



Soft Drinks International

THE GLOBAL BEVERAGE INDUSTRY MONTHLY

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Soft Drinks International

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

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Everything to show for

August is generally viewed as one of the quietest months in the soft drinks' calendar, especially in the northern hemisphere. As countries bask in summer warmth, the effort put in by manufacturers of soft drinks in developing and bringing new products to market earlier in the season is rewarded by the traditional annual vacation, usually taken in August to coincide with school holidays.

It is the lull before the storm. Management in September, like pupils returning to a new term at school, will be hitting the ground running as the autumn exhibition season gets underway. And the 2009 autumn exhibition season is a big one, kicking off with drinktec 09.

As reported in *SDI* last month, this four-year event is forecast to attract some 70,000 visitors from 160 countries. According to Mark Hammon, Senior Vice-President and CFO American Beverage Association, "drinktec is an absolute must-attend for anyone in the beverage industry. All the key suppliers in the world and their customers are there." Lt Chesada Thamacit, CEO of the Thamavit Group, Thailand, observes, "Travelling long distance is hassle for us, and we are travelling only with good reason. drinktec is an event happening every four years and we can witness the most up-to-date innovations at the exhibition."

The *SDI* team will be there as well, returning to the UK for the PPMA show (29th September - 1st October), then back to Germany for Anuga (10th - 14th October), and Fi Europe in Frankfurt in November. In the US there are two further important events: Pack Expo at the Las Vegas Convention Centre from 5th - 7th October, followed by the Worldwide Food Expo in Chicago from 28th - 31st October, and *SDI* will be there too.

A lot will be riding on these shows. The global economic recession has impacted negatively on suppliers to the industry. Kronos, for instance, has announced a €16million loss in the first half of 2009, compared to a €91million profit for the same period last year. The giant German beverage filling and packing technology company has described the economic outlook for the second half of the year as "precarious" but noted the recession was not hurting the beverage industry as much as other sectors and would "probably be over more quickly too".

The much-touted 'green shoots of recovery' are evident. There have been some encouraging signs in the UK that the recession has peaked and, so far as soft drinks are concerned, profitable results have been reported by both Barr Soft Drinks and Britvic Soft Drinks. In the US, Coca-Cola Enterprises has reported that net profits in the three months to the end of June were US\$313million, compared to a net loss of \$3.16billion for the corresponding period a year earlier.

The busy months ahead can only bolster these encouraging signs.

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

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Late Bulletin

- **Huiyuan Juice Group** has warned that profits for the first half of 2009 are likely to fall significantly. China's largest juice firm noted that uncertainty surrounding Coca-Cola Co's attempt to buy the company led to a "significant decrease in sales" during the six months to the end of June. It warned that it is likely to report operating losses for the half-year, compared to the same period of 2008.
- **Jones Soda Co** has reported an improvement in second quarter net losses, but said it has "much work" to do in order to achieve long-term profitability. For the quarter ended 30th June, net losses improved by 28% to US\$2million over the previous year's net losses of \$2.7million. Revenue sank to \$7.5million from \$11.7million in 2008, which the company attributed to the discontinuance of the Jones Soda glass bottles at some of its major retailers and a reduction in demand.
- **Coca-Cola Bottling Consolidated** has opened a US\$9million warehouse and logistics centre in Roanoke County, Virginia. The new facility includes a bottling line at its Roanoke manufacturing plant and a warehouse and logistics centre at Valley Gateway.
- **Hansen Natural** has reported a 25% rise in net profits for the first half of 2009. Net profits at the owner of the Monster Energy brand for the six months to the end of June reached US\$98.9million, compared to \$79million for the same period of 2008. Strong demand for Monster saw net sales rise by 10% to \$544.4million, with operating profits up 31% to \$158.6million.
- **Pepsi-Cola North America** has expanded its Mountain Dew soft drink line in the US with the addition of Diet Mountain Dew UltraViolet. The extension became available nationwide from 10th August for 12 weeks and combines citrus and mixed berry flavours. The launch will be supported with a range of TV and radio advertising.
- A magazine advert for **Britvic's Robinsons Fruit Shoot** in the UK has been banned by the Advertising Standards Authority following a complaint that the ad was "misleading". The advert stated: "Kids need plenty of fluids to help them maintain their mental and physical stamina. In fact, they should drink six to eight 250ml glasses a day ...". A complaint challenged whether the claim "they should drink six to eight 250ml glasses a day ..." was misleading, because the total recommended fluid intake for children included fluid absorbed from food as well as from drink.
- Strong demand for the **Vimto** brand in the UK and abroad helped **Nichols** to post healthy rises in sales and profits for the first half of 2009. Net sales for the six months to the end of June rose by 28% year-on-year to £37.5million (US\$63.6million). Net profits rose by 37% to £3.2million for the half-year. Demand for Vimto led the rise in sales, with the brand's sales growing by 13% in the UK during the six months, with carbonated Vimto up 15%, against a soft drinks market down by 2% in the same period. Vimto sales abroad rose by 22.6%, thanks to growth in Africa and the Middle East.

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Europe

New distributor for Benelux

FROM 1st January 2010 Coca-Cola Enterprises (CCE) becomes responsible for the marketing, distribution and sales of the children's beverage Capri-Sonne in the Netherlands, Belgium and Luxemburg. For over 16 years, CCE has had the UK license to produce and market the drink under the brand name Capri-Sun and since 2007 the company has handled the drink in France.

To strengthen the brand internationally, Capri-Sonne says it wanted to work with a company that had the right kind of presence and logistic capacity to serve all three markets.

"We want to keep up our strong global expansion and grow at a higher rate than the rest of the product category. Wherever possible, our goal is to join forces with the strongest partner in a given region. Consequently, CCE was seen as the perfect company for us in the Benelux countries, especially because of its successful work in Great Britain," states Jürgen Schnabel, Managing Director at Capri Sun AG. "The fact



that the brand now has the same solid partner on five west European markets is a strategic advantage."

In addition to the classic 200ml pouch with a straw, CCE will also offer the larger size Capri-Sonne in a recloseable 330ml pouch in Benelux. The drinks for the Benelux market will continue to be manu-

factured by the Deutsche SiSi-Werke company in Eppelheim near Heidelberg.

The first Capri-Sonne was launched in Germany in 1969. Since then it has become the world's most popular children's beverage. An annual 5.5 million pouches are sold across the globe, and together with its partners, the brand has sales of around €1.4 billion.

Russian investment

TOGETHER with its partner The Pepsi Bottling Group (PBG), PepsiCo plans to invest US\$1 billion in Russia over three years. The investment will bring the cumulative investment in Russia by PepsiCo and PBG to over \$4 billion.

Commenting on the investment whilst in Russia opening the new Domodedovo bottling plant outside Moscow, PepsiCo Chairman and CEO, Indra Nooyi, said, "This investment reflects very clearly our great confidence in Russia and our long-term commitment to this very important market." Her visit also marked the 50 year anniversary of Pepsi-Cola being introduced in Moscow at the 1959 American National Exhibition.

The investment is funding various programmes to expand manufacturing and distribution capacity. PepsiCo and PBG also are planning significant investments to build a state-of-the-art warehousing and distribution infrastructure for the Lebedyansky juice business.

"Russia is a very attractive growth market," said PBG Chairman and CEO, Eric Foss. "The investments we're making in our Russia business are creating new jobs, providing us with the flexibility to produce a wider range of beverage offerings for consumers, and enabling us to better serve our valued retail partners. Our new plant in Domodedovo

reflects our serious commitment to future expansion in Russia."

When operating at full capacity, the Domodedovo plant will be larger than any bottling plant currently in PepsiCo's global system. It will produce a range of beverage brands, including Pepsi-Cola, Aqua Minerale water and ready-to-drink Lipton Iced Teas (through PepsiCo's joint venture with Unilever) for sale by retailers across Russia as well as neighbouring CIS countries.

The plant incorporates a number of water-saving and energy-saving features designed to reduce its environmental impact. It employs a state-of-the-art water filtration system that uses ozone molecules for purification. It is also the first PBG plant in Russia equipped to produce ultra-light PET plastic bottles on all bottling lines, with labelling technology that uses no glue, less plastic and less energy than traditional labels. In addition, the plant is designed to utilise energy-efficient lighting systems.

50 Years of Pepsi

Pepsi's history in Russia began in 1959 when former PepsiCo Chairman and Chief Executive Officer Donald M. Kendall, then Pepsi-Cola International President, personally introduced Soviet Chairman Nikita Khrushchev to Pepsi-Cola at the historic American National Exhibition in Moscow. At that event, visitors sampled some three mil-

lion cups of Pepsi. Many years later, Kendall reached a landmark barter agreement with the Soviet government, under which his company provided soft drink concentrate in exchange for Stolichnaya vodka. As a result, in 1974 Pepsi-Cola became the first Western consumer product to be made and sold in the Soviet Union with the opening of the initial franchise bottling plant in Novorossisk. Over the years Kendall has remained very active in promoting commercial relations between Russia and the US, and in 2004 then-President Vladimir Putin honoured him with the Russian Federation's Order of Friendship at a Kremlin ceremony.

Direct to offices

RAUCH Group, one of Europe's largest soft drinks manufacturers, has teamed up with Koolaking to distribute its fruit juices and iced tea and coffee direct to offices. Koolaking will supply Rauch Group drinks direct to offices in coolers with an 'honesty box' system of payment.

This new distribution concept for soft drinks is being pioneered by Koolaking, who operates a network of licensed distributors throughout the UK. The company expects UK sales to top £5 million in the first five years, with 10% of all product purchases going to The Stroke Association.



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Exports hit record levels

UK exports of food and non-alcoholic drinks have hit record levels, boosted by strong performances in all product categories and a growing taste for British products in Central European countries.

Research commissioned by the Food and Drink Federation (FDF) reveals that exports were worth £9.23 billion in 2008, up 20% in value terms on the year before. Star performers included soft drinks (up 30.7%) and tea (up 14.3%).

Central Europe is one of the standout regions for exports, with growth fuelled by the demand for a wide range of UK food and drink products in the former Eastern Bloc countries. Exports to Hungary were up 74.3% to £40.2 million; exports to Poland were up 53.6% to £116.4 million; those to Latvia were up 51% to £8.6 million; to Slovakia up 45.2% to £11.5 million; and to Lithuania up 32.7% to £9.7 million.

Patent infringement pursued

THE M&G Group, the world's largest producer of PET for packaging has confirmed that it is going ahead with patent infringement proceedings in Italy.

The proceedings, initiated by COBARR, SpA and M&G Polimeri, SpA, subsidiaries of the M&G Group, are against Acqua Minerale San Benedetto SpA, Iper Montebello SpA, and Pepsico Beverages Italy Srl. The suit claims that packaging materials used to market the 7UP brand infringe the claims of EP 0 964 031 B1 with the corresponding Italian Patent No 99109316.2.

Last year, the M&G Group took similar action in Germany against Red Bull Deutschland GmbH and Alpla Werke Alwin Lehner GmbH & Co. KG.

The M&G Group maintains it has pioneered many patented aspects of the barrier solutions now being offered in the market. With an increasing number of barrier solutions coming on the market, the group feels that it is the right time to stand its ground and protect its Intellectual Property rights.

According to Dario Giordano, Global Director Corporate Research & Development, the Italian action filed in April 2009 is consistent with the action taken in Germany and was taken to ensure that the M&G Group's Intellectual Property is respected:

"Fundamentally, M&G believes that licensing is the most efficient way to respect another's intellectual property and I remain hopeful that in the future, those who operate, or want to operate, within the claims of EP 0 964 031 B1 or any other M&G patent will seek a proper license."

Packaged water falls in Czech

CONSUMPTION of packaged water in Czech Republic between 2005 and 2008 dropped to 877 million litres, a decline of 4%, according to the country's Association of Soft Drinks Producers. The main reason behind the fall is that more and more locals turn to tap water when thirsty rather than to the one in PET bottles because it is still substantially cheaper, even though the price of tap water has been rising each year.

A survey by waterworks company Veolia,

which holds a 40% share on the country's respective market, revealed that last year alone, 75% of its customers at times drank water from the tap (a growth of 5% compared to 2007). Another 60%, meanwhile, admitted buying packaged water (a year-on-year drop of 7%).

Water in PET bottles accounts for approximately one third of all soft drinks purchased in the Czech Republic. Total consumption went down in 2008 by roughly 1% to 2.73 billion litres (the only categories which performed better than the year before were the relatively marginal sport and energy drinks, plus iced tea and coffee) and in terms of per capita, the demand fell by three litres to 268 litres.

Kofola reports 2008 results

LEADING Czech soft drinks producer Kofola in 2008 made a profit of CKr89 million on sales of CKr8.1 billion, the latter figure having almost doubled compared to 2007. The financial results were officially confirmed by the company's spokesman Martin Klofanda who told *Soft Drinks International* that the main reason behind the growth in turnover had been last year's merger with Hoop, Poland's third biggest

producer;

In the first three months of 2009, however, Kofola has recorded a loss of CKr91 million. "January, February and March are always the worst months and we have also spent substantial sums on marketing activities," Klofanda explained to local press agency CTK, adding that in the second quarter, the company expects to be back in the black.

Kofola is one of the biggest soft drinks manufacturers in Central and Eastern Europe. Besides its home country, it is especially active in neighbouring Poland and Slovakia.



FIRA de Barcelona's International Packaging Show, Hispack, and Alimentaria Exhibitions' Barcelona Food & Beverage Technologies, Bta, report that the show attracted 3,000 companies and 55,000 trade visitors highlighting the strength of the Spanish packaging and food and beverage technologies sectors and reaffirming the alliance as one of the most important trade events in Europe.

Norwegian sales get a lift

ISKLAR's late spring launch in Norway has lifted sagging bottled water sales in that country, according to May consumption figures released by Bryggeri & Drikkevareforeningen (BDR), Norway's drinks federation. The figures show that bottled water sales hit 1.94 million litres in May, a level 150,000 litres higher than comparable figures in April, but 116,000 litres lower than May 2008 consumption.

However, the full impact of Isklar's launch will not be evident until figures for June and July are released, given that the non-sparkling bottled water product was not launched until the second half of May.

"The Norwegian bottled water market has been affected by the general economic decline, but are seeing strong sales for Isklar and this is bound to have a positive overall impact on sales of bottled water in Norway," said Helge Valeur, Isklar's Business Development Director.

Isklar has negotiated countrywide distribution contracts with filling station-shop operators Shell and Esso, while talks with store chains Centra, Ultra stores, 7-Eleven, Narvesen, as well as airlines, hotels and restaurants, are ongoing.



The May launch was preceded by a capital raising programme that raised €25million to develop Isklar's market potential in Scandinavia, North America, mainland Europe and Asia.

The Oman-based SABCO, which produces bottled water in the Middle East, pro-

vided around 50% of Isklar's investment capital needs. The additional 50% of funds were contributed by Jova Holdings, the Norwegian transport and logistics group.

In Norway, Isklar is being sold in 1.5 litre, 500ml, 700ml and 250ml singles and multi-packs.

Swedish women drink more water

A PRODUCT profiling survey by Sweden's Spendrups reveals that the most lucrative market for bottled water in Sweden is professional women and homemakers aged between 40 to 45.

The analysis tends to challenge the general market image that bottled water prod-

ucts are most popular among males aged 20 to 30 years. This age group has been traditionally held as the main target audience for bottled water in Sweden.

According to the survey, the typical bottled water consumer is female. "She is 45 years, lives in her own home, is married and has children. She rarely goes to bars, but she loves bubbles, especially in water. She is the typical consumer of sparkling water," contends the survey report.

The survey, which was conducted for

Spendrups by the market research firm United Minds, suggests that bottled sparkling water is making a comeback in the Swedish market as a "trendier alternative to wine or beer," observed the survey report.

According to the report, 28% of Swedes polled for the survey said that sparkling water is the most trendy product they consume. In contrast, the comparable percentages for wine and beer were 20% and 10% respectively.

"Around 72% of Swedes use sparkling water as a thirst quencher in the summer, making it the summer's most popular drink. Sparkling water is also increasingly seen as a good alternative to soft drinks by 72% of women and 60% of men," said the report.

Bottled water, and especially flavoured varieties, are becoming more dominant in Sweden's beverage market, said Helena Augustsson, Marketing Manager for Water and Soft Drinks at Spendrups. Loka holds a 34.5% share of Sweden's total bottled water market.

"It is clear that bottled water is replacing sugar sweetened products, as more people choose flavoured water alternatives. Our Loka bottled water brand continues to strengthen its position with mature as well as young consumers," said Augustsson.

The report revealed that 62% of women consume sparkling water against 49% of men. Sparkling water is most popular in eastern and central Sweden, in the Uppsala, Mariefred, Strängnäs and in Arboga regions.

In brief...

- Organic Farmers & Growers reports that it is the first certifier to add its financial backing to a UK-wide initiative to boost consumer understanding of organic food.

A core group of industry players and leading companies have come together under the co-ordination of Sustain, the alliance for better food and farming, to instigate a consumer-facing marketing campaign that could attract 50% match funding from the EU.

Other European countries have been making use of this money since 2004, though no similar programme has been undertaken in the UK.

- Eu Vend's free supporting programme will offer even more benefits when the show opens in Cologne from 10th to 12th September 2009. In addition to the presentation

programme 'Visions of Vending', which this year specifically addresses issues and needs of importance to vending machine operators, the event will also feature an interview and discussion forum. Known as 'The Red Sofa', the forum will provide information on current topics by means of interviews, specialist talks and discussions.

- UK-based organic oil specialist, Earthoil, has announced it will start a gradual transfer of its operations from Lichfield to Bury St Edmunds. The subsidiary of flavour and fragrance ingredient supplier Treatt plc will move its warehouse to a dedicated building at Treatt's international headquarters. This move is in line with the parent company's plan to introduce further efficiencies and maximise synergies between Earthoil and Treatt.

Africa

Soweto Foosball Open

AFRICA – and not just South Africa, as we've already reported – is on countdown for the 2010 FIFA World Cup, supported by Coca-Cola. Soweto, in the Johannesburg suburbs, has just had its own curtain raiser to the World Cup, organised by a company which has become closely aligned with soft drinks marketing in southern Africa.

The 2009 Soweto Foosball Open was organised by Foozi Gaming whose branded foosball tables were – as reported in our last issue – a prominent feature of the Coke Zero festivals in Johannesburg and Cape Town.

Held over two days, the competition was open to all skill levels, competing in professional and amateur classes. Prizes included cash, a Foozi Pro foosball table and entry to the national Table Soccer Championships.

The competition was enhanced by a variety of hands-on experiences for the audience, including skills training, trick shot displays and 'beat the pro' competitions.



Nelson Mandela's home in Soweto.

There were also food and drink stalls and professional commentary via big-screen TV coverage.

During the recent Confederations Cup, Powerade teamed with Foozi to offer branded foosball tables at the tournament's four stadiums. Foozi's Damon Freeman

claimed it was a very effective brand marketing medium. "Sure, budgets have been 'thinned' and times are tough, but so what? Think creatively, be different – that's what ad agencies are supposed to do. There are many platforms and opportunities for advertisers out there with limited budgets."

Mauritius deep sea water

SITTING in the Indian Ocean, far from most sources of pollution, Mauritius is well placed to develop a deep sea water bottling industry, akin to the extremely successful ventures booming in Hawaii.

The Government of Mauritius sees the Land-Based Oceanic Industry (LBOI) which

covers deep sea water harvesting, as a future pillar of the Mauritian economy, in tandem with what officials refer to as the 'Seafood Hub'.

A report commissioned late last year has delivered a finding that the LBOI and Seafood Hub could create direct employment for nearly 18,000 people by 2010. In addition to generating new wealth, this growth is important to compensate for losses in employment and export revenue from the ailing sugar and textile sectors.

"Since Mauritius has the advantage of having an exclusive economic zone which extends over two million square kilometres, the exploitation of our marine resources can offer tremendous potential for economic and social development," noted the report's authors.

Dharam Gokhool, the Minister of Education and Human Resources, has stressed the need to equip the Mauritian workforce with the right skills and know-how to sustain these potential new sectors. "Job opportunities will be available at all levels ranging from very high-skilled jobs like marine engineers to very low-skilled jobs like helpers and factory workers," he said.

Mauritius straddles what is known as the 'Great Conveyor Belt' which moves massive currents of deep sea water, rich in minerals and other nutrients, across the Indian Ocean. Nature has positioned it perfectly for exploitation of deep sea water, again with strong similarities to Hawaii.

The LBOI industry is expected to bottle deep sea water for sale to major markets in Asia, Europe and elsewhere, as well as harvesting water and minerals for pharmaceuticals, healthcare products and niche lines.

It will require a substantial infrastructure, with the government already working on attracting the necessary – very substantial – investment. Tax incentives are offered, along with an assurance of trained workers, political stability and a positive attitude towards economic development.

Painting the town routes red

DURING the FIFA Confederations Cup, held recently as a precursor to next year's FIFA World Cup, Coca-Cola demonstrated the power of advertising not only in stadiums but also on key arterial routes within metropolitan areas, airports and other high profile locales. Specialist contractor INM Outdoor selected and developed sites for tactical formats both inside and outside airports, as well as 'Super Signs' and 'Citilites' on key arterials.

"The domination of the international and domestic arrival and departure areas at airports, as well as throughout the urban landscape, has created a definite imprint and leaves consumers and visitors to South



Africa with no doubt as to Coca-Cola's involvement and commitment to the FIFA World Cup and Confederations Cup," said a statement from INM Outdoor reviewing the project's tangible success.

INM Outdoor was recently named as one of South Africa's Top 500 companies for 2009, leading the outdoor advertising section.

Business Call to Action partnership

COCA-Cola, PepsiCo and SABMiller are among companies supporting the Business Call to Action International Partnership which has now moved into its second year of operations. The initiative was launched in London last year by the UN Development Programme (UNDP) and the British government.

Bruce Jenks, Director of UNDP's partnership bureau, says that the programme "builds upon the enlightened self-interest of the public sector to find financial gains while contributing to development and achievement of the Millennium Development Goals.

"At a time when global business leaders are facing difficult decisions about how to manage growing costs and dwindling profits, it is even more important for companies to boldly explore business models that include the poor in their core strategies."

As outlined on several occasions in *SDI* Coca-Cola has created more than 700 small distribution centres in Africa, generating some 4500 new jobs and boosting self-esteem through an innovative and very effective micro-distribution model which has also had the effect of boosting sales.

