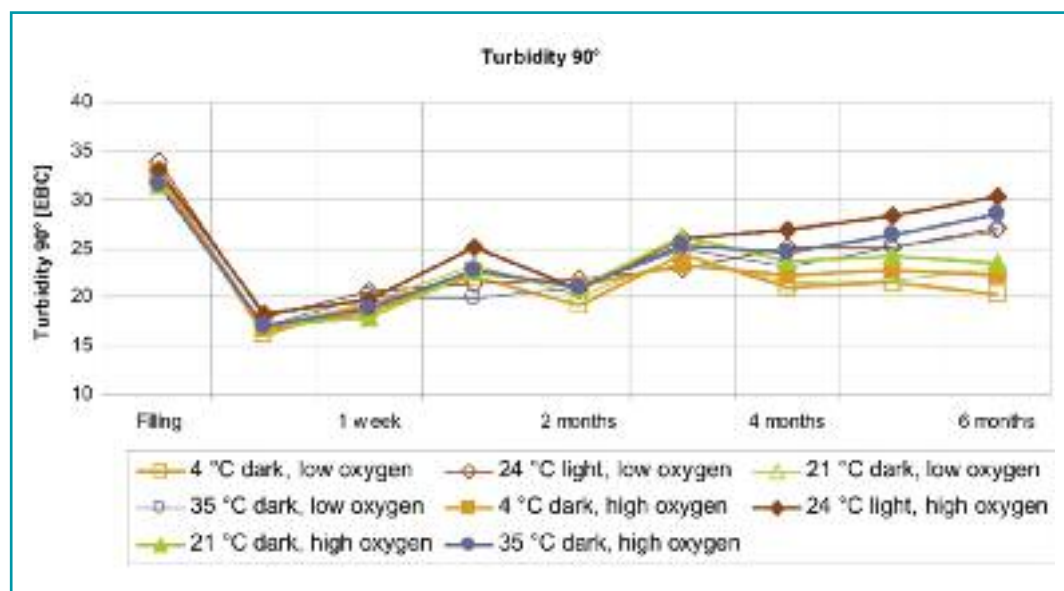


Figure 6: Influence of light, temperature and oxygen on the turbidity of a cloudy soft drink.

stability of the bottled product. Of course, the process of aging in beverages is continuous and depends on many factors other than oxygen alone. Therefore, it cannot be related solely to the uptake of oxygen. An important role can be played by factors such as temperature and light. A study with a cloudy soft drink based on natural ingredients showed influences of all three parameters on the product quality. Figure 6 shows the combined influences on the turbidity level of the beverage. It can be stated that light, oxygen and temperature affected the turbidity level, leading to increased values when compared to the samples filled under low oxygen conditions and stored dark and cold. The impact of the single parameters can vary with the ingredients of the beverage. Especially when addressing the ongoing trend towards the use of natural colorants and flavour compounds the oxygen sensitivity has to be addressed and dealt with.

Conclusions

Due to the greater reliability of the intermediate data from the non-destructive measurements, it is now easier to forecast performance over time than it has been in the past. Furthermore, the ability to measure the same bottle over a period

of time enables the tester to compare the performance of single bottles with special parameters (e.g. physical shape or loading with a blended material). The equality of processes used for barrier-enhanced PET bottles (e.g. blends, multilayer, or coating) can be checked by observing the single results of a certain number of samples instead of obtaining mean values for only a few bottles.

The factors affecting the flavour and physical stability of beverages that can be influenced by packaging material are light and gas permeation. These updated results show a significant influence of colourants on light transmission and oxygen uptake. In a long-term test, barrier-enhanced PET bottles had an oxidative stability comparable to glass bottles when using adequate amounts of oxygen scavenging material. Storage parameters affecting the shelf-life of beverages (especially when based on natural organic ingredients) can be oxygen, temperature and light. Often synergistic effects of these parameters can be observed. The choice of the right packaging material should, therefore, always be based on the knowledge of the sensitivity of the product and the consumer expectations for a suitable shelf-life. ■

Due to the greater reliability of the intermediate data from the non-destructive measurements, it is now easier to forecast performance over time...

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Ruslan Hofmann, Roland Folz and Roland Pahl.
VLB Berlin e.V., Berlin, Germany.

Market advantage

through technological advances

The Silver Springs Bottled Water Company is targeting a leading market position worldwide with the InnoPET BloFill monoblock concept from KHS.

Silver Springs is a source which not only guarantees quality, but at the same time has quite a history behind it. Indigenous natives in the 16th century held in high esteem the superb water quality at Silver Springs, located in what is today the region of Ocala, Florida.

When Hullam Jones developed the world's first glass-bottomed boat in the 19th century and used it at Silver Springs to observe fish, turtles and century-old fossils, the source became more and more popular with the people of Florida. Today Silver Springs is known across the world. This is due not just to people visiting the attraction, but also because the breath-taking scenery provided by Silver Springs is used as a location in numerous films.

For example, six of the *Tarzan* films starring Johnny Weissmüller, and more than 100 episodes of *Sea Hunt* in addition to many other films featuring famous Hollywood stars, were filmed there. This popularity is most useful to the Silver Springs Bottled Water Company, founded there in 1985. Kane Richmond, President & CEO of the Silver Springs Bottled Water Company, says: "Silver Springs as a tourist attraction conveys an image of the high quality which we provide with our bottled Silver Springs water. In addition to the high quality of Silver Springs water, we set posi-



Some 70% of the total PET bottle sales at the Silver Springs Bottled Water Company is achieved with the 0.5 litre PET bottle. With the assistance of the Bottles & Shapes program by KHS, the weight of these bottles has been reduced since 2008 from 13.2 grams to 9.1 grams. The next objective is to hit the 8 gram mark.

tive signals with our price, service and wide variety of packaging variants, thus providing our customers with substantial added value and acting as a customer-orientated company in every way". This is truly a customer-orientated company in every way, which amongst other things also continues to keep a high market profile through the use of innovative KHS technology. For example, Silver Springs was the first beverage company worldwide to use a monoblocked KHS stretch blow moulder/filler system when it acquired the newly developed InnoPET BloFill monoblock in 2008, and the company was well able to use the related advance in technology to its own ends. Richmond says: "The positive experience gained in this pilot project, thanks amongst other things to repeated energy-savings in production and even more 'lightweighting' as regards our PET bottles, caused us to maintain our pioneering position in the latest KHS pilot project, too. For this reason, we consciously ordered the KHS InnoPET BloFill monoblock with the new-generation stretch blow moulder InnoPET Blomax Series IV; the first ever to be used worldwide – in a high-performance version with an output of up to 72,000, 0.5 litre PET bph. In retrospect, this was precisely the right decision".

Many correct decisions contribute towards one success story

If one considers the history of the Silver Springs Bottled Water Company, a large number of correct decisions can be determined, each of which have contributed to the company's current success. This is a success which basically only really got going when Karl and Margaret Richmond bought the company in 1991. At that time, business with bottled water wasn't strong in the USA. However, this didn't prevent the



The Silver Springs Bottled Water Company not only acted as pioneers in 2008, when they put the first InnoPET BloFill monoblock worldwide into operation; but also recently when they used the first InnoPET BloFill monoblock with the new-generation stretch blow-moulder InnoPET Blomax Series IV. Both times, the company profited from their technological advantage.



The stretch blow-moulder InnoPET Blomax Series IV monoblocked filling system is geared to Silver Springs' wishes. This is the electronically-controlled normal pressure filling system Innofill NV, on which the non-contact filling via a free-flow filling valve ensures microbiological and hygienic safety.

Richmonds from recognising its enormous future potential. And they were right. At the start, a team of only six people were engaged to fill Silver Springs water into 5 gallon containers (an American gallon is the equivalent of 3.785 litres); yet the company now employs 150 workers and fills, in addition to large containers, numerous PET bottle variants, from 0.24 litre PET bottles (8 ounce PET bottles) right up to 1.5 litre PET bottles. As Richmond says: "We orientate ourselves entirely towards our customers' requirements. Should an increased range of PET bottle sizes prove necessary in future, we will act immediately and according to our motto 'The customer is King'."

Seeing the customer as 'King' targets sustainability

This is a 'King' who recently is increasingly demanding sustainability and for whom environmentally-friendly packaging represents an important part of this sustainability. The customer requests, and Silver Springs Bottled Water Company realises those requests – and this procedure is also followed through permanent PET bottle optimisation, which is consistently based on the latest developments. "Here the KHS Bottles & Shapes range has played and is playing a major role. For example, we have been able to achieve a weight reduction from 13.2 grams to 9.1 grams with our 0.5 litre PET bottle, with which we currently make 70% of our PET bottle sales, in a two-step process since 2008," says Richmond. "We are working on further reductions in weight. Our next targeted objective has been defined as a bottle weight of below 9 grams, with our eyes fixed on the 8 gram mark. We are also currently cooperating with KHS to check through our entire PET bottle series".

Bottles & Shapes – the solution for optimum PET bottle design.

