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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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Mike Hurst outlines the microbiological tests suitable for monitoring a bottled water product.

**Facebook 36**

Soft drinks producers will find it much easier to do business with new features on the social network, writes Joe Dysart, as he reviews next generation best practices.

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At a global level, bottled water surpassed carbonates for the first time in 2010, reports Richard Haffner.

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Recently appointed Chairman of Brecon Mineral Water, Jean-Bertrand Lartigue shares his thoughts on growing the all-green, Welsh, business.

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Understanding what convenience is, is key to understanding how beverage packaging might be used in the future, believes Chris Kenneally.

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The success of the beverage can has been built on continual innovation and its infinite recyclability, according to The Can Makers.

**Typically Australian 50**

Australia is unique in many ways, and whilst global players control much of the beverage market, local icons continue to shine, reports Richard Corbett.

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# Saturation points?

If there is one trend that has emerged from this summer's marketing activity it is the use of digital and social media. This is particularly true of those brands targeting young people, be it the somewhat fickle teen audience or the 25 year-old young professional. Via Facebook, Twitter (great for gossip and creating a buzz around a brand) and other social sites, brands can interact with these hugely important consumer groups. Uploading, downloading, many a happy hour can be spent taking part in competitions and promotions, 'conversing' with a favourite soft drink brand.

However, cracks are now appearing in some areas of social networking. In developed markets the novelty factor of Facebook is wearing off with subscribers falling away. It is reported that some 100,000 UK subscribers logged off Facebook in May, as did a similar number in Russia, Canada and Norway. Apparently Facebook lost almost 6 million American users during that month, down from 155.2 million to 149.4 million.

Analysts say that in established markets membership has peaked as Facebook becomes mainstream. It has reached a saturation point. Those deserting it will be looking for more cool, niche sites in which to socialise. This loss, however, is being offset by new subscribers from the developing BRIC (Brazil, Russia, India, China) countries. Facebook gained 11.8 million new users in May worldwide bringing the total to 700 million; excellent news for the likes of PepsiCo and Coca-Cola with their portfolio of global brands.

Nevertheless when planning future campaigns brands would be advised to examine their choice of digital media. Although Facebook has given itself a makeover with added features such as iFraming to stimulate designers and marketers (see the article on 'new look' Facebook, page 36), staying one step ahead of this fast moving digital industry will be the name of the game.

## Bottled water

Elsewhere in this issue, bottled water goes under the spotlight. As Euromonitor's global analysis, (page 38) shows, bottled water sales worldwide have overtaken carbonates for the first time and, once again, it is the BRIC markets – where the safety of municipal water is questionable – that are driving growth. Even in a bottled water plant, however, production must be monitored to avoid contamination and deterioration. Our feature on microbiological testing of water, (page 32) details the tests that can be undertaken to maintain purity.

**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

● Soft drinks consumers in Greece are abandoning multinational brands for local manufacturers during the country's economic crisis, a local firm has claimed. Plato Marlafekas, Marketing Director of leading Greek soft drinks producer **Loux** told just-drinks that there has been a clear switch of demand to local brands, which have increased their market share.

● **SkyPeople Fruit Juice** has filed a defamation lawsuit against **Absaroka Capital Management** over allegations that it provided materially false information about the group's financial and operational status. The US-listed, China-based juice producer has filed the lawsuit against Absaroka and its analyst, Kevin Barnes. An article published by Absaroka last month made various allegations and accusations against SkyPeople, including claims that the firm "dramatically overstated" its operations, retail and sale channels, production, financial and industry performance.

● **PepsiCo** has joined forces with social networking site **FourSquare** for a summer campaign in the US. The soft drinks and snacks giant has launched the promotion as part of its 'Summertime is Pepsi Time' campaign unveiled last month - the first summer promotion campaign for the brand in the US in three years.

● **Gila Brew Co** has reformulated its CJ Crunk malt beverage in the US to remove the alcohol content, in-line with Food & Drug Administration guidance on alcoholic, caffeinated malt beverages. The CJ Crunk range is available in three flavours, Watermelon, Fruit Punch and Grape. The drinks retail at between US\$1.99 and \$2.49 per 23.5oz can.

● **The Food and Agriculture Organisation (FAO)** sugar price index rose by 14% from May to June as the market reacted to a predicted shortage in Brazil. The index reached 359 points, albeit 15% below its 30-year high earlier in the year, the FAO said. The recent price rise reflects short term demand against tight export supplies, notably in Brazil, it said.

● **Bazi International** has announced its fourth US distribution agreement in one week. The firm has signed a deal with Colorado-based **Pester Marketing Co.** The transaction includes distribution to all 51 Pester Marketing-owned convenience stores under the 1st Stop and Farm Crest banners.

● **CI Holdings** has said that the offer price made by **Asahi Group Holdings** for its subsidiary **Permanis** is too low. Reports earlier this week had suggested that Asahi had put forward an offer for soft drinks bottler Permanis for US\$200 million. However, in a Malaysia stock exchange filing on 5th July, CI Holdings said that it believes in "the strong future potential" of Permanis' business and is of the opinion that the offer price "does not reflect Permanis' value".

● **The Union of European Soft Drinks Associations (UNES-DA)** has slammed a French proposal to more than triple the value added tax on sweetened soft drinks in the country. Bernard Reynes, an MP for the ruling UMP party, is reported to have included the proposal in a report to France's Government on the competitiveness of agriculture. The proposal, to increase VAT on soft drinks from 5.5% to 19.6%, is intended to fill an expected budget gap in social security payments to farmers, *Le Figaro* newspaper reported.

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# Europe

## Solid growth for juice producer

THE Eckes-Granini Group GmbH, Europe's leading fruit juice producer, has reported its year end results as of 31st December, 2010. These showed solid gains in both volume sales and turnover. "In spite of the persistently difficult economic situation in several European countries, we achieved profitable growth and respectable earnings once again last year," noted Thomas Hinderer, CEO and Chairman of the Executive Board.

The group increased its value-based market share of the slightly declining overall fruit beverage market to 12.9% (2009: 12.2%). This advance was achieved primarily through organic growth. Key contributing factors included consistent brand management, long term brand investments and successful launches of new, innovative products.

Total turnover for the group in 2010 rose by 3% to €852 million (2009: €827 million). Revenue from the core fruit beverage business (excluding bottled water distribution in Hungary) amounted to €831 million (2009: €802 million), a gain of 3.7%.

Among the largest contributors to total group turnover were Germany (42%) and France (19%) as well as Finland (8%), Spain (7%) and Hungary (6%).

Total volume sales also grew by 2.5% to 1,061 million litres. Volume sales of fruit beverages (excluding bottled water distribution in Hungary) rose to 939 million litres an increase of 3.5% over 2009. Strategic brands recorded especially strong growth. In addition to the international premium brand granini, the leading contributors were hohes C (Germany, Austria, Switzerland, Hungary), Joker (France), Marli (Finland) and YO Syrup (Austria, Germany, Hungary, Export).

### Plotting the course to 2015

'Vision 2010', the Group's five-year plan implemented in 2005, was successfully completed last year. "Today, we are a 100% juice supplier positioned on a strong foundation and with a clear focus on our brand business," said Hinderer. Further international business expansion has also been generated by market entries in Romania, Lithuania, Sweden and most recently in the Czech Republic and Turkey.

A new five-year plan has now been adopted with the target of increasing the group's shares of existing markets through sales of its strong brands. As a means of exploiting the strong potential of the international granini brands, the new Group



Business Development Unit will be looking for new strategic partners, both within and beyond the borders of Europe.

"We want to strengthen existing partnerships and make them more dynamic. Targeted acquisitions of new brands that fit with our portfolio and our corporate culture are an integral part of our five-year plan," noted Hinderer.

The most recent examples of strategic expansion were the Group's entries into the Czech and Turkish markets in 2010. In cooperation with KMV (Karlovarské Minerální Vody), the Czech market leader in the mineral water segment, Eckes-Granini is now marketing granini and YO premium syrup in the Czech Republic and Slovakia.

In Turkey, the group founded a joint venture with Yildiz Holding, the leading supplier in the Turkish consumer goods market. Each partner holds 50% interest in the new organisation. The primary goals of this cooperative undertaking are to develop the premium brands of both companies and to expand distribution in both the retail trade and the out-of-home sector.

### Confident outlook

Against the backdrop of rapidly rising raw material prices, Hinderer predicts that the record prices for orange juice concentrate are likely to remain high for the next few years. The fundamental shift in the purchasing market for orange juice concentrate is the product of long term structural changes. This trend has been driven by such factors as the strength of the Brazilian currency and the resulting rise in fruit prices, the loss of roughly one-third of Florida's orange groves (after the hurricane of 2005) and supplier concentration in Brazil, which has left only three suppliers in the market.

"We are confident that we will continue to pursue the successful course set during the past several years, thanks to the progressive development of our strong brands and our independent business model," said Thomas Hinderer. "Our expressed goal for business year 2011 is to create a solid foundation from which to meet the challenges and objectives of the years to come."

## Juicy investment

BRITVIC is boosting production at its Huddersfield UK, factory as the company introduces Juicy Drench drink to the factory's manufacturing lines. Ten new employees from the local area have already been recruited to support the expansion.

The facility has produced locally sourced Pennine Spring natural water since it first opened in 1871 and more recently started to bottle Drench Spring Water at the site. Currently operating 24 hours a day, five days a week, the factory produces around 54 million bottles each year.

With the additional investment, a further 18 million bottles are set to roll off the lines. These will include all three Juicy Drench flavours: Orange and Passionfruit, Cranberry and Raspberry, and Blackcurrant and Apple.

The Huddersfield factory is one of six

Britvic manufacturing sites across the UK. As part of the company's sustainability commitment, the site was the first within the business to achieve the important environmental target of sending zero waste to landfill. Britvic's other factories are now working with the Huddersfield team to follow its lead.

Mick Howard, Britvic's General Manager, Northern Region, said: "This investment is an important boost for Huddersfield. This factory has been producing quality spring water for 140 years so it's great that we're still growing production on the site. We're proud of our record as a local employer – developing the talent and skills of our people is core to our business – so expanding the workforce here in Huddersfield is an important achievement."

Britvic recently invested almost £1 million in new production technology at its Leeds manufacturing site.

## Bottlegreen joins SHS

SHS Group, one of UK and Ireland's largest fmcg holding companies, has bought a majority shareholding in Bottlegreen Holdings Ltd, the UK's adult soft drinks business. The addition of the Gloucestershire-based firm, for an undisclosed figure, grants SHS Group access to the cordials and squash category within the soft drinks market. The deal also complements its current brand portfolio which includes the UK's leading adult soft drink, Shloer.

SHS Group Managing Director, Michael Howard, said the acquisition is a part of the company's growth strategy. "Bottlegreen Drinks is home to a range of exceptional brands that perform strongly in the retail multiples, convenience and food service channels and continue to reach into exciting new territories. This is an important acquisition for the SHS Group and a strong addition to our existing beverages brand portfolio.

"The management team at Bottlegreen has developed a successful and proven blueprint that has generated a high level of consumer awareness and visibility. We are pleased that they will continue to lead the company autonomously, just as other businesses in our group operate."

Managing Director, Simon Speers, who has led Bottlegreen since a management buy-out in 2007, said he was excited by the prospect of further developing the company within the SHS Group. "This partnership will help increase the visibility and awareness of our brands amongst consumers, retailers and multiples. Importantly it will enable the business to identify and seize new opportunities to grow."

Founded in 1975 the SHS Group provides a strong financial base and central resources for 11 autonomous businesses operating within brand ownership and sales and marketing. It recorded a turnover of more than £400 million in 2010.

### *In brief...*

● The Royal Bank of Scotland has provided a £2.3 million development loan to Hull-based manufacturer Bericap UK, to finance its expansion plans. Bericap is one of the world's biggest manufacturers and exporters of plastic bottle closures. The company has 20 manufacturing plants in 18 countries around the world, including Brazil, China, Germany, Russia and the USA. In the UK, Bericap employs more than 130 people and in 2010 had an annual turnover of £23million. The funding has enabled the business to extend its current factory on Sutton Fields Industrial Estate in Hull, allowing the introduction of new production lines and the ability to have all warehousing on one site.



*Bottlegreen's cordial range.*



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## CCE chooses Paris

COCA-Cola Enterprises Inc, one of the world's largest independent Coca-Cola bottlers, has joined the Fast Path secondary listing on NYSE Euronext in Paris. CCE is the first NYSE-listed company in 2011 to take advantage of this streamlined, cost-effective process since the facility was made available by NYSE Euronext in 2008.

The decision for Coca-Cola Enterprises to list on NYSE Euronext in Paris followed the separation of its European operations from its North American business, which was assumed by The Coca-Cola Company, and its simultaneous acquisition of The Coca-Cola Company's bottling operations in Norway and Sweden in October 2010. Coca-Cola Enterprises employs 13,500 employees across Western Europe.

The admission price of the company's shares was set at €20.73 each, the closing price of its shares on 23rd May 2011 converted into euros on the basis of the European Central Bank euro/US dollar exchange rate of the same trading day. Coca-Cola Enterprises' market capitalisation on the day of admission amounted to €7.06 billion.

Dominique Cerutti, President and Deputy CEO of NYSE Euronext, said: "We are delighted that Coca-Cola Enterprises has chosen Paris for its international listing. Such a high-profile float is a major win for the French financial market and we are confident that more global firms will seek to take advantage of the profile and access to capital that a NYSE Euronext in Paris listing offers."

Ronald Kent, Group Executive Vice-President and Head of International Listings at NYSE Euronext, added: "Coca-Cola Enterprises'

## CSR verification

COCA-Cola Hellenic has been awarded an 'A+' rating according to the Global Reporting Initiative (GRI) for its Corporate Social Responsibility report. Its 2010 CSR report, 'Towards Sustainability', has been reviewed by an external Stakeholder Review Panel which provided input and a critical assessment of the report's strengths and improvement opportunities. The auditor denkstatt GmbH has also carried out an independent third-party validation of the contents in accordance with the international standards AA1000 (2008) and GRI (Global Reporting Initiative).

Among initiatives reported by Coca-Cola Hellenic are increased efforts to combat climate change such as installing solar panels on the rooftops of three new combined heat and power plants which will reduce CO2 emissions by up to 66% at each facility.

Energy-saving activities also involve improving efficiency of power use in bottling operations, transportation, and cold drink

prises' cross-listing on NYSE Euronext in Paris reflects its strong commercial presence in Europe. It will allow the company to extend the geographical scope of its investor base, offering optimal visibility and access to the euro zone capital markets."

"European investors will now have the opportunity to benefit more easily from our growth plans, and the outstanding brands, superior customer service and people who are at the core of our performance," said John F. Brock, Chairman and CEO of Coca-Cola Enterprises.

## Packagers merge to form new group

AHLSTROM Capital and the Accent Equity 2008 investment fund are combining their operations to form a new group: Arch Packaging Group AB. The merger strengthens the competitiveness of the constituent companies A&R Carton and Flextrus, which will continue to operate on the market as separate companies and brands.

A&R Carton is one of Europe's leading folding carton packaging companies, while Flextrus is a leader in northern Europe within flexible packaging.

"The new group creates added value for customers via a broader offering and a deeper knowledge of packaging. The new ownership structure will give two strong companies with similar values greater resources to grow both organically and by acquisition," said Morten Ahlström of Ahlström Capital.

"A&R Carton and Flextrus will continue to do business as two separate companies on the market but will collaborate where

this offers advantages. This will give the companies a stronger base for development of new innovative packaging solutions and in the ongoing restructuring of the packaging market," said Jan Ohlsson, Accent Equity Partners AB, investment advisor to Accent Equity 2008.

"The Öresund region has a packaging cluster in strong growth, with world-leading research at its doorstep. This makes the region attractive for investment," Morten Ahlström and Jan Ohlsson point out.

Arch Packaging Group AB will have an annual turnover of about €500 million and 2,000 employees in 18 factories and eight countries in Europe. The group will have its headquarters in Malmö, Sweden. The Board of Directors will be chaired by Morten Ahlström, with Jan Ohlsson as Deputy Chairman. A&R Carton's President and CEO, Per Lundeen, will be CEO and Flextrus's CEO, Per Nyström, will be Deputy CEO.

equipment which is progressively being replaced with models which are free of HFCs and are up to 63% more energy-efficient than previous coolers, substantially cutting CO2 emissions.

Another primary environmental focus is protection of water resources. More than 97% of wastewater was treated at bottling plants in 2010, and systems put in place enabled the re-use and recycling of 1.2 billion litres of water in production processes.

The company achieved improvements in protection of the environment and of natural resources by recovering and recycling an average of 64% of packaging waste across 19 countries, and 85% of production waste across its operations. Through lightweighting, 5,000 tonnes of PET were saved.

Progress continued to be made in the protection of the health and safety of employees. Following the introduction of a concerted programme introduced in 2009, serious accidents declined 39% and the number of manufacturing plants certified to the international OHSAS 18001 standard reached 84%.

Furthermore, the CSR report details numerous other aspects of the company's performance including its work with suppliers to improve energy efficiency and directing them in abiding by responsible social and economic practices; contributing to the well-being of communities by investing €9.5 million in a variety of projects; and engaging more than 1.2 million people in sports and fitness programmes.



**UK soft drinks manufacturer Britvic is again running its biggest on-pack cross brand promotion, Reward Your Thirst, across 440ml, 500ml and 600ml bottles of all variants of Pepsi, 7UP, Tango, Mountain Dew, Drench, Juicy Drench and, for the first time, Lipton Ice Tea. During its July to August run, the promotion will offer consumers the chance to win £250 every hour.**



## The Voice of the UK Soft Drinks Industry



The British Soft Drinks Association is the national trade association representing the collective interests of producers and manufacturers of soft drinks including carbonated soft drinks, still and dilutable drinks, fruit juices and smoothies, and bottled waters.

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# Africa

## Juice plant adds value

SIERRA Leone, which is this year celebrating its golden jubilee of independence, is making a concerted effort under the government of President Ernest Bai Koroma to develop a commercial infrastructure adding value to its hitherto under-utilised fruit and other primary produce.

One step forward in this post-war strategy has been the recent commissioning of the Africa Felix mango and pineapple juice plant at Newton in the Koya Rural District. Much of its output will be sold in Europe. The new facility was opened by President Koroma who was accompanied by Vice-President Sam Sumana and Minister of Trade Richard Conteh, indicating the significance of the venture in government eyes.

Africa Felix – Latin for 'Fertile Africa' – is a joint venture involving entrepreneur Claudio Scotto, the Dutch government, an Italian machinery company and the US-based charity World Hope International.

World Hope International, a Christian relief and development organisation working to alleviate poverty, has partnered with the government of Sierra Leone to create 'First



Africa Felix juice plant layout and right, President Ernest Bai Koroma. Photo: Agência Brasil.

Step, an export processing zone.

At the opening ceremony, Conteh reminded the audience that the president had said he would run Sierra Leone as a business, observing that the private sector must be the nation's "running engine for economic growth". Export from the Africa Felix plant would earn Sierra Leone more foreign exchange and bring on board other investors, said the minister. He suggested that "mangoes and pineapples are the new diamonds of Sierra Leone".

US Ambassador Michael Owens described the locale as the first economic zone in West Africa, commenting that First Step would be a magnet for foreign investment



and a living symbol of the ties between the US and Sierra Leone. "Please concentrate on trade and not aid, as First Step is the path to a successful business future. Your land is blessed with fruit and a natural harbour, making it a generator for investment. We will continue to support you and bring along other investors."

Opening the plant, President Koroma said that "this is the first value-added export since the end of the war. It will further sell and brand our country internationally." He called for a co-operative union of farmers to be formed for supplying mangoes and pineapples, which would enable them to access the global market further and create jobs.

## Refriango plays it Blue

WHEN your biggest-selling beverage range is called Blue, there's a natural affinity with music. But Angolan bottler Refriango's music promotions and sponsorships range widely across styles and trends, aimed at its core demographic of young consumers.

Earlier this year, Blue became sponsor of a Top 10 music videos show on MTV, screening in Portugal and all other Portuguese-speaking countries, including Angola itself. This initiative was organised partly to underline the availability of Blue in Portugal.

MTV also covered one of Refriango's most ambitious musical projects to date, the recent 1st Luanda Blue Fest. Held at the Estádio dos Coqueiros in the capital city, this was the biggest music festival ever organised in Angola. Along with a strong line-up of mostly local supporting acts, it featured seven star performers to symbolise seven years of Blue's production.

Rap superstar Snoop Dogg was forced to pull out – he sent his apologies on a video for screening – but he was replaced by Jamaican rapper Shaggy, and Portuguese rapper Valete also joined the programme. More than 20,000 tickets were sold, with



Blue Road Show poster.

1000 people enjoying the hospitality of a VIP lounge.

Just prior to the Luanda event, Refriango and Blue had pulled off another widely acclaimed Blue Road Show, taking popular Angolan artists around the country, with the Blue brand to the fore.

The acclaim was not just from the youth-

ful target audience but also from the likes of Lunda Sol Provincial Governor Cândida Narciso who told the ANGOP news agency after a show in Saurimo, the province's capital: "I think this has been a great contribution by Blue, judging by the way the youth thrilled, cheering and singing with Yola Araújo and other artists."

"It was very positive and I congratulate the company on having brought this show here as, after all, this Blue Road Show is a way of bringing together Angola from Cabinda to Cunene."

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## Delta nudges the 'magic billion'

ZIMBABWE's Delta Corporation, which produces a wide range of soft drinks and beers, has two US\$1 billion goals. One is to achieve a revenue target of \$1 billion by 2014 and the other is to go into the record books as the first company in Zimbabwe to hit \$1 billion market capitalisation. Both are well within the increasingly innovative company's grasp. To reach the magic billion in market capitalisation, it needs to hit 84.6 cents per share; at SDI's deadline it was moving up and down slightly in the early 80s.

With a 45% increase to 31st March over the previous year, driven by a 15% increase in beverage volumes, healthy demand for premium beverages and a modest price increase just prior to this financial year, Delta scored \$481 million in revenue. For the 12 months to March 2012, it is looking to another solid increase. Joe Mutizwa, Delta's Chief Executive, revealed recently that the company is targeting \$558 million. Further growth is all but assured, given the more stable and prosperous market, broader product portfolio and new production facilities.

The company is spending \$14 million on a new carbonated beverages plant, which will allow it to catch up with demand and stave off competition from imported beverages. In the past year it was unable to grow volumes in some areas due to production constraints.

A new PET packing line, however, has already added diversification to the range; the mainstream CSD range and sparkling water is now available in PET. This contributed to the 53% sales growth in the sparkling beverages category in the last financial year. Also helping was local production of Coke Zero, in both cans and PET.

Other 2010/2011 developments included the introduction of a new lightweight glass bottle and the placing of a further 4000 coolers in the trade. Returnable glass accounted for some 80% of sales, with PET bottles already scoring 8% and cans 12%.

## Tiger Brands outreach continues

THE UAC Foods strategic agreement between UAC of Nigeria and Tiger Brands, reported earlier, has been ratified by shareholders. This is one of several moves by the South Africa fmcg giant to expand its African footprint.

Another such development has been the acquisition of the Davita and Jolly Jus powdered soft drinks brand which Davita Trading has built into a pan-African sales success story, along with its stock powders.

The UAC Foods initiative covers a variety of soft drinks brands, including Delite fruit juice, Swan natural spring water, the Swan carbonated soft drinks range and Gossy natural spring water from a warm spring in the Ikogosi Hills. "The strategic merits of this alliance ensure best immediate and long term value for UACN shareholders and the company itself," said Larry Ettah, UAC of Nigeria's Group Managing Director and Chief Executive. "It preserves our strong iconic brands, category focus and provides strong delivery capability for growth and innovation.

"The terms negotiated are fair; reasonable and in the best interest of our shareholders, having taken into consideration the commercial assessment of UACN directors. Our customers, employees and other stakeholders will benefit from the enlarged reach, size and competitiveness of the new UAC Foods."

In an investor briefing on the group's portfolio performance and overall financial health, Tiger Brands executives reported that soft drink sales in South Africa had been disappointing, with a slight drop across the portfolio and only a minor growth in EBIT. However, some brands had performed well. The Energade sports drink range had strengthened its 'No. 1 position', they said.



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## Middle East

### Soft drink promo in alpine snow

BRRR...it's cold in this alpine village, snow thick on the ground, the ski lift hauling enthusiasts up the slope, snowboards and toboggans zipping by, a Coke sign advertising that the global soft drink is on sale in the cafés. Outside, meantime, it's another sunny, hot Middle Eastern day.