PepsiCo and other companies have helped set up small independent businesses, too, as well as sourcing ingredients and services from small suppliers; SABMiller has been very active in sourcing more from small farmers.

To discuss advertising opportunities in
Soft Drinks International

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In brief...

- The Brakatue Festival, celebrated by the people of Elmina in Ghana, has again been strongly supported by the Coca-Cola Bottling Company of Ghana in line with its policy of celebrating the country's regional cultures and traditions. The company's involvement has in the past few years been credited with helping maintain the festival programme's scope, covering a week of events. Its support package included cash funding, cartons of drinks, branded t-shirts and clean-up assistance.

- Cargill's texturizing business has opened the corporation's first representative office in Algeria in response to the country's evolving and growing market and economy. From its new office in Hydra, Algiers, Cargill will market its portfolio of texturizing ingredients, including hydrocolloids (alginate, carrageenans, pectins, guar and locust bean gums, xanthan gum), soy flours, starches, lecithins, cultures and enzymes and multi-component functional systems. The office is headed up by Rabah Zaair (right), Algeria Market Manager for Cargill Texturizing Solutions. He is Cargill's local contact, providing assistance and technical support for customers.



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Middle East

Beating the summer heat

SEVERAL Dubai beverage producers have again been actively involved in projects to minimise the effect of summer heat on outdoor workers, including those in the construction industry which is still booming in the emirate despite some hiccups caused by the global economic downturn.

Dubai Municipality's 'Safe and Healthy Summer' campaign, for instance, is supported by Al Ain Mineral Water and by Bagason Middle East, the local distributor of Hydralite electrolyte replacement drink from the United States.

Features of the venture have been lectures, seminars, film shows and supervisor training, as well as general publicity about the need for hydration during the region's extremely hot summer days.

"There is awareness about safety but a lack of awareness about health problems in construction and industrial companies," said Rajendra Herwani, Managing Director of Bagason Middle East. "Most of the workers are not aware of their huge sweat loss, so don't know by how much to replace it."

Fasahat Beg, General Manager of Al Ain Mineral Water, said the company was very happy to support Dubai Municipality's initiative, "especially given our position that in extreme climates, like in the UAE, there is a very strong need to continually rehydrate with a minimum of eight glasses per day to



insure a healthy body".

Aquafina mineral water is supporting another campaign, mounted by the Dubai Roads & Transport Authority in association with consultants and contractors of the emi-

rate's metro rail project. Bottles of Aquafina have been distributed by RTA officials and contractor representatives, urging workers to remember the importance of keeping hydrated and avoiding other heat risks.

Enjoy sold to Gazour

THE Nile Company for Food Industries – known by its operational brand name of Enjoy – has been sold to Gozour, an Egypt-based agrifood platform established jointly by Citadel Capital and a group of other investors.

Enjoy is Egypt's second-largest producer of packaged milk and juices, and the country's fourth-largest producer of packaged yoghurt. It also exports extensively throughout the Middle East and to North America, Western Europe and Africa.

The group was sold by Haykala, an Egyptian private equity firm which was founded in 2005 by the Commercial International Bank, the country's largest bank in terms of market capitalisation.

Haykala acquired Enjoy from the El-Tawil family in 2006. Under its control, Enjoy grew its overall sales by more than 50% with a significant increase in Egyptian market share.



"Haykala has successfully completed its originally planned value creation model in Enjoy," explained Hisham Abdel Fattah, Haykala's Managing Director. "Under our control, the company regained its brand equity and market share. "It has turned from a family-run business into an institutionalised one, and we were able to reposition it as a leading brand. It's time for Enjoy to move into the control of another investor that can take it into the next phase of its life cycle."

Mohamed Khairat, Haykala's Executive Director, admitted that the decision to exit Enjoy had been a difficult one. "As disciplined investors, we have taken a decision that is in the best interests of our shareholders.

For Gozour, the deal had obvious synergies. The group already has extensive production facilities and agrifood interests, including Egypt's largest private farm.

Hatem Noweir, Managing Director of El Misryyeen, one of Gozour's components, commented that "this acquisition fits perfectly with Gozour's existing portfolio companies. El Misryyeen, which was the first company to produce and bring cheese to the Egyptian market, already produces high quality cheeses and juices. "Enjoy's portfolio of yoghurt, milk and juices complements that product line-up perfectly."

Ajram joins Open Happiness

COCA-Cola's high profile ambassador in the Middle East, Lebanese singer Nancy Ajram (pictured), has not only become a key factor in the region's version of the global 'Open Happiness' campaign but has also been confirmed as the brand's continuing face.

Ajram is extremely popular and enjoys almost universal awareness in the Middle East, although a minority of conservatives find her a little too daring for their sensitivities. She has enjoyed a continuing string of hits, which has helped her work for Coca-Cola. She also endorses other, non-beverage products.

A song by Ajram, Eftah Tefrah, has joined the international Open Happiness music repertoire. Coca-Cola had some input in the writing and recording of this original Arabic song.

"Coca-Cola has always been dedicated to expressing the refreshingly positive message that even when life feels difficult and stress-



ful, there are still moments throughout the day that are perfect opportunities to 'Open Happiness' and refresh yourself with life's simple pleasures," commented Alexis Sacre,

President of Coca-Cola Middle East.

"Open Happiness is our open invitation to tap into positivity, fun and optimism by reminding people that Coke is always there to offer limitless avenues of fun and refreshment at any time, any place."

As well as mass media elements, the Middle East campaign includes a video competition and other online initiatives.

In another regional development, the second OSB-Coca Cola marketing seminar was held at the American University of Beirut's Olayan School of Business. Coca-Cola endowed a chair of marketing at the school, as part of its global strategy of promoting the study of marketing through research and service.

Among speakers at the seminar Dr Imad Baalbaki, AUB's Vice-President for Development and a Professor of Marketing at OSB, commented on the new global consumer market realities and their effect on marketing strategies.

He reflected on the "Age of Paradox that characterises buyer behaviour and the consumer market, and the challenges and opportunities that this presents to business enterprises".

Octal makes Oman 90% self-sufficient

ONLY seven months into full operation of its PET plant in Oman's Salalah Free Zone, Octal Petrochemicals has substituted over 90% of PET resin imports into the sultanate.

Several soft drinks producers are now sourcing PET resin from Octal for packaging, including Oman Oasis drinking water, Fizzi and Shami carbonates, and A'Safwa juice and milk. The resin is also utilised by a variety of cooking oil brands, as well as dish washing liquid and liquid soap.

Omani resin sales are increasing as users work through their old PET inventories and switch to Octal.

"Omani companies can now buy from a world-class Omani supplier, reducing expenditure on expensive overseas imports and investing instead in Omani factories and jobs," said Sheikh Saad Suhail Bahwan, Octal's Chairman.

"This is a great advertisement for local manufacturing."

Octal is delivering cost savings and environmental benefits at its integrated production facility in the Salalah Free Zone, the chairman noted. It is exporting PET resin to over 30 countries in the Middle East, Africa, Europe and Asia.

The current plant is to be expanded shortly, with the full facility scheduled to be in operation by 2011. At that point, Octal will be the largest PET producer on one site in the world.

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In brief...

- Iran's exports of mineral water, fruit juices and carbonates rose last year, thanks to more active marketing. Overall, the country's food and beverage exports increased by some 6% and there are indications of ongoing growth or at least stability. The Trade Promotion Organisation of Iran says that key markets include Iraq, Afghanistan, Turkmenistan, Tajikistan, Saudi Arabia, Kuwait and other gulf countries, as well as Europe, Canada, Venezuela, Japan, South Korea and Turkey.

- Strauss Group, Israel's second-largest food and beverage company, has acquired the Tami4 water brand by purchasing Tana Industries through H2Q. Strauss invested in H2Q some two years ago and has since built up

its operations. Now a new subsidiary, Strauss Water, is being set up to incorporate both H2Q and Tami4, with a goal of growing this sector further.

- Dubai Refreshments has made a 50th anniversary award to Cravia, which operates a number of major hospitality retail brands in the UAE, for its successful partnership with Pepsi over the past eight years. "We started in the UAE with one Cinnabon outlet serving Pepsi and now we are proud to serve Pepsi in over 40 franchised outlets under the Cravia name," said Walid Hajj, Cravia's Chief Executive. "Cravia congratulates DRC on its golden anniversary and looks forward to growing our sparkling partnership with Pepsi."

India

More mangoes

THE country's biggest micro irrigation company and agriculture conglomerate, Jain Irrigation Systems, said its food division has won orders worth Rs1.58billion (\$32.9 million) from Coca-Cola bottlers for supply of mango pulp for 2009-10.

The current order is 85% higher compared with the previous season, the company said in a statement. The mango pulp will be produced in the current mango season but dispatched over the next year.

The company's food division is the largest processor of fruits and vegetables in India with factories in India and the USA. The core strength of the division is its focus on quality, confirmed by holding certificates ISO 22000, GMA SAFE, BRC and recently gaining ISO 14001 and OHSAS 18001 certifications for environment, health and safety.

Jain fruit processing plants are located at Jalgaon in Maharashtra and Chittoor in Andhra Pradesh state.

Processed fruits and vegetables are in great demand in India and overseas. The processing division has registered compounded annual growth of 35% over the last 5 years, the company said. Mango is its largest revenue earner.

The agro major is also working very



closely with farmers in Maharashtra, Gujarat, Karnataka and Andhra Pradesh on increasing mango yields. Jain not only provide irrigation systems to small farmers but also support through its R & D farms located in Jalgaon, Udmelpeth and Chittoor. Jain has evolved an ultra high density planting for mango which will increase yields by more than double. The company has also started an initiative to buy mangoes directly from farmers and set up contract farming in the growing regions.

Jain Irrigation has pioneered drip irrigation in India for the benefit of small farmers and has a major market share in one of the fastest growing irrigation markets in the world. It is also the second largest drip irrigation company in the world and the world's largest processor of mangoes.

Sales boomed in summer heat

THE country's soft drink industry has had reason to cheer as most parts of India, even neighbouring countries like, Bangladesh, Sri Lanka, Nepal and Pakistan, reeled under heat wave conditions as the mercury stayed above 40C. The sweltering heatwave forced the Delhi state government to extend summer vacation of schools by one more week in the national capital.

None of the soft drink manufacturers have released any official figures for the sales of soft drinks in this hot season, as the companies' results for April-June results are expected soon. But both Coke and Pepsi are encouraged by sales.

The Coca-Cola Company hopes to see the Indian subsidiary among the top five businesses worldwide, while rival, PepsiCo, declared an extended weekend to celebrate its best-ever sales.

Coca-Cola's Thums Up and Sprite are now the top two brands among all aerated beverages, but PepsiCo's drinks like Mountain Dew, 7-Up and the latest launch, Nimbooz, are fast-tracking on growth.

Coca-Cola's India business has been in

growth mode for the past 11 quarters, capping the January-March 2009 quarter with a record 31% growth in unit case volumes. PepsiCo, which is recording a 30% growth against 12% in the same quarter last year, has scaled up investments in its beverages business to about \$220 million in the current calendar year. This is the biggest investment by the company in a single year in beverages.

Pepsi to double investment

PEPSICO is doubling its investment in its Indian beverage business for calendar 2009. The company has scaled up investments in its beverages business to about Rs10billion (\$220 million) in the current calendar year, the biggest investment by the company in a single year in beverages.

Of the proposed \$220 million investment, PepsiCo India will put in \$170 million, while the remaining \$50 million would be invested by its bottling partners. The decision comes on the back of substantial growth seen by the company in the past year.

The proposed investment is part of the company's \$500 million investment plan announced by PepsiCo global CEO Indra Nooyi last year. The \$500 million was to be invested over a three-year period, and going by the earlier plan, the company had planned an investment of \$110 million in year '09.

"Our beverage volume is growing around 30% in the current year," said Sanjeev Chadha, Chairman and CEO, PepsiCo India Region. "But seeing the potential of the Indian market, we have decided to double the investment."

To date the company has invested a total of US\$1billion in India.

Without giving further details of proposed greenfield plants, Chadha said the company has begun scouting for suitable locations and "will focus on states that offer the best investment environment."

Asked if PepsiCo India would expand its portfolio in the beverage segment, Chadha said the company would focus on increasing the relevance of its products for the Indian market through packaging and other innovative ways, as well as launching more products. "We will definitely meet certain new portfolio and launch more India-specific products," he said.

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Bisleri plans expansion

BISLERI International Private Limited, India's largest selling mineral water company, has announced plans to establish 25 new bottling plants across India to meet growing consumer demand. The company is aiming to achieve a 40% growth rate in the current fiscal year.

Speaking in Mumbai, Bisleri International Chairman and Managing Director Ramesh Chauhan said, "With the additional plants it will now be easier to reach every corner of the country. Besides, with every new plant, there would be increased capacity."

The company, which already has 52 bottling plants, is planning to invest Rs 500 million (\$10.4million) in setting up these new bottling plants in Maharashtra, Kerala, Jammu and Kashmir, Himachal Pradesh, Tamil Nadu, Karnataka, UP, Orissa, Jharkhand and north Bengal states.

With a 60% share in the Rs12billion (\$250 million) mineral water category, Bisleri is also venturing into flavoured water later this year, having already launched Bisleri Fizzy Soda and Bisleri Mountain mineral water.

The company has outlined an aggressive market penetration strategy; a dual-distribution plan, reaching newer markets, including townships and rural India. The company is



also setting up dedicated channels for its 20 litre jars to ensure that every household and company gets service at their door step.

Anjana Ghosh, Director, Bisleri International Private Limited, said, "The unavailability of clean drinking water, increase in water contamination and health awareness among consumers has led to the growth of mineral water segment. In the wake of rising consumption of mineral water even in the rural hinterland there is a

huge growth opportunity in India.

"Bisleri has become a strong consumer brand over the years and today we have a long-standing relationship with our distributors and consumers", she added.

The company's distribution network is being expanded to meet the increasing retail and consumer demands. On a national level, there are 2,000 trucks on call for Bisleri, while the number of trucks averages 300 and 250 in the Mumbai and Delhi market alone. Every day, some 5,000 delivery vans drive out of the 52 strategically located Bisleri bottling plants carrying over 1 million units of pure drinking water to replenish the stocks of 2,500 distributors and nearly 600,000 retail outlets.

Tata Tea set for growth

TATA Tea, has said it would pursue acquisitions and partnerships in overseas markets to become a branded global beverages company that could compete with the likes of Coca-Cola.

Tetley CEO Peter Unsworth said Tata Tea would look at acquisitions and partnerships in South America, the Asia-Pacific and Africa in the 'good for you' beverages category. Tata Tea acquired UK's Tetley a decade ago.

Initially the Tata Tea group will comprise of global brands including Tetley Tea, Tata Tea, Himalayan and the Good Earth speciality teas and coffees, supported by speciality brands such as Eight O' Clock Coffee in the US, Poland's herbal tea Vitax, the leading Czech tea Jemèa and Indian brands Chakra Gold and Kanan Devan.

Peter Unsworth said, "The announcement marks the next stage in a process that began last year when we integrated our beverage businesses under the Tata Tea umbrella. We want to appeal to consumers who want hydration with flavour, who want to be good to themselves without a cost to the planet and who will smile at their choice of a Tata Tea group brand."

R. Krishna Kumar (right), now Vice-Chairman of Tata Tea and Director, Tata Sons, will lead the Tata Tea group. The management

team comprises Peter Unsworth, Percy Siganporia, Managing Director, Tata Tea, and Chairman of Mount Everest Mineral Water, Hamid Ashraff, Managing Director, Tata Coffee, L. K. Krishnakumar, Chief Finance Officer, John Nicholas, Chief Marketing Officer and Nalin Miglani, Chief HR and Communications Officer.

This team will oversee the global beverage business which has been organised into six key regions comprising Great Britain and Africa, Europe and Middle East, the US, Canada and South America, South Asia and Asia Pacific. Each region will have a regional president.



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Asia & Pacific

Green first and milestone celebrated

TETRA Pak has inaugurated its new packaging material plant in Hohhot, Northern China which operates completely on power from renewable resources - often referred to as 'green electricity'. As one of Tetra Pak's most advanced manufacturing facilities for aseptic carton packages worldwide, the new plant in Hohhot marks a significant milestone in Tetra Pak's increasing presence in

China. Tetra Pak invested €60 million to build the plant, bringing total investment in the country to €250 million, with a total capacity of approximately 50 billion packs a year in its four Chinese plants.

The Hohhot facility is the first manufacturing plant in Inner Mongolia and among the first in China, to exclusively use green electricity. The plant consumes an estimated 20 million kWh of green power annually, which corresponds to an estimated saving of 16,000 tonnes of CO₂ a year. The green electricity supplied to Tetra Pak comes primarily from wind power.

"Thirty years ago when China had just started its economic reform, Tetra Pak came

here with a strong belief in the country's market potential. We are grateful for the trust that the Chinese dairy and beverage industry has shown us during this period and for the opportunity of participating in the growth of this industry with our innovative technology and service solutions. Today, China has become one of our largest worldwide markets and will continue to be central to our strategy in the future," said Dennis Jönsson, President of and CEO of the Tetra Pak Group, who presided over the inauguration ceremony with Finn Rausing, member of the Tetra Laval Group board.

"This new plant is another example of our focus on resource-efficient production and our commitment to protecting the environment. By putting leading environmental programmes into every part of our business we believe we will continue to deliver competitive advantages to our customers," said Jönsson.

Pepsi plans China expansion

INDRA Nooyi, PepsiCo's Chairman and Chief Executive, said recently that the company was funding several major capital programmes to grow its manufacturing capacity in China, particularly in interior and western areas. She was speaking at the opening of PepsiCo's new 'green' plant in Chongqing (see report in the environment pages).

Over the next two years, said Nooyi, PepsiCo planned to open five new beverage plants – in Kunming, Zhengzhou, Quanzhou, Lanzhou and Nanchang. "Despite the current uncertainty in many parts of the world, we have no doubt that China will remain a powerful engine of global economic expansion," commented Nooyi. "This is the largest, most ambitious development effort we've undertaken in our more than 25 years of doing business here."

PepsiCo's commitment to China is in line with Coca-Cola which, as we have reported, is investing heavily in new and expanded production facilities, as well as introducing new products oriented to Chinese tastes, many of them emanating from the company's new research and development complex in Shanghai.

As reported in our last issue, Coca-Cola has also mounted a massive marketing pro-



Pavilion of Prince Teng, Nanchang

gramme in the wake of the thumbs-down given by Chinese authorities for its bid to acquire Huiyuan Juice. Recently Joseph Tripodi, a senior Coca-Cola executive, indicated the company was looking at introduction of a new pure fruit juice brand in

China, to compete head-on with Huiyuan Juice.

Others expand

Also on the expansion trail in China is Taiwan-based Uni-President Enterprises, which is raising extra funds to grow its beverage, noodle and other operations on the mainland. Uni-President has hitherto been reluctant to seek further external capital, preferring to generate funds from internal operations. The latest development is viewed by some market analysts as a signal that Uni-President has moved to a new generation of management control after decades of taking a conservative, but very successful, stance.

In another move, China's SkyPeople Fruit Juice has established a California-based subsidiary to boost sales of its concentrated apple, kiwifruit, pear and other fruit juices to American consumers. The new company, working from a sales centre in Los Angeles, is known as Harmony MN.

Yongke Xue, SkyPeople's Chief Executive, described Harmony MN as a "key developmental milestone", noting that "our primary focus in 2009 is to accelerate our sales efforts for further penetration of the high-growth pure juice beverage market in China as well as worldwide. Our Californian operations will support our planned growth through our distribution network to reach key markets in the United States."



Lanzhou pictured from Five Springs Park.

Investment drives growth

SOFT drink production in Turkey was indicative of the importance of American investment in Turkey – and vice-versa – said The Coca-Cola Company's Muhtar Kent in a keynote speech to the 28th annual conference on US-Turkish relations. Kent, (right), is TCCC Chairman and Chief Executive. He was born in the United States to a Turkish diplomatic family.

Theme of the 2009 conference was Overcoming Challenges in an Era of Change. "Coca-Cola first arrived in Turkey in 1964," Kent noted. "Personal biases aside, let me just say Coca-Cola is absolutely bullish on Turkey. The growth we've seen there has been very encouraging."

Early in his career, Kent was given the assignment of managing Coca-Cola operations in Turkey. "At the time, it was a small and troubled business, with only \$55 million in revenue. Today it's one of our most successful markets, with over \$1 billion in revenue."

"In 1996, we launched a joint venture with Andalou Group and formed Coca-Cola İçecek, an entrepreneurial bottling company. Since then we have invested more than \$600 million in Turkey.

"Today, Coca-Cola İçecek provides 2500 jobs directly and our supply chain provides economic opportunities for another 25,000 Turkish families. This dynamic public company only three years after its successful IPO on the Istanbul Stock Exchange now is our partner in 10 markets, with Turkey as its



home base, serving 316 million consumers." Kent said he could not "overstate the impact that Turkish and American multi-national investments have on promoting better relations between our countries".

For TCCC, the relationship was part of the company's acceptance of a multi-polar world, where power and influence now radiated from several nations and regions.

"At Coca-Cola, our goal is to groom future leaders who possess a world view. We need people who can move seamlessly across borders and across cultures and who feel as comfortable working in Ankara as Atlanta. We're looking for people with diverse backgrounds and diverse points of view. The next generation of leadership will need to be able to recognise and really harness the power of diversity."

Bottled water bans in Australia

IT hasn't been a good (southern hemisphere) winter for bottled water in Australia. The New South Wales Government told departments and agencies to stop buying bottled water, at the same time vowing to find other ways to cut sales. A town hit the headlines by banning bottled water and a federal government minister praised the moves, suggesting they should be emulated.

While these bans have been criticised by industry groups, consumer response has been largely welcoming – a matter of some worry to the industry, although there has as yet been no significant impact on sales.

Bundanoon in the NSW Southern Highlands set the ball rolling, even if the state government decision had more effect. A pleasant but usually quiet area which comes alive for an annual Scottish festival (called, appropriately, Bundanoon is Brigadoon – the next is 17th April, 2010), the town hosted a public meeting to discuss a ban.

It was supported by retailers, despite the prospective loss of sales. A café owner was

one of the principal organisers.

The ban was triggered by a company wanting to set up a water extraction plant in the area. Locals were bemused at the idea of water being trucked to Sydney and then returned in bottles, at a huge increase in cost and to the detriment of the environment. An initial application for the plant was turned down but the would-be operator has appealed and the matter is still in court.