Bottles & Shapes is the worldwide unique KHS Corpoplast Service and Consulting offer for the design and development of plastic bottles. Within the scope of the Bottles & Shapes program, KHS Corpoplast supports partners in the beverage industry throughout the entire time period and development process for a plastic container – from the initial idea to its industrial manufacture. Here, to put it simply, the aim is to find a solution which stands for optimum quality and minimum costs and which guarantees sustainability across the entire production process.

In the initial step for Bottles & Shapes, the clarification of the following questions – as put into practice during the development of the lightweight 0.5 litre PET bottle for Silver Springs – always remains the focus of our activities: Which products are to be filled into the PET bottles to be produced; which filling technologies are used, which stresses are placed on the PET bottle during conveying along the line right up to the palletisation process as well as during trade transport and at point of sale. Based on this analysis, KHS Corpoplast – as for Silver Springs – makes design suggestions for the required PET bottles.

Generally, the development of the bottle shapes takes place at KHS Corpoplast using computer simulations. Using the finite element analysis, all known influences are simulated and applied to the virtual packaging. The development of prototypes is followed by the production of the newly-developed PET bottles on a laboratory machine. They are explicitly tested as to whether all the stipulated specifications have been maintained. An initial practice run on the PET packaging takes place – as with Silver Springs – using the sample containers provided by KHS Corpoplast.

Further savings made on material

Silver Springs is hoping to reduce the weight of its 0.5 litre PET bottles again, mainly due to the use of the new InnoPET BloFill monoblock, on which the stretch blow moulder generation, InnoPET Blomax 36 Series IV (36 cavities) is coupled with the filling system Innofill NV 100 (100 filling stations). This monoblock concept at Silver Springs is not only special because it is a global pilot project, but also because it emerges as a high-performance system able to process up to 72,000, 0.5 litre PET bph. Richmond explains: "Just as with our first InnoPET Blofill monoblock, we were quickly able to achieve full performance".

One aspect which always speaks for savings in material in monoblock concepts as regards the production of plastic bottles is that more lightweight PET bottles can be used in the extremely gentle transfer of freshly-produced PET bottles than if they are shifted via air conveyors. On the new InnoPET BloFill monoblock, this advantage is supplemented by the simplified blocking of filler and blow moulders in comparison to previous models. Here the functions for removing bottles from the blow station and adjusting the distance of finished PET bottles to one another according to the configuration of the filling system is now handled by just one modular transfer wheel. If, as with the Silver Springs Bottled Water Company, which currently only fills still water –

Continued overleaf

The functions for removing bottles from the blow station and adjusting the distance of finished PET bottles to one another according to the configuration of the filling system is now handled by just one modular transfer wheel.

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“...the energy savings announced by KHS which could be achieved through the InnoPET Blomax Series IV have been confirmed in every aspect during application at our company.”

only non-carbonated beverages are to be bottled, the PET bottles are sent straight to the infed star of the filling system after passing through the air-lock.

The servo motor-controlled stretching process on the new stretch blow moulder generation InnoPET Blomax Series IV also represents an opportunity for additional savings on material. It allows the use of preforms which have been optimised to the last tenth of a gram in PET material. Formerly, this simply wasn't possible, as speed reductions in the filler area also automatically caused an undesirable reduction in stretch speed on blow moulders with a cam-controlled stretching process. Thanks to the servo-controlled stretching process on the InnoPET Blomax Series IV, when monoblocked with a filling machine the stretching movement can now always be carried out at the optimum speed – irrespective of filler speed – allowing reductions in material.

Energy reduction

Richmond expressed his enthusiasm not only for the possibilities provided by the InnoPET Blomax Series IV with reference to new weight reductions on PET bottles, but also for other features inherent in the new generation of stretch blow moulders. He says: “For, example, the energy savings announced by KHS which could be achieved through the InnoPET Blomax Series IV have been confirmed in every aspect during application at our company. We now verifiably require 30% less energy than with our monoblocked InnoPET Blomax Series III.” It is worth mentioning that the monoblock version put into operation in 2008 has a comparatively lower capacity of 43,200, 0.5 litre PET bph in order to make clear how impressive the actual performance is, which can in particular be attributed to the integration of a new heater module in the InnoPET Blomax Series IV, which approximately halves the heating time for the preforms in comparison to the InnoPET Blomax Series III.

The preforms are heated using short-wave infrared radiation ‘Near Infra Red’. With NIR, the penetration of the preform wall is extremely

intense – a feature further increased by feeding the preform through a closed heating chamber with all-round reflection. Equally important is that the very tightly spaced mandrels make total heat penetration of all preforms in the oven extremely efficient. A further advantage of the innovative preform heating process is that the start-up time for the new InnoPET Blomax Series IV is extremely short thanks to the energy density, the small pitch (tightly spaced mandrels) and the associated quick preform heating process, which lasts only approx. 15 seconds.

“The advantages of the InnoPET Blomax Series IV already stated are supplemented by substantial savings on compressed air. You can't get more customer-orientated than that. We are extremely satisfied with this new technology. In addition, KHS acts entirely in accordance with our strategy of maximum customer orientation through the optimum consultancy and perfect service provided by the KHS branch in the USA. This clearly shows that we are cooperating with the right partner. I would also maintain that KHS technology has established a clear lead in the fields of energy reduction, availability and total cost of ownership in comparison to rival products”, report Richmond.

Filling of non-carbonated water without conductivity

The Silver Springs company's wishes have also been fulfilled with the stretch blow moulder InnoPET Blomax Series IV monoblocked filling system. Here the decision was made in favour of the same filler type as 2008. This is the electronically-controlled normal pressure filling system Innofill NV, on which the non-contact filling via a free-flow filling valve ensures microbiological and hygienic safety. The Innofill NV practises the principle of volumetric filling. A major advantage of volumetric filling is the targeted product savings. While slight overfilling is necessary for the classic filling level method in order to ensure a certain minimum filling level, this is not required for volumetric filling. Silver Spring's need, amongst other things, to fill non-carbonated water



The Innopack Kisters TSP 080 tray-shrink packer.



The Innopack Kisters TSP 080 packs 0.5 litre PET bottles in a wide range of formations.

with low or without any electrical conductivity easily has been perfectly fulfilled in this application. On the InnoFill NV, impeller measurement is used instead of magnetically inductive flowmetering. This measurement is based on the volumes of liquid transported in the impeller areas in conjunction with the speed of rotation of the impeller. Signals are transmitted without contact to a sensor that derives the fluid flow rate from the measurement signals. The prime benefit of this measuring method is that Silver Springs can simply bottle even demineralised water having no conductivity which can be processed. "Using this filling system, we are optimally equipped for all aspects of consumer requirements in terms of non-carbonated water. In addition, the filling system allows us to process other non-carbonated beverages such as for example fruit juice beverages, flavored water etc, etc, etc...", adds Richmond.



Karl Richmond (left) procured the Silver Springs Bottled Water Company, managed today by his son, Kane Richmond, President & CEO of Silver Springs, in 1991.

Turnkey solutions

According to Richmond, the new InnoPET BloFill monoblock, which has been designed for all aspects of the production and filling of PET bottle sizes of up to 2 litres, will continue to process primarily the 0.5 litre PET bottle packaging preferred by the consumer – just as in the KHS monoblock supplied in 2008, which is integrated into a KHS turnkey line, in which amongst other things an Innopack Kisters TSP 080 tray shrink packer is still doing the company proud. As Richmond confirms: "We are more than delighted with the Innopack Kisters packaging technology. Here we see optimum packaging results – rewarded by the purchaser at the point of sale. In particular because we did not decide in favour of KHS turnkey performance for our latest line, we know – and this is another major factor for us – how much we should value the KHS turnkey project from 2008. In future we will of course be putting the principle of the 'one-stop shop' at the forefront of our considerations".

The Silver Springs/KHS success story continues...

This statement has been strongly underlined through Richmond's order for two further KHS turnkey lines. These KHS turnkey lines, of which one high-performance line is to manage the filling and packaging of up to 72,000, 0.5 litre PET bottles, and another system with a capacity for up to 35,200 PET bottles, conceived as a multi-functional line for a wide range of PET bottle variants, are to be integrated into a new Silver Springs subsidiary in Pennsylvania.

Until now, the main distribution area of Silver Springs has been in the south-east of the USA and therefore runs from Florida to Pennsylvania. Deliveries are carried out through all distribution channels. This means that in addition to retail trade, products are supplied to the catering trade and even delivery to companies and households is possible. In future, the intention is to expand distribution right up to the Canadian border. If one considers the company history, which features numerous good decisions made at the appropriate times since 1991, the expansion of the distribution area represents a further step in the right direction. This is particularly the case because average annual increases in sales of 20% were recorded at Silver Springs over the past 10 years.

...and the focus is always on the customer, the customer and the customer again

According to Richmond, this is a major reason for such a positive development. Silver Springs is a purely family-run company, in the meantime with three generations at its helm. The father, who Richmond describes as the "What is next Guy"; Richmond himself, the "Here we are today Guy", and the son, who is working part-time in the company after school and, according to Richmond, "has already learned a lot from the KHS engineers at the machines". In summary: the future can come – Silver Springs, as one of the most important US family-run companies in the water business, is well-equipped for it. With maximum customer orientation, innovative KHS technology and KHS service which fully measures up to the Silver Springs philosophy "The focus is always on the customer, the customer and the customer again" in every respect. ■

In future, the intention is to expand distribution right up to the Canadian border.

