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Education’s simple equation

It's back to school time; for the soft drinks industry a reminder that children deserve the very best when it comes to health and calories and an opportunity to promote the many new drinks launched over recent times in response to childhood obesity concerns.

According to the World Health Organisation childhood obesity is one of the most serious public health challenges of the 21st century. The problem is global and is steadily affecting many low- and middle-income countries, particularly in urban settings. Prevalence has increased at an alarming rate. Globally, in 2010 the number of overweight children under the age of 5 is estimated to be over 42 million; close to 35 million of these are living in developing countries.

In the UK a series of articles published last month in the respected medical journal *The Lancet* points out that obesity-related problems, such as diabetes, are now accounting for between 2% and 6% of health care costs in most countries and that this is likely to get worse if current trends continue. It is predicted that by 2030 obesity rates in the US would rise from 1 in 3 to about 1 in 2 and that in the UK obesity rates would rise 25% to 40%.

The soft drinks industry has been proactive in its response to this crisis. In the US the American Beverage Association has proudly announced that its School Beverage Guidelines have led to a slashing of beverage calories shipped to schools by a dramatic 88% since 2004. America’s leading beverage companies have successfully delivered on their promise to change the school beverage mix. Yet, according to the Centers for Disease Control and Prevention, currently 17% of US children and adolescents aged 2-19 are obese, nearly triple the amount in 1980.

In Europe there has been a plethora of new product development in response not only to new official guidelines concerning drinks that can be consumed on school premises, but also to the growing health-conscious consumer family. The British Soft Drinks Association has been working with government on labelling initiatives such as recommended daily guidelines and ‘traffic lights’ and, along with Britvic Soft Drinks, won the Enterprise & Innovation award for its education project Liquids Mean Life at the Institute for Education Business Excellence Awards in 2010.

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Education is a key route in tackling obesity. Children should be taught about healthy eating and drinking and the importance of exercise so that calories in are offset by calories out. A simple equation.
Late Bulletin

- **The Coca-Cola Co** still sees "huge" potential to increase per capita consumption of soft drinks in China, according to Bloomberg. The company expects sales in China to increase in high double-digits in 2011 and 2012, according to the group’s regional director for bottling in China, Singapore and Malaysia, Martin Jansen. Coca-Cola has a total planned investment in its Chinese operations of US$7 billion between 2009 and 2014.

- **Campbell Soup Co** has seen cost inflation and increased competition hit full-year profits at its beverage division. The unit delivered a 29% slide in net profits for the year to the end of July, coming in at US$30 million. The company blamed "significant cost inflation", and increased promotional spending. Sales in the period dropped by 1% to US$176 million on the back of a decline in sales of the company’s V8 vegetable juice.

- **PepsiCo** is in discussions to build a soft drinks production facility and logistics centre in the Russian city of Novosibirsk. The factory will be used for the production of juices and other beverages, and would build on the investment that PepsiCo has already made in northern Russia.

- **Isklar** is seeking third-party investment after a court in Norway appointed an administrator to help restructure the bottled water group’s debt. The firm has been granted a public debt restructure order through the District Court of Hardanger, Norway, and an administrator will be appointed to work with Isklar in setting up a debt restructuring process.

- **AG Barr** has secured an agreement with MotoGP driver Jorge Lorenzo to front a consumer campaign for its Rockstar energy drink brand in the UK. The deal, the biggest of its kind for the energy drink, will see Lorenzo feature on a UK on-pack promotion for the brand, offering consumers an opportunity to win a trip to Valencia, Spain, for the final race of the MotoGP season.

- **Coca-Cola FEMSA** is to increase investment in Colombia to take advantage of the country’s fast-growing economy. The group will spend US$200 million to build a soft drinks factory in Cundinamarca, to meet growing demand for Coca-Cola drinks in the country. The new factory will have an annual capacity of 160 million cases and will make “all kinds of non-alcoholic drinks”, a spokesperson said. The plant will be one of the largest in Latin America.

- **SABMiller**’s latest bid for the Australia-based *Foster’s* Group has been received with mixed feelings by shareholders, although at our deadline it seemed possible an enhanced offer might win through. Although primarily involved in brewing and other alcoholic beverages, both groups have soft drinks interests, notably SABMiller’s extensive southern African bottling operations, and if a deal is reached it is probable that Coca-Cola Amatil, the Australasia/Pacific/Asia bottler which is keen to diversify its operations further, will be involved in a restructuring. A confidential scheme of arrangement proposal from SABMiller to Foster’s in late June was rejected. As widely anticipated, SABMiller subsequently followed up with a direct, conditional, off-market, cash takeover offer to shareholders.

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Europe

Half-year profit fall

COCA-Cola Hellenic’s 2011 half-year figures show that despite a 3% increase in volume, net profits for the six months fell from €202 million in 2010 to €146 million.

Volume growth was led by a 6% increase in developing and a 3% increase in emerging markets. Net sales revenue growth included a 3% increase in emerging, an 8% increase in developing and a 1% increase in established markets.

Carbonated soft drinks volume increased by 6% in the first six months of 2011, while energy drinks volume grew by 41%; water and juice volume declined by 3% and 8% respectively.

All premium sparkling brands grew ahead of total volume growth, with Coca-Cola growing 8%, Coca-Cola Zero 9%, Fanta 4% and Sprite 7%.

In the first six months of 2011, the company grew its market share in carbonates across most of its key markets including Russia, Nigeria, Austria, Ireland, Ukraine, Romania, Italy, the Czech Republic and Poland.

Commenting on the performance, Dimitris Lois, the company’s CEO, said: “In the second quarter, we delivered an improved top-line performance as we continue to win in the marketplace with our strong brand portfolio. Despite improved operating efficiencies, restructuring savings, and revenue management initiatives, high commodity prices combined with challenging economic conditions hindered our profitability.”

He added: “Consumer confidence remains fragile in most of our markets while the importance of the modern trade channel continues to increase. Looking into the remainder of the year we will grow revenue ahead of volume, win with our customers across all channels and drive cost leadership initiatives. Commodities are still expected to increase by low double-digits for the year. We remain committed to recover a substantial portion of this increase.

“We have a uniquely diverse geography and the world’s most loved brands coupled with low per capita consumption. Our unmatched execution capabilities and our strong market positions in our countries, which we strategically advance every day, leave us very well placed to leverage the opportunities ahead.”

More markets in Europe

UK independent soft drinks maker, The Feel Good Drinks Company, has secured further distribution in Guernsey and Jersey, Holland, Poland and Sweden.

Globally, Feel Good Drinks can now be found in 12 countries, namely Belgium, France, South Korea, Germany, Poland, Cyprus, Channel Islands, Denmark, Holland, Malta, Norway, and Sweden.

Building on the launch of the 275ml 4-packs, both flavours (Orange & Mango and Cranberry & Pomegranate), will be seen in all six Food Hall and eight Wine Warehouse retail chains across Jersey and Guernsey from this month.

In Holland the 400ml PET range including popular flavours Orange & Mango, Cloudy Lemon and Apple & Blueberry, is now listed in all 28 sites of Coffee Company.

The company has also won a listing in all 60 outlets of Poland’s coffee chain, Coffee Heaven. The listing includes all three still flavours of 375ml juice drinks. Added to this, two flavours of 375ml sparkling drinks are now listed in premium Swedish café, Espresso House, which has 90 sites across the country.

Weather impacts performance

THE UK’s cool June weather is blamed by Britvic for a sharp drop in volume and value. Reporting its third quarter results, the company says total soft drinks market volume was down 8.2% in Great Britain over the last four weeks of the quarter and Ireland was down by 13.2%.

In Great Britain this is the first quarter of market volume decline in the last two years. This market contraction combined with the very strong Britvic volume comparatives for the quarter in GB carbonates +13.8% and Ireland +15 % resulted in a slow down versus last year.

In Ireland volumes were down 13.2% and value declined 11.2%. In France the total soft drinks market grew with volumes up 5% in the year to date. The syrups and juice categories grew volume by 4.6% and 2.1% respectively.

Commenting on the figures, Paul Moody, Chief Executive, said: “During the third quarter, the soft drinks markets in GB and Ireland were adversely affected by the poor weather in June, whilst the comparative period in 2010 was strong reflecting both good weather and the football World Cup. Nevertheless, Britvic delivered revenue growth across the GB, International and France business units, although Ireland showed a decline.

“The actions we have taken to proactively manage ARP (average realised price) and margins against such challenging market conditions underpin the Board’s current confidence in meeting its expectations for the full year. However, we continue to be cautious about the challenging trading conditions and the impact of consumer sentiment in our largest markets as we move into the final quarter of the financial year.”
Master the art of citrus

From natural flavours and ingredients to extracts and emulsions the flavour and beverage technologists at Kerry can help you to squeeze more from citrus. Sourcing from our key citrus sites in Florida, Brazil, Mexico & Italy, Kerry develop fresh, juicy and stable citrus flavours.

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Celebrating 140 years

BEN Shaw’s, the soft drinks manufacturer who brought the distinctive taste of Dandelion and Burdock – amongst others – to the people of the UK, is 140 years old this year.

The company was founded in 1871 by Ben Shaw, in the same year that Queen Victoria opened the Royal Albert Hall and Stanley uttered the immortal words, “Docor Livingstone, I presume!” when he found him on the shores of Lake Tanganyika.

It was Ben Shaw himself who used the family shire horses Bonny, Blossom, Cherry and Dick to deliver his soft drinks via horse and cart. In later years the firm used what became known as the Ben Shaw’s ‘pop van’ and the drinks came in glass bottles that when returned were an easy way for children to earn some pocket money. And for a shilling an hour, Ben Shaw’s grandchildren would watch the bottles coming off the production line, checking for specks of dirt, making sure every bottle was perfect.

Sundeep Gill of Cott Beverages said: “140 years is a long time to be in business and it’s great to see that the original four flavours are still firm favourites with the nation. It’s a brand that has stood the test of time and is as popular now as it was all those years ago.”

Glass bottling buy links with Perrier

OWENS-Illinois Inc, the world’s largest glass container manufacturer, has acquired VDL, a single-furnace glass container plant in Vergeze, France for USD150mion. The acquisition is the result of a new strategic relationship with Nestlé Waters, the world’s leading bottled water company. The Vergeze plant is located near the Nestlé Waters’ Perrier bottling facility and has a long-standing supply relationship with the company. Under the terms of the acquisition agreement, O-I will become the leading supplier of glass bottles for Perrier and other Nestlé Waters brands worldwide.

O-I has long supplied Nestlé Waters’ S. Pellegrino line, and the brand’s CEO is currently featured in O-I’s Glass Is Life global advertising campaign.

“As a result of this deeper strategic relationship with Nestlé Waters, O-I has the opportunity to support some of the pre-eminent brands in the water segment and reinforce glass’ position in this important category,” said Jose Lorente, President of O-I Europe.

O-I announced the intent to acquire the Vergeze plant in November 2010, pending the completion of a restructuring plan to bring the facility’s costs in line with those of other O-I Europe plants.

• O-I has unveiled its latest investment in greener manufacturing technology at the company’s San Polo plant, located near the vineyards of Veneto in Italy. Worth €150mion the new furnace – named Centauro – has been installed with a new system that combines regenerative technology with recuperative technology. It follows two other projects by O-I aimed at bringing environmental benefits: a new furnace at its Barcelona, Spain, plant and the introduction of photovoltaic solar panels at its Béziers, France, plant.

On the move

COCA-Cola Enterprises (CCE) has selected Norbert Dentressangle to manage the warehousing and distribution operation for its UK vending business, operating a centralised hub for the handling, storage, pre-delivery inspection and distribution of vending and cooling machines. The operation involves the movement of circa 34,000 vending machines and coolers per annum and the delivery and installation of this equipment to customer premises throughout the UK.

The transportation operation is served by a dedicated specialist fleet of 14 18 tonne rigid, tail-lift vehicles, equipped with a range of specialist handling equipment to allow machines to be delivered to a wide range of installation points.

Norbert Dentressangle is also handling the distribution of CCE’s post-mix and dispenser equipment throughout the UK.

A second contract awarded to Norbert Dentressangle involves the collection and delivery of around 86,000 pallets per annum from five CCE manufacturing and distribution centres to retailer and wholesaler regional distribution centres.

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Hydration and health under the spotlight

INTERNATIONAL scientific and medical experts met in Evian, France, on 1st July for the third annual Danone-sponsored ‘Hydration for Health’ (H4H) Scientific meeting. This year’s meeting focused on public health issues related to poor hydration, and the practical steps that can be taken to help people improve their drinking behaviour.

The meeting united public health opinion leaders, care practitioners and experts from around the globe, including Dr Strippoli of the University of Sydney, Dr Muckelbauer of the Berlin School of Public Health and Professor Kavouras of Harokopio University in Greece.

A recently published study from Dr Strippoli identified a positive relationship between low fluid intake and the subsequent occurrence of chronic kidney disease (CKD).

“This study clearly indicates that drinking the right amount of water each day is imperative for optimum health and well-being” said Dr Laurent Le Bellego of Danone Research. “With a significant portion of people around the world not drinking enough water, we hope the results of this third annual meeting will encourage advisers and practitioners to include a sufficient daily intake of water in their dietary recommendations.”

During the meeting, attendees had the opportunity to review an interactive website called ‘kidney-facts’ that has been developed to help healthcare professionals educate their patients about the essential elements of kidney health. The website, www.kidney-facts.com, created as part of Danone Research’s collaboration with ISN, the International Society of Nephrology, gives healthy diet, exercise and lifestyle tips and stresses the importance of hydration.

Professor Kavouras revealed the findings of research into how fluid intake affects performance during endurance exercise in children. The study indicated that performance in an endurance run was significantly improved for those who had free access to fluids and received educational advice on the importance of drinking water during exercise. Further, more than 80% of the children who participated were in a dehydrated state when they entered the test, demonstrating that children do not drink enough in their daily life to be properly hydrated.

Dr Muckelbauer, of the Berlin School of Public Health, explained the results of water intervention programmes in German schools. Her findings suggest that a combined environmental and educational intervention focusing on the promotion of higher water intake is effective in preventing children from being overweight.
German machinery ahead

ACCORDING to the organisers of this year’s Brau Beviale, which takes place from 9th to 11th November 2011 at the Exhibition Centre Nuremberg, German beverage machinery production has maintained its leading role in the world market during the recession with growth in 2010 and 2011.

The German Food Processing and Packaging Machinery Association (Fachverband Nahrungsmittelmaschinen und Verpackungsmaschinen) within the German Engineering Federation (VDMA, Verband Deutscher Maschinen- und Anlagenbau) estimates that the world market for packaging machinery, including beverage packaging machinery, recovered from €20.7 billion to some €24 billion last year. Germany holds the largest share of this volume with 20%, ahead of Italy, Japan, the USA and China. The People’s Republic of China was also the major export country for German packaging machinery last year.

Orders received for packaging machinery also carried on rising in the first quarter of 2011. The VDMA association therefore expects about 11% more sales for the whole of 2011.

The production volume of packaging machinery in 2010 increased by 7.4% to €4.7 billion. The beverage packaging machinery segment contributed a disproportionately large share of this with almost 15% more. Overall, the beverage machinery segment, comprising essentially around 100 manufacturers with 14,000 employees, achieved a production volume of some €1.9 billion in the past year. This figure does not include machinery for plastic containers, such as stretch blow moulding machines. These are assigned to plastic machinery for statistical purposes. As PET is the most widely used material in the world for drink containers and beverage machinery components like fittings and pumps are also statistically accounted for elsewhere, beverage machinery sales are probably about twice as high as shown by the pure statistics.

The German beverage machinery sector also sees good prospects for growth in the future. Contributing factors here are the increase in the world population, the growing prosperity in heavily populated regions and the strong product differentiation in saturated markets.

Brau Beviale 2011 claims to be the world’s most important capital goods exhibition for the beverage industry this year. Some 32,000 visitors are expected to attend.

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In brief…

● At the ‘Best Innovators 2010/11’ awards recently held at the German Federal Ministry of Economics and Technology in Berlin, the GEA Group was named the mechanical engineering company with the most successful and sustainable innovation management in Germany. GEA Westfalia Separator Group is the world market leader for mechanical separating technology, with some 3,000 employees worldwide developing new ideas for the efficient processing of liquids and liquid mixtures.

● Tetra Pak is amongst many top suppliers who have already confirmed they will participate in Anuga FoodTec 2012, which takes place in Cologne from 27th to 30th March 2012. Indicators are pointing to a strong turn-out and increase in exhibition space. More than 600 companies have registered and more than 100 new exhibitors were registered by the official registration deadline. The international trade fair for food and drink technology takes place every three years and is jointly organised by Koelnmesse GmbH and the German Agricultural Society.
Water bottlers proliferate

KENYA isn’t the only market on the African continent where competition in the bottled water sector is heating up, driven by a proliferation of brands and producers. Ethiopia, for instance, is increasingly competitive: a new bottler, Abu Thiab, has just commenced production.

Some bottlers are looking increasingly beyond their own borders to gain critical distribution mass which helps keep production prices stable.

Among them is Rwanda’s Inyange which is building on the bigger capacity of its new plant and its successful awarding of the RBS quality mark to develop sales in neighbouring countries, as well as looking to possible opportunities further afield. The RBS mark has also proved to be a domestic market reassurance, well received by consumers, according to Inyange.

In Ethiopia, Abu Thiab Holdings built a plant at Gelan Town, about 35km east of Addis Ababa, the capital. Established some 40 years ago, this is the first time the Abu Thiab group has invested outside its Kingdom of Saudi Arabia homeland. It is currently packaging purified water from an on-site source in 1.5, 2.5 and 25 litre variants. A juice production facility is planned to complement the water bottling.

Earlier in the year, another new bottler set up in Ethiopia: Guna Spring, located in Amhara Regional State. Its high country site was chosen for the quality of local water. Three sources are used, all of them on Guna Mountain not far from the bottling plant. Guna Spring is targeting not only Ethiopia but also the two Sudans and Djibouti.

Competition has certainly not eased in Kenya where further investment in new and expanded production plants continues to provide what most producers still see as an acceptable return on investment despite the battle for market share and pressure on profit margins.

Among new entrants to the retail market is Alpine Spring, previously known mostly as a corporate bulk water supplier. It had undertaken some small pack contract bottling and is now also doing so in its own right, following the arduous seven-step production process that has helped win it a reputation for quality in the corporate sector.

Alpine Spring, which is ISO 22000:2005 certified, is not planning to diversify into other soft drinks, preferring to focus on water where its status in the corporate sector has helped develop brand credibility and profile in the fragmented retail scene.

Middle class fuel beverage demand

IN its fourth Dairy Index, Tetra Pak forecasts a rise of around 30% in the global consumption of milk and other liquid dairy products between 2010 and 2030. Lifestyle trends in Africa, Asia and Latin America are contributing heavily to this.

“The emergence of a significant middle class, urbanisation and the expansion of modern shopping habits by busy, health-conscious and well-informed consumers is raising the consumption of packaged milk in developing countries,” said Dennis Jönsson, Tetra Pak’s President and Chief Executive.

“Middle class fuel demand”

“The consumers of this decade are looking for greater convenience and uncompromising quality and safety,” Jönsson noted that economic growth in emerging markets had lifted millions out of poverty.

“They have more money, are better educated and have new aspirations. It’s clear that meeting the world’s growing thirst for milk will be both a challenge and an opportunity for dairy producers.”
Add a little magic to your beverages

DSM’s broad portfolio of innovative, high quality nutrients and premixes, combined with our consumer insights, market knowledge and beverage application expertise, can help your beverages attract more consumers.

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Clover sponsors festival

THE Clover Group has become naming sponsor of the Aardklop National Arts Festival, a South African institution. This year’s event will be at Potchefstroom, North West Province, from 4th to 9th October. Rebranded as the Clover Way Better Aardklop National Arts Festival, it is a major investment for the dairy and juice group which gets extensive umbrella marketing and commercial rights. The deal is for five years, with right of renewal.

Johann Vorster, Clover’s Managing Director, noted that Clover was no stranger to the philosophy of supporting arts events. “We have sponsored the annual Huisgenoot Skouspel music festival since 2003, for example, and believe that there is a strong appetite for arts festivals across the country. We are excited about the potential for Aardklop going forward. It has a professional and dedicated management team, is an ideal fit with our overall brand and complements Clover’s broad target market.”

Now in its 14th year, Aardklop has grown steadily in the scope of its performing and visual arts programme, and in the number of people who attend. Last year, some 182,000 tickets sold out soon after being released.

Competitive market for CO²

KENYA is a big market for CO² and demand is increasingly significantly, thanks largely to the country’s buoyant beverage industry. Until recently there was only one supplier, Carbacid, although, as reported earlier, BOC Kenya has been planning to utilise its CO² mining licence to offer the product in its portfolio, a development that would require construction of a new processing plant.

BOC Kenya had earlier, as we have also reported in previous issues, attempted unsuccessfully to purchase Carbacid. Now Spectre International has joined the fray, targeting beverage manufacturers in Kenya and nearby east African countries.

Spectre International, which has an ethanol plant on the shores of Lake Victoria about 10km from the city of Kisumu, has been involved in the beverage sector since its distillery was commissioned in 2005. It manufactures and markets high quality extra neutral alcohol, rectified spirits, industrial methylated spirits and coloured methylated spirits produced from sugar cane molasses. As well as the beverage sector, it also supplies to the pharmaceutical and personal care industries.

Eva Fun Walk

COCA-Cola Nigeria has utilised Facebook to good effect in motivating Lagos residents to take part in a weekly fun walk sponsored by Eva Premium Table Water, bottles of which are on hand to help maintain hydration. The Eva Fun Walk has toured Lagos estates every Saturday morning, working in with community exercise and similar activities along the way.

Otome Oyo, Brand Manager Still Beverages, explained that the initiative was in line with Coca-Cola’s ‘live positively’ philosophy and was structured to encourage as many people as possible to exercise regularly.

The project also aimed to get people out and about within their communities, meeting others and enjoying aspects of community life which might otherwise pass them by. While Coca-Cola Nigeria is handing over running of the walk to Eva Active Club members, the company and the Eva brand will continue to support the programme indefinitely.

In brief...

● Wilde Fruit Juice has stepped up its social media involvement by offering its Facebook fans a chance to win an Apple iPod Nano. “The idea of a competition on Facebook came from one of the fans themselves,” said Wilde’s Melissa Boshoff. “Our consumers are thirsty for interaction with other Wilde Facebook fans and this competition has created a hype as to who the lucky winner could be.” She says that Wilde sees marketing online as part of research – knowing who you are talking to, listening to their requests and getting into the mindset of your target market so you can give them exactly what they are looking for.

● A three-day trade fair in the Republic of the Congo, also known as Congo-Brazzaville, saw mineral water producers from Rwanda in hot demand, along with wines, food lines and other lines. The fair was organised by the Rwanda government and its success is likely not only to see agencies for Rwandan soft drinks and other products set up in Congo Brazzaville but also the trade fair repeated elsewhere. Gabon is the next possible target.

● Uganda’s Century Bottling has told fruit farmers they can be assured of substantial ongoing contracts as the company launches Minute Maid mango juice from a new juicing plant. Managing Director Basil Gadzios said the company would work with small farmers to ensure continuity of supply.
Use the sweet taste of SPLENDA® Sucralose and open the door to a vast array of ingredients and formulation expertise that provides more ways to create nutritious, delicious and profitable products. Our own independent research also helps you gain a better understanding of what consumers truly want so you are better able to develop products that are perfect for their preferences.

To see all our elements in action, visit www.splendasucralose.com
Middle East

Teens welcome big brands

MAYBE the findings are not exactly new, but research undertaken in the United Arab Emirates, Egypt and Saudi Arabia has found that MENA (Middle East North Africa) teens are in love with brands like Pepsi, Coca-Cola, Almarai, KFC, McDonalds and Adidas.