Inspired by Bundanoon's example, NSW Premier Nathan Rees said he was asking government departments to advise him urgently on ways to reduce the consumption of bottled water. As a first step, government departments and agencies were told to stop buying bottled water immediately.

"This represents a saving for taxpayers and it makes sense for those who consume the water. After all, our tap water is among the best in the world and tastes even better."

The premier pointed to a survey he organised while he was Water Minister (an important role in Australia) which, he claimed, "dispelled the myth that bottled water tastes better. The reality is that the majority of people preferred tap water over

Simply Squeezed to go to Frucor

SUNTORY-owned Frucor Beverages has applied to the New Zealand Commerce Commission to buy Simply Squeezed Holdings, which produces a chilled juice range. This would add further balance to the wide-ranging Frucor portfolio which already includes the Fresh-Up, Just Juice, V, Frank and Mizone brands.

"The Simply Squeezed business is a great success story, from small roots to where it is today," noted Carl Bergstrom, Frucor's Chief Executive. "Simply Squeezed has demonstrated strong growth and consistent profitability for many years despite aggressive competition, which is a real credit to them."

"We see this as an exciting growth opportunity for Frucor and Simply Squeezed, and look forward to working with the Simply Squeezed team to accelerate their growth with our support."

Minimal changes will be made to Simply Squeezed, with staff, contract orchardists and distributors remaining in place, explained Bergstrom. Simply Squeezed will remain based in New Zealand's Hawke's Bay region – renowned for its fine wines as well as fruit and other foodstuff production – close to where it sources most of its oranges.

Bergstrom said that, with Suntory's backing, Frucor Beverages intended to expand into new export markets. It is already a major player in Australia and some smaller regional markets, with more limited sales in Asia and elsewhere.

spring or purified water in a blind taste test. Tap water isn't just better for the environment, it's better for your wallet."

The only exceptions to state purchasing would be "circumstances where there is no clean water supply available, in the event of an emergency or for other public health reasons," said the premier.

Peter Garrett, the Federal Government Environment Minister, who in an earlier persona campaigned on environmental issues as vocalist in an alternative rock band (Midnight Oil), supported the NSW move, suggesting that other states should also consider doing this.

Geoff Parker of the Australasian Bottled Water Institute disagreed, saying that the environmental footprint of one bottle of locally-produced water was much smaller than a tin of imported canned tomatoes, imported cheese or champagne. "I think we need to keep it in perspective."

Kate Carnell, Chief Executive of the Australian Food and Grocery Council, called the NSW decision "incredibly short-sighted" and a "nanny state" approach. "Every consumer has the right to choose what they drink and there's no place for governments to remove this fundamental choice."

Americas

Vending gold

A NEW interactive Coca-Cola vending machine has won the Gold Lion in the Point of Sale category at the 2009 Cannes Lions International Advertising Festival.

The video vender, which was unveiled at the 2008 Beijing Olympics, is now in select Simon Malls throughout the US. It features a Samsung 46-inch LCD touch screen, the large-format display combined with Flash technology, motion graphics, high-definition video and Bluetooth capabilities for mobile downloads.

"The video vending machine incorporates sight, sound and motion video to take the vending experience from transaction to true interaction," said Anthony Phillips, Global Marketing Manager, The Coca-Cola Company.

The new venders were developed by The Coca-Cola Company in partnership with



Samsung, a leading technology innovation company, and interactive marketing agency Sapient.

Recycling first for Naked Juice

AS PART of the company's ongoing commitment to quality and sustainability, Naked Juice has become the first nationally-distributed brand to use a 100% post-consumer recycled PET bottle, called the Naked reNEWabottle.

Starting with the conversion of its 32 ounce bottles in July, Naked Juice expects to have its entire product line packaged in the 100% post-consumer recycled bottles in 2010. Additionally, all of Naked Juice's bottles will continue to be recyclable.

The new bottles are easy to identify: while the previous bottles were translucent, the Naked reNEWabottle is clear, showing off the juice inside, and will feature a label indicating that the bottle is 100% recycled. Products available in the 32 ounce size are Green Machine, Blue Machine, Mighty

Mango, Chai Spiced Cider and Pomegranate Blueberry, as well as Protein Zone, which will be introduced this month.

"The transition to 100% post-consumer recycled bottles is a major milestone that we have worked hard to achieve. It's important for the earth, and that's important to our consumers," said Mikel Durham, General Manager of Naked Juice.

When Naked Juice finishes transferring its entire line, virgin plastic consumption will be reduced by 8.1 million pounds per year, saving 57,000 barrels of oil every year – the equivalent of taking 3,460 cars off the road.

"Closing the loop on packaging is fundamental to a vision for more sustainable packaging," said Anne Johnson, Director of the Sustainable Packaging Coalition at GreenBlue. "Utilising 100% recycled material in a juice bottle that can be collected and recycled yet again is a step in making this vision a reality. This innovation sends a signal to the market that there are end markets for materials if we recycle more."

Noni facility opens

NONI Biotech International LLC has opened its new processing facility for Noni juice, powders and concentrates used to produce Hawaiian Noni.

The state-of-the-art, 12,000 sq ft facility, located in Hilo, makes Noni Maui the primary processor and manufacturer of premium

quality, standardised Hawaiian Noni ingredients for the natural product and beverage industries, including bottlers, manufacturers, and wholesalers without having to ship to the mainland for such processing.

The new factory can process 200,000 lbs of Noni fruit a month. They are organic HOFA certified under the USDA National Organic Program and have received the coveted seal of quality from the Department of Agriculture.

Court moves date

THE United States District Court for the Southern District of New York has issued a preliminary injunction on delaying the 1st June 2009 effective date of the Returnable Container Act ('Bottle Bill') and the unconstitutional requirement for New York-exclusive UPC Code labelling.

As reported in last month's SDI, IBWA, Nestlé Waters North America, Inc and Polar Beverages issued a lawsuit challenging the constitutionality of newly-added provisions of New York's Returnable Container Act (RCA).

IBWA President and CEO Joseph Doss commented, "We are pleased and relieved that the Court recognised how impossible it would be for local, national and international bottled water companies to comply with the requirements of the new law by the 1st June 2009 deadline, which comes just weeks after passage of the bill."

In his bench ruling on the effective date issue, Judge Thomas P. Griesa stated, "The record would seem to demonstrate that this is a killing schedule." The Court requested both sides provide further information for a reasonable timeframe in which to enact a workable effective date.

The Court particularly noted that provisions of the statute that require a New York State specific UPC code for all beverages subject to the Bottle Bill be halted.

The new Bottle Bill imposes a number of different requirements on IBWA members, including the need to design new product labels, register those labels with the State, implement a distribution system that ensures New York-labelled bottles are offered for sale only in New York, and create a process to handle redemption of empty bottles by consumers.

According to Doss, "IBWA members are unable to prepare for all these complex requirements in such a short time (less than 60 days after the law was passed). The original law provided the soft drinks and beer industries 15 months to comply with a far simpler system than the recently enacted changes."

While the new Bottle Bill applies to nearly all forms of bottled water, including flavoured water, vitamin water, and water containing artificial sweeteners, it creates an exception for bottled water products that have sugar added. The new Bottle Bill gives no reason why water with sugar should not be covered by the law when all other forms of water are covered. Indeed, the sugar water exception runs counter to the important environmental goals of the Bottle Bill.

IBWA believes this arbitrary exception, which gives special preference to companies that sell sugar water products, violates the US Constitution's Equal Protection Clause.

Can acquisition for growth

BALL Corporation has signed a definitive agreement with Anheuser-Busch InBev (AB InBev) to acquire four of AB InBev's plants for \$577 million. The facilities being acquired are beverage can manufacturing plants in Rome, Georgia; Columbus, Ohio; Ft. Atkinson, Wisconsin and a beverage can end manufacturing plant in Gainesville, Florida.

In the first full year of operation, Ball expects the plants to generate revenue and EBITDA of approximately \$680 million and \$94 million, respectively. The plants produce annually about 10 billion aluminium cans and 10 billion easy-open can ends. More than

two-thirds of the cans are produced for leading soft drink companies and the rest for AB InBev. The facilities employ approximately 635 people.

The transaction is expected to close at the end of the year or early in the first quarter of 2010, subject to regulatory approval, and be accretive to Ball's earnings and cash flow in 2010.

"This acquisition fits well with our strategy to grow our worldwide beverage can business," said R. David Hoover, Chairman, President and CEO of Ball Corporation. "These are well-maintained, high-volume manufacturing assets that are run by very skilled, experienced can and end makers. We will vigorously pursue what we see as significant opportunities to share best practices, realise synergies and improve overall performance."

Cargill takes on full ownership

PREVIOUSLY a 50-50 joint venture, NatureWorks, maker of Ingeo biobased plastics and resins derived from 100% annually renewable resources, is now an independent company wholly owned by Cargill. NatureWorks had operated as a Cargill-Teijin joint venture since October 2007. It was the first biopolymers business with commercial scale for Teijin Ltd.

The ownership transfer will not affect day-to-day operations at NatureWorks. CEO Marc Verbruggen indicated the company retains strong prospects for continued growth. NatureWorks operates the only production facility of its kind with the economies of scale needed to compete with traditional oil-based plastics.

"We like our position right now," said Verbruggen. "While the economic downturn

slowed sales growth, we still show growth, which can't be said of many conventional materials today. Sales have notably rebounded since January, a clear demonstration that the Ingeo product traits and environmental advantages are important to customers even in times of lower oil prices."

Cargill officials said that establishing the business as an independent, wholly owned Cargill entity provides NatureWorks with the flexibility to pursue a wide range of opportunities.

"The green product space is ripe for investment and expansion as never before," said Cargill Senior Vice-President Paul Conway. "As a green pioneer, NatureWorks is well established with a broad product and customer base. While others put up pilot plants, NatureWorks has been commercial for six years, is increasing Ingeo production availability at its first facility and exploring possibilities for a second plant. We've rounded the first turn while others are at the starting gate."

In brief...

- Applied Vision Corporation, the Akron, Ohio-based producer of machine vision inspection systems, is a recipient of the 2009 Leading Edge Award presented by the Entrepreneurs Edge, an organisation dedicated to growth and development in Northeast Ohio. The award recognises Applied Vision for its leadership in creating economic value for the region with a 56% increase in pre-tax earnings and a 67% increase in employee compensation over the past four years. This is Applied Vision's second consecutive win.

- Dr Pepper Snapple Group, Inc has signed a multi-year agreement with Jack in the Box Inc and its franchisees that now includes availability of both Dr Pepper and Diet Dr Pepper to all 2,200 Jack in the Box restaurants nationwide. "Dr Pepper is a strong brand that performs well in our system," said Terri Graham, SVP, Chief Marketing Officer for Jack in the Box. "With the addition of Diet Dr Pepper, we're pleased to be able to offer our guests even more beverage options."

- TricorBraun, distributor of rigid packaging in North America, has opened a branch in Mexico City, the company's 34th office. "The focus of TricorBraun's newest office is the design, development and distribution of rigid packaging for markets in Mexico, South and Central America and the Caribbean, consistent with our strategy to expand our business model beyond North America and Asia," said Keith J. Strobe, TricorBraun CEO.

TricorBraun's first facility in Mexico includes an office and warehouse. It is led by Peter Retos, TricorBraun Senior Vice-President for Global Strategies, and Carlos Acedo-Moreno, General Manager.



The International Society of Beverage Technologists wishes to announce the 2009 joint ISBT European meeting and Packaging Technology Committee meeting

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Ingredients

Ready with rooibos

IN response to a growing ready-to-drink (rtd) category Wild has expanded its premium selection with concepts based on rooibos. According to consultants Canadean, the rtd tea category grew at an average of 9% per year between 2000 and 2008. Wild says its concepts enable beverage producers to clearly differentiate their products from classic extract-based ice teas.

The new rooibos tea infusions are said to complement Wild's previous ideas centred on traditional black tea and white and green teas. Rooibos-based beverages enable producers to appeal to a broader target group. The rooibos plant, native to South Africa, is known to contain no caffeine, making rooibos-based drinks perfect natural thirst-quenchers for children.

White and green tea drinks are among the most successful tea products in Western Europe with white tea growing an average of 88% between 2006 and 2008, and green tea 29% (Canadean). "Consumers perceive both varieties - as well as rooibos - as premium wellness products. Premium or wellness tea drinks are not seasonal, like traditional ice tea, which is considered a typical summer beverage," explained Jochen



Heininger, Director Product Management Beverage Europe at Wild. "That gives producers a clear competitive edge."

Wild says its specially developed, gentle infusion process preserves the maximum

authentic tea taste. Beverage producers themselves need no brewing or infusion technology. "Consumers are won over by the high quality of the products which taste just like freshly brewed," said Heininger.

A taste of honey

TWO new honey products have been added to Treatt's range of 100% natural distillates. Honey Treatarome 9802 and Honey Treatarome 9804 deliver a sweet, honey flavour to a range of food and beverage systems without adding sugar or calories, says the company.

Wholly distilled from fresh honey, each distillate confers a different nuance – 9802

offers a mild flavour profile and dark, smoky back-end notes while 9804 brings a light floral presence and delicate honey top note to flavour compositions. Both products can be used in a variety of applications including diet drinks, flavoured waters and juices.

These new distillates are water-based so are easily incorporated into beverage systems in the bottling plant – unlike highly viscous honey. In addition, the company says they do not brown over time or physically interact with other ingredients in the formulation.



Rosemary breakthrough

VITIVA launched AquaROX10, a natural water-soluble rosemary extract for clear, hot filled beverages at the recent IFT show, held in Anaheim, California. Traditional rosemary extracts that are available on the market are not suitable for beverage applications due to the undesirable taste, flavour and colour they add to the final product, but Vitiva says AquaROX 10 has a bland taste and natural colour, making it ideal for beverage applications.

Said Ohad Cohen, CEO of Vitiva, "This high potent ORAC ingredient can help beverage manufacturers in creating a tasty and healthy drink without any technical obstacles."

AquaROX 10 is standardised to 10% rosmarinic acid, does not affect organoleptic characteristics of the beverage, is heat stable and can easily replace green tea in beverage applications. The pharmacological properties of rosmarinic acid include antioxidant, antibacterial, antiviral, and anti-inflammatory.

"Thanks to the skin and hair health benefits of rosmarinic acid, AquaROX10 can also be incorporated in beauty drinks," added Cohen.



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Natural support

WITH new EC flavourings regulations presenting a challenge to food and drink manufacturers, Symrise says it is helping customers to meet that challenge with its Be Natural range of flavourings.

"We have a flavour for every labelling need," said Dr Anne Grünhagen, Director Marketing Strategic Business Unit Sweet. "If your product labels used to include the phrase contains natural flavourings, you're not going to want to have to change that in the future."

All Be Natural flavourings comply with the new EC Flavourings Regulation, which will become binding on 20th January 2011. The product line includes a variety of fruity and sweet flavours such as classic strawberry and raspberry notes, brown notes such as caramel and 'superfruits' such as açai and cranberry.

"We're also hoping that our natural flavourings will meet increasing consumer demand for natural products," said Dirk Benwitz, Senior Vice President Strategic Business Unit Sweet. "The new EC Flavourings Regulation will make consumers more sensitive to whether a product is natural. Sustainability, availability of raw materials and a natural, authentic taste are issues that the food industry will continue to face in the years to come."



INNOVATIVE tea beverages were a feature of Virginia Dare's 'IFT Tea Room' at the recent 2009 IFT Food Expo. Several flavoured iced tea concepts were available for tasting, including Raspberry Hibiscus Black Tea, Nectarine Rose Green Tea, Lime Green Tea, and Mangosteen Black Tea, as well as Orange Blossom Rooibus Tea Latte and Vanilla Rooibus Tea Latte.

Isoflavone patent upheld

THE European Patent Office (EPO) has upheld the validity of the main application patent for the use of isoflavones in consumer products. This patent is part of a series of Intellectual Properties (IPs) related to isoflavones that covers the use of isoflavones for major health indications. Health ingredients manufacturer Frutarom is the sole licensee for this patent for isoflavones sourced from soy germ, with its SoyLife products.

The Patent EP 0656786 covers the use of the isoflavones genistein, daidzein and their natural derivatives for health indications such as menopausal symptoms and pre-menstrual syndrome (PMS). Consumer products containing from 20 to 200 mg (daily dosage) of isoflavones that are marketed for these

health indications may fall under the protection of this patent.

"Women's health, and specifically the treatment of menopausal symptoms, is the most common indication for products containing isoflavones," says David Hart, Product Manager SoyLife at Frutarom. "In addition to the strong science backing up SoyLife, our customers will benefit from having access to this important positioning for their products."

The patent was upheld by the EPO in a hearing in Munich, Germany, on 9th July. The conclusion came after more than five years of opposition and defense after the EPO originally granted the patent in 2004. This patent is based upon an international patent filing by Novogen Research in 1992 for its work with isoflavone extracts. The European patent was applied for in 1993, and it was granted by the EPO in 2004. A group of commercial interests in Europe registered opposition to the patent, and since then it has been the subject of an intense battle.



Frutarom's SoyLife is derived from soy germ.

In brief...

- Symrise has begun offering bourbon Madagascar vanilla extracts in fair trade quality. On Madagascar, Symrise is the only flavourings manufacturer to maintain its own network of farmers, and it extracts the vanilla on site. This means it has an influence on the entire value chain, from the farming and harvest to the selection of the right pods and fermentation to extract and flavouring.

The company is the first in the industry to have received fair trade certification for bourbon vanilla extracts from the Swiss organization Flocert. Symrise also supports farmers in Madagascar in cultivating vanilla and investing in training and continuing education measures.

- Marigot Ltd and GTC Nutrition have won the 2008 Frost & Sullivan Product Innovation Award for the Global Food and Beverage Prebiotics Market with their partnership concept CalciLife. A combination of Marigot's Aquamin and GTC Nutrition's Nutraflora, CalciLife is positioned as a gut, immune and bone health-promoting ingredient.

- Research in the US confirms that the sweetener brand Splenda has become a household name widely used in food and beverage products. Tate & Lyle reveals in a recent consumer study that more than 70% of US households purchase foods and beverages displaying the Splenda logo on the package.

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BSDA 2009 Training Programme

The British Soft Drinks Association is the national trade association representing the UK manufacturers and producers of fruit juices, soft drinks and bottled waters. All our training courses are sector specific which means you get training tailored to your business needs.

Manufacturing Soft Drinks Today 17-19 March 2009 & 17-19 November 2009

A three-day residential course which provides an in-depth introduction to the technical and scientific aspects of soft drinks manufacture. Course topics include:

- basic microbiology
- water quality and treatment,
- carbonation and filling,
- fruit juice and bottled water production,
- ingredients and flavourings
- primary and secondary packaging.

Fees include accommodation, meals and tuition fees and comprehensive course notes.

Fees: Manufacturing/Factor/Franchisor members: £1005; Associate members (includes Beverage Council of Ireland): £1315; Non-members (UK & Overseas): £1725

Hazard Analysis of Critical Control Points (HACCP) Workshop 15-16 April 2009 & 23-24 September 2009

A two-day, non-residential workshop on implementing and applying HACCP principles to the manufacture of soft drinks, fruit juices and bottled waters. If you are involved in the quality and safety assurance of soft drinks, fruit juice and bottled water production, then this course is an essential requirement.

Delegates will sit the Royal Society for Public Health's Intermediate Certificate in Applied HACCP Principles examination. Tuition is delivered by Dialog, leading trainers in hygiene in soft drinks manufacture.

The course fee includes tuition, course notes and meals for the duration of the course but does not include the RSPH examination fee.

Fees: Manufacturing/Factor/Franchisor members: £615; Associate members (includes Beverage Council of Ireland): £715; Non-members (UK & Overseas): £875; RSPH Exam Fee: £45

Introduction to Basic Microbiology January & September 2009 (dates tbc)

A two-day, non-residential workshop delivered by Reading Scientific Services Limited, for those involved in microbiological examination.

A mixture of lectures and practical sessions, this workshop provides an introduction to spoilage, pathogenic and beneficial micro-organisms of significance to the soft drinks industry.

Attendance on this course will ensure that participants understand what is involved in microbiological examination of samples, the significance of laboratory results and what action may be necessary to control the growth of particular organisms.

Fees: Manufacturing/Factor/Franchisor members: tbc; Associate members (includes Beverage Council of Ireland): tbc; Non-members (UK & Overseas): tbc

Food Safety in Soft Drinks Today 'Train the Trainer'

16-20 March 2009 & 16-20 November 2009

A five day residential course for aspiring in-house food safety trainers. Delegates will learn and understand:

- all aspects of food hygiene
- how to maintain standards of hygiene
- to improve and develop personal skills as trainers
- to use and deliver the BSDA Food Safety Training Package

Successful course delegates will receive a RSPH Level 3 Award in Food Hygiene and Safety and undertake an assessment leading to an RSPH accredited certificate in Group Training Skills. Tuition is delivered by Dialog. The course fee includes accommodation, meals, tuition, course notes and examination fees.

Fees: Manufacturing/Factor/Franchising members: £1700; Associate members (includes Beverage Council of Ireland): £2010; Non-members (UK & Overseas): £2320

To request further information on any of these training courses or to book a place, please contact:

The Training Department

BSDA, 20/22 Stukeley Street, London WC2B 5LR

Tel: 020 7430 0356 Fax: 020 7400 3711

Email: training@britishsoftdrinks.com Web: www.britishsoftdrinks.com

Science Monitor

Aroma release and perception of mint-flavoured carbonated beverages

CARBON dioxide and sugar may affect the way we experience the aroma of carbonated beverages according to research conducted at the University of Bourgogne, Dijon. The effect of the two composition factors was investigated on both the sensory and physicochemical properties of carbonated drinks.

In vivo measurements showed that carbonated drinks released a greater quantity of aroma compounds in the nose than non-carbonated ones. Carbon dioxide seemed thus to induce large modifications of the physicochemical mechanism responsible for the aroma release and flavour perception of soft drinks. In the absence of carbon dioxide, in vitro measurements showed that sugar had no effect on aroma compound release. In vivo measurements showed only a tendency of the presence sugar to increase the amount of aroma compounds released into the nasal cavity.

For carbonated products, no agreement between in vitro aroma release and in vivo aroma perception was observed. In vitro measurements showed a significant effect of sugar on the release of aroma compounds in the presence of CO₂ (significantly higher by a factor of 1.2-1.3). However, in vivo measurements did not make it possible to significantly discriminate between the products either with or without sugar.