Georg Zuzok is Head of Market Zone Americas, KHS GmbH, Bad Kreuznach.

Tel: +49 6 71 852 2202

Mike Brancato is Vice-President of Sales & Marketing, KHS USA, Inc.

*Tel: Phone: +1-2 62 787 1676
www.khs.com*

Iconic beverage can design

and marketing

In a recently published white paper, the Can Makers explore the motivations behind design and innovation, and take a look at what the future holds for cans.

According to marketing and advertising research firm Millward Brown, part of what makes a brand iconic is the ability to possess physical or symbolic features that make it instantly recognisable. For years the beverage can has been the catwalk from which brands parade, but what is it that makes brands stand out to consumers browsing the shelves, and what is it about the can that exudes timeless appeal? We explore the world of iconic beverage can design and marketing, focusing on artwork and packaging innovation, the motivations behind them and a look at what the future holds for cans.

Hello, brand

The first canned beer was introduced into the UK market in 1935 by Fellingfoel Brewery using steel cans with cone-shaped tops sealed with a crown (flat top cans arrived in the 1950s). Until this point, beer came in either wooden kegs or glass bottles, so the robust can was seen as a welcome alternative, particularly for distribution. Less than two years later some 23 British breweries were among a number across Europe offering canned beer.

Breweries were saving substantial costs on storage and distribution – canned beer used 64% less warehouse space than the same quantity of bottled beer and its shipping weight was less than half as much as the bottle. This freed up funds for breweries to immediately start advertising this revolutionary product in newspapers and magazines. This is what they told consumers: the can is lighter than glass – it's unbreakable – it's resistant to light, which can affect other types of packaging and damage contents.



Examples of early steel beverage cans.



Tactile coating can help suggestions come to life.

Soft drinks move to cans

Whilst beer cans had been introduced in 1935, it wasn't until 1953 that the first canned soft drinks appeared. The problem up to this point was that cans were not strong enough to withstand the additional pressurisation which the carbonation from soft drinks presented. To many leading drinks manufacturers, particularly Coca-Cola, the bottle had been what defined their brand; it was their identity, but when the can's technology was perfected, mainly by improving the liner and strengthening the can, the pressure was on to move to the new packaging. Pepsi did this and made the most of its early win by marketing itself as 'the up-to-date' soft drink enjoyed by those 'who think young'. Pressure too came from supermarkets that could see the obvious cost saving and the attraction of offering their customers an array of soft drinks in cans.

In the 1950s, as well as soft drinks in cans, punch-top flat lids were introduced. These required an opener called a 'churchkey' to pierce holes in them and were considered a major innovation at the time. There were two holes – one for drinking from and another for releasing air. The cone-top can with a screw top lid and conical head also featured prominently, favoured by fillers because it could be filled just like a bottle on the production line, though as time progressed, more and more manufacturers embraced flat lids because it meant that cans could easily be stacked.

Development success

Up to 1964, steel cans had been manufactured in three parts – the top, bottom and sides. One of the major technical innovations, which arguably ensured the success of the can, was the invention of a process to make two-piece cans. This meant that the bottom and sides could be manufactured in a single process (through a process called impact extrusion), thus greatly reducing manufacturing time and cost. By 1981, two-piece cans dominated the market accounting for the majority of all UK beverage can production. In fact, in

his book *Total Package: The Secret History and Hidden Meanings of Boxes, Bottles, Cans and Other Persuasive Containers*, Thomas Hine says that the eventual triumph of the soft drinks can depended on two important technological innovations: the introduction of the all-aluminium beer can in 1964, and the introduction of the ring-pull top – featured on 75% of cans by 1965 – which meant that cans no longer required an opener. In fact, Hine believes the gradual metamorphosis of the ring-pull top into stay-on ring-pull in 1989 played a critical role for the can, because it “shows how a much-desired product had to respond to both functional and social problems before it achieved a universal, useful form.”

Drinks brands were quick to advertise this exciting can opening advancement to consumers and trade, telling people about the fantastic alternative to burrowing their way into the can with a ‘churchkey’. A number of adverts appeared across the British press in 1965 introducing readers to the new ring-pull cans and encouraging early orders from retailers.

Lightweighting

Just as there have been advancements with can openings, every generation has found a way to make cans even lighter. From a hefty 100g back in 1935 to now just 10g for a typical 330ml aluminium can, the can’s wall is now thinner than a human hair. This combined with a thicker domed base and a robust end makes cans light but strong – helping them to thrive in the mass market.

Options for all occasions

The can continues to evolve and offer consumers and manufacturers a range of features, to increase brand value or deliver a specific goal such as a competition. Here are some of the innovations that have helped make the can even more appealing.

- The widget: Introduced in 1992, this foam-generating capsule activates when the can is opened and encourages a larger ‘head’ on the drink. Although predominately used for stout and ale originally, the widget has also been used for milk-based drinks such as coffee.
- Coloured tabs and under-tab printing: Perfect for brand differentiation and marketing, and often used for competitions where the answer is revealed under the tab.
- Decorated tops: Cans on lower shelves don’t have to miss out – it’s now possible to print logos and messages on can tops.
- Shaped cans: Ideal for that standout look on the shelves, cans are able to take on different shapes thanks to blowforming technologies.
- Embossing and printing techniques: Thanks to embossing, matt finishes and tactile coating, the touch of a can is adding another new dimension to the marketing offer. Tactile coating, for example, can help suggestions come to life – if, for example, a brand owner has a lemon drink, there is a tactile finish to make the can feel like citrus peel.
- Fluorescent and thermochromic inks: Fluorescent inks are a great eye-catcher in pubs and clubs, allowing brands to light up in front of consumers’ eyes. Thermochromic inks allow



Thermochromic inks allow cans to change colour when they change temperature.

cans to change colour when they change temperature, perfect for use in the home to let consumers know when their drink is at its optimum chilled temperature for enjoying.

- Apertures to make pouring easier: full aperture ends allow consumers to take the lid right off the can and treat it like a cup. Used initially for food cans, these ends are now starting to be used for drinks too.
- A size for all: beverage cans come in a wide range of sizes both in diameter and height. Can sizes start from 15cl, so they can be used for a wide range of drinks for a variety of occasions.

Sustainability

Sustainability is a huge selling point of the can. It is the world’s most recycled drinks package and every can which is recycled dramatically cuts the carbon footprint of the next one made because using recycling aluminium to make new products saves 95% of the energy associated with the production of virgin metal. With credentials like these, it is understandable why brand owners constantly count on the can to deliver their brand experiences.

Cans in marketing campaigns

Right from the start, breweries and soft drinks companies were excited by the can’s large canvas on which to promote their product, and brands the world over are using a variety of imaginative designs and creative concepts to increase brand appeal.

Film studios are seeing the can as a fantastic promotional vehicle to appeal to audiences they want to attract into cinemas. In 2010, North America saw the largest film and soft drinks tie-ins for 10 years when *Iron Man 2* was promoted on Dr Pepper cans.

The range featured 14 collectible cans displaying characters from the film. The can even made two appearances in the film. “It’s one of the biggest movie partnerships we’ve ever done,” said Dr Pepper spokesman Greg Arkop. “If the box office performance of *Iron Man 2* is reflected in Dr Pepper sales, we’ll be very happy.” The film went on to take US\$300million

Continued on page 67

The can continues to evolve and offer consumers and manufacturers a range of features, to increase brand value...

Can update

*market performance,
innovation and sustainability*

*SDI talks to
some of the
leading players
in metal
packaging.*



The Slim can from Rexam.



The Super end from Crown reduces aluminium use by 10%.

The metal packaging sector has performed well in all respects, according to the industry, and is looking forward to a bright future.

"Beverage can performance across Europe was difficult in 2008 – there was a decline in fillings; however, consumption in beverage cans held firm in western Europe. Since then, quite considerable growth has been achieved", said John Revess, VP Marketing and Environmental Affairs, at Rexam.

"Some of the recent growth has been geographically driven, particularly in emerging markets, such as Russia. Also, pack-mix changes driven by consumer convenience have been favourable in France.

"Most energy drinks brands are synonymous with cans, and in Europe, the market is powering away at growth rates close to 10%. The category is possibly taking consumption away from others, which may be packaged in other formats.

"In general, the pack-mix for soft drinks is fairly stable – mostly split between PET and cans, with a lesser amount in glass. However, one general switch that has been noticed, particularly in the UK, is a preference for single-serve multipacks. The trend towards single-serve is true for both metal and plastic packaging, over large 2 litre PET containers, where the contents may go flat before being consumed.

"Figures released for the first part of this year suggest Rexam's performance is above market growth, but these are small increases, with market share being fairly stable, and based on long term established relationships with customers and long-standing infrastructure.