“MENA teens are a delight for marketers,” said Gagan Bhalia, Chief Executive for AMRB in the MENA region. “Brands communicating to youth need to continue to direct advertisements towards television, but also need to engage teenagers on the internet. Brands need to understand that for these teens it’s a lot about image and being seen with these stylish, iconic and international brands. It is about distinguishing yourself from the crowd.”

The research covered 2000 teenagers in the three countries and was undertaken by AMRB, a Dubai-based market research agency, and TRU, a pioneer in global teen research.

More than 50% of those surveyed said they felt that brands needed to be innovative, groundbreaking and of the top quality. But only 25% of Egyptian, 20% of UAE and 15% of KSA teens felt that advertising and marketing campaigns played a key role.

Pepsi advertising came out tops among leading brands. Among the many requirements for brand-building that became evident in the research was the need to be ‘glocal’ – global brands have huge appeal in the region but, if localised, the appeal increases substantially.

PET joint venture in Egypt

INDIA’s Dhunseri Petrochem & Tea has entered a partnership with two Egyptian government agencies to build a PET production plant near the town of Ain Sukhna, on the western shore of the Gulf of Suez, Red Sea. The town’s name refers to hot springs in the region.

The project is being supported by IFC, a member of the World Bank Group, which will provide up to US$35 million in loan funding. Two other banks are also helping fund the large facility which will employ about 500 people when operational. All of the PET stock will be used for water, juice and carbonated soft drink bottling.

“Egypt is an advantageous choice for our investment,” said Dhunseri’s Mrigank Dhanuka.

“The plant’s location in Ain Sukhna will allow excellent logistical access to European and North American markets, besides meeting internal demand in the country.”

The project is another step in the Egyptian government’s strategy of adding local value to the country’s oil and gas reserves.

“IFC’s involvement in this project demonstrates our commitment to stimulating cross-border investments as a way to help developing economies overcome short term challenges,” said Takuro Kimura, a senior regional executive for IFC. “Additionally, the process of setting up a new PET plant will create show the private sector’s important role in generating employment.”

Global health standards

SAUDI juice producers are uncompromising in their adherence to international health standards, says Monther Al Harthi, Chief Executive of Al Rabie Foods Company, President of the Arab Beverages Association and a director of the Saudi Food and Drug Authority. This was despite pressure in recent years to reduce costs which had seen some Saudi companies import cheaper raw materials.

“We are proud of applying global health systems and standards in the production of juices,” he said. “Consumers have become more aware of healthy products and we have noticed that many of them are reading the health information on the labels of juice bottles and food packages.”

“Moreover, to help foster the growth of this sector, we have imposed more stringent guidelines in terms of safety and quality.”

Marketing programme strengthened

Al Rawabi Dairy Company, whose many juices and dairy products are sold in the UAE, Oman and Qatar, is stepping up its consumer marketing in these countries.

It has appointed BPG Group as its integrated communications provider in the region, responsible for advertising, branding public relations and associated work.

“We have grown remarkably over the decade as a result of the exceptional quality of our products,” said Dr Ahmed El Tigani, General Manager of the Al Rawabi Dairy Company. “It is essential that we reinforce our ties with our consumers and stakeholders through the right channels of communications.”

Vimto headlines for Ramadan

THE Vimto brand has done it again, continuing a remarkable tradition as one of the most popular drinks for evening fast-breaking during the holy month of Ramadan. In 2010, Aujan Industries sold more than 25 million bottles of Vimto, with Ramadan notching up further sales records for the long-established cordial.

While Vimto already enjoys a very high market profile, Aujan highlighted it again this year with an advertising campaign which reminded people of Vimto’s more than 80 years as a household favourite. The 2011 campaign theme was ‘The Sweet Storyteller’, in which the drink transformed into a narrator reliving memories of past Ramadan moments. These were genuine, collected from families around the Middle East.

“Vimto is more than just a drink that accompanies breaking the fast during Ramadan,” said Anwar Zaman of Aujan Industries. “‘Through its long heritage in the region, Vimto has become a symbol of sharing and being with family. It has been a family member for generations and has witnessed special moments.”

Closing in on half a million – Pepsi Arabia.

Al Rawabi juices and nectars.

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Walking on water

POLISH kiteboarder Maciek Kozerski and his team code-named their Israel project as ‘Miracle’. That’s not surprising when the goal was to walk on water on the Sea of Galilee.

This was a long term vision for Kozerski and it took some doing. His team spent four days on the water, directly in front of the historic church at Capernaum. The plan was that Kozerski would use his kite to accelerate to maximum speed, stepping off the board and releasing the board so he could walk on the water.

But when the wind was strong the waves were too high and when the surface was calm the wind was inadequate. After more than 50 high speed crashes, he managed the ‘miracle’ on the final day the team planned to spend on the attempt.

Beverages feature

SAUDI Agro-Food 2011 is being held at the Riyadh International Exhibition from 19th to 22nd September in association with Saudi Agriculture 2011. Juices and other soft drinks will again feature strongly, with international participation encouraged by earlier successes in signing up agents and distributors.

“Saudi Arabia has become a major destination for regional and international suppliers and manufacturers in the food production value chain because of the enormous growth potential of the Saudi food market,” said Khalid Daou, Project Manager for the Riyadh Exhibitions Company.

Date juice launched

THE Al Foah Palm Cultivation Developing Company launched a new date juice at this year’s Liwa Date Festival, a colourful event organised as both a novel tourist attraction and to protect the heritage of Abu Dhabi’s age-old date production.

Al Basr Al Bahri juice from Al Foah is made from the Al Bahri date, a type well known for its sweet and appetising taste. The company also added several other lines to its big portfolio of date products, including a date jam which comes in flavours such as black bean, orange, strawberries and nuts.

Al Foah’s Mohammed Ghanim Al Mansouri explained that the Liwa Date Festival was not only an appealing consumer affair but also an important and traditional event for date sellers and buyers. Major orders were signed; Al Foah exports around 90% of its output and processes up to 85,000 tonnes annually at two plants.

The Liwa Date Festival was organised by the Abu Dhabi Authority for Culture and Heritage, with strong support from the Abu Dhabi Department of Tourism and Culture, and the Abu Dhabi Tourism Authority, which is the inclusion of young people from different backgrounds.

Iran Food + Hospitality

The next edition of the Iran Food + Hospitality show series will be held at the Tehran Permanent International Fairgrounds in May 2012, building on the success of this year’s event.

Monika Schaedel, Senior Project Manager for Fairtrade, the co-organisers with Palar Samaneh, said that 473 exhibitors from 20 countries were at the 2011 show, liaising with 31,833 buyers.

Responding to exhibitor feedback from the 2010 show, the organisers this year worked on reducing general public visitors and at the same increasing qualified visitors. Being a UFI approved event, all visitor and exhibitor numbers have been verified by the independent auditors, KPMG Tehran.

Since the Iranian government lifted restrictions on food and drink imports in 2003, sales have increased solidly. This makes Iran

CSR buoyant in Jordan

The Coca-Cola Foundation has again supported the Annual Youth Summer Volunteer Programme arranged by the Jordan River Foundation. As part of the programme, Coca-Cola Middle East and Coca-Cola Jordan also organised a field volunteering visit to Mansoor Kreishan High School for boys.

In other Jordanian CSR news, Sama Natural Mineral Water will be official water sponsor for the Samsung Amman International Marathon on October 28. Last year more than 10,000 people from around the world participated in this growing event.

The Jordan River Foundation’s summer volunteer programme was organised under the banner of ‘Towards Empowered Generations’.

It included several activities and events designed to implement its objectives by enabling young people to lead different community projects, getting them interested and involved in volunteer work.

Among the programme’s varied strategies is the inclusion of young people from different backgrounds.

“We are always keen to be part of such initiatives that have a positive impact on society and its members, especially the next generation of all ages,” said Antoine Tayyar of Coca-Cola Middle East. “This stems from our faith and belief in the importance of the role of youth in bringing positive change to society, building a brighter future for themselves and their communities.”

Samia Bishara, child safety programme director for the Jordan River Foundation and director of the Queen Rania Family & Child Centre, said the programme had evolved over the years since it was introduced in 2006. Today, she said, it has spread beyond Amman throughout the kingdom, involving more than 250 young people at 10 sites.

Coca-Cola has become closely associated with the Jordan River Foundation in recent years and sees this as an enduring relationship.
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Organic pioneers

A LARGE contingent of organic producers have signed up for next year’s Biofach event following the signing of a contract between APEDA, the official Indian export promotion organisation, and NürnbergMesse, marking India as ‘Country of the Year’ in 2012.

Asit Tripathy, Managing Director of APEDA, said: “We feel very honoured and are delighted that India will be the focus of attention at the world-leading exhibition in February 2012.”

The official Indian export promotion organisation, and NürnbergMesse, said: “We have valued the Indian organic stakeholders as key business partners for many years and are pleased we have been able to continuously intensify our cooperation over the past years. This applies to both APEDA and ICCOA (International Competence Centre for Organic Agriculture), our partners for BioFach India. India’s appearance as Country of the Year at BioFach 2012 highlights and enhances the world-leading exhibition in a very special way.”

The common aim is to develop trade in organic products and expand the domestic organic market in India. The rapid expansion of the future-orientated organic sector is strongly supported by the Indian government.

The governments of many federal states have invested in the development of organic agriculture for over 20 years. For example, Sikkim in the Southern Himalaya is aiming to change its agricultural land completely to organic agriculture by 2015. This was announced by Minister of Agriculture Asit Tripathy at the beginning of 2011. The initiative is to be supported by an active government programme covering training, an investment-friendly policy and the provision of marketing instruments.

ICCOA, based in Bangalore/Kerala, also offers training measures to serve the increasing demand for qualified personnel for both organic farming and processing companies. The Certificate Program in Organic Agriculture (CPOA) starts with an initial six-month course in July 2011. The organic sector also creates a not insignificant number of jobs. For example, more than 700,000 farmers are currently working in organic agriculture in India.

Organic stakeholders in India have set ambitious targets. The aim is to raise domestic sales by 120% to an amount equivalent to US$330 million and export sales to over US$550 million by 2012. These earned some US$120 million in 2010, according to ICCOA. About 230 companies were involved in export business at that time, and just under 54,000 tons of organic products were exported in 2009. Organic cotton holds first place, followed by fruit and vegetables, oilseeds, tea and coffee.

To achieve the targets, an organic trade association was set up in December 2010. The Indian Ministry of Commerce and Industry, organic companies and a delegation of the US Organic Trade Association (OTA) have jointly launched the Organic Trade Association of India, whose aim is to boost organic marketing.

Protein important, reveals study

SOLAE, producer of soy-based ingredients, says recent research has revealed that protein is viewed as an extremely or very important topic for children’s nutrition.

The study, conducted by HealthFocus in India, with 1035 shoppers in seven of the major cities in the country in 2010, showed that 62% participants consider the claim ‘High Protein’ as an extremely or very important topic when choosing products for their families. Additionally, 88% of the households who have children from 0 to 12 years old are extremely or somewhat interested, in protein and its health benefits.

“Adequate protein is especially important during times of rapid growth, such as infancy, childhood and adolescence,” said Dr Ratna Mukherjea, Global Applied Nutrition Lead at SOLAE. “Because soy is a complete protein, it can play an important role in helping to meet needs of growth and development while additionally providing a heart health benefit.

“Products containing soy protein are a source of all the essential amino acids, and many products are fortified with vitamins and minerals, such as calcium and vitamin D.”

Can investments

REXAM and Hindustan Tin Works Ltd, the country’s leading can maker, are building a new high speed beverage can manufacturing line at Taloja close to Mumbai. The new line represents a capital investment of approximately UK£30 million over two years. It will initially produce 33cl and 50cl cans and then slim cans, increasing total capacity from under 400 million cans to some 950 million per year. Production start-up is planned for the final quarter of 2012.

Sanjay Bhatia, Managing Director of Hindustan Tin Works Ltd, said: “We are pleased to work further with Rexam as a partner and this investment reinforces our commitment for the Indian beverage can market. We share an excellent relationship with all the leading customers in India and this capacity will help further to grow the beverage can market and to satisfy our customers’ growing demands.”

Graham Chipchase, Rexam’s Chief Executive, added: “We were first in India when we set up our joint venture with Hindustan Tin Works in 2006 and have good knowledge of this exciting market. The investment is consistent with our emerging market strategy. The country has enjoyed considerable growth over the last decade, with rising incomes and a young middle class, and this trend is expected to continue. Per capita consumption of beverages lags substantially behind the rest of the world but the beverage packaging market is growing fast and one of the fastest growing packages is the beverage can.”
Healthy, active and happy

COCA-Cola India and NDTV in association with their NGO partners, UN-Habitat, Charities Aid Foundation (CAF) and Sulabh International, have embarked upon “Support My School” campaign. The campaign aims to develop over 100 healthy, active and happy schools in rural and semi-urban towns by improving basic amenities and subsequently generating monetary resources, hence benefiting over 50,000 students across the country.

At the launch event, cricketing legend and campaign ambassador, Sachin Tendulkar unveiled the campaign logo along with Atul Singh, President & CEO, Coca-Cola India and South West Asia and Dr Prannoy Roy, Chairman, NDTV. Other VIPs present to lend their support to the campaign included, Kapil Sibal, Union Minister for Telecomm and Human Recourse Development, Dr Kulwant Singh, Advisor, UN-HABITAT, Subodh Bhargava, Chairman, CAF India, Abha Bahadur, Senior Vice-President, Sulabh International Social Service Organisation, actor and activist Dia Mirza and CEO, CAF India, Amita Puri, actor, Raveena Tandon and Members of the Parliament, Priya Dutt and Sanjay Raut.

Some of the activities undertaken as a part of this campaign include provision of improved access to water; appropriate sanitation facility for girls and boys; improvement in the overall infrastructure and environment; provision for sports and recreation facilities such as cricket, badminton and basket ball courts and recharging groundwater through rainwater harvesting.

At the same time Atul Singh announced the annual Limca Book of Records Quiz across nearly 3,500 schools.

In brief…

- The Beneo-Institute reports the approval of its prebiotic fibre, oligofructose, for use in more products. Having been approved for use in bakery products for several years, the Indian Ministry of Health has now opened the door for oligofructose to be used in a number of additional food categories in the country, including sweets, dairy products, frozen dessert, ice-cream, cereals and chocolates.

- Danone has signed an agreement with Wockhardt Group to acquire its nutrition business. Under the agreement, Danone will purchase Wockhardt’s nutrition business and brands as well as its related industrial operations from Carol Info Service (located in Punjab) for a total of approximately €250 million. With over 25 million children born each year, India is the fastest-growing infant nutrition market in the world.
Asia Pacific

Asahi outreach scoring successes

THE Japanese beverage group Asahi Group Holdings may have experienced the occasional hiccup in its strategy of expanding massively into the Australasian region, as part of its policy of diversification beyond Japan and beyond excessive dependence on beer. But now things are looking positive, encouragingly so.

A New Zealand-registered Asahi subsidiary has reported receiving a 90.62% acceptance of its bid for Charlie’s Group and has declared the takeover offer as being unconditional. The Australian Competition and Consumer Commission has said it will not oppose Asahi’s latest bid for P&N Beverages Australia after competition concerns raised by the ACCC with regards an earlier takeover move were resolved by Asahi providing a court-enforceable undertaking.

And Asahi has emerged as the buyer for Independent Liquor, a New Zealand company which also operates on both sides of the Tasman Sea and in several other markets. While not a significant player in soft drinks, Independent Liquor has been a major contract canner and bottler for soft drinks brands.

The Charlie’s takeover was no surprise, given that the key stakeholders had already committed to the deal and advised that others would do well by following their lead. The Asahi bid was not only financially realistic but also ensures that Charlie’s will largely continue to operate independently.

Charlie’s, whose beverages portfolio includes freshly squeezed and organic juices, huge-selling fruit-based drinks and organic CSDs, has prospered on both sides of the Tasman Sea, partly through its strategy of being a little cheeky, operating outside the square. As we have reported, in the past year several of its drinks have also been ranged in supermarkets and other retail outlets in Asia.

After declaring its bid for Charlie’s unconditional, Asahi advised that it would move under New Zealand law to acquire remaining shares on a compulsory basis. It said that all payments to those who had already signed up would be made promptly.

As outlined in earlier reports, the original bid by Asahi for P&N Beverages was given the thumbs-down as being potentially anti-competitive, largely because of Asahi’s ownership of Schweppes Australia, the second largest manufacturer of CSDs and the largest cordial manufacturer in Australia.

Asahi subsequently filed a proposal which involved divesting P&N’s CSD, cordial and energy drink business to Tru Blu Beverages while retaining its bottled water and fruit juice business. Tru Blu Beverages is a new entity, run by the managing director of P&N Beverages.

“Taking into account the divestiture and that it will occur simultaneously with the acquisition of P&N, the ACCC is satisfied that the proposed acquisition is unlikely to substantially lessen competition,” said Rod Sims, the ACCC Chairman. “This is an excellent outcome for competition in the beverage industry and highlights how businesses can use ACCC’s processes to address competition concerns and reach a mutually acceptable outcome.”

Asahi’s purchase of Independent Liquor from two private equity firms ended a drawn-out saga as to what would happen with the feisty beverage group. Founded by entrepreneur Michael Erceg, a charismatic character who was taking the group global when he was killed piloting a helicopter, it was sold by his family at a premium price.

In recent years, however, it has hit problems because of a change in Australian regulations covering spirits-based RTDs, increasing competition and a slight sense of having lost direction.

Asahi’s ‘beyond Japan’ march has also seen it buy the Malaysian soft drinks company Permanis. This is Malaysia’s national Pepsi bottler; it also owns some local beverage brands and is the country’s second biggest soft drinks producer.

“With the acquisition of Permanis, Asahi hopes to establish a base in the Malaysian soft drink market and use this as a platform for mid- to long-term expansion into Southeast Asia,” said Asahi in announcing the buyout of Permanis from its previous owners. “In addition, to generate synergies within its Oceania operations, together with its strong operations in China, Asahi intends to establish and strengthen a platform for growth in the Asia Pacific region.”

On top of toxic problems

WHILE still reeling from the toxic plasticiser crisis which caused several soft drink, food and drug products to be recalled, both at home and on export markets, Taiwan is now putting a major effort into rebuilding its previous excellent reputation as a food and drink supplier. At the same time, says President Wu Den-yi, there won’t be any relaxation in tougher regulations to guard against use of banned plasticisers.

Wu lifted the restriction requiring producers to show certification that lines did not contain the plasticisers. This followed a lengthy testing programme and an investigation into possible malicious contamination; both returned negative findings, suggesting that the problem had been contained.

Only a limited number of products were contaminated by the illegal substances but the scare led to widespread product withdrawals while testing was carried out. In key export markets, food safety authorities restricted sales of Taiwanese food and drinks, only allowing product back on the shelves once certification was achieved.

On the Chinese mainland, the southwestern city of Mianyang experienced a panic rush on bottled water following contamination of the city’s main water source from residue washed from a manganese plant by floods. A local government notice broadcast on television and radio called for the panic buying to stop as emergency stocks of bottled water had been obtained from neighbouring areas and there would be no shortage. Retailers also boosted supply from their own sources.
Second sensory integration room

F&N Beverages Marketing has funded a second sensory integration room for special needs children, following the success of a pioneering facility.

Speaking at the room’s commissioning, Dato’ Kamal Harun, National Corporate Affairs Manager for F&N Beverages, noted that most children with special needs were diagnosed late. As such, he said, they had to endure harsh labels such as ‘slow’ and ‘trouble-maker’ because of their disruptive behaviour and lack of concentration in class.

“But every child deserves proper education, regardless should they be diagnosed with autism, ADHD or other learning disabilities. We hope that by expanding the F&N Sensory Integration Room effect, the issue will get sufficient attention and in doing so increase the awareness of Malaysians on children with special needs.”

The room is equipped with a platform swing, flexidisc, protective mats, a target panel, resistance tunnel, trampoline, rope wall ladder and several other interesting pieces of equipment. While it looks like a playground, each tool has a distinctive purpose in fostering sensory integration.

Rugby World Cup

CHRISTCHURCH, the New Zealand city badly damaged by a series of major earthquakes, is missing out on much-awaited games in the Rugby World Cup because its main stadium has been severely damaged.

But Coca-Cola, one of the world tournament’s sponsors, is helping organise a big event on quarter final weekend when one of the games would have been played in the city.

COKE Rugbyfest at Hagley will be held in a large tree-lined and river-bounded park just outside the central business district. Up to 40,000 people are expected to attend, watching the quarter final matches on giant screens and enjoying other entertainment, along with food stalls and support facilities.

Coca-Cola Amatil, the national bottler, has been praised for its own commitment to Christchurch, both in supplying beverages during the search and rescue period and in deciding to build a new plant in the region.

Leveraging the huge New Zealand interest in the Rugby World Cup, Coke has also been running a nationwide consumer competition, built around colourfully labelled bottles, which offers tickets to the quarter-finals, semi-finals and final. Each prize pack features two tickets, travel, accommodation, transfers and spending money.
Chinaplas 2012

WIDELY regarded as the world’s number two plastics and rubber show, Chinaplas 2012 will return to Shanghai, an important R&D and production centre for the plastic industry; in 2010, some 42% of China’s domestic output was from Shanghai and neighbouring areas.

The show will be held at the Shanghai New International Expo Centre from 18th to 21st April 2012, using all 17 exhibition halls in the fairground’s east, west and north wings. There will be 11 theme zones and 11 country/region pavilions.

This year’s event featured 2,435 exhibitors from 34 countries and regions. It recorded an audited total of 94,084 visitors, a 15.5% increase on the previous year; more than 19,000 of them came from outside China.

Volatility heads for solution

AS Pepsi sales continue to thrive in Thailand and the brand maintains its marketing imme - tus, including sponsorships, the two major shareholders in Serm Suk have come to a tentative agreement on how to handle the issues that have caused the bottler so much unrest in the past year.

At present, Serm Suk has given notice of its intention to stop making Pepsi brands in 2012 but this decision might be reversed.

Two scenarios have been devised, with a decision to be made during September. They are predicated on shareholders PepsiCo (which currently holds a 41.54% stake in Serm Suk) and SS National Logistics (32.62%) selling shares to each other.

One scenario would see Serm Suk and PepsiCo enter a new bottling agreement for seven years with a five year right of renewal, while the other would involve only a seven month extension of the current agreement.

Both would tackle the vexed problem of concentrate pricing.

SDI will report on the outcome of the complex proposal, which has been likened to a penalty shootout, in its next issue.

Nu-Con to GEA

GEA Group, the Düsseldorf-based supplier of process technology and components for the food and energy sectors, has acquired Nu-Con, a New Zealand company, and will integrate this into its GEA Process Engineering division.

Nu-Con is a substantial global supplier of powder handling components, complete powder systems and bulk filling lines. Some of its equipment is used widely for powdered soft drink products.

“The acquisition of Nu-Con is a further strategic step in positioning GEA in the bulk powder handling market,” said GEA Executive Board Member Niels Graugaard. “Nu-Con fits perfectly into our product and location matrix and strengthens our powder business, especially in the growing Asian markets.”

Lab moves to Shanghai

WILD Flavors, which has been active in China for more than 15 years now, has moved its Shanghai Flavour Creations lab to new premises in the Shanghai Juke Biotech Park. The lab’s staff have been joined by the company’s East China sales team.

As the centre in Asia for Wild’s flavour creations and R&D teams, the lab’s relocation is part of an increased focus on the development of natural, nature-identical and artificial flavours using Chinese and Asian profiles.

In its new establishment it will be more closely aligned with the R&D work on key accounts in East China. Wild China’s flavour compound manufacturing facility will remain in Beijing, servicing much of the Asia Pacific region.

Buyers at Chinaplas 2011.

Pepsi sponsors Chick Mountain, a popular Thai music festival.