FSA to begin aspartame study

THE UK's Food Standards Agency (FSA) has announced a new study looking at aspartame. The Agency's position remains that aspartame can be consumed safely and that no changes are recommended to its current use, but it has recognised that some people consider they react badly to consuming this sweetener.

The study will address consumer concerns, including anecdotal reports that have linked a range of conditions to aspartame including headaches and stomach upsets. Andrew Wadge, Chief Scientist at the Food Standards Agency is quoted as saying that the research is not to test the safety of aspartame, since that is already established.

The pilot study, which began in July 2009, will be used to inform the design and feasibility of a proposed study led by the European Food Safety Authority. The Agency expects the pilot study to take 18 months.

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

Reading Scientific Services Ltd.



Sweeteners may resist removal by water treatment plants

A STUDY of waste waters from water treatment plants, published in *Analytical & Bioanalytical Chemistry*, has concluded that treatment does not completely remove artificial sweeteners from the incoming water.

Sweetness perception could vary with ethnicity

RESEARCH conducted by three different groups and published in the *Current Biology* charts the discovery of a particular gene variant that could affect sweetness perception among different ethnic groups, raising the possibility of more targeted flavour profiling of foods. Europeans are among the most sugar-sen-

sitive people in the world, the analysis concludes.

The study, conducted by a team led by Dennis Drayna at the National Institute on Deafness and Other Communication Disorders presented a group of 144 people (92 European, 37 Asian and 15 African) with nine solutions containing sucrose, in amounts varying from 0 to 4% (4% being intensely sweet). The solutions were arranged by the volunteers in order of their perceived sweetness numerous times, and from these, the researchers calculated a sucrose sensitivity score for each person. They saw differences of up to 16%. This data was then set against a wider analysis of the worldwide sweetness taste receptor genes.

Human sweet taste perception is mediated by the heterodimeric G protein-coupled receptor encoded by the TAS1R2 and TAS1R3 genes. The results of the study show that the vast majority of people in the UK, France, Italy and Russia have a tandem of genetic variations in a sugar-sensing gene that allows them to detect trace levels of sweetness. Around the world, populations that live at northern latitudes carry these genetic variations at far higher frequencies than tropical-living people.

The researchers hope that the study will be used to help inform discussion of behavioural differences and their role in the global obesity epidemic. The results could also assist food and beverage manufacturers in creating more geographically targeted marketing. (Fushan et al. *Current Biology* <http://dx.doi:10.1016/j.cub.2009.06.015>).



Juices & Juice Drinks

Island of Treasure

SOUTH AFRICA Having achieved significant boosts in both sales and product awareness from its first big Tropika Island of Treasure competition, South Africa's Clover Beverages is now running Tropika Island of Adventure 2. The promotional theme extends Tropika's market positioning, which Clover outlines as 'a heavenly combination of delicious fruit juice and milk mixed with a recipe straight from da island to deliver da smoothest taste sensation you will ever experience'.

A dedicated website – www.tropika-island.co.za – publicises the competition, along with the brand's many other marketing initiatives which include events, downloads, e-cards and Tropika Babes.

Entry is from the purchase of promotional 250ml, 350ml, 500ml, 1 litre and 2 litre packs of Tropika. Contestants text or email personal details plus the first name of the celebrity whom they would most like to join as a team member.

Finalists are being drawn weekly through to 5th October, with one also being selected to report on the experience for e.TV, a partner in the promotion. Each winner and the celebrity partner will be flown to the island



UK Manchester-based Thirsty Drinks has launched a range of juices - ESSENTIAL Fruit A Day - packed in 330ml bottle. The product is free from artificial colours and preservatives and contributes to your Five a Day, said the Director Bilal Aziz. He added, "These are 100% juices and meet all the school guidelines and they are an ideal size for lunch time."

Student support

UK The Feel Good Drinks Company commissioned a design student from Solihull to help create the company's summer TV campaign. Final year graphics student, Debbie Hulme, first came to the drinks company's attention when she submitted a short stop-frame animation for the brand as part of the YCN (Young Creatives Network) creative awards programme last year.

In response to the brief of 'spreading feelgoodness', Debbie's animation featured little plasticine gnomes, who discover 'feelgoodness' in bottles of Feel Good Drinks. The gnomes proved such an instant hit with the company and consumers, the brand decided to feature them in its TV campaign.

Libby Wybrow, the company's Marketing Manager, said "The first time we saw Debbie's idea we knew it had bags of potential.

of Zanzibar in mid-October, competing for a week to win the big prize of R1 million which will be divided equally between the public contestant and the celebrity.

The winning team will be announced on e.TV as part of a major publicity campaign.

Radio

UK Vimto has introduced a new radio campaign based on the brand's 'Seriously Mixed Up Fruit' strapline. The advertisements feature the same three fruit characters (Raspberry, Grape and Blackcurrant) used in the current Waltzer TV commercial but this time they are making prank phone calls in their continued efforts to get squashed together.

Said Emma Hunt, Senior Brand Manager: "The radio ads support our new creative and build consumer recognition of Vimto's 'Seriously Mixed Up Fruit' campaign. They aim to raise a smile with our target audience by demonstrating the lengths these mixed up characters will go to in order to become Vimto."

Tang starts production

SOUTH AFRICA Kraft Foods South Africa is now producing Tang powdered soft drink at its Isando plant in the Gauteng region. Stocks were previously imported from a Brazilian production facility. Tang holds a dominant share – claimed by Kraft to be



The end result is an utterly unique commercial that I hope will raise awareness of our brand and raise a few smiles too."

Debbie was invited to act as creative consultant on the project, working alongside the Feel Good Drinks team and animation agency, Loose Moose to create the 30 second commercial.

Adult cordials

AUSTRALIA Queensland beverage company Bundaberg Brewed Drinks has added a range of adult cordials to its extensive portfolio. Presented as Bundaberg Premium Cordial, these follow the Bundaberg ethos of 'naturally brewed to be better'. They are made from Australian fruit, roots and spices, with no artificial flavours.

Included in the line-up are Ginger Beer; Diet Ginger Beer; Lemon Lime & Bitters; Diet Lemon Lime & Bitters; and Sarsparilla. They are promoted as being perfect with either water or soda water. Many of the flavours are already proving popular as cocktail mixers.

The Bundaberg Premium Cordial range reflects the strengths of the company portfolio which was built on the foundation of its long-established ginger beer; still marketed in traditional-style bottles. Lemon Lime & Bitters and Sarsparilla have also become big sellers, along with other lines such as Peachee, Apple Ale and Lemon Ale. The cordials are marketed in 750ml bottles.

around 63.5% by value of South Africa's powdered soft drink category.

Four flavours are offered in South Africa: Orange; Mango; Orange, Papaya and Apple; and Apple.

The Tang brand is currently being heavily advertised in South Africa, with a national television campaign and in-store sampling under the banner of 'Take the Tang taste challenge'. Kraft Foods is also supporting the brand with a series of trade promotions.

Smoothie demand

NEW ZEALAND The Arano juice company reports growing demand for its smoothies which have achieved shelf prominence through their innovative flavours, supported by the brand's successful campaign to boost its market status in a competitive sector.

The Arano Spirulina Goodness Smoothie with Banana was the original spirulina beverage available in New Zealand and has become a Kiwi favourite. As its name indicates, it combines the nutrients of spirulina with the benefits of fruit juice and bananas to deliver what Arano describes as 'a delicious, rich, full-mouth flavour'.

Arano Vanilla Bean and Honey Goodness Smoothie is a yoghurt-based smoothie with the creamy taste of vanilla milk and honey. Arano Feijoa Goodness Smoothie with Echinacea blends the full-flavoured taste of the feijoa, a New Zealand fruit which is increasingly popular in both soft drinks and alcoholic beverages, with the immune system-boosting benefits of Echinacea.

Arano Berry Goodness Smoothie with



Ginseng has the zing of boysenberries, contributing a smooth berry taste, plus the advantages of ginseng which Arano highlights

as being the most widely-used herb in the orient, 'revered for seeming to keep the mind and body in balance'.

Energy & Sports Drinks

Flying high

AUSTRALIA Frucor Beverages' V Guarana Energy Drink, a big seller in Australasia and with growing markets elsewhere, is now available for purchase on all Virgin Blue flights.

Virgin Blue is a Brisbane, Queensland-based group of airlines which follows a low cost carrier operational model on a network of domestic routes in Australia and New Zealand, as well as throughout the Pacific Islands and on longer international routes.

This model includes substantial on-board sales of soft drinks and other beverages, as well as food and confectionery.

Virgin Blue was founded by Sir Richard Branson's Virgin Group but has undergone several ownership changes. The 'blue' is a play on the predominant red colour in the airlines' livery – Australians often refer to red-headed men as Blue or Bluey.

Pocket-sized

UK A long-lasting stimulant drink has been launched called Pocket Rocket. The re-sealable steel-look 55ml bottle is small enough to carry anywhere and is billed as a 'rocket in your pocket, when you need it most'.

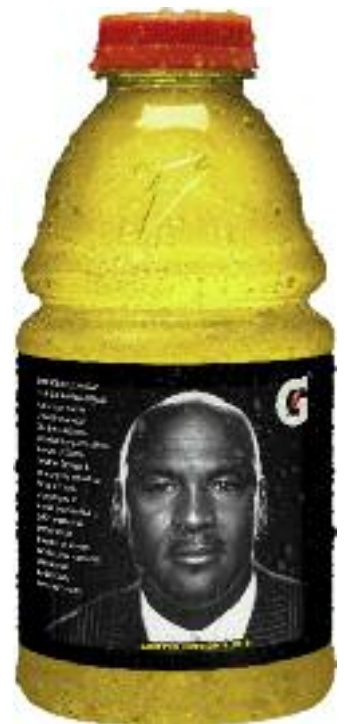
With no artificial flavours, Pocket Rocket is described as a light and refreshing Goji Berry flavoured stimulant shot with only five

Limited edition

USA To commemorate Michael Jordan's induction into the Naismith Memorial Basketball Hall of Fame this autumn, The Gatorade Company, a division of PepsiCo, has introduced the Limited Edition Michael Jordan Series of Gatorade Thirst Quenchers. These new variants, which are now available until supplies last, celebrate several of Jordan's legendary 'G' moments and offer consumers the chance to gain a piece of Jordan history by collecting all six commemorative bottles.

"From its role fuelling Michael Jordan on the court to the unforgettable 'Be Like Mike' ad campaign, Gatorade was as much a part of Michael's game as his explosive leaps or his trademark fade-away," said Sarah Robb O'Hagan, the brand's Chief Marketing Officer.

The Limited Edition Jordan Series features three new flavours which represent Jordan's career: Championship Blue (Berry Cherry Blend); Championship Gold (Citrus Orange



Blend) and Championship Red (Berry Blend). There are six variations in all, and each tells a portion of the Jordan story through pictures and words.

calories.

Tony Pannett, co-founder of Pocket Rocket, said: "For 300 years we've used caffeine as a stimulant. This is the next evolution in energy drinks adding amino acids and vitamins to sustain energy levels beyond the caffeine hit.

"Pocket Rocket was developed over a

year, in conjunction with three flavour houses, to obtain a light tangy taste unlike the sickly sweet taste often associated with highly caffeinated energy drinks. The blend of amino acids, B-vitamins and natural goji berry extract ensures Pocket Rocket continues to deliver a sustained boost after the initial caffeine 'hit' has diminished."

Racing start

UK Global energy drink brand Hell has been launched into the UK market accompanied by major sponsorship of leading British Formula One team AT&T Williams. The agreement signed with Sir Frank Williams, head of the AT&T Williams team, sees the Hell brand featured across race cars and the crew in the pit lane at grand prix worldwide for the next three years.

Sir Frank Williams said: "This sponsorship deal will provide a strong platform for Hell Energy Drink's international business objectives and we're happy to be an important part of their marketing activity and growth plans."

Tomas Grosch, Strategy and Development Director of Hell Energy Drinks, added:

"We've got major plans for the UK and this deal with one of the countries most famous sporting names shows we mean business and we're ready to shake up the market. We're investing in strong marketing campaigns to raise brand awareness for retailers and consumers. We offer a distinct brand that flies off the shelves in sixteen other countries and we're confident the UK market is a good one."

"We're attractive for retailers because we are around half the price of our competitors without compromising on taste or



Tomas Grosch, left, with Sir Frank Williams.

quality. Our distinct design and innovative marketing tactics will be a major boost to retailers who are struggling to sell premium-priced energy drinks."

Established in 2006 Hell Energy Drink is sold in sixteen countries and is the market leader in Hungary, where the company is headquartered, and Romania. The company

also has offices in Europe, Australia and Asia Pacific with plans to expand further into Europe, Japan and Russia.

Last year the brand won the Most Impressive Debut category and Best Energy Drink awards at World Food Moscow, the largest international food and drinks exhibition in Russia.

Hybrid

FINLAND Sinebrychoff, the Helsinki-based Finnish drinks company, is launching its hybrid energy drink Battery Cranberry Juiced this month. The new drink will chiefly target the 16 to 35 age group and be distributed through supermarkets, cafes, and convenience stores, and sold in 45cl resealable and recyclable plastic bottles.

Battery Cranberry Juiced combines an energy drink with whole cranberry juice, and is the latest product from Sinebrychoff's Battery Energy stable. The company developed and launched the first Battery Energy product in 1997. The brand is currently sold in 30 countries, with the most recent roll-outs taking place in the Maldives and in South Africa.

The content of the lightly carbonated energy drink includes around 20% whole apple and cranberry juices. The energy con-

tained in the intensely sweetened drink is 15 kcal/100 ml, or less than 50% of the energy in the original Battery Energy Drink.

"Energy drink markets are developing rapidly worldwide; this trend is discernible in sales volumes and the number of products. The recent innovations in terms of content are hybrids made from energy drinks, soft drinks, mineral waters or juices. Energy drink hybrids are here to stay," said Kirsi Raikkonen, Sinebrychoff's Marketing Director in charge of the Battery range of products.

Like Battery Juiced, the new juiced-based Battery Cranberry Juiced is attracting fresh consumers who want to enjoy a stimulating energy drink, but with a fruitier flavour, according to Sinebrychoff.

In Finland, Sinebrychoff's marketing describes its energy drinks that contain whole fruit juices as an ideal "morning coffee", given that they combine "the refreshing kick of caffeine with the fruit juices' vitamins".



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Waters & Water Plus Drinks

Summer size

UK Timed to coincide with summer, This Water has launched two of its most popular flavours - Lemons, limes & spring water and Mangoes, passion fruits & spring water - in 1 litre bottles. The 1 litre format is viewed as ideal for sharing with friends on typically British outdoor events such as picnics, BBQ's and al fresco dining.

"Building on the strong demand there has been for This Water in our 420ml bottle, a 1 litre bottle was the next step for us to bring consumers what they want – good value great tasting natural refreshment they can share. We have seen strong sales in the first few weeks of being on supermarket shelves, our consumers seem very pleased to be getting our most popular recipes, in a larger value for money 1 litre format", said Douglas Lamont, MD This Water.

The launch is being supported by a strong promotional plan to help raise product awareness in the chilled juice aisle.

Range extended

UK Ty Nant has added Seren, a spring water to its range of bottled water products. It is named after the Welsh word meaning 'star' and accordingly the water is described by the producers as 'Clearly heaven sent'.

Seren Spring Water is bottled in a stylish clear glass package ideal for the dining table. It is available in both still and sparkling variants, differentiated by raspberry or turquoise labels depicting the natural, organic landscape from which the water is drawn. Pack sizes are 750ml and 330ml.

Seren Spring Water is positioned to appeal to hotels and restaurants needing a pouring water with a fashionable and refreshing feel and is designed to complement the other brands in the range, which includes Ty Nant Natural Mineral Water, available in its iconic cobalt blue or crimson glass bottles for fine dining or the ice-cool designer PET bottles for spas, health clubs and quality retail outlets, and TAU Spring Water with its minimalist feel perfect for ultra contemporary on premise outlets.

Commenting on the decision to launch a new brand at this time, David Relph, General Manager Sales & Marketing for Ty Nant Spring Water Ltd said: "It may seem brave to launch a new brand in the current market but our research shows that there is a demand from restaurants, hotels and other establishments offering fine dining for a spectrum of brands from a single, quality

Screen debut

UK Isklar Norwegian Natural Glacial Mineral Water's first UK advertising campaign is underway. Meaning 'ice-clear' in Norwegian, Isklar's source is a 6,000 year old glacier, set deep within the wilderness of the Hardanger region of Norway.

This glacial provenance is one of Isklar's key selling points. While few people have actually seen a glacier most can visualise its icy, other-worldliness. It is using this imagery that the advert's 'Ice Lady', a stylised representation of the glacier emerges. We see her materialise and gradually morph into a bottle of Isklar. The advertisement ends with the tagline 'Isklar: Pure Glacier.'

CEO of Isklar, Peter Krogh explained, "The brief was to make an advert that stood out within the category, engaging people at an emotional level without labouring the usual generic messages. The results will speak for themselves, but with our continued success, we are feeling very confident on our growing position in the UK."

Recent listings for Isklar include Wholefoods, supported by in-store sampling, and an eye-catching window display and, as of July 2009, Isklar has been listed in Tesco stores nationwide,



house to underline differentiation between their own offering. Just as different foods and wines are served in specific areas of a top hotel so food and beverage directors want to have bottled waters that reflect

these particular positionings."

The spring water is sourced from land owned by Ty Nant Spring Water Ltd in West Wales which has achieved ISO 14001 accreditation.

Pure class

UK Finnish spring water Veen is continuing to promote the usage of glass packaging as it becomes the house water brand at Harrods. Veen Managing Director and Co-founder Tomi Grönfors said, "No other material protects like glass; it is totally inert, so never affects the taste of our water in any way. And, of course, it is 100% recyclable to make brand new containers time after time."

The distinctive bottles are made by O-I. A new 330ml bottle (pictured) was launched in Harrods and is now available alongside the existing 660ml bottle in the store's restaurants and food halls.



Taking to the air

ICELAND Carbon neutral certified bottled water Icelandic Glacial has expanded its 'in-air' availability, signing a new agreement with US airline operator AirTran Airways. The airline will sell Icelandic Glacial Natural Spring Water on over 700 of its daily flights, spanning more than 63 airports across the US, Mexico and Puerto Rico.

"The brand has come a long way over a relatively short period of time and we are extremely pleased to continue developing strong relationships with leading airline companies such as AirTran Airways," said Jon Olafsson, Chairman and Co-founder, Icelandic Glacial.

Tad Hutcheson, Vice-President of Marketing and Sales for AirTran Airways, said: "The unique packaging coupled with the exceptional taste of the Icelandic Glacial water and the environmentally responsible product will be a hit with our customers."

Icelandic Glacial has experienced ongoing success since its launch, appealing to a number of airline operators across the world, including Icelandic national airline Icelandair and private business jet operator Netjets Europe. The brand's environmental credentials combined with its award winning packaging across a multitude of fully recyclable PET bottle sizes, has made the brand attractive to the airline industry.



Live young

GLOBAL Evian has launched its summer advertising campaign with the message 'live young'. This, says Evian, is the ultimate expression of its brand values, including origin, health and youth.

For the first time, internet and social media are at the heart of the media cam-

paign, including: two viral 'teaser' videos already viewed by more than 500,000 times since their launch in early June; a new website - www.evianliveyoung.com and more than 300 websites will run the 100% digital advertising campaign throughout the summer.

Surfing support

UK Highland Spring was the official sponsor of this year's HHO Windsurfing Competition 2009 for the seventh year. This year marks the 25th anniversary of the event, which continues to be the longest running event in the windsurfing calendar.

The inter-island challenge covers 150 miles, hopping across 12 of the British Virgin Islands with racers competing from countries including Great Britain, the US, France, Denmark, Germany, Australia, Canada, Antigua and Thailand.

The British Royal Navy sent a team of 10 to compete headed up by Commander Gerry Northwood. Gerry first took part in the event in 2005 while commanding HMS Liverpool on counter drug patrols in the Caribbean. A Royal Navy support ship visited Road Town during the event.

Commenting on the sponsorship, Sally



Stanley, Marketing Director of Highland Spring said: "We are thrilled to be continuing our long standing support of such an exciting, world renowned event. The racers

train incredibly hard to build stamina for this fast paced event and need to consume up to three litres of water to stay hydrated in the sun."

Carbonates

Music on pack

UK Britvic and PepsiCo have announced a new initiative with Nokia which features an on-pack promotion giving Pepsi consumers the opportunity to win a Nokia 5800 Comes With Music which gives free access to download tracks from a library of over 6 million songs at Nokia Music Store. Consumers will be encouraged to text unique codes found on Pepsi, Pepsi Max and Diet Pepsi packs for a chance of winning the handset. Alternatively, they can enter their codes online at www.maxoutonmusic.com.

Pepsi Brand Manager at Britvic, Chris Owen, commented: "Pepsi has long been established as having links with some of the biggest names in music. We are constantly looking at new and engaging ways to reach consumers bringing music to them through different media, bringing the Pepsi Max brand to life. The Nokia 5800 is such a desirable handset, and Comes With Music is the ideal way for our consumers to source their favourite tracks. The TV advertising and in-store activation will help to drive awareness of the promotion to drive sales and profit opportunities for our customers."



Limited edition

UK Britvic has introduced a limited edition Tango 'With Added Tango', a 440ml variant of orange Tango that is aimed at light-heartedly encouraging consumers to assess the unusual side effects that drinking Tango may cause. Playing on the brand's trademark humorous personality, the back of the can features a voice-activated freephone helpline that offers advice on any side effects consumers might be suffering from after consuming Tango. As a reward for calling, consumers will also get the chance to enter a free draw to win prizes including a Sony PlayStation, some Sennheiser headphones, a Cannondale Bad Boy 2009 hybrid bike and a Sony iPod docking hifi system.

The launch has been supported by in-store POS material with strap lines such as 'Too much Tango makes your hair turn ginger, yes even those ones!' and consumer marketing campaign including print advertising, PR, online hub and social media.

Sally Symes, Senior Brand Manager for Tango, said: "Tango consumers love the brand's edgy personality and it has certainly been reflected in our activity this year. While this may be true, the new variant equally has a serious sales message for retailers. Our research has shown when consumers have been asked what they want from Tango and one answer that has kept on coming back is



that they simply want more of it! A larger can also means greater profit potential, so retailers should be stocked up to benefit from the increased consumer awareness our high profile campaign has raised this year."

President promotes Juvita

VENEZUELA Outspoken President Hugo Chavez is renowned for giving public support to locally-made products, especially if they are credible replacements for American brands whose influence the President would like to see reduced.