Such are the contrasts of Ski Dubai, a theme attraction within the Mall of the Emirates, very well patronised by local residents and a drawcard for Dubai's growing international tourist traffic. Everyone wraps up well in ski gear which comes as part of the entry charge.

Ski Dubai was the appropriate setting for the Coca-Cola BRRR campaign, designed to grab attention during the sizzling summer



*Ski Dubai's Coca-Cola promotion.*

months and offer the theme park's patrons a welcome bonus.

Purchasers of promotional 6-packs were entitled to various special offers at Ski Dubai.

Coke also gained brand exposure at the venue, including a giant ice sculpture of a contoured bottle. "Tying up with Coca-Cola was an ideal fit," said Arnaud Palu, Chief Executive of Majid Al Futtaim Leisure & Entertainment, the company which runs Ski Dubai. "This collaboration marks the beginning of a synergy which will translate into great rewards for the consumer."

### Dubai Drink Technology Expo

THIS year's Dubai Drink Technology Expo, fourth in the series, is shaping up to be one of the region's major trade events. And if it matches or exceeds the visitor turnout last year, as appears likely, it will also have an impact beyond the Middle East and North America.

Last year's more than 9000 visitors were from 64 countries, with the US, India, Italy and Pakistan among the top 10 sources, while most countries in the Middle East and North Africa were well represented. Developed and managed by Index Conferences and Exhibitions Organisation, the 2011 event will be held at the Dubai International Convention & Exhibition Centre from 29th November to 1st December.

As reported earlier in *SDI* this year's expo will be enhanced by the first Global Water and Beverage Technologies Congress which is supported by the International Society of Beverage Technologists, the American Beverage Association, and several other European and Asian associations and alliances. The congress programme includes workshops, association meetings, educational sessions, B2B networking, media conference and board meeting.

Dubai Drink Technology Expo is designed to present the latest non-alcoholic drink processing and packaging systems, light machinery, equipment, technology, materials and services to brand owners, retailers, beverage service operators, manufacturers and processors. It is supported by the UAE Chambers of Commerce and Industry, Jebel Ali Free



*Dubai Drink Technology Expo 2010.*

Zone and Dubai Convention Bureau.

The Arab-Asian Beverage Alliance is closely associated with both the expo and congress.

### Coke in Iraq

IRAQ has become the fourth largest market within the operating geography of the multinational Coca-Cola İçecek (CCI) group, thanks to a share purchase which increased its stake in Iraqi bottling operations. And Michael O'Neill, CCI's Chief Executive, is upbeat about the prospects for sales and profits in Iraq, where a resources boom is fuelling steadily improving lifestyles and overall economic development.

"I strongly believe Iraq, with its growth potential, will be an important contributor to our growth in coming years," said O'Neill recently.

Until March, CCI had only a 30% stake in CC Beverages (CCBL), the Northern Iraq bottler, although this was held indirectly. CCBL was owned 60% by the Coca-Cola Bottling Company of Iraq (CCBI) and 40% by SSG Investment. Via a subsidiary, CCI owned 50% of CCBI with the other 50% held by The Coca-Cola Export Corporation (TCCEC) which also owned 100% of SSG and 20.1% of CCI.

As part of CCI's long term growth strategy which includes organic growth as well as acquisition, it bought TCCEC's entire stake in SSG and its half-share in CCBI. This was done through a combination of cash payment and assuming responsibility for debt.

CCI, which operates in 10 countries, has had a strong start to 2011, reporting a first quarter growth in sales volume of 22% and a 32% boost in revenue. However, warned O'Neill, "as indicated in our guidance for 2011, although we will deliver healthy EBITDA growth, higher raw material costs put certain pressure on profitability. I expect higher input costs to be a headwind throughout 2011."

The company was working to counter this as much as possible, O'Neill noted: "We continue to have initiatives in revenue management, as well as cutting costs and curbing operational expenses, to limit the impact of higher input costs."



*Dubai Drink Technology Expo 2010, networking dinner.*

It will hold an educational meeting, along with a business lunch and gala networking dinner.

*Soft Drinks International* is an official media partner of Dubai Drink Technology Expo 2011.

## Radical Waters in Middle East

THANKS to a distribution agreement with Dubai-based H2M Environmental Technologies, Radical Waters International is now covering the UAE, Saudi Arabia, Bahrain, Qatar, Oman and Kuwait.

Well known in the beverage industry, Radical Waters offers industrial end-users customised, turnkey water and wastewater treatment solutions. Other sectors on which it focuses include meat and seafood, sauce production, milling, starch and hospitality. It offers advanced ECA (electrical chemical activation) technology.

H2M Environmental Technologies is headed

by Phil Mallinson who has been based in the Middle East for 12 years and has extensive experience in the region's bottled beverage and water treatment sectors. "The water, time and energy-saving potential of the Radical Waters technology represents a very attractive proposition in a region with severe water scarcity, and has already generated tremendous interest from a wide range of industry sectors and applications," said Mallinson.

"In particular, the soft drink, bottled water and dairy industry in the region has shown great interest in the water-saving potential and other environmental benefits of ECA technology."

Radical Waters produces water treatment devices at its factory in Johannesburg, while Radical Waters International's headquarters are in London.



## Brazilian tropical juices

THE Middle East has for several years now been a prime target for Brazilian juice, whole fruit and fruit extract producers. Export groups and suppliers have been much in evidence at trade shows and several suppliers are now active in the region.

One is BrazArtis Assessoria em Comercio Exterior which is introducing a range of 'super-foods' such as acai juice, a Brazilian export growth phenomenon. The company is based in Barra da Tijuca, Rio de Janeiro.

"The collaboration between the Middle East and Brazil continues to flourish from year to year," said Lycia Moreira, Managing Director of BrazArtis.



Acai berries from Brazil.

"Recently there has been a growing demand for rare Brazilian fruits in the Middle East, especially those from the Amazon that cater to health-focused consumers. Reflecting this trend is the demand for juices, pulps and extracts from acai, guarana, camu-camu and passion fruit."

## ISO 22000:2005 for Al Jomaih

SAUDI Pepsi bottler Al Jomaih Bottling Plants has received ISO 22000:2005 accreditation for its Aquafina plants in Riyadh and Qassim. Al Jomaih's franchise territory covers the central and northern regions of the kingdom. It has a high market profile for its heavily-advertised promotions.

Mohammed bin Hamad Al Jomaih, Assistant General Manager of Al Jomaih Bottling Plants, said that the ISO management of food security accreditation, from Britain's National Sanitation Foundation, was an assurance that the plants were "consistent with the technical regulations and international quality standards for manufacturing and bottling water. Purity and high quality are our main priority."

Bassam Ali Alsadik, Saudi Arabia Franchise Manager for PepsiCo's GCC business unit, congratulated Al Jomaih Bottling Plants, saying that "this merit is clear authentication for the Hydro 7 purification process used



Al Jomaih summer promotion.

in producing Aquafina bottled water". The plants already held Saudi Arabian Standards Organisation's quality mark.

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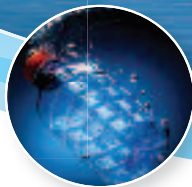


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# Car park drifting in Kuwait

THE sport of car park drifting, a specialist activity involving modified cars, has been grabbing a lot of attention around the Middle East in recent months, as qualifiers for the 2011 Red Bull Car Park Drift series work up towards the finals. These will be held in Lebanon on 22nd July.

One of the qualifiers, at the Kuwait International Fair, drew a large number of competitors and around 3000 enthusiastic spectators. The 10 best drifters made it through to the second round and then five to the third round, with Salah bin Eidan taking the honours by producing a solid drifting show.

Bin Eidan said was thrilled because, he explained, although he won the 4WD category in Lebanon at the 2008 finals, "this win means a lot to me as it's in front of my fans. I'm very excited to see the growth of drifting in Kuwait."



Salah bin Eidan at the Red Bull Car Park Drift Kuwait. Photo: Naim Chidiac.

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# India

## Flexibility for Indian market

SWISS specialist stretch blow-moulding machinery manufacturer Magplastic, part of the SIH Group, has launched what is claimed to be one of the most flexible PET bottle blowing machines available, capable of producing bottles in a wide variety of sizes from 40ml to 2 litres.

The new SSB03i was developed specifically to cater for the demands of the Indian market, where Magplastic established a dedicated facility in Pune in 2004. The machine offers a speed up to 3,800 bottles per hour in a three-cavity configuration blowing bottles from 40ml to 1 litre, and 1,800 bph for bottles from 1.25 to 2 litres as a two-cavity machine.

Magplastic says this versatility enables the machine to produce family ranges in different sizes, or respond to changing customer or market requirements.

The SSB03i has been developed in conjunction with Bisleri, a household name and the pioneer of bottled mineral water in the country with a 40% market share. Traditionally Bisleri sold mineral water in small bottles but its growing popularity, combined with higher disposable incomes among many consumers, led to increasing demand for larger sizes from 250ml up to



*The versatile SSB03i from Magplastic.*

2 litres. While volumes are relatively low at present, Bisleri wanted a machine that was capable of producing a variety of sizes, both small and large, in order to be able to meet both current and future needs.

"Magplastic was extremely quick to react to what we were looking for and tailor the machine to our new market requirements," said Bisleri Chairman Ramesh J. Chauhan. "We are delighted with the performance of the new SSB03i, which enables us to adapt our production according to market demands. Equally important, the machine is

fast and reliable and produces bottles of excellent quality."

Magplastic is market leader in the development and supply of linear mid output machines, with particular expertise in the production of PET beverage containers. The Pune factory offers a portfolio of equipment covering virtually all types of PET technology. All machines ensure precise wall thickness distribution, even on complex shape bottles, meaning preform weight can be optimised for effective cost savings.

## For the young and affluent

TWO fmcg giants, PepsiCo India and Hindustan Unilever Limited (HUL), have announced the launch of Lipton Ice Tea targeted at the 16 to 29 year-old urban affluent healthy hedonists – young-minded people who enjoy life but also understand the importance of healthier choices. They have launched the product in India under Pepsi Lipton International, a 50:50 joint venture between Pepsi and Unilever to manufacture and market Lipton Ice Tea variants in 67 countries.

According to Geetu Verma, Executive Director – Innovation, PepsiCo India: "Today's urban young adults are looking for a drink that is delicious, but also healthier. Tea is a familiar and preferred beverage option in India and ice tea is fast gaining popularity amongst the young consumers. Lipton Ice Tea is a global product that offers a combination of great taste and refreshment on the go. We are confident that the product will resonate strongly with our target audience."

Arun Srinivas, General Manager – Bever-

ages, Hindustan Unilever Limited, said, "While tea drinking is an entrenched habit among the Indian consumers, the youth in India are looking at more contemporary formats and healthy offerings. Ice Tea ticks both the boxes and it can get the youth into the tea category. Lipton's tea expertise coupled with its strong equity places it in the pole position to service this emerging consumer need. We strongly believe that PepsiCo's strengths in QSRs and Hindustan Unilever's strengths in MT and Family Grocer channels will help grow this nascent category."

PepsiCo India has launched the beverage

in the Delhi NCR Region and the company plans to introduce the product in other markets across India in a phased manner. The two variants – Green Tea in Mint and Lemon flavour and Black Tea in lemon flavour – come in 350ml PET bottles.

HUL is introducing the PET bottle in Modern Trade in the top 28 cities across India. The company is also launching the product in carton and powder formats.

Large scale experiential sampling across malls, multiplexes, corporates and colleges as well as in-store visibility with customised Lipton Ice Tea chillers, support the launch.

## Nutritional

SOFT drink concentrate maker Rasna has launched the health and nutrition drink, Rasna Glucose-D. The drink is a mixture of glucose and vitamins and comes in three flavours – Regular, Orange and Lemon. The company is also introducing a novel stick pack to make the experience convenient and easy to use.

Chairman and Managing Director of Rasna International, Piruz Khambatta, said: "In terms of nutritional value, Rasna was one of the first

companies in the beverage industry to realise that consumers do expect health benefits. Over the last 10 years, we have made a concerted effort to deliver healthy products to the market and with Glucose-D, we intend to take it forward."

He added: "Glucose is one arena wherein customers have not got either flavour of choice or the health that a person deserves. We intend to fill in this gap with the perfect blend of health and taste and reach a stage where children themselves ask for healthy drinks."

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# Asia Pacific

## APB buys Solomon's bottler

SOLOMON Breweries, which produces soft drinks as well as European-styled beers, has been purchased by Asia Pacific Breweries. APB is a joint venture between Fraser & Neave – the Malaysian/Singaporean group which is one of the region's biggest soft drinks and dairy producers – and Heineken International.

Known locally as SolBrew, the Honiara-based company was established by German and Danish interests, including Royal Unibrew, itself a major international player in the non-alcoholic drinks sector as well as beer.

In late May, APB announced that it had bought 93.44% of the SolBrew stock from the major shareholders and subsequently updated this to advise that most of the remaining shares had also been purchased. Company Secretary Anthony Cheong Fook Seng said the acquisition would be funded from internal resources.

"Solomon Breweries is a strategic fit to the APB group as it expands our presence



*Cultural performance at the Solomon Kitano Mendana Hotel, Honiara.*

in the South Pacific sector of our regional network," said Roland Pirmez, APB's Chief Executive. "It opens a new door of opportunity for us to participate in yet another territory. SolBrew has a good track record of market leadership and profitable growth."

APB was unsuccessful in a 2009 attempt to buy SolBrew via its Port Moresby-based subsidiary, South Pacific Brewery. This company was a major producer of carbonated soft drinks in Papua New Guinea until 2000, when it exited soft drinks to focus on brewing.

The Solomon Islands is a nation of far-flung islands, many of them isolated, with only basic transport links to the outer world. However the capital city, Honiara, is growing as a tourist destination, along with islands such as Gizo and Munda.

## Tainted drinks in Taiwan

A SCANDAL involving banned chemicals in food additives has rocked the Taiwanese soft drinks industry and led to many product recalls in Taiwan, Mainland China, South Korea, the Philippines and other markets.

While the matter was not fully resolved at SDI's deadline, Taiwan's Minister of Economic Affairs, Shih Yen-shiang, was already talking of losses of at least US\$350 million. Some industry observers fear it may be significantly more, especially when the cost of rebuilding consumer confidence is factored in.

The scare arose when DEHP – di(2-ethylhexyl) phthalate – and DINP – diisononyl phthalate – were found in emulsifiers sold by two companies to food processors. This led to an immediate recall of large stocks of sports drinks and subsequently other categories, while some key producers said they did not use the emulsifiers or deal with the suppliers.

Others acknowledged that they did, but only for certain brands. Where the emulsifiers were used, producers rushed to reformulate and re-launch beverages, worried that they would lose brand equity.

The Department of Health issued a directive requiring manufacturers of sports drinks,

juices, teas, fruit jams and syrups, as well as tablets and powders, to provide certificates showing their products were free of DEHP, DINP and four other chemicals. It warned of prosecuting any company found producing or selling drinks, foods and medicines with the banned additives.

Meantime, convenience stores in Taiwan rushed to remove stocks of tainted drinks, most of them also removing others that were not immediately certified as safe. Some of the retail chains made it clear they would prefer to over-react than to take risks.

## Portfolio expansion

VINAMILK, Vietnam's big dairy and juice beverages producer, says it intends to maintain its policy of adding further products to its already wide-ranging portfolio. Its strategy is not only to build market share but also to add further categories.

An example of category expansion has been the successful introduction of Vfresh Atiso teas, drawing on fresh artichoke stocks from the Dalat Highlands. This has further strengthened the Vfresh brand.

Vinamilk achieved record growth in turnover and profit in 2010, one highlight of the year's operations being the company's

## Vitafoods Asia

THE inaugural Vitafoods Asia will be held in Hong Kong this year, from 7th to 9th September. The organisers are confident it will mirror the success of Vitafoods Europe. Chris Lee, the Event Director, points out that "Asia Pacific is the second biggest global market for functional foods, behind only the USA. An increasingly ageing population, combined with a growing awareness of health and well-being issues, have contributed to a heightened interest in the benefits delivered by these products."

He says there has been a good response from exhibitors in the functional drinks, nutraceuticals, functional foods, dietary supplements and nutricosmetics industries.

A new product zone will feature innovations from the past 12 months. The event will also feature an extensive seminar programme with free-to-attend sessions and authoritative keynote speakers.

"Regulation and harmonisation are just some of the issues we will be covering in the conference sessions, as well as advice with the regulations for on-exporting to Europe and importing from Europe," says Lee.

Vitafoods Asia has the backing of lead associations and organisations in the region, including the ASEAN Alliance of Health Supplement Associations, Asian Food Regulation Information Service, Herbs and Herbals Export Promotion Association of India, and the Philippine Association of Food Technologies.

Venue is AsiaWorld-Expo, close to Hong Kong International Airport and accessible from anywhere in Hong Kong or Shenzhen by train.



first overseas investment – in a New Zealand powdered milk venture. The company also reported that its distribution network had been extended, now embracing around 140,000 outlets throughout Vietnam. Some 10% of sales are export, mostly to the Middle East, Cambodia, Laos and the Philippines.

Vinamilk recently bolstered its share capital further through a private placement of 10.7 million shares.



*Vfresh Atiso Tea from Vinamilk.*

## Red Bull Wreckers Yard

IT SOUNDS like a demolition derby but the Red Bull Wreckers Yard competition is actually another edgy art innovation sponsored by the global energy drink. Billed as 'taking street art culture from back alleys to the people', this involves top 'graff artists' spraying against the clock in bars around Australia and New Zealand.

In each qualifier, eight artists were given a theme and had only one minute to think it through before swinging into action. As the rounds progressed, the canvas got smaller, pushing the boundaries of creativity.



## Nippy's sponsors netball

NETBALL is an increasingly popular sport in South Australia, cutting across demographics and generating a lot of media coverage. Nippy's, the family-owned juice, dairy and other soft drinks producer, is supporting its home state teams again this year.

Its commitment to netball includes sponsorship of Premier League and a role as official beverage sponsor of the high-profile Adelaide Thunderbirds.

This is a big year for netball in South Australia – the sport is celebrating its 120th anniversary in September, with a gala awards dinner that is expected to draw a very large crowd.

Nippy's, a brand with 'household name' status in South Australia and most other parts of the country, also sponsors beach volleyball.



Fruit-flavoured mineral waters from Nippy's.

## CP-Meiji expands

THAILAND's CP-Meiji joint venture, whose product portfolio includes lactic acid drinks as well as yoghurt and chilled milk, has announced a five year expansion plan aimed at doubling the size of the business.

The company, which is active in sports sponsorships and other community support activities, was formed in 1989 by Meiji Co (then Meiji Dairies Corporation) of Japan and CP Group, a Thai conglomerate. CP-Meiji not only supplies the Thai market but also exports to Singapore.

The five year plan includes a new production plant in Thailand, as well as refurbishing and extending the existing plant. The company says it also intends to call on new-generation technology from Japan.

Expansion will allow CP-Meiji to meet increasing demand in Thailand for health-oriented beverages and foods, and will facilitate further growth in southeast Asian export markets.



Bangkok Open, sponsored by CP-Meiji.



## Sweetener levels increase

FOOD Standards Australia New Zealand (FSANZ) has given the green light to increasing the maximum permitted levels of a high intensity sweetener in a range of beverages. This has been notified to the joint ministerial food regulation council which can either sign off on the approval or direct FSANZ to review the matter further. The former action is most likely.

"FSANZ has approved an application


from Cargill Incorporated seeking approval to increase the allowed maximum permitted level of steviol glycosides (expressed as steviol equivalents) in ice cream, water-based beverages, brewed soft drinks, formulated beverages and flavour soy beverages up to 200 mg/kg and in plain soy beverages up to 100 mg/kg," explained Steve McCutcheon, the FSANZ Chief Executive.

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# Americas

## Bottled water up

THE International Bottled Water Association (IBWA), in conjunction with Beverage Marketing Corporation (BMC), has released 2010 bottled water statistics, compiled by BMC, which shows the overall consumption of bottled water has increased by 3.5%, after slight losses in 2008 and 2009 due to poor economic conditions. It also shows the bottled water category's overall share of the liquid refreshment beverages marketplace grew slightly to 30%, up from approximately 29.2% in 2009.

In 2010, total bottled water consumption increased to 8.75 billion gallons, up from 8.45 billion gallons in 2009. Per-capita consumption is up 2.6% in 2010, with every person in America now drinking an average of 28.3 gallons of bottled water last year.

Overall in 2010, the entire US refreshment beverage category grew by 1.2%, after two years of a recession-based downturn. Currently, carbonated soft drinks command a 23% market share, down slightly from 2009, while bottled water's market share grew to 15% as consumer interest in healthy, calorie-free beverages increased while recessionary impacts on them decreased.

According to John Rodman, Editorial Director at BMC, "The recessionary state of the US economy was the primary cause of



the decreases registered in 2008 and 2009." Rodman also stated, "Although bottled water has often been linked to tap water, bottled water actually achieved its market position by luring consumers away from other packaged beverages perceived as less wholesome than bottled water."

"While economic times are still tough for many, the consumption of healthy bottled water continues to be a part of their lifestyle," said Joe Doss, President and CEO of IBWA. "Even during the past two slow economic years, bottled water consumption decreased less than most other major beverage categories. The steady market share increase we now are experiencing is because consumers are choosing safe, high-quality bottled water over other packaged beverages."

## Brazilian glass acquisition completed

OWENS-Illinois Inc has acquired the remaining 21% interest in its southern Brazil glass container company, Owens-Illinois do Brasil Industria e Comercio SA (Comercio). The remaining interest was acquired from Monteiro Aranha SA for approximately US\$140 million in cash and gives O-I 100% ownership in Comercio, whose operations include two plants – one in Sao Paulo and another in Rio de Janeiro.

"Brazil represents a major component of our global growth strategy due to its rapidly expanding glass container market, which is one of the largest and fastest growing areas within O-I," said Al Stroucken, O-I Chairman and CEO. "Consistent with our strategy, we acquired CIV in northern Brazil in 2010. Now, with the buy-out of our minority partner in the South, O-I fully owns the leading glass packaging company in Brazil. As a result, we will realise all of the benefits of our efforts in this dynamic, emerging market."

## Distributing Red Bull

STIRLING Capital Investments has secured a five-year lease for a 12,500 sq ft industrial property with Red Bull. The facility, located at 13644 George Blvd in Victorville within Southern California Logistics Centre (SCLC), will serve as a regional warehouse and distribution centre for Red Bull's line of energy drinks.

"SCLC continues to grow as a premier destination for multinational food and beverage companies," said Brian Parno, Chief Operating Officer of Stirling Development, the managing partner of Stirling Capital Investments. "The facility provides Red Bull with optimal flexibility to meet its regional warehousing and distribution needs."

Red Bull joins an extensive roster of multinational food and beverage companies at SCLC that includes Dr Pepper Snapple Group and Sparkletts.

## Elderberry juice seized

AT the request of the US Food and Drug Administration, US Marshals seized elderberry juice products that have been distributed by Wyldewood Cellars Inc, based in Peck, Kansas, because the products are unapproved and misbranded drugs.

According to the FDA's complaint, Wyldewood Cellars makes claims in violation of the Federal Food, Drug, and Cosmetic Act (FFDCA) that its elderberry juice concentrate cures, treats, or prevents various disease conditions, including AIDS, diabetes and flu.

"Products with unapproved disease claims are dangerous because they may cause consumers to delay or avoid legitimate treatments," said Dara A. Corrigan, the FDA's Associate Commissioner for regulatory affairs. "The FDA is committed to protecting consumers from unapproved products on the market. We will continue to take actions against companies that do not meet federal standards for safety, effectiveness and quality."

The FDA previously issued a warning letter to Wyldewood Cellars for violating the FFDCA by promoting and distributing its products as drugs. The company responded to the warning letter promising to remove all such claims from its websites. The FDA discovered during subsequent inspections that the company continues to make such claims.

## Olympic 'ambassadors' named

A HIGH profile group of Olympic champions and hopefuls have joined forces to form the Coca-Cola 'Eight-Pack' of athletes for the London 2012 Olympic Games. In addition to their role as medal contenders for Team USA, the athletes will also serve as Coca-Cola 'Ambassadors of Active Living' to help encourage and inspire people to lead active, balanced lives.

The Coca-Cola 'Eight-Pack' will feature next year on special Coca-Cola in-store materials and advertising. The group includes: diver David Boudia, wrestler Henry Cejudo, boxer Marlen Esparza, tennis player John Isner, gymnast Shawn Johnson, paralympic swimmer Jessica Long, female soccer player Alex Morgan, and hurdler David Oliver.