"We are very fortunate – we can see growth rates continuing on long term consumer trends, and our first priority is to ensure that we can expand capacity to meet consumer demand. Rexam continues to invest into expanding markets with a manufacturing plant in India, and looking into expanding capacity in Finland, for western Europe, and Russia for eastern Europe."

Caroline Archer, Marketing Director at Crown Bevan Europe & Middle East, commented: "2010 was a fantastic year – there was a little slowdown in 2009 as an effect of the global recession but the market came back very strongly with 5.2% growth across the Europe region, and soft drinks in particular saw some great growth, up 7.5%.

"Some of the trends that have helped included the big brands stepping up to the mark and being quite aggressive on price promotions and keeping consumers loyal to the brand. The more mature markets saw some quite interesting promotions including the use of multipacks with a value for money proposition.

"At the same time we are seeing continuing growth in the private label sector, where cans have worked particularly well – cans have an



The 360 full aperture end from Crown.

economic model that suits that market.

"During the recession, the 'at home' trend stayed strong, with many people eating and drinking out, a little less, and entertaining or socialising at home, a little more.

"Overall the can has approximately 20% share of the beer sector but there are massive variations between countries. In some Scandinavian countries the can has a pack share of around 80% and in contrast, in Germany it has just a few percent.

"Regarding soft drinks, the can has approximately 15% pack share. It is the leading single-serve package, and there are some categories where the can is clearly dominant – energy drinks for example.

"We are very comfortable with our recent results at Crown, with improvements in all key indicators. There continues to be strong demand from the emerging markets that we've invested in, such as South America and Asia. Crown has always had a strategy of focusing on emerging and developing markets, and we continue to support the growth of the beverage can in these markets with increased capacity and new plants in Brazil, Cambodia and China.

"In addition to the above, we have also been supporting our customer's growth in Europe – a plant in Slovakia started up last year and we have almost finished the installation of a new beverage can plant in southern Turkey, which we expect to be operational next year."

Innovation

The commercial launch of the fusion bottle last year was beset by unacceptable spoilage levels, according to Kym Hymer, Marketing Manager at Rexam. "We have since worked with our customers to get production more robust, and now Fusion is a great premium-looking pack with appeal in less price-sensitive channels – especially suited to premium beverages and for brand extensions. Enquires are strong from entrepreneurial businesses and it is ideal for innovative functional drinks.

"Another innovation is the Slim can, which has been taken up by functional drinks such as Aspire and Sun Lover. And, Pepsi in Istanbul provided the first commercial example of Rexam's sparkle varnish, with its limited edition mint-twist, which featured a local celebrity and a night sky."

Recent innovations from Crown include the Super End, which reduces aluminium use by 10%, whilst offering beverage producers additional marketing advantages and consumers, easier openings, improved pourability and enhanced drinkability.

in its first month.

TV power 20th Century Fox chose the beverage can for its '24 -CTU' high stimulation citrus energy drink which took its hit action series '24' directly to point of sale. It was the first time an energy drink had been created around an entertainment property. The drink came in 440ml cans – a first also for energy drinks. Carl Lombard, Managing Director of Fox licensing and merchandising, Europe, said: "Here we see the all-action, intense nature of the '24' series matched with an energy-inducing stimulation drink." The move is indicative of the growing value marketing teams place on the can as a vehicle for extending brand reach.

The future

The can continues to be a trusted and innovative vehicle for the drinks industry and its future is bright. Expect to see more promotional tie-ins, whilst innovations in printing techniques, inks and finishes create even more exciting experiences and propositions for consumers and the industry alike. Some experts predict that the future of the can lies in designs which save money and materials and if this is the case the can looks set to promote its excellent sustainabil-



The can is the world's most recycled drinks package.

ity credentials even further. Trends suggest that consumers and industry customers seek convenience, health, sensory, individualism, comfort and connectivity (linking products to friends and sharing) from their products. We can already see how the can plays its part, and it is exciting to think how this iconic beverage packaging will perform in the future. ■

ICONIC BEVERAGE CAN DESIGN – continued from page 65

Can Makers
www.canmakers.co.uk

The 360 full aperture end was launched at the FIFA World Cup, which turns the can into a drinking cup, eliminating the need for glassware and draught installations at large events.

Environment

"It's not easy to compare packaging materials, and I'm not going to claim that metal is better", says John Revers. "There are some attributes of metal that make it a compelling sustainability story. It's all around the fact that metals are elements that cannot be destroyed and therefore infinitely recyclable. Glass follows the same principle, but paper and plastic work off a different lifecycle. The lifecycle for metal never ends.

"It's a question of maximising the amount of recycling and our ambition is that no material is wasted and it all comes back as a useful product. Because any metal recycle has exactly the same properties as the original, there is no technical reason why recycling should affect product performance.

"There are two dynamics – aluminium and steel. There are geographic preferences and recycling infrastructures are established accordingly. For example, Spain is a steel market and around 80% is recycled but there is a low recycling rate of aluminium. In Holland and Belgium, they have very efficient separation of packaging materials and recycling for both aluminium and steel is up around 90%. The UK, which is not a shining example; although local authorities have invested in kerbside collection, consumers don't use it properly and about 40% is still going to landfill.

"Overall recycling rate in Europe is currently around 65%. As an industry we are committed to increasing that to 75% by 2015, and we are currently improving by around 2% per year, so we're on track. Apart from being a good story, because we are using that resource better, it provides fantastic environmental benefits because there's a

big carbon credit for putting the aluminium back into the aluminium pool.

"An enormous amount of lightweighting has taken place, having halved over 20 years. We're getting close to the limit; the mid wall of an aluminium beverage can is already thinner than a human hair – 27microns.

"We cannot risk product safety – nor convenience for consumers – or impact on our customers supply chain. We are still down-gauging – taking out very small amounts, but in strong collaboration with the whole supply chain. The track record of the industry is that the job is never finished. There's always something to go at, and new technology, new metal grades and new processes will come along to help us to continue to build on that story."

Caroline Archer commented: "Metal is infinitely recyclable – the challenge is getting that message through to the consumer, and this is something that we are focusing on, both at Crown, and as an industry. But distilling it into a simple message is a challenge. As an industry, we commission research across the main markets in Europe, every couple of years, to try and understand what consumers' perception is, and this helps shape how we communicate the recycling credentials of the can. We have a good story to tell and we're putting more effort into getting that story across, for example, through our Every Can Counts recycling programmes across Europe.

"Cans are the most recycled drinks pack in the world. The whole recycling infrastructure is exceptionally efficient for metal, and it's always been part of our industry's model, whereas some of the other packaging formats have had to subsidise collection and recycling systems. If a can is put back into recycling, it can be back on the shelf within 60 days.

"We do have a good story – perhaps in the past we haven't been sufficiently aggressive enough in telling it, but that is starting to change." ■



Fusion from Rexam is ideally suited to innovative functional beverages.

Packaging

New shape for long life

TETRA Pak has launched its latest innovation in carton packaging, the Tetra Brik Aseptic 1000 Edge. The carton features a LightCap 30 screwcap which adds a distinctive sloping top panel to the familiar shape of the Tetra Brik Aseptic carton package. It is available with Forest Stewardship Council (FSC) certified packaging material, and will be offered with green polyethylene closures during 2012.

The new shape offers producers a new way to promote their products on the ambient shelf. The sloping top panel is larger and fully visible to consumers as they browse, making it an ideal space for extra branding and messaging. With five visible printing surfaces and a square bottom format, there's a greater probability that a brand is facing out towards the consumer on the shelf.

At the same time incorporating the latest closure technology, the new package provides cost benefits, robust stacking capabilities and significant environmental advantages.

Targeted at in-the-home use, the new package offers large-volume producers competitive costs for long shelf life beverages such as milks, vitamin-enriched milks, omega-3 milks, flavoured milks, dairy alternatives (eg soya beverages), juices, nectars, still drinks and wines distributed in ambient conditions and without the need of preservatives.

"The Tetra Brik Aseptic Edge is bringing us immediate advantages in the increasingly competitive long-life beverage market," said Günter Berz-List, CEO of Schwälbchen Molkerei. "Robust and efficient packaging saves us warehouse space and cuts road



The Tetra Brik Aseptic 1000 Edge will be available globally from spring 2012, with the portfolio expanding with a range of popular portion package sizes later next year. The 500 ml version will be available from 2013.

journeys. It looks great on the pallet and its sloping top and big screwcap ensure excellent pouring – we've had feedback from consumers, young and old, telling us that with the Tetra Brik Aseptic Edge, we have got it right."



A key feature of the Tetra Brik Aseptic 1000 Edge is the ability to maximise the size of the opening whilst minimising use of raw materials. This is achieved by moulding the base of the neck as flat as possible to the underside of the packaging material.

The Tetra Brik Aseptic 1000 Edge's angled top and positioning of the LightCap 30 closure deliver robust and space-efficient stacking. It means 750 packages per pallet compared to 720 for the Tetra Brik Aseptic with SlimCap – an improvement of 4%. It also means that less product will be wasted owing to damage in transit.