So it came as no surprise to the millions watching Chavez's weekly television address – an occasion for theatre rather than pomp and ceremony – when the President brandished a grape-based soda called Juvita.

The soft drink uses grapes from the Guajira Peninsula which Venezuela shares with Colombia. Juvita is something of a pioneer beverage for what the regional and national governments hope will be a substantial industry, also producing wines for local and export sale.

On his *Alo Presidente!* show, Chavez not only highlighted the marketing claims of Juvita but also took a dig at a soft drink which he has on earlier occasions sniped at as a symbol of 'American imperialism'.

Holding the Juvita bottle, he said: "It is a soft drink that is healthy, nutritious. Here it is, it's called Juvita. To maintain eternal youth, Juvita. Drink Juvita – be young eternally instead of drinking that soft drink that, I don't know, coca, I don't know, cola, I don't know what.

"Drink Juvita. How tasty!"

The live audience clapped enthusiastically but a camera crossover to another senior politician in the wings showed him drinking a Pepsi product.

Supporting heritage

UK Coca-Cola Enterprises has launched a limited edition iconic 'Coke' glass bottle in support of the 2009 'Homecoming Scotland' campaign. The bottle, which features Scottish poet Robert Burns, is the first of its kind to celebrate a historical icon and to showcase a country's culture, heritage and achievements.

Inspired by the 250th anniversary of the birth of Scotland's national poet, Robert Burns, Homecoming Scotland 2009 aims to encourage people of Scottish descent and those who love Scotland to come home in 2009. It is an invitation to take part in an inspirational celebration of Scottish culture and heritage.

The limited edition bottle has been designed specifically to support the Homecoming Scotland initiative.

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Closing the gap

energy drinks hard on the heels of sports beverages

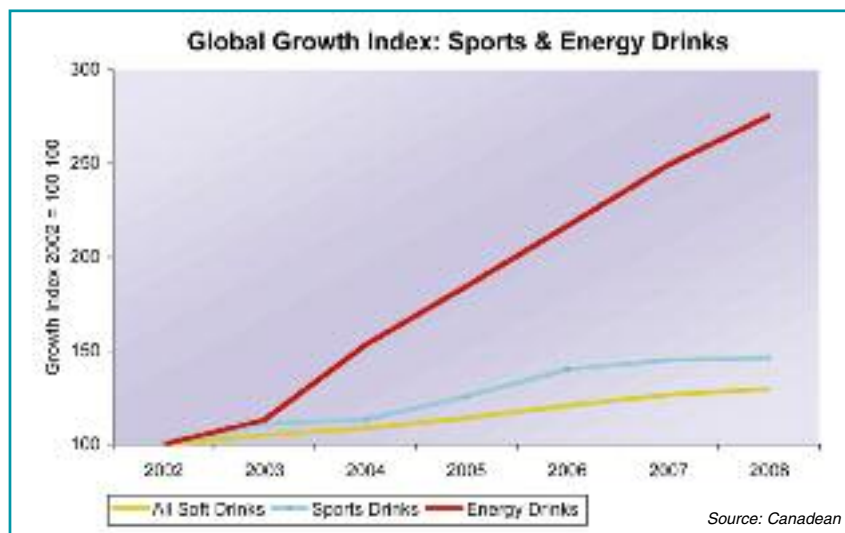
Richard Corbett contrasts the performance of energy and sports drinks.

Sports drinks first featured back in the mid-1960s, while energy drinks have roots that can be traced back further than the 1987 launch of Red Bull in Austria. However, sports drinks and energy drinks are both relative newcomers to the global soft drinks stage and only really gained a high profile worldwide during the 1990s. Since then, both categories have expanded rapidly and have had a very positive impact on the soft drinks marketplace; more in value terms than volume. Canadean forecasts predict both categories will continue to expand quickly but energy drinks will be the more vibrant of the two.

The energy drinks market has grown by nearly 300% since 2000 and is now on the verge of breaking the 5 billion litre mark, while sports drinks have grown by a more modest 60% but have added more volume during the same period, to stand at more than 10 billion litres. Despite the impressive performance, sports and energy drinks make up just 3% of the worldwide soft drinks volumes - the figure is only expected to edge forward between now and 2014. The premium nature of the categories will ultimately put a cap on the long term prospects for these drinks and the size of the market will mean that they will remain little more than niche in many parts of the world. By 2014, global energy drinks per capita will be just over 1 litre with sports drinks slightly below 2 litres per capita by the end of 2014. This compares unfavourably to the 32 litres for carbonates or even 8 litres for still drinks.

Racing ahead

Between now and 2014, Canadean anticipates



Sports drink growth has been less spectacular than energy drinks.



energy drinks will close the gap on the sports drinks category. At the turn of the century, sports drinks outsold energy drinks by five to one but by the end of 2008 the gap had shrunk to just over two to one; by 2014 Canadean forecasts that 1.6 litres of sports drinks will be consumed for every litre of energy drink. The current worldwide financial turbulence has clouded the waters and made it more difficult to make predictions but Canadean expects the sports drinks market to have grown by around a fifth and the energy drinks category by almost two thirds by 2014.

So why will energy drinks fare better than sports drinks? One reason will be the increasing trend for the still water segment to encroach onto sports drinks territory. The sports cap has enabled some of the more glamorous water brands to position themselves as accompaniments to sports activity, their operators keen to be able to add value to their waters. The advertising and sponsorship reflects their intention to strengthen the association with sports and the role of still water in rehydration. This despite sports drinks being designed to restore the nutrients that water does not.

North America is key

What is probably the more influential factor will be the differing stage of development of sports drinks and energy drinks in North America. The sports drinks concept originates from North America and consequently the category has been established for a longer time – each North American consumer drinks 14 litres; that's more than nine times the global average. There remains a heavy reliance for sport drinks sales in the region and North America accounts for 46% of global sports drinks sales. Although far from mature, sports drinks growth is only just expected to make double digits between now and 2014 in the region.

In contrast, energy drinks are a relatively new phenomenon in North America and have made

explosive headway since Red Bull arrived in 1997. North Americans have been won over by the energy drinks concept and will be a considerable source of future growth. Between 2008 and 2014 Canadean estimates that demand for energy drinks will not be far off doubling; this equates to 44% of the total global growth. In this affluent region high prices will be less of a deterrent and North America will be pivotal to the future development of the energy drinks category.

Size matters

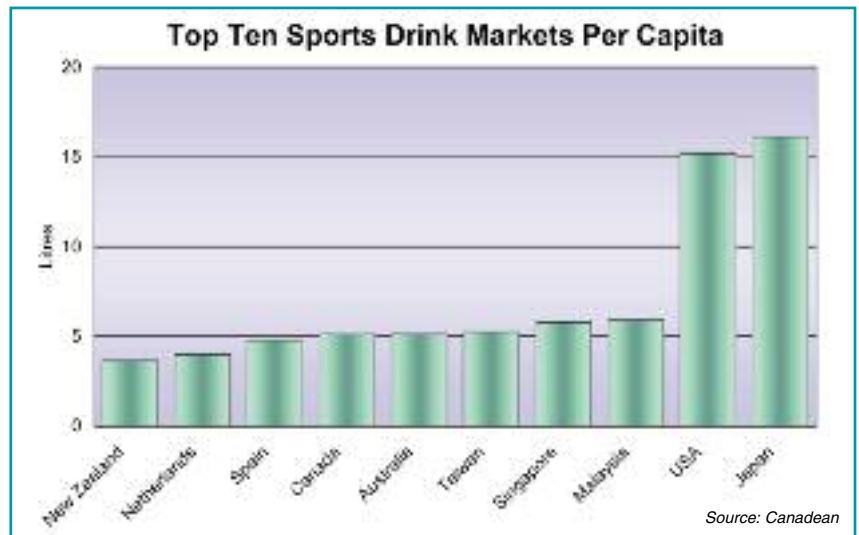
One less obvious influence that will help energy drinks outpace sports drinks is the increasing unit size of bottles and cans sold. Sports drinks have gone through the process of suppliers increasing the unit sizes to increase the average weight of purchase, while in the energy drinks category the bottlers are only just beginning to increase the size of bottles and cans. The 25cl can had generally become the standard energy drink format (as per Red Bull) but now more and more bigger unit sizes are being adopted – Red Bull itself has even introduced a 35.5cl format. These bigger sizes will contribute to the continuous rise of energy drinks.

Greater opportunities exist for energy drinks

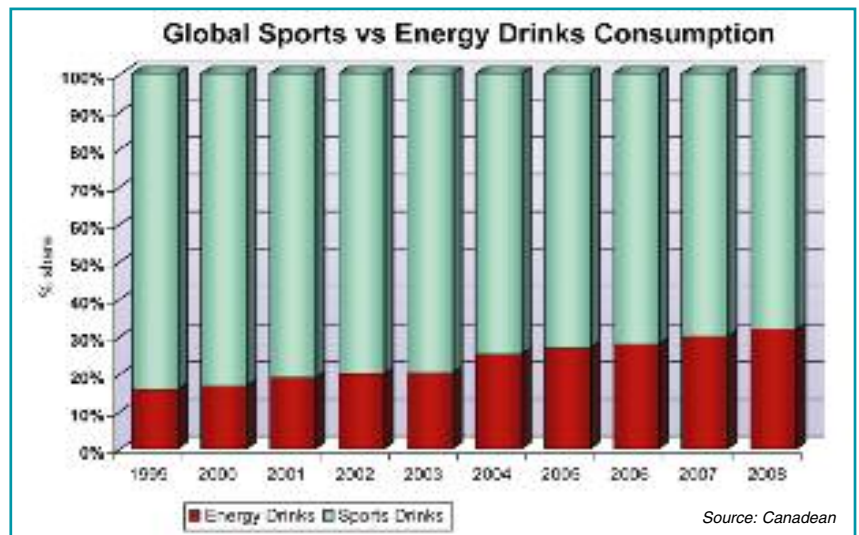
By their very nature the opportunities for sports drinks are limited to fewer channels, while energy drinks are not handicapped by such limitations. Sports drinks began life among the professional sports community but then began to feature in more and more gyms and other specialist outlets. However their development in many markets is constrained to vending machines and the convenience channel. Energy drinks are sold in a more diverse range of channels and in many countries came to prominence as a mixer with vodka in pubs, bars and clubs. The convenience channel has been important, as have garage forecourts with weary motorists a big target. In the supermarkets, multipacks encourage consumers to adopt energy drinks as part of a routine in the same way as probiotic drinks like Yakult are consumed.

Continued growth predicted

Both sports drinks and energy drinks look to be very much in the growth stage of their lifecycles and are a long way off reaching maturity. Inevitably, though, their high cost will restrict their audience to the developed world and the



The US and Japan account for nearly two thirds of global sports drinks sales.



Energy drinks are eroding the share of sports drinks on the global stage.

wealthier pockets of the developing world, so they are vulnerable to reaching maturity more quickly than the mainstream soft drinks categories. The fact that they are not used for refreshment but for relatively specific needs will mean that they will never reach the soft drinks mainstream. The size of the operators involved should ensure they are provided with all the resources and availability required to make the progress anticipated by forecasts by 2014. ■



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Releasing potential

benefits confirmed by studies

Dr Stephan Hausmanns reviews the benefits of using the scientifically proven ingredient, Palatinose.

Since Palatinose was launched onto the market just over three years ago, this low-glycaemic carbohydrate continues to open up a host of new market opportunities for food and drink manufacturers who are looking to succeed in the functional products sector.

Palatinose (isomaltulose), the only toothfriendly sugar that provides sustained energy while at the same time promoting fat burning, continues to drive innovation and NPD for food and beverage manufacturers.

Recent years have seen a significant leap in innovation for functional foods and, as a result, the sector is experiencing steady growth with market experts' forecasting particularly vigorous growth for sports nutrition: by 2010 the European market for nutritional sports products will have exceeded the £4billion mark. In a market which was predominantly developed for performance athletes, functional foods are now part of the every-day diet of the average consumer, becoming more mainstream lifestyle products and opening up further opportunities for the food and beverage industry.

Market data has also identified the benefits of using carbohydrates for the control of blood sugar levels as a primary driving force in the market for sports nutrition, which is currently dominated by sports drinks². As a carbohydrate that provides a sustained supply of energy in the form of glucose while at the same time promoting fat burning, Palatinose from BENEOPalatinit offers manufacturers possibilities to capitalise on scientifically based findings, to benefit from changing trends in consumer lifestyles.

Fundamentals of energy supply

The body needs glucose as an important fuel before, during, and after exertion, and even while resting it is impossible to function without it. The two principal storage depots involved in the generation of usable energy are carbohydrates and lipids. By far the body's largest energy source, the lipid reserves appear practically inexhaustible. In a man of normal weight lipids can store about 100,000 kilocalories – enough to run more than 20 marathons. Carbohydrate storage, on the other hand, is very limited. A healthy man can store about 350-400g of glycogen, or just enough for one to two hours of exercise of moderate intensity. These two energy sources differ fundamentally in the way in which they deliver their energy, carbohydrates are immediately available and are transformed very rapidly into work while lipid metabolism proceeds much more slowly because it is much more complex. This is why the body initially uses its glycogen reserves when it performs a



strenuous activity. If the glucose level in blood is declining a drop in performance ensues.

The challenge is to combat this drop in performance levels by raising the body's lipid metabolism capacity. "Especially for athletes, it is essential to rest carbohydrate storage in favour of a better and sustained performance," says Professor Dr Aloys Berg, Freiburg University Clinic.

Metabolism and its effect on energy supply

Responsible for the regulation of the glycogen concentration in the blood, insulin is released in particularly large quantities after ingestion of high-glycaemic carbohydrates; however, insulin inhibits lipid metabolism.

The readily metabolised carbohydrates rapidly enter the bloodstream causing the blood sugar concentration to rise quickly, only to fall rapidly after a relatively short time. In order to promote energy gain by fat burning while minimising the proportion of energy derived from carbohydrates, the concentration of insulin in the blood should be as low as possible: "Ingestion of carbohydrates in the hours prior to exertion leads to higher insulin levels and hence to up to 35% less fat burning"³.

The challenge for beverage manufacturers is to find a suitable solution; Palatinose is low-glycaemic, low insulinemic, fully digestible and supplies just as much glucose energy as sugar, over an even longer period of time. It is also superior to low glycaemic carbohydrates such as soluble fibres because although these have a marginal effect on insulin levels, they do not provide a sufficient amount of glucose energy for physical and mental performance.

Improved fat burning

Various studies⁴ have already established that Palatinose increases the proportion of energy derived from fat in overall energy consumption. This applies both to athletes and to those leading less physically active lives. While the energy balance (the ratio of calorie intake to calorie expenditure) is important, Palatinose does not increase the basal metabolic rate, i.e. the amount of energy expended at rest in a neutrally tempered environment. It acts by increasing the fat burning rate, or

the proportion of overall energy production that comes from fat oxidation. An increased fat burning rate means that active consumers can draw on their carbohydrate reserves for longer and, at the same time, burn fat more effectively.

The results indicate that Palatinose can play a decisive role in weight management. While playing sport or taking part in exercise, consumers can derive a dual benefit from the functional carbohydrate: energy in the form of glucose is available for a longer period during endurance sports, while a greater proportion of energy can be released from body fat. This prevents total depletion of carbohydrate reserves, enhances endurance, and contributes to a consumer's performance when active. Beverage and food concepts providing corresponding benefits offer multiple product positioning possibilities and enormous market potential.

Stable osmolality

Sports drinks that are designed to improve energy release and accelerate recovery following exercise have become increasingly popular for professional athletes as well as enthusiastic amateurs. Depending upon their intended application and market positioning, functional drinks supply salts, carbohydrates or proteins in different concentrations. In this context, osmolality is the total amount of solute particles present in 1 kilogram of a liquid.

Depending upon ambient conditions, drinks sweetened with sucrose can suffer from unstable osmolality. Thus, a product labelled with the advantages of the specific concentration of solute particles in a beverage described as 'isotonic' may not be able to offer the benefits claimed due to conditions the drink has been produced or stored in.

Drinks produced with Palatinose, however, maintain a constant osmolality even in acidic and pasteurised beverages⁵ – no matter if they are isotonic, hypotonic or hypertonic. For beverage manufacturers, this provides a flexible solution for applications in water, fruit or dairy based products.

Next generation sugar – giving health benefits and toothfriendliness

Palatinose (glycaemic index 32) is a disaccharide with the generic name isomaltulose, which occurs naturally in honey and sugar cane. Produced from

pure sugar beet, it has a sugar-like sweetness. The benefit of Palatinose is that it has a very strong chemical bond between the glucose and fructose molecules, making it very difficult to break down in the body. This determines practically all its physiological and technological properties; because it is metabolised more slowly, the glucose enters the bloodstream little by little. The blood glucose and insulin levels, therefore, do not rise dramatically and energy release is sustained over a longer period of time – a property of particular interest to endurance athletes.

Due to its non-hygroscopicity it does not tend to absorb moisture from the ambient air and therefore does not cake, even at high temperatures and high levels of humidity, but remains dry and free-flowing. This means it is easy to process into instant drinks, because it doesn't cause problems in the production process and the end product is easy to store and easily soluble. Under normal storage conditions and at moderate temperatures it has the same storage characteristics as sugar.

An added bonus for manufacturers is that Palatinose is truly toothfriendly, a claim that has been scientifically proven by means of the so-called interdental plaque-pH telemetry. With almost 99% of the world's population affected by tooth cavities, manufacturers can incorporate Palatinose as a replacement for sugar and confidently state its product has 'better for you' properties.

Palatinose in action

Palatinose has now been on the market for three years and is already used in a wide range of products across the globe.

The Gatorade Performance Series drink with 'Carbohydrate Energy Formula' is designed to help give endurance athletes the quick and sustained energy they need to reach their peak performance. Palatinose also delivers the right kind of energy in 3 Action sports foods from LUKED in Belgium and the Netherlands. Their product range includes a carbohydrate gel, various instant sports drinks, and an energy gel for various types of activities.

Whether instant tea drinks, water-plus concepts, highly specialised sports drinks, gel or cereal bars, the product positioning possibilities with Palatinose are virtually limitless.

The partner of choice

BENEO-Palatininit holds over 25 years of experience in regulatory excellence and is able to provide its customers with advice in regulatory affairs, help with technical questions, qualitative and quantitative market analysis, product development, analysis and optimisation as well as marketing support, all according to the highest quality standards (ISO 9001 accreditation). BENEO-Palatininit has seen a strong trend for the use of functional ingredients and the use of Palatinose is set to increase within sectors such as physical and mental performance as well as body weight management. ■

1. *3A Business Consulting*
2. *Nutraingredients Europe, Alex McNally: European sports nutrition to hit £4bn, 8.8.2007*
3. *Ibid*
4. *Study by Berg/König and Arai*
5. *Brauwelt Nr. 7, 2009, S. 176 - 180*

Sports drinks that are designed to improve energy release and accelerate recovery following exercise have become increasingly popular for professional athletes as well as enthusiastic amateurs.



Dr. Stephan Hausmanns is Head NBD & Management New Ingredients at BENEO-Palatininit. www.beneo-palatininit.com

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Synergy, a leading taste creation specialist, is bringing together the sports nutrition capabilities of parent company and protein formulation expert, Carbery, with its creative, flavour solutions knowledge. The company is uniquely positioned to provide inspiring taste solutions for manufacturers of protein-based sports nutrition products, including bars, beverages and other convenience products.

Flavour engineering

With global sales of sports nutrition products expected to reach \$6.9 billion by 2010, the number of new product launches in the sector is set to rise. Synergy's taste formulation experts predict and track global flavour trends, enabling them to develop fresh, innovative, marketable flavours that are specially formulated to perform exceptionally in protein-based products.

Synergy's multi-disciplinary approach means that the company is changing the focus from flavour masking towards flavour engineering, wherein flavours are designed to work with a range of protein types. This has resulted in the creation of high impact flavours that help deliv-



er the healthy, convenient and premium positioning that is sought by many sports nutrition manufacturers.

"Market demand now extends beyond the traditional flavours of strawberry, chocolate and vanilla. Consumers are increasingly seeking more sophisticated flavour profiles, often including exotics, superfruits and flavour fusions", comments Donna Rose, Customer Marketing Manager, Synergy Europe and Asia. "By combining our expertise in both flavours and proteins, we can offer manufacturers inspiring taste solutions that will meet the demands of serious sportspeople and recreational consumers."

Unique offering

Synergy's focus on sports nutrition comes at a time when the sector is undergoing rapid change. As increasing numbers of products are developed to meet the needs of diverse consumer groups, so too does the need for rapid product development and product differentiation.

Steve Morgan, Managing Director of Synergy Europe and Asia, continues: "The combination of Carbery's nutrition-based R&D and Synergy's flavour expertise puts us in a unique position to develop the most functional and marketable products around. With many years' experience of working with whey and other proteins, the combined Synergy/Carbery team understands the challenges faced by sports nutrition companies. We employ creative and technical understanding that meets their needs as well as reducing development time.

"The growing market for sports nutrition products means that the industry can no longer sideline taste for the sake of functionality. Sports nutrition manufacturers, marketers and consultants can rely on Synergy and Carbery for total solutions to their nutritional and flavour needs." ■



Consumer trends

colours from nature

Consumers increasingly want to know what is in their drinks to ensure a balanced diet, avoid certain additives and ingredients, identify health benefits and to check where the beverage was produced.

New food and drink product labelling regulations and popular media coverage have increased consumer awareness of beverage ingredients. The renowned Southampton Study has resulted in consumer concern about the consumption of synthetic colours in particular, as they have been linked to hyperactivity in children and have been said to cause certain hypersensitivities. From July 2010, a warning notice is to be put on the front of beverage packages and bottles in Europe, if they contain one of the so-called 'Southampton Six' colours: Tartrazine (E102), Quinoline Yellow (E104), Sunset Yellow (E110), Carmoisine (E122), Ponceau 4R (E124) and Allura Red (E129). It is very likely that other synthetic colours will also be of concern in the future.

Beverage designers try to clean up the label

Products aiming to perform successfully in future beverage markets must be free of 'hidden nasties' and E-numbers so as to gain long term consumer acceptance. Beverage designers increasingly use natural alternatives to synthetic food colours in response to changing consumer preferences. They are cleaning up the label and reducing the total of E-numbers in order to qualify for the 'all-natural' label claim and to keep their products as 'natural' as possible.

Food colours or colouring foodstuffs

In general there are two possibilities for the industry to colour beverages. One is the usage of food colours; the other is to use 'colouring foodstuffs'.