This is the third consecutive Olympic Games in which Coca-Cola has included a collection of athletes as part of its Olympic activity and is the first time the brand has highlighted eight athletes which is reflected in new packaging, including 8-packs of 90 calorie mini-cans.

## Sports and energy drinks

IN response to 'Clinical Report-Sports Drinks and Energy Drinks for Children and Adolescents: Are They Appropriate?', a study published in the June issue of the journal *Pediatrics*, Dr Maureen Storey, Senior Vice-President of Science Policy for the American Beverage Association, issued a statement in which she said the ABA agreed with the authors that sports drinks and energy drinks are very different beverage choices, and as such, should be assessed and marketed differently and to different audiences.

ABA also supported the American Academy of Pediatrics' position that there is a need to improve the education of children, adolescents and their parents on the differences between the two. "Sports drinks have a

long history of scientific research showing their benefits for hydration, which is necessary for overall health and wellness. These functional beverage products contain electrolytes and were created to help athletes and other active people hydrate before, during and after exercise. As with all foods and beverages, they should be consumed in moderation.

"Energy drinks are non-alcoholic beverages that are specifically marketed with an energising effect and a unique combination of characterising ingredients. While their ingredients and labelling comply fully with all regulatory requirements, they are not intended for young consumers," stated ABA.

With respect to sports drinks and energy drinks, ABA member companies have committed not to offer energy drinks for sale in K-12 schools and to offer calorie-capped sports drinks in 12oz or smaller containers to high schools only.

These commitments are outlined in the

ABA Guidance for the Responsible Labeling and Marketing of Energy Drinks and its national School Beverage Guidelines. Further, under the industry's Global Policy on Marketing to Children, the companies do not advertise beverages other than juice, water or milk-based drinks to any audience that is comprised predominantly of children under the age of 12.

## New ad debuts

AS part of its 2011 soccer programme aimed at hispanics, Coca-Cola's newest advertisement made its debut last month during the broadcast of the soccer 2011 CONCACAF Gold Cup on Univision. The commercial, entitled 'Buscando Coca-Cola' (Searching for Coca-Cola), showcases the magical unifying power of Coca-Cola through the eyes of a man desperately seeking a supply of Coke before the start of a soccer match.

As he runs through his neighbourhood, the man continually finds himself one step behind his pesky neighbour, who takes the last Coca-Cola from each store. When the man returns home empty-handed, the neighbour looks down at his six pack of Coca-Cola, experiences a change of heart and walks next door to share. Touched by his neighbour's generosity, the man invites him to join a party in his backyard, where everyone is enjoying ice-cold Coca-Cola.

"The new ad perfectly conveys the role of Coca-Cola in the world of sports, especially in soccer. It shows how it brings people together and enhances the celebrations," said Miguel Nigrinis, Coca-Cola Sr Brand Manager, Hispanic Marketing, Coca-Cola North America. "While teams and fans stand in opposition to one another on the field, they can unite and experience true friendship over the great taste of Coke."



*Both television and radio versions of the commercial will air on Spanish language networks Univision and Telefuturo throughout the summer to help build excitement for other soccer tournaments later in the season.*

## Nutrition centre opens

DSM, the global Life Sciences and Materials Sciences company, has opened its state-of-the-art Nutrition Innovation Center in Parsippany, New Jersey.

The new centre houses a cutting edge laboratory and fully equipped pilot plant and sensory analysis facilities, which enable DSM to optimise production processes, improve product quality, test new ingredients, and analyse and evaluate a wide range of products including beverages. Specialists will work in close collaboration with DSM's customers to offer applications expertise, product development assistance and scale-up bench top formulation.

Rick Greubel, President, Human Nutrition & Health, DSM Nutritional Products, commented: "Our new nutrition centre is truly a 'one stop shop' for innovation. It will enable customers to stay ahead in a highly competitive, constantly changing health and nutrition



*The centre houses a cutting edge laboratory.*

marketplace, whatever their target application."

The centre is the latest addition to DSM's global community of six networked application laboratories. Housing more than 100 application specialists and technical marketing experts, these facilities provide customers with convenient, personalised support wherever they are in the world.

### In brief...

- Husky Injection Molding Systems of Bolton, Ontario, has completed the acquisition of KTW of Waidhofen, Austria, manufacturer of closure mouldings. With the addition of KTW, Husky claims to be the closure industry's only provider of complete injection moulding systems, including mould, machine, hot runner, temperature controller, as well as a range of consulting and after-sales services. Husky will now offer KTW-branded closure moulds as part of its fully integrated turnkey systems.

- Shadow Beverages and Snacks LLC of Temple, Arizona, the producer and distributor of Ironclad Energy + Hydration, No Fear Energy Drinks and GNC-Live Well, Drink

Well Beverages, has acquired the Whey-UP line of ready-to-drink beverages. A drink that combines 20 grammes of whey protein in a non-carbonated, sugar-free energy drink, Whey-UP was founded in 2006 by fitness enthusiast Erik Rothchild.

- Nestlé Waters North America Inc has completed the acquisition of the Sweet Leaf Tea Company which includes the Sweet Leaf and Tradewinds beverage brands. The Sweet Leaf and Tradewinds brands' combined sales totalled more than US\$53 million in 2010. The Austin, Texas-based staff will continue managing these tea brands for further growth.

# Ingredients

## Latest trends at IFT

FOR the third year, Döhler-Milne Aseptics (DMA) and Milne Fruit Products (MFP), a specialist in growing fruits and vegetables domestically and producing them into 100 % natural concentrates and purees, exhibited at the IFT show held in Chicago last month. DMA is based in Prosser, Washington, and was founded in 2009 as a joint venture company comprising DöhlerGroup and MFP.

The stand's focus was on sugar-reduced beverages, cereal- and malt-based beverages, nectars and juices as well as a new generation of premium tea drinks.

For carbohydrate reduction DMA has developed a range of modern applications using MultiSweet Stevia. DöhlerGroup and the market leader for stevia, PureCircle, have entered into a global strategic partnership for stevia-based sweetening systems. Highly developed flavour technologies such as Sweetness Improving Technology (SIT) and Sugar Replacement Technology (SRT) are opening up new opportunities.

For fruit juices DMA promoted its work with MFP's Wyckoff Farms. On display were combinations of superfruits and domestic



*Malt and fruit drinks in the lab.*

fruit along with a new 'Enerjuice' featuring natural caffeine.

An integrated range of technologies from extraction, brewing, fermentation to concentration is the basis of the companies' cereal- and malt-based product portfolio. These bases constitute pure, acid-stable building blocks which can be incorporated into a wide variety of beverage compounds, making them ideal for beverage producers with-

out using a final filtration step. Thus the beverage industry can easily participate in current trend products range from 'Malt & Fruit' drinks with elderberry or mango to varieties like 'Malta con Leche'.

DMA also highlighted a new generation of premium tea drinks developed by DöhlerGroup in close cooperation with Plantextrakt. Made from freshly-brewed tea, the concept is natural and authentic.

## Olive leaf and blood pressure

A NEW study, conducted at the University of Indonesia, has proven that the olive leaf extract Benolea from Frutarom is as efficient as the widely used pharmaceutical Captopril in lowering elevated blood pressure levels. The company presented these results during this year's Vitafoods in Geneva. According to the study, Benolea significantly reduces total cholesterol and plasma triglyceride levels, an effect which was not observed with the conventional drug.

The randomised, double-blind, double-dummy, active controlled study involved 232 participants aged 25 to 60 years with stage-I hypertension (systolic blood pressure 140-159 mmHg, and/or diastolic blood pressure 90-99 mmHg) who were not taking any medication or were asked to stop it upon consent. A four-week run-in period without treatment was followed by eight weeks of treatment with either one 500 mg Benolea caplet or one 12.5 mg Captopril tablet, each taken twice a day. After two weeks, if participants showed no response to Captopril, they received a double dose of the drug.

Dietary advice was given to help participants manage their hypertension, and



*Benolea is water soluble and can be used in still or carbonated drinks in appropriate dosages, taking into account national food regulations.*

adverse events and changes in laboratory parameters such as routine hematology, serum electrolytes, liver and renal function were monitored.

At the end of the study, both Benolea and Captopril had clearly lowered systolic and diastolic blood pressure compared to baseline. The reduction of blood pressure in the natural treatment group with Benolea was comparable to the pharmaceutical group with Captopril.

With regards to lipid profile, Benolea significantly reduced total cholesterol and triglyceride levels. Particularly in participants with high baseline triglyceride levels (>200 mg/dl), the reduction was remarkable: the triglycerides diminished by 53.13 mg/dl. Such positive effects were not observed in the Captopril group.

## Brain health

RESEARCH conducted at the University of Utah Brain Institute revealed that individuals receiving Cognizin Citicoline at a dose of 250 mg showed improved attention and a better ability to produce correct responses in performance testing. Cognizin Citicoline is a natural, water-soluble brain health ingredient, and can be used in a variety of functional food and beverage applications. Participants who were administered either the 250 mg or the 500 mg dose of Cognizin produced nearly identical results when compared to the placebo group, confirming that 250 mg is an efficacious dose for producing improvements in attention.

"Citicoline has been shown to have a variety of cognitive-enhancing and neuroregenerative properties in pre-clinical and clinical studies," noted Dr Deborah Yurgelun-Todd, Director of the Cognitive Neuroimaging Laboratory at The Brain Institute at The University of Utah. "Our findings suggest that citicoline may mitigate the cognitive decline associated with normal ageing and may ameliorate attentional deficits associated with psychiatric disorders."

## Keeping fit in Asia

PLANTEXTRAKT is highlighting its 'be fit' product concept comprising natural tea and herbal extracts with performance-enhancing properties at this month's Food Ingredients Philippines.

Visitors can sample three products from the 'be fit' concept on the stand: an elderberry-cherry yoghurt drink for a fast-acting boost of energy; an acerola-kiwi-lemon bev-

## Green tea's skin protection

NEW research indicates that polyphenols in Taiyo's green tea product can help protect skin from UV damage and improve overall skin quality. The study demonstrated a link between regular consumption of green tea and enhanced photoprotection, elasticity, roughness and hydration of the skin. In the double-blind placebo-controlled trial, female participants consumed one litre daily over a 12 week period of either a green tea beverage or a control beverage. The green tea beverage contained a dose of 1402mg of Taiyo's Sunphenon 90DCF-T.

Particular antioxidants are believed to reduce oxidative stress, DNA damage and inflammation to the skin when supplied as food supplement. Catechins in green tea

erage which contains damiana leaf and taiga root extracts to enhance physical performance and vitality; and an elderberry-ginseng beverage to heighten mental performance and cognitive skills.

"The beverage ideas presented at the fair are representative of the three segments of our new 'be fit' – extracts for body and brain product concept: Energy, Body Vitality and Brain," said Claus Swatosch Vice-President Martin Bauer Pte Ltd. "They are just three examples from a vast number of possible formulations. We at Plantextrakt develop individual product ideas to meet the specific requirements and wishes of our customers."

The Martin Bauer Group, with its headquarters in the German town of Vestenbergsgreuth, has been operating in the Asian region for many years from its office in Manila.

absorb UV light through their unique structure, helping to combat radiation, skin ageing and sunburn. These catechins also proved more readily bioavailable than other dietary flavanoids.

Josef Skrna, Marketing Manager at Taiyo Europe, said: "Protection through sun creams may not always provide adequate protection from the sun's rays to counter skin problems such as melanomas. We are delighted at these results and hope that future research will continue to reveal the multi-faceted health benefits of green tea."



'be fit' – extracts for body and brain.

### In brief...

- Biovelop AB, the Swedish company which specialises in the fractionation of grains and production of oat ingredients, has announced the signing of distribution agreements for its PromOat beta glucan soluble fibre ingredient in Belarus, Belgium, Canada, Finland, Iran, Luxembourg, Malaysia, the Netherlands, Russia, Singapore, South Africa, Taiwan and Ukraine. David Peters, Director of Sales and Marketing for Biovelop, commented: "We are delighted to have signed agreements with our distribution partners. The level of excitement and interest in PromOat from distributors in such a diverse range of countries reflects both PromOat's versatility as an ingredient and also its truly global appeal to food, beverage and supplements manufacturers."

- Cargill's cocoa and chocolate operations at its production facility in Côte d'Ivoire have now resumed. Cocoa bean purchases have also recommenced, as have exports of products and beans.

Jos de Loor, Managing Director Cargill Cocoa & Chocolate, said: "The situation is continuing to improve with visible and practical signs that the country is on the road to recovery following the months of instability and uncertainty after the Presidential elections. President Ouattara and his government are now taking steps to restore stability and security across the country.

"We have inspected and cleaned our processing facility and there is no damage to the buildings or installations. Cocoa beans stored at our warehouses in Côte d'Ivoire were cleaned and dried in preparation for export and have been kept under good conditions to maintain their quality."

Since the EU lifted its restrictions on the ports and institutions in Côte d'Ivoire, the main ports of Abidjan and San Pedro have begun operating again with exports of products and beans resuming.



**PEPTAN** sparkling beauty shots: Rousselot reports that new ex vivo studies have confirmed the skin health benefits of Peptan. These scientific research works providing new information on Peptan mechanism of action show that Peptan Beauty is an effective ingredient for nutricosmetic companies.

# Juices & Juice Drinks

## Superfruit duo

**USA** Bossa Nova has added Organic Açai Pomegranate to its line of superfruit juice beverages, combining two fruits high in antioxidants in one beverage. Mark Ozimek, Bossa Nova Brand Manager, said: "Pomegranate juice is in high demand and Bossa Nova's new blend provides a delicious balance between luscious, tropical açai and tart pomegranate flavour that consumers will love."

While pomegranates have been cultivated throughout the Mediterranean and Middle East since ancient times, the superfruit has recently become a star in the US. According to a 2011 consumer insights report from Mintel, pomegranates rank amongst the top five most popular fruit juice flavours among Americans. In addition, one in three consumers specifically look for pomegranate when purchasing functional beverages.

Bossa Nova uses açai berries that are picked by hand from sustainably grown açai palm trees in the Brazilian Amazon rainforest. Bossa Nova strives to offer beverages with a minimum of ingredients that are lightly sweetened with organic agave nectar.



## Rebranding

**UK** Simply Nectar has rebranded its range of pure fruit juices and nectars for on-the-go consumption. The artisanal drinks company, which produces GMO free fruit juices and nectars, has made its logo more contemporary and an easy-to-drink 25cl bottle now replaces the original 33cl one. Simply Nectar recently expanded its range of flavours with a new raspberry drink.

"Rebranding the Simply Nectar range

## More crush

**UK** Belvoir Fruit Farms has added an orange and pink grapefruit fruit flavour to its still Fruit Crush range. This new variety is an 100% natural blend of real pressed ruby orange and pink grapefruit with Belvoir spring water.

Pev Manners, Managing Director of Belvoir Fruit Farms, commented: "This is a classic combination of two citrus favourites; orange and pink grapefruit and we're confident that customers will be enthusiastically receptive. Consumers are no longer satisfied with the run-of-the-mill soft drinks on offer when they go to pubs and bars but are looking for tasty, exciting and healthy alternatives. Our Fruit Crush range ticks all the boxes – a natural product, which tastes delicious and doesn't contain any artificial additives or preservatives."

Fruit Crush is made with 40% real pressed fruit. The product is available in convenient 12 bottle cases and has strong on-shelf presence with its distinctive, bold labelling and instantly recognisable bottle shape.



## New pack and flavour

**UK** Feel Good Drinks has introduced a 275ml 4-pack and added a new Cranberry & Pomegranate flavour to its range of juice drinks. The 4-packs will also be available in the established Orange & Mango variant.

Steve Cooper, co-founder of The Feel Good Drinks Co, said: "This is a major new launch for our business, with consumers demanding greater choice and healthier options to share at home with family and friends. More people than ever are looking at the ingredients in drinks; we don't add any sugar or artificial ingredients and because we add more juice, each bottle provides one of your five-a-day."

seemed like the natural, next step for us to take in today's modern world. People want convenience nowadays and are much more inclined to buy products based on appearance, so it was important for us to appeal to the changing needs of our audience," said Jeremy Jaffé, co-founder of Simply Nectar.

There are nine different flavoured drinks in the Simply Nectar range.

Simply Nectar was established in 2001 and is owned by What on Earth, a leading award-winning manufacturer of organic food.

In the on-trade the Cranberry & Pomegranate juice, along with classic Sparkling Apple, will be rolled out in Orchid, Wells & Young, and Charles Wells pubs. "We know that on-trade consumers are looking for a greater choice of soft drinks. We are also seeing the same demand for healthier, refreshing drinks made with natural ingredients and no added sugar as we've seen in the rest of the soft drinks market," said Cooper.



## Ambient investment

**UK** Princes, the country's third largest soft drinks supplier, is stepping up investment in the category with two new product ranges designed to reinvigorate the ambient juice fixture. The Princes juice drinks range is being extended to tap into the growing popularity of exotic flavour variants, whilst its Jucee squash brand is introducing a three-strong collection of lunchbox-sized juices.

Graham Breed, Marketing Director for Princes soft drinks, explained: "Lunchbox



drinks and exotic flavour variants are two of the main growth areas and we spotted an opportunity to boost this further by combining our brand strength with a programme of carefully-targeted NPD.

"Our new Jucee lunchbox juices for example will fill a gap in the market for a branded range of 200ml drinks that combine the health benefits of a pure juice with vibrant packaging designed specifically to appeal to children.

"At the other end of the scale, the new six-strong Princes juice drinks range will tap into the burgeoning adult drinks market. The launch also provides a strong opportunity to create greater synergy between pure juices and juice drinks. We've deliberately matched the packaging of the new range to our existing 1 litre pure juices to encourage consumers to buy across both areas."

The new Jucee range includes apple, orange and pineapple juices, each of which

come in 200ml cartons and count towards one of your five-a-day. The new Princes juice drinks range features six variants – Pomegranate, Passionfruit, Mango, Pineapple & Coconut, Cherry and Blueberry – in 1 litre cartons.

## Updating an icon

**USA** Hawaiian Punch has unveiled a new look with refreshed Punchy, the brand's mascot, and a new single-serve bottle. "The Hawaiian Punch brand is about creating fun," explained Jaxie Alt, Vice-President of Marketing for Juice and Juice Drinks at Dr Pepper Snapple Group. "The new Hawaiian Punch graphic changes are a 21st century makeover to make the brand more relevant for the world that Hawaiian Punch fans now live in."

First introduced in 1961, Punchy became an instant advertising success and brand identifier for Hawaiian Punch fans. The new Punchy now features the 'hang-ten' hand gesture instead of a punch and will portray a more energetic and playful personality than the feisty attitude that he first personified.

Accompanying the new look is the brand's most significant marketing spend in the last five years. The campaign includes an updated website, introduction into social media and a digital media buy that will include custom creative, roadblocks and interactive games.

Hawaiian Punch has also unveiled a 10oz single-serve bottle for the on-the-go consumer. The smaller bottle will be available in 6-packs in Fruit Juicy Red, Lemon Berry Squeeze, Green Berry Rush and Polar Blast flavours.

The original Hawaiian Punch recipe was first developed by A.W. Leo, Tom Yates and Ralph Harrison in a converted Fullerton, California, garage in 1934.

## Capri-Sun

**SOUTH AFRICA** The country has become the 19th country to produce Capri-Sun juice drinks. Clover, the local licensee, has worked with brand owner WILD-INDAG to install a new filling line at its Clayville plant in Johannesburg. The line is producing four flavours: Capri-Sun Fan-Drinks, Mystic Dragon, Multifruits and Power Team.

Commissioning of the new facility has also allowed Clover and Capri-Sun to introduce a new style of 8-packs which are ecologically more efficient.

Extending this environmental benefit, Capri-Sun South Africa is introducing a programme for schools under the banner of 'Saving our planet is naturally fun'. It will offer teaching materials on environmental protection and a recycling competition, in which youngsters are encouraged to create art-



*All flavours of Capri-Sun are now sold in more environmentally-friendly 8-packs.*

work from recyclable materials, including Capri-Sun pouches.

From September, the packs will include a clip-on propeller which converts the Capri-Sun straw into a flying 'Capri-Copter'.

Capri-Sun has been sold in South Africa since 1984, with Clover becoming the market partner in 2008.

## Social media

**UK** Vimto has unveiled a £6.5million multi-media campaign that includes digital activity to drive engagement with its target teen audience. The 'Seriously Mixed Up Fruit' summer marketing campaign signals a significant step up in social media engagement to develop a hub for its teenage fan base. Vimto's 200,000 Facebook fans will gain exclusive access to competitions, promotions and be rewarded with first sight of elements of the campaign, including its new TV advert, 'Lowrider' which is the second execution under the 'Seriously Mixed Up Fruit' strapline.

Additionally, Vimto has created a partnership with MTV to develop a unique online advert for the music station's website and the new 40 second radio adverts will feature on stations with a high teenage listen-



ership including Galaxy, Smash Hits, and the Big Top 40 as well as digital music streaming service Spotify.

# Energy & Sports Drinks

## Tropical XTC

**FIJI** Soft drinks bottler Frezco has developed an energy drink infused with wild noni fruit, marketing it as having much the same well-being benefits claimed by noni juice. Noni juices have boomed in popularity in the past decade, especially those sourced from Tahiti, Fiji and elsewhere in the south and central Pacific.

Recognising that not everyone enjoys the taste and smell of pure noni, Frezco has built its energy drink around the antioxidant values of wild Fijian noni fruit, blending in other ingredients. With noni having been recognised in the South Pacific for more than 2000 years as a contributor to good health, Tropical XTC balances tradition with the modern attributes of a carbonated energy drink.

Tropical XTC contains 2% noni juice, along with taurine, guarana and other ingredients.



## V arrives

**SPAIN** The V energy drink, now on sale in Spain, is using social media to target key demographics in the Spanish market. In line with its zany approach in its Australasian home territory, this will be driven actively with offbeat promotions and special offers.

V is among the category leaders in Australia and New Zealand and is becoming increasingly widely available elsewhere in the world. In Spain it is distributed by Orangina Schweppes, a Suntory group sister company of producer Frucor Beverages.



V uses social media to target Spanish consumers.

## Female touch

**UK** Under its Rockstar energy drink brand A.G. Barr has launched a low calorie variant specifically for women: Rockstar Pink contains just 10 calories. The drink comes in a distinctive hot pink can, available in the unique flavour of Perfectberry, a blend of raspberry, blueberry and strawberry. It contains an energy-boosting blend of caffeine, B vitamins and ginseng.

"Many females are put off by the high sugar content of 500ml cans," said Adrian Troy, Head of Marketing for A.G. Barr. "Sugar-free Rockstar Pink, presented in a sleek 355ml can, is the perfect choice for active women looking for an incredible energy boost without the associated calories."



Marketing support includes sponsorship of leading female extreme sports stars and sampling at key female events throughout the year. The launch will add to Rockstar's already broad portfolio of variants, which includes Rockstar Recovery, the UK's first non-carbonated energy drink.

## Cocaine and caffeine

**USA** Redux Beverages, makers of the controversial Cocaine Energy Drink, has introduced a high caffeine energy shot to the range. The cherry-flavoured shot, which took two years to develop, is sugar-free with a high caffeine content of 280mg per shot. The formula includes d-ribose, a balancing amino acid to offset the undesirable effects of the high caffeine content, such as heart palpitations and jitters. The product is defined as a dietary supplement according to FDA guidelines and meets all state and federal regulations for dietary supplements.

According to Redux, the original Cocaine Energy Drink's worldwide success is due, in great part, to the nearly US\$40 million of free television advertising generated within



the first six months of operations (which resulted in near-instant worldwide notoriety for both Redux Beverages and the drink itself.) In the first 120 days after launch, Cocaine Energy sold over US\$4.5 million of product in the US.

"The original drink and the new shot serve different markets," said Redux founder Jamey Kirby, "which gives us even more traction. The original Cocaine Energy Drink targets the youth consumer, with a key demographic of ages 15 – 25; the Cocaine Energy Shot targets a more mature, health-conscious consumer from age 25 onward."

## Golden innovation

**GERMANY** Product Launch Analytics (PLA) from Datamonitor has identified an energy drink that could contain 5 grammes bars of real gold as an 'Innovation of the Week'.

The GoldDigger energy drink is conventional in its formulation, as – like many other energy drinks in the market – it contains ginseng and guarana. However, what makes this new drink innovative is that a select number of the cans contain real gold bars. After the drink is consumed, the consumer digs a hole in the bottom of the can to find out if they have 'struck gold.'