The new sloping carton requires low initial investment. It is available using Tetra Pak A3/Flex iLine solutions with the DIMC applicator incorporated in the filling machine, delivering 8,000 packages per hour and selectable capacity, allowing producers to make use of existing processing and secondary packaging equipment. Investment is 'future-proofed', with full adaptability to the development of a 500 ml version. The 1 litre and 500 ml package sizes will be made available as QuickChange, allowing producers to maximise production utilisation.

Packaging remains positive

REXAM has released the 2011/2012 edition of its 'Consumer Packaging Report'. Entitled *Packaging Unwrapped*, the report looks at the global trends in consumer packaging, statistical market data drawn from a number of sources including Rexam's own business intelligence, and the key growth drivers in mature and developing markets around the world. It also includes insight into the evolution of beverage packaging and to what the future may hold. Although acknowledging the turbulence caused by the global economic downturn and an increasingly demanding

consumer base, the combined data points to a positive future for the global consumer packaging industry as a whole.

Rexam's Chief Executive, Graham Chipchase, commented: "Consumer packaging is not only an essential component of modern living, but it makes a positive contribution to a sustainable society. As a global leader, Rexam is constantly seeking to forge closer relationships with customers. This report is a testimony to our ambitions to strengthen these relationships through understanding and anticipating market trends in order to provide product and service solutions that add value to our customers' business."

The report is available to download from Rexam's website www.rexam.com

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A clear choice for barrier solutions

APPE, the packaging division of LSB, chose the World Juice Conference in Madrid to unveil its latest barrier technology for the juice industry. The company says its new ActivSeal system combines excellent protection against oxygen ingress and vitamin C loss with improved clarity compared to traditional barrier materials and no impediment to the recycling process. In addition, the technology is cost-effective for smaller size bottles, and without the extra haze that other monolayer barriers cause.

ActivSeal has been developed through collaboration with ColorMatrix and KTW/Husky. ActivSeal is based on the HyGuard technology developed by ColorMatrix, which APPE is the only company licensed to sell.

ActivSeal works through the combination of the bottle and closure. A minute amount of the ActivSeal catalyst is present in the container wall, while a hydrogen activator is built into the closure. Once the container is full and the closure applied, there is a controlled release of hydrogen.

As oxygen enters through the container wall, it binds with the hydrogen on the surface of the catalyst to form negligible amounts of odourless and tasteless water. In this way, oxygen is prevented from entering the container's contents.

With the key part of the technology in the closure, ActivSeal has a number of advantages. ActivSeal containers offer the same excellent clarity as nonbarrier PET bottles because they do not use traditional nylon-based barriers. The bottles are also completely recyclable as there is no danger of contamination from the barrier, a fact recognised by the European PET Bottle Platform (EPBP) which has stated that ActivSeal has 'no negative impact on European PET recycling'.

The technology is equally effective for any bottle capacity, including smaller sizes. ActivSeal can match the typical shelf life for juices packaged with current barriers, and where required, an extended shelf life is easily achievable.

Another advantage of the system is that the oxygen scavenging process does not start until after filling and capping, so empty bottles can be stored for longer periods with no loss of barrier effectiveness.

Mike Hanratty, Corporate Business Development Director of APPE/LSB, said: "We can now offer an effective barrier solution for even the smallest bottle size, along with the excellent clarity that helps to create the right on-shelf impact and appeal, without negatively impacting the recycling stream."

Taking to the skies

SPICY Sangrita Picante in 15cl slim cans from Ball Packaging Europe is now served on Airberlin's German domestic flights. The fiery soft drink is made from aromatic tomatoes, fruity citrus concentrate and hot spices – and is best served chilled. Ball's slim can is light, unbreakable and easy to transport, the ideal choice for on-flight catering.

Being non-alcoholic, Sangrita not only excels as a spicy pick-me-up, but as an ingredient in cocktails and even for pepping up meat dishes, sauces and salads.

Airline passengers can enjoy Sangrita in Ball Packaging Europe's smallest can.



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Bag-in-box water choice

GERMAN mineral water supplier Rheinsberger Preussenquelle has chosen bag-in-box packaging from Rapak for its premium water brand. The company says that the format offers major benefits in filling, logistics and product preservation as well as delivering an enhanced consumer experience in terms of convenience and product quality. In addition, bag-in-box's positive environmental profile is a further advantage.

"We are seeing an increasing acceptance among consumers for water in bag-in-box," said Anne-Katrin Stulfa, Business Operation Director at Rheinsberger Preussenquelle. "Certainly we are attracting a lot of new customers who subsequently make repeat purchases thanks to the user-friendliness of the pack and the way it protects the taste and quality of our water."

Key to the suitability of bag-in-box for water applications is its established system whereby the bag collapses as the water is dispensed, thus preventing air getting into the product and ensuring the quality of the water remains constant throughout the life of the pack.



Rapak is supplying 5 litre packs for the retail market and large 20 litre bag-in-boxes for commercial applications.

For consumers the pack is lightweight and easy to handle and offers the convenience of a glass of water on tap whenever required. The dispenser is easy to use, even for children. "This ease of use encourages



people to drink more water," commented Anne-Katrin Stulfa. The entire water box can be stored in the fridge and will maintain this temperature for several hours once removed.

The handy can

BALL Packaging Europe has introduced its new shorter and more compact 25cl can format, dubbed the Handy Can. The can size is available for the first time in the UK as Britvic and PepsiCo UK are now offering Pepsi Max, Diet Pepsi and Pepsi in the first 25cl range of multipack cans with 7UP Free and Tango available next spring.

At 25cl, the filling volume of the Handy Can is the same as that of the Sleek Can, but its diameter is that of a standard 33cl can, making the can much shorter.

The Handy Can allows Britvic and PepsiCo UK to fill a gap in the market. Noel Clarke, Brand Controller at Britvic, said: "From our research we know that consumers buy based on the number of cans inside a multipack. The more cans in a multipack, the more consumption occasions there are and the more cans there are to share."

The new steel can was developed in a close collaboration between Ball and Britvic. Both companies invested in adjusting machines and equipment at the production facility in Rugby. The two factories are located next to each other in Rugby and connected by a tunnel, which not only facilitated collaboration, but also means that the Handy Can has a particularly low carbon footprint, as there is no distance to travel between production and filling. Both companies work closely together along the supply chain, having contributed significantly to savings on energy and logistics costs



over the past few years. In 2010, the Rugby factory achieved the 'zero waste to landfill' status.

Cans growth

Ball's Handy Can is in keeping with the trend towards new container sizes. Back in 1993, the standard 33cl or 50cl cans dominated the European market with 93% of sales. There were only nine other can sizes and formats available which shared the remaining 7% of the market. At 84% in 2009, standard cans (33cl, 33cl sleek and 50cl) were not as dominant as before and a wider variety of can sizes and formats began to appear. At this point the European

Union had suspended the regulations for food and drinks packaging sizes (excluding wine and spirits), which allowed more variety for marketers.

According to the latest figures from the Beverage Can Makers Europe (BCME), the sales of beverage cans in Europe increased by 5.2% to 54.1 billion in 2010 compared to the previous year. In the soft drinks segment a plus of 7.5% up to 26.4 billion cans could be reached. The UK was one of the main regional drivers in this segment. The 25cl can innovation is expected to grow the market further.

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Environment

Increase in green awareness

CONSUMERS are increasingly taking steps to safeguard the environment, with recycling and environmentally-conscious shopping commonplace in households, according to a new Tetra Pak survey conducted on behalf of the company by Euromonitor International from December 2010 to January 2011.

The company's 'Environmental Research 2011' report shows a steady rise in environmental behaviour by consumers in five major countries – Brazil, China, France, Germany and the US – tracked from 2005-2011. The behaviours included setting aside food and beverage containers for recycling and avoiding products for environmental reasons.

The report highlights a steep rise in consumers researching green issues, with almost 70% saying they had done so in the previous 12 months, compared to less than 40% in 2005. The number of consumers refusing to accept packaging from stores on environmental grounds surged from less than 30% in 2005 to well above 50% in 2011.

Sorting and setting aside food and beverage containers for recycling was the most common green activity, rising from less than 70% among consumers queried in 2007 to almost 90% in 2011.

Tetra Pak's 2011 report, which polled over 6,600 consumers and more than 200 industry influencers in the US, China, Japan, India, Brazil, Russia, Turkey, France, Germany and the UK, also highlights that recyclable packaging boosts consumers' preference for food and beverage products. Some 88% of



Consumers find on-pack logos helpful.

consumers in the 10 countries expressed a preference or strong preference for products in recyclable packaging. Some 77% said they bought certain products and not others because the packaging was better for the environment.

Further, some 83% of the food manufacturers and retailers surveyed indicated that they considered environmental impact when choosing beverage packaging solutions.

As interest in environmental action increases, consumers are ensuring they are more informed about environmental issues. Some 60% of consumers surveyed said they understand complex environmental terms like 'carbon footprint.' About half of the consumers queried said that lack of information about the environmental profile of a product was an issue in their purchasing behaviour and that they find on-pack logos helpful in understanding the environmental impact of beverage packages.

The survey also revealed that consumers want to make greener choices without



Sorting and setting aside food and beverage containers for recycling was the most common green activity.

compromising on cost and quality.