Meantime, competitor Big Cola reports a big increase in sales in Thailand and is targeting a full year boost of 20% on last year. This has been helped by the introduction of a new 360ml PET bottle.
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New national beverage company for Mexico

GRUPO Embotelladoras Unidas, S.A.B. de C.V. (GEUPEC), Empresas Polar and PepsiCo have entered into an agreement under which they will form a joint venture, creating a nationwide beverage company in Mexico. The new company will combine PepsiCo-owned beverage manufacturing and distribution operations in Mexico with those of GEUSA, the other Pepsi bottler in Mexico and a subsidiary of GEUPEC. Empresas Polar, the largest food and beverage company in Venezuela and a longtime leading bottler of Pepsi-Cola products in that country, will have an equity stake in the joint venture.

The portfolio of carbonated and still brands includes Pepsi, Gatorade, 7Up, Lipton, Mirinda, Santorini, Squirt, Electropura, ePura and BeLight. The broad scope of its distribution network will reach 950,000 points-of-sale and into 1.7 million households with its direct-to-home delivery system. Its 36,000 employees will operate 287 distribution centres and more than 17,500 sales and delivery vehicles.

“We are confident that the strong partnership between GEUPEC, Empresas Polar and PepsiCo will represent great growth opportunities, make us more competitive and innovative, and allow us to provide excellent service to our customers and consumers,” said Juan Gallardo, Chairman of GEUPEC.

“We are committed to playing an important role in this joint venture, supported by our operational expertise in the food and beverage industries,” said Lorenzo Mendoza, CEO of Empresas Polar. “With our long term vision and great partners, we are confident in building a highly competitive beverage company for all stakeholders in Mexico.”

“This new business model will allow us to create synergies and streamline our supply chain,” said Pepsi Beverages Company CEO Eric Foss. “We’ll also be quicker, more agile and better able to meet the changing demands of today’s consumers.”

GEUPEC will initially maintain a majority interest in the joint venture, whose governing board will include representatives of the three equity partners. Miguel Antor, current CEO of Pepsi-Cola Venezuela, a unit of Empresas Polar, has been designated CEO of the new joint venture. Antor’s extensive experience in this market includes a 20-year career at Empresas Polar as well as serving as marketing director for PepsiCo’s Mexican beverage business.

This transaction is subject to approval by the Federal Competition Commission of Mexico and is expected to be completed by the end of this month.

“We’re tremendously excited about our partnership with PepsiCo, and believe that this relationship will play a significant role in growing the Stevi B’s brand at a pace that’s outperforming industry norms,” said Matt Loney, President of Stevi B’s. “Pepsi has a focused approach to relationship marketing, and we’re confident Pepsi will provide the partnership, integrated marketing support and customer service we need to take Stevi B’s to the next level.”

“PepsiCo was happy to provide the franchise with the right culture, the right marketing activation, and the right guest-relevant, standardised beverage lineup. We believe PepsiCo brings added value to the Stevi B’s business, and we’re excited about the partnership,” said Stacy Reichert, Senior Vice-President and Chief Customer Officer of PepsiCo’s Foodservice division.

Functional buy and new subsidiary

SUNSWEET Growers Inc of Yuba City, California, has acquired Function Drinks, a Southern California company known for its line of innovative, dietary supplement beverages. The purchase is part of Sunsweet’s ongoing initiative to help emerging beverage brands break through to mainstream success.

“We’re very excited about the Function brand, the people behind it and the growth potential that we can help unlock. We also believe Function gives us a great foundation on which to begin building a great portfolio of beverages,” said Tony Gerst, Leader of New Venture Initiatives at Sunsweet. At the same time Sunsweet has formed a wholly owned subsidiary named Disruptive Beverages Inc (DBI) to help drive the growth of developing beverage companies with strong products and ideas. Function is the first full acquisition as part of this plan and strong interest remains in finding additional emerging brands to add to its portfolio.

“As an award winning co-packer of the highest quality beverages, Sunsweet is familiar with new, innovative beverages and the companies who introduce them,” said Dane Lance, COO of Sunsweet Growers. “For beverage ideas and companies that we truly believe in and that we believe are innovative and have a chance to challenge the ‘beverage quo’ we’ve set up a new approach to help them on their way.”

Function co-founders Dayton Miller, Josh Simon, and Alex Hughes will continue to maintain leadership positions in the company which will operate on a fairly stand-alone basis. “We’re excited that Sunsweet has recognised the strong foundation Function has built,” said Function CEO Dayton Miller. “We look forward to tapping into Sunsweet’s vast experience to take Function to the next level,” added Function President Josh Simon.

Pizza chain signs with Pepsi

STEVi B’s, the premium pizza buffet franchise, has signed an agreement with PepsiCo for exclusive beverage pouring rights in all of its 44 locations. A Coca-Cola customer since 1996, the Atlanta-based company made the decision to switch to PepsiCo beverages after the 15 year relationship. Specific terms of the deal were not disclosed. Stevi B’s is owned by the private equity firm Argonne Capital, significant owner of IHOP franchises.

“We’re tremendously excited about our new partnership with PepsiCo, and believe that we’re positioned to offer our guests the highest quality beverages, Sunsweet is familiar with new, innovative beverages and the companies who introduce them,” said Lance, COO of Sunsweet Growers. “For beverage ideas and companies that we truly believe in and that we believe are innovative and have a chance to challenge the ‘beverage quo’ we’ve set up a new approach to help them on their way.”

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More stevia from Paraguay

PURECIRCLE of Chicago is expanding its stevia supply in the fertile agricultural lands of Itapúa, Paraguay, with the planting of the first 13 hectares of stevia in partnership with the Kress Group. The move is in keeping with PureCircle’s strategic goals to ensure the highest quality sources of stevia and broaden worldwide production.

The 13 hectares are in fields owned by the Kress Group. The company, headquartered in Asunción, Paraguay, is best known for its Frutika brand of fruit juices. Frutika owns approximately 20,000 hectares of land that are currently used to cultivate many crops today, and can accommodate future expansion for stevia. Additionally, Itapúa, located in Southern Paraguay and sharing a natural border with Argentina along the Paraná River, has the potential to become a leading stevia growing region as it has become for soy and other crops.

“Our agreement with Frutika is especially sweet because they are now a full supply chain partner,” says Fernando Chilavert, Managing Director for PureCircle South America SA. “In addition to being a customer, now they are also one of our farmers. So we have in a way completed a full circle, where a valued customer becomes a key supplier of our own, proprietary variety of stevia leaves.”

Frutika uses 100% Paraguayan fruit grown on its own plantations by approximately 4,000 farmers. “We believe we have found a solution, in stevia, that has its roots in this land, and can be the best option for producers, industry and of course consumers,” Cristina Kress, CEO of Frutika, said, adding: “PureCircle is very committed to Paraguay and to stevia. We are working with PureCircle to grow stevia in order to carry on our tradition of using ingredients that come from this land.”

Frutika’s light juices, sweetened with stevia by PureCircle, are now making their way to retail markets throughout South America, with expansion planned for Europe and Africa. “We believe that the world will ask for stevia, and it is our mission to provide it to people as a natural solution,” Kress said.

Frutika products, such as orange and peach nectar drinks, feature promotion of stevia on the label as well as the declaration of “60% menos calorías,” or 60% fewer calories.

In 2009 PureCircle signed an agreement with the Government Agency of the United States for International Development (USAID) and the governor of Itapúa and became the first company to gain growing rights in this important region. In 2010, PureCircle further established and expanded its stevia supply in Paraguay through additional long term contracts. The company has annually provided financial support to the Amigos de las Americas (AMIGOS) project in San Pedro, Paraguay to bring local health, education and development programmes to the region.

Volumes up, profits slide for Cotts

COTT Corporation reports that second quarter 2011 revenue was US$640 million compared to US$425 million last year. The Cliffstar business, which was acquired in the third quarter of 2010, contributed US$162 million of the increase in revenue. Operating income increased 10% to US$43 million.

Gross profit as a percentage of revenue was 13.8% compared to 17.3% last year and 13% for the first quarter of 2011. The year-over-year decline in gross profit as a percentage of revenue was primarily attributable to the adverse impact of higher commodity and fuel costs.

“Our second quarter results included volume and revenue growth both globally and in North America, Mexico and the UK, which more than offset lower volumes in Royal Crown International (RCI) during the quarter,” commented Jerry Fowden, Cott’s CEO. “Despite continued commodity and fuel cost headwinds, we remain focused on delivering another year of significant cash generation.”

In summary:
- Filled beverage case volume increased 27% (9% excluding Cliffstar) driven by higher volumes in North America, Mexico and the UK / Europe.
- Revenue increased 51% (9% excluding Cliffstar and the impact of foreign exchange).

Increased revenues were driven by higher volumes in North America, Mexico and the UK, which more than offset lower volumes in Royal Crown International (RCI) during the quarter.

- Energy drinks performed well.

Energy drinks performed well.

- UK-filled beverage case volume increased 7% to 54 million cases. Revenue increased 25% to US$126 million (15% excluding the impact of foreign exchange), driven by increased volumes and a continued favourable product mix. Revenue in the energy and sports isotonic categories increased 36%. Operating income was US$11 million.
- In Mexico filled beverage case volume increased 17% to 12 million cases. Revenue increased 15% to US$16 million (7% excluding the impact of foreign exchange).
- Volume in decline is RCI concentrate which dropped 33% to 62 million cases primarily due to the timing of shipments. Revenue declined 24% to US$7 million. Operating income was US$2.1 million.

Packaging joint venture

The Dow Chemical Company of Midland, Michigan and Mitsui & Co Ltd, of Tokyo, Japan, have announced a new joint venture and execution of a Memorandum of Understanding (MOU) aimed at providing innovative and sustainable product solutions to the global high-performance flexible packaging, hygiene and medical markets. This represents the world’s largest biopolymers play and is Dow’s largest investment in Brazil, a country in which Dow has operated successfully for more than 50 years.

Under the terms of the agreement, Mitsui would become a 50% equity interest partner in Dow’s sugar cane growing operation in Santa Vitória, Minas Gerais, Brazil. The initial scope of the joint venture includes production of sugar cane-derived ethanol for use as a renewable feedstock source, bringing new, biomass-based feedstocks to Dow while diversifying the company’s raw material streams from traditional fossil fuels. When complete, Dow and Mitsui will have the world’s largest integrated facility for the production of biopolymers made from renewable, sugar-cane derived ethanol. The project aligns with Dow’s goal of developing low carbon solutions to meet the world’s energy and climate change challenges.

The first phase of the project includes the construction of a new sugarcane-to-ethanol production facility in Santa Vitória. Construction is expected to commence in the third quarter of 2011.

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Blow moulding gathering

THE Society of Plastics Engineers (SPE) will be holding its 27th Annual Blow Moulding Conference and Exhibits at the Chicago Marriott O’Hare on 12th to 13th October 2011. Perfecto Perales, Senior Director Packaging Research, Kraft Foods, will be giving the keynote presentation ‘Driving Growth and Consumer Satisfaction Through Packaging Innovation.’ Perales is responsible for global packaging research, packaging equipment development and packaging open innovation as a member of the Kraft Research, Development and Quality Extended Leadership Team.

One recent example of packaging innovation is Kraft’s Mio branded liquid water enhancer (pictured). The launch created a new beverage category which enables individuals to ‘personalise’ their water with flavour alternatives. Mio flavour concentrates are delivered in a uniquely-shaped blow-moulded bottle with a flip-top closure. The package includes a non-drip silicone valve and a full-body shrink sleeve label.

SPE’s two-day annual event will also include the following highlights: technical/business overviews; packaging machinery advancements; coextrusion and injection blow moulding technology, packaging sustainability and recycling, and barrier technology.

Tyson trying everything

THE SoBe brand from PepsiCo and iPhone game developers, RockLive, are giving boxing, gaming and all-around fans the chance to be the first person in the US to train with Mike Tyson, thanks to a new SoBe-inspired game within the current Mike Tyson: Main Event experience. Dubbed the SoBe ‘Try Everything Challenge,’ the free new mini-game, available now, is inspired by the brand’s flavours and brings to life the brand’s ‘Try Everything’ campaign by inviting thirsty gamers to compete for the chance to train with the legendary boxer this autumn in Las Vegas.

Tyson said, “I’ve trained with some fans in Europe and really enjoyed teaching my boxing techniques. RockLive has made it possible for my first American fan to train with me for SoBe’s ‘Try Everything Challenge.’ This fan better be prepared to try everything in the ring.”

In brief…

First Beverage Group has purchased a stake in San Francisco-based Purity Organic Juices. Purity Organic Juices was founded in 2006 as an offshoot of Purity Organic Produce, the largest supplier of tree-picked fruit in the world. As part of First Beverage’s investment, Purity’s juice and produce units will become two separate entities; the juice unit will retain the ability to use the Purity trademark for its current and future offerings.

The International Dairy Foods Association (IDFA) has announced a promotional partnership with Brasil Alimenta International Week to cross-endorse the two trade shows. As part of the co-promotional agreement, IDFA will be attending Brasil Alimenta International Week that will take place from 10th to 13th April 2012 at Parque de Eventos Bendo Gonçalves, Brazil.

Brasil Alimenta International Week attracts more than 9,000 trade visitors and 220 exhibitors. The event is renowned for creating networking opportunities for Latin American companies. This partnership is just one of many ways IDFA has boosted the international marketing for the International Dairy Show 2011 that takes place this month from 19th to 21st September 2011, at the Georgia World Congress Center in Atlanta, Georgia.

The International Bottled Water Association (IBWA)’s consumer website www.bottledwatermatters.com has released a new YouTube video, ‘From Tap to Bottled Water,’ that dispels a myth repeated by some anti-bottled water activists that bottled water which comes from municipal water sources is just tap water in a bottle. An entertaining and amusing teenager conducts a tour of a bottled water plant that shows viewers the many complex steps necessary to turn municipal tap water into a finished, purified bottled water product. She encourages the viewers to decide for themselves if it’s just tap water in a bottle.

Visitor numbers to Expo Pack México 2011, held from 21st to 24th June in Mexico City, increased by 23% compared to 2012 according to show owner and producer PMMI. There were more than 900 exhibitors. Charles D. Yusk, President & CEO of PMMI, said: “Attendance exceeded expectations. And the growth we achieved shows an optimistic outlook by food and consumer goods producers in Latin America.” Yusk added that Central American visitors increased for the second year in a row, with buying groups attending from Guatemala, El Salvador and Costa Rica as well as the Mexican States of Puebla, Queretaro and Hidalgo.

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Ingredients

Consumers seek efficacy in functional drinks

The latest international Beneo research study into functional beverages, shows that consumers, no matter their nationality, expect prolonged and balanced energy as well as mental performance enhancement from their functional beverages. The quantitative research, carried out across Germany, the UK and the US, focused on the benefits consumers expect from their energy, sports and functional water drinks.

The research results show that ‘prolonged energy’, ‘balanced energy’ and ‘mental performance’ are ranked highest as benefits respondents expect from their sports, energy and functional water drinks. The company’s Dr Christian Niederauer, Market Research Manager, said: “Only slight differences in priorities are recorded across the beverage sectors in our consumer research, but the message remains clear – functional beverages need to deliver new forms of energy provision and mental performance if they are to prove successful in the long term.”

As the graph shows, German, UK and US respondents favour ‘prolonged energy’ and ‘balanced energy’ as the top benefits for sports drinks. When consuming energy drinks, all respondents place high importance on ‘prolonged energy’. Only the US favours ‘mental performance’ more. The provision of ‘balanced energy’ is rated highly by the respondents when consuming functional waters.

This quantitative study shows that the non-cariogenic benefits of drinks score well in all countries. In particular, US respondents favour tooth-friendly sports drinks (76%), whereas German and UK participants prefer their functional waters to deliver tooth-friendly benefits (Germany: 78% and UK 86%).

The frequency with which energy, sports and functional water drinks are consumed differs dramatically in the UK, US and Germany. With 30% of the US respondents frequently consuming sports drinks each month, this beverage category seems to be the most favoured one for the US market (energy drinks 18% and functional waters 20%). German and UK respondents also show a difference in their frequent monthly consumption, with 31% of Germans preferring functional waters (energy drinks 23% and sports drinks 24%) and more than a third (36%) of UK respondents choosing to consume an energy drink (sports drinks 31% and functional waters 16%).

It seems that all countries are agreed that sports beverages are best consumed during sport (62% of German, 51% of UK and 60% of US respondents). However, German respondents feel the need for an energy boost during the evening, with 52% consuming an energy drink, as opposed to UK and US respondents, who prefer to drink theirs during the day, or at work (UK 49% and US 62%).

The consistency of need across all respondents for prolonged and sustained energy might in part be due to the lack of energy felt across the nations. The female respondents in the study feel ‘lacking in energy’ the most (USA 47%, UK 43% and Germany 39%). However, this lack of energy crosses ages in all countries, independent of gender. In Germany teenagers are struggling the most (43%) with low energy levels, while in the UK and the USA the groups aged 20-29 and 30-39 years respectively are feeling they lack energy the most (UK 45% and USA 44%).

Beneo’s next generation carbohydrate Palatinose (generic name: isomaltulose) provides the full carbohydrate energy in the form of glucose over a longer period of time.

Heart health collaboration

PROVEXIS plc is entering into an agreement with DSM Nutritional Products to develop a new ingredient based on DSM-owned intellectual property. Provexis will develop the naturally-derived casein, progress through clinical trials and gain the necessary regulatory approvals. The partners will together identify the most appropriate commercialisation arrangements before the product is launched.

This marks a second collaboration for the two companies, after Provexis’ proprietary heart health technology Fruitflow was licensed to DSM in 2010. The acquisition serves to further strengthen Provexis’ pipeline of innovative technologies for the functional and medical foods sectors. This now includes a plantain-derived extract for the treatment of Crohn’s disease and work on an ingredient derived from cruciferous vegetables for cardiovascular inflammation. This latter research is being conducted in collaboration with the Institute of Food Research, Norwich, UK.

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Agave's sweet potential

ANALYSTS Innova Market Insights reports there is increasing interest in agave nectar (also known as agave syrup) as a sweetener ingredient in a wide range of product launches, including soft drinks.

Agave made up about 3% of the sugar and sweetener launches recorded globally on the Innova Database (www.innovadatabase.com) in the 12 months to the end of March 2011, with a noticeable increase in interest in the US market in particular; where the number of launches doubled over the same period, although from a relatively small base. In addition the UK, Spain, France, Finland and Hungary all saw the launch of agave sweeteners in the 12 months to the end of March 2011. Agave nectar or syrup is commercially produced mainly in Mexico and South Africa from several species of agave and it is 1.4 to 1.6 times sweeter than conventional sugar (sucrose), with a lower glycemic load (similar to that of fructose), allowing it to be marketed as a healthy natural sweetening alternative. It is sold in light, amber, dark and raw formats, with the majority of products also being organic, building on the natural image, and it is also widely marketed on its vegan status.

According to Lu Ann Williams, Head of Research at Innova Market Insights, agave nectar still makes up only a very small part of the sweetener market, but recent years have seen it emerge from the specialist health food sector and into the mainstream market in many countries. While the natural, healthy, low GI image presented would seem to offer good prospects, she contends that it is also in a highly competitive market place, and in the face of some ongoing adverse publicity about safety issues, including its high fructose content and its highly processed nature, its future still hangs in the balance.

Cost effective

GLOBAL ingredients supplier, National Starch Food Innovation, has introduced a starch-based solution Precisa Pulp 02 to be used in a variety of fruit juice bases, including peach, apricot guava, pear, and mango. This economical texturiser has been developed to replace costly fruit pulp.

Mona Rademacher, European Marketing, Beverages, National Starch Food Innovation, explained: “Exotic fruit juice flavours, such as guava, apricot and mango are very popular amongst consumers in the Middle East and pear-flavoured beverages hit the mark with European consumers as they have a local, home-grown appeal. We are delighted to be able to offer manufacturers the chance to meet these demands, helping them create cost-effective beverages with the consistent quality, texture and flavour desired by consumers.”

Global distribution for natural flavour

PURECIRCLE, developer, producer and marketer of high purity stevia ingredients, has announced a multi-year global distribution agreement with Firmenich, the privately-owned fragrance and flavour company, to accelerate the commercialisation of the company’s new natural flavour, NSF-02.

Earlier PureCircle announced the launch of its new PureCircle Flavours product line, including NSF-02 which is designed specifically to work well in combination with its high purity stevia sweeteners, Reb A and SG-95, and sugar or high fructose corn syrup. The flavour modifier, in combination with PureCircle’s high purity stevia sweeteners, is said to deliver a range of better tasting, low cost, natural product formulations, with reduced calories.

Under the agreement, Firmenich will have exclusive rights to market NSF-02 both as a stand-alone ingredient and within the company’s flavour systems. PureCircle will retain rights to distribute directly in select accounts. Also, as part of the agreement the two companies will further collaborate on marketing and regulatory activities that will accelerate the adoption of the new flavour modifier across global markets, beyond the US where NSF-02 has FEMA GRAS status.
Natural sweet essence

TREATT has launched TreattSweet to improve the sweetness and flavour of products sweetened with stevia and other sweeteners. According to Treatt this ingredient 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 from natural ingredients, TreattSweet is water soluble providing a mild, sweet, fruity flavour to juices and waters. The ‘water white’ nature of this aqueous distillate makes it particularly suitable for formulating clear beverages.

TreattSweet can be incorporated at levels of 1000 ppm upwards to create an overall fruity, sweet effect without introducing any dominant flavour notes. At lower levels between 100 and 250 ppm, the ingredient adds mouthfeel, while intensifying sweetness levels by approximately 1.5 Brix.

In brief...

- Lonza reports its International Patent Application WO 2011/038898 was published by the World Intellectual Property for Larch Arabinogalactan (LAG). The application contains patent claims relating to LAGs (contained in the company’s ResistAid ingredient) positive effect on the adaptive arm of the immune system prior to, during and after, exposure to foreign antigens. Bryan Rodriguez, Technical Marketing & Scientific Affairs, said: “ResistAid plays a critical role in priming the immune system so it is better able to respond when challenged by a foreign antigen. This immunomodulatory approach, as opposed to over-stimulation (or hypersensitivity), helps prevent potential damage to the host cells.”

- Treatt has released its new Watermelon Extra 9728 Treattarome, a 100% natural, FTNF (From The Named Food) clear distillate delivering a fruity, juicy character with balanced flowery and fruity backend notes. Wholly distilled from the watermelon species Citrullus lanatus, Treatt says Watermelon Extra 9728 has been specially developed to deliver a riper flavour; bringing a more leafy, fruity, pulpy, mouthfeel than its complementary flavour Watermelon 9724, which carries a “more rindy, strong flowery front end.”

- Azelis has become the exclusive distributor in Greece for global functional ingredient supplier National Starch Food Innovation. Azelis will supply the company’s full range of nature-based, specialty starches to the Greek food and beverage industry. With a partnership going back over 25 years, Azelis represents National Starch Food Innovation in France, Poland and the Ukraine and was more recently appointed in Russia in 2008.

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Juices & Juice Drinks

Most trusted

**INDIA** Maaza, the country’s leading mango juice drink brand from Coca-Cola India, has won the coveted ‘Most Trusted Brand Gold Award’ at the Readers Digest Brand Awards 2011. Maaza received the Gold Trusted Brand award in the Juice segment of the Food and Beverage category at a glittering award ceremony organised in Mumbai. Malcolm Mistry, Publishing Director, India Today Group, and V. Murali, CGM, Personal Banking, State Bank of India, presented the award to Andriy Avramenko, Vice-President – Juice Business, Coca-Cola India & South West Asia and Milind Pingle, Senior Vice-President – Central Region, Hindustan Coca-Cola Beverages Pvt Ltd.

Andriy Avramenko said the award is a genuine recognition of consumers’ approval. “This award is an acknowledgement of brand Maaza’s appeal across consumer segments as a delicious mango juice drink. Over the years, Maaza has been synonymous with the goodness and delicious taste of mangoes, making it Coca-Cola’s flagship fruit beverage and also India’s largest selling juice drink that is enjoyed and relished by every mango lover. The Readers Digest Most Trusted Brand Gold Award validates the quality of Maaza and is a genuine recognition of our consumers choice and reinforces Maaza lovers’ confidence and love for the brand.”