The food colour group is made up of synthetic and so called 'natural' food colours. Synthetic food colours do not occur in nature and are made from chemicals.

The so called 'natural' food colours are made from raw materials that occur in nature (like plants or even insects). They are selectively extracted by possibly adding formulation agents like emulsifiers, preservatives, stabilisers or other



chemicals. These often represent the biggest part of the formulation.

Within the EC food colours have the legal status of 'additives' according to the EC colour directive (94/36/EG).

They have to be labelled as additives with E-numbers or with their corresponding scientific terms (i.e. Colour: E 102 or Colour: Tartrazine / Colour: E 120 or Colour: Carmine).

Colouring foodstuffs are the second option for beverage designers to impart colour to drinks. In contrast to food colours, colouring foodstuffs are made from edible plants, fruits and vegetables and are foodstuffs in their own right. They are manufactured without selective extraction of pigments by physical or traditional food preparation processes. Solvents, processing aids, components or functional ingredients should be foodstuffs, characteristic ingredients of food or be of food origin. Colouring foodstuffs still have the essential characteristics of their source material. On the label, they are declared as ingredients accordingly. GNT, the world's leading manufacturer of colouring foodstuffs, recommends the declaration as a concentrate, naming the raw material, i.e. 'concentrate (carrot, pumpkin)' or 'carrot concentrate, pumpkin concentrate'. As they are ingredients, the dosage of colouring foodstuffs is not restricted - they may be used quantum satis.

Clean labelling and attractive colour

An experienced partner for the beverage industry in its search for natural colouring alternatives, GNT offers a full range of all types of colouring concentrates that are easy to use, stable, cost-effective and also fulfil the requirements of Halal status. It's well-known EXBERRY colouring foodstuffs are a most practical and desirable alternative in beverage design, making clean labelling and attractive product colour possible at the same time.

The GNT Group addresses the changing needs of the global beverage markets as it continually develops and optimises new process technologies to enhance the exceptionally wide product range. GNT's worldwide success in colour design is underpinned by its commitment to customer support; precise shade matching of existing products, accelerated stability testing and professional development support. ■

Silvia Frankenne introduces clean label colour solutions from GNT.

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All change

as Japanese companies roll into Australia and New Zealand

Richard Haffner reports on recent developments in the region.

Many international food groups are leaving their non-core businesses behind, in fact in many cases this means beverage segments. For example, Cadbury sold off Schweppes in Australia to concentrate on confectionery. This has led to increasing vertical consolidation, with beverage groups seeking stronger regional diversification and better coverage of existing national markets.

The past year has seen a significant number of ownership changes among the largest soft drink companies in Australasia, ranging from a relatively routine domestic consolidation (CCA buying Baker Halls cordials from Old Fashioned Foods Group) to the comparatively distant merger between Kirin and Suntory which is currently under discussion.

Acquisition attempt

Kirin rang in the new year trying to persuade The Coca-Cola Company (TCCC) to accept a A\$7.6 billion bid to acquire Coca-Cola Amatil (CCA), of which TCCC owns 30%. The bid was made through Kirin's controlling stake in the trans-Tasman brewer Lion Nathan and would have bought Kirin a dominant position in non-alcoholic drinks, around 48% of RTD volume using 2008 figures from Euromonitor International. This was widely seen as being strongly complimentary to their alcoholic drinks portfolio in both countries. However, in February CCA viewed the acquisition as insufficient when compared to recent purchases other drink firms in the region received and firmly shut the door on the offer. Kirin, by contrast, felt that its offer was fair. CCA, unlike the subjects of prior acquisitions, is primarily a bottler and does not own most of the brands it sells. CCA may have also had reservations about unwinding its stake in the Pacific Beverages brewer, its



joint venture with SABMiller. Kirin swiftly followed this setback by acquiring the remaining 54% of Lion Nathan's shares on a positive ruling from Australia's competition authorities.

Being rebuffed by CCA, of course, didn't change the fundamentals for Kirin, which still wanted to expand on the 12% of the Australian soft drinks market it had acquired from San Miguel by purchasing National Foods in 2007. In order to do this, it was left with only two remaining acquisition targets of significant size. The first was Frucor Beverages Ltd with 4% of RTD volume in Australia and New Zealand, including Pepsi brands in the latter country, according to Euromonitor International. The second was Schweppes Australia Ltd (Schweppes and Pepsi in Australia). Unfortunately for Kirin, it missed out on both companies to domestic Japanese rivals within the previous year. Suntory won Frucor from Groupe Danone in October 2008, while Asahi grabbed Schweppes from Cadbury in March this year.

Kirin and Suntory merger a possibility

The recent announcement that Kirin and Suntory are seeking to merge creates the possibility that the new firm could consolidate Lion Nathan with National Foods and Frucor. This potential convergence would generate a rival to CCA with the added advantage of a shared distribution network that had been touted as a prime advantage of the failed CCA/Lion Nathan tie up. Despite all the activity, the resulting structure of the Australian and New Zealand soft drinks markets, assuming that the Kirin-Suntory merger is successful, would be remarkably similar to what existed before, with the only major operational change being the likely joining of National Foods and Frucor in Australia.

Coca-Cola dominates

While this seems to leave a straight forward picture of CCA's dominance, a closer look at the relative strengths and weakness of each company's presence across product sectors is in order.

Looking first at Australia, Schweppes spreads

Australasia

	2003	2008	2013
Soft drinks	3451.6	3697.2	3735.0
Carbonates	2024.6	1966.7	1882.1
Fruit/vegetable juice	753.4	797.4	750.1
Bottled water	339.5	470.2	532.4
Functional drinks	96.9	167.2	212.9
Concentrates	137.7	145.3	152.8
RTD tea	3.9	21.6	49.7
RTD coffee	95.6	128.9	155.1

Market Sizes - Historic - Off-trade Volume - mn litres

Source: Euromonitor

its 17% of total soft drink value across 20% of RTD volume, according to Euromonitor. This reflects the long standing positioning of Schweppes and Pepsi brands in Australia as being a cheaper alternative to Coca-Cola's brands. Breaking down the major sectors in which Schweppes is active, it has approximately a quarter of carbonates sales in the country and nearly half of sales of liquid concentrates. Pepsi's Gatorade brand carries them to 40% of sports drinks, while Schweppes soda water helps lift their share of bottled water towards 10%. They are only minimally present in RTD teas with 4% and juices with less than 2%.

Also in Australia, CCA makes up the bulk of its 40% share of soft drinks primarily from leadership in carbonates, where it has 69% of the volume and 62% of the value. Like Schweppes, the strength of CCA's Powerade brand helps it capture most of the rest of the Australian market for sports drinks, with about 50% of the value and volume of that market. CCA also has a strong position in bottled water, holding 41% of the value and 34% of volume. It is not as strong in energy drinks with a 9% share, and in juice CCA only musters 2% of the volume and 3% of the value.

Much as in Australia, CCANZ has a leading share of soft drinks (52% of value and 61% of volume), concentrated primarily in carbonates where they have three-quarters of New Zealand sales in both value and volume. CCANZ also does well in bottled water, with approximately 40% of both value and volume, and about a quarter of New Zealand sales of juices and energy drinks. Powerade is virtually the sole player in sports drinks, commanding as it does 85% of that market. CCANZ's January 2009 acquisition of Baker Halls concentrates from Old Fashioned Foods expands its share of concentrates to 35% of the volume and 19% of the value.

National Food and Frucor

By way of comparison, the combination of National Foods and Frucor would be slightly smaller than Schweppes, with 11% of volume but 17% of value sales, reflecting the lack of carbonates in favour of focusing on high value and high growth products. In juice, it would have 40% of the volume and 47% of the value, nearly as much as its 45% value and 51% of volume in energy drinks. It would also have a reasonable presence in bottled water with 7% of value and 4% of volume, along with liquid concentrates where it would have 8% of the volume and 6% of value sales, according to Euromonitor International

While National Foods no longer has a presence in New Zealand, that deficit is more than made up for by Frucor's strong position in the country, where it holds 26% of the volume and 30% of value sales. As the bottler for Pepsi brands in New Zealand, Frucor has a 12% share (both value and volume) of carbonates. In contrast to Australia where Frucor presently lacks juices (prior to joining up with National Foods), Frucor has a strong portfolio of juice brands (over 50% in both value and volume). According to Euromonitor International, 53% of bottled water and 63% of energy drinks round out Frucor's strong position in New Zealand.

RTD tea expected to lead growth

The variations in the relative importance of these sectors to the different companies involved becomes apparent once we look at the future growth prospects in the combined Australia/New Zealand market in the next five years to 2013. RTD tea is expected to be the stand-out performer, doubling in value from 2008. Currently, none of the leading companies have a very strong presence in RTD tea. Japanese ownership may help the expansion into this sector as increasing Asian populations in Australasia seek familiar products and brands.

Elsewhere the growth will be more modest. Euromonitor International notes that functional drinks are expected to show a 7% value CAGR, making this category (which includes both sports and energy drinks) the second highest forecast growth. RTD coffee, with a forecast CAGR of 5%, offers opportunities for expansion, particularly for National Foods/Frucor, which can leverage its Australian dairy operations.

Concentrates and juices have very similar expectations, with each growing 7% across the five years on the back of increasing consumer health concerns. Those same health concerns will put carbonates at a disadvantage, which are expected to decline by 1% from 2008 sales. Kirin/Suntory may, in fact, benefit from its minimal involvement in carbonates, since the health concerns of consumers and negative media coverage (about both regular sugar and sweeteners such as aspartame) has significantly damaged the growth prospects of this sector. This market condition compares Kirin favourably with Asahi and its package of the Schweppes and Pepsi brands in Australia, which is biased very strongly towards carbonates, meaning they may struggle to achieve the growth more easily available to Kirin/Suntory and its carbonate-light portfolio.

Predictably, bottled water will continue to appeal to consumers who are increasingly concerned about the negative health effects of carbonates, posting a CAGR of 3% despite on-going concerns about the environmental burden imposed by packaging and shipping of these products. It will be interesting to see whether more towns follow the example of Bundanoon in New South Wales, which in July this year voted to ban the sale of bottled water altogether in an attempt to combat the carbon footprint associated with its production and distribution.

Opportunities for acquisition remain

This current round of ownership changes has been characterised by widely-diversified multinational food groups divesting their soft drink operations in order to focus more on their core businesses. This has provided an opportunity for drink companies, particularly the Japanese, to increase their geographic diversity while maintaining focus on their core business lines. While for the moment this locks up most of the major brands and companies, there remain opportunities for acquisitions among some of the smaller players (such as national single-brand companies). Consumer and government concerns about multi-national ownership of domestic brands may limit the extent to which this consolidation can continue, but for now it appears that the Japanese are here to stay. ■

While for the moment this locks up most of the major brands and companies, there remain opportunities for acquisitions among some of the smaller players.

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Nature and health

point to pure, natural glass

Matthias Warneke discusses the advantages of glass packaging.

The 'health' agenda is on the move across Europe. Wherever you look, whether at obesity in the UK, smoking in eastern Europe or prostate cancer in Scandinavia, governments across the continent are encouraging their citizens to adopt a healthier lifestyle.

This movement gives the soft drinks industry (we call them NABs, non-alcoholic beverages) an excellent opportunity to develop strong growth off the back of this movement. We can already see evidence of this. While the recession pushes all consumer spending down, the NAB segment is the only drinks market showing significant growth in West Europe and, from a lower base, rising even faster in East Europe.

In packaging terms, the last 20 years has seen a distinct drift from the near universal use of glass bottles to a multi-format market which includes beverage cans, plastics and cartons alongside glass. Now, the health agenda is helping glass regain some of the market share it has previously lost to these other materials.

Over a quarter of all soft drinks are packed in glass and some of the newest categories, such as functional drinks, smoothies, ice teas and organic juices are particularly attuned to the benefits of the material. In West Europe, brands which have



made their name in plastic are now turning to glass (such as This Water, which has just launched its first glass packed version for the UK on-trade). In the east, brands such as Hungarian mineral water Natur Aqua are helping to carve out a fresh, upmarket niche for glass.

Why is this? What does glass offer which makes it a popular choice for 21st century NABs?

Consumer trust

In a market driven in part by concerns about health, consumers trust glass. A recent Europe-wide survey of over 6,000 consumers by FEVE (the European glass federation) indicated that 74% of consumers would recommend glass packaging to their friends and family. Of these, 48% believed it was safe for their health. This last figure rose to over 50% in countries such as Germany, Italy and Poland and to a staggering 82% in Turkey.

The core attributes of glass have secured these preferences; glass is pure, natural, impermeable and inert. It is the only primary packaging material given GRAS status (Generally Regarded As Safe) by the US Food and Drug Administration.

Taste preservation is also crucial. Consumers want quality products, which taste as good when they drink them as when they were packed; 56% of those questioned by FEVE believed glass best preserves taste.

Brand differentiation

Glass has the design flexibility which allows brand differentiation to flourish. Personalisation and premiumisation are industry buzzwords in both the crowded shelves of West Europe and the fast developing brand sophistication in the former Eastern Bloc countries. Colour, shape, embossing and decoration all help create a strong brand statement, building consumer loyalty and enabling manufacturers the opportunity to negotiate better margin opportunities.

Dutch designer Piet Boon created a chic new bottle for Sourcy water and the latest Badoit water



bottle for the on-trade uses serigraphy to create a trail of coloured bubbles rising up the bottle. Both bottles are made in 75cl capacity, specifically designed for a two-person meal.

Current designs are definitely verging on the minimalist. The new bottle for Valverde mineral water (made by Spumador) reflects the exceptional purity and lightness of the product, which is sourced deep in the Italian Alps. In conceiving the bottle design, well-known designer Matteo Thun has aimed at giving a 'form' to water. Featuring a simple shape and an elegantly contoured neck, the bottle's only decorations are two transparent metallic labels, which set off reflections within the water.

The Bottlegreen Drinks Company provides a good example of how glass can communicate the superior taste and quality of a product. Its lightly sparkling pressé drinks have been repackaged in a stylish contemporary bottle, designed by Ziggurat Brands. The elongated, tapered neck is challenging to make in glass, but provides a highly distinctive on-shelf profile for the brand across a range of bottle sizes.

The simplicity of the pressé bottle is echoed by other products such as the new Antipodes mineral water from New Zealand. This beautifully-understated bottle embodies the unique philosophy of the brand, which is that fine food and wine should be the 'heroes' of the meal, and water should complement a table setting rather than dominate it. Available in 1 litre and 500ml sizes, the squat-shaped bottle is embellished only with simple screen-printed text in black (to denote sparkling) or grey (still), and underlines the purity of the water inside.

Environmental appeal

Although prestigious brands such as these have always used glass, the material is more than capable of holding its own in the value brand category and, increasingly, in the impulse sector, particularly the chiller cabinet products which have hitherto been the preserve of plastic and board.

One reason is that health concerns and an awareness of the impact that packaging has on health are common to all product sectors and socio-demographic groupings. The FEVE research shows people are distinctly underwhelmed by alternative packs from an environmental perspective. Fifty percent think glass is the most environmentally friendly package, while 38% give the same rating to beverage cartons; just 5% believe the same for plastic.

This is having an impact of sales as retailers seek alternatives which are more popular and boost their own credentials as responsible corporate citizens. Glass bottles offer great recyclability and a high recycled content which fits the bill. Bottles are also getting lighter. Originally created for mineral waters, O-I's lightweight standard bottles have proved popular far beyond their original market, with customers using them for cordials, juice-based drinks and even non-drink products such as vinegars.

At heart though, it is the fact that even standard glass containers are often more attractive and cost-effective than their counterparts made from other materials. Tufa Pure uses this approach for both 75cl and 33cl bottles, using elegant, standard bottle designs augmented by sim-



ple, clear film labelling by Davis design consultants.

The next phase of development will be the commercial development of new ideas from within the glass industry itself. These ideas must respond to and, most importantly, anticipate needs of manufacturers. While glass already keeps products colder and fresher for longer than its competitors, the industry is looking at improvements in areas such as even better chill retention, long shelf life without using coloured glass and lighter, stronger containers. Constant innovation from within the glass industry will be necessary to help customers get even more value out of their products in coming years.

O-I's global footprint means that it can draw on best practice across the world both in terms of glassmaking and bottle design. Many of these ideas will be on display at O-I's stand at Munich's drinktec between 14th to 19th September. There is no doubt that glass packed soft drinks are on the march, even at the top people's store: Finnish spring water Veen is continuing to promote the usage of glass packaging as it becomes the house water brand at Harrods. Veen Managing Director and co-founder Tomi Grönfors sums up its appeal: "No other material protects like glass; it is totally inert, so never affects the taste of our water in any way. And, of course, it is 100% recyclable to make brand new containers time after time." ■



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No soft touch

warehousing and logistics management

Kenneth Porter discusses the importance of getting warehouse management right.

Soft drinks manufacturers of every kind need to carefully consider the central role their warehousing function plays in delivering more than just products to customers. Getting warehousing wrong can sabotage an otherwise excellent customer experience.

Like every FMCG marketplace, competition in the soft drinks sector has hotted up in recent years, as the number of brands has increased and retailers have demanded more frequent drops as they aim to reduce stock. Clearly, the 'backroom boys' of the supply chain are now front of house, whether they like it or not.

Certainly, the impact of the global recession has put even greater pressure on the sector to work more closely and innovate to reduce supply chain costs and continue to provide a responsive, robust and safe distribution channel. Our experience in the soft drinks sector has involved us re-evaluating pan-European logistics models for a major soft drinks brand; project managing the consolidation of three warehouses into one for a UK FMCG brand; and undertaking a complete inventory management review for a supplier of juices. We've learnt a lot over the past few years. Below are the key areas where soft drinks companies need to focus their efforts to ensure their warehousing functions are up to speed.

Dealing with demand

Seasonality is always an issue where warehousing is concerned. Be it Easter, Christmas or the summertime, spikes in demand for juice drinks, mixers or a new sub-brand of fizzy drink create challenges for supply chain practitioners in the beverage sector. Key issues here include the sourcing of appropriate labour, equipment or processes that can cope with the demand.

This is a huge issue for beverage producers as it places tough demands on the warehouse function. And while automation might often appear to offer a tempting solution, seasonal variances may limit the flexibility offered by such systems.

Another trend that drinks manufacturers are accommodating is the move towards smaller order sizes. As retailers demand more choice and less stock, so the use of regional consolidation centres (RCCs) is becoming commonplace. The greater adoption of cross-docking activities throws up specific issues from a manufacturer's point of view, especially in terms of the frequency of deliveries and the implications this has for picking and packing activities.

Safety first

The sell-by date is of course a critical issue for the soft drinks sector where all products, not just the chilled variety, have a shelf life of some sort. This



has a direct impact on issues such as wastage and rotation of stock as well as batching of stock. This is a key consideration for drinks manufacturers, who are now being expected to fit in with retailers' own rotation models. Increasingly, those manufacturers that cannot deliver perishables in chronological sell-by date order are likely to face the threat of product refusal at retailers' gates.

Product tracking is also becoming something of a logistical pre-requisite, as recent recalls involving the likes of food colouring manufacturers show that no one is immune from human error.

Process and procedures

While most players in the FMCG sector closely monitor supplier performance, with fines often incurred for late delivery, it is still surprising how many food and drink companies fail to agree simple rules of engagement at the outset of a contract. Therefore, we often see suppliers failing to deliver to agreed timescales with no penalty, or changing standard box quantities without warning.

Drinks manufacturers need to take the issue of supplier management and procedures seriously from a warehousing perspective, as poor performance at this stage of the supply chain can have huge knock-on effects across the whole organisation.

Promotions

One of the most common reasons for 'stock outs' are retail promotions (e.g. 'buy one, get one free'/BOGOF) that are not well planned, or not properly communicated through the supply chain. The reaction to this is usually to overstock 'just in case'. In practice, it is not realistic to assume that all promotions will be planned sufficiently far in advance to allow the inventory to be delivered 'just in time' (as promotions are often decided at short notice in response to weather, competitor activity etc). However, an understanding of retailers' promotions strategies, and identifying products that are likely to be promoted should allow appropriate inventory levels to be maintained, rather than just holding an excess of everything.

Special offers and other promotions obviously create a significant demand spike, which can also require the creation of new SKUs (stock keeping units) to track special packs in order to measure their success as a promotional tool. Often, promotions need to be tracked and handled in a

different way.

Hence, a warehouse function may need additional support to facilitate a BOGOF campaign, when in practice it is sometimes the last to know when the sales team launches a major promotion.

Clearly, better communications between marketing and supply functions is a vital element of success as brands work harder to engage with their customers. A good example of this has been the recent move by Tango to manufacture a run of cans 'upside down' in response to a challenge laid down by the social networking page Bragster. While this worked well as a promotion for the marketing team, which was delighted to show how it could playfully react to the market's demands, such product-based initiatives put extra pressure on the supply chain. What might appear to be a simple change to packaging can wreak havoc in the warehouse if systems like barcode scanners are set up for standard products.

Seeing is believing

Businesses with several buying operations – all ordering from suppliers – often encounter problems in the area of inventory management by not using a centralised system. This can typically occur within drinks manufacturing, where several plants source packaging from the same supplier, but fail to co-ordinate their order processing. Inevitably, this leads to a poorly disciplined process, where there is little visibility.

While managing suppliers more effectively will bring better visibility and control, clear systems in the warehouse can improve performance overnight. We still see many warehouses in the retail, food and beverage sectors, where poorly organised stock management has brought about incremental chaos. Poor visibility on what stock is being kept where (and in what quantity and quality) creates huge inefficiencies and wastes warehouse staff's time in locating products.

Relocating stock to the most appropriate and accessible place is a hugely important and effective process that drinks manufacturers need to do on a regular basis. While the process of assigning slow and high moving stock to their respective warehouse locations is important, this is not the whole story. Stock profiles are always changing and require re-assessment from time to time. Stock held in the wrong locations will lengthen travel times both for 'putaway' and picking tasks, creating significant hidden inefficiencies.

Cross-docking is another logistics solution that food and drink companies can utilise to handle fast moving stock. Companies must study the volumes delivered by higher volume suppliers and of faster moving products to look for the opportunity to streamline handling to sales outlets.



The human touch

Many inventory management issues stem from basic human errors, often in the area of inputting information. We often see mistakes being made during the receiving process, for example, where operatives mistakenly enter 250 units into the system instead of 25 units. Again, not having clear guidance when it comes to common understanding of what a single unit actually is, can be an area of confusion among warehouse staff. This can be addressed by training and refresher sessions, or providing product manuals with photographs, to ensure input inaccuracies are kept to a minimum. Dimension or weight checks can also be built into the process to ensure accuracy.