Convenience was the number one consumer consideration when picking the type of packaging they preferred for milk and juice. They considered the environmental impact of packaging and the ability to recycle the packaging as the fourth most important consideration out of 11 criteria, behind convenience, product features and product size.

The vast majority of consumers surveyed, some 78%, said they would be willing or extremely willing to buy 'green' packaged food and beverage products if they were the same price as traditional ones. In addition, some 74% of consumers said they would be willing or extremely willing to buy 'green' products if their quality was the same as those of traditional ones.

Some 28% of consumers said they would buy products with packaging less harmful to the environment even if it cost more.

Continuous recycling venture named

COCA-Cola Enterprises Ltd (CCE) and ECO Plastics have revealed the name of their joint venture. A first for the UK recycling and beverage industries, the new business establishes a continuous process for re-processing plastic bottles in Great Britain and will be known as Continuum Recycling Limited.

Used plastic bottles will be recycled in Lincolnshire and the high quality materials produced will be re-used in new Coca-Cola bottles.

Jonathan Short, Managing Director of

ECO Plastics, said the move "demonstrates again our commitment and progress towards realising what will be a revolutionary project for the British recycling and beverage industries."

Having implemented a £24million finance package ECO Plastics plant is said to be the largest and most sophisticated in Europe. "We will now be able to increase capacity from 100,000 tonnes to 140,000 tonnes of mixed plastic bottles per year, just under 50% of the total collected last year," said Short.

The move has created 30 new jobs including process and quality control posts.

Nick Brown, Commercial Recycling Manager at Coca-Cola Enterprises Ltd, said:

"We are delighted to see that work has started on the new facilities where Continuum Recycling will reprocess bottles to

produce high quality material for reuse in our packaging. We are also really pleased to see the start of recruitment for the skilled roles which will make this new business a great success.

"Continuum Recycling is a great name for the business; it explains how effective recycling will lead to a continuous process of use, recycling and reuse for plastic bottles. This is a really important step in CCE's journey to transform recycling in GB."

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More electric trucks for Coca-Cola

SIX eStar all-electric, zero-emission trucks are now part of Coca-Cola's growing fleet of alternative fuel vehicles (AFV) in North America.

Currently, Coca-Cola has the largest heavy-duty hybrid electric fleet in North America with more than 650 hybrid delivery trucks deployed in major US cities. The new eStar trucks will be deployed in San Francisco, New York City, Washington D.C. and Hartford, Connecticut, with two trucks in Los Angeles. The eStar vehicles have zero tailpipe emissions, and can reduce greenhouse gas emissions by as much as 10 tons annually.

The introduction of the eStar vehicles into the Coca-Cola fleet is the latest step in the company's commitment to energy efficiency and the use of alternative fuel vehicles. Their launch also coincides with a promising new partnership with the Department of Energy (DOE). The DOE recently recognised Coca-Cola as a partner of the National Clean Fleets Partnership Programme. Announced by President Barack Obama, the public-private partnership helps companies reduce diesel and gasoline use in their fleets by incorporating electric vehicles, alternative fuels and fuel-saving measures into their daily operations.



eStar trucks run up to 100 miles per charge.

The eStar vehicles are built by Navistar Inc, an American manufacturer of medium- and heavy-duty trucks. The trucks run up to 100 miles per charge and can be fully recharged in six to eight hours.

"The eStar is a smart option for businesses that are looking to positively impact the environment through energy efficiency and sustainability," said Mark Aubry, Vice-President of Sales and Marketing, Electric

Vehicles, Navistar. "Each eStar can save a company up to 60% in fuel costs, and at the end of its lifecycle, more than 50% of the vehicle is recyclable."

In North America, Coca-Cola is also evaluating light-duty propane and natural gas options and is training its drivers in eco-driving techniques, such as minimal braking and early gear changes, through the company's Smartdriver programme.

Rugby World Cup drives recycling

NEW Zealand ramped up its public place recycling successfully during the recent Rugby World Cup. Launched by Environment Minister Nick Smith, the latest phase of the Love NZ recycling bin placement has been well received by residents and visitors. Bins at Cup venues were heavily utilised, while crowds at downtown 'fan zones' made the most of the new facilities.

About 340 of the bins will be permanent, while many of the 1700 temporary bins will reappear for other events. Love NZ is actively supported by the soft drinks industry and other bottlers.

Smith described the recycling campaign as "about more than just the Rugby World Cup. New Zealanders have made a real culture shift over the past decade with recycling at home, but now we need to take the next step and make it the norm when we



New Zealand's Environment Minister, Nick Smith.

are out and about around town."

It would be a legacy from the Rugby World Cup, he said, both in terms of good quality recycling bins and a new mindset of public place recycling.

New partners sought

THE Water Futures Partnership run by global brewing and soft drinks giant SABMiller in association with WWF and the German international development agency GIZ is on the lookout for new local and global partners to become involved in its projects. These could be businesses, non-government organisations or other groups.

The partnership was formed, as we have reported in earlier issues, to demonstrate the business case for private sector engagement in promoting the sustainable management of water resources.

"Single actors cannot alone effectively mitigate the complex and often deeply embedded causes of water risks," noted Andy Wales, Head of Sustainable Development for SABMiller. "Our assessments show that the fundamental causes of many of our business-specific water risks are the same drivers of the water problems facing communities and eco-systems.

"We recognise that these challenges can only be addressed through multi-stakeholder collective action and openly invite other NGOs, donors and public sector agencies who have a shared interest in the areas where we are working to join our partnership."

Pandas collect cans

SOUTH Africa's Collect-a-Can organisation is not only supported by the soft drinks industry but also has a wide variety of people and organisations supplying source material.

In 1996, Lynn Leader of Panda Bear Educare Centre in Pinelands, Western Cape, started submitting cans to Collect-a-Can as a means of helping fund the school. With her husband's assistance, she picks up cans from restaurants and bars, delivering them to a Collect-a-Can depot where her school is registered for competitions. They have done well, too, picking up a steady stream of



Lynn Leader.

important it is to collect and recycle metal cans, running a weekly class competition to keep them inspired. Once a month she personalises a trophy with the name of the child who brought in the most cans for the month; the winner can keep this at home for a month, inspiring others in the family,

prize money which is used to subsidise children whose parents are unable to afford school fees, as well as keeping the overall fee structure at a reasonable level.

Leader reminds the young children in her daily care about how

Sustainable agriculture in China

PEPSICO and China's Ministry of Agriculture have signed an agreement to promote sustainable agriculture projects and, in a broader sense, to accelerate the development of the Chinese countryside.

This will include creating demonstration farms which feature advanced irrigation, fertilisation and crop management techniques. The partnership will also promote best practices to help the Chinese farming sector improve yields, increase income levels and raise living standards for farming families.

PepsiCo is well placed to play an active role in this initiative. It is itself a huge agricultural enterprise, for example growing and using some 3 million tonnes of oranges and other fruit and vegetables annually for its Tropicana and other juice brands.

"The advancement of sustainable agriculture is an important component of China's agriculture policy," said Wang Ying, Director-General of the Ministry of Agriculture's Department of International Cooperation. "The 12th Five-Year Plan adopted last year set out clear objectives for the development of sustainable agriculture in the new era, especially the need for speeding up agricultural modernisation. By partnering with PepsiCo, we will be able to enlist foreign technologies for the building of modern farms and promote best practices across the country."

New owner saves PET fibre plant

A PET soft drink bottle recycling venture in Cape Town, South Africa, has been saved by a new owner after the corporate group of which it was previously a member hit difficulties. The enterprise makes polyester fibre from PET resin chips supplied by another South African company, Extrupet, which recovers and recycles around 18,000 tonnes of PET bottles annually.

Extrupet in turn is largely dependent on the ongoing support of PETCO, the industry body which is heavily backed by the South African soft drinks sector.

The polyester fibre factory was purchased by Propet, saving some 100 direct jobs and the livelihood of workers in companies which sourced polyester fibre from the plant.

Helen Zille, Premier of Western Cape, hailed the deal, noting the importance of the clothing and textile industry to the province's economic well-being. "This investment not only increases economic empowerment within a sector that has come under increasing pressure in recent years, but also offers the promise of further jobs and opportunities downstream, while providing a positive tangible impact on our environment."

Further LEED certification

THE headquarters of Nestlé Waters North America based in Stamford, Connecticut, has received the US Green Building Council's Leadership in Energy and Environmental Design (LEED) Gold certification, verified by the Green Building Certification Institute. This marks the company's 10th LEED-certified building. Nestlé Waters says it has the most LEED-certified facilities of any US food and beverage manufacturer, with more than 3.7 million square feet designed and built to meet LEED standards.

In 2003, the company became the first food and beverage manufacturer in the US to receive LEED certification for its Stanwood, Michigan, plant – one of the first-ever industrial facilities to earn the US Green Building Council (USGBC) sustainability standard. In its 2008 Corporate Citizenship Report, Nestlé Waters pledged to have all newly constructed buildings meet LEED certification.