Flavour addition

**UAE** Masafi Juice, part of the group which has become one of the key beverage suppliers in the Middle East, has added a Honeydew Melon flavour to its range. Presented in Tetra Pak, there are two sizes: 250ml single-serve and 1 litre home pack.

Natascha Edelmann, Masafi’s Head of Marketing, claimed that honeydew melon was “an excellent choice for weight control and general health”, with several possible health benefits. “The launch follows detailed consumer insights and market trends, both qualitative and quantitative, and reinforces our commitment to extending value and choice to our customers,” she said.

The juice also provided several key nutrients beneficial for healthy skin, said Edelmann.

Masafi categorises its new offering within the ‘energy boost’ sector which also includes Masafi Orange and a blend of guava, lychee and pear. Other sectors in the Masafi juice portfolio are ‘rejuvenating effect’ and ‘vitalising effect’.

Crystal Falls

**SOUTH AFRICA** Pacmar’s Crystal Falls juice range is continuing to think outside the square in its promotional programme. One initiative has been to support the introduction of Zumba dancing classes – increasingly popular throughout the world – at a South African gym. Most of the promotional activities are aligned to the Crystal Falls philosophy of healthy living which Pacmar sees as epitomising the brand.

The company’s marketing team also builds on opportunities such as a magazine highlighting a study on the benefits of cranberry juice in fighting urinary tract infection. They pointed enthusiastically on the brand’s blog to the ready availability of Crystal Falls Cranberry.

Crystal Falls is packed at a plant in Wellington, Western Cape.

Disney-branded

**UK** Calypso Soft Drinks has introduced a range of Disney-branded cup juice drinks following research which highlighted the need for new juice drink formats at value-for-money prices.

The new 185ml cup drinks feature characters from Disney/Pixar’s Cars and Disney Princess. There are four flavours: Orange, Strawberry, Apple and Blackcurrant. With no added sugar, Calypso cups are said to be ideal for parties and lunchboxes.

Barbara Down, Head of Marketing at Calypso commented, “Calypso cups are very much back on the radar – they stand out as the affordable, quality juice drink and the cups format offers a strong nostalgic element cherished by mums. The inclusion of Disney characters further enhances desirability and relevance with its movie magic and likeability among kids.”
Single vineyard juices

NEW ZEALAND Production of grape juice as an adjunct to wine is a time-honoured tradition for the winemaking industry in some parts of the world. However, many wineries have in recent years tended to exit juices as they focus on core strengths.

Not so at Heron’s Flight, a renowned premium wine producer in New Zealand’s Matakana district, north of Auckland. It has taken its burgeoning juice operation to a new level, introducing classy 250ml bottles with impressive labels.

The family-owned vineyard is renowned for its packaging innovation. For instance, some wine bottles in the past have been enhanced by pewter heron logos. Heron’s Flight is also renowned for its ‘fill your own’ days and ultra-loyal customer base.

Over the years, co-owners Mary Evans and David Hoskins have taken an innovative approach, complementing their wines with products such as olive oil, red wine vinegar; grape jelly and quince ratafia.

Heron’s Flight Grape Juice was introduced in 2004 and has grown rapidly. So much so that eldest son Luke Hoskins, who reminisces about weekend commutes from the city to tend infant vines when he was young, has now built a separate division.

This year he has produced two single vineyard juices: Single Vineyard Sangiovese, sourced from the Heron’s Flight vineyard at Matakana, and Single Vineyard Merlot, whose fruit comes from contract grower Barry Hoy’s vineyards in the Esk Valley, Hawke’s Bay, another of New Zealand’s premium winegrowing regions.

For children

CZECH REPUBLIC Mattoni has launched a new juice drink for children, developed in co-operation with Czech paediatricians.

The Aquila Bimboo Frutta range is available in three flavours. The high fruit content means there is no need for added sugar or artificial flavours, making it a healthy alternative to many children’s drinks. The product is filled on a Krones aseptic filling line and contains no preservatives or other chemical additives.

The 33cl PET bottle features labelling with popular children’s movie characters Shrek and Jack Sparrow. A standard Original 30/25 sport cap from Aptar completes the package, making it both fun and practical.

Mattoni has a long-standing relationship with Aptar and has been successfully using the 28mm Original sport cap on its leading brands for several years.

See-through

UK In a first, supermarket Sainsbury’s has launched new 1 litre juice packaging with four see-through windows that allow for simple portion control and ensure that customers enjoy their five-a-day. Using the windows on the side of the carton as a guide, customers can quickly measure a glass of fruit juice.

Heron’s Flight Grape Juice, Merlot and Sangiovese.

Hoy is an enthusiastic supporter of the juice business and is working with Luke Hoskins to make juices from other grape varieties, starting next vintage with sauvignon blanc, a New Zealand classic.

3D for Minute Maid

CHINA Consumers are being wowed by three-dimensional effects in a new television commercial for Minute Maid, the global juice brand which is a huge seller throughout China, especially in urban areas.

In an international link-up which reflects the brand’s own credentials, the Shanghai agency BBH commissioned Am I Collective, an illustration and animation studio based in Cape Town, to create the advertisement. In turn, Luma Animation was commissioned to assist with 3D aspects of the commercial.

“One big animation team was required to complete the job within a tight deadline,” said Am I Collective Director Christiaan Venter. The company had already developed stylistic treatment for the print aspects of the campaign. It needed to convert this into an action TVC, enhanced by the three dimensional approach.

One of the biggest challenges, said Venter, “was to translate the look of the iconic Minute Maid burst into motion”. Luma developed liquid simulations of mouth-watering oranges and juice, which were then incorporated with live action shooting in Hong Kong.
Energy & Sports Drinks

Endorsement

USA Gold-medal decathlete Bryan Clay says he is “a person that truly believes in doing things naturally,” and ZICO says the company is proud that one of the world’s greatest athletes has chosen to be ‘naturally powered’ by ZICO Coconut Water.

“With all of the electrolytes packed into a 14oz bottle of ZICO, I’ve been able to find a way to replenish my body with natural ingredients to help boost my performance on the track on a daily basis…Growing up in Hawaii, we would grab coconuts and drink the water directly from them, so I’ve been a big fan for a long time,” said Clay.

Bryan Clay.

Campaign controversy

AUSTRALASIA An Australian energy drink supplier has come in for some criticism because a marketing campaign and product name are almost identical to a promotion undertaken by a New Zealand online independent power retailer. Power Beverage’s Seize Power drink cans feature the same, much used, image of South American revolutionary Che Guevara, with a similar background.

Powershop have taken a fairly laid-back approach to the problem, saying that they did not plan any action but confessing to be miffed that Power Beverage had also repeated the smiley face logo Powershop had added to the iconic beret. And Power Beverage posted a comment on its Facebook page, reading: “Seize Power and Power-Seize Power energy drink.

shop recognise they have very similar ‘smiley face’ beret logos.

“While both designs are not new, each was unaware of the other until recently. Both businesses operate in a different space and Seize Power will have alternative beret designs for future production.” Seize Power is available in 300 and 500ml cans. It is produced in New Zealand for sale in both countries.

10 years

UK Leeds-based energy drinks brand, Boost Drinks, is celebrating its 10th anniversary. Established in August 1981 to fill a gap in the market for quality energy drinks at an affordable price, Boost Drinks has grown with reported annual sales up 44% year-on-year and an annual turnover of £16.1 million.

To celebrate the anniversary Boost has a range of promotional activity planned with cash & carries and wholesalers across the country. This includes depots competing to create the best Boost display for the chance to win a cash prize, supported by a consumer campaign across 9 key cities in the UK, including Leeds, Manchester, Bristol, Glasgow and Cardiff.

Boost has successfully built long-term relationships with independents as key accounts. The company now has a full distribution network of leading wholesalers and cash & carries serving independent and multiple retail trade alike, covering forecourts, convenience stores, CTNs and off licenses.

Simon Gray, the company’s Managing Director and Founder, said: “We wanted to celebrate and to say a big thank you to all our customers, and the best display activity we have planned, is not only a fun way to get them to further engage with the brand and to involve them in our special birthday celebrations, but also acts as a nice incentive and reward for staff at the competing depots. We look forward to judging their eye catching displays and to celebrating with the winning depots.”

Griffin power

SOUTH AFRICA They’re talking of ‘griffin power’ as Coca-Cola South Africa refreshes the image of its Power Play energy drink. The re-branding is, the company explains, focused on strengthening Power Play’s reputation through self-expression, aspiration and empowerment.

The Griffin Movement campaign has been rolled out in two phases, the first being the griffin’s introduction through graffiti walls, blogs and other social networking platforms, backed by public relations activity. A television commercial explained the griffin philosophy which reflects the movement’s ‘do things differently’ approach.

A second phase is introducing real-life heroes who advocate living outside the norm.

“We felt the need to expressively change our business and to take advantage of the new competitive environment and the opportunities it presents,” said Brand Manager Yigit Yokus.

“Having decided to transform on the business front, it seemed logical to align the branding as well. The new logo is about creating bigger goals and visions, non-stop expansion – just as the griffin has a keen vision and tenacity.”

Power Play’s griffin.

Seize Power energy drink.
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Kids go free

UK Scottish water brand, macb’s on-pack summer promotion has allowed children under 16 no-cost entry to some of the country’s top attractions, beginning with Scotland’s premier adventure playzone, Xscape at Braehead, Glasgow.

The ‘Kids Go Free with macb’, promotion appeared on limited edition 500ml bottles of still Strawberry & Kiwi and Lemon & Lime. Consumers have been able to take advantage of three free downloads online, with no restriction to the number of redemptions.

“We wanted to create an on-pack promotion that shows macb understands its consumers and the challenges of entertaining their kids over the long summer holidays with good quality family days out...” said Kenny Webster Managing Director. “With Xscape we’ve managed to do just that. ‘Kids Go Free’ represents a brilliant saving that families will really appreciate, especially over the busy – and notoriously expensive – summer months.”

Made from Scottish spring water, macb is available in a variety of formats and fruit flavours, including Apple, Peach, Strawberry and Kiwi, Mandarin, Pear and Cranberry and Raspberry.

PlantBottle debut

SOUTH AFRICA Coca-Cola South Africa has used the opening of its new Valpré production facility in Heidelberg to introduce The Coca-Cola Company’s fully recyclable PET beverage container, the PlantBottle, to South Africa. This is the tenth market for the bottle and the first on the African continent.

As we reported when the plant construction was planned, this facility is strategically sited to improve access to retail outlets in the Gauteng region. Heidelberg, whose water source meets the Valpré profile, is to the southeast of Johannesburg.

The plant is currently undergoing LEED certification (Leadership in Energy and Environmental Design), in line with its green approach. The design maximises recycled materials and makes optimal use of water and solar energy. It also has a ‘zero to landfill’ target.

At the opening, Ms Bomo Molewa, South Africa’s Minister of Water and Environmental Affairs, said the new production facility and PlantBottle’s launch supported “government’s mandate to create infrastructure, develop skills, increase the number of women in the workforce and ensure sustainable development with a focus on minimising the impact on the environment. It is a notable example of the kind of development that we encourage all South African industries to adopt.”

Carbon neutral

UK Llanllyr Water Company, which bottles the Llanllyr SOURCE brand, has taken another step as part of its ongoing carbon footprint reduction programme which began in 2008. Having already reduced its footprint by more than 40% since 2009, the brand is now working with Carbon Clear on a hydro-energy carbon offsetting project in Turkey.

Patrick Gee, Llanllyr’s Sales and Marketing Director, said, “Our focus has always been on environmental issues – indeed, we were the first water company in the UK to draw all our water from organically certified land.”

The company recycles 91% of its total waste, its 17% lighter bottles are made up of 30% recycled glass and its boxes are made from 90% recycled cardboard.

Gently carbonated, Llanllyr SOURCE has been drawn since 1180 AD from the same springs beneath certified organic farmland in Llanllyr, Talsarn, in West Wales.

Coconut sparkles

USA LaCroix Sparkling Water, producer of flavoured sparkling water drinks, has launched a coconut variant. As with others in the range (Pure, Lime, Orange, Lemon, Berry, Cranberry-Raspberry and Grapefruit) the coconut flavour is all-natural, caffeine-free, calorie-free, sugar-free and sodium-free.

LaCroix Water is looked upon as a go-between to the many diet sodas and sparkling beverages on the market, providing consumers with a healthy, 100% natural beverage. Plus, by being the leading sparkling water in a can, LaCroix claims to be the most environmentally friendly choice among sparkling waters.

LaCroix’s water is triple-purified sourced from 12 regions around the US. It is bottled and carbonated with all-natural extracts and has a lower alkaline level than club soda or seltzer.

Llanllyr has markets in over 25 countries.
Pure in a can

**USA** New Age Beverage distribution company has launched Just Pure Water; an unsweetened, zero-calorie purified water infused with the natural essences of three popular flavours: lemon-lime, orange or berry. Just Pure Water contains no preservatives.

The uniqueness of Just Pure Water is not only its natural, crisp taste but also its packaging of noncarbonated water in cans from Broomfield, Colorado-based Ball Corporation.

“Packaging our Just Pure Water in aluminium cans was the natural solution for our company,” said Scott LeBon, President and CEO of New Age Beverage. “Selecting the purest of natural ingredients for Just Pure Water and then offering it in recyclable aluminium cans combine the best that Mother Nature can offer in a package that is environmentally friendly and convenient. We are proud to have Sprouts as our first natural market chain to be selling Just Pure Water in Colorado and Arizona.”

Each Just Pure Water flavour features a sustainability fact about cans. For example, the Berry flavour asks “Why water in a can?” with the response: “Total average recycled content in aluminium cans made in the US is 68% – the highest of any beverage container.”

Teeing off

**UK** Highland Spring, the UK’s leading produced brand of bottled water, has bolstered its links with golf with the announcement of two new sponsorship deals with IMG Golf and the Scottish Golf Union (SGU).

The SGU deal will see Highland Spring become the official sponsor of the Junior Masters, Scotland’s biggest national handicap event for boys and girls aged under 16 and a supporting partner of club-golf, the national junior golf programme. The Highland Spring Junior Masters Grand Final takes place at Gleneagles on 9th October 2011.

The brand will be working closely with the SGU to inspire and motivate youngsters to take up golf as well as champion healthier drinking habits. Highland Spring supports all SGU’s events programme, including the Scottish Amateur Championship at Western Gailes, which took place in August.

The new arrangement with IMG sees Highland Spring partner three of the biggest golf tournaments in the UK in a multi-year deal; the Ricoh Women’s British Open, the Johnnie Walker Championship at Gleneagles and the Alfred Dunhill Links Championship.
Carbonates

Sales soar

UK Sunkist’s nationwide marketing campaign launched for the crucial summer trading period has led to an impressive 62% sales uplift in the UK. Vimto Soft Drinks, which has had the brand in its portfolio since 2003, reports that independent retailers have benefited from the ‘Go Somewhere Sunkist’ campaign launched in May, which targeted teens and young adults.

Sales and distribution of Sunkist have consistently grown since it relaunched to the trade in April last year with a bigger range of fruit flavours, new bright and bold packaging and a new marketing and distribution campaign focusing solely on the convenience sector. Sunkist’s year-on-year sales to April 2011 are up 103%.

Sunkist Brand Manager James Nichols said: “Retailers love Sunkist because its wholesale cost is very competitive at under 20 pence per can, which provides really impressive profit margins. They stock it in confidence because it’s a well-known international brand that has eye-catching packaging that grabs the attention of the teenage impulse shopper. Consumers love its look, the range of flavours and the price.”

Sunkist also launched a new fully sleeved 500ml bottle for two of the brands most popular flavours, Orange and Summer Fruits.

Limited edition

TURKEY PepsiCo Beverages Turkey has launched a limited edition lemon and mint twist on the classic drink. The promotional Pepsi Istanbul cans, and flavour, are a seasonal product for summer 2011.

The 33cl cans, produced at Rexam’s Manisa Plant in Turkey, were designed by Hülya Avsar, one of the country’s most famous celebrities and spokesperson for local Pepsi campaigns. Rexam worked closely with Pepsi to produce the sparkling varnish technique, which is available for the first time in Europe on these limited edition cans.

“With Pepsi Istanbul only being available for the summer, it is crucial for us to have a distinctive and eye-catching design for the cans so that all Pepsi fans will see it and want to try the new flavour,” Gözde Kütük, Pepsi Assistant Brand Manager, explained. She continued, “The shimmering effect maximises the association with superstar Hülya Avsar; giving the cans a strong on-shelf impact and making it a unique and special experience for consumers.”

Pepsi Istanbul is sold exclusively in Migros Group supermarkets.

Premium

ANGOLA The Refriango group is taking a ‘Hollywood-esque’ approach to promoting its Flash range of premium carbonated juices. Flavours are presented in cans with a golden background and graphics that are akin to art deco philosophies, evoking a sort of ‘golden age of Hollywood’ effect. This is underlined in television advertising for the Flash range.

“Why drink champagne when you have Flash?” asks the marketing slogan, a tad rhetorically. Flavours in the range include Orange Tangerine, Tropical Twist, Pineapple Paradise, Passion Fruit Passion, Pink Guava and Citrus Fresh.

Blue support

ANGOLA The carbonate range Blue has built further on its strong musical credentials, not only in Angola itself but increasingly in Portugal and other Portuguese-speaking countries.

Events such as the Luanda Blue Fest and the Blue Road Show have been followed by Canta con Blue, a talent quest for high school youngsters. This has an emphasis both on artistic aptitude and Angolan culture, Refriango explained.

Support for individual Angolan artists, performing at home and abroad, has also been extended, notably through Blue’s heavily publicised association with Big Nelo, an Angolan rap artist who is regarded as a founder of the country’s hip-hop movement.

Big Nelo is building a presence in Portugal where he has been promoting his first CD, Karga.

Blue supports Big Nelo poster.
Seeing red

**ANGOLA** Refriango’s wide-ranging portfolio of soft drinks includes a cola range which is gaining market share. This is driven not only by its own marketing and presentation but also the high profile of the many other heavily-promoted Refriango brands and the company’s massive sales network.

Red Cola is presented as “a challenging and irreverent drink, filled with action and creative energy which stimulates the imagination and individual expression,” according to Refriango. “It refreshes and releases the best in us, so that we can always express ourselves and be ourselves.”

That positioning is borne out by Red Cola’s graphics and brand personality, as well as advertising, sponsorships and other initiatives.

Complementing the core Red Cola are Red-Coconut, Red-Lemon and Red-Zero, a flavour choice which accounts for the second marketing message of ‘Red Cola, the only Angolan cola with flavours’.

**Film philosophy**

**INDIA** Mountain Dew is collaborating with this summer’s most anticipated film *Zindagi Na Milegi Dobara*. The fantasy adventure film directed by Zoya Akhtar, features an exciting ensemble cast who discover ‘Darr Ke Aage Jeet Hai’, a philosophy to face one’s fears and explore new boundaries.

Commenting on the association, Alpana Titus, Category Marketing Director (Flavoured Carbonated Drinks), PepsiCo India Beverages, said *Zindagi Na Milegi Dobara* resonates strongly with the Mountain Dew proposition of Darr Ke Aage Jeet Hai. “The idea of three friends daring each other to overcome their fears and to try something new syncs with the brand thought.”

Farhan Akhtar, actor and the film’s producer (Excel Entertainment) said, “Very rarely you find a perfect fit between what a film is trying to say and the brand associated. *Zindagi Na Milegi Dobara*’s collaboration with Mountain Dew is one such fine example. Darr Ke Aage Jeet Hai is a philosophy that the film’s characters believe in and we are delighted to be associated with the brand as facing our fears is an integral part of the journey.”

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*Red Cola, taking on the giants in Angola.*

*Stars promote the film in Delhi.*
Adult

New look

UK Premium adult soft drinks producer, Bottlegreen Drinks Co has given its range a sleeker, more refined look. The cordial range features a larger logo and a distinct variant band to improve variant differentiation and for greater impact. The illustrations on the bottle have stronger colour definition and across the pressé range bubbles feature on pack to improve taste cues.

Simon Speers, Managing Director of Bottlegreen Drinks Co, said: “Our new look bottles have retained the unique style and sophistication consumers love about bottlegreen whilst providing a sharper and more distinct feel to drive purchase and a stronger brand presence on shelf. With a less cluttered look we hope that we will create wider brand awareness and consumers will be attracted to the refreshed feel.”

Bottlegreen Drinks has announced a 10.4% growth in total company year-on-year sales, moving the brand one step closer to its goal of building sales to £20 million by 2012. Sales of the brand’s award-winning cordial range have experienced an increase of 17.5%, with new flavours such as Red Cherry & Vanilla and Apple & Thyme being introduced to provide consumers with greater choice. The sparkling pressé range has also shown growth of 38% year-on-year for its 750ml bottle and 16% growth for its 275ml variants.

New adult entrant

AUSTRALASIA One of the region’s biggest beverage companies, the Lion group, has added weight to its soft drinks portfolio with the introduction in New Zealand of a new brand called Frusion.

While Lion focuses largely on beer, wine and spirits, with extensive production facilities in both Australia and New Zealand, it also has a number of juice, CSD and other soft drinks brands.

It has put more investment into this area in recent years, reversing a longstanding policy to focus on alcoholic beverages. This is due both to market changes and a growing desire to be seen as a full service beverages operator.

Frusion is marketed as an adult soft drink, reacting to market research which indicated that 88% of adult drinkers considered most existing soft drinks as being not adequately sophisticated for social occasions while 78% thought they were too sweet.

With a sugar content around 25% below the average CSD and stylish bottles with colour-coded geometric label graphics, Frusion is seen as meeting both the ‘sophisticated’ and ‘less sweet’ requirements. Three flavours are offered: Tropical Guava, Ginger Beer & Lime, and Soda, Lime & Bitters.

Teas

Refreshed

MALAYSIA & SINGAPORE Fraser & Neave has leveraged the market strength of its F&N Seasons iced tea brand by adding 500ml bottles, refreshed imaging and a six-week promotion under the banner of Chillax Beach2U. All four flavours are available in the new format: Ice Lemon Green Tea, Ice Peach Tea, Ice Apple Tea and Jasmine Green Tea.

The Chillax Beach2U campaign is a balance of tasting presentations, notably to motorists at petrol stations, and a contest where entrants showcase their creativity by submitting photos of their own Chillax moment and then getting friends to vote for their submission.

Jenny Wong, Assistant General Manager of Marketing for Fraser & Neave (Singapore), said the campaign was structured to add zest to daily life. “We all have our daily routines which can get overwhelming at times,” she said. “And once in a while, all we need is the chance to step out, hit the sand and the sea, sit back and chillax with a refreshing bottle of iced tea.”

The F&N Seasons range was doing very well, she said, because “nowadays more consumers prefer products that preserve freshness and pure natural qualities and their ingredients. With the tea, consumers can rest assured they are getting a great tasting, high quality product made from natural tea extracts.”
Super teas

NEW ZEALAND A finalist in the 2011 Global Beverage Innovation Awards, New Zealand’s Ti Tonics has extended its iced ‘supertea’ range, adding a slim-line 500ml reusable plastic bottle variant. The well-established Ti Tonics 350ml glass bottles continue to be sold, targeting the route trade and cafes, while the new PET line is aimed primarily at supermarkets, gyms and delis.

Ti Tonics markets its beverages as being not just refreshing and delicious but also ‘supercharged with extra-healthful ingredients’. Each bottle of Ti Tonic is presented as having the antioxidant power of five cups of green tea.

Four flavours are offered in the 500ml bottle: Passion Grapeseed & White Tea, Nectarine Grapeseed & White Tea, Pomegranate Grapeseed & White Tea and Blueberry Grapeseed & White Tea. Ti Tonics notes that, the grapeseed extract, a New Zealand product, adds further to the beverages’ health benefits.