It's a simple rule, but too many businesses break the basic principle of every good housekeeper: don't stock things you will never use. What's needed is a process of disposal or clearance built into the warehouse management process. Where perishables are concerned, this is crucial in terms of efficiency and health and safety.

While most businesses in the food and drink sector are good performers when it comes to perishables such as yoghurts and milk products being delivered within one to two days, those involved in more stable foodstuffs can become lazy when it comes to stock management. Here, internal rules of engagement need to be agreed. A figure for stock write-offs needs to be agreed – providing an annual budget – so that this process happens every year.

Our project experience has shown that many drinks manufacturers are leading the way when it comes to supply chain management. Those that are not achieving world class logistics performance can often improve efficiencies significantly by making relatively simple and inexpensive changes. ■

Our project experience has shown that many drinks manufacturers are leading the way when it comes to supply chain management.



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Total Logistics specialises in all aspects of supply chain and logistics consultancy, with a client base that includes Pfizer, Gillette, Unilever, adidas, Coty, Tesco and Nestlé. Working across the complete range of supply chain and logistics operations, TL functions solely to add value and subtract costs. Activities include strategy definition through to implementation and project management; network modelling, distribution strategy, location optimisation, cost modelling and benchmarking. TL's experience covers all industry sectors and its clients comprise sector leading companies but also much smaller lesser well-known names to whom its consultancy, advice and services are equally as critical. Over 70% of its revenue comes from existing clients and its greatest source of new business derives from personal recommendations. Now recognised as a leading consultancy in this field, TL has established a reputation for delivering high quality, practical and robust solutions to clients' needs.

Time to invest

in warehouse systems

The economic slowdown may present the perfect opportunity to consider new systems, writes Alex Mills.

The suggestion to invest in new warehouse applications now may not at first glance seem the wisest counsel. But there are a number of good reasons why improving your warehouse systems and technology during a downturn could be a good idea. Taking such a measure might not only help your business in the short and medium term, it could also leave it more efficient and better organised to cope with economic recovery later.

We make an assumption here that your business has the financial reserves to consider such a move. But even if not cash rich, there are (credit crunch notwithstanding) attractive tax efficient leasing options available that allow such projects to proceed if the business is stable with a reasonable cash flow. The key message is that improving warehouse efficiency by advancing the solutions you use is going to save money. The questions you'll need to answer are: how much and how soon?

Increased efficiencies

It is generally accepted that successfully implementing warehouse management systems (WMS) delivers the better accuracy, productivity and efficiency that impact positively on physical operations as well as having a significant effect on cost reduction. High error rates alone can represent a large element of cost, which if saved can contribute substantially to WMS payback. Labour costs, when compared to rent, rates and utilities, are one element of warehouse operations over which you can exercise some control. Much is written about improving labour management for the simple reason that in the UK warehousing context, manpower is one thing that simply cannot be outsourced. Systems designed to promote efficient processes and improve productivity can therefore have only positive effects on cost reduction and bottom line profitability.

It is true of course that not all these benefits and savings can be delivered overnight and that some of the rationale for any WMS project is based on an eye to future cost reduction and efficiency. But it is possible to focus the impact of warehouse technology and systems on areas where they can deliver maximum punch. WMS and technology implementation often takes a phased approach, and a good warehouse systems company will be able to help you decide where key benefits can be realised faster within your own operation. These might be in obvious areas like pick performance or in fringe



areas such as introducing EDI with customers or suppliers to help reduce manual data input and paperwork.

Minimising disruption

Another good reason for considering the implementation of WMS systems in quieter times is the lessening of the negative, though short term, impact of the change. There is inevitably some disruption and learning curve involved in implementing new solutions of this kind. Going ahead while lower volumes are being processed means that people can become practised in the use of new systems and technology and can in effect 'cut their teeth' under less pressure. This is not to suggest that companies can offer lower service levels while installing WMS, just that any pain which must be endured can be done so while volumes are lower. As any company that has tried to implement WMS in a time of high growth knows, it can be a challenging, if not to say hazardous, exercise. For that reason people are often reluctant to change at such times which, though understandable, can result in bottlenecks and reduced performance when systems do not keep pace with expanded operations.

Realising benefits

Timescale is an important factor with any implementation. But if we expect a WMS to provide tangible benefits within the timeframe of a potential recession then an expeditious implementation is paramount. Typically, and I speak from my company's standpoint here, an implementation can be achieved within three to six months depending on the nature of the operation. This relies significantly on choosing the right supplier as well as having a full awareness within your own organisation of the work involved in hitting the timescale. But broadly speaking we are talking about realising potential benefits within months not years so this is more than a 'jam tomorrow' promise.

Those who have been in business for some years have probably experienced some ups and downs and know that business is cyclical. But, without wishing to challenge any political theories, that does not mean if it's not boom, it's bust! Periods of economic slowdown can often be used positively for consolidation and improvement as a means to develop and perform better during stronger growth periods. This is true for warehousing and logistics operations where taking a cold, hard look at practices and processes, and improving systems and technology can be invaluable to regeneration. Those who grasp the opportunity may find it easier to withstand a period of recession and emerge stronger than their competitors when the economy recovers. ■

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Highbay extension

Swisslog has recently been commissioned by Procter & Gamble (P&G), the world's leading consumer goods company, to design and implement an extension to its automated highbay warehouse at Manchester, England.

The solution is a stand alone cladrack warehouse including sprinklers, composite fire resistant cladding and the overall integration of systems with P&G's existing warehouse. Swisslog will project manage the extension where they will implement their own controls and software products. They will also install their conveyors and Swisslog Accalon cranes, handling two pallets at a time simultaneously in double deep storage. This will improve performance and storage density. "We are very proud to work with Procter & Gamble and we will continue to ensure that we are worth the trust that they put in us as a business partner," commented Pieter Feenstra, Head of Europe 2 and Managing Director of Swisslog UK Limited.

Support proves fruitful

Chilled distribution specialist Langdons, was so pleased with the service and support received from Atlet, that the company was chosen to deliver a 'complete package' for operations at Gerber Juice Company in Somerset. Atlet has supplied a fleet of warehouse trucks to a very precise specification and designed and built the battery management and handling systems at the Bridgwater distribution centre run by Langdons. "Other suppliers suggested tilting cabs and cameras rather than the tilting seat and height indicator that are standard on the Atlet trucks," says Chris Murt. "We thought this would be sufficient and it's proved to be the case. I'm a great believer in keeping it simple."

At the end of 2006 Langdons successfully competed for the contract to manage the new purpose-built temperature controlled warehouse that Gerber Juice Company, the UK's biggest juice supplier, had commissioned next to its processing and packaging plant in Bridgwater. Langdons also took over responsibility for distributing Gerber Juice Company products throughout the UK using its fleet of vehicles.

Pallet movements in this busy warehouse are controlled by an RF-enabled warehouse management system which enables Langdons to pick orders on the same day for overnight just-in-time delivery anywhere in the UK. Orders are assembled through a combination of bulk and case picking and on the busiest days Langdons estimates that it will despatch the equivalent of 100,000 cases. The trucks and battery facilities are maintained by local Atlet services engineers on a call-out basis.

Automating warehouses

Elettric 80 challenges the notion that only production companies benefit from automation. Also the activities of distribution centres can be automated to advantage by Laser Guided Vehicles, increasing both warehouse efficiency and safety while reducing costs.

A considerable advantage of the Elettric 80 LGV systems is that they are usually implemented in existing warehouse environments, with little or no site modification required. All the Elettric 80 LGVs need, in order to perform their work with extreme precision, is small passive reflectors located within the area to be automated. In addition to the optimisation of the warehouse, personal safety is increased, not only because of the centimetre-precision handling characteristic of the Elettric 80 LGVs, but also thanks to their advanced safety technology which continuously scans the immediate surrounding area.

Elettric 80's latest innovation, Giraffe is a single pallet reach truck, which targets the needs of warehouses with very high racks and can handle goods at 11 metres high

Right: The Giraffe single pallet reach truck from Elettric 80 can handle goods at a height of up to 11 metres.



Data recognition

Prime Vision, a world leading developer and supplier of automation and recognition solutions, brings an important message to any company wishing to improve its cost and operational efficiency through automatic identification.

"We can now use any detail in a data-capture image as a means of automating product handling, from simple product flow applications right through to the complete logistical process," explained Product Specialist, Jacob Dijkstra.

"The Prime Vision recognition capability is a giant step beyond simple bar code technology. It takes in machine printed character reading, graphics and even handwriting to provide companies with the optimum auto ID solution to suit their application".



Data capture from Prime Vision can include much more than just bar codes.

Handling energised

EnerSys has designed and installed the warehouse truck charge and change area for Culina's latest chilled distribution centre. Culina is a leading provider of high quality logistics services for food and drinks in the UK and now has four chilled and five ambient distribution centres.

The materials handling package includes Hawker Perfect Plus batteries with LifeTech high frequency chargers, advanced computerised management systems to optimise battery utilisation and equipment to eliminate manual handling.

Culina expects that around 80% of the picking will be by the case, once the warehouse is fully operational, and that it will be shipping up to 1.5 million cases a week, making the choice of warehouse trucks vital to the operation.

"We look to materials handling equipment suppliers to propose a complete solution and we consider the benefits of each recommendation," said Jim Seymour, Warehouse Manager. "The combination of Linde trucks and EnerSys batteries has worked well at another site, so we took the view that there were significant benefits in utilising the proven technology in the new build."

Packaging

Hot fill for energy shot

AMCOR PET Packaging has created what is said to be an industry first with the introduction of a new 2.5 ounce hot fill PET container used by natural energy drink producer Steaz for its Steaz Energy Shot. The package is 100% recyclable and although the 2.5 ounce bottle is a relatively simple cylindrical shape, adapting technology used in larger containers was not a straightforward reduction process.

"As far as we know, there was no heat set container this small on the market before," said Amcor Principal Engineer - Innovation Kirk Maki. "Perhaps the most difficult part was getting heat set properties into a bottle this size. Vacuum control in hot filling and cooling is the other critical issue, which also required considerable manipulation."

"First, we had to modify our equipment and add specialty machine controls. We had



to downsize and modify the tooling to create a scaled down version of how we would normally process the container in order to drive heat set properties to a level high

User-friendly for young and old

TETRA Pak has launched a new pack for chilled liquid dairy products called Tetra Brik Edge. Designed for consumers of all ages, from children to elderly consumers, the carton is described as user-friendly. "Even consumers with hand disabilities, such as arthritis or injuries, found it easy to handle, open and pour," said Leif Hansson, Development Manager, The Swedish Rheumatic Association (SRA).

The 34 mm diameter SimplyTwist screw cap on the pack requires a low opening force, designed to be easy to open, pour and reseal for everyone. The large diameter of the closure is also ideal for smooth pouring of thicker dairy products such as cultured milks and drinking yoghurts as well as milks and flavoured milks. The angled top makes it easier to grip the cap, there is more space for the hand and fingers and, when pouring, the carton does not need to be lifted high.

In addition to consumer research Tetra Brik Edge was tested and developed according to the SRA's international methodology. In recognition of the excellent performance of the new package to those with limited hand function, Tetra Brik Edge has been designated 'Package of the Year' by the SRA.

The functional benefits of the sloping top panel and package's shape is ideal for branding: the sloping top provides extra space for

additional messages. The package's higher top edge also acts as a support and facilitates stackability. For example, when stacked in a returnable roll container, the top of the Tetra Brik Edge package fits into the bottom folds of the package above it in a jigsaw effect. This results in an efficient use of space, allowing four layers to be stacked.

Tetra Pak also developed an easy-to-carry, eye-catching distribution/display unit for the Tetra Brik Edge. This shelf-ready packaging uses approximately one third less material than those used for other similar packages and can be placed directly in the chiller, minimising labour and stock cost in the supermarket. Because the brand can be printed directly on the package, it is easier to identify in the warehouse which facilitates stocking products on the shelves.

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enough to prevent deformation under the heat. The heat set testing has come back at levels equal to, or better than, some of our other larger heat set containers," Maki said.

Maki acknowledged there were challenges with the overall bottle design relating to vacuum control. Testing and calculations based on container diameter were run upfront to ensure that specialty panelling wouldn't be needed. The panelling was fine when initial hot filling and cooling trials were run, but "the panel rib design had issues. Nothing critical, but we felt it just wasn't quite right," Maki said. So the team modified the rib portion of the design and in the process developed a smooth area for labelling.

The mini bottle's finish area added to the complexity. "When you have a relatively large 28 mm opening on a 2.5 ounce container, compared to a 43 mm opening on top of 500 ml bottle, you can't simply transfer technology," revealed Maki. "Although not as light in weight as some newer designs, it has a versatile finish. What allowed us to use it here is the fact that the bottle is small, so there is relatively little heat capacity."

The closure itself is a standard design, borrowed from pharmaceutical packaging. It also takes custom equipment to fill these small bottles which are produced at Amcor's facility in Nicholasville, Kentucky.

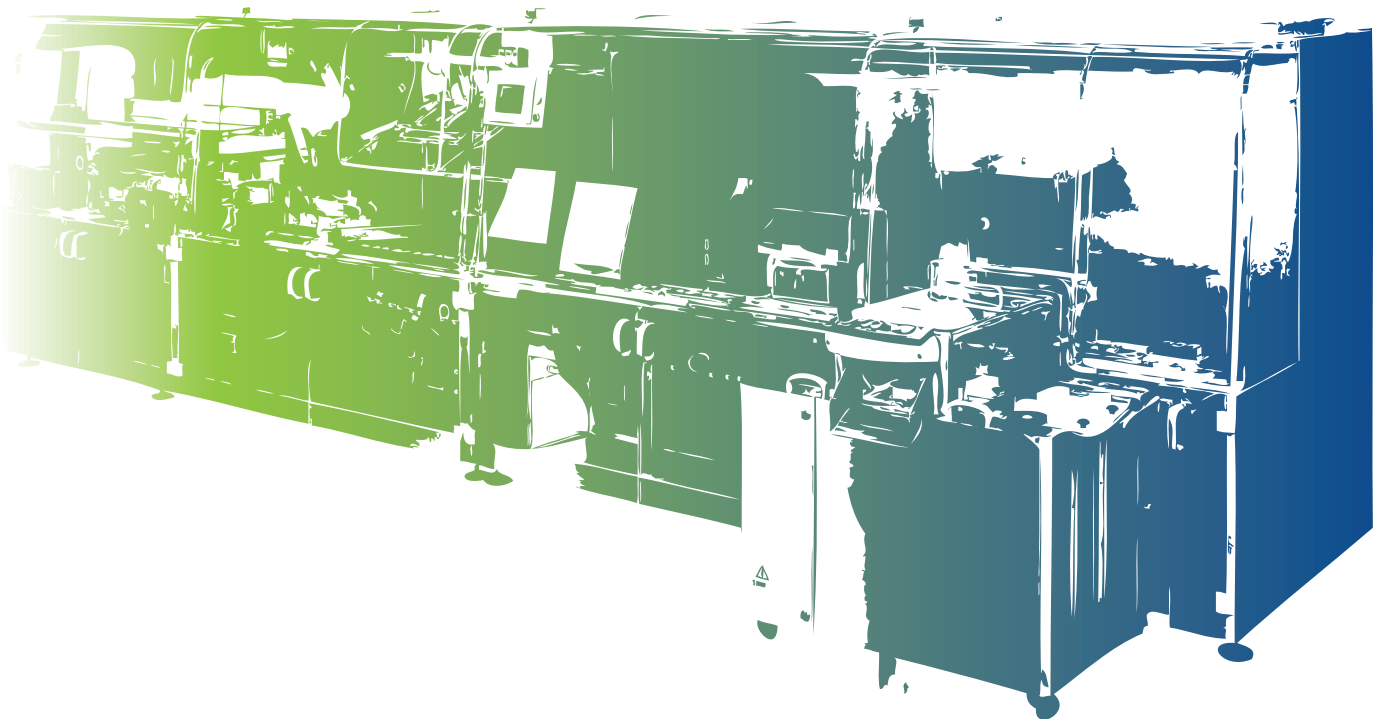


LEADING swing stopper manufacturer Edard will be showcasing its new concept, a PET bottle equipped with a swing stopper, at Drinktec. The bottle with its swing stopper is available as a preform, or as a blown bottle, in 50cl and 100 cl for beers and carbonates.

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State-of-the-art can coating line

ALCOA Russia's Samara Plant has commissioned a new state-of-the-art coating line for production of high-quality coated sheet used in the packaging market for aluminium soft drink and beer cans. It is the only one of its kind in Russia.

"This is a major milestone in the long history of our Samara plant...a milestone that will ultimately generate hundreds of millions of dollars for the country over its life and create enormous value for Alcoa, our customers, employees and the region as a whole," said Helmut Wieser, Executive Vice-President of Alcoa and Group President for Flat Rolled Products.

"Until now, our Samara plant has manufactured only aluminium can stock for can bodies," said Wieser. "The Samara plant will be able to fully meet the demand of the Russian market in all three types of can stock required for production of aluminium cans: can body stock, end and tab stock. This allows customers the opportunity and efficiencies of obtaining their needs locally as well as all in one place," said Wieser.

The commissioning of the line, which was attended by Samara Region Governor Vladimir Artyakov and the US Ambassador to Russia, John Ross Byerle, completes an approximately \$750 million investment programme by Alcoa into its Russian operations.

Lighter and improved

PORTOLA Packaging Ltd has launched a lighter weight ELC30 carton fitment, a two piece, injection moulded, non-membrane carton fitment with an improved tamper evident design (TE) system.

The ELC30 features a tamper evident band which is more securely retained on the spout by means of a revolutionary patented design. Also, the flexible TE features create a greater operating window during component assembly, the improved seal design also creates greater flexibility in the component and reduces the risk of miss capping and wastage, therefore improving manufacturing efficiency.

The sealing arrangement allows the fitment to be sanitised more easily by rinsing or UV treatment and is for both extra shelf life and aseptic filling processes.



The easier to open cap has a 'positive' TE break for improved consumer assurance.

In brief...

- CMB Engineering and Intercan Group have entered into a licensing agreement for the commercialisation of Intercan's Sovereign beverage can decorator. Under the agreement, CMB Engineering will be solely responsible for manufacturing and fulfilment from its Shipley, UK facility. Global sales efforts will be divided equally between the

two companies.

The new partnership merges CMB Engineering's manufacturing experience in the can machinery industry with Intercan's innovation skills and responds to market demand for continued development of the Sovereign and related decorating products. The agreement also gives Intercan, which does not have a manufacturing facility of its own, access to production support and CMB's engineering expertise.



NEXT month Krones AG, Neutraubling, Germany, will be delivering its thousandth Variopac packer. It was in June 1999 when the first machine was commissioned at the mineral water bottlers VMH Rosbach. By February 2001, 100 of these machines had been supplied to customers worldwide for packing cans, glass or plastic containers. The Variopac shrink-wrapper for non-returnables followed, capable of up to 100 cycles a minute. With a new generation of Variopacs introduced in 2007, the Variopac Pro now comes in TFS (tray-film-shrink), PFS (pad-film-shrink), FS (film-shrink) and T (tray) versions.

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Environment

100% recycling rate set

RETURPACK, Sweden's recycling organisation, has introduced a new system to increase the rate of recycling in the country from 88% to 95% by 2011. Sweden has already one of the world's highest recycling rates, with 1.44 billion cans and bottles recycled in 2008.

A recycling performance report conducted by Returpack in June revealed that the average Swede recycled 142 cans and bottles in 2008, up from 135 in 2007. The rate of recycling was highest for PET bottles, 90% of which were returned for recycling in 2008, the report stated.

"Our goal at Returpack is to recycle every

can and bottle that is sold in Sweden. The country is already an international role model for recycling and our recycling system is a world leader. We do not want to sit back and do nothing more. We are looking to achieve a 100% recycling rate," said Pelle Hjalmarsson, Returpack's CEO.

Sweden's high recycling rates were significantly helped by education and environmental public awareness programmes, as well as a cultural appreciation for the social and economic benefits of recycling, said Hjalmarsson.

While Sweden had a universally even regional recycling performance in 2008, the municipality of Strömstad ranked highest, with an average rate of return of 1,017 cans and bottles for every resident, equal to 99.97% of all cans and bottles sold in the municipality.

Pepsi goes green in China

PLEDGING its commitment both to the burgeoning Chinese market and to environmentally sustainable production systems, PepsiCo has opened a 'green' plant in the western China city of Chongqing. This is the first of Pepsi's green concept facilities to be opened outside the USA.

The plant uses over 35 water and energy-saving designs, utilising what PepsiCo claims to be the world's most advanced technology in these fields. One feature is an environmental management system which monitors water and energy use on every production line and every piece of individual equipment.

"This is the largest, most ambitious development effort we've undertaken in our more than 25 years of doing business here," said Indra Nooyi, PepsiCo Chairman and Chief Executive, who was in China for the plant's commissioning.

She described the achievement as "an important milestone in our green journey, on which we are partnering with the Chinese government, industry and others to continue to promote the health and longevity of our planet".

The facility is designed to use 22% less water and 23% less energy than the average PepsiCo plant in China. A high-pressure cleaning system saves water, as does water-free conveyor belt lubricant.

To save energy, 75% of the plant's indoor areas feature natural lighting, including skylights in the packing area and warehouse. A roof garden insulates the office building and saves energy for cooling

Masafi extends programme

UAE mineral water and juice producer Masafi enjoys an international reputation for its extensive and innovative recycling programmes which have helped raise the brand's profile while achieving impressive environmental results. Now Masafi has broadened its corporate recycling initiative through a partnership with Imdaad Environment.

This will see more than a hundred recycling bins installed within the premises of companies in the Dubai World group, an emirate-owned conglomerate. Imdaad Environment will collect plastic bottles from these points and deliver them to Masafi for processing. Masafi takes the waste to a plant in Fujairah where they are recycled into non-food plastic applications.

Natascha Edelmann, Masafi's Head of Marketing, said that the partnership would build on the success of the corporate recycling venture which has continued to register double-digit growth every month. The fleet of collection trucks was being increased, she noted, as were staff members for the operation.

and heating.

Compared to the former Chongqing plant, the new complex is expected to reduce annual greenhouse gas emissions by over 3100 tonnes, water usage by some 100,000 tonnes and overall energy use by four million kilowatt hours.

Nooyi said it would also serve as an educational centre to raise awareness of good environmental practices.