"Nestlé is to be commended for earning LEED Gold for its own headquarters – the 10th LEED-certified project in the company," said Rick Fedrizzi, President, CEO & Founding Chair, USGBC. "Given the prominence of the Nestlé brand, the Stamford headquarters will be a showcase for high-performance, energy-efficient, healthy buildings, and an inspiration for others."



COCA-Cola has collaborated with British Designer Wayne Hemingway, who champions sustainable living, to create this exclusive limited edition umbrella – celebrating the launch of PlantBottle plastic into Great Britain, the brand's first 100% recyclable plastic packaging made partially from plants. Each umbrella is made from only five plastic bottles, which have been crushed and then processed back into yarn – demonstrating what wonderful things can be made when plastic bottles are recycled.

Human Resources

APPOINTMENTS

Anderson Guimaraes has joined PepsiCo Inc as President, Global Operations. He succeeds Richard Goodman, who is retiring by the end of 2011 after 17 years with the company. Guimaraes will be responsible for strategic sourcing management, global operations, business and information solutions and global productivity, reporting to PepsiCo Chairman and CEO Indra Nooyi.

Simon Litherland has been appointed as Managing Director of Britvic Soft Drinks, the company's GB business, and a member of the Group Executive Committee.

He joins Britvic from Diageo where he was, until recently, Managing Director of the GB business.

Andreas Baumgarth has been appointed Chief Operating Officer of the European Operations of Wild Flavors GmbH. He will be responsible for all aspects of the European business. Andreas Baumgarth will be a member of the Management Board and report directly to Michael Ponder, Global Chief Executive Officer.

International brand design consultancy Blue Marlin has appointed **David McGowan** as Packaging Innovation Director with a brief to keep the agency at the forefront of developments in packaging technology and sustainability. Also joining the consultancy is **Kay Twine**, a Senior Marketer and Managing Director, who will provide strategic and commercial support for the fast growing Asian hub in Singapore.

British Glass has appointed **Rebecca Cocking** to the new role of Head of Container Affairs at the trade body. She first joined British Glass in 2000 as Public Policy Manager before moving to Recycling Manager in 2005.

The Global Stevia Institute, a leading source of science-based information on stevia, has announced the recent addition of expert nutrition researcher, **Dr Margaret Ashwell**, to its Global Scientific Advisory Board.

Nutritional ingredient supplier Cyvex Nutrition has appointed **Vinh Do** as its Technical Services Manager. Do will oversee and further enhance Cyvex's A-rated GMP quality assurance procedures, including purity and analytical testing on the company's range of efficacious products derived from fruits, vegetables, botanicals and marine oils.

Material handling specialist Jungheinrich has announced that **Paul Bradley** has joined the company's Systems & Projects Division as Project Sales Manager with a focus on automated materials handling and integrated solutions.

The expansion at Reading Scientific Serv-



Clockwise from top left: Anderson Guimaraes, Vinh Do, David McGowan, Kay Twine, Paul Bradley, Rebecca Cocking, Simon Litherland, and Andreas Baumgarth.

ices Ltd (RSSL) is gathering pace with the appointment of several new recruits into senior positions. **Alex Webbe** joins as Laboratory Manager and **Andreas Czepa** as Flavour Technical Specialist in RSSL's Investigative Analysis Department, while **Bastiaan Dickhoff** is appointed as a Technical Specialist in the Physical Sciences Laboratory. **Davinia Mills**, an LC-MS protein specialist has been appointed to help develop the company's biopharmaceutical service offering.

Nicola Jenkin has joined Best Foot Forward as a senior consultant, bringing with her a wealth of knowledge and experience of the drinks industry. Best Foot Forward is a UK world leader in carbon and ecological footprinting, which has helped more than 300 organisations to measure and reduce their environmental impact.

Frutarom has appointed **Karen Crofts-Hotston** as new General Manager Flavours Europe. She will have responsibility for Flavour Sales, Technology and R&D, as well as site management, and will report directly to the General Manager Frutarom Foods Europe.

LycorRed, Israel, supplier of natural nutritional ingredients, has announced two senior appointments: **Ilan Ron** is now VP Global Marketing & Sales for its international and domestic markets and **Doug Lynch** has joined LycorRed Corp as VP Business Development and New Product Marketing for the Eastern USA market.

Health and Safety accolade

COCA-Cola Enterprises Ltd (CCE) has been awarded a top accolade for its manufacturing facility in East Kilbride, Glasgow, in the prestigious Royal Society for the Prevention of Accidents (RoSPA) Occupational Health and Safety Awards 2011. The bottling plant was named as Winner in the Food, Drink & Tobacco Manufacturing Industry Sector category.

The Royal Society for the Prevention of Accidents (RoSPA), a safety charity, launched its awards programme 55 years ago. The scheme looks not only at accident records, but also entrants' overarching health and safety management systems, including important practices such as strong leadership and workforce involvement.

Drew Russell, the plant's Safety Manager, said: "This award means a great deal to all of us at East Kilbride, and to CCE as a whole. As a company, we are fully committed to maintaining extremely high standards of health and safety across all our sites. Ensuring that we provide a safe environment for our employees has always been the number one priority for CCE, and we are very proud to have been acknowledged by RoSPA for excelling in this area."

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Empowering women

THE Coca-Cola Company and UN Women have formed a partnership to promote women's economic empowerment. Responding to both UN Women's Strategic Plan and The Coca-Cola Company's global 5 BY 20 initiative, this partnership aims to enable the empowerment of women entrepreneurs by building upon the strengths of both organisations.

The Coca-Cola Company's 5 BY 20 initiative seeks to enable the economic empowerment of 5million women entrepreneurs across the Coca-Cola value chain by 2020. Specifically, the company is developing and implementing programmes to help break down barriers for women entrepreneurs in the small businesses that the Coca-Cola system works with, such as fruit farmers, shopkeepers, recycling collectors and artisans.

UN Women's Strategic Plan has a range of initiatives that it will support, from promoting laws and policies that provide women protection and equal rights, to employment, income-generating opportunities and access to economic resources. UN Women is also encouraging companies to sign the Women's Empowerment Principles – Equality Means Business, a set of measures geared to promote women's empowerment in the workplace and marketplace.



Muhtar Kent, CEO and Chairman of The Coca-Cola Company, and Michelle Bachelet, Under-Secretary-General and Executive Director of UN Women, launch the new global partnership.

Through this collaboration, The Coca-Cola Company and UN Women plan to address the barriers women entrepreneurs com-

monly face by providing increased access to business skills training, financial services and support networks of peers and mentors.

FastTrack with plastics

A NEW Society of Plastics Engineers (SPE) FastTrack training programme has been announced. The topics have been designed to enhance injection moulding, extrusion moulding, blow moulding and thermoforming knowledge levels regardless of tenure as a plastics industry professional.

Produced by Plastic Technologies Inc (PTI), the SPE FastTrack training programme will be held on 31st October to 3rd November 2011 at the Chicago Hilton/ Indian Lakes Resort, Bloomingdale, Illinois. Participants can elect to sign up for the full four days or choose from an 'a la carte course menu' to better suit their area(s) of interest.

"The course material has been designed so that it is of value to veterans, industry newcomers and anyone in between. The instructors have built teaching modules around both 'principles' and 'fundamentals' in relevant topics areas. For the veterans, we view this as an excellent refresher. For the newcomers, the information will help add to their knowledge base," said Scott Steele, Vice-President, PTI.

To register, or for more information: www.ptifasttrack.com.



LOCAL dignitaries have attended a day of celebration to mark the centenary of Payne, the UK-based leading tear tape producer. The event on 16th September culminated in the formal Grant of Appointment of the Queen's Award for Enterprise, in the Innovation category, by the Lord Lieutenant of Nottinghamshire, Sir Andrew Buchanan Bt, KCVO.

Events Diary

NOVEMBER**6th – 8th CHINA****CBST – China International Beverage Industry Exhibition**

Shanghai Everbright Convention & Exhibition Center
Shanghai
China
www.chinabeverage.org/cbst

7th – 8th GERMANY**PETnology Europe**

Novotel
Nuremberg
Germany
www.brau-beviale.de

9th – 11th GERMANY**Brau Beviale**

Nuremberg Messe
Nuremberg
Germany
www.petnology.com

16th – 18th INDIA**World of Food India**

Bombay Exhibition Centre
Mumbai
India
www.worldoffood-india.com

15th – 16th THAILAND**PET Outlook 2011**

The Westin Grande Sukhumvit
Bangkok
Thailand
www.cmtevents.com

**22nd – 23rd GERMANY****European Bioplastics Conference**

Maritim proArte Hotel
Berlin
Germany
www.conference.european-bioplastics.org

22nd – 26th ITALY**SIMEI**

Fiera Milano
Milan
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100 Years Ago

From the *Mineral Water Trade Journal* of November 1911

Anxious for our bottles

There are many ways of asking the tripper to be careful. Possibly this is the best: "Notice! Anyone found wilfully damaging ginger beer bottles on the downs or elsewhere will be prosecuted. They must be returned to the people from whom they are bought. By order." That is on the downs near Hunstanton. The humorist who puts it so mercifully to the bottles is not a seller of ginger beer, but a Lord of the Manor.