Distribution expanding


The joint venture was formed by Vancouver-based GLG Life Tech Corporation, a major player in the development of high quality stevia as well as zero calorie food and beverage products, and China Agriculture and Healthy Foods Company. GLG holds a majority 80% stake in the joint venture. Called Dr Zhang’s All Natural and Zero Calorie Beverage and Foods Company – AN0C – it is headed by Dr Luke Zhang and a team of experienced senior executives recruited from the Chinese beverage industry.

The partnership launched an advertising campaign to promote the ready to drink iced teas, encompassing television, newspapers, internet and point of sale. Further zero and reduced calorie beverages are now being developed and introduced to the Chinese market.

Gravelocity

SOUTH AFRICA Bos, the iced tea renowned for its stylish packaging, was introduced only about 15 months ago. But already the range has become a nationwide seller in its home market and is reaching into new areas such as France. Contributing to its growing profile in South Africa is the brand’s recent alignment with gravelocity, a rather weird activity which has hit a very responsive chord with young consumers.

Bos has been running a promotional campaign which calls for entrants to post a video online of them participating in gravelocity, the key being to find a particularly dramatic place to indulge.

Prizes for top videos include iPads, iPods and supplies of Bos.

‘Crazy things in public places’ is the essence of gravelocity whose rules, according to Bos, run like this: face your opponent; place outer side of right feet next to each other; place hands into a ‘handshake’ grip; use your courage, agility and strength to throw your opponent off balance.

In slightly more mainstream activities, Bos has co-sponsored musical events such as the Up the Creek, Flamjangled Tea Party and Rocking the Daisies festivals. It also sponsored the Freedom Challenge across South Africa, an epic 2300km off-road mountain bike journey from Pietermaritzburg to Cape Town.
Dairy

From festival to multiple

**UK** A small, Essex-based premium milkshake producer has secured a listing with 200 Sainsbury’s stores across the country. Owner of the Shaken udder milkshake brand, Jodie Farran, says the distribution will “double its business overnight.”

All three flavours – Strawberry Stash, Top Banana and Chocolush – will be available in-store, with each outlet initially stocking about 25 units of the milkshakes. “This is such an exciting contract,” said Jodie. “We’ve had to work really hard to ensure our milkshakes are right for the multiples and now we can’t wait to see them on the shelf in Sainsbury’s stores all around the UK – it’s fantastic to know that even more people will have a chance to try them.”

For a business that began its life selling quality milkshakes to music fans at festivals in 2004, Shaken Udder has come a long way and this latest deal will mark a new chapter for the small producer.

**Organic with omega-3**

**NORTH AMERICA** Stonyfield, the leading organic yogurt company, has launched Stonyfield Organic Omega-3 Milk, made using Ocean Nutrition Canada’s MEG-3 brand Omega-3 EPA/DHA ingredients. Each 240 ml serving provides 50 mg of Omega-3 EPA/DHA – the nutrient that 69% of organic consumers indicated they wanted in their food, according to a recent survey by the Organic Trade Association and Kiwi Magazine.

Gary Hirshberg, President and CEO of Stonyfield Farm, said: “Stonyfield Farm has been a long-time champion of omega-3 fortified foods, since before we launched our DHA omega-3 baby yogurt in 2005. Three years later we launched the Stonyfield Greener Cow Project, a study which shows cows fed a diet higher in omega-3s produced milk with naturally higher levels of omega-3. We recognise the importance of getting the recommended daily dose of omega-3s for optimal health.”

Stonyfield selected Ocean Nutrition Canada Limited, the world’s leading supplier of omega-3 ingredients, as its fish oil partner. The Nova Scotia-based company sources Stonyfield’s fish oil supply from wild fish, sardines and anchovies caught off Peru in South America. This region is where the cold Antarctic waters meet the steep continental shelf and is one of the richest marine environments in the world.

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Ailish McKenna discusses how expectations can be managed between brands and their celebrity endorsers.

**What restrictions can reasonably be imposed on artists?**

The word ‘partnership’ can be used to describe a whole range of relationships in varying settings. In the area of brand endorsements, the word is commonly used to define the nature of the relationship between the Brand and the Artist chosen to endorse certain goods and services under that Brand.

Both parties entering into a media partnership have their own interests to serve. The hope and the intention is of course that a mutually beneficial and fruitful alliance will unfold. To achieve that result, there needs to be a careful balance of rights and obligations in the media partnership agreement.

**Negotiation**

Usually, the first stage of the collaboration will include the negotiation of the terms that govern the relationship and the putting in place of a contract which incorporates those terms. Everyone wants to keep contract negotiations to a minimum. A well-thought-out contract which captures the needs of the Brand, without overreaching, simplifies the contractual process and helps the Brand to achieve its objectives. If the terms are too onerous, an Artist can be left feeling hard done by before the partnership has even truly begun. An Artist can even be scared off if the Brand is seen to be demanding too much. Taking a reasonable approach when setting the parameters within which the parties are expected to conduct themselves should pave the way for a fair balance and expedite the signing of the contract.

Some examples of areas which often lead to protracted discussions and complications, which can be avoided, are set out below:

The length and breadth of the arrangement is of course key. The ‘rights package’ required by the Brand needs to be clearly identified and should be shared with the Artist in full upfront. The rights package comprises the services which the Artist is required to undertake, the usage and exploitation rights that the Brand requires, where and how those rights can be exercised and for how long. Along with financials, the rights package is the most fundamental aspect of the contract. Before the commencement of negotiations with an Artist, the rights package should be thoroughly researched internally, so that the rights actually needed are precisely identified and only those rights are put to the Artist. An exhaustive list of rights with reasonable limitations (e.g. time limits) offers more transparency and shows good faith, compared with the ‘kitchen sink’ approach.

**Restrictions**

In a commercial arrangement, it is of course reasonable for a Brand to seek to impose restrictions such as exclusivity provisions on the Artist. However, unless these provisions are reasonable in terms of sector, duration and area, they will not be welcomed and can be problematic – sometimes even unenforceable. The Artist’s representatives will carefully consider whether the Brand is paying enough to take the Artist out of the relevant market altogether for the life of the campaign.

‘Good behaviour’ clauses are often controversial. Every Brand needs to protect the reputation of its goods or services which will have taken considerable time and resources to build. As a chosen ambassador for the Brand, understandably there is an expectation that the Artist will uphold, and not tarnish, the reputation of the relevant goods or services. ‘Good behaviour’ restrictions can therefore be expected, but within reason. Balanced against the Brand’s need for protection, is the reality of the world in which
today’s celebrities live. The Artist is bound to have an immense public profile which involves a huge amount of day-to-day publicity and scrutiny of the Artist’s every act.

It is reasonable to impose penalties for a situation where an Artist intentionally does something in public during the life of the campaign which has a direct and serious negative impact on the Brand. The criteria for deciding whether an Artist has behaved ‘inappropriately’ is then not wholly subjective. However if the legal framework exposes the Artist to being sued over behaviour which not everybody would consider damaging, the Artist may find him/herself questioning whether the partnership is in fact ‘worth it’. There is therefore a careful balancing act to be undertaken when drafting ‘good behaviour’ clauses. A Brand also needs to consider whether the act of suing an Artist would create even more publicity and draw attention to the very issue that the Brand would prefer to be buried. So an appropriate remedy for intentional wrongdoing by the Artist would be termination of the agreement and, possibly, reimbursement of part of the fees depending on what value the Brand has received prior to the termination.

**Practical considerations**

No-one has a crystal ball to enable them to predict the headlines of the future, so the partnership will always be a leap of faith to some extent. However, there are also practical considerations which should offer Brands some comfort outside the legal framework. Brands will select Artists who want to work with them and contribute positively to their promotion. That is inherent in the arrangement. As well as the Brand’s reputation, the Artist will be keen to protect his/her own career and his/her own reputation both within the industry and publicly. It is not in the Artist’s interest to jeopardise the reputation of the chosen media partner.

An Artist will be accustomed to being at the forefront of the creative process in all aspects of his/her career. When it comes to endorsement partnerships, an Artist will expect to be treated in the same way. Whilst materials which go into the public domain are of course promoting and endorsing the Brand, they are still using the Artist’s image and public profile. Usually, the Artist will want to contribute to the process by way of approvals over materials using the Artist’s name, image or performance. Whilst the Artist does deserve some input, it would not be fair for the Brand to be put in a position where it is left high and dry with no campaign materials because of a stalemate over approvals. Again, a fair balance needs to be struck when drafting and agreeing the approval process. A practical solution is for the contract to offer reasonable approvals to the Artist (which can include short turnaround times, for example).

Brands are well advised to conduct sufficient due diligence when collating the rights package. The Artist will usually have other contractual commitments, restrictions and obligations already in place which will need to be taken account of. Often, a third party partner such as the Artist’s record company and/or publisher will need to be approached for permission alongside negotiations with the Artist, depending on the nature of the rights being granted to the Brand. Those third party rights need to be either addressed at the outset or carved out from the contract between the Brand and the Artist.

In our experience, on the whole endorsement partnerships can be very successful for both parties. The contract documenting the arrangement is, of course, a necessary evil. But, the process can be expedited and simplified if a pragmatic approach is taken from the beginning. An onerous legal contract may offer a high level of protection for the Brand in one sense, but a more balanced approach will shorten the negotiations and help to nurture a long-lasting and healthy partnership.

Bray & Krais is a niche entertainment law firm, specialising in live events, music, theatre and production. Ailish advises and assists primarily on recording, publishing, management, endorsement, live work and high-profile events.

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Health and safety update

UK legislation

There have been relatively few big health and safety cases over the summer but there are a few issues coming over the horizon which all those in the food and drink industry should be aware of. These include the Government’s health and safety reform proposals, changes to cost recovery principles and the notable prosecutions relating to Legionnaires’ disease.

Progress update on reform of Health and Safety in the UK

The Government’s proposals to reform health and safety in Britain were first reflected in Lord Young’s October 2010 report, ‘Common Sense, Common Safety’. The Department for Work and Pensions (DWP) has since taken over the mantle, announcing an extension to the scope of the changes in March 2011 with the publication, ‘Good Health and Safety, Good for Everyone’.

There are a number of proposals geared specifically at the food and drink industry in the UK which are worthy of analysis. A key provision of Lord Young’s report included the combination of health and safety inspectors and food safety inspectors within a local authority, with the intention of reducing the inspection burden on businesses and improving the efficiency of local authority resources. A progress report published in July 2011 by the DWP notes that a joint statement on implementing combined inspection programmes had been agreed. The statement recognised that many local authorities already adopted a combined programme but for those that didn’t, the provision should have taken effect from 1st April 2011.

The initial report also suggested mandatory participation in the Food Standard Agency’s (FSA) food hygiene rating system and the requirement that the results of inspections be published on an online standardised database to promote transparency. As of July 2011, the food hygiene rating system is currently now in operation in 151 authorities with an additional 23 English authorities set to join. This would bring the total proportion of authorities participating to 40% and it is anticipated that by the end of March 2012, around 60 of English local authorities will be operating the scheme. The online database of inspection results has 73,000 entries to date. It is encouraging that there appears to be tangible progress on the implementation of all of the above provisions and this is reflective of the Government’s intentions to improve food and drink safety.

Further emphasising the goal of reducing the pressure on certain sectors, the DWP’s March 2011 report sets out proposals for additional reform. The report focuses on removing the burden from compliant businesses with a concentration on higher risk areas and dealing with severe breaches of health and safety laws. One aspect of this package of measures was the introduction of a fee-for-fault type scheme to act as a deterrent to duty holders and encourage adherence to responsibilities under health and safety law in the UK. Clearly this would have a significant impact on all businesses in the supply chain and progress of this measure warrants monitoring.

Cost recovery scheme

The Health and Safety Executive (HSE) recently announced a consultation on plans to introduce a cost recovery principle, which would charge those with duties under health and safety law when improvement or prohibition notices are
issued for breaches of health and safety and advise on how to resolve failings, when such measures are deemed an appropriate alternative to prosecution. Whilst the exact details of the scheme are the subject of the consultation, the advent of a cost recovery scheme, in one form or another, has already been agreed by the UK Government.

Under the scheme, costs would be recovered if, during an inspection or investigation, a ‘material breach’ – loosely defined in the consultation as a failure to adhere to health and safety law which, in the opinion of an inspector, requires formal intervention - is discovered. Fees would apply up to the point where HSE’s intervention in relation to the breach has concluded with a proposed average hourly fee for intervention rate of £133.

There is an insistence in the consultation document that the purpose of the scheme is solely to recover the costs associated with bringing a duty holder into line with health and safety laws, and not to make a profit. However, with the scheme stating that the HSE would have a “legal duty to recover the cost of its intervention activity where there is a material breach” with no discretion, there are concerns that the subjectivity of the scheme (decisions on whether intervention is required are based upon the opinion of the HSE inspector) could result in overly-punitive costs being charged.

There are mechanisms included in the consultation for duty holders to raise a dispute if they disagree with the opinion of a HSE inspector. The HSE suggests that disputes will be addressed “promptly, fairly and in a transparent way”, but the proposition that disputes are dealt with internally, first by a principal inspector and then by a senior manager, plus the intention to charge a duty holder for the additional time spent on the dispute if it is unsuccessful, are unlikely to allay the concerns of employers who might perceive the scheme as a money-making exercise. Equally, if the proposal results in more formal challenges to the issue of such notices it could impede time and cost efficiencies.

It is clear that the consultation must resolve a few key questions, specifically over the scope of the term ‘material breach’, before implementation will be fully supported. However, the underlying objective, to reduce the burden on compliant businesses but continue to punish breaches, is consistent with the ethos of the larger reforms. The consultation closes on 14th October 2011, with the earliest proposed introduction of the scheme being April 2012.

**Key prosecution in UK demonstrates need for cleanliness of water sources**

The HSE has recently prosecuted two UK companies, who received fines of nearly £250,000 for health and safety offences relating to the risk of exposure of employees and the public to Legionella bacteria. These prosecutions are a significant warning to industries (of which the food and drink industry is a prime example) which use water in their manufacturing or production processes. In particular, the utilisation of water cooling towers, a prime habitat for the bacteria and the subject of the recent prosecution, is a reminder of the dangers of inadequate health and safety precautions.

Legionnaires’ disease, a potentially fatal form of pneumonia, is caused by Legionella bacteria. The infection is caused by inhaling small droplets of water contaminated with Legionella. In the UK, an employer’s duties under health and safety law extend to the consideration of risks from Legionella bacteria which may arise from activities affecting employees or members of the public.

The recent prosecution involved a company named Eaton Ltd, a multinational automotive parts manufacturer, which used water cooling systems in its manufacturing processes, in addition to Aegis Ltd, the firm that it contracted to clean and perform maintenance on three cooling towers.

The HSE found that neither company had taken reasonable safety steps to control and monitor the potential spread of Legionella bacteria, principally by failure to assess the risk and to clean and properly maintain the water cooling system.

HSE Principal Inspector, Paul Billinger, gave apt advice in the light of the recent prosecutions. “It is vital that companies who use water cooling treatment as part of their manufacturing processes have plans in place to make sure the level of Legionella bacteria in their systems does not become unsafe.”

As is evident from both the Government reforms and the sentence imposed in the above prosecutions, the legislature and the judiciary are committed to the common goal of improving health and safety in the UK and punishing those who fail to meet their obligations.

**...the legislature and the judiciary are committed to the common goal of improving health and safety in the UK and punishing those who fail to meet their obligations.**

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Natural and green

Natural and nutritional beverages are among the leading trends in the marketplace, writes Alberto Ingber.

E ven with the slow economic recovery and rising raw material prices, food manufacturers are looking for a competitive edge in the products they offer, to maintain profits and grow market share. Two increasingly popular, and often convergent, paths are incorporating natural and/or green into the product-development objectives.

Products marketed as natural or green provide added appeal despite their somewhat fuzzy definitions. In 2010, 23% of new food and beverage products carried ‘natural’ on the label, according to Chicago-based Mintel’s Global New Products Database, making it the year’s No. 1 new-product label claim. Foods carrying a ‘natural’ label rang up an impressive US$52.3 billion in sales in 2010, up 10% from the previous year, and organic foods garnered US$4.9 billion in 2010 sales, rising 26% from the prior year, according to Healthy Eating Report for 2010 from The Nielsen Company, New York.

Natural and Green

One ingredient showing a clear shift to natural is colours, according to RTS Resources Ltd, Wolverhampton, England. The firm estimates the global food and beverage colours market is at US$1.7 billion, and natural colours make up approximately 38% (US$650 million). While total colour usage has been growing by about 4% per year, naturals are growing by 6.5%.

Green products, which address environmental and social problems, also have shown strong market gains. Packaged Facts, Rockville, Maryland, US, defines these ethical products as those that use terms such as ‘biodegradable’, ‘cage-free’, ‘earth-friendly’, ‘eco-friendly’, ‘ethical’, ‘fair trade’, ‘humane’, ‘local’, ‘locally’, ‘organic’, ‘organically’, ‘sustainable’ or ‘sustainably’ in product descriptions or marketing positioning. In both 2007 and 2008, over 2,100 new US product launches carried ethical claims, with food and beverage launches representing 64% and 61% respectively, according to Packaged Facts’ analysis of data from New York–based Datamonitor’s Product Launch Analytics (PLA) service. Through 2014, these foods should see a 57% growth rate, projects Packaged Facts. The Natural Marketing Institute (NMI), Harleysville, Pennsylvania, US, estimates the size of the total (food and nonfood) green marketplace will reach US$420 billion by 2010. NMI says significant market opportunities exist in refrigerated, frozen and shelf-stable foods, and pet products; interest is above average in these categories. Further, researchers at Ohio State University, Columbus, found that more than 8 out of 10 restaurant goers surveyed in that city said they would pay more to dine at ‘green’ restaurants.

Natural Beverages

In the end, the success of green and natural products depends on whether consumer expectations are met, as well as whether the perceived value, especially for more-expensive products, encourages them to open their wallets.

Natural and nutritional beverages are among the leading trends in the marketplace. As such, natural sourcing of ingredients has become a notable trend, as evidenced by recent introductions from Red Bull (Simply Cola) and Pepsi (Raw, in the UK). The former carries a powerful brand into a segment dominated by two companies: Coca-Cola and PepsiCo. Red Bull, however, is quick to note the differences found in its Simply Cola; it is positioned as “a more natural cola, made from 100% natural juices, with no phosphoric acid, preservatives, artificial colouring or flavouring,” an approach similar to the route taken by Pepsi’s Raw launch.

For Simply Cola, Red Bull developers turned to ingredients atypical for the modern category: original kola nut and cocoa leaf, some of the original ingredients of cola soft drinks; they lend the product a bit of a retro positioning. The flavours are derived from plant extracts, with the caffeine...
coming from coffee beans – all with the ability for Red Bull to proclaim them as ‘natural’. Of course, ‘natural’ can be widely interpreted.

The USDA’s Economic Research Service has found that the beverage industry is increasingly turning to ‘all-natural sugar’. Sugar deliveries are up 36.8% over the same period in 2010. As the president and CEO of the Sugar Association notes, “We are seeing a strong trend within the beverage industry. Consumers prefer the taste of beverages and foods sweetened with all-natural sugar, and the industry is responding.”

Among the companies introducing sugar-sweetened beverages in the past year are Jones Soda, Hansen’s Natural Soda, Crayons all-natural sports drink and Thomas Kemper Soda Co, and Feel Good Drinks in UK.

Frequently, consumers demand more nutrition than merely ‘natural’ can provide; thus, manufacturers have moved toward products enhanced in one way or another. Energy drinks, for instance, have been a rapidly growing beverage segment for years. A good example within the energy category is attitude® energy drink which has taken a natural approach to energy with a natural source of amino acids from foods. One of the first lines of attitude drink, which has been clinically proven to improve alertness and reduce fatigue, incorporates such natural energisers as five B-vitamins, vitamin C and E, and is it also low GI sweetened. The energy drinks segment primarily targets young, active consumers, so the wider-appealing attitude energy may help allure the interest of older consumers and those with families.

**Return to formulation**

However, formulating these natural beverages comes with a unique set of challenges and opportunities. “Health options clearly continue to drive growth in the beverage market in many regions,” explains Marie-Jane Fallourd, beverage team knowledge manager with an ingredient supplier. “Consumer demands are at their highest ever level, as are the opportunities for manufacturers to innovate new, healthy beverage products.” Responsible for optimising the opportunities from global beverage trends, Fallourd has found manufacturers are looking for “solutions that either have a proven nutritional effect or that, for example, restore mouth feel in low-sugar and low-fat beverages.” Of particular interest have been beverage products that stimulate digestive and immune health, promote weight management and reduce glycemic response.

Fallourd notes the high potential for alternative natural sweeteners and specialty carbohydrates in healthy beverages, where they can help reduce sugar, fat and calories. Certain ingredients, for example, can improve mouth feel in reduced-sugar beverages; stabilise protein in acidified products, such as drinking yogurt; and help in the formulation of calcium-fortified, acidified dairy beverages. In high-fruit juices, some stabiliser systems can maintain fruit pulp in suspension and improve overall stability throughout shelf life.

DMI notes that the flavour profile for a strawberry milk in which it assisted was barely half the task, as a significant question remained on the colourant: natural or artificial colours?

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Carmine red? Red dye #40? Lycopene (as is used in Ben & Jerry’s Cherry Garcia flavour shakes)? Beet juice (as is used in Stonyfield Farm’s range of smoothies)? Any and all of these possibilities would have provided the desired pinkish hue, but each had different characteristics in terms of taste, UV sensitivity, label cleanliness and ‘natural’ positioning. All of these increasingly matter to the end consumer, and this goes without mentioning the fortification issues to be considered (added calcium, protein and/or omega-3s).

A colouring system can even present the opportunity to formulate unique, great-tasting beverage products that deliver health and wellness benefits. As DMI notes, a colour can provide antioxidants, as with pomegranate. Cadbury Schweppes discovered as much when launching a pomegranate-flavoured soft drink under its 7-Up brand. It contained 100% natural flavours, while being free of caffeine and artificial flavours and very low in sodium. The limited-edition soft drink bore a deep burgundy colour, in keeping with its holiday-oriented, November-January period of availability.

For beverage processors, colours’ importance increases as the consumer demands more ‘natural’ foods and can sometimes harbour negative feelings toward ingredients that sound “chemical, synthetic and artificial.” DMI has found. Synthetic colours may remain popular in beverages, because they tend to be brighter, encompass a wider range of hues and are less expensive than colours derived from nature. However, DMI believes that natural colourants may be a growing trend in the colouring industry. Those natural options are not without their challenges: pH, heat, light, UV light, oxygen, enzymatic/cultured bacteria interaction or other ingredients may all impact the stability of a colour. All of these challenges are surmountable, and the benefits can outweigh the troubles.

A ready-to-use, natural lycopene is one example. This phytochemical derived from tomatoes is highly stable under a wide range of temperatures and does not shift with changes in pH. Available in liquid dispersion or cold-water-dispersible form, it delivers a vibrant colour as well as potential added health benefits associated with the antioxidant, including a reduced risk of prostate cancer and improved cardiovascular health in men and women.
Brazilian update

*a taxing issue*

With many of the developed soft drinks heartlands around the world showing volume stagnation or even decline, the global soft drinks players are looking to Brazil to help maintain the positive growth of the world marketplace. Brazil is certainly delivering in terms of GDP growth, despite evidence of a slowdown this year, until March, growth was recorded at more than 6%. A growing economy means rising affluence and more disposable income which means more money to spend on soft drinks. Sadly, in 2011 the Government has been rather unhelpful and federal taxes increased from 10% to 15% for soft drinks and beer and prices have consequently gone up by a similar amount.

**A decade of strong growth slows**

According to Canadean’s Quarterly Beverage Tracker report the knock on effect of these price rises has been a slowdown in the soft drinks market. The situation has been compounded by the fact that the market endured its lowest winter temperatures for ten years. In particular this impacted on the south and the south-east of the country. In spite of all of this, the Brazilian soft drinks sector remains in growth in 2011 but not at the 7% rate of last year.