Tom Vierhile, Director of PLA, said: "The energy drink market is becoming increasingly crowded, and it is now difficult for manufacturers to ensure that their products stand



out. The GoldDigger Energy Drink is a good example of how a brand can be set apart from the competition. This product is a nice combination of clever branding and an attention-grabbing promotional concept that could capture consumers' imagination."

# IBWA

International Bottled Water Association

2011 IBWA  
Annual Business Conference  
Participate • Learn • Succeed

Trade Show  
Technical and Business Seminars  
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MGM Grand Hotel • Las Vegas, Nevada  
September 26-30, 2011  
[www.bottledwater.org](http://www.bottledwater.org)

# Water & Water Plus

## Volcanicity

**UK** A new £3million cross-media advertising campaign for both Volvic natural mineral water and Volvic Touch of Fruit is underway.

The natural mineral water campaign consists of two 30 second adverts. The first is set in the 'Volvic village' and features the locals running to the nearby 'Volvic volcano' to witness an eruption of Volvic natural mineral water. The second is in an orchard where a villager enjoys the fruity taste of Volvic Touch of Fruit. The soundtrack to the advert is a specially re-recorded folk version of the 1980s classic 'Pump up the jam' by Technotronic.

In addition there is large scale in-store sampling to drive trial of the Touch of Fruit range and poster activity to promote the launch of the new sports cap bottle.



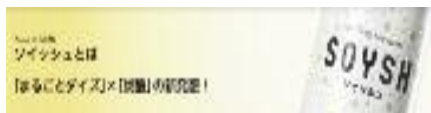
## Soy innovation

**JAPAN** Otsuka Pharmaceutical Company, the nutraceuticals producer known for brands such as the sports drink Pocari Sweat and the dietary fibre beverage Fibe-Mini, has introduced Soysh, which is as much a new category as a new product.

Soysh is a combination of soy milk and carbonated water, delivering a drink which is both refreshing and healthy. It is presented in a stylish shrink-wrapped bottle with minimalist graphics.

The brand's website ([www.otsuka.co.jp/soysh](http://www.otsuka.co.jp/soysh)) explains the importance of increasing soy intake, as part of a health foods educational campaign mounted by the group.

Otsuka is promoting its 'Soylution' concept globally, based on a corporate vision of soybeans as a solution to health and dietary issues. The company has also developed Soyjoy, a fruit soy bar, as 'a new way of consuming soybeans'. The latest variant in this range – Soyjoy Fruity Tomato – was released recently in Japan.



Soysh banner.

## Repositioning

**UK** Barr soft drinks is giving its Strathmore bottled water a new look and brand message: 'Strathmore – A source of clarity'. The packaging makeover labels feature Glamis Castle which lies at the heart of the Vale of Strathmore, highlighting the brand's authenticity as a major Scottish water brand.

New pack sizes will offer more consumer choice and include a new shape 750ml pack and handy-sized, 330ml priced and non-marked PET pack. Strathmore is available to the impulse sector in a variety of pack formats including 500ml PET, a price-marked 330ml pack (29p) and two 69p 500ml price-marked SKUs, Twist still Blackberry/Strawberry and Twist still Lemon/Lime.

"Provenance and authenticity are becoming increasingly important to consumers, particularly in relation to water; shoppers are increasingly conscious about where the water originates from. In research, Scotland is cited as the best place for water to come from and so allows us to position new-look Strathmore as a great Scottish water from a great Scottish company," said Adrian Troy, A. G. Barr's Head of Marketing.



New, recyclable packaging, including a new easy-grip shaped bottle re enforces the new brand message, embossed with 'A source of clarity' which is on each pack.

## Gold medal

**ANGOLA** The Pura brand has won a gold medal in the Monde Selection quality testing awards.

This has delighted the brand's bottler, Refriango, which has launched an advertising campaign to explain to Angolans what the medal means, including how it was judged.

Not only does it set the brand as a leader in Angola, says Refriango, but it also positions Pura as among the world's best.



Leveraging the gold medal – Pura advertising.

more prizes and run a unique temperature activation game.

Other initiatives include in-store promotions, and a partnership with WHSmith to display the campaign creative in high visibility windows across the country, including Victoria and Waterloo train stations and all major and regional airports throughout the UK.



Soysh bottle.

## The perfect summer

**UK** This Water, a blend of spring water, juices, crushed fruit and beet sugar, has launched an on-pack promotion giving people the chance to win 'the perfect summer.' Prizes include a trip to the Burning Man festival in Nevada, a VW camper van and a bar-beque on Table Mountain in South Africa.

This Water will focus on digital marketing to support the campaign. This will incorporate bespoke Facebook and Twitter pages which will be used to give away hundreds

## Hispanic

**USA** Nestlé USA has introduced three flavoured aguas frescas drinks based on traditional Hispanic beverages. The drinks are 100% natural and formulated to produce an authentic, homemade taste. Nestlé Aguas Frescas Jamaica, made from hibiscus flowers, and Tamarindo, made from tamarind puree, are an excellent source of vitamin C whilst Horchata is made from rice and cinnamon, and is an excellent source of calcium.

"Consumers with roots in the Hispanic culture will find that Nestlé Aguas Frescas reminds them of home, of growing up," said company spokesperson Juan Motta, Head of Domestic Emerging Markets. "It's another way to blend the best of two cultures."

In the 15th century, Aztec farmers would paddle their canoes into Tenochtitlan (now Mexico City) with fresh fruit that they would

mash and mix with water for a refreshing drink. Today this type of beverage is popular throughout Latin America. Made from the fruits that are in season in each region, aguas frescas are an iconic part of Latin American culture.

As part of the launch activity Nestlé Aguas Frescas' grassroots teams called 'Los Vitroleros', referring to the glass urns that aguas frescas is traditionally served in, will visit select cities to provide free samples and coupons of the three beverages to an estimated 2 million consumers. In addition, Nestlé will be deploying a custom-built food and beverage truck,



called the Nestlé Aguas Frescas ¡Aguas! Móvil that will visit Los Angeles neighbourhoods, parks, beaches, festivals and retail stores providing free samples paired with tacos.

## Glacial arrival

**TAIPEI / HONG KONG** Anchorage-based Alaska Brands Group's premium bottled water product, Clearly Alaskan, sourced from Eklutna glacier an untouched river of ice frozen in time for more than 10,000 years, is being introduced to Asian and Pacific consumers. Besides Taipei and Hong Kong where the bottled water has been launched, the group has identified additional strategic markets in Asia and Europe and is planning targeted expansion into these regions throughout 2011.

According to Alaska Brands, the water's balance of natural mineral content, ionisation and high base alkalinity (7.9 pH) make it a beneficial aid to body hydration and good health. The water is charcoal filtered and ozone purified to maintain a natural and fresh taste. The company's CEO, Lynn Allingham, noted, "many bottled-water products around the world are altered and artificially enhanced with minerals and vitamins, and additives to raise the pH. The features making Clearly Alaskan unique are minimal processing and a unique natural combination of minerals. We really don't need to add anything – its naturally good."

Packaging features Enso's recyclable and biodegradable plastic bottles.

Clearly Alaskan joins a range of bottled water products marketed by Alaska Brands Group: Clearly Arctic bottled water made for the Alaskan market, and Alaska Crystal Glacier water, an ultra-premium brand targeted for the hotel and fine-dining market.

## Aqua Pacific

**USA / FIJI** While Fiji Water is, thanks to a massive promotional budget, the biggest Fijian water brand in the United States, another brand – Aqua Pacific – is building respectable market share.

Produced by Crystal Clear Mineral Water (Fiji), Aqua Pacific has a smaller budget but is gaining profile through delivery trucks in colourful livery and creative use of social networking.

It is also very visible in its homeland, through merchandisers, sports sponsorships and outdoor advertising.

Aqua Pacific draws its water from the highland wilderness inland from Nadi International Airport, the main gateway to Fiji. The brand was created by one of Fiji's



*Aqua Pacific in the US – a highly visible brand.*

longest-established soft drink bottlers, Altaaf Mohammed of Frezco Beverages.

Available in 600ml, 1 litre and 1.5 litre variants, Aqua Pacific's packaging is as colourful as its tropical source, featuring multi-coloured parakeets, a butterfly and foliage.

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# Carbonates

## Back by demand

**USA** PepsiCo's Mountain Dew (DEW)'s summer campaign is underway with bringing back favourite Mountain Dew flavours (Pitch Black, Supernova and Typhoon), for a limited time only as part of the Back by Popular DEWmand campaign.

Pitch Black and Supernova will be sold nationwide while Typhoon will be exclusively available in 2 litre containers at Walmart Supercenters. Consumers can demonstrate their passion for DEW by sharing photos and videos and participating in Facebook groups focused on their favourite flavours.

Brett O'Brien, Senior Director of Marketing, Mountain Dew, said: "There is no fan like a Mountain Dew fan – DEW fans are always engaged and we truly value the feedback they provide about what they want to see next from Mountain Dew. Through this programme we'd like to thank them and encourage their continued enthusiasm and support."

## Digital first

**UK** Dr Pepper is using digital media in its first-ever alternate reality social game, the 'Pepperhood'. Available to share via Facebook and supported by a media partnership with entertainment channel MTV, the digital strategy is set to excite, challenge and reward teens as they bid to be crowned 'President' of the 'Pepperhood'.

The dedicated hub ([www.drpepper.co.uk](http://www.drpepper.co.uk)) features the 'What's the Worst That Could Happen' personality in an American collegiate society setting, creating a series of 'Pepperhood' challenges before one player is crowned the 'President' on MTV later this year.

The 'Pepperhood' brings together games, quizzes and user-generated content all designed to test teens as they pledge their allegiance to the society. Each challenge is divided into three levels – bronze, silver and gold – that the recruits must unlock to be in with the chance of winning rewards including game consoles, video cameras, shopping vouchers and cinema tickets.

A television partnership with MTV supports the promotion. The first 40 second spot has introduced the concept followed by a further five executions leading up to the announcement of 'President' in October.

Zoe Howorth, Market Activation Director for Coca-Cola Great Britain, commented: "Teen communication is at the heart of the Dr Pepper brand and we're pushing new boundaries in 2011 with the launch of the 'Pepperhood'. With the



At the same time the DEW All-Stars has been created, comprising hand-picked 'super fans' each one representing one of the DEW flavours. There is further summer activity with Loot for Labels, an on-pack promotion that rewards consumers who send in labels from their favourite DEW flavour with flavour-themed gear. Each time fans redeem labels for gear they will be entered to win the top prize – a year's supply of Mountain Dew.

## Reving up

**USA** Joining forces with Marvel Studios, 7UP has launched the 'Rev Up with 7UP and Captain America' sweepstakes. Participants can visit [wincapsbike.com](http://wincapsbike.com) for a chance to win one of 13 Harley Davidson motorcycles that will be given away until 31st August. The brand is also a sponsor of 'Captain America: The First Avenger' which opens nationwide on 22nd July 2011.

Characters from the film will feature on limited-edition cans of 7UP, Cherry 7UP, Sunkist Soda, Canada Dry and A&W Root Beer, which consumers can collect.



'What's the Worst That Could Happen?' philosophy at its heart, the game plays out over web, mobile and the real world, reaching a wider audience with a series of light hearted challenges and engaging rewards. We're looking forward to recruiting members to this new not-so-secret society and crowning our first UK Dr Pepper 'President' in October."

## Celebrating summertime

**UK** Moments of summertime are the theme of a new TV campaign from Irn-Bru. The 60 second commercial is a mix of live action and animation set to the soundtrack of the fast-paced hit, 'Pencil Full of Lead'.

In it a young couple has some fun by putting their heads through two seaside cardboard cut-outs. The cut-outs come to life in the shape of a buxom young woman and a seven stone weakling of a man and leads to a riotous chain of events as the couple try and outwit each other to get their hands on a can of Irn-Bru.

Adrian Troy, Head of Marketing for A.G. Barr, described the advertisement as "another Irn-Bru classic," adding: "We wanted to celebrate all that is symbolic about summertime in Britain and we feel this campaign has really captured the spirit of summer."

The summer campaign, part of a £15 million annual investment in the brand, also includes a national online competition, 'Star in the Ad'. Visitors to the Irn-Bru site will be asked to upload a photograph of their face which will then be transformed into one of the leading cut-out images from the advert.

Promotion packs and formats will be launched throughout the summer including the return of the popular 500ml 'big' cans. Limited edition multi-packs will also be available along with POS and branded merchandise.

## Retro

**USA** 7UP has introduced new limited edition packaging designed by the finalists of the television programme, *The Celebrity Apprentice*. Finalists, Marlee Matlin and John Rich, went back to the 1970s and 1980s to produce their retro design to celebrate the brand's heritage.

7UP is also donating \$50,000 to each of the finalists' charities. Matlin is competing for the Starkey Hearing Foundation and Rich is supporting St Jude Children's Research Hospital.

The finalists were also challenged to produce a 30 second TV commercial to promote the new designs and tasked to plan a star-studded launch event to introduce 7UP Retro to the brand's bottlers, retail partners and fans.

In its new packaging, 7UP Retro is made with real sugar to celebrate the brand's heritage and crisp, clean lemon-lime taste. The brand has also released limited edition 6-packs of 7UP Retro in green glass bottles at select retail locations.



## Targeting teens

**UK** Sunkist's summer campaign is using social media to engage directly with teenagers. The 'Go Somewhere Sunkist' campaign began last month with a daily competition on the brand's Facebook site to win an iPhone or a Blackberry every day throughout June. The campaign included surf-themed banner adverts on Facebook, Channel 4's main websites and various popular teen sites such as MSN and Play.com.

In addition there is UK poster advertising and sampling in major conurbations. During the school holidays, models in bikinis and board shorts will be giving out product to teenagers in town centre locations.

James Nichols, Brand Manager for Sunkist, commented: "Our Facebook activity follows the revamp of the Sunkist website so we're putting a lot of energy into making sure our digital marketing hits the spot with our young target audience."

Licensed by Vimto Soft Drinks in the UK, Sunkist was relaunched to the market less than a year ago with a new logo, a packaging redesign and the introduction of three new flavours. Since then, according to Nielsen figures, the brand has achieved triple digit value growth in both the impulse and independent channels.



*Research has shown that the vibrant, eye-catching packaging of Sunkist, a nod to the drink's Californian roots, is very popular with the youthful target audience.*

## Fashionable

**UK** This summer Diet Coke and ASOS brought the world of fashion to the famous Piccadilly sign in London with a 60-second film featuring Vikki Pollock, Claire Nisbet and Sarah-Louise Jones, winners of the Diet Coke and ASOS Street Style Star competition which launched earlier this year in a bid to uncover the girls with the most inspiring looks from around the country.

The winners were voted the nation's most fashionable females in a public vote on [asos.com/streetstylestar](http://asos.com/streetstylestar). The Diet Coke and ASOS teams transformed them into style icons for the day before their looks were caught on video.



## Teas

### Try it first

**UK** Britvic is running a £1million summer marketing push for Lipton Ice Tea with the tag-line 'Don't knock it, until you've tried it'. Activity includes a national sampling programme, a targeted PR campaign and digital activity.

A Lipton Ice Tea team is touring the country handing out 1 million samples whilst the second part of the direct-to-consumer activity will see Britvic set up 'knockers' games and sampling stations in around nine of the UK's largest city centres and parks. This year the best Lipton Ice Tea brand ambassadors found via sampling will be awarded £250 worth of Red Letter Day vouchers every day.

The campaign is being supported by a dedicated UK Facebook page for Lipton Ice Tea to ensure that consumers remain engaged with the brand all year round. The national consumer PR campaign will encourage consumers to enter a competition to win Red Letter Day vouchers. All consumers have to do is nominate a family member or friend to try something they've previously never done before on the Lipton Ice Tea Facebook page.



Jon Evans, Head of Seed Brands at Britvic, commented: "We are really excited to be launching the biggest ever version of 'Don't knock it' this summer. We know from our research that most consumers don't think they will like it before they've tried it, but once sampled, around 80% go on to buy, which is equal to the very best



*Lipton Ice Tea is now also available in a 250ml glass format suitable for licensed and food service outlets.*

brands in the market. We recommend that retailers take advantage of the growing popularity of Lipton Ice Tea."

## From Italy

**UK** The leading Italian-owned soft drink company, San Benedetto, has introduced its new range of Iced Teas. San Benedetto is the 'Taste of Italy both on quality and design' founded in 1956 in Scorze (Venice) to become the No 1 Italian owned company in the soft drink market, exporting to some 80 countries around the world. The company has five plants in Italy, two in Spain, one in Poland, one in Hungary and joint ventures in France, Mexico and the Dominican Republic.

San Benedetto built its business on mineral water which accounts for 47% of sales and, although new to the UK, the Iced Teas now represent 21.5% of the company's



€875 million turnover.

SBI Invest has chosen to expand its name and range in the UK by introducing the range of healthy teas both in cans and PET. Green tea is recognised as a healthy refreshing drink made with mineral water and is full of antioxidants.

## Rooibos range extended

**SOUTH AFRICA** Joekels, a tea producer, has leveraged its expertise with the distinctive rooibos tea by introducing a new powdered milkshake range for children. Laager Shake4Kidz is caffeine-free and rich in antioxidants, a boon to young immune systems.

Joekels says that "additional vitamins, combined with the calcium in the milk that forms the base of these shakes, boost health and help build strong bones and teeth. Rooibos calms nerves and helps promote healthy sleep."

No preservatives, colourants or additives ensure that the range avoids triggering any allergies. Laager Shake4Kidz, available in chocolate and strawberry flavours, is packed in boxes of 10 12.5g sachets.



Laager Shake4Kidz strawberry / chocolate.

Joekels has a long history in rooibos tea, having processed and packed the leaves since 1945. In recent years the company has built on the tea's popularity in South Africa to develop new product styles such as Laager Rooibos Cappuccino.

## Pirate film link

**CHINA** A multi-media advertising campaign for Lipton's Ready-to-Drink Green Tea, the newest flavour in the RTD range released in China, was rolled out to good effect in association with the *Pirates of the Caribbean: On Stranger Tides* movie. The cinema advertisement was screened publicly for the first time at the movie's Chinese premiere.

Starring popular actor Takeshi Kaneshiro, the cinema advertisement and television commercial show the hero taking a drink of Lipton's Green Tea and being transported to West Lake, Hangzhou, in an area known for its Longjing tea leaves. The imaginary journey concept, helped by elegant special effects, was designed to communicate the revitalising and stimulating effect inherent in the drink.

DDB Shanghai was responsible for the campaign, which also includes online and outdoor executions. Last year DDB Shang-



Screen shot from Lipton's Green Tea advertising campaign.

hai created the launch campaign for Lipton's Ready-to-Drink Sri Lanka Black Tea, also starring Takeshi Kaneshiro.

"The competition in the ready-to-drink tea category in China is fierce," said Kate Lee, Asia Marketing Director for Pepsi Lipton International. "Not only is this campaign strategically sound, it is exceptional in execution."

## No sugar and mochaccino

**ITALY / USA** illy issimo the ready-to-drink coffee-based beverage, a collaboration between illycaffè and The Coca-Cola Company, has introduced two new variants - caffè no sugar and mochaccino flavours.

illy issimo caffè no sugar offers a 15 calorie, unsweetened version of the full-bodied blend in caffè. illy issimo mochaccino presents a sophisticated taste of Italian lifestyle, reminiscent of the Italian tradition of drinking espresso with a piece of chocolate. At 100 calories per can, illy issimo mochaccino delivers the taste of Domori Chocolate, a delicacy otherwise unavailable in the US.

"Our discerning coffee aficionados do not want to sacrifice anything while they are living their fast-paced lifestyles and with the deep coffee taste, lower calories, natural ingredients, convenience and Italian pedigree of these two new illy issimo beverages, they don't have to," said Tom Larsen, illy issimo General Manager, Venturing and Emerging Brands.

"We are happy to offer our US consumers two new options for enjoying the pure quality of illy 100% Arabica coffee blend. The new illy issimo flavours will delight both unsweetened coffee enthusiasts and chocolate lovers," said Ilaria Presotto, Global Marketing Director, ILKO Coffee International.

## Infusion

**USA** POM Wonderful has launched Lite Pom, a pomegranate juice tempered with water, infused with tea and sweetened with pure fruit juices – all natural ingredients.

"We like to think of Lite Pom as a light beverage done right – a clean, all-natural beverage that showcases the distinct taste of Pom and whose refreshing taste profile will appeal to a wide range of consumers," said Matt Tupper, President of POM Wonderful. "By virtue of its lighter taste, Lite Pom opens up new occasions for people to enjoy Pom and by virtue of its price point it makes Pom accessible to new consumers like value-conscious families."

For health-conscious consumers who watch their daily caloric intake, Lite Pom provides the same powerful polyphenol antioxidants found in POM Wonderful 100% Pomegranate Juice with fewer calories per serving.

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# Quality matters

## microbiological testing in a water bottling plant

Microbiologist and bottled water specialist Mike Hurst outlines the tests suitable for monitoring a bottled water product.

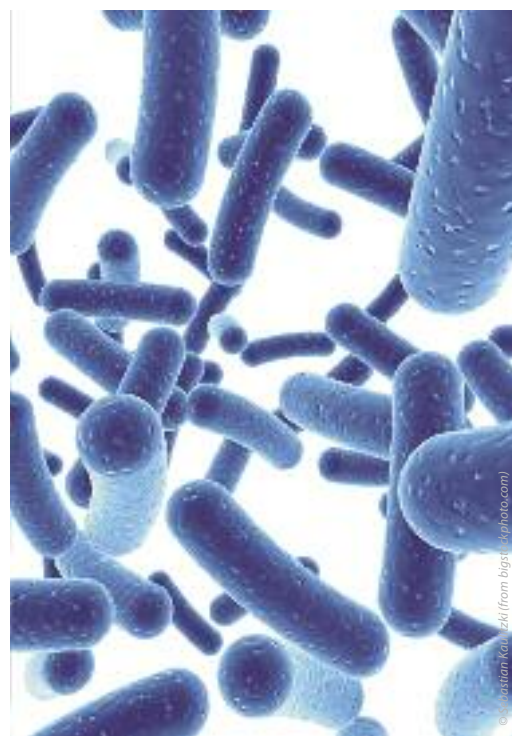
**B**ottled water has a reputation for purity and high quality around the world. Indeed in many areas it may be the only safe form of water to drink. To maintain this reputation the production of bottled water must be controlled and monitored to avoid contamination and prevent deterioration once bottled. However there is a tendency to rely on end-product testing only when it is best protection to implement a HACCP study and use product testing in support. The tests will cover microbiological and chemical parameters.

Microbiological quality is most likely to decline – especially after adverse weather or damage to the source collection works but it can be affected by a badly cleaned plant

A decline in chemical quality only usually occurs when the water is affected by disruption and/or contamination of the aquifer. This can be caused by natural events such as earthquakes, extreme weather or man's activities damaging the aquifer (e.g. quarrying, engineering, dumping of waste) and of course dangerous use of chemicals by farming and industry – factors often beyond the control of many bottlers as they do not own the land where the water falls as rain.

### Who does the testing?

Some large plants/companies are able to afford a full time microbiologist with a proper laboratory. Smaller plants may have limited or no laboratory expertise and need to send off samples to a specialist laboratory – not a cheap option, involving getting the samples to the lab which is not easy in remote areas. Luckily there are now excellent



test kits on the market that can be used under minimalist conditions by staff with little scientific training. This brings the prospect of at least daily checks for all bottlers no matter where they are. I will be looking into these test kits in a later article.

Back-up testing, say once a week, using a reference laboratory is strongly advised. The laboratory will be able to do those tests beyond the capability of the bottler.

### What microbiological tests?

Complying with national microbiological standards is imperative. Most are based on World Health Organization standards. Some tests are also appropriate for quality control purposes. In Europe the following tests are carried out and form part of the regulations covering bottled water. EU Standards are given in italics.

- 1. Total viable count (also called heterotrophic plate count) tested at 22°C and 37°C.** *<100/ml at 22°C and < 20/ml at 37° within 12 hours of bottling.*
- 2. Faecal coliforms (better known as Escherichia (E.) coli).** *Absent from 250mls.*
- 3. Coliforms** *Absent from 250mls.*
- 4. Enterococci (also known as faecal streptococci).** *Absent from 250mls.*
- 5. Sporulated sulphite reducing anaerobes (also known as faecal Clostridia).** *Absent from 50ml.*
- 6. Pseudomonas aeruginosa (in EU).** *Absent from 250ml.*

Tests 1, 2, 3 and 6 are useful in quality monitoring and investigations.