The small maker and the National Union

There was another incident of the meeting of the National Union which had its significance. This was the resolve to in no wise [sic] allow any new regulations or any policy of registration to operate to the unfair prejudice or the unjust hurt of the small or the country maker. "If I thought for a moment," said one speaker, "that this registration policy, whether controlled by the State or by ourselves, would operate to the disadvantage of the small maker, I would



never support it." "I quite agree with that sentiment," said, in effect, more than one other speaker: "the bigger maker may even be the biggest offender." This anxiety for fair, generous and considerate treatment of the small maker was no mere lip-sentiment. It was the result of a strong and wholesome desire to protect and safeguard every section of the trade. The National Union is the friend of every maker, deserve he the description of 'great' or deserve he the description of 'small'. The Union stands for the whole trade.

Three pertinent questions

We make no apology for taking the following from The American Bottler:

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal* of November 1961

New soft drink regulations proposed

Last month the long-awaited proposals for new soft drinks regulations were issued by the Ministry of Agriculture, Fisheries and Food.

In issuing these proposals, the Ministry stated that consideration had been given to the recommendations contained in the Food Standards Committee's report on soft drinks published in 1959, together with the representations subsequently received from interested parties. As a result, the Minister proposed to revoke as soon as practicable the existing Food Standards (Soft Drinks) Order and to make new regulations.

The National Association and other interested parties have been invited to make comments on the latest proposals by 8th December 1961, and, subject to further consideration after receiving those comments, the Minister proposes to make new regulations.

The proposed new regulations do not give effect to all the recommendations of the Food Standard Committee. It appears,

in fact, that many of the strong arguments put forward by the National Association in conjunction with other trade bodies in May, 1959, have been accepted by the Minister. The industry was strongly in favour of the retention of standard as opposed to detailed declaration on labels and effect has been given to this in the proposals. The industry also opposed prohibition on the use of saccharin in soft drinks urging that instead the existing maximum permitted quantities of saccharin should be lowered and the minimum sugar requirement increased. This principle has been adopted by the Minister.

The recommendation of the Food Standards Committee that nutritional claims based on the carbohydrate content of some soft drinks sold be prohibited, has not been given effect in the proposals, but the Food Standards Committee is being asked to consider the whole question of energy claims as part of their review of the Labelling of Food Order.

Trade Exhibition at 1962 Scarborough Conference

It has been decided that a Trade Exhibition will be held in conjunction with the 1962 Soft Drinks Trade Conference to be organised by the National Association of Soft Drinks Manufacturers at Scarborough next May.

Similar exhibitions held at the conferences of other industries have proved of great interest to their members and most

Don't you think it about time you stopped giving your profits away?

This question has been asked before, and will be asked many times again before the trade learns that self-preservation is the first law of nature, and adopt some system of deposit.

Have you figured your bottle losses and deducted them from the season's profits?

If you have not, do so now, and see what a hole they have made in them.

Are you doing business merely for the pleasure of working, or for the purpose of making a good living, and, perhaps, laying aside a few dollars for the proverbial rainy day?

If the former, keep right on in the old way; but if you anticipate the latter, you must stop giving away your bottles and stop it now.

A new way to extinguish fires

A syphon of soda water was successful in extinguishing a fire in the Roker Post Office letter box at Sunderland. The fire was caused by a boy dropping a cracker into the letter box, and endeavours were made, without success, to get water into the box. A gentleman, named Brown, living close by got a syphon of soda water, and by squirting the aerated water succeeded in putting out the fire. Many of the letters in the box were damaged, but not sufficiently to be unfit for delivery.

useful to trade suppliers. It is therefore considered that this innovation at the 1962 Soft Drinks Trade Conference will be welcomed by suppliers and Members alike.

Bookings for the Trade Exhibition are being accepted only from Ordinary and Associate Members who are suppliers to the industry and each exhibitor will be allocated a 6 ft. by 2 ft. trestle table. The number of tables is strictly limited.

The Trade Exhibition will be open on Monday and Tuesday, 7th/8th May 1962, and a plan of the Exhibition together with exhibitors' names will be published in the Conference brochure.

Lead in soft drinks

The Lead in Food Regulations, 1961 (Statutory Instrument 1961, No 1931) lay down statutory limits for the lead content of food and beverages imported, sold or intended for sale for human consumption.

The regulations come into operation on 16th April 1962, from which date it will be an offence for a soft drink to contain any lead in any proportion exceeding that specified below:

For ready-to-drink soft drinks, the lead limit from 16th April 1962 to 19th April 1964 inclusive will be 0.4 p.p.m. estimated by weight. On and after 20th April 1964, the limit will be 0.2 p.p.m.

For concentrated soft drinks, the lead limit from 16th April 1962 will be 1.0 p.p.m. ■

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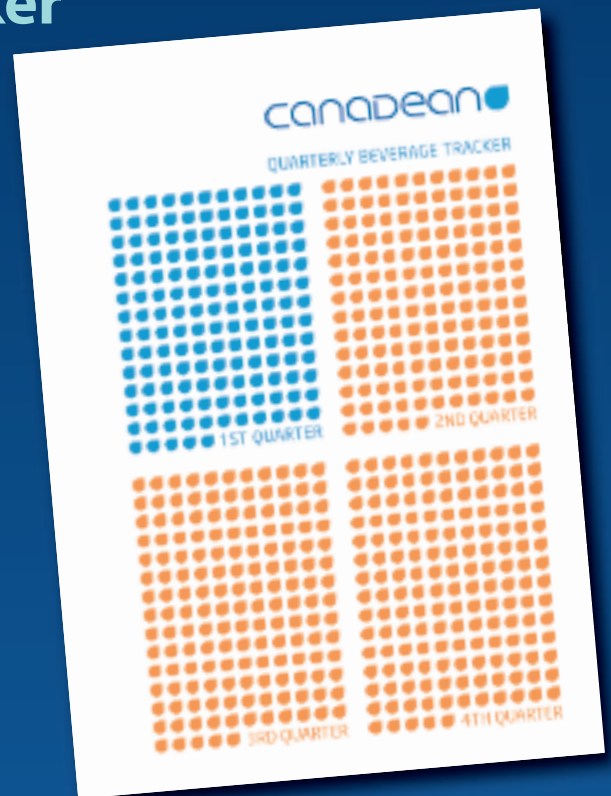
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For the first time, Canadean have conducted a consumer insights survey to accompany our UK all commercial beverage consumption tracker. The survey was conducted in March in the wake of the reporting of the heaviest decline in consumer confidence since February 2008.

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A NEW generation print & apply labelling machine that, for the first time, allows high volume goods to be identified at full line speed with a unique bar code is being launched by Logopak at this year's PPMA Show. The new Logopak Logomatic 510 Rota is able to reach 240 a minute, using a six head rotary applicator. This allows application of one label as the next is printed, more than doubling machine speed.

The new machine is based on a standard Logopak 515 case labeller but with the printed labels picked up by vacuum on the rotary applicator and then transferred to the pack by direct pressure or air-blast. As a result, operation is virtually continuous motion, with no reciprocating parts.



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FOR its debut at PPMA, AutoCoding Systems will be demonstrating its proven range of software solutions for the automatic set up and control of all packaging line devices. The AutoCoding System sets up inkjet printers, labellers, barcode scanners, and checkweighing equipment, irrespective of manufacturer, with product specific data from a central database.

With support from AutoCoding's OEMs, visitors will see coding equipment from Domino, Markem-Imaje and Videojet, labelling equipment from Advanced Labelling Systems, barcode scanners from SICK, and a checkweigher from The Stevens Group. The AutoCoding system (pictured) sets up and controls all packaging line devices via a dedicated line terminal, removing human intervention and eliminating the risk of coding and packaging errors.

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SWISSLOG, the global provider of integrated logistics solutions for warehouses and distribution centres, is enhancing its reputation for spreading knowledge and encouraging debate with the launch of its blog <http://blogs.swisslog.com>. It is aimed at readers in the warehousing and distribution industry, with particular interests in material handling issues and provides an interactive platform for supply chain professionals to share and discuss current hot topics, industry developments and latest trends related to materials handling.

James Sharples, Head of Sales for Swisslog in UK, said: "We highlight topics of special interest and, initially, have identified some issues particularly relevant to the food and beverages sector. We encourage our experts from around the world to write about issues that challenge or inspire them so that we can all share ideas and, ultimately, develop better solutions and services."

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APTAR has launched a new website following its strategic realignment which created Aptar Food + Beverage, Aptar Beauty + Home and Aptar Pharma. The site encompasses all three Aptar business segments and provides access to all Aptar activities under one unique web address: www.aptar.com.

The website is organised into market segments. The colour-coded pages of each segment are easily identifiable and accessible through the corporate pages of the website.

The segment marketing pages provides visitors with a comprehensive view of the different activities, services and developments worldwide. Coming soon is an on line 'Product Finder' with details of some 10,000 stock configurations. Also there will be French, Spanish, Portuguese, German, Italian and Chinese versions.

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