In terms of commercial beverages, soft drinks are the leading beverage sector making up 47% of all sales (not including bulk waters). The last decade has seen a rapid expansion of the sector with volumes jumping by as much as 45%. A decade ago soft drinks made up almost 4 in every 10 litres of commercial beverages. The high share of soft drinks illustrates the importance of the warm climate in shaping refreshment choice. The strong growth level seen in recent times is being driven by the rising numbers of middle class consumers in the market, something seen in other BRIC (Brazil, Russia, India and China) markets.

Soft drinks in Brazil are liable to quite a tough tax regime. The government is also strong on enforcement and most production plants have a production control system (SICOB) which monitors production. The system has prompted a significant increase in tax revenue. Soft drinks are also liable to a number of different corporate taxes. These include COFINS – a federal tax which is imposed monthly on gross revenue and is used to finance the social security system.

**Carbonates**

Brazil is very much a carbonates market and these drinks make up more than half of all soft drinks volumes. Growth has slipped back this year but was measured at an impressive 6% last year. The category has benefited from considerable investment in recent times. With Brazil’s passion for the ‘beautiful game’, 2010 was lifted by the football World Cup in June. The tournament was a key focus for marketing last year and although Brazil failed to win the trophy, sales of carbonated soft drinks increased by as much as 5% above the average during the course of the competition.

**Packaged water**

Packaged water is the next most important soft drinks category and volumes account for nearly a fifth of overall soft drinks sales. Growth in the year to date is ahead of last year and in the second quarter enjoyed double digit gains on the same period in 2010. The packaged water market in Brazil is fragmented and is mainly made up of small and medium sized operators. Low margins make it difficult for operators to make money operating in a geographical area larger than 200-300 square kilometres. This factor has probably held back the category and per capita of around 30 litres might have been expected to be higher.

**Juices and nectars**

Part of the reason for the high share of carbonated soft drinks in the market is because the juice, nectars and still drinks markets are so small. Brazilians tend not to differentiate between these categories and consequently this makes 100% juices very expensive in comparison. Not surprisingly, juice per capita is less than a litre per year. Collectively, Brazilians refer to all juice, nectars and still drinks products as Sucos (the Portuguese for juices); to date soft drinks are not subject to

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*Much hinges on the growth of the so called BRIC markets.*
any comprehensive regulations on labelling. The still drinks category is generally split between four segments – fruit flavoured still drinks, soy drinks, coconut water and guarana water. Partly because they are coming from a small base, all these categories have made considerable progress in recent times, a trend that has continued in 2011. Their success has not gone unnoticed and Canadean estimate that the nectar category alone saw $BR 600 million investment last year.

**Fruit powders and squashes**
Part of the jump in juice, nectars and still drinks is believed to be down to a shift away from fruit powders and squashes. These two categories continue to grow but at a more sluggish pace. The squash category in particular has been in retail outlets for more than thirty years and is increasingly showing the symptoms of maturity. The combined per capita of squashes and fruit powders is nearly thirty litres annually and it is these products that are the most common beverages served during meal times. They represent an economic way to consume soft drinks and this has facilitated their development over the last few years.

**Sports drinks**
Global sports drinks brands Powerade and Gatorade go head-to-head in Brazil but the market is small. 2010 was boosted by the high profile arrival of Powerade and the associations the category has with the football World Cup. Tax increases have slowed the category in 2011 but the longer term prospects should be good as the audience expands away from their core sportspeople base. Like sports drinks, the energy drinks category remains in its infancy and is registering dramatic growth levels. Young consumers are driving the category forward and unlike sports drinks, energy drinks have kept their momentum going into this year. There are now an estimated 100 energy drinks brands in the market.

**Iced teas and coffees**
With only one known iced coffee brand, Caferazzi, the rest of the soft drinks market is made up of iced teas. This category again is making good headway but from a low base. Iced teas are niche but the presence of Coca-Cola, Unilever and Nestlé should ensure the support needed for the category to lift its profile. Growth in 2011 remains double digit helped by Nestlé’s launch of three new flavours, Green Tea, White Tea and Red Tea. There are also signs that Coca-Cola is making gains out of the traditional South and South East iced tea strongholds.

**Plenty of slack to exploit**
All in all Canadean have remained positive about the fortunes of the soft drinks sector in Brazil and although the 4% projection for this year is down on last year, the tax increase and cold weather explain much of this slowdown. The mood of optimism for the future of the Brazilian drinks market was reflected in the fact that last year the three leading suppliers Coca-Cola, A-BinBev and Schincariol invested more than BRS3.5 billion last year. These beverage giants are putting their money where their mouth is. There remains plenty of slack in the market to exploit especially with a population of around 200 million.
Innovation in automation, integration and traceability

Delivering efficiency, quality and confidence

Today’s food and beverage producers deliver to exacting requirements – providing products of the highest quality that inspire unshakable confidence while constantly improving production efficiency and profitability. Ensuring this across complex and interdependent processing and packaging systems is a delicate balance. Thanks to Tetra Pak’s innovations in automation, integration and traceability solutions, today’s producers can achieve maximum efficiency and quality to strike this balance.

Evolving automation

For a number of years, automation has played an important role in helping to achieve greater production efficiency, controlling equipment and the movement of products through the factory. As market demands and technology progress, however, traditional automation alone will not rise to all the challenges of a changing industry. Today and in the future, success will depend on the innovative application of automation solutions.

Automation has come a long way in a relatively short period of time, moving on from the simple linking of individual pieces of equipment. The Tetra Pak iLine™ aseptic carton packaging solution is a perfect example of how Tetra Pak is pushing the boundaries of automation. Employing the latest technologies, the latest solutions increase equipment reliability and capacity to reduce operational costs.

At the heart of the Tetra Pak iLine is a new automation platform that allows each component in the line to talk to all the others via Ethernet Protocol addresses and Ethernet connectivity. The system enables industry-first centralised production line management. This can help producers to reduce production costs by up to 40%, bringing substantial advantages in a competitive marketplace.

Integration, information and traceability

As the Tetra Pak iLine demonstrates, the vastly enhanced control and data acquisition capabilities of the latest generation of automation systems offer benefits that go far beyond production efficiency.

For Tetra Pak’s customers, uniformity of ingredients, taste and quality is paramount. In globalised and increasingly standardised markets, retailers and consumers expect consistency in every single product. Growing consumer awareness of food safety is also driving demand for more information on the beverages they buy. This, in turn, is leading to increasingly stringent food safety laws, with compliance often dependent on the provision of regular and detailed production data.

In terms of integrated automation, Tetra Pak set the pace over a decade ago with the introduction of its Tetra PlantMaster™ solution. It’s a constantly evolving suite of automation solutions that today not only brings ongoing efficiency, but, in enhancing traceability, also the means to guarantee quality and inspire and maintain confidence. The latest generation of Tetra PlantMaster unite the packaging line monitoring system, PLMS Centre, and line controller system, LC 30, to integrate both processing and packaging activities and deliver factory-wide control.

Traditionally, traceability has only allowed the tracking of ingredients. If producers wanted to review quality or processing data, they needed to access it from separate databases, which obviously delays the process. With Tetra PlantMaster, however, the control system collects all the information together in real time. Operators and quality control personnel can now see who, when and how a particular pack was processed in less than a minute.

This collection and visualisation of unprecedented amounts of information allows producers to plan production, monitor efficiency and trace the lineage of all raw materials. At any stage in the process, reports can be generated giving up-to-date information on any aspect of the process, including how many packages are being produced, how many litres are being processed, production performance, machine efficiency and even cleaning-in-place.

Production best practices can now be replicated each and every time to ensure consistency that meets retailer and consumer demands. With real time monitoring and complete automation control, producers can accurately diagnose and solve potential production problems, often before they happen. Ongoing data analysis, visu-
alised in ways that are familiar to staff, can be used to constantly improve efficiency.

**Traceability in action**

With access to this level of structured data and the ability to control every aspect of the processing and packaging process, Tetra PlantMaster allows our customers to take traceability to new levels. One example can be found in Brazil, where Aurora Coopercentral, one of the country’s largest food companies, has integrated Tetra PlantMaster into the production of a new range of milk drinks to deliver industry-leading traceability capabilities.

The solution, which Aurora calls Aurora Traced Product, brings the company, its retailers and consumers more insight than ever before, with information related to each individual milk package, not just an entire lot. With an integrated internet-based communication platform, consumers of Aurora’s products can access specific information on their foods by entering a unique code printed on each carton via the company’s website. This can include detail right down to maps indicating the specific farms where raw milk was sourced. It meets the demand for more informative labelling, offering reassurance on the origin, processing and packaging of the product contained in every Tetra Pak carton.

Mario Lanzmaster, President of Aurora Coopercentral, has spoken about the benefits Tetra PlantMaster and next generation traceability bring to the company: “Traceability is an essential tool to demonstrate credibility and engender confidence with producers, customers, suppliers and consumers. It has now become a critical food safety indicator. Working with Tetra Pak, Aurora and its customers can track foods from raw materials through to the final manufactured product. We can now monitor the production process and control quality parameters in real time.”

In Russia, Galaktika Group, one of the country’s biggest dairy producers, has similarly strict requirements for raw materials, business processes and quality control. Its well-known brands are sold by more than 8,000 retail and wholesale companies, and are trusted by retailers and consumers across the country and in a number of the Commonwealth of Independent States countries.

Galaktika was among the first producers in Russia to integrate the Tetra PlantMaster solution, installing it at the new Gatchina plant in 2006. The factory’s capacity is up to 420 tons of raw milk a day and efficiency, quality and consistency are of paramount importance. Tetra PlantMaster has enabled the company to fully automate its production facility, allowing for lower workforce levels, reduced risk of human error, higher levels of hygiene and improved food safety.

**Control for costs, consistency and confidence**

Tetra Pak is using innovation to bring new technologies that meet the challenges of a rapidly changing dairy industry. Intelligent automation, integration and data utilisation combined to deliver traceability capabilities that offer ongoing efficiencies, uncompromising quality and demonstrable food safety. The continuing evolution of systems such as Tetra PlantMaster means that producers are in control and ideally placed to meet the needs of today’s changing markets, and those of tomorrow.

Mikael Samuelsson is Director Automation Solutions at Tetra Pak.

www.tetrapak.com
Automated packing and palletising of different shrink packs can meet the challenges of retail needs, says Jörg Hoffmann.

With consumers demanding an ever wider range of products yet with storage space extremely limited, the retail market currently finds itself in a rather tricky situation. Faced with this dilemma, retailers think hard about which new products they should add to their purchase lists. They are also often forced to delete products more quickly than suppliers might assume. In short, this is a situation that concerns not only the retail market but also its suppliers. In a situation like this both sides need to think up new concepts which will eradicate the basic problem, namely how best to cope with a fixed storage area yet meet customer demand for more extensive product ranges.

Horst Kuhl, Managing Director of the mineral water bottling plant of Bad Liebenwerda, believes that in a situation like this it is up to brand suppliers to respond. This is why his company has invested in a KHS line whose sole function is the automated packing and palletising of different shrink packs – shrink packs which differ in so far as the non-refillable PET bottles they contain are filled with a range of beverages from the mineral water plant.

The retail market benefits in that it takes delivery of several different shrink packs which are mixed and prepared for sale according to their specifications – and placed on pallets so as to save space. A further advantage for the Bad Liebenwerda bottling plant is that the new KHS system does away with a costly and relatively slow manual packing process.

Market leader thanks to KHS packing technology
Thanks to its investment in the new KHS line, Mineralquellen Bad Liebenwerda has taken on a leading role in the industry, becoming one of the first mineral water producers in the world to opt for this cutting-edge concept. Kuhl comments: “I believe that as a medium-sized mineral water company, the only way for us to achieve genuine market growth in the future is by deliberately setting out to make a name for ourselves. And for us, making a name for ourselves means three things; selling products of the highest quality, developing the types of new products the market wants, and providing and continually extending a comprehensive range of services. We regard using what we think are extremely high-quality, technically flexible systems that can respond rapidly to changing demands, such as the systems supplied by KHS, to be an essential part of the strategy to make our company better known.”

Rapid sales growth
Mineralquellen Bad Liebenwerda, formerly VEB Getränke Bad Liebenwerda, was acquired by the Rönsprudel Group after the fall of the Iron Curtain. At the time the bottling plant had the highest output in the Cottbus district. It was then a question of building a new plant just outside Bad Liebenwerda as fast as possible, and by August 1991 both the building and the first KHS bottling line for glass bottles were ready. Filling started at the beginning of September, and by the end of 1991, the first 14 million bottles had been sold under the ‘new regime’.

Since then it has been a story of steady growth. In 1992 output jumped to 50 million bottles filled, rising to 100 million by 1995 and 130 million by 2005. By 2010 the Bad Liebenwerda bottling plant had notched up 150 million fillings. According to Kuhl: “Against the trend in the mineral water industry we went on to achieve about 5% growth in sales of our products last year. We are anticipating a similar increase for 2011.”
One of the 20 largest mineral water producers in Germany

The current figures make Mineralquellen Bad Liebenwerda one of the 20 largest mineral water producers in Germany. The Rhönsprudel Group, which includes not only Mineralquellen Bad Liebenwerda but also mineral water producers RhönSprudel, Spreequell, and Bauer Fruchtsaft GmbH, is one of Germany’s top 10 mineral water companies.

Traditionally, 80% of all bottles at the Bad Liebenwerda plant are filled with mineral water. About 40% of mineral water sales are for traditional carbonated mineral water; Bad Liebenwerda Medium chalks up another 40%, and Bad Liebenwerda Naturell accounts for the remaining 20%. The figures show a marked trend towards Naturell or still mineral water at the expense of traditional fizzy water. Kuhl fully expects Klassik and Naturell to each achieve 30% of sales in the medium term.

In line with company tradition, Mineralquellen Bad Liebenwerda has made an equally rapid and innovative response as regards soft drinks. For example, the company was one of the first in Germany to start producing apple spritzers. Since then the company has introduced a range of spritzers; blackcurrant, cherry, light apple, and light pear. Spritzers are currently in the lead in the soft drinks segment, with 4 million bottles filled a year, ahead of classic soda pop, which accounts for 3.5 million bottles filled.

Successful mixed tea beverages followed by ‘Landträume’

Launched at the start of 2010 in the three flavours, peach and white tea, plum and green tea, and pomegranate and rooibos tea, the mixed tea Teeträume brand is an interesting example. With 2.5 million bottles filled in 2010, sales of the Teeträume line nearly managed to draw level with those for Bad Liebenwerda soda pop, in just a year.

Ever faithful to the company philosophy of being happy to innovate and make a rapid response, the workforce in Bad Liebenwerda naturally is far from resting on its laurels. Recently another idea was implemented – the concept of ‘countryside quality’ is equally in demand in both town and country – and will be increasingly popular in the future. On this assumption the company developed the Bad Liebenwerda Landträume product range. Since the beginning of April 2011, two low-calorie mineral water soft drinks have been sold under this brand name which, according to Bad Liebenwerda’s Sales Manager, Ingo Hänngen, contain local fruit and/or flower ingredients; Landträume apple, mallow, and hibiscus blossom, and Landträume cherry, elderberry, and lime blossom.

The main distribution area for these newly developed products is the same as for all other Bad Liebenwerda products; that is, throughout Berlin, Brandenburg, Saxony, Saxony-Anhalt, Mecklenburg-West Pomerania, and Thuringia – or within a 200 km, or 125 mile radius, of the company’s site.

Pioneering work with PET containers

‘Rapid response’ is a watchword that applies equally to the containers used at the Bad Liebenwerda mineral water company. In 1996 the company became Germany’s first mineral water plant to fill the 1.5 litre refillable PET bottles of the Genossenschaft Deutscher Brunnen (the Society of German Mineral Water Producers), and to do so on a KHS line. The company was also among the first to introduce 1 litre refillable PET bottles for soft drinks and 1 litre refillable PET bottles for mineral water. Kuhl explains, “Our pioneering work was and still is rewarded with a growth in sales. At present 75% of all the bottles the company fills are refillable PET bottles, 15% are non-refillable PET bottles, and just 10% are glass.”

KHS packing line provides additional market opportunities

Ingolf Hänngen explains, “Although we prefer to use mainly refillable PET bottles as more sustainable, we recognise that for space reasons the mar-

Horst Kuhl, Managing Director of Mineralquellen Bad Liebenwerda, has had excellent experience with all four KHS lines. He sees this latest investment in a KHS packing line as an opportunity to notch up more market success.

Drinks manufacturers need to listen to what their customers want, and that, clearly, is a form of quality packaging that not only ‘looks after’ the product but also the environment.

Continued on page 56
ket can scarcely accommodate any more refillable products. This is partly why we are only launching our new Landträume line to market in non-refillable PET bottles, for example.” Kuhl adds, “And it’s also partly for this reason, and this is where it comes full circle, that we invested in the new KHS packing line which will give us even more opportunities on the retail market for both our tried-and-tested and our new products.”

The new KHS shrink pack line achieves an output of up to 18,000 non-refillable PET bottles in shrink packs per hour.

In line with Bad Liebenwerda’s requirements the line currently handles 6 packs of both 1.5 litre non-refillable PET bottles and 0.75 litre non-refillable PET bottles. The plan for the future is for it to pack 6 packs of 0.5, 0.33, and 0.25 litre non-refillable PET bottles as well. The line is certainly equipped for this.

Individually designed layer formations

At present machine operators ready the shrink packs manually for the four conveying segments in the line. The conveying segments can be filled with different items as required. For example, shrink packs of non-refillable PET bottles containing mineral water can be used on segment one, Teeträume shrink packs on segment two, soda pop shrink packs on segment three, and Landträume shrink packs on segment four. Alternatively, should a customer require only two different shrink packs to be packed, two or three conveying segments can be loaded with identical shrink packs. As a general rule, using the new KHS system allows customers to have very different combinations of up to four different varieties of shrink packs on a single pallet. Moreover, a little less shrink pack variety is also possible. Different layer formations are easy to program and can be quickly altered to suit new retail requirements at any time. Maximum flexibility is guaranteed.

The layer formations required for palletising are made by an inline robot group. It is the robots that grasp, turn, and move the side-clamped shrink packs with millimetre accuracy, taking up only a minimum amount of space. The pushing motion used for the precision positioning of the individual containers is adapted to the speed of the plastic chain mat conveyor. The plastic-coated gripper elements of the inline robot group are wholly suited to meet the requirements of the sensitive shrink packs. Once a layer formation is complete, a centering device aligns its position.

The Innopal PBL operates with a combined layer/row pusher. This reduces the size of the grouping station and, in turn, the amount of space required by the line.

The conveying segments can be filled with different items as required.

An integral part of the concept is a handling robot which takes the pallet liners and pallets from designated magazines.
Palletising on half pallets and Euro pallets

At the Bad Liebenwerda mineral water bottling plant the individual layers can be palletised on half pallets or Euro pallets as required. Each is set down on a pallet in its specified position by handling robots using suction elements. Once ready, the half or Euro pallets are conveyed to the stretch film wrapper to secure the load. Once wrapped, the pallets are labelled, placed on a forklift, and conveyed to the storage area.

A perfect layer formation

In Horst Kuhl’s words: “We are extremely satisfied with the new KHS packing line, not least because the quality and perfect layer formations it creates would be impossible to achieve manually. Moreover, the fact that the line could be further automated still means a lot to us. Should we detect another increase in demand for ready-made pallets with shrink packs on the retail market, the line allows us to incorporate automated shrink packing into the system as well.”

A fully automated system requires an articulated robot that can be instructed to steer towards up to four different pallet positions, grasp all four sides of the individual layer formations, lift them, and finally set them down on a table. From here the formations are removed row by row and the shrink packs transferred to the single-lane pack conveyors. Controlled by a support plate distributor, the shrink packs reach the conveyor belts designed to take them. Finally, the shrink packs are fed into the palletiser as described.

ReDiS for increased line availability

Even at this stage ReDiS (Remote Diagnostic Service) is already integrated into the line. Should problems arise within the line, a direct connection to the KHS ReDiS service center can be made and an extensive remote analysis carried out. In the best-case scenario, a machine problem can be solved by accessing the electronic system components online. If the problem involves mechanical components, the technicians are notified as to what action to take. Reprogramming or transferring possible updates via ReDiS is also conceivable. All told, the system helps boost line availability, thus offering a definite savings potential. Kuhl explains, “We have ReDiS to be on the safe side and are enjoying the benefits of comprehensive KHS support. This is vital to maintain a highly efficient system.”

“You can rely on all four KHS lines operating at Mineralquellen Bad Liebenwerda to be highly efficient,” is how Kuhl sums it up. He adds, “As far as service is concerned, the KHS motto is identical to ours: when a customer needs help, we respond as quickly as possible. And we think it’s this kind of rapid response that gives us our competitive edge.”

Fit for further success

As a mineral water company whose service, quality, flexibility and rapid response have always been impressive, Kuhl is certain that Mineralquellen Bad Liebenwerda is more than well prepared to face the future, not least because a further ‘precautionary measure,’ which enables an extremely rapid response in a worst-case scenario, is already up and running. At present the company site measures 110,000 square metres and can accommodate no further development. However, this is not necessarily a reason to rule out an increase in production at Bad Liebenwerda. As a precaution the company has already invested in land opposite, in a site on which its existing production, storage, and administration buildings could easily be duplicated.

Kuhl comments: “This measure enables us to undertake the quick extensions that will enable us to fill an additional 200,000 million bottles” – ample proof that Mineralquellen Bad Liebenwerda will lose none of its ability to respond rapidly in the future. “And that”, declares Kuhl, “is the key to further success in the future, for both us and KHS technology.”
Danone Aqua in Indonesia has recently commissioned additional equipment from Krones.

What could be a more apposite name than Aqua for the world’s biggest water brand by volume? This is the brand produced by Danone Aqua in Indonesia, a company owned by the Danone Group, whose output last year reached almost 8,000 million litres – in Indonesia alone. And consumption figures keep on rising. This is not all that amazing either, given that Indonesia has a population of 250 million and its economy is booming, with a concomitantly steady increase in purchasing power. Which in its turn also boosts demand for more expensive/higher-quality, specialty beverages like isotonic drinks, for example. For filling the isotonic drinks brand leading the market, Mizone, Danone in the spring of 2011 commissioned an additional bottling line, featuring one of the first Contiform III blow-moulders, monobloc-synchronised with the filler.

Even though the islands in Indonesia, and its main island Java, are extremely rich in water, thanks to their volcanic nature and the copious amounts of rain, supplying the populace with clean drinking water constitutes a definite problem. In the conurbations, in particular, tap water is, due to the high population density and the degree of industrialisation, not fit for human consumption. In the remote rural areas, water has to be boiled before use. People are supplied with water in two ways: either by water tanker trucks, or by purchasing packaged water.

A synonym for water

This development – accentuated still further by a steadily growing populace – together with the potential it holds, was discerned quite early on by the pioneering Tirto Utomo: back in 1973, in Bekasi he founded Indonesia’s first commercial-scale water bottling operation, for the Aqua brand, thus for the first time giving all of Indonesia’s inhabitants access to clean drinking water, any time, anywhere. So the brand was the market leader right from the start, and has retained this position to this very day. In quite different dimensions, though. “As time went by, more and more Aqua bottling facilities were set up – not only in order to create new capacities but also to assure both more favourable logistics costs and a distribution network more closely focused on regional needs”, says Budi Hartono Susilo, the director responsible for capacity building and projects at Danone Aqua. After all, water is a business where profit margins are low. It’s the quantity that counts.

During the Asian financial crisis of 1997/98, the Danone Group acquired first a minority, and later on a majority holding, making the group the second-biggest water bottler in the world and the No. 1 in the Asia-Pacific region. Since 2000, the brand has been called Danone-Aqua. Nowadays, Danone runs 13 water-bottling operations in Indonesia – employing about 11,000 people – nine of them on Java, as well as 11 sales depots. In 2010, around 14.5 billion litres of water were filled in this country, 8 billion of these by Danone, which corresponds to an impressive market share of just under 60%. In Indonesia, Aqua has become synonymous with water, not only semantically, but on the shop shelves as well.