### Microbiological test kits

It is a misconception that all bottled water is produced in large state of the art factories with the resources to fund a qualified microbiologist and a comprehensive testing laboratory. Many are much smaller and simply do not have the financial resources to have more than a very basic laboratory that is not suitable for carrying out

traditional microbiological testing, let alone hiring a qualified laboratory worker. In consequence they have to bear the cost of transporting samples and having them tested on a regular basis. This is where some of the excellent test kits on the market have a vital role to fill.

Regular and frequent testing is necessary to spot if source water becomes contaminated, say by excessive climate conditions, before the water leaves the factory. If contamination, however slight, is spotted after reaching the stores or even customers then the inevitable consequence is product recall which can destroy a business even if the contamination is quickly controlled.

If a test kit is as good as or even better than traditional laboratory methods then that is great news for the smaller producer. The industry is in that fortunate position as there are excellent kits available with the provenance to prove that they compare every well with traditional laboratory methods. Indeed some have attained government acceptance as reliable methods.

### The value of good test kits

They require minimal test facilities – maybe a small incubator, possibly a cheap UV lamp and a pipette or two.

They can often be carried out by staff with little practical training in testing although the person does need enough knowledge to know what the test is for and how to read it and the significance of the results.

The results are often ready within 24 hours thus permitting 'hold and release'. Compared with sample transport and lab testing they are cheap. This encourages multiple tests which may be useful in tracing the source of a problem.

Next day results help to quickly pinpoint problem areas allowing rapid resolution of a concern. They are reliable and can be relied on to show legal compliance. They allow the owner to sleep at night not worrying about results to arrive from the lab.

Results are usually clearly defined and difficult to misread. If there ever are doubtful borderline results then product hold and immediate retesting can quickly tell if there is really a problem and its extent amongst production batches. No need to wait for the lab to call. Most kits have presence/ absence or enumeration options to help quantify a problem if required.

### What kits are available?

For the bottler the most valuable kits are, in order (my opinion):

1. E. coli testing
2. Coliform testing
3. Pseudomonas aeruginosa testing
4. TVC (HPC) enumeration

### Faecal coliforms (better known as Escherichia (E.) coli)

This is the main test for detecting faecal contamination. E.coli is the most numerous aerobic microorganism within the colon of warm-blooded animals and some reptiles in warm climates. The presence of this organism indicates a link, direct or indirect, with somebody's or some animal's faeces and the possible presence of enteric pathogens. Most strains of E.coli are not harmful in themselves (a few are so beware – as recently demonstrated in the German sprouted seeds outbreak) but their presence, even at the lowest level, is intolerable and must result in immediate product hold or recall. The presence of the organism usually means a compromised source which means urgent remedial action and the need to identify when the contamination began and which batches are safe to release. Good product coding and test kits will help.

### Coliforms

This diverse group of relatives of E.coli are widespread in the environment. Although some are found in the intestinal tract there is no suggestion that they indicate faecal contamination if no E.coli is found. They do, however, constitute contamination and should be dealt with when detected. Some strains can

*Continued on page 34*

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- Pseudomonas aeruginosa

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**IDEXX**

**QUALITY MATTERS**  
– continued from page 33

colonise a bottling plant – living in seals – and can be very difficult to get rid of. In my experience they can be especially troublesome in flavoured water lines. Kits facilitate pinpointing such contamination.

Test kits usually combine E.coli and coliform testing

**Pseudomonas aeruginosa(PsA)**

A controversial organism that is widespread in the environment. It is a natural inhabitant of water, a prime cause of biofilms and can be found in many public mains distribution systems. It is a major concern in swimming pools. PsA can be harmful to humans but is not thought to cause illness if consumed. Its presence in bottled water is illegal in the EU whilst there are no constraints on its presence in tap water.

It can grow in bottled water causing an off odour so it is a compliance and quality problem

Until recently PsA testing took days and had to be carried out in a specialist microbiology laboratory. The net result was that when results came back the water was gone and may even have reached the consumer.

Now I am delighted to say we have a breakthrough which is going to revolutionise bottled water quality control testing – a PsA test kit that can be used alongside the E.coli/coliform kits. This will permit not only hold and release but expedite the resolution of those cases where the organism colonises the bottling plant – something which it is only too capable of.

**Total viable count  
(also known as heterotrophic plate count)**

These tests count the general bacterial flora of the water. An increase usually indicates a build up of organic matter (biofilm) in the system and is the growth of the natural water bacteria in the system. It will result if water is left sitting in pipes. The levels found are usually a reflection



Mike Hurst is Consultant Microbiologist at Watermark Consultancy Consultant to: Watercoolers Europe (formerly EBWA); European Drinking Water Cooler Association (formerly EPDWA); Belgian Bottled Watercooler Association; British Watercooler Association and Dutch Water Cooler Association (AWCN).

of the cleanliness of pipework, deadleg, gaskets, valves, taps etc.

However, a sudden increase in TVC can indicate a surge of contamination from pollution of the source so tracing the origin of a high TVC can be important. In such cases and routine investigations the sampler needs the flexibility of time of sampling (i.e. not being constrained by the need to get samples to a lab). This is where TVC test kits score

And, of course, there is the little matter of legal compliance although TVC/HPC bacteria are not regarded as harmful to health (the WHO says so). TVC test results are judged within 12 hours of bottling in the EU. Thereafter an increase of TVC in a sealed bottle is inevitable and expected unless the water is heavily ozonated. TVC development depends on how much organic matter is in the bottle. TVC test kits make assessing how TVC will increase in your product an easy and convenient thing to do. ■

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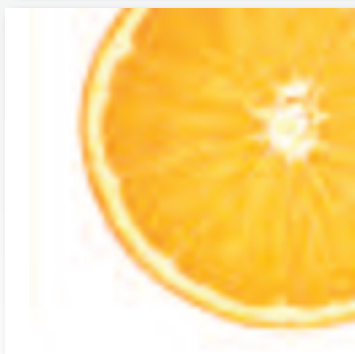
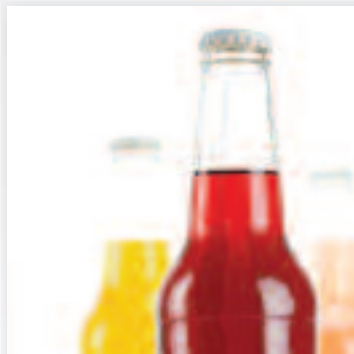
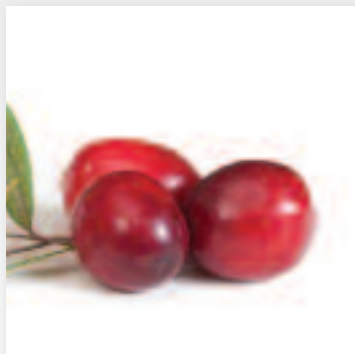
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# Facebook

## next generation best practices

New features will make it much easier for soft drinks producers to do business on the social network, writes Joe Dysart.

With the roll-out of Facebook's new make-over this spring a fait accompli, many web-savvy soft drinks makers are rejoicing that some of the service's new features will make it much easier for them to do business on the social network – both creatively, and from a business analytics perspective.

Millions of Facebook users have been watching the latest evolution of the service – which includes a new look and feel for everyone who has a Facebook account – roll-out across the network since late 2010.

“Facebook is a leader in today's brand marketing,” says Mike Spear, Marketing Director at Jones Soda Company in Seattle, Washington. “The fan reach, real time aspect, being able to repeatedly communicate with consumers, being able to quickly respond to customers etc., makes marketing on Facebook successful.”

Agrees Mark Seiler, President, Maine Root, based in Austin, Texas: “It's easy, no cost, and takes a few minutes to interact with customers a few times a week. It helps to get the word out for new products we have, places that are now carrying our brand, and events where we are selling or sampling our product.”

### Framed content

One of Facebook's most anticipated changes is the network's new ability to easily add framed content to a Facebook page – technically known as content presented within iFrames. Essentially, the change enables any soft drink maker to easily mirror the web design of their website on a Facebook page – as long as it's within an iFrame.

Scores of web designers are celebrating the move, since attempting to duplicate the look and feel of a company's website pages on Facebook had previously presented quite a challenge in many cases.

Moreover, Web marketers say the introduction of easy iFraming also makes it much easier for a business to crunch analytics, including tracking visitor activity on Facebook pages, and thoroughly analysing how sales and other sought-after con-



Jones Soda uses a variety of tactics – polls, contests, questions, videos, and iPhone apps – to keep 'fans' interacting with its Facebook page.

versions are unfolding on your company's Facebook page.

One caveat: If you or your web designer plans to take advantage of iFrames on Facebook, be sure that you protect such content from would-be computer hackers, who can compromise iFramed Web pages if those pages are not secured properly.

“Good programming and updates (to all the software you are using) are key to protecting this kind of content,” said Catalin Cosoi, Head of BitDefender Online Threat Labs, a division of BitDefender, a web security firm based in Bucharest, Romania. “Actually, this means applying strong security policies to all of the company's web pages, including those on Facebook.”

### Marketing best practice

All told, the Facebook make-over has stimulated marketers to update their best marketing practices for the service, as detailed below:

- **Understand why Facebook is so powerful:** While social networking has been around for awhile (people were socialising on web discussion forums long before Mark Zuckerberg got his first tricycle), Facebook was one of the services that made such networking so effortless, so fun and so multi-faceted. For example, once someone signs up for your 'fan' or business page on Facebook, they immediately begin getting information about your business in their News Feed. They can then instantly share your offers with others in their social network, effortlessly engage in discussions on your Facebook page, give their opinion about your products or services, and can shop on your Facebook page – all extremely intuitively.

Small wonder Facebook now has 600 million-plus registered users.

“It's a big success when we use Facebook status updates to post info and photos about all the new cities and supermarkets that carry Jones Soda products,” says Mike Spear, who long ago realised Facebook's promotional heft. “Whether it's a brand new product that just launched, or a new city or store that just started carrying our products, we like to announce it to our fans via Facebook so they are the first to know about new products and new places to pick up Jones. It gets them excited and energised when it happens to be their town or city that we are talking about.

“We incorporate many different ways for our fans to interact with the page – providing options



Right: Maine Root says it's achieved results on Facebook with minimal effort.

is the best way to reach every type of fan. Polls, contests, questions, videos, and iPhone apps are all a great way to get our fans talking. Plus, it helps us learn more about what they like and want. We view our brand as a two-way street, and are always interested in hearing what our consumer has to say.”

• **Get creative with Facebook’s newly unshackled web design features:** For years, web designers have bemoaned the fact that they were forced to use Facebook’s propriety programming for much of the designing they did on the Facebook site. No more. With the completion of Facebook’s latest make-over in March, the service is now offering web designers complete creative design freedom within specified framed areas of your pages on Facebook.

“I for one am thrilled with this long-awaited news,” says Janet Driscoll Miller, CEO of SearchMojo, a web marketing firm. Essentially, any content that appears within these specially designed iFrames is no longer subject to the limitations of Facebook’s design format. Instead, the content can be easily designed with more robust web design programs like DreamWeaver or Microsoft Expression. “This is a huge timesaver when you’re trying to program pages to match your corporate brand,” Miller added. (You can check out what your content will look like within an iFrame at this link: [http://www.facebook.com/whosbloggingwhat?sk=app\\_126661227405239](http://www.facebook.com/whosbloggingwhat?sk=app_126661227405239)).

• **Post often, interestingly and with plenty of graphics:** The only way to continually attract attention to your Facebook page is via constant updates. Fortunately, you can post to Facebook a few times a week, or in some cases, every day, and other Facebook users won’t consider you annoying. After all, those who ‘friend’ you are clearly saying they are interested in what you have to say. Just be sure it’s interesting, and it includes images or video often. Graphics are the lifeblood of Facebook.

• **Engage, don’t broadcast:** If you’ve had a business page on Facebook for any amount of time, no doubt you’ve heard this. But it bears repeating. Businesses that use traditional methods to broadcast their brands on Facebook are generally received with a collective yawn, and sometimes even negative retribution – from Facebook users protective of the social network’s culture.

• **Take advantage of Facebook’s new integration with Google analytics:** “Not long ago, Facebook removed some features that allowed you to track your page views in Facebook via Google Analytics,” said Miller, who is also co-author of a free ebook on Facebook marketing, *The Facebook Marketing Update: Spring 2011* (<http://www.hubspot.com/free-ebook-the-facebook-marketing-update-spring-2011/>). That’s no longer a problem, Miller added, now that Google allows company web content to be displayed within the new iFrames model. Essentially, any content showcased within the frame can be completely tracked, sliced and diced with Google Analytics (<http://www.google.com/analytics/>), a free program that has a great reputation for analysing user behavior on web sites.

• **Easily track sales and other conversions sought on your Facebook presence:** “Seriously, this one deserves about 15 exclamation points,” Miller said. “iFrames makes tracking conversions



Left: Technorati is an excellent tool for monitoring the blogosphere and below, BoardTracker is a free discussion board monitoring service.

from Facebook – and keeping ad respondents with the Facebook application – much easier.”

• **Post a ‘Like Button’:** A recent Facebook innovation, the ability to ‘Like’ a business confers an instant recommendation of your business to everyone within a Facebook user’s circle – be it 12 people or 1,200 people. You can easily add a ‘Like’ button to your Facebook page by visiting: (<http://developers.facebook.com/docs/plugins/>).

• **Consider other business-friendly social plugins:** These plugins include ‘Recommendations,’ which gives users personalised suggestions for pages on your site that they might like and ‘Comments,’ which allows visitors to comment on content on your Facebook site.

Meanwhile, the ‘Like Box’ enables users to ‘like’ your Facebook page and view its stream directly from your web site; ‘Facepile’ shows profile pictures of a user’s friends who have already signed up for your site and ‘Live Stream’ allows users to exchange comments and engage in other shared activity in real-time as they interact during a live event on your Facebook page.

• **Post freely under your business name to other pages on Facebook:** With the make-over this spring, Facebook has also made it very easy for a business to make a post to the walls of other pages. Previously, business messages had been restricted to appearing on the Facebook News Feeds of people who liked you, friends of those people, and of course, on the wall of your own business Facebook page. Used judiciously, this new freedom to post to the walls of other Facebook pages could make promotion on Facebook a whole lot easier.

### Keep talking

Quite simply, Facebook users expect a conversation from the businesses they befriend. And they expect it to be authentic. ■

Businesses that use traditional methods to broadcast their brands on Facebook are generally received with a collective yawn, and sometimes even negative retribution...

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# Bottled water fortunes

*a year of improvement and changing dynamics*

Bottled water represents the biggest global volume growth for soft drinks, reports Richard Haffner.

**M**ore than other soft drinks categories, bottled water is a volume-driven category, based on Euromonitor International data. At a global level, bottled water total volume sales surpassed carbonates for the first time in 2010. Off-trade only sales achieved this first in 2007. However, unit prices remain relatively low and private label competition is a growing threat in developed markets. So carbonates remain, by far, the leading soft drinks category in total value.

In the future, bottled water represents the biggest global volume growth opportunity for soft drinks. From 2005 to 2010 global bottled water total volume grew by over 50 billion litres, accounting for over half of global soft drinks growth. This is more than double the volume contribution of carbonates during this period. Euromonitor International projects that bottled water will maintain this growth trajectory through 2015. However, in the future, developing markets, particularly in Mideast/Africa will be more important to growth than in the past, counterbalancing bottled water's declining fortunes in North America.

The underlying developments driving this trend in the developing world are increasing incomes, urbanisation of the population and the desire for cleaner drinking water. We will examine the impact of these broad based demographic and economic trends. While developed markets will still see growth, environmental and sustainability issues will present headwinds.



## Bottled water category in perspective

The sharpest growth over the 2005 to 2010 period was in the niche categories of flavoured and functional water, reflecting increasingly dynamic new product development activity and growing consumer affinity with better-for-you beverages. While these two categories are niche in volume, they have the highest off-trade price per litre of all bottled water categories. Each category's price per litre is more than double the price of still bottled water.

Functional bottled water has effectively emerged as a new soft drinks category over the course of the decade, with volume surges in both European and North American markets. However, during the recent economic crisis the unit price of the beverage was a stumbling block. North America represents 58% of global sales and saw volumes more than quadruple from 2005 to 2008, but is expected to experience a decline in volume sales through 2015 as consumers opt for lower priced still bottled waters. This is a key value-enhancing category, fuelled by a growing trend toward health and sport profile beverages. When belts were being tightened during the recession years, consumers began to scrutinise the ingredients and label claims of functional waters with a renewed skepticism. Clearly communicating the functionality of the product and the authenticity behind it is vital to ensure future volume sales.

Carbonated bottled water showed the weakest 2010 growth, reflecting negative consumer perception of the category in many markets; 55% of global volumes were sold through four markets in 2010 – Germany, Italy, Argentina and Russia.

With all the activity in bottled water, still bottled water remains the dominant category, accounting for nearly 80% of category volume in 2010 and almost 90% of category volume growth through 2015. However, from a value perspective, still bottled water is quite inexpensive with an average off-trade price per litre of US\$0.4 in 2010 (compared to US\$1.0 for carbonates). There are two key factors fuelling the volume growth – growing volume of high volume/bulk containers

in emerging markets where the supply of potable water is poor and developed markets' on-the-go consumption of bottled water in smaller packaging sizes. Of these two factors the desire for improved drinking water quality in developing markets is by far the more important contributor to volume growth.

### The potential of developing markets

Global volume growth was impressive over the 2005 to 2010 period, with the category winning many exiles from carbonates due to a healthier profile of bottled water. In addition key companies are linking developed market consumption with developing market provision; for example, every one litre of Volvic consumed in the UK will provide 10 litres of drinkable water in Africa.

Asia-Pacific and Latin America are driving still water volume growth, reflecting the poor quality of potable water in many markets plus growing consumer sophistication in urban areas. High growth in the urban population is forecast for China (12%), Indonesia (14%), and Mexico (7%) over the 2010 to 2015 period. All developing regions (Asia Pacific, Eastern Europe, Latin America and Middle East/Africa) will add more volume from 2010-2015 than they did from 2005 to 2010. However, because of a higher base, only the Middle East / Africa is predicted to see an acceleration in the growth rate of still bottled water sales through 2015.

In fact the top five growth markets in absolute volume terms are all developing markets; India, China, Mexico, Turkey and Indonesia. In these markets, bulk bottled water, primarily for home delivery, is projected to contribute a disproportionate amount of growth. Increasing incomes and a desire for cleaner drinking water are driving much of this growth. A potential threat to this growth could be growing popularity of purified tap water. India is the exception where bulk bottled water is not projected to contribute as much to growth, due to purified tap water in the

home market already being popular.

Asia-Pacific became the top consumers of bottled water in total volume terms in 2010, dethroning Western Europe. India and China are forecast to drive 60% of absolute volume growth over the 2010 to 2015 period.

While both the US and China are key bottled water markets moving forward, they are key for very different reasons. The US is key because it is so large today being the number one market accounting for 15% of global bottled water total volume in 2010. China is also a key market today accounting for 9% of global volume. However, in per capita terms these markets are polar opposites with Chinese per capita consumption about one seventh of the US. China will be driven by volume growth; this coupled with a self-medication and traditional medicinal culture will aid both still and functional water growth. China's growth rate is projected to exceed the global growth rate with its share of global volume growing to 10% by 2015 while the US's share of global volume declines to 12%.

### The bottled water challenge

Demographic and economic factors favour rapid volume growth in developing markets. While this will stretch bottled water's lead over carbonates in terms of volume, for bottled water to challenge carbonates on value, manufacturers will need to grow the niche categories of flavoured and functional bottled water. An aging population in developed markets may help this development. However, the developed markets are also saturated so growth in functional bottled water will necessarily come from other categories. This means market segmentation and brand positioning will be key to functional and flavoured bottled water growth in developed markets. While the nimbleness of entrepreneurial companies could be an important attribute in developing markets, the marketing muscle of multi-nationals is likely to be the key in developed markets for bottled water. ■

...market segmentation and brand positioning will be key to functional and flavoured bottled water growth in developed markets.



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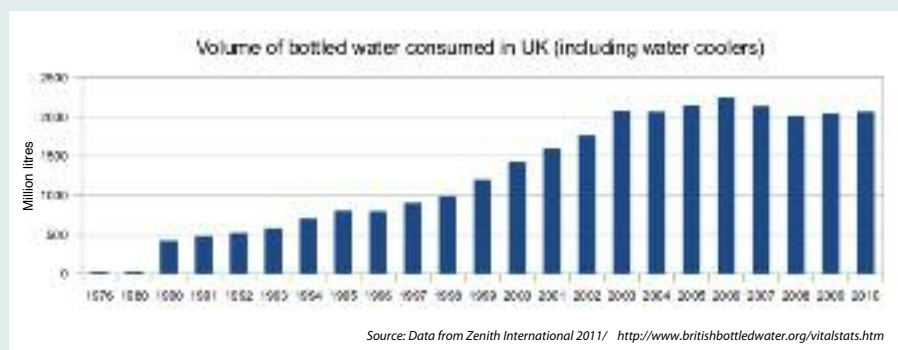
### British consumers continue to embrace British Bottled Water

British consumers are continuing to drink more British-sourced bottled water, in smaller pack formats (less than 10 litres), new data reveals with the latest figures (for 2010) showing growth of almost 2.5 per year over the previous year.

British Bottled Water Producers ([www.britishbottledwater.org](http://www.britishbottledwater.org)) which represents medium and small bottled water suppliers, says that in addition to UK sales of home-produced water, exports have increased. UK production stood at over 1.6 billion litres in 2010, according to Zenith International, with 1,557 million litres consumed in this country. Exports accounted for 60 million litres – an increase over the previous year.

Jo Jacobius, of British Bottled Water Producers, says: "UK bottled water consumption per person exceeded 33 litres in 2010, up from 26.9 litres in 2001. Longer-term growth is expected to continue, with bottled water consumption projected to reach 40 litres by 2020 according to Zenith International.

"Convenience seems to be a main driver for growth with significant increases in sales of 50cl and 1.5litre PET packs. Bottled water is now accepted as an essential; in 2010 for the first time, the UK Government's Office of National Statistics included bottled water as an item in the standard shopping basket. It is to be welcomed that this healthy option, which is good for adults and children alike as it is tooth-kind and calorie free, is now accepted as a shopping essential."



# Cutting edge approach

*and positioned for growth*

Jean-Bertrand de Lartigue, Chairman, Brecon Mineral Water, talks to Jo Jacobius.

**T**his is an important year for me. As 2011 dawned I was appointed chairman of a water company that I know well and admire hugely – Brecon Mineral Water.

As a Frenchman whose adopted country, Wales, produces some of the finest waters in Europe, to be placed at the helm of the leading Welsh water in the UK is a privilege but also a great challenge. My experience has been wide-ranging across industries and across the world, but I am not a specialist in the water sector. And for that reason, I hope that the readers of *Soft Drinks International* may find of interest the observations of an informed layman – in the matter of bottled water that is, but not, I might add, in the areas of business finance or strategic planning.

## Foundation

The company has grown from a tiny cottage industry into a major national company in recent years. The team has fought hard for its continued growth despite the difficult recessionary background; and the fight has proved worthwhile.

However, much of the weaponry involved has been that classic recession-proofing method of cutting costs and seeking savings wherever possible. Now, we see a new period of growth opening up, to using a strategy involving less cost-cutting and more money-making; less distribution-focused and more consumer-focused; and attending more to sales development and clever marketing.

I see this change in approach to be essential and the board and management team of Brecon Carreg are, like many of the more ambitious smaller British brands I imagine, beginning to focus more on improving the bottom line by improving the top line.

Brecon Carreg is deservedly the most widely-recognised Welsh water in Wales. The brand team, with the sales force led by Richard Cook, has put a great deal of hard work into engaging with Welsh consumers and some major retail brands in Wales have been supportive of Brecon Carreg. These include all 15 of Sainsbury's Welsh stores (plus 59 outside Wales), 41 Tesco stores, all 24 of Asda's Welsh stores, and the six Waitrose outlets in Wales plus Ocado.

The team have supported sales in our heartland with a heavyweight outdoor and radio advertising campaign in key metropolitan areas. According to the latest Omnibus data, Brecon Carreg's awareness in Wales, and especially in west South Wales (around Swansea) and in Cardiff, is high. In west South Wales the brand stands equal in terms of awareness with Evian



Jean-Bertrand de Lartigue, Chairman, Brecon Mineral Water.

whilst in Cardiff it is a close second. However, when it comes to preferences, Brecon is well ahead of other brands. It is by far the favourite brand with 18% stating a preference for Brecon Carreg as opposed to 11% each for Evian and Volvic. In the Swansea and Cardiff areas this preference is even stronger – with just under a quarter of the population in these areas expressing a liking for Brecon Carreg (24% and 23% respectively) compared with other brands. Prompted awareness of the brand stands at nearly two-thirds (64%). These data demonstrate what a difference a targeted effort can make for a smaller brand.