Conserving water in India

COCA-Cola India and its franchise bottling partners in Uttar Pradesh - M/s Amrit Bottlers Pvt. Ltd and M/s Brindavan Bottlers Ltd have announced a partnership with NGO World Vision India to undertake rainwater harvesting (RWH) projects at Nindura block in Barabanki, Uttar Pradesh.

The water conservation project includes the setting up of 40 RHW tanks and the revival of several ponds in the area. A Letter of Intent to this effect has been signed by all partners, to be followed by the signing of a Memorandum of Understanding between the parties.

The water conservation projects to be set up at 40 locations will be identified on the basis of a feasibility study done by Action for Food Production (AFPRO), partners with World Vision India in this project. AFPRO will also provide technical guidance and support. These projects are expected to be completed by the second quarter of 2010 with an estimated investment of Rs3.5million, said the company.

Announcing the project, M. D. Ladhani, Managing Director, Brindavan Bottlers Ltd, said: "I am pleased to partner with World Vision India to take up rainwater harvesting projects at Nindura block in Barabanki. The project on completion, by recharging the ground water, would help in environmental preservation and will also ensure better availability of water."

To ensure the long term sustainability of the project, small groups of 10 to 15 people would be formed to monitor and supervise each project. The group will also ensure that the target groups use the water for drinking and irrigation purposes from established structures. They will also be responsible for provision of water for poor families by access to the established structure.

According to Sanjay Avinash Mall, Associate Director, World Vision India, "Our fresh water resource is limited. Therefore it becomes imperative to preserve and conserve water. As citizens of the country, it is up to us to make a difference to the availability of groundwater through optimum use of water and its conservation. We are pleased to be associated with Coca-Cola India and its franchise bottling partners and will work diligently to ensure a speedy completion of the project."

**- October 2009 feature -
Sustainability and
the environment**

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More PET recycling

FRANCE Plastique Recyclage (FPR) has signed a further contract with the Austrian company Starlinger & Co GES.m.b.H for it to supply a recoSTAR PET 165 iV+ HC recycling line and two viscoSTAR 120 solid stating reactors - for an annual output of about 15,000 tons - to equip a newly erected recycling operation in Limay, France.

The first recycling plant supplied by Starlinger, a recoSTAR PET 165 iV+ and two viscoSTAR 75 lines for the extrusion/solid state polycondensation and decontamination of high grade pellets from recycled PET, began production in February 2008 in La-Neuve- Lyre.

"This follow-up order from FPR is a further testimony to the fact that Starlinger recycling technology has firmly established itself among the top global players in the PET recycling field," said Angelika Huemer, Managing Partner of the Viennese company.

Starlinger has been awarded a number of national and brand owner food safety certifications for the lines. The energy-saving process concept, shown by calculating the energy con-

Energy use down 25%

KRAFT Foods' manufacturing plant in Bahrain, commissioned some 17 months ago, in its first year of operation achieved reductions of 25% in energy consumption, 50% in water usage and 16% in waste. It is on target to lower usages by a further 5%.

The ultra-modern plant produces Tang powdered beverages for the Middle East,

sumed per kg of rPET produced, was another argument in favour of Starlinger.

Limay is located directly on the Seine west of Paris. FPR's new plant, scheduled to begin production in the second half of 2009, will process bales of collected used PET bottles first by extrusion into high quality pellets, which will then be transformed by polycondensation into food- contact grade rPET granulate. A major application for this material is the production of preforms, an initial stage in the production of PET bottles.

along with Kraft cheese products. It was designed and built in line within Kraft Foods' global sustainability strategy known as Better World.

The replacement of open skips with mobile compactors, and prudent decisions in the selection of cleaning supplies have yielded remarkable results for a waste segregation and disposal project, explained Andrew Trevis, Plant Director for Kraft Foods Bahrain.

In 2008's sanitation project, general solid waste was reduced substantially and recycled waste from water and materials increased by 32% in the year.

With procurement, the plant operations team is strong on the 3Rs rule to reduce, reuse and recycle, ensuring that all packaging categories such as glass, paper, tin, metal caps and wooden material are completely recyclable.

Some of the plant's processes are currently being switched from diesel to natural gas. A paperless office project got under way in April.

Among other initiatives is the planting of more than 230 trees which are fed by recycled waste water.

Enterprising move to cut emissions

COCA-Cola Enterprises in the UK, is piloting a low-energy light scheme to help cut costs and carbon emissions at one of its main UK bottling plants. Around 100 Somar Eluma light fittings have been installed across the Edmonton, north London, facility – Coca-Cola Enterprises' third largest by vol-

ume in Europe – which handles 750million litres of drink every year.

It is estimated the fittings will cut lighting bills by more than 70% and annually save 193 tonnes of carbon dioxide.

The lights have been rolled out to other Coca-Cola drinks plants in Milton Keynes and Wakefield, and the company is now considering adopting them across Europe as it ramps up its eco drive.

The Somar Eluma lights run off a maximum connected load of 230-watts – roughly

half that of the conventional bulbs used previously – and feature sensors that continually monitor incoming natural light and dim, or switch off, according to interior lux levels. A motion detector also reduces light output when areas are unoccupied.

Coca-Cola Enterprises Electrical Control Consultant at Edmonton, Pete Kinsella, said: "Addressing the issue of lights burning 24-7, even in areas that receive minimal foot traffic, was a priority. The lights' sensors tackle the problem and deliver additional savings."



Human Resources

APPOINTMENTS

Heinz-Jürgen Bertram has been appointed to the position of Chief Executive Officer of the flavours and fragrances manufacturer Symrise AG effective 1st July 2009.

As part of its on-going strategy for achieving and supporting future business growth, UK Birmingham-based Veolia Water Solutions & Technologies has appointed **Stuart Lee** as Director of Engineered Solutions and **Bob Hook** General Manager of Design & Build.

Simon Heath, **Bob Norton**, **Wayne Wanklyn** and **Roger Williams** have been appointed to the UK's AVA Board. From the vending industry Simon Heath from Crane and Bob Norton from Girovend represent machines and components, Wayne Wanklyn from Nestlé represents commodities and Roger Williams from independent operating company CoinaDrink returns as Treasurer.

Dr **Steven Walker** has formally taken up the role of Director-General of Campden BRI, succeeding Professor Colin Dennis who retired in June.

From Perrysburg, Ohio, Owens-Illinois, Inc has announced the appointment of **Paul Wang** as the company's Managing Director in China. He will be located in Shanghai and will assume responsibility for all of the company's operations in China. As part of his role, Wang will also support global operations through low cost strategic sourcing from China through O-I's China Trading Company and Tianjin Mould Company.

Accraply, Inc, a leading manufacturer of automatic labelling and label converting and finishing systems based in Plymouth, Minnesota, has announced the following appoint-



Clockwise from top left: Stuart Lee, Bob Hook, Seamus Lafferty, Dave Hanson, Peter Nicholson.

ments: **Séamus Lafferty** will assume the role of Vice-President of Sales and Marketing, responsible for sales of all Accraply machine brands on a global basis; **Dave Hanson** has been appointed to the new position of Vice-President of Business Development for Accraply's machine brands; and **Peter Nicholson** has been named Director of Aftermarket Sales, responsible for aftermarket sales of all Accraply machine brands on a global basis.

UNESDA has a new President

Luis Bach, CEO of Orangina Schweppes, has been appointed President of UNESDA, the association representing the non-alcoholic drinks sector in Europe. He takes over the two-year presidency, which will run to mid 2011, from out-going president, Graham Neale, General Manager of GlaxoSmithKline Nutritional products.

In his initial speech, following the UNESDA General Assembly meeting in Vienna, Luis Bach paid tribute to the work carried out to date in enhancing the image of the industry and winning accolades from the European Commission – including being 'Named and Praised' by DG Health and Consumer Protection.

"We have managed to change the perception of key opinion leaders as to who we are and what we do," he explained. "Our



approach has been, and will always be, to support self-regulation as the most efficient and effective way to address key issues. We need to continue working transparently, always keeping in mind the significant contribution that our industry makes to society, enhancing conviviality and variety, whilst providing pleasure and hydration".

He also outlined his goals for the industry over the next two years: the importance of continuing to dialogue with all stakeholders to promote the image of the industry; the necessity to convince all stakeholders on the benefits of self regulation versus the willingness of some stakeholders to create additional and unreasonable rules; and the need for the non alcoholic beverages sector to consider extending its current marketing commitments to digital marketing.

Visionary award

STEVE Jugan, Allied Brands Manager at Hansen Beverage Company in Corona, California, has received the Visionary of The Year Award From Coastline Community College in recognition of his work with a number of local organisations and charities.



His involvement, particularly with the action sports industry has given him the opportunity to have a 'hands on' connection with many teens and young adults, hoping to influence and mould them

into individuals who will in turn reciprocate goodwill to others. "I'm sincerely thankful and appreciative for the wonderful opportunity Coastline Community College and its board of directors has provided me with," said Jugan.

He has also received certificates from the US House of Representatives, California State Senate as well as a special Congressional recognition certificate.

In brief...

- A new UK flagship qualification will allow 14 to 19 year olds to study vocational courses in food and drink while still in school and college. The Diploma in Manufacturing and Product Design (MPD), which is being introduced in 28 areas around England from September, will allow students to gain accredited qualifications in subjects ranging from food safety to craft bakery as an alternative to studying GCSEs or A-Levels.

- The Borealis Student Innovation Award 2009 has been launched to recognise the two most innovative research papers on polyolefins, olefins or melamine. There will be two separate awards, one for a master's degree and one for a doctorate degree graduate. There will be a sum of €5,000 for the doctorate degree graduate and one of €3,000 for the master's degree graduate winner. Final date for submissions is 27th November, 2009. A jury composed of independent academics and Borealis representatives will assess the incoming abstracts and select the winners. The awardees will be invited to present their theses during the Borealis Innovation Day event, which will take place in January 2010.

- RSSL Food Training is to offer weekend and night-time training courses as part of its in-house portfolio. The move further establishes RSSL's commitment to running bespoke courses for food manufacturers in disciplines such as HACCP, food safety and auditing, at a time and place that suits the customer. A recent survey conducted by RSSL Food Training confirms that companies prefer the idea of training in-house, because it provides time and cost savings when compared to sending trainees off-site.

Events Diary

AUGUST

27th – 29th CHINA

Natural Products Expo Asia
Hong Kong Convention & Exhibition
Centre
Hong Kong
China
www.naturalproductsasia.com

SEPTEMBER

14th – 19th GERMANY

Drinktec
Nue Messe München
Munich
Germany
www.drinktec.com

15th – 16th RUSSIA

World Food Moscow
Expocentr at Krasnaya Presnya
Fairgrounds
Krasnaya Presnya
Russia
www.world-food.ru

17th – 18th GERMANY

**ISBT European meeting and Packaging
Technology meeting**
Radisson SAS Schwarzer Bock,
Wiesbaden
Germany
www.bevtech.org

23rd – 26th BELGIUM

Labelexpo Europe
Brussels Expo
Brussels
Belgium
www.elabelexpo-europe.com

24th – 26th GERMANY

EU Vend
Koelnmesse
Cologne
Germany
www.euvend.com

29th – 1st Oct UK

PPMA Show
National Exhibition Centre
Birmingham
UK
www.ppmashow.co.uk

OCTOBER

5th – 7th USA

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

10th – 14th GERMANY

Anuga
Koelnmesse
Cologne
Germany
www.anuga.com

14th – 16th JAPAN

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

28th – 31st USA

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

To include your forthcoming event, contact:
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NOVEMBER

17th – 19th GERMANY

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

24th – 28th ITALY

SIMEI
Fiera Milano
Mila
Italy
www.simei.it

24th – 26th UK

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

24th – 26th CHINA

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

DECEMBER

2nd – 4th INDIA

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

6th – 8th UAE

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



100 Years Ago

From the *Mineral Water Trade Journal of August 1909*

To loosen jammed stoppers

Many a bottle (so The National Bottler of the United States says) whose glass stopper has been tightly jammed in can be saved by taking the following precautions in attempting to remove the stopper.

1. Hold the bottle firmly in the hand or between the knees, and gently tap the stopper on alternate sides, using for the purpose a small piece of wood, and directing the strokes upward.

2. Plunge the neck of the vessel in hot water, taking care that the water is not hot enough to split the glass. If the stopper is still fixed, use the first method on the heated stopper.

3. Pass a piece of lint around the neck of the bottle, which must be held fast while two persons pass the lint backward and forward.

4. Warm the neck of the vessel before the fire, and when it is nearly hot, the stopper can be removed.

5. Put a few drops of oil around the stopper where it enters the bottle, which may then be warmed before the fire. Then apply method No. 1 if the stopper is immovable, and repeat the foregoing process until it gives way, which it is almost sure to do in the end.

6. Take a steel pin or needle, and run it around the top of the stopper in the angle formed by it and the bottle. Then hold the



vessel in the left hand, and give it a steady twist toward you with the right, when it will soon be effectual. If this does not succeed, try process 5, which will be facilitated by it

A case for tears, not for buffoonery

Perhaps one of the most piquant side-lights on the state to which our trade has been reduced was afforded at a sitting of the Willesden magistrates. We, as traders, are justifiably proud of our reputation as citizens who are honourably anxious to meet our responsibilities to the community. We recognise that if the State has a duty

to perform towards us, we have a duty to perform towards the State. Imagine, then, the severity of the stress which compelled an honest tradesman to appeal to the magistrates to allow him time to pay his rates! "Trade is bad," said he, dolorously. "Minerals are," he pleaded, "quite out of season this summer. I have never done worse since I was in the trade." The magistrates were sympathetic, and allowed him a month in which to pay.

Some sorry wights in the daily press found the incident a subject for a few poor mirthless jokes. It is no subject for cap-and-bell foolery to those who know full well that this poor fellow is only a representative, is only a sample – that his plight is the plight of many a man who has toiled manfully, and has now been rebuked by an ungenerosity he neither wooed nor deserved. When an honest tradesman is brought down by no demerit of his own to self-humiliation, the whipsters of wit might well bridle their tongues.

A distinction to an Australian maker

A distinction is to be paid to the memory of an Australian mineral water manufacturer. This gentleman, Mr George H. Bennett, carried on business in the town of Richmond. He was for years a distinguished member of the Legislative assembly, and once, we believe, held office. Now, a public memorial is to commemorate the excellence of his life and works. It will take the form of a drinking fountain in grey marble, surmounted by a bust of the deceased gentleman in green bronze, and will be erected in front of the Richmond Town Hall.

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal of August 1959*

What a summer!

There can be few grumbles in the Soft Drinks Industry this year about the state of the weather in Britain. Admittedly, on the whole, the South of England has been more fortunate than the rest of the country but most areas have had a summer which, to say the least, has been "well above the average".

From early May to late July, conditions have been ideal for soft drink sales with a number of heat-wave spells occurring frequently. And from reports received from manufacturers, it appears that even during the cooler periods, the momentum caused by the hot spells has kept demand high. The nation, in fact, got into the habit of drinking soft drinks extensively early in

the summer and have just kept on and on.

It is many years since our Industry has experienced such high and steady demand. In some recent years we have had short hot spells which have sent sales soaring and caused short-lived mad rushes in the factories but, in the summer of 1959, the demand has kept at a high level throughout.

There is obviously speculation on just what gallonage is being sold by the Industry. There is little doubt that 1959 will smash all records and that soft drinks output in the UK will exceed 350 million gallons. But by how much will it be exceeded? And will the Industry this year reach the 400 million gallons? That is anybody's guess but undoubtedly the Industry is enjoying boom conditions.

Canned soft drinks are here

The first two canned carbonated soft drinks to appear on the market in England are Robinson's Sparkling Orange canned by J & J Colman Ltd of Norwich and Ben Shaw's Sparkling Suncharm Fresh Orange Drink canned by Benjamin Shaw & Sons

Ltd of Huddersfield.

Both companies appear to have overcome successfully all the technical difficulties and both express satisfaction with the initial demand for these canned products.

Mr R. Michael Shaw, a Director of Benjamin Shaw & Sons Ltd, tells us that they started marketing their canned orange drink on 27th June. The demand was so far beyond their expectations that their initial stock of cans was exhausted during the first week of July. A much larger quantity was then ordered and they are soon back in production.

The pack used for Suncharm is a 12 oz flat top can manufactured by the Metal Box Co Ltd and the cans are sold in cartons containing two dozen.

Suncharm orange drink is produced from whole oranges on plant specially designed by Benjamin Shaw's and is a low pressure carbonated drink. Canning is carried out on a Meadowcroft 'Fastafil' filler specially adapted for canning. In addition, Shaw's are using a Metal Box Co seamer and ancillary plant for washing the cans, pasteurising etc.

bubbling up

A focus on equipment and services

INFORMATION

FACTURERS OF THE PRODUCTS AND SERVICES FEATURED

Electrochemistry



Bibby Scientific Limited
Beacon Road, Stone
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UK

Tel: +44 (0)1785 812121
www.bibby-scientific.com

JENWAY's latest electrochemistry products span the measurement of pH, conductivity and dissolved oxygen. A comprehensive range of specifications is backed by excellent technical support to help customers select the right instrument for their applications.

With two independent channels the space-saving 3540 is a true combined pH and conductivity meter – ideal for a wide range of batch analysis or continuous monitoring applications, including water purity analysis. Two conductivity meters – the 4510 for routine work and the 4520 for GLP compliance – can resolve most conductivity measurement problems, from pure water applications to concentrated or contaminated sample measurement. And the 9500 dissolved oxygen meter has full GLP support and BOD (biological oxygen demand) programming.

Dust collection



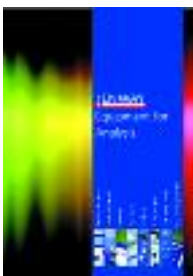
Flexicon (Europe) Ltd
89 Lower Herne Road
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Herne Bay
Kent CT6 7PH
UK

Tel: +44 (0) 1227 374710
www.flexicon.co.uk

FLEXICON (Europe) Ltd has developed a Sanitary Bag Dump Weigh Batch Station with integral mechanical conveyor which collects dust created during manual dumping of bulk materials from bags, boxes, drums and other containers and discharges bulk material by weight.

A high velocity vacuum fan draws airborne dust onto two cartridge filters. Automatic reverse-pulse filter cleaning maintains efficient, continuous operation by releasing short blasts of compressed plant air inside the cartridge filter on alternating cycles, causing dust build-up on the outer filter surfaces to fall into the hopper. An integral flexible screw conveyor is supported by a boom that cantilevers from the frame of the system which is supported on load cells, allowing loss-of-weight batching directly from paper sacks and other manually dumped containers.

Catalogue and web



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Beacon Road, Stone
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www.bibby-scientific.com

JENWAY has published its first catalogue which features over 90 colour pages giving full technical details and ordering information. Recent product releases appearing in the new catalogue include the 6315, 6800 and 67 series spectrophotometers, as well as updated electrochemistry products for the measurement of pH, conductivity and dissolved oxygen.

The catalogue complements the launch of a new website at www.jenway.com. Robert Skehens, Bibby Scientific Marketing Director, said, "With the launch of the first Jenway catalogue we are able to give customers a comprehensive insight into all of our high quality scientific instrumentation. Whether they refer to a hard copy or access the information online via the new Jenway website, the catalogue will be essential reading for users of techniques including electrochemistry, spectrophotometry, fluorimetry, colorimetry and flame photometry."

Wet bottle coding



Linx Printing Technologies Ltd
Burrell Road
St Ives
Cambridgeshire PE27 3LA
UK

Tel: +44 (0)1480 302100
www.linxglobal.com

CODING and marking specialist Linx Printing Technologies has launched a total bottle coding solution designed to cope with a range of environments, specifically those that are particularly wet and humid. The Linx 4900BC comprises a robust Continuous Ink Jet (CIJ) printer with a specially developed sticky ink for permanent coding and a unique air knife drying system, ensuring reliable 24/7 operation at the high speeds required.

The Linx 4900BC comes with Linx Black versatile beverage ink 1058 whose superior adherence is ideal for glass, PET and PLA. The ink penetrates condensation to provide good print quality and excellent permanence right up to the point of its removal in caustic bottle washers (if required). The integrated printhead and air knife system ensures that printing always occurs on the dried area for consistent code quality.

Flame photometers



Bibby Scientific Limited
Beacon Road, Stone
Staffordshire
ST15 0SA
UK

Tel: +44 (0)1785 812121
www.bibby-scientific.com

TWO new Jenway flame photometers offer accurate determination of up to five elements, as well as automatic flame failure detection. The Jenway PFP7 and PFP7/C are low temperature, single channel flame photometers, designed for routine determinations of sodium, potassium, calcium, barium and lithium. The industrial model PFP7 is supplied with filters for all five elements; the PFP7/C for clinical use measures Na, K and Li. Both versions feature electronic ignition, fine and coarse sensitivity controls, and automatic flame failure detection to ensure user safety at all times. Fuel options are propane, butane, natural gas or LPG.

Flame photometry provides a simple method of analysis and concentration determination of elements which cannot easily be measured using any other technique.

CIP pump innovation



Wright Flow Technologies Ltd
Edison Road
Eastbourne
BN23 6PT
UK

Tel: +44 (0) 1323 509211
www.wrightflowtechnologies.com

WRIGHT Flow Technologies has introduced Revolution TM, the first true CIP Hybrid Circumferential Piston & Lobe pump. This latest innovation merges the benefits of two technologies: this platform delivers increased product yield, reduced lifetime costs, and high-end cleanability (CIP) giving increased standards of hygiene.

"Uno spettacolo," said one maintenance manager currently using this pump on tomato pulp. "Product damage has been 100% eliminated; linear pumping results in 50% less steam consumption; and this is the first true CIP CP pump. Very good Results!" The Revolution™ features capacities to 432 m³/hr and pressures to 31 Bar, with all seals front replaceable, pre-filled maintenance free gearbox, self-draining pump head and the flexibility to choose the best rotor technology to fit the application.

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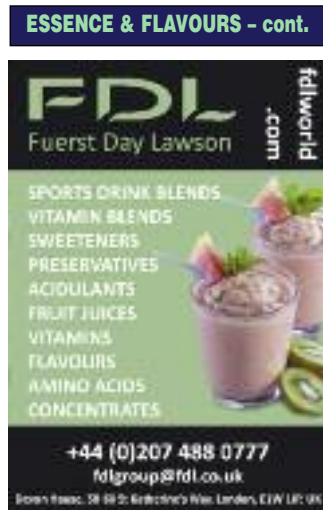
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