The larger the container, the larger the margin

Aqua Danone’s Aqua is the principal brand, with the second-best selling brand Vit being filled by contract bottlers. For family parties, in particular, small 240 millilitre deep-drawn beakers have traditionally been a popular choice. These are being offered at the very favourable price of 500 rupiahs or four eurocents and account for about
5% of total sales. Competition is at its fiercest in this segment, since the upfront investment costs involved are the lowest. An even smaller part of sales is accounted for by the 380 millilitre glass bottle, predominantly offered in restaurants. In Indonesia, too, the most common choice in the drink-on-the-go market is the PET container, sold by Danone in the 330 millilitre, 600 millilitre and 1,500 millilitre sizes. For 2,000 rupiahs, around 16 eurocents, you can buy a 600 millilitre PET bottle. And yet again, business rivalry is at its most remarkable here. The package size clearly dominating the water market, however, is the 5 gallon returnable container (18.93 litres), which is available well-nigh everywhere: in households, in offices, in shops. This package size, with its content of just under 19 litres, costs roughly one euro and accounts for about 70% of Danone’s sales.

Over the course of decades, Danone Aqua has established a home/office delivery system of a remarkable depth and breadth. But there are also innumerable ‘refill stations’, attempting to profit from the awareness levels for and the popularity of the Aqua brand by filling the ‘gallons’ with their own water. To preclude product imitations of this kind right from the start, Danone Aqua last year developed a new closure, which won a prize for innovation straight away. This plastic closure is produced in an elaborate two-colour injection-moulding process, which in itself more or less constitutes a copy protection feature. What’s more, the closure is additionally protected by means of a sleeve containing a hologram, serving as an original-packing guarantee.

**Demand for single-serve is growing**

Aqua is obtained from 11 protected artesian springs, each of them located in the vicinity of one of the 13 filling facilities and supplying these by means of tanker trucks. Thanks to the springs’ volcanic origins, the quality of the water extracted from the different springs is more or less the same, with slight variations in the water’s mineralisation evened out. Danone Aqua’s plants in Indonesia have been awarded certification to all commonly applicable international standards.

As mobility levels are rising in Indonesian society, demand for single-serve containers – as ideally exemplified by the PET bottle – is simultaneously growing as well.

**Dedicated line for an isotonic drink**

It’s not that Danone Aqua requires PET containers just for its Aqua brand; it also needs them for the isotonic drink Mizone, launched on the Indonesian market by Danone in 2005. Mizone is available in five flavours: orange-lime, lychee-lemon, passion fruit, apple-guava, and mango-kweni. Compared to water, Mizone is downright expensive – the 500 millilitre bottle is sold in the supermarkets for about 4,000 rupiahs (roughly 35 eurocents) – and therefore not everybody can afford to buy it. Nonetheless, demand is rising. In this segment, too, Danone is the market leader. So far, Mizone had been bottled on two lines in the east and the centre of Java. But the real market proper, the biggest market for the product is to be found in the west of Java, including Jakarta.

To increase capacity levels for the Mizone bottling operation on the one hand, and also to downsize the transport costs involved, Danone has now had a line erected in its Citereup plant, one hour’s drive from Jakarta, which is rated at 33,000 bottles an hour and dedicated to filling Mizone. This isotonic drinks line was the second for Danone Aqua supplied in its entirety by Krones. There are numerous other mix and match lines, which incorporate Krones labellers: one returnable glass line is operated on Bali, and another is currently being erected, this one a Kosme line with a lower rating.

“The new Mizone line gives us a high degree of automation and flexibility,” says Elia Wijaya, production director for Danone Indonesia. "The Krones line allows us to operate both high and low volumes, both on and off the line. In the long run, we can handle four to five thousand bottles an hour on the line, and then scale up to eight thousand, or down to one thousand bottles an hour. The automated line is a substantial contribution toward our business strategy, particularly as demand for single-serve containers is increasing. In fact, it’s already paying us back."

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*The isotonic drink Mizone is simultaneously growing as well.*

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Aqua is obtained from 11 protected artesian springs, each of them located in the vicinity of one of the 13 filling facilities and supplying these by means of tanker trucks.
“With this new line, we can upsize the output to about 250 million litres...”

Smartpac carton packer for American boxes.

of competitiveness”, says Project Manager Budi Santoso Amsar. Danone Aqua produces the preforms for this line itself, on a Husky machine. After they have been briefly stored, an unscrambler then feeds them to the blow-moulder, a Contiform 316, one of the first five machines from the new Contiform III series. “With an output of up to 2,200 containers per blow-moulding station and hour, we’ve got the fastest blow-moulding technology available on the market”, emphasises Project Manager Budi Santoso Amsar. “And its hygienic design has been improved upon yet again as compared to the predecessor model.” The machine is used to produce a 500 millilitre bottle weighing 18.5 grams. Since Danone Aqua had already been satisfied with monobloc configurations in the past, in this case, too, the company opted for a monobloc comprising the blow-moulder and a Volumetric filler. “Monobloc design, i.e. doing without air conveyors, improves the carbon footprint”, is Plant Manager Luthfi Zakariya’s firm conviction.

Double hygienic safety

A nitrogen dropper is integrated in the Volumetric VODM-PET filler. The products are cold-filled, with preservatives added. For the entire monobloc configuration, Danone Aqua wanted to make doubly sure: a cleanroom roof on top of the filler, additionally a cleanroom enclosure with separate entry and exit airlocks for the operators. And even the filled and closed bottles are likewise passed through an airlock. In a partitioned-off part of the hall, a Checkmat inspects the fill level, and a Linadry dries the containers during transit, after which the bottles are dressed in wrap-around labels by a Contiroll HS. Danone packs its Aqua in Indonesia exclusively into American boxes, dispensing with both wrap-around and shrink-wrapped packs. So the dry end features the following machines: a Variocart carton erector, a Smartpac carton packer and a Variocol carton sealer for American boxes, which are then palletised by a downstream Modulpal.

Further growth preprogrammed

Mizone sales came to around 150 million litres in 2010. “With this new line, we can upsize the output to about 250 million litres, which is what we want”, explains Luthfi Zakariya, the Plant Manager at Citeureup. “The Indonesian beverage market is a long way from being saturated”, adds Director Budi Hartono Susilo. “Sometimes, we’re unable to satisfy demand. In the medium term, we’re anticipating gratifying increases for both water and isotonics drinks.” The largest water brand in the world can still grow to be even larger.
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Revitalised PPMA gathers momentum

THE UK showcase for processing and packaging machinery, PPMA 2011 takes place at the NEC, Birmingham from 27th to 29th September. Figures released by Datamonitor show that the machinery market is on track to be worth UK£3.6 billion by 2015. With packaging and processing equipment likely to constitute a large proportion of the total there is no better time to gather industry professionals together to discover and evaluate the latest news and innovations.

The three-day PPMA Show boasts a revitalised new look, thought-provoking seminars and a host of the most groundbreaking machines to hit the industry in the last year. Exhibitors will have the opportunity to network, source the latest technologies and find solutions to their packaging and processing dilemmas. Furthermore, the show's co-location with Interplas 2011 means visitors attending the PPMA Show will also gain entry to the UK's leading triennial plastics industry gathering.

More than 300 world-class suppliers and service providers, including top names such as Riggs Autopack, Kliklock International, Markem-Imaje, QuickLabel Systems, Seapac Ltd and T Freemantle, are set to showcase their innovations. With exhibitors ranging from smaller niche businesses from across the UK's industrial hotspots to well-known international players, visitors will benefit from an array of companies all under one roof, eager to demonstrate their latest concepts and develop new partnerships.

A first for the PPMA show is the Manufacturing Forum where speakers will be addressing a number of challenges including machinery safety, automation, industry regulations and waste reduction, designing equipment for brand growth, equipment breakdowns and project cycle times. Delegates looking to improve productivity and maximise energy efficiency will be given the chance to hear directly from a number of the industry's leading experts such as The Packaging Society, the Organisation for Machine Automation and Control (OMAC) will be sharing insights into the benefits of creating a common language for automated machinery. John Kowal from OMAC's Board of Directors will draw on experience with Nestlé and Proctor & Gamble and show machinery users how best to reduce engineering and training costs and shorten the length of project cycles as well as improve their supply chain integration.

As robotics increasingly become the go-to solutions for manufacturing and processing businesses, a debate on their competitive advantages will be presented by experts including Mike Wilson from The British Automation and Robot Association. The panel will discuss the industry's latest developments, challenges and recent successes in automation and vision technologies, which include a sufficient energy saving for users.

Also, as part of the event's revitalised outlook, the PPMA Show will be launching a feature that aims to celebrate young industry professionals and highlight some of the great work they do within the expanding processing and packaging machinery market. The Ones to Watch is open to individuals from across the UK who are aged under 35 and have worked in the industry for more than four years. The talented professionals will be honoured at an exclusive drinks reception and awards ceremony on the first evening.

With last year's event welcoming top industry names from Asda, GlaxoSmithKline, Nestlé and PepsiCo walking through the doors, the 2011 event is expected to present businesses with an invaluable opportunity to source new strategic partnerships and witness the very latest machinery and services.

Pump efficiency

THE US Wilden Pump and Engineering Company has introduced two products that add greater efficiency to its Advanced Series of air-operated double-diaphragm pumps. The PX Simulator is a free online tool that allows operators to easily determine the optimal balance of flow rate and efficiency for any application. Using inlet, head and flow parameters of the application plus the pump model, the simulator quickly computes the air inlet pressure and Efficiency Management System (EMS) setting that will yield the greatest efficiency. The operator simply turns the dial on the pump's Pro-Flo X air distribution system to that setting to achieve the lowest power consumption.

The online simulator saves the operator time by eliminating a series of manual calculations previously needed to achieve the best results from the air distribution system. Recently awarded a US patent, the Pro-Flo X Efficiency Management System features an integrated control dial to select the efficiency point and flow rate that best suits the application. In addition to lower operating cost, benefits include longer pump life and lower maintenance requirements.

New full-stroke PTFE (Teflon) diaphragms are now available for Wilden Advanced Series air-operated double-diaphragm pumps. By allowing increased product displacement per stroke, the full-stroke diaphragms produce greater flow rates and higher efficiency than reduced stroke diaphragms.
Speedy checks

METTLER-Toledo Garvens based in Giesen, Germany has launched the XC CC CombiChecker, a checkweighing and metal detection combination system for food and beverage manufacturers to speed throughput and reduce footprint on the production line while ensuring high accuracy. The system’s benefits are reduced operation time, fewer operating errors and overall line productivity enhancement.

The XC CC CombiChecker reliably verifies that products have the required weight levels and are free of metal contamination to ensure constant product quality. Two rejection pushers separate and sort any under- or overweight and metal-contaminated products. The system features advanced load cell technology to ensure precise weighing. It is certified a Class 3 weighing instrument according to the International Organisation of Legal Metrology. The metal detector system has advanced digital signal processing and single-frequency technology to enable the accurate detection of all metals including ferrous, non-ferrous and non-magnetic stainless steel.

The combination system not only saves space but also reduces downtime and increased efficiency through streamlined maintenance. Training requirements are minimal as operators only need to be trained on one system, while the interface, translated into 28 languages, facilitates fast navigation.

The system is complete for installation on arrival and features a conveyor body and belt that can be quickly and easily dismantled and reassembled for rapid cleaning. Also, Mettler-Toledo’s software allows the manufacturer to save 100 product settings, allowing the operator to quickly and easily change the production process and reduce downtime.

Quick clean centrifugal screener

A NEW Centri-Sifter centrifugal screener from Kason features a three-bearing shaft that cantilevers for quick removal of internal components. It is intended for food applications requiring thorough wash-down, as well as general chemical applications involving frequent screen changes/inspections or runs of multiple materials with no cross contamination.

External roller bearings located at the motor end of the shaft and on a hinged cover at the discharge end provide maximum support and vibration-free operation under heavy loads. When the hinged end cover is open, the shaft cantilevers on a third externally-mounted roller bearing located between the motor-end bearing and material feed point, allowing internal components to slide freely from the opposite shaft end.

Equipped with Clean-In-Place (CIP) Spray Balls for rapid sanitising using steam or cleaning solution, the unit is constructed of stainless steel finished to industrial, 3-A, FDA, BISSC, and other sanitary standards, and is equipped with a stainless steel motor.

Dry or moist bulk material is gravity-fed into the horizontally-oriented cylindrical screening chamber fitted with heavy-duty wedge wire screen. A rotating helical paddle assembly accelerates the radial movement of particles against the screen causing on-size particles to pass through apertures in the screens and fall through a cone-shaped discharge chute. Oversize particles are propelled through the open end of the screen cylinder and ejected through a discharge spout.

In addition to sifting and scalping of dry bulk materials, the screener can break up soft agglomerates and/or dewater moist solids or slurries.

In brief...

The VDMA ((Verband Deutscher Maschinen-und Anlagenbau – German Engineering Federation) one of the key association service providers in Europe which offers the largest engineering industry network in Europe has published a further document on aseptic filling. The publication entitled ‘General requirements on packaging for filling machines of VDMA Hygiene Classes IV and V’ is downloadable free of charge at http://www.vdma.org/packtech.
Packaging

Upgrade increases output by a third

MHT Mold & Hotrunner Technology AG of Germany has developed upgrade sets from 72 to 96 and from 96 to 128 cavities enabling preform manufacturers who use a Husky HyPET 300 or 400 injection moulding machine to produce 33% more preforms, without needing to make changes to their machine.

By moving the cavities slightly closer together and adding a row of cavities on the left and right, the MHT team has achieved a higher cavitation without making the moulds much wider. The stacks, i.e. the moulds in which the preforms are created, are identical with those of the 72-cavity mould.

The company reports a pilot project is running very successfully with a leading preform and bottle manufacturer in South America.

So that the injection moulding machine can operate the mould, the upgrade adapts to it, as the control unit of the Husky HyPET 300 is designed for a maximum of 72 cavities. With the nozzle control, there are two options. Nozzles of the same thermal type are either combined, so that a total of 72 regular positions again result for the machine, or an external device takes over the control of all 96 nozzles. (The upgrade set for HyPET 400 works accordingly.)

With the second option the customer also receives the possibility of running the machine in the so-called single-nozzle regular operation. This means the mould is equipped with nozzle thermal sensors and at each individual cavity, the temperature is constantly queried and regulated during operation.

When the preforms are produced, they need to be post-cooled in order to be dimensionally stable for the further handling as bulk material. This is where a self-developed, three-stage-post-mould cooling solution appears, for which an international patent has been applied for.

The innovation of the MHTcoolMAX lies in the detail of the cooling plate. The plate, from which the cooling pins protrude, is water-cooled; air that flows through into the preforms therefore arrives there significantly cooler than from uncooled plates. In the inner space of the preforms, this solution differs from those of other vendors due to its reversed coolant flow. The air initially brushes past on the preform wall toward the front and then arrives back through the inside of the cooling pins, which increases the cooling effect on the preform. In addition to this, the flow of coolant is divided directly after penetrating the preform and part of the air is directed to the inner space of the thread.

The upgrade set is available for preforms up to a maximum water thread diameter of 30/25.

After installation by an MHT service engineer, it is only a matter of ‘plug & play’ for the preform producer – but with one-third more output than previously.

ISBT presents at Pack Expo

THE International Society of Beverage Technologists (ISBT) will present sessions focused on beverage processing and packaging as part of the Conference at Pack Expo which takes place from 26th to 28th September in Las Vegas Convention Centre.

ISBT represents individuals engaged in the science, technology or production of the non-alcoholic beverage industry. This includes individuals employed in scientific or technical positions within bottlers, franchise companies, packaging, flavour, ingredient and equipment suppliers. The ISBT sessions will cover beverage processing, reviewing the process: functions, options and some definitions. Also on the agenda are handling of major raw materials for beverages such as water pre-treatment and purification, HFCS and sucrose receiving and storage and super sack unloading and liquefaction. Participants will also learn basics of pasteurisation and ingredients blending.

“The most important developments in the packaging and processing technology our members use are at Pack Expo. It’s important for them to be there, and it’s an excellent opportunity for ISBT to provide continuing education,” said Larry Hobbs, the Society’s Executive Director;
Next generation hot filler

SIDEL has launched its new Veloce ISD which guarantees dosing accuracy and particle integrity to dose particles in hot filling. The hot filler features 'Integrated Slurry Dosing' suitable for all beverages such as pulpy juices, flavoured waters with fruit pieces, Chinese speciality drinks and aloe vera or coconut-based drinks in PET containers. The filler can dose particles up to 10x10x10 mm in size and with particle quantity concentration ranges from 10 to 200 ml, depending on the recipe and bottle size (from 200ml to 2l).

The Veloce ISD in-line filler includes double stage filling after the bottle rinsing: first, the dosage of a certain amount of particles in pumpable slurry, and then the filling of the bottle with liquid juice. The very high accurate dosage of the Veloce ISD guarantees a very steady and precise quantity of particles in the final beverage filled.

This filler also guarantees the filled beverage quality and, consequently, can maintain the physical integrity of the particles. Less than 10% of the particles are damaged during processing and filling.

The monobloc handles plastic bottles by the neck and is composed of a rinser, doser, filler and capper. The slurry dosing turret is equipped with contactless valves for improved hygienic filling. The traditional filling tube is replaced by a special design of the valve for volumetric dosing patented by Sidel. Due to the horizontal position of the lower surface of the valve cone, the flow cut off of the stream is accurate and does not cause any dripping or product wastage. Capping is much safer as there is no microbiological risk between the neck thread and the cap.

The slurry dosing turret has its own recirculation and cleaning circuit in a closed loop, just like the juice filler where the filling volume is determined by individual flow-meters for high precision filling.

A single automation allows one unique user interface (PLC) to control the entire monobloc, from rinsing to particle dosing and product filling. For upstream, the filler acts as a master in order to synchronise the two slave processing systems, one for the juices and one for the slurry, to ensure energy savings and minimise product loss during start and end of production.

The Veloce ISD is available as a stand-alone filler or in combi configuration, an integrated blow-fill-cap solution.
Closure choice

PORTOLA’s 38 mm tamper-evident, drop band, plug closure, known as the DBJ has been chosen by the US Kroger Co for 100% of its milk closure business. Included in the conversion are Kroger’s juice and tea beverages.

Independent consumer research conducted individually by both Kroger and Portola revealed a clear preference for this closure.

“Consumers prefer a drop band that stays on the bottle versus a tamper-evident feature which requires that you tear off a band and then have to dispose of it. Additionally, consumers prefer the DBJ’s easy opening and resealing attributes,” said Roy Robinson, Vice-President of Business Development, Portola.

The DBJ closure also features three leads (thread starts) which make capper application easier. The multiple leads also facilitate consumer removal and replacement.

PET buying on line

CONSTAR, the Philadelphia-based producer and supplier of PET bottles, jars and preforms developed for food and beverage applications, has launched an online catalogue on its website www.constarnet, featuring a wide range of stock.

The catalogue is designed to help prospective customers quickly and easily research and identify a Constar packaging solution. Visitors can review an entire category or search by application, size/capacity and finish size. There are seven categories: hot fill bottles, water/cold fill bottles, carbonated soft drink bottles, wine bottles, beer/liquor bottles, food jars, and preforms. Each listing includes an illustration of the bottle or jar and specifications on gramme weight, finish, height, width, and bottles per pallet.

Trim meets guidelines

PRODUCER of specialty aluminium beverage cans and bottles, the Ball Corporation has announced its newest can size – the 8oz ‘trim’ can. The small, lightweight can is ideal for juices and other beverages for portion-conscious consumers, and is unbreakable, quick-chilling and 100% recyclable.

The 8oz trim can, which is a shorter version of Ball’s 8.4oz trim can, has a 202 can body diameter and a 200 diameter end. It is designed to run on existing filling lines and requires no line modifications.

The trim 8oz package meets the newly recommended guidelines from the USDA that specify eight ounces as the maximum serving size for beverages sold in schools.

“We are committed to the North American beverage market and to meeting the growing demand for smaller, portion-controlled products,” said Robert M. Miles, Vice-President, Sales, for Ball’s metal beverage packaging division, Americas. “Ball’s 8oz trim can is a sustainable solution for customers looking to stand out in the marketplace and tap into incremental distribution channels.”

Labelling changeover reduced

COCA-Cola United Inc has installed four Sacmi Opera 300 RF 24T/SR labellers in its new, state-of-the-art facility in Baton Rouge, Louisiana. Opera can label 700 bottles a minute and manage size changeovers quickly and efficiently. Thanks to the ‘quick change’ systems, changeover times are reduced.

Opera can be used with cylindrical and/or shaped containers in PET, glass or metal, and can handle wrap-around labels or those made of different materials. The labelling station features two independent reel supports, complete with film tension control device and an automatic correction system to ensure vertical positioning. “We chose Sacmi labellers”, said Mike Lurker, Baton Rouge Coca-Cola United’s Operations Manager, “for their outstanding output rates, excellent reliability and ability to handle various bottle types efficiently”.

The labeller has been designed by Sacmi to work continuously. The machine has a number of features, the most significant being the servo motor mounted on the film drive roller; which corrects feed speed, the absence of label transfer grippers (labels are transferred using vacuum technology) and cutters guaranteed to cut 1 million labels.

Interpack dates

THE next Interpack will take place from 8th to 14th May 2014, at the Düsseldorf trade fair centre. Companies wishing to participate as exhibitors can register from autumn 2012 onwards. The official deadline for registration will be in spring 2013, the exact date to be announced in due course by Messe Düsseldorf.

Throughout the period until the next staging of the fair, www.interpack.com will continue to feature latest industry news and articles. Interpack 2011 exhibitors will also have the opportunity to post their news on the web portal until autumn 2013.

With a visitor count of 166,000, Interpack 2011 closed as one of the most successful events since the founding of the exhibition in 1958.
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Environment

Canadian launch for green bottle

PEPSICO Beverages Canada is introducing the 7UP EcoGreen bottle, North America’s first soft drink bottle made from 100% recycled PET plastic. The move will see PepsiCo Beverages Canada reducing the amount of virgin plastic used by approximately 6 million pounds over the course of one year. Studies published by the Association for Post-Consumer Plastic Recyclers in 2010, estimate this reduced use of virgin plastic will lead to a reduction of more than 30% in greenhouse gas emissions and more than 55% in energy use, based on current 7UP production levels.

The development of the 7UP EcoGreen bottle is a significant achievement since PepsiCo has identified a way to couple existing technology with the best sources of recycled PET plastic and best-in-class processing techniques to produce a 100% recycled PET, food-grade bottle that meets all regulatory requirements and is of the highest quality. Creating a bottle made from 100% recycled plastic for carbonated soft drinks is more challenging than creating a bottle for non-carbonated beverages because of the stress on materials from carbonation pressure.

“After three years of research and development, we have cracked the code to commercially develop a soft drink bottle made from 100% recycled PET plastic, and Canada has proudly led the way,” said Richard Glover, President, PepsiCo Beverages Canada. “Consumers want products and packaging that reflects their desire to protect the environment, and PepsiCo is committed to delivering on that with this kind of world-class innovation.”

The bottle will be produced in multiple PepsiCo manufacturing facilities across Canada. The company invested US$1 million in production enhancements in its facilities, including resin handling systems and inspection systems. Although there will be an incremental cost to produce the 7UP EcoGreen bottle, PepsiCo Beverages Canada plans to price 7UP beverages on par with other soft drink brands.

PepsiCo Beverages Canada’s long term plan is to increase the use of bottles made from 100% recycled plastic. Currently, the company says it leads the industry by incorporating an average of 10% recycled PET in its primary soft drink bottles in Canada and the US.

Sugar cane caps

PRODUCED from sugar cane derivatives, green polyethylene will be used for caps on Tetra Pak packages for Nestlé’s Ninho and Molico UHT milk.

Nestlé Brazil, in a partnership with Tetra Pak and Braskem, has launched two of its popular milks brands in a package with a polyethylene (PE) cap using a renewable resource. UHT milk for Ninho, Ninho Low Lactose and Molico brands will be packed in Tetra Brik Aseptic packages using caps produced with Green PE.