As a result, sales increased with strong volume increases in both still and sparkling.

## Provenance

Targeting also comes in the form of a specific product line in the form of Brecon Carreg for Kids. With its specially designed label and small (300 ml) pack size, the sub-brand continued to gain new distribution and proved popular with parents looking for a lunchbox drink that is 100% wholesome, healthy and calorie-free. It also of course reinforces the health nature of the main brand to adult consumers.

However, like all Welsh brands, we are conscious that there is a population in Wales of only 3 million and so to secure our future success we must look beyond the Welsh border. The North West of England is an area where Brecon is already established and we will be building on that, bringing our 'Welsh Magic' theme to major conurbations such as Manchester, Liverpool and Leeds, where there are not only many Welsh nationals but also English who holiday in Wales and love the magic of the landscape that makes our water so special.

'Britishness' is important to consumers. Provenance and the source of foods and drinks matter to retailers and to their customers and, for this reason, we support British Bottled Water Producers which helps fight our corner, explain-



ing to a range of audiences the benefits of bottled water in general and of British water in particular.

When our General Manager, Liz Sherry, addressed the annual bottled water conference last autumn, she spoke about how Brecon Carreg's ethos was based on listening to customers. This is illustrated in numerous ways but one is in new product development and new pack offerings. So, recently, Brecon Carreg launched new added value retail and wholesale multipacks in response to what the market required – good water at great prices.

### Environment

Sustainability is at the core of Brecon Carreg's values. After all, for us this isn't some 'nice to do' optional extra. It is our lifeblood.

Because we draw pure Welsh water from pure, unpolluted Welsh hills in the Brecon Beacons National Park, we must help protect, preserve and enhance the precious 21,000 acres of open countryside from which we 'harvest' this wonderful natural product. Without the land being unpolluted and wholesome, our product simply would not exist. Its authenticity and naturalness combined with that key attribute of all bottled waters – being calorie-free – appeal to consumers.

As part of the National Park land management programme, our Quality Manager is a member of the Fforest Fawr Geo Park Management Committee which earlier this year hosted the European Geo-park Network event – where of course Brecon Carreg Water was served to the delegates. The Quality Manager, Mark Webber, together with Brecon Carreg's Production Manager, Jeff Phillips, participate in the CBI Wales Environment Committee, a useful chance to help shape the future of environmental control and legislation.

Not just outside but within the walls of our bottling plant we also pay great heed to sustainability. In recent years, the company isn't just protecting the land: it is using less plastic, less paper, less fuel and less energy – and the energy is 'green energy'. We've made huge strides in light-weighting our packaging with our light-weighting saving 11.5 tonnes of plastic last year (2010) and a planned saving of a further 4 tonnes in 2011 as we reduced the plastic used for our 2l and 1.5l packs.

Our green strategies have been recognised in the past by customers such as NUS, which purchases for student unions and awarded Brecon a 1st Class Ethical & Environmental Award. The sustainability effort has been backed up by the establishment of the Brecon Carreg 'Green Team', a staff committee chaired by Marketing Manager,



Eva Toth. With members drawn from every level of the company, from senior management to factory floor, this meets regularly to recommend new 'green' strategies recognising that even small initiatives can reap cost and ecology dividends.

In addition, the Corporate Social Responsibility programme is modest and local but makes an enormous difference to a local children's hospice. Ty Hafan has been Brecon Carreg's nominated charity for the last four years in line with our focus on helping Welsh charities that support families with children.

### Growth

Brecon Carreg has put its successes to date down to 'product, promotion, people and passion'. My vision is that we are going to be adding to that focus with emphasis on progress – progress in additional, contemporary means of marketing; progress by pushing the boundaries of our brand business well beyond the Welsh borders and well beyond the traditional customer base; and progress in achieving significant volume sales increases in the coming years. ■

Because we draw pure Welsh water from pure, unpolluted Welsh hills in the Brecon Beacons National Park, we must help protect, preserve and enhance the precious 21,000 acres of open countryside from which we 'harvest' this wonderful natural product.

### How green is our valley?

Making just tiny changes to our packaging can make a huge difference when scaled up across the 40 million bottles of Brecon Carreg sold each year:

- **Lightweighting the bottles:** PET bottles reduced by 30%; 50cl pre-form dropped, saving almost 57 tonnes of plastic on one size per year previously plus reductions made or in progress in 2010-11 have led to savings of a further 15.5 tonnes.
- **Labels:** Weight of labels dropped, saving 1 tonne of paper in a year.
- **Film:** Reduced from 70 to 55 micron films for multi-packs.
- **Glue:** Saved 60% on glue by changing application systems.

Brecon Carreg.  
Tel: 01269850175  
[www.breconwater.co.uk](http://www.breconwater.co.uk)

# Lower unit costs

*a priority for Tirta Amarta*

Besides improving efficiency through upgrading its equipment, bottle lightweighting was the goal for this Indonesian company.

**G**ain market share by attractive pricing, minimised packaging costs plus maximised efficiency in the bottling operation: this was Tirta Amarta's concept for tackling the Indonesian water market. And it did this firstly by means of a newly designed lightweight short-neck container, and secondly by two high-efficiency PET bottling lines from Krones, installed in quick succession.

Packaged drinking water is a huge market in Indonesia. Of the approximately 14.5 billion litres packed in 2010, around 60% came from the market leader. The rest, a still substantial 6.5 billion litres or 65 million hectolitres, is shared by an estimated 670 smaller and larger bottlers. Many of them operate on only a regional or even local scale, and most of them package their water in small portion beakers with a film closure holding 200 to 300 millilitres, or in large 5 gallon containers for home consumption. And this is precisely how Tirta Amarta got its start in the water business too.

## From zero to 93 million litres in two years

Ten years ago, in 2001, Indonesia's water market looked very different; about 250 vendors were producing 5.4 billion litres of water with an installed capacity of 6.7 billion litres. Only the really big producers were offering PET bottles. Today, the installed capacity has reached almost 20 billion litres. In 2002, back in the early days of the water boom, Tirta Amarta had begun to fill gallon containers, and subsequently operated a relatively small filling line, for handling not only



*The water brand viro was well received: demand was rising, Tirta Amarta wanted to expand, wanted rotary technology, wanted its own in-house PET container production operation, better line availability, and higher output.*

drinking beakers, but also PET containers and had, initiated sales in market regions outside the Jakarta conurbation. Tirta Amarta purchased the PET containers already blow-moulded, but due to the market's rapid expansion they soon became scarce. The water brand viro was well received: demand was rising, Tirta Amarta wanted to expand, wanted rotary technology, wanted its own in-house PET container production operation, better line availability, and higher output.

In 2008, the privately owned company had progressed so well that in Bandung Barat, about two hours' drive to the south-east of Jakarta in West Java, and it commissioned its first Krones PET bottling line. Tirta Amarta produced around six million litres here in the first year. This was quickly followed by the next stage of expansion. In the summer of 2010, the second line went into production, this time as a high-speed installation rated at almost double the output of its predecessor. By the end of 2010, the output had risen to 93 million litres.

"The declared goal of our alliance with Krones was improved quality for our bottling operations and our products, combined with enhanced line efficiency and performance", explains Technical Manager Rioan Silalahi. "We want to be operating with an efficiency of more than 85%", adds Endang Retnosusmawati, Plant Manager of Tirta Amarta.

## Monobloc and cleanroom

As with the first line, Tirta Amarta once again opted for a monobloc featuring a blow-moulder and a volumetric filler. In addition, the company enclosed the monobloc in a cleanroom, accessible only through an airlock. "The cleanroom not only provides a daily reminder to our operating staff of how important hygiene is in filling operations, but also boosts confidence in the quality of our bottling operation among our customers who visit the line", says Endang Retnosusmawati. "We regard



*Outside the cleanroom, two Controll machines dress the 600ml and 1.500ml containers in wrap-around labels.*

the monobloc as a definite improvement in terms of PET bottling technology; the trend on the market is indubitably going in this direction”, explains Rioan Silalahi. “This kind of integration really makes sense, particularly when you’re starting from scratch like us. Installation is simple, hygiene is better, we see more advantages than disadvantages.” The PET-preforms are fed in from a room above the cleanroom through the ceiling.

Outside the cleanroom, two Controll machines dress the 600ml and 1.500ml containers in wrap-around labels. An integrated Garantomat on each labeller applies the tamper-evident proof required under statute law. The dressed containers are then packed by a Wrapapac in 12-bottle (1,500ml) or 24-bottle 600ml) cartons and palletised on a Modulpal machine.

### Always using the best

As the blow-moulding machine, Tirta Amarta uses a design-enhanced technology version of the Contiform. The complete valve rack, with its minimised volume of dead space, for example, consumes around 10% less compressed air than the preceding model.

“We aim to invest sensibly at the right points, with the goal of producing our beverages at the lowest possible cost and with minimised consumption of energy and raw materials”, says Technical Manager Rioan Silalahi. “Water is water. Our competitors have that too. We’re committed to always using the best the market has to offer. What’s crucial in a production operation is not the capital investment volume, but the actual unit costs. At the same time, the requisite volume has to be assured.”

### Unit costs downsized thanks to lightweighting

Besides upgrading its excellent technical equipment, the company also concentrated on cutting its unit costs through lightweighting. Tirta Amarta modelled its bottle on the weight-reduced PET container and together with Kronos, the preform producer and the manufacturer for the preform moulds, designed a 600ml short-neck bottle without a support ring. The bottle which features a



*“We’re expecting annual growth of 15 to 20% in the Indonesian water market.”*

neck finish customary in Indonesia, measuring 30 mm outside and 25 mm inside, weighs only 12.5 grams instead of the 16 grams usually found on the market. “Lightweighting demands physical compromises, of course”, concedes Rioan Silalahi. “The first and so far only placing of a lightweight bottle like this, however, secured us a competitive edge and cost advantages on the market.”

### Plans for more capacity upsizing

Tirta Amarta is not resting on its laurels, however, and is aiming to design an even lighter water bottle. “We’re expecting annual growth of 15 to 20% in the Indonesian water market, since per-capita consumption is still relatively low and per-capita income is continuing to rise”, comments Endang Retnosusmawati.

Tirta Amarta has plenty of plans up its sleeve: diversification into flavoured water, expanding the distribution network to other Indonesian islands – and very soon now some more capacity upsizing, once again together with Kronos. ■

Tirta Amarta has plenty of plans up its sleeve: diversification into flavoured water, expanding the distribution network to other Indonesian islands...



*The dressed containers are then packed by a Wrapapac in 12-bottle or 24-bottle cartons.*

# Delivering competitive edge

for brand owners

EskoArtwork introduces its comprehensive solutions portfolio, designed to create optimum results.

A staggering 30% of all profit growth originates from product launches, while 70% of all new-to-market offers fail. EskoArtwork believes it takes just a few simple measures to avoid the pitfalls that accelerate failure and as such has developed a range of creative tools designed to help brand owners navigate a smooth path to success.

The approach is clearly working with packaging for nine out of 10 major brands touched by EskoArtwork tools during pre-production. The worldwide market leader in pre-production tools for packaging design, development and production has an array of dedicated integrated design tools – developed especially for creative packaging professionals as brand owners recognise that, today more than ever before, product packaging is the most important carrier of their brand message. Equally, it is important for packaging designers, prepress shops and printers/converters to get much closer to the brand owners.

The first step in getting the right balance is educating brand owners so that they understand more about supply chain processes in general and packaging supply chain more specifically. This in turn enables process standardisation. Brand owners also need technology that supports process efficiencies in packaging – a natural extension of their product lifecycle management systems. Building strong links between the packaging production process and the product lifecycle management system



Ball Packaging Europe printed pin-sharp images on Pepsi cans using EskoArtwork's flexo technology – the campaign attracted more than 1.4m consumer entries.



increases the support and confidence level between packaging buyer and supplier.

The term, design lifecycle management, complements product lifecycle management. Architecturally, it means a larger, integrated system, configured for specific workflows. Those companies, brand owners or packaging suppliers that are able to manage the packaging supply chain, typically take into consideration five specific practices that relate to the most significant packaging business drivers:

**Enhance:** Enhance practices, operations, skills and knowledge, tools and workflows that get the job done efficiently.

**Create:** Smart tools add flexibility to your creative process, ultimately reducing costs and time to market.

**Sustain:** Packaging rightsizing, reduce waste of consumables like substrates and inks and reduce costs while increasing efficiency.

**Comply:** Single point of entry in the workflow avoids errors and costly product withdrawals.

**Standardise:** Streamline and standardise processes and procedures to cut workflow inefficiencies and simplify the globalisation of artwork.

## A comprehensive range of tools

EskoArtwork's portfolio has been created to address these areas and help brand creators make the right packaging decisions through earlier communication of ideas by placing real samples in front of consumers for early testing. It also helps maintain brand equity – one of the most valuable assets brand owners have to compete – by delivering constant quality in the shortest amount of time, improves quality control with a reduction in double-checking and rework to meet reduced lead times and delivering a faster 'time to market'. All these combine to allow the development and production of products in the most cost-effective way.

Designed to support the creative process they also streamline the hand-off to production.

Other benefits imperative to brand owners are increased productivity and creativity, error reduction and faster speed-to-market.

Tools help with structural design, graphic design, virtual prototyping, real prototyping and online collaboration. The most popular are:

**ArtiosCAD** – the world's standard structural design software for packaging design, with dedicated tools specifically designed for packaging professionals for structural design, product development, virtual prototyping and manufacturing.

**Studio** – a plug-in for Adobe® Illustrator that brings interactive 3D packaging design to life.

**Studio Toolkits** – a unique application for flexible packaging, enabling the realistic building of models in minutes.

**Visualizer** – creates realistic digital mock-ups including print effects such as embossing, hot-foil, metalised inks and different substrates.

**Dynamic Content for Adobe Illustrator** – links an Adobe Illustrator CS text object directly to a source created by the information owner, and separates it from the design.

**Dynamic Content Engine** – an internet based solution that generates content in an XML (IPC compatible) format. This XML file can later be linked dynamically to the design using Dynamic Content for Adobe Illustrator. It controls creation, management, approval, translation and distribution of all text for any kind of packaging.

**DeskPack** – developed to support Adobe Illustrator CS and Adobe Photoshop CS, this enhances creativity and increases productivity of designers.

**WebCenter** – a 24 / 7 global communication, secure internet-based view and approval service that allows information to be stored centrally and shared globally.

#### **Esko Store Visualizer:**

Thanks to the joined effort of EskoArtwork and VTales Graphics ([www.vtales.com](http://www.vtales.com)), a new software application has been created that allows brand owners and retailers to assess the on-the-shelf and point-of-sale impact of their packaging and displays. The partnership draws on EskoArtwork's expertise in creating hyper realistic 3D packaging models and VTales' state-of-the-art visualisation technology. The result is called 'Esko Store Visualizer'. It is a new solution that lets users place virtual objects in photographed scenes, enabling them to see their



*Ultra-realistic packaging visualised in a virtual retail environment.*

designs in an in-store setting and determine how they compare with rival products.

"Most buying decisions are made in the store," explains Kris Van Bael, EskoArtwork 3D and Visualization Product Manager. "This is why it's so important for brand owners and retailers to evaluate packaging designs, displays and shelf layouts as early as possible in this realistic store context. Store Visualizer gives them this insight. It allows them to assess their designs in a retail environment before the packaging and displays are actually produced. No need to say this saves them significant time and money."

Alexander Heiner, Managing Director at VTales Graphics, adds: "By working together with EskoArtwork, we reduce the need for costly and time-consuming packaging redesigns. Store Visualizer lets users create virtual mock-ups and place them in a real store, on real shelves next to rival products. Showing how designs perform in a store context enables fast decisions and adjustments."

#### **Assess the in-store impact of designs from your desk**

The virtual packaging mock-ups are created with EskoArtwork packaging design software  
*Continued on page 47*

...brand managers can assess on screen the appeal of their designs early in the design cycle.

*\*Source; Nielsen Total Cola Volume % Share (WE 26.06.10)*

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# Meeting consumer needs

*in packaging design*

Understanding what convenience is, is key to understanding how beverage packaging might be used in the future, believes Chris Kenneally.

**G**lobal populations are changing rapidly and the challenge for the food and beverage industry is to keep pace, delivering products that meet the demands of modern consumers' lifestyles. As research from Tetra Pak shows, people are increasingly moving to cities, the global middle class is expanding rapidly and in many regions, populations are aging. These trends are leading to more specialised products to meet ever more specific consumer demands. One of them is convenience, whether for on-the-go consumption at school or en-route to work, or for easy opening and grip for young and old.

However, before we can create convenient products, we have to understand what convenience is – how people use their beverage packages today and how they might be using them in the future. Tetra Pak invests to gain this level of insight through, for example, ethnographic research to examine consumer expectations, needs and experience. It's a research approach that is part of our new products development process.

Ethnographic research means that rather than simply asking consumers to express their attitudes about particular packaged products, the research focuses on observing and recording how people actually behave in various familiar environments using Tetra Pak products.

For example, research carried out at a specially designed laboratory in Modena, Italy, is conducted in two areas – one that simulates a retail store, with products displayed on both refrigerated and ambient shelving, the other simulating a home kitchen setting complete with a refrigerator, table, chairs and even the kitchen sink. Specialists, designers and technicians observe how consumers actually interact with the packaged beverage products.

Consumers are also asked to voice their opinions about particular product packages. The combination of observed behaviour with stated attitudes enables Tetra Pak to strengthen the consumer-driven nature of its new product development.

Efficiency and effectiveness are measured using criteria such as the ability to control the amount of liquid poured or the time it takes opening or closing a package. Careful attention is paid to the number of errors consumers make as they try to open, use and re-close a particular package. Satisfaction is determined, in part, according to stated consumer attitudes and opinions about any particular package, and consumer behaviour in the simulated retail environment.



## Consumer-focused results

This consumer focus has driven the development of three of Tetra Pak's latest closures. DreamCap™, LightCap™ and HeliCap™ are designed to satisfy a diversity of consumer and market needs – from portion packs for on-the-go consumption to family packs for home consumption.

DreamCap is designed specifically to meet the needs of an increasing number of consumers who drink their beverages on-the-go. Usability testing in four markets resulted in a cap featuring the world's first globally available over-the-edge opening designed to fit the face and lips, while a large 26mm diameter provides the preferred way to consume the beverage by giving the consumer improved control over the flow of liquid.

Consumers want convenience, but they also want reassurance that their beverages are safe.



HeliCap achieves this with an easy-to-use one-step screw cap that also includes noticeable security features, including a clearly visible tamper evidence ring that concentrates a low opening force on the first turn of the cap – enough for the consumer to feel the tamper ring breaking.

LightCap, meanwhile, provides the largest pouring area possible, making it easier to pour and is ideal for achieving large-size closures which are generally easier to handle – particularly useful for older consumers or those who have hand-related disabilities.

Consumer testing was also used to develop the world's first carton bottle for ambient white milk, the Tetra Evero™ Aseptic, launched in May this year. It is designed to deliver ease of use, high impact branding and cost-effectiveness to meet the needs of consumers, retailers and producers.

Independent consumer research in European

markets confirms that Tetra Evero Aseptic is easier to open, hold and pour from than other bottles. It is also the only one-step opening with double tamper-proof protection on the market, which provides demonstrable security and allows the cap to simply 'click' open.

#### A dynamic response

The lifestyles of billions of people have changed beyond all recognition in the past 20 years, and change is set to continue. This obviously impacts on the times, places and circumstances in which they consume foods. Dynamic consumer lifestyles demand an equally dynamic response from the beverage industry. The challenge for designers is to understand the way we live now and the way we will live tomorrow.

Tetra Pak invests to understand today's markets and those of the future, to ensure that the industry continues to deliver products that are relevant to and reflect consumer needs. ■



Chris Kenneally is Global Portfolio Marketing Director at Tetra Pak.  
[www.tetrapak.com](http://www.tetrapak.com)

(ArtiosCAD or Studio). Using Store Visualizer, the mock-ups are easily placed on shelves or displays in realistic store environments. This way, brand managers can assess on screen the appeal of their designs early in the design cycle. The visuals can also be used by market research companies to measure the performance of different designs or shelf layouts. Heiner adds: "The end result is a design that performs better in the store, which will help spur sales and increase market share."

Traditionally, these in-store assessments are made with physical mock-ups in imitation stores or with time consuming image retouching. Users of the technology benefit from shortened lead times during the market research and development stage, and can eliminate or reduce the need for expensive mock-ups and photo shoots.

The software is ideal for packaging design agencies, converters and pre-media companies, allowing them to offer a new service to brand owners, retailers or market researchers,

Van Bael concludes: "By adding Store Visualizer to our portfolio, we can offer our clients the most comprehensive suite of 3D packaging design software, enabling them to quickly and cost-effectively take an idea from concept to shelf-ready."

#### Case study: EskoArtwork helps score World Cup success

Ball Packaging Europe's adoption of EskoArtwork technology helped Pepsi Cola achieve its highest ever share of cola sales during the World Cup period\*. As part of a Pepsi Cola promotional campaign, Ball Packaging Europe printed pin-sharp images of some of the world's best footballers – including Frank Lampard, Thierry Henry and Didier Drogba – on Pepsi cans using EskoArtwork's flexo technology.

#### Ultra-fine detail brought campaign to life

The hi-resolution optics on the CDI Spark Computer to Plate device enables images to be

applied directly to flexible letterpress printing plates, and brings out the finest image detail in pin-sharp resolution.

The eye-catching Pepsi cans held up to close scrutiny according to Gary Brown, Manager Graphics UK for Ball Packaging Europe. He explains: "The differentiation we achieved on the flesh tones and the fine text detail for the nutritional information was very impressive."

For Brown, the striking results were particularly satisfying as they were created using the letterpress process at full production speed: "Producing work of this calibre requires input from all areas of the business. However, the result was worth the effort: "It means we can offer our customers exceptional quality and at the same time a competitive value-added solution to the market."

#### Innovative printing ensured campaign's success

The results speak for themselves – the campaign attracted more than 1.4 million consumer entries, and Pepsi achieved its highest ever share of cola sales during the World Cup period.

Jon Ellis, Britvic UK Activity Marketing Manager, Sponsorship & Equity, commented: "Key to the success of a promotion like this is being able to produce a stand-out design that engages consumers and ensures Pepsi's brand identity remains clearly visible. High-quality, sharply defined print is an essential element in that process. We worked with EskoArtwork and Ball Packaging Europe to make the most of the innovative solutions available and maximise our product design potential."

Brown is delighted with the success of the campaign, and believes EskoArtwork solutions will continue playing a key role in helping Ball Packaging Europe meet future demand for high-end, short-run work: "The hi-res CDI from EskoArtwork let us offer brand owners premium print that stands out on the shelf and grabs consumers' attention. EskoArtwork technology enhances promotional campaigns by delivering incredibly sharp graphics that support a brand's image and ensure product differentiation." ■

**DELIVERING COMPETITIVE EDGE**  
– continued from page 45

"We worked with EskoArtwork and Ball Packaging Europe to make the most of the innovative solutions available and maximise our product design potential."

# Total innovation

*the future in a can*

Infinitely recyclable, the success of the beverage can has been built on innovation, according to The Can Makers.

The beverage can has come a long way in its 75+ years, and slowing down is simply not an option for one of the world's most in-demand drinks containers. Can manufacturers have always innovated to bring consumers and industry more choice. This paper delves into recent developments, looking at the innovations that keep the beverage can at the cutting edge of drinks packaging.

## The market

Every day some 25 million beverage cans are enjoyed in the UK – that's around 9 billion a year. A large part of the beverage can's success is down to being finely tuned to the needs and desires of its market. The canned drink is a cross-generational product, appealing to diverse age groups.

## Packaging innovation

We have already seen so much innovation from the can over the years, from changing shapes to different openings and iconic brand marketing. As this article shows, there's more to come. Here are some of the innovations launched or officially in the pipeline.

## Resealable cans

Making its entrance to the UK market in early 2010, the resealable can has so far been used for a number of energy drinks including No Fear, Monster and Burn. This innovation has been driven by convenience, allowing consumers to enjoy a drink on the move and be able to save some for later - a market so far dominated by PET bottles. It is believed that energy drinks currently lead the resealable can market because they are responding to the desires of their predominantly young consumer group, as a recent Packaging Machinery Manufacturers Institute (PMMI) report on the beverage packaging market found: "Energy drink



manufacturers see their corner of the beverage industry as a hyper competitive market driven by a young consumer group on an endless quest for something different."

## 'Grippy' cans for a multi-sensorial experience

Innovations in can design mean that not only do beverage cans look good and their contents taste good, the packaging can also feel good. This is thanks to printing and embossing technology and the developments of special inks for a 'tactile' finish. Embossing has mainly been used so far to bring out certain elements of the can's design, for example, to give the logo more of a 3D feel in the hand. Now we are increasingly seeing embossing that covers the entire surface of the can, giving it a 360-degree tactile feel and giving the brand instant differentiation on the shelves.

An example is Heineken's launch of a tactile can designed to 'mimic' condensation through the use of embossed green dots on the can's surface. Similarly, a manufacturer of a fruit drink may wish to use the can's surface to communicate the feel of the fruit contents by giving the packaging the same touch as fruit peel. The possibilities are very exciting and mean that brands are able to put their own unique stamp on products.

## Thermochromic inks for larger surfaces

The industry has already seen the introduction of thermochromic inks that allow small parts of the can to change colour, indicating to the consumer that the beverage is at its optimum temperature for drinking. As of 2010, thermochromic inks are able to cover much larger surfaces, giving consumers that little bit extra convenience and brand owners an increased point of difference. Molson Coors has been using thermochromic inks as part of its marketing strategy for brands including Caffreys and Carling, and in 2010 it introduced larger surface inks for its Coors Light brand. The 'cold activated can' now changes the entire Rockies mountain image on the Coors Light logo from white to blue when the optimum temperature is reached. Additionally, the industry is now over-

seeing the introduction of different colours and temperatures which brands can choose from, heightening the fun and useful consumer experience.

### The can exuding aromatic scents

We have covered look, taste and feel, but how about smell? The aromatic can is in development. Imagine walking down a supermarket aisle and being able to smell the aroma of blackberry or lime, or being in the wine aisle and picking up on a bouquet of aromas before you have even picked up the can – it is this potential the industry is working on. *Packaging Europe* says: “The first consumer tests carried out...at the end of 2009 showed that consumers feel the scent aromas to be a fun, new element that enriches the enjoyable out-of-the-can experience with the addition of an exciting detail.” Watch this space...

### Cans in the shape of bottles

When the aluminium bottle went into production in early 2010, it signalled the start of a completely new design and drinking experience for consumers. The bottle has everything the can has – a fantastic sustainability record, shatterproof, skill at keeping drinks chilled and fresh – but its shape means it is opening up new markets for can technology. The elegant bottle is ideal for clubs and bars and entertaining in the home.

### Full-aperture ends

SABMiller was the first to use the full-aperture end in time to be enjoyed by spectators at the 2010 World Cup and brought another exciting dimension to the can as fans in the stadium were able to remove the lid completely and treat the can like a cup or glass. This product is ideal for outdoor events because it removes the need for caterers to source, collect and clean drinking glasses and it also means they don't need to install draught drinks pumps. SABMiller says of the now award-winning can: “The new can was devised to reduce queues at bars around the event, with a quicker serving time, without compromising on the drinking experience.” Expect to see more full-aperture ends in the coming years.

### The communicating can

We have seen how tactile finishes and thermochromic inks allow the can to communicate to consumers and the all-texting can might not be the stuff of distant dreams. The can will, with the aid of loadable items and mobile phones, be able to identify the consumer passing the supermarket shelf. The text “Good day John Q. Public – please buy me!” will then appear on the can wall. How soon this technology will come to market remains to be seen, but with marketers ever focused on catching the consumer's eye and turning interest into transactions, the can's surface serves as the ideal billboard for such interactions.

### Limited edition and special event cans

Digital printing has come into its own, and smaller batches of cans such as limited edition cans and those promoting films are now able to be printed with their own unique designs going straight from computer to can without the need to make up a printing plate. This reduces the time taken to print cans and it means the technology is ideal for small



runs where standout graphics and uniqueness are key. *Beverage Daily* says: “In the future, this could see people designing their own cans on the internet. A whole new level of individualisation could become a reality.”

### Uniqueness from bottom to top

The top of the can is becoming an increasingly important surface for brands. As well as printing logos and competitions on can tops to attract customers' attention, the industry is starting to see brands make greater use of ring pulls, not just for under-tab and coloured tab printing for competitions, but in styling ring pulls to match brand identity. An example is the Bacardi ring pull with a cut-out shaped like a bat, taking the Bacardi bat logo right to the top of the can and creating a memorable experience for the consumer.

### Sustainability

Innovation is central to the beverage can, but this does not stop at packaging. The can already has an exemplar sustainability record as an infinitely recyclable container, but the industry is working hard to improve this even more in the years to come. Investments have been made in energy efficiency programmes that will see:

- The use of natural gas in manufacturing decreased even further.
- Electricity use decreased even further.
- Even greater investment in modernising production systems to significantly reduce energy consumption.
- Greater modernisation of air compressors to use even less energy.

The industry has already seen a good decline in energy usage over the past few years, but it is only fitting that the world's most recycled drinks pack leads from the front in achieving sustainable excellence.

### The importance of innovation

It is clear that innovation will continue to be an essential part of the beverage can industry. Ideas are encouraged as the lifeblood of innovation. The industry's commitment to fresh ideas that really offer something new, an excellent innovation track record and some very exciting developments in the works all go to show that the beverage can can. ■

The can already has an exemplar sustainability record as an infinitely recyclable container, but the industry is working hard to improve this even more in the years to come.

*The Can Makers was the first organisation in Europe formed to promote drinks cans. It is now part of a European network set up under the auspices of Beverage Can Makers Europe (BCME). [www.canmakers.co.uk](http://www.canmakers.co.uk)*

# Typically Australian

*icons continue to shine*

Global players largely control this market, but the natives still carry clout, reports Richard Corbett.

Australia is unique in many ways. It is sometimes referred to as Earth's largest island but smallest continent. The Great Barrier Reef, off the coast of Queensland, is the largest living organism on earth whilst Uluru (Ayers Rock) in the Northern Territory is the world's largest monolith. The inhabitants are fairly unique as well. Australian aboriginals are reputedly the oldest inhabitants of the planet. The country is also home to some rare species of animals. Take the duck-billed platypus, for example. This is possibly the oddest looking creature on the planet, a confused mixture of bird, mammal and reptile possessing a poisonous sting. Most of the hundred or more species of marsupials in Australia, such as the tree-hugging koala and the foot loose kangaroo, are similarly found nowhere else around the globe, except in captivity.

On top of this ancient and unique bedrock a modern civilisation was built, thus essentially encapsulating a dynamic westernised culture. The majority of the 21 million strong population live an urban lifestyle and follow international trends and cravings; from iPads and Xboxes to beer and cola.

As a result of following these global trends the Australian beverage market has attracted and come under the influence of various multi and international companies. Lion Nathan, for example, the second largest brewer, is now firmly under Kirin's control. This same Japanese giant is also a leading player in the Australian dairy industry and a major juice producer, being responsible for the Berri brand. Meanwhile, Golden Circle, Australia's other top juice supplier, has fallen to H J Heinz.

As in many other countries, Coca-Cola and PepsiCo play a major role in the Australian soft drinks industry. According to leading beverage



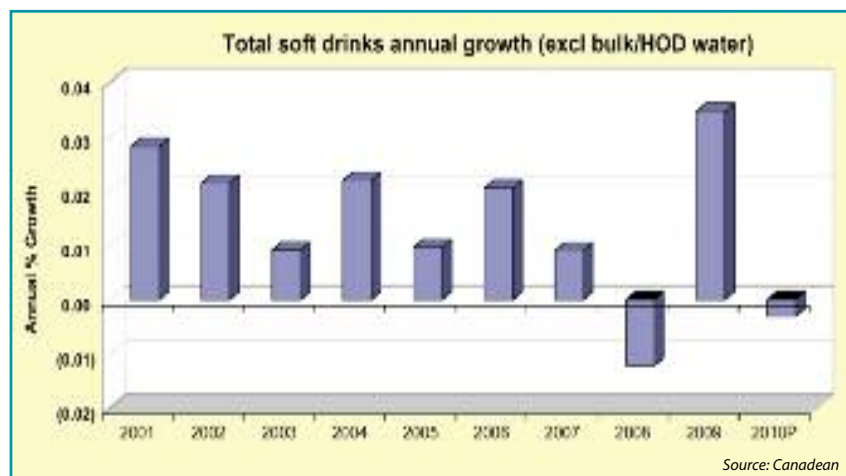
research specialists, Canadean Ltd, Coca-Cola products account for well over half of carbonated soft drinks (CSD) volumes with the Cola-Cola brand itself responsible for the major portion of company sales. PepsiCo, represented locally by Schweppes Australia, itself a subsidiary of Asahi Breweries Ltd of Japan since early 2009, adds a somewhat smaller, but still fairly significant, share that is not too dissimilar to Schweppes Australia's own direct market contribution.

However, the Australian CSD market offers some fairly unique products of its own. Besides being responsible for the Coca-Cola portfolio, Coca-Cola Amatil (CCA) lays claim to some interesting domestic brands. Within the CSD category this Australian company offers the Kirk's range, which extends from mixers to cream soda. This brand alone, in all its guises, represents around half of the volume which the entire PepsiCo assortment brings to the market. Then there is Passiona, from Schweppes Australia. This passion fruit-flavoured drink is now ultimately Japanese owned but it is still very much an Australian icon, with its origins stemming from the early part of the last century. Solo lemon comes from the same stable but was launched some 50 years later, as a ready-to-drink alternative to traditional pub squash. It is leader of the lemon segment of the Australian CSD category today. Meanwhile Bundaberg, from family owned Bundaberg Brewed Drinks in Queensland, is the country's best performing ginger beer.

## Australia's own water offerings

It has been said that you can't take water over water. That has not stopped European brands like Evian and San Pellegrino from making their mark in Australia. However, such foreign brands are tiny when compared to domestic packaged water products, like Mount Franklin, owned by CCA, or Frantelle from P&N Beverages. The latter company recently received international media coverage in connection with its thwarted takeover bid by Asahi Breweries Ltd. It remains authentically Australian today.

The majority of packaged water category volume (80%) is made up of still spring water (such as Mount Franklin) as opposed to table water (e.g. Pump). Australian spring water also dominates



the small carbonated segment which is reinforced by a tiny, if growing, volume of imports. All of the top selling packaged water brands are domestic, many owned by Australian companies.

With an estimated thousand or more brands available, the Australian packaged water market is fairly fragmented. The biggest branded supplier, by volume, is P&N Beverages. The company offers two key brands – Frantelle and Waterfords. Frantelle spring water was launched in the early 1990s and has subsequently gone from strength to strength. It comes in a wide range of pack sizes, including a tiny 25cl screw cap PET bottle and a 10 litre HDPE container with a tap. Large 10 litre and even 15 litre packs are popular for family use, in direct competition with home-delivered water coolers. P&N Beverages' other key water brand is Waterfords. This carbonated mineral water comes both as a natural product and in various flavours. Due to the addition of sweeteners, Canadean Ltd sees the flavoured versions as CSDs rather than packaged water. This reduces Waterfords locally perceived impact on the Australian packaged water market, but it still remains as a significant carbonated water brand.

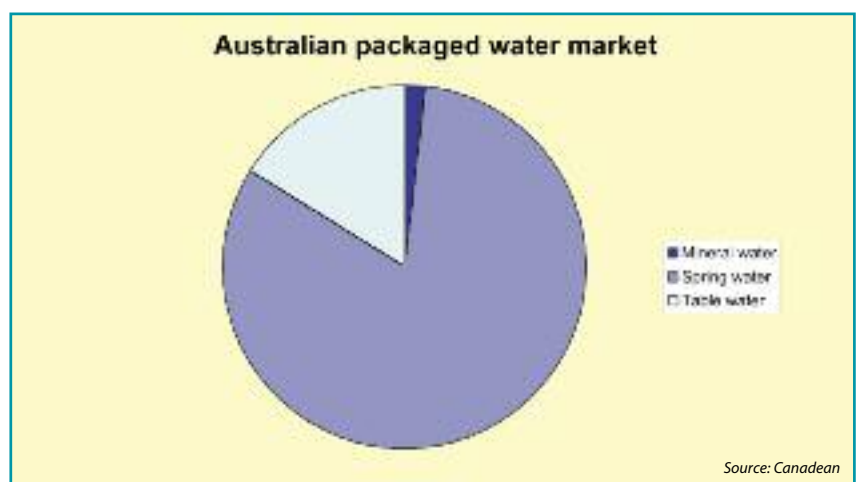
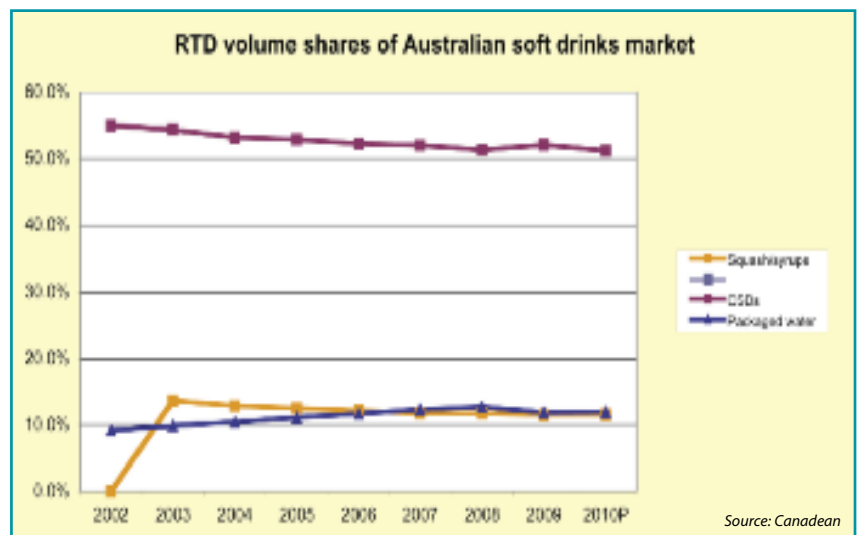
Competing CCA offers a wide range of packaged waters, including Coca-Cola owned Pump. Pump was introduced in 2002 in a relatively novel 75cl PET bottle with sports cap. While it has had some influence on the market, its Australian-owned stable mate, Mount Franklin, has proven more popular. Other CCA-owned brands include carbonated Deep Spring, Peat's Ridge, Piccadilly and Neverfail.

Like Waterfords, Deep Spring comes in natural and sweetened, flavoured varieties. As with Waterfords, the flavoured variants are considered as CSDs under Canadean definition. These assist the Kirk's range, already mentioned above, in boosting the company's CSD category share. Meanwhile, the natural Deep Spring variant is a major driver in the carbonated mineral segment of Australia's packaged water market. Peats Ridge was acquired in July 2003 and it is a key player in the large size (4 litres and above) packaged water market. Neverfail and Piccadilly joined CCA's packaged water portfolio as by-products of the company's purchase of the Neverfail Spring Water cooler company in late 2003. They are supportive rather than driving brands but add to CCA's overall share of the domestic packaged water market.

The other major player in this market is Schweppes Australia. Although now Japanese owned, its Cool Ridge packaged water is one of the company's strong performers. The brand positioning has been specifically developed to emphasise the fact that it is a locally sourced Australian spring water. Supported by its broad distribution it sits near the top of the packaged water brand league.

#### Diluted but still unique

Schweppes Australia also owns Cottees, which is very much an Australian brand, originating in the early 1900s with the same company roots as Passiona. Besides being known for its jellies and jams, Cottees is the clear leader in the domestic squash/syrups market. Its 'cordials', as they are known locally, come in a vast range of flavours, including the intriguingly named Gubblebum.



Both regular and low sugar variants are available. On a diluted basis it is the company's largest selling soft drink and its Coola (lime) flavour is the country's top favourite squash/syrup.

Whilst Golden Circle, bought by H J Heinz in 2008, is probably best known for its juices, it also offers a popular range of squash/syrups. Golden Circle cordials are available in a raft of variants, almost as broad as that offered by the market leader, and claim to be some of the most concentrated squash/syrups available on supermarket shelves. They rank in second place behind Cottees.

Pure & Natural Extra Juicy, from P&N Beverages, is another original Australian squash/syrup brand. It was introduced in 2006 to replace Blue Ribbon, now delisted. Its outstanding feature is that it contains 90% juice (before dilution). It also contains no artificial colours or flavours. A potential drawback is its short term shelf life once opened. Diet Right is a low calorie sister product launched the same year. The two brands combined place P&N Beverages in third overall supplier position in the squash/syrups category.

Many of the brands highlighted in this article are virtually unknown outside of Australia. While the country's soft drinks market today is largely controlled by some heavyweight foreign companies, supplying a vast assortment of internationally available brands, it is good to know that some Australian icons, at least, continue to shine through. ■

...the clear leader in the domestic squash/syrups market.



Richard Corbett is a Strategic Analyst at UK-based Canadean Ltd, the leading global beverage research consultants. Email: richard.corbett@canadean.com

# Packaging

## Championing glass

OWENS-Illinois Inc, the world's largest glass container manufacturer, has launched 'Glass Is Life' a global marketing campaign, claimed the first of its kind, designed to showcase the unique and unmatched qualities of glass packaging to build successful food and beverage brands as well as the inherent love consumers have for glass.

"O-I's extensive research shows a strong demand for glass among consumers, but the marketplace does not adequately reflect this interest. We aim to influence the food and beverage industry's packaging decisions by showing the power of glass," said Al Stroucken, Chairman and CEO of O-I.

CEOs, brand managers, environmentalists, designers, and other thought leaders around



*Environmentalist Celine Cousteau, granddaughter of Jacques Cousteau, who prefers glass because it is natural, healthy and sustainable.*

the world have rallied behind the campaign to share their passion for glass, including: Sanpellegrino S.p.A. Chairman and CEO

Stefano Agostini, who says glass showcases the quality of the S. Pellegrino brand, and Agua del Nacimiento CEO Juan Gabriel Gonzalez, who says glass is the only packaging that shows the clarity and purity of Colombia's best water.

In a global study first commissioned by O-I in November 2008, consumers said that when faced with the option between glass and other packaging, they will choose glass first and would like to see more glass packaging options. In the US, as recently as April 2011, nearly 70% of 1,000 Americans surveyed said that if they could purchase their favourite food or beverage in any container, they would choose glass. Additionally, 90% said they agree with the statement that glass is the healthiest packaging available because it does not leach into the product. And 85% said food and beverages taste better when packaged in glass containers.

Glass Is Life advertisements have been launched in 12 countries and seven languages. "It's time to tell the world about the benefits of glass," said Erasmo Schutzer, Vice-President and Chief Marketing Officer for O-I.

## Transatlantic partnership

PMMI, the owner and producer of the Pack Expo trade shows, and Koelnmesse GmbH, producer of Anuga FoodTec, have announced a strategic partnership to enhance the resources available to attendees at the largest food and beverage processing shows in North America and Europe.

Charles D. Yuska, President and CEO of PMMI, said: "Our partnership with Koelnmesse GmbH will help us provide Pack Expo attendees with greater access to new processing technologies. Attendees will also benefit from greater insight into trends impacting the global industry such as food safety, quality and sustainability."

The partnership complements the Las Vegas debut of The Processing Zone at this year's Pack Expo taking place in Las Vegas from 26th to 28th September. Anuga FoodTec 2012 (27th to 30th March, Cologne, Germany) will be the central meeting point for the international food and beverage industry, with approximately 1,200 exhibitors and 34,000 attendees expected to participate.

Anuga FoodTec will be at Pack Expo Las Vegas 2011 to help packaging and processing suppliers seeking to expand into the European market, whilst PMMI will sponsor the North American Packaging Pavilion at Anuga FoodTec 2012.

"PMMI is a key partner as we continue to expand our packaging resources for food and beverage manufacturers across geographies," said Peter Grothues, VP, Food, Technology & Environment, Koelnmesse GmbH. "We anticipate that Anuga FoodTec's attendees from more than 114 countries will benefit from the greater link to packaging in North America."

## Polish packer buys milestone line

THE Sidel Group has sold its 50th Predis to the Polish co-packer Sokpol where it will aseptically blow, fill and cap fruit juices in PET bottles in the same Combi machine.

Predis is a proven dry preform decontamination system available for all types of sensitive products, including UHT milk, juice and nectar, tea, isotonic, carbonates without preservatives, ESL liquid dairy products (milk, yogurt, yogurt with small fruit pieces), and water. Predis also guarantees bottle sterilisation directly at the preform phase without using any water.

The Polish co-packer Sokpol increased its processing capabilities last year by investing in its second aseptic Combi Predis. This family-run business has a strong customer base in fruit juices. "We guarantee our clients high quality, good prices and support with excellent service," said Roman Sobczyk, President.

In purchasing the second Combi Predis Sobczyk wanted to double its bottling capacity: "Our current capacity was, and still is, not enough. If we wanted to implement all of our projects and produce more effectively without, for example, having to change formats often, we needed the additional line."

Both Combi Predis complete lines are able to fill more than 25,000 bottles per hour in small formats, 300ml and 500ml, representing 150 million small bottles annually.



*REXAM's Fusion bottle used by Pure Products GmbH of Hamburg for its Ocoo beauty drink won the best packaging award at the Beverage Innovations Functional Drinks Awards. Alex Jennings, Vice-President of Sales & Marketing at Rexam Beverage Can Europe & Asia, said: "We are really proud of the Ocoo Fusion bottle, the design is fun and eye-catching, and the qualities of the bottle really add to the packaging design."*

## Small, sleek and smart

FOR the German market Packaging Europe and Coca-Cola have produced 25cl cans printed with a QR code which takes smart phones straight to the Coke Music Portal as part of the Coke Sound Up campaign. The cans feature alternating motifs alongside the logo. The campaign is underway with four different slogans specially pitched at younger consumers.

In cooperation with participating bands Coca-Cola plans exclusive once-only music shows in German cities where the details stay secret till the last minute. Drum and earphone designs deliver an immediate visual link-up to the musical experience. The latest campaign news is online at all times. Consumers can use the QR code printed on the cans to link directly to the Coke Music Portal.

"Following on from a print advertising campaign that Ball has just rolled out in Germany, where smart phones pointed at the ad play a video clip, this time the beverage can



itself becomes a medium for connecting with young consumers through a new communication channel", said Gerlof Toenhake, who is in charge of marketing at Ball Packaging. "The cans appeal to consumers through multiple senses at the same time – taste, hearing and sight – for an interactive multimedia fresh-up."

Coca-Cola successfully launched the new small beverage cans on the market last year, partly with sampling campaigns. Coca-Cola Zero, Mezzo Mix Orange and Fanta Orange also hit the shelves in 25cl cans at the start of 2011. Coca-Cola's sales figures for the past year show how the sleek can fills a gap in the market. Instead of denting sales of 0.5 litre PET bottles and 33cl cans, they added to the total sales volume.

### In brief...

- Georgia-based Graphic Packaging International Inc has completed its acquisition of substantially all of the assets and business of Sierra Pacific Packaging Inc, a producer of folding cartons, beverage carriers and corrugated boxes. "This is a unique opportunity that provides us with a strategic location to service customers on the West Coast. We are pleased that the majority of the Sierra management team and employees will be joining Graphic, ensuring a smooth transition," said Graphic Packaging CEO David Scheible.

## Ultra-clean

THE FRENCH Serac company in partnership with Urola, a Spanish company that specialises in PET stretch-blow-moulding, has designed the Urola-Serac bloc. The system features a direct link between the Urola linear blow-moulder URBI 4 or 6 version and the Serac H2F new ultra-clean rotary weigh filler-capper. There are two versions: one based on 6,000 bph and the other on 9,000 bph.

The Urola-Serac bloc is claimed ideal for ultra-clean packaging of refrigerated beverages such as drinking yoghurt, probiotics,

kefir, more generally fermented milk, milk and juice drinks and freshly squeezed juices in PET bottles from 100 ml to 2 litre sizes with one single neck finish (mostly 38 mm) for plastic screw-cap.

This technology prevents bottle chemical disinfection happening upstream of the filler. It is also a more compact line with a smaller footprint. The cap decontamination is using the 'pulsed light' technology which

replaces chemical treatment.

The system is designed for ultra-clean applications and corresponds to the market needs for improving the hygiene of bottle packaging lines in the dairy industry and securing longer product shelf-life in the cold chain.