The new polyethylene, developed by Braskem, Brazil’s largest petrochemical company, is made out of sugar cane derivatives, which are polymerised in plastics for cap production. The process contributes to the global reduction of greenhouse gases since sugar cane, a renewable resource, absorbs CO₂ from the atmosphere.

“This is an innovating initiative that adds further value to our products. Our participation in this project is fully aligned with Nestlé’s global social responsibility platform, called Creating Shared Value”, said Ivan Zurita, President of Nestlé Brazil. The concept is based on the assumption that for the long term businesses success, generating value to the shareholders is as important as generating value to the community in which the company is present.”

“This is a key step in our sustainability journey,” said Tetra Pak President and CEO Dennis Jönsson. “Our cartons already have an excellent renewable material profile; now, with the introduction of caps using green polyethylene and our commitment to extend its use to other plastic components, the concept of a 100% renewable carton is becoming a reality.”

Every can counts

NAMPAK Bevcan, the southern African beverage packaging giant, has recently boosted its CSI education funding through an initiative banned as ‘Every can counts’ and accompanied by a ‘Can do!’ message.

The Nampak group allocates 1% of profit after tax to CSI projects every year, including education, health and welfare as well as environmental initiatives. This year it is adding an extra R5 million – for a total of around R10 million – specifically for educational projects. ‘Every can counts’ has been a key contributor towards the additional funds, with a corporate donation for every can sold. This was tied to recycling promotion, a year-round activity for Nampak Bevcan.

The campaign was heavily advertised, including television, radio, billboards and point of sale.

In addition to education about the environmental benefits of recyclable beverage containers, explained Eric Smuts, Nampak Bevcan’s Managing Director, consumers were also helping with job creation in terms of the thousands of informal collectors who make a living from the collection of cans for recycling. “We are contributing to education and transformation, doing what we can for the good of the youth of our country,” he said.
EU data shows waste on the decline

A NEW report on the analysis of official EU data on packaging shows that over the past 11 years the amount of packaging waste going to final disposal in the EU-15 has fallen by 43%. Higher recycling levels and other forms of packaging waste recovery are largely the reasons says EUROPEN, the European Organisation for Packaging and the Environment. In 2008 in the EU 27 member states just over 17 million tonnes of packaging were sent for final disposal. To put this into context, it is estimated that 89 million tonnes of food are currently wasted in the EU 27, more than five times the amount of packaging waste.

The analysis of data from 1998 to 2008 by the EU-15 shows that in the EU-15 growth in packaging waste is clearly decoupling from growth in GDP, an objective of the EU waste strategy. In the 11 year period studied, despite an ageing population and a trend throughout Europe towards smaller households (all of which led to the purchase of a greater number of packaged goods) the amount of packaging placed on the market (excluding wood packaging) rose by only 10% and the amount of packaging waste disposed of (also excluding wood) actually fell by 43%.

The report, Packaging and Packaging Waste Statistics in Europe 1998-2008, contradicts widely held perceptions that packaging has led to a mountain of waste across Europe. Instead, it confirms an earlier EU Commission assessment of the EU Thematic Strategy on Waste Prevention and Recycling which showed that packaging waste from households and commercial sources accounts for only about 3% of total waste.

Commenting on the findings in the report, EUROPEN Managing Director, Julian Carroll, said “The data supports our view that the 1994 Directive on Packaging and Packaging Waste is clearly one of the most successful pieces of EU environmental legislation, something in which all participants can take pride. This is particularly true for consumers who, across the EU, are increasingly accepting the sorting of packaging in their homes for recycling as a routine activity”.

The EU Directive set a 2008 recycling target of 55% to be reached by 12 member states with the remainder, including the newer member states, to reach the same target between 2011 and 2015. By 2008 three of the remainder had passed the 55% target and most others were approaching or already beyond a 50% recycling rate.


Recycling partnership in South Africa

GAYATRI Paper Mills, a fast-growing packaging company, has joined forces with Tetra Pak in South Africa to recycle carton waste. Gayatri already recycles more than 6000 tonnes of cardboard monthly. Carton waste from South Africa has until now mostly been exported to India for recycling. The new initiative will allow material to be re-utilised locally.

“The partnership evolved because Gayatri needed more pulp for their paper mill and downstream operations, while Tetra Pak wanted to increase carton recycling in South Africa,” explained Rodney Reynders, Tetra Pak’s Environmental Manager for Sub-Saharan Africa.

“Tetra Pak carton waste will add a lot of value to their recycled pulp quality due to the quality of the board used in the manufacturing process of our cartons.”

He said the recovered pulp would be used for the manufacture of secondary packaging.

The project’s business model was based on very successful partnerships between Tetra Pak and local recyclers in Brazil, said Reynders.

Low carbon fleet investment

FOLLOWING a successful trial Coca-Cola Enterprises Ltd (CCE) will invest UK£1.75 million this year in a fleet of 14 dedicated biomethane heavy goods trucks, and in the necessary refuelling infrastructure to operate them.

CCE was the first in the logistics sector to trial a dedicated biomethane heavy goods truck in Great Britain. Biomethane has a much lower carbon-intensity than diesel and CCE expects the trucks to generate carbon savings of more than 50%, compared to conventional diesel.

Wendy Manning, CCE Customer Logistics Director, said: “Reducing the carbon used by our own vehicle fleet and by our third party hauliers is a key objective for CCE – we put about 200,000 loads per year onto the roads of Great Britain and so we believe we can make a real difference. All of our hopes on the environmental benefits of biomethane were easily achieved during the trial.”

Lord Redesdale, Chairman of The Anaerobic Digestion and Biogas Association, said: “Coca-Cola Enterprises’ backing for biomethane vehicles is hugely welcome, and demonstrates the unique benefits that this renewable fuel can bring. HGVs have traditionally been a difficult sector to decarbonise as they are not suitable for battery power; so biomethane is a great alternative to fossil diesel. Biomethane also offers excellent air quality benefits. I hope that Coca-Cola Enterprises’ decision will inspire others to choose biomethane for their vehicle fleets, and that the UK will see significantly more biomethane lorries on the roads in the coming years.”

CCE worked with CENEX, The Hardstaff Group and Loughborough University on the trial, with most of the testing completed at Millbrook Proving Ground. The truck used for the trial works in CCE’s local distribution fleet in and around London and uses biomethane from a local landfill site. All the new trucks will be in service next year and will be fuelled by locally sourced biomethane delivered via a specialist refuelling station to be installed at CCE’s Enfield site in North London.

The investment will help CCE to achieve its public commitment to cut the carbon footprint of its direct operations by 15% by 2020 compared to 2007.
**GREEN ISSUES**

**PepsiCo supports water projects**

CONTINUING its longstanding policy of assisting projects that deliver clean waters to communities, especially in rural or underprivileged areas, The PepsiCo Foundation has made a US$5 million grant to the All-China Women’s Federation. This will help fund the efforts of the federation’s China Women’s Development Foundation to provide safe water for 500,000 people in the central and western districts of China by 2015.

PepsiCo was already supporting the foundation’s Water Cellars for Mothers programme and the larger input has been warmly praised by Zhen Yan, who holds senior roles in both the federation and foundation.

“We hope that more enterprises with a strong sense of CSR will engage in the interest of public welfare and contribute positively to the development of a harmonious society in China.”

Noting that “water sits at the nexus of so many global challenges, including health, hunger and economic growth,” PepsiCo’s Indra Nooyi pointed out that “the only way to measurably and sustainably address these issues is through broad-scale collaborative efforts between governments, industry, NGOs and other stakeholders around the world.”

**Investment doubles rPET**

ECO Plastics, Europe’s leading plastic bottle recycler, has raised UK£24 million to drive expansion plans at its Hemswell recycling facility. The funds provide a solid financial platform for the company’s expansion plans which will more than double British production of food-grade recycled material (rPET) for soft drinks packaging.

The funds will support the construction and operation of an expansion to ECO Plastics’ existing plastics processing plant, as well as the investment required to build and operate the joint venture business that will supply rPET to Coca-Cola Enterprises over the next 10 years.

The expansion will increase overall processing capacity at the plant from 100,000 tonnes to 140,000 tonnes of plastic bottles per year; just under half the total collected in the UK last year.

Right: the expanded facility will be fully operational during 2012.

**Lebanese sustainability**

COCA-Cola’s sustainability programmes in Lebanon have continued to draw public attention, notably through developments such as a Nature Captured photographic exhibition and a partnership with Rotary clubs in the country to enhance and protect water resources for schools.

The Nature Captured exhibition, held in the Saifi Urban Gardens, Gemayzeh, Beirut, was organised by AUB-Ibsar; Nature Conservation Center for Sustainable Futures at the American University of Beirut. As outlined in an earlier report, this centre is supported by the Coca-Cola Foundation on an ongoing basis.

The exhibition’s photographs were taken by 11-16 year-olds participating in the centre’s Nature Captured programme and were accompanied by narratives written by the students.

“The aim of Nature Captured is to involve children in environmental awareness campaigns and encourage them to use artistic mediums, such as photography, to share personal messages with their community,” said Dr Salma Talhouk, a professor at AUB and one of the driving forces behind the centre.

The partnership between Coca-Cola Middle East and the Rotary Clubs of Lebanon is a five year project which began in 2009. The most recent development involved the Rotary Club of Sahel Aley, covering eight schools. Speaking at the symbolic unveiling of the new facilities at one of the schools, Mona Haidar from the Ministry of Education and Higher Education said that “good ideas that benefit our society need financial support to help them get off the ground.”

The Rotary Club of Sahel Aley had done “an amazing job in implementing this fantastic project,” she said and, with the financial support of Coca-Cola Middle East, the initiative had spread nationwide.

**Nature Captured project’s young artists.**

Send your news to: news@softdrinksinternational.com
Red Bull counting every can

The drinks can recycling programme, Every Can Counts, has announced that Red Bull has become a funding partner of the programme, the first drinks brand to become actively involved. Until now Every Can Counts has been developed and funded by the European and UK beverage can makers and the aluminium and steel packaging reprocessors.

Red Bull and Every Can Counts will work together to explore new ways of encouraging consumers to recycle drinks cans; this will include actively encouraging recycling at Red Bull’s own events such as the Red Bull Flugtag, which took place at Roundhay Park in Leeds, England, on 17th July.

“To say that we are excited about the prospect of working with Red Bull is an understatement,” said Alupro Executive Director Rick Hindley. “Red Bull have a reputation for leading from the front, being creative and innovative in their approach to everything from events to retail, so we are really looking forward to working with their teams to give an edge to our promotion of recycling in workplaces, universities and ‘on the go’.

Red Bull UK Managing Director, Nigel Trood, added: “Joining Every Can Counts gives us the opportunity to directly support and encourage drinks can recycling among our consumers and a wider audience. We hope to develop an exciting, dynamic relationship with the programme and its users.”

Red Bull Flugtag is one of the largest events in the drinks brand’s events programme, with an estimated 20,000 spectators expected over the day of the competition. At this year’s event Every Can Counts encouraged visitors to contribute empty cans to the creation of a recycled can artwork, which was built on site during the event.

European collections up

The amount of PET plastic bottles collected for recycling across Europe last year rose by more than 6% to reach almost 1.5 million tonnes, according to a report commissioned by two industry bodies. European PET container body Petcore and plastics recycling association EuPR said European post-sorting PET collection increased to 1.45 million tonnes in 2010, an increase of 6.5% compared to 2009.

Coca-Cola Hellenic has pioneered the establishment of packaging recovery organisations that collect, recycle and recover packaging waste in 19 countries in which it operates. In 2010, an estimated 79,000 tonnes of PET bottles which contained Coca-Cola Hellenic products were recovered.

The ultimate goal for Coca-Cola Hellenic, which last year invested almost €42 million in recovering PET bottles, is to close the recycling loop by converting used packages into new. In Austria, the company co-owns a bottle-to-bottle recycling plant, which recycles up to 570 million bottles each year.

School recycling initiative underway

The American Dream Machine Recycle Rally, supported by PepsiCo, is underway for the 2011/2012 school year. The initiative is a national programme that aims to raise awareness of the importance of recycling among students, grades K-12, and gives participating schools a chance to earn rewards and compete for prizes.


Through the Dream Machine recycling initiative, PepsiCo aims to create strategic partnerships to help increase the US beverage container recycling rate to 50% by 2018 by providing greater on-the-go access to recycling receptacles. Participating schools earn points for every non-alcoholic aluminium can or plastic bottle collected through the programme year-round, and schools can redeem those points with local businesses and major retailers for rewards such as sporting goods, electronics, gift cards, educational events, and music, also be eligible to win one of more than 75 contest prizes, such as the US$50,000 Dream Green School Makeover grand prize.
Human Resources

APPOINTMENTS

Ball Corporation of Broomfield, Colorado, the global packager of FMCG goods, has announced the Board of Directors has promoted Lisa A. Pauley to Senior Vice-President, Human Resources and Administration, and elected Charles E. Baker to the additional office of Corporate Secretary.

Dr Pepper Snapple Group Inc has announced that Carolyn Ross, Vice-President of Investor Relations, will assume leadership of the company’s investor relations function, reporting directly to CFO Marty Ellen.

Norway’s Aker BioMarine has appointed Peter Svensson as Executive Vice-President with responsibility for onshore manufacturing.

Blue Pacific Flavors, a leading natural and organic-compliant fruit flavour manufacturer, based in California, has appointed Thuy Huynh to lead its technical innovation team as Director of Flavors and Applications.

Cargill's cocoa and chocolate business has appointed a new specialist team to support the company’s commitment to build a sustainable supply chain for cocoa and chocolate. The Sustainable Cocoa & Chocolate Team is headed by Taco Terheijden. Working alongside Taco are Matthieu Guémas, Project Manager and Saskia Samama, Programme Manager.

Crowcon Detection Instruments has appointed Mike Ophield as its new Managing Director. He joins Crowcon from fellow Halma company Diba Industries, based in the US, where he was VP of Sales and Marketing.

Dr Geoff Spriegel has been appointed as the new Chairman of the Leatherhead Board. He joined Leatherhead Food Research, the UK research and scientific consultancy, in January 2011 initially as a Non-Executive Director.

FlavorActiV, the UK company which specialises in Taster Management for brewers and beverage companies, has appointed three new directors in a strategic move to drive growth in the business: Richard Boughton continues as Managing Director; and is joined on the board by non-executive directors Martin Thomas and Dr Rob Rule, the latter as Chairman. Dr Boris Gadzov, who has been with FlavorActiV for five years, is promoted to the Board as Executive Director, Taster Management.

Husky Injection Molding Systems of Bolton, Ontario, has announced the appointment of Su Taylor to the position of Vice-President, Human Resources and Organisational Development. In this role, she also becomes a member of Husky’s executive team.

Katharina C. Hamma has been appointed provider of natural and synthetic molecules to the food and beverage industries, has appointed Andrius Smuilytys Technical Sales Manager for the company’s Food Technologies Division in Central and Eastern Europe.

Borealis, the Austrian provider of chemical and plastics solutions, has announced two appointments for its film and fibre and moulding business: Rainer Höfling Vice-President Business Unit Moulding and Thierry Chevrier Vice-President for the Business Unit Film & Fibre.

In a European management realignment Hans-Joachim Bohnert, Thomas Eller and Heinrich Sievers have been nominated Directors of Wild Flavors Europe GmbH in Zug, Switzerland. Hans-Joachim Bohnert and Mark Lotsch were appointed Managing Directors of Rudolf Wild GmbH & Co KG in Eppelheim, Germany.

The Board of Directors of Sonoco, one of the largest diversified global packaging companies based in Hartsville, South Carolina, has elected John R. Haley as a Director of the company.

Specialist European plastics packaging technology business Petainer has appointed Mark Ellis as Group Financial Director to help drive the continued growth of the business.

Owens-Illinois Inc, the world’s largest glass packaging maker, has named Steve Bramlage President of the company’s Asia Pacific region which accounts for about US$1 billion of the company’s global sales. The company has 13 plants employing 6,000 employees in four countries in the region, including Australia, New Zealand, Indonesia and China.

D. D. Williamson the natural colouring products supplier of natural and synthetic molecules to the food and beverage industries, has appointed Andrius Smuilytys Technical Sales Manager for the company’s Food Technologies Division in Central and Eastern Europe.
Beverage contractor lends support

SOMERSET-based food manufacturer Framptons Limited has joined forces with Glastonbury Festival organiser Michael Eavis to support a team of students driving an ambulance from the UK to Mongolia in aid of charity.

With the support of Framptons, which contract packs fruit juice, smoothies and milks and manufactures egg products, the team was able to raise enough money to ensure the ambulance can reach Mongolia where it will be donated to a community in need, via the UK registered charity Adventures for Development Mongolia. It will help provide a big improvement to the services Mongolian health organisations can offer their patients; currently, many hospitals and medical centres have no means of transporting either patients or essential medical supplies.

Caroline Burgess, Marketing Co-ordinator at Framptons, said: “We are keen to support charitable causes in both our local and wider communities. We wish the team the best of luck on completing their journey, which will no doubt help provide vital medical care for a community in Mongolia. We look forward to hearing about their travels on their return to the UK.”

Workers challenged to keep fit

PEPSICO UK & Ireland has launched a new workplace scheme to get at least 25% of employees doing some form of regular exercise over the next two years. ‘The PepsiCo Challenge’ was launched earlier this year in January.

The scheme has been enthusiastically embraced in a variety of locations throughout the UK. Nowhere more so than at Boxford Farm in Suffolk where Copella, the apple juice brand, is made. Of the 90 employees at Boxford a high number want to find easier ways to take up regular exercise. The company’s Health Action Team has hired the local sports centre every week for badminton and basketball evenings and helped to create a walking club and local cycle schemes. At the same time, a weight loss club was started and 21 participants have so far lost 95.2kgs between them.

Boxford is just one example of PepsiCo UK & Ireland’s workplace health programmes. In March this year, PepsiCo UK signed up to three pledges in the Department of Health’s Public Health Responsibility Deal – one of which focuses on workplace health. To date, all its major manufacturing sites across the UK, including Leicester, Peterlee, Coventry and Skelmanstown, are taking part in the PepsiCo Challenge.

Additionally, PepsiCo UK has also held a number of Health & Wellness days across the UK, including on site at the Quaker mill in Cupar, Scotland. Nurses were on hand to offer on the spot health checks and exercise classes were run on site, including Gym Balls and Jazzacise.

Zoe Eccleston, Health and Wellness Manager for PepsiCo UK and Ireland, said: “It was a fantastic day at Cupar. The nurses worked incredibly hard with many of our team keen to have a check up and our exercise classes were full every 20 minutes. The day was a great opportunity to encourage people to think about their lifestyles and explore how they can make improvements to their health where needed.”
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From the 50 Years Ago

Soft Drinks International – September 2011

50 Years Ago
From the Soft Drinks Trade Journal of September 1961

Canned soft drinks
Chandy is now being canned by two companies in the UK and the new pack is meeting with great success.

Due to an unfortunate transposition of words in one of the schedules in the article ‘Canned Soft Drinks’ in last month’s Journal, the flavour of Chandy was described as Dunsade. Chandy is, of course, shandy flavour while Dunsade is one of the soft drinks canned by Joseph Dunn (Bottlers) Ltd of Glasgow. We apologise for any confusion caused by this error.

New Arab soft drink
The United Arab Republic plans to launch a new soft drink early next year which is intended to gain nation-wide distribution and eventually become an international drink.

British ‘know-how’ has been called upon to develop the drink and to plan its bottling. Mr P. N. O’Donoghue, B.Sc, the Technical Director of Barnett & Foster Ltd, has been largely responsible for the formula of the drink which is based on the locust bean or carob.

On the plant side, Mr G. P. Darnley, Managing Director of Bratby & Hinchcliffe Ltd, has rendered great help and, as a result, has gained a contract for plant to the value of about £250,000 for his company.

The new drink will be known as ‘Sidrob’ and it will be launched by the Sidrob Trading Co of Cairo with the full support of the U.A.R Ministry of Industry.

The Managing Director of the Sidrob Trading Co, Mr Sayed Awad Mohammed, was in London last month when a meeting was held at the Great Eastern Hotel for the signing of contracts with several British companies. The total value of the contracts was £737,000 and the contracts were the first major private ones placed with Great Britain by the U.A.R under its current five-year national industrialisation programme.

Effluent and water treatment
The Second Effluent and Water Treatment Exhibition and Convention to be held at Seymour Hall, London, from 31st October until 3rd November will be nearly twice the size of the one held in 1960. There will be a number of developments and innovations on show at the Exhibition and, at the Convention, papers will be presented covering internationally the subjects of effluent and water treatment by well-known authors.

Increasingly severe restrictions are being imposed by River Authorities on the type of effluent discharged. The growing volume of water required for industry cannot always be provided economically from available sources and recovery of used water is of prime importance. Both subjects will be well represented at the Exhibition by new designs and techniques.
Now available through Soft Drinks International

Canadean market reports and the NEW Quarterly Beverage Tracker

Quarterly Beverage Tracker
These reports provide a complete overview of all commercial beverage consumption trends every quarter and are available for 38 key markets worldwide.
The Q1-11 reports are out now and are ideal for benchmarking total market performance vs retail audit data and for keeping up-to-date with the latest industry developments.
As well as quarterly volumes, our analysts provide full year forecasts for 2011.

Report highlights:

● Supporting text on quarterly performance and forecast assumptions for each beverage category
● Economic ‘mood indicator’
● Latest industry news
● New products, including selected pack shots
● Carbonated soft drinks volumes by flavour and regular vs low calorie
● Special focus on flavour trends in soft drinks

Countries available from the Quarterly Beverage Tracker Service
West Europe: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland (Republic and Northern Ireland), Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland,
United Kingdom*** East Europe: Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Poland, Romania, Russia, Serbia, Slovak Republic, Slovenia, Turkey, Ukraine, Asia: China, Latin America: Argentina, Brazil, Chile, Colombia, Mexico, North America: USA. ***Data only.

United Kingdom Quarterly Beverage Tracker including a Consumer Insights Survey
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.

Key topics addressed include:

● Purchase intention of branded vs private label soft drinks
● Consumption location habits
● Importance of packaging
● Pending habits vs the previous year
● Purchasing behaviour - is it influenced by ‘naturalness’?

With almost 40 years experience, Canadean is the leading supplier of information, market research and consulting services to the global beverage and beverage packaging industries.

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Double label speed

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 at the next is printed, more than doubling machine speed.

The new machine is based on a standard Logopak 535 case labeler but with the printed labels picked up by vacuum on the rotary applicator and then transferred to the pack by direct pressure or air jets. As a result, operation is virtually continuous motion, with no reciprocating parts.

Stand D81.

Automatic coding

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, labelers, 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.

Stand D17.

Materials handling

SWISSLOG, the global provider of integrated logistics solutions for warehouses and distribution centres, is enhancing its industry, with particular interests in materials 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.”

www.swisslog.com

Customised

AXIUM Process specialises in customised fabrication and offers manufacturers a comprehensive stock of metric and imperial stainless steel tube and pipe fittings that includes RIT, IDF, DIN, SMS and Clamp unions as well as tube fittings and components which are compliant with the ASME B16.34/ASME B16.19 Standard.

The company, which has extensive experience in the beverage industry where high levels of product consistency are essential, also maintains an extensive range of fully traceable hygienic stainless steel clamp fittings which includes ferrules, blanks, 3 pieces, swept and reducing tees, bends, hosefitters and adaptors. The fittings which are manufactured in 304, 316 or 316L stainless steel can be finished to suit customer requirements and are available with internal and external finishes from descaled up to 6.10um Ra.

www.axiumprocess.com

www.aptar.com

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.

Promotion opportunity

The ‘bubbling up’ section in Soft Drinks International provides the ideal platform to introduce your new product or service to decision makers in more than 100 countries.

Your entry which includes an image, and a logo, plus at least 100 word description, together with full address and contact details is guaranteed to be published for the modest fee of just £95 (£110, $150), per insertion.

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