The first bloc line is being delivered to the Russian market.

# Environment

## PET sleeve ratified for recycling

SLEEVEVER International's PETsleeve, founded on TPE-G and -S films, has been ratified by four leading waste collection and recycling companies: Cleanaway in the UK, Unisort in Germany, Returpack in Sweden and Visy in Australia.

Real-life trials carried out on standard bottles for carbonated and pasteurised drinks in the recycling circuits of these four countries showed that, thanks to a density lower than 1 (compared to an average of 1.3 for PET), the PETsleeve, whether used totally or partially, comes off automatically and completely from the container by gravitation, making it possible to recuperate a 100% recyclable PET resin which can be used to manufacture new bottles of identical quality.

The company claims that PETsleeve is today the only PET decorative solution in the world whose recyclability has been ratified. Amongst others, the PETsleeve has been chosen by Coca-Cola's energy drink, Aquarius, in Belgium and the French fruit



juice Fruitval from Andros. Adapted to helio-engraving and UV flexography printing in up to 10 colours on both sides, with low density (solvent free) inks, the PETsleeve can be implemented automatically on steam shrink (Powersteam) or infrared Powerskiner machines at speeds of between 15,000 and 30,000 bottles per hour.

## Plant a tree

IN A year being hailed as the 'International Year of Forests' by the United Nations, Coca-Cola's juice brand Odwalla is running its Plant a Tree programme, for the fourth consecutive summer in partnership with America's State Parks.

This year Odwalla will donate a total of US\$100,000 worth of trees to state parks. Consumers can participate by visiting [www.odwalla.com/plantatree](http://www.odwalla.com/plantatree) and click on one of 50 state park systems where they would like a tree to be planted on their behalf – US\$80,000 of the total donation

will be used for tree planting from website requests.

Some 15 state parks will feature welcome maps containing a special code that park visitors can redeem online to have a tree planted at that park. Codes found in the State Park Visitor Welcome Maps can be redeemed through to 31st December 2011 – US\$20,000 of the total donation will be used for tree planting from state park codes.

The species of trees donated will vary by region and will be planted in the autumn this year 2011 and early 2012. Since its inception in 2008, the Odwalla Plant a Tree programme has donated US\$350,000 worth of trees.



## Eco-friendly cups

PEPSICO has introduced five options of eco-friendly, recyclable and compostable cups to foodservice customers in the US through company-owned and independent bottler distribution systems.

They comprise fully recyclable clear plastic cups, including an rPET cup containing 20% post-consumer recycled content, as well as compostable paper cups and wax cups made with plant-based materials sourced from sustainably managed forests. The fountain cup portfolio mix empowers customers to select the right green cup options based on locally available recycling and composting disposal facilities.

"The new cups are an advancement in technology, but also in the way we communicate," said Margery Schelling, CMO PepsiCo Foodservice. "Customers increasingly are asking for environmental products that match changing needs, expectations and lifestyles. We want consumers to enjoy their favourite fountain beverages and to feel good about the environmental impact of their purchases."

"Earth911 is pleased to see PepsiCo take a leadership role in providing consumers with accessible and actionable recycling information," said Earth911 President Corey Lambrecht. "It's no longer enough to tell people to simply recycle – you have to show them how and where."

PepsiCo introduced the green cups in response to growing demand for eco-friendly beverage packaging, particularly among college and university students. Research carried out by Beveragepulse.com showed that 94% of consumers are concerned about the environmental effects of beverage packaging, and, according to Mintel, 60% of Millennials and Gen-Xers would be willing to pay slightly more for recycled beverage packaging that's better for the environment.



*The Pepsi-branded cups display engaging green imagery and clearly communicate the environmental benefit, stating 'Wow, Our Cups are Fully Recyclable,' or similar message. The cups also encourage consumers to visit [Earth911.com](http://Earth911.com) for information on how to properly dispose of materials in their local communities.*

## Good reasons to make PET collecting a goal

LYNN Duplessis of PETCO, the South African PET recycling company in which the soft drinks industry is heavily involved, has posted on the company's blog a list of '11 good reasons' for collecting PET bottles in 2011.

First of these is that "PET bottles are valuable – we don't export them but reprocess them in South Africa into fibre for pillowcases, duvets, t-shirts, roof insulation, geo-textiles and, most importantly, back into PET plastic bottles, thereby closing the loop".

Other reasons include job creation, changed waste hierarchy with less going to landfill ("waste is not waste until it is



Starting young in recycling. Photo: PETCO.

wasted"), the demand for recycled stock outstripping supply in South Africa, public service, energy savings and more.

The blogger notes that "recycling a single plastic bottle can conserve enough energy to light a 60W light bulb for up to six hours".

## Popping up to recycle

A POP-up store established by Coca-Cola Israel in central Tel Aviv drew a massive response from Israelis and tourists, delivering a recycling message in a memorable, innovative and colourful manner. The Coca-Cola Recycled Collection store will live on indefinitely, thanks to several videos posted on YouTube and other online sites.

Conceived as part of the company's 'Give it Back' campaign, the pop-up store and associated advertising campaign were executed by the Promarket advertising and marketing agency.

The store was a combination of recycled products for trade and sale, art and fashion displays featuring recycled materials, and a strong educational element including displays and personal guidance by trained staff.



Consumers were invited to bring in used beverage containers to trade for recycled items, with a small extra cash payment. Among items for purchase or on display were a t-shirt collection, shirts made from recycled PET, hats, bags, jewellery, accessories and even furniture. The store opened during the Passover holiday, which marks regeneration and cleanliness in Israeli society.

## Can recycling on the move

THE away-from-home drinks can recycling programme, Every Can Counts, an initiative funded by the leading European and UK drinks can manufacturers and aluminium and steel packaging reprocessors, has revealed that it helped businesses to collect 27 million used aluminium and steel beverage cans for recycling across the UK in 2010.

The figure is equivalent to each employee at organisations registered with the programme recycling four cans per month. It has been calculated that by enabling over 394 tonnes of drinks cans to be recycled last year over 4000 tonnes of greenhouse gas emissions have been avoided.

Every Can Counts provides businesses with a branded recycling programme enabling them to launch and promote drinks can recycling. Over the past two years the programme has been embraced by over 400 organisations. There are now over 4000 branded collection points around the UK.



Diana Caldwell of Every Can Counts said: "Every Can Counts is establishing itself as a strong brand in successfully promoting the recycling of drinks cans outside the home both in the workplace and encouraging consumers to recycle whilst 'on the go'. This

### In brief...

- The International Bottled Water Association's (IBWA) consumer website [www.bottledwatermatters.com](http://www.bottledwatermatters.com) has launched its twentieth YouTube video, 'Every Bottle Counts' a humorous and informative look at how people recycle when they are out and about in public places.

"In this lighthearted look at recycling in public places, a consumer finds herself looking for places to properly dispose of her empties. When there is no place in public to recycle, she's quick to show how she saves the empty containers until she's home," said Tom Lauria, IBWA Vice-President of Communications. "At no time does she simply throw her empty containers away in regular trash receptacles. As the title explains, 'Every Bottle Counts' when it comes to thoughtful recycling."

- British Polythene Industries (BPI) plc, Europe's largest recycler of waste polythene products and leading supplier of packaging for food and other products, has been included on the FTSE4Good Index Series for the tenth consecutive year. Launched in 2001 by leading global index provider FTSE Group, the FTSE4Good Index Series was designed to measure the performance of companies that meet globally recognised corporate responsibility standards, and to facilitate investment in those companies. It assesses companies against stringent and internationally recognised standards in five key areas: working towards environmental sustainability; up-holding and supporting universal human rights; ensuring good supply chain labour standards; countering bribery; and mitigating and adapting to climate change.

summer sees the programme embarking on projects to encourage recycling in new areas, and so we have high hopes that the programme will continue to flourish into 2011, and beyond!"

Around 30% of the 9 billion cans sold every year are consumed outside the home, mainly in workplaces and whilst 'on the go', so they do not get picked up for recycling through local authority collections for domestic waste. Every Can Counts addresses this gap, helping organisations to set up and promote recycling schemes to staff and customers.

Meanwhile, according to a new report, 'Recycling on the go – a youth perspective' published by The Can Makers, simple alignment of recycling messaging and infrastructures could go a long way to improving young people's recycling rates out of the home. Simple and singular symbols, universally adopted, plus easy access to standardised bins are urgently needed to help young people recycle more. The report also expands on a range of ideas to help improve recycling rates of 16-25 year-olds 'on the go'.

## Cleaning up the Tigris

OVER the centuries, the River Tigris has been the lifeblood of great civilisations, a source of water and a maritime highway. Nowadays its well-being is endangered by pollution. As part of its environmental programme, Turkey's Coca-Cola Life Plus Foundation is supporting a major initiative to help change farming and lifestyle practices. Farmers in the Diyarbakir province are being encouraged, through training and practical example, to plough and irrigate parallel to the river, boosting their land-use efficiency while minimising the discharge of pollutants.

Leading the project is the Dicle University Students and Graduates Association. Other partners include the General Directorate of State Hydraulic Works, Dicle University Agriculture Faculty and provincial agencies.

The Life Plus Foundation is also active in several other projects within Turkey, many of them involved with the supply of clean water.



River Tigris at Diyarbakir. Photo: Bjørn Christian Tørrison.

## Bottles carry eco message

CALIFORNIAN artist Jay Little began his Message Bottle project in 1994 after years of picking up soft drink bottles and other waste during his beach walks in the San Francisco area. His aim was to send recycled bottles off with a message of minimising waste and cleaning up the growing rubbish problem in the world's oceans.

Little chose to use glass bottles rather than PET, to give them more protection on what could be a long voyage. Each contains a map of the world's ocean currents, the environmental message, artwork from students at the Marin Country Day School and a gentle request that the finder send something from the beach where the Message Bottle washed up. Little is incorporating these items in a collaborative sculpture. He also asks for a map of the area. "The sym-



Jay Little with the Plastiki Message Bottle.



Message Bottle Project - #191 is launched.

bolism of two strangers coming together to make art about the ocean is at the heart of the project," he said.

The Message Bottle project has now moved into a fresh phase with the involvement of The Plastiki crew. As reported frequently in these pages, this vessel, made partly of recycled soft drinks bottles, has been the foundation of a massive educational and clean-up venture.

The Plastiki Message Bottle is different because, thanks to a generous research grant, it carries a satellite tracking device and can be followed daily on the Plastiki website ([www.theplastiki.com](http://www.theplastiki.com)).

It is bottle #288 of a planned 300. To date, more than 20 have been discovered, in many parts of the world. While some are lost forever, Little hopes that more will be found eventually.

## Tech students' furniture

A DESK and chairs created from soft drink bottles by students at a technical university in Taiwan may well go into commercial production.

The innovative furniture was developed as a class project by students in the Department of Creative Design at the National Yunlin University of Science and Technology, known as Yun Tech.

They devised a system whereby plastic bottles are lined up in a radial pattern and stacked on top of each other in a crisscross pattern, bonding with foam. Stress tests have proved the load-carrying ability and durability of the system, which the students believe can be extended to other furniture such as sofas and stools.

With support from their tutors, they are talking with potential manufacturers. If a commercial venture does proceed, it could potentially recycle large quantities of post-consumer beverage containers. Yun Tech is in Douliou City, capital of Yunlin Province, in the west of Taiwan.



National Yunlin University of Science and Technology poster.

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# Human Resources

## APPOINTMENTS

**Beatriz (Bea) Perez**, formerly Chief Marketing Officer for Coca-Cola North America, became The Coca-Cola Company's Chief Sustainability Officer, effective 1st July. In this new role, Perez will integrate Coca-Cola's system sustainability initiatives in the areas of water, climate protection, packaging and recycling, and community through a new global Office of Sustainability, reporting to Executive Vice-President and Chief Administrative Officer Alex Cummings.

**Thomas Haensch** has been appointed Vice-President Sales & Marketing at Ball Packaging Europe. His predecessor **Rob Miles** moved at the beginning of the year to the US parent company, where he has been appointed Vice-President Sales for North American Beverage Packaging.

Alfa Laval has announced the appointment of **Jerome Maguire** as Sales Engineer for its complete product portfolio in Northern Ireland and the Republic of Ireland.

Specialist plastics packaging technology business **Petainer** has appointed two new sales staff as part of an expansion aimed at further developing the company's business in Central and Eastern Europe. **Petr Šibal** has been appointed Sales Office Leader at Petainer's offices in Aš in the Czech Republic whilst **Zuzana Richterová** has been appointed Sales Representative for Central Europe.

Graphic Packaging Holding Company, the US provider of packaging solutions, has announced that **David A. Perdue** has been appointed to the company's Board of Directors. He was also appointed as a member of the Compensation and Benefits Committee.

Leading UK bottled water brand Harrogate Spring Water has appointed **Rhys Williams** National Account Manager to



*Clockwise from top left: Jerome Maguire, Alan Traylor, Bea Perez, Rhys Williams, Thomas Haensch, Todd Watson, Mark Murphy, Victoria Grobushkina.*

spearhead a new business drive around the southern M4 corridor.

**Alan Traylor** has joined Mocon Inc, instru-

mentation manufacturer and testing service provider for permeation, package integrity, shelf-life and food safety evaluation, as the company's new Business Manager of Food Safety Products.

Solbar, Israel, supplier of soy ingredients, has announced the appointment of **Todd R. Watson** as President of Solbar USA. The appointment is part of Solbar's strategy to strengthen its position in the US market following the acquisition of a new processing plant in Nebraska last year.

The German process automation company, TSC Auto ID Technology EMEA GmbH, has appointed **Victoria Grobushkina** Sales Manager Eastern Europe with responsibility for distributors, resellers and customers in the Russian Federation and the other Russian-speaking countries.

**Todd Riley** has been named Chief Executive Officer of R&D/Leverage, the 'idea-to-mould' provider based in Lee's Summit, Missouri.

D.D. Williamson, producer of natural colourings of Louisville, Kentucky, has appointed **Mark Murphy** as Sales Manager in North America.

## Advanced training

THE UK's Leatherhead Food Research has joined forces with Reading University, Birmingham University and Rothamsted Research to launch a new training scheme for the food industry. The four expert institutes have formed an Advanced Training Partnership (ATP) which has been awarded £3million by the Biotechnology & Biological Sciences Research Council (BBSRC) to fund new training programmes for scientists working in the food industry.

The BBSRC is funding four ATPs to address the skills gaps and training needs of scientists working in the UK agri-food industry through post-graduate training. This ATP will focus on Food Quality & Health.

Leatherhead's CEO, Dr Paul Berryman, said: "Combining Leatherhead's food industry knowledge with Rothamsted's agricultural expertise and the academic excellence of Reading and Birmingham Universities is a recipe for success. Scientists in the UK food industry need total flexibility to satisfy their training needs. This new ATP offers short courses, MSc's and the novel Professional Doctorate, which includes both work-based and university research. We asked our 1500 member companies if they would support the ATP approach and the feedback was overwhelmingly positive. With new skills, the UK will be able to contribute towards national and global food security."

## Best employer award

BOTH Frucor Beverages Australia and Frucor Beverages New Zealand have been recognised as Aon Hewitt Best Employers in an accreditation programme involving an employee opinion survey, a 'people practices' inventory, and an organisational audit.

"We are committed to growing our people, in order to grow the business," said Carl Bergstrom, Frucor's Group Managing Director. "Our aim is a true values-based organisation and this is built on a strong business rationale."

Bergstrom said that every employee had experienced the group's leadership devel-

opment programme which evolved every year, adding new challenges. "This year we have introduced a concept called 'White Space', where we equip and support our managers to take their teams away from their everyday responsibilities for two days, in order to create change and challenge the way we do things. So we don't just say we are innovative or trail-blazing, we show we are prepared to take risks and actively work with our employees to help them operate this way."

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## UNESDA President appointed

ZEIN Abdalla, Chief Executive Officer of PepsiCo Europe, has been elected President of UNESDA, the Union of European Beverages Associations, representing the non-alcoholic drinks industry in Europe.

He succeeds Luis Bach, President of Orangina Schweppes Europe, and will serve a two-year tenure.

Abdalla is committed to focus the association on three key areas: demonstrating the continued responsibility of the sector; enhancing its standing in the areas of health and wellness and environmental sustainability, and protecting the industry's core products and reputation.

"Our sector led the way in showing that industry can act more quickly than regulation and we must continue to deliver on our commitments and ensure that they remain



relevant for the stakeholders that we serve," stated Abdalla. "In particular we must ensure that rigorous science is used to underpin the reputation of our core products."

"I am also convinced that we need to get out there more and tell our good news story," he continued. "I look forward to working with UNESDA to find original and creative ways to engage with regulators, peers and consumers on all the things our industry is doing to encourage healthy and balanced lifestyles."

## Leadership recognised

PROFESSOR Colin Dennis, former Director-General of Campden BRI, has received the Myron Solberg Award at the annual conference of the Institute of Food Technologists (IFT) in New Orleans. This award "honours an IFT member for providing leadership in the establishment and successful develop-

ment and continuation of industry/government/academia cooperative organisation."

The citation reads... "Throughout Professor Dennis's career in food science and technology, he has dedicated himself to developing collaborative efforts between industry, government and academia." It also mentions his work in securing a government-funded energy conservation project for the canning industry, and in initiating industrial training for university students at Campden BRI.

## Accolade in biotechnology

FEIKE Sijbesma, Chief Executive Officer of DSM, has received the prestigious George Washington Carver Award for Innovation in Industrial Biotechnology in recognition of his outstanding contribution and vision to the development and innovation in industrial biotechnology. He received the award in Toronto, Ontario, Canada, during a plenary session of the 2011 World Congress on Industrial Biotechnology and Bio-processing.

In his keynote address Sijbesma spoke of the importance and the impact of biotechnology in view of the current shift from the fossil-based to the bio-based-economy.

According to BIO (the US-based Biotechnology Industry Organisation) Sijbesma is being honoured as a visionary leader of the bio-economy, which is projected to contribute almost US\$250 billion to the world economy by 2020, according to the World Economic Forum. Under his guidance, DSM has made significant steps in the development of industrial biotechnology for conversion of renewable resources to value-added health, nutrition and materials, supporting sustainable development.

### In brief...

- Scotland's food and drink industry has received a major boost after the Scottish Government agreed to invest more than £2 million to fund modern apprenticeships in the sector over the next year. The cash will cover the training costs of 972 apprentice places, a two-thirds increase on the number of places funded in the food and drink industry last year. Employers are now being urged to step forward to take advantage of the funding, which is available to train apprentices of any age.

- PepsiCo UK has secured a place in the list of Top 50 Employers for Women for 2011. This is the fifth consecutive year that PepsiCo has made the Top 50. Run by *The Times* newspaper in association with Opportunity Now, a government based organisation supporting gender diversity in organisations, the Top Employers award assesses companies on their internal and external programmes to promote gender equality, diversity and inclusion, and to create opportunities for women. In addition, PepsiCo was one of three finalist companies to be considered for an Opportunity Now Excellence in Practice Award for the category of Agile Organisation.

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## Events Diary

**JULY****13th – 15th** **CHINA**

**ProPaK China + BevTek & BrewTek China**  
 SNIIEC  
 Shanghai  
 China  
[www.propakchina.com](http://www.propakchina.com)

**17th – 19th** **SOUTH AFRICA**

**Drink Tech Africa**  
 Gallagher Convention Centre  
 Johannesburg  
 South Africa  
[www.exhibitionsafrica.com](http://www.exhibitionsafrica.com)

**AUGUST****2nd – 4th** **SOUTH AFRICA**

**Intervitis Interfructa Southern Africa**  
 Cape Town International Convention  
 Centre  
 Cape Town  
 South Africa  
[www.intervitis-infrastructure.co.za](http://www.intervitis-infrastructure.co.za)

**25th – 27th** **HONG KONG**

**Natural Products Expo Asia**  
 Hong Kong Convention & Exhibition  
 Centre  
 Hong Kong  
 China  
[www.naturalproductsasia.com](http://www.naturalproductsasia.com)

**SEPTEMBER****4th – 6th** **UK**

**Speciality & Fine Food Fair**  
 Olympia  
 London  
 UK  
[www.specialityandfinefoodfairs.co.uk](http://www.specialityandfinefoodfairs.co.uk)

**7th – 9th** **HONG KONG**

**Vitafoods Asia**  
 Asia-World Expo  
 Hong Kong  
 China  
[www.vitafoodsasia.com](http://www.vitafoodsasia.com)

**7th – 8th** **TURKEY**

**2nd Juice, Nectars & Soft Drinks Summit**  
 Istanbul  
 Turkey  
[www.magenta-global.com.sg/2ndjns-ds11/index.php](http://www.magenta-global.com.sg/2ndjns-ds11/index.php)

**8th – 10th** **GERMANY**

**EU Vend**  
 Koelnmesse  
 Cologne  
 Germany  
[www.euvend.com](http://www.euvend.com)

**8th – 11th** **VIETNAM**

**Vietfood & Beverage + Propack Vietnam**  
 Tan Binh Exhibition & Convention Center  
 (TBECC)  
 Ho Chi Minh City  
 Vietnam  
[www.foodexvietnam.com/en](http://www.foodexvietnam.com/en)

**13th – 16th** **RUSSIA**

**World Food Moscow**  
 Expocentr Moscow  
 Moscow  
 Russia  
[www.world-food.ru](http://www.world-food.ru)

**19th – 21st** **USA**

**International Dairy Show**  
 Georgia World Congress Center  
 Atlanta  
 USA  
[www.dairyshow.com](http://www.dairyshow.com)

**26th – 28th** **USA**

**Pack Expo**  
 Las Vegas Convention Center  
 Las Vegas  
 USA  
[www.packexpo.com](http://www.packexpo.com)

Send your trade event details to:  
[events@softdrinksinternational.com](mailto:events@softdrinksinternational.com)

**26th** **USA**

**IBWA Annual Business Conference**  
 MGM Grand Hotel  
 Las Vegas  
 USA  
[www.bottledwater.org](http://www.bottledwater.org)

**27th – 29th** **UK**

**PPMA Show**  
 National Exhibition Centre  
 Birmingham  
 UK  
[www.ppmashow.co.uk](http://www.ppmashow.co.uk)

**29th – 30th** **UK**

**Lunch!**  
 Old Billingsgate  
 London  
 UK  
[www.lunchshow.co.uk](http://www.lunchshow.co.uk)

**28th – 1st Oct** **BELGIUM**

**Labelexpo Europe**  
 Brussels Expo  
 Brussels  
 Belgium  
[www.labelexpo-europe.com](http://www.labelexpo-europe.com)

**OCTOBER****3rd – 4th** **INDIA**

**Fi India**  
 Bombay Exhibition Centre  
 Mumbai  
 India  
[www.fievents.com](http://www.fievents.com)

**5th – 7th** **ITALY**

**NUCE International**  
 Milan Exhibition Centre  
 Milan  
 Italy  
[www.nuce.pro](http://www.nuce.pro)

**6th – 9th** **IRAQ**

**Basra Agrofood**  
 Basra International Fairground  
 Basra  
 Iraq  
[www.basraagrofood.com](http://www.basraagrofood.com)

**8th – 12th** **GERMANY**

**Anuga**  
 Koelnmesse  
 Cologne  
 Germany  
[www.anuga.com](http://www.anuga.com)

**25th – 27th** **SLOVAKIA**

**FF2011 - Intl. Scientific Conference on Nutraceutical and Functional Foods**  
 Pavol Josef Safarik University  
 Kosice  
 Slovakia  
[www.foodandfunction.net](http://www.foodandfunction.net)

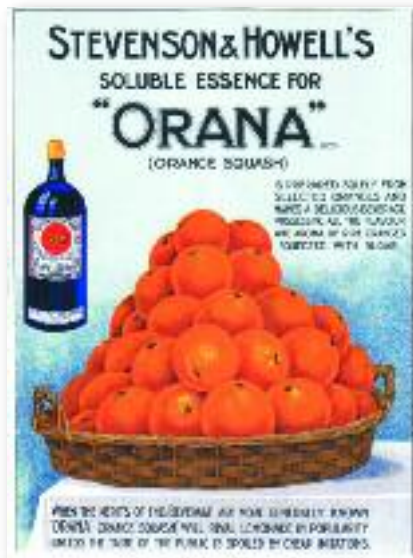


## 100 Years Ago

### From the *Mineral Water Trade Journal* of July 1911

#### When a license should be obtained

A decision of moment to all interested in beverage industries was given at the Stratford police-court (London), when Mr Charles H. Benterman, drug-store keeper, of Leyton, was summoned at the instance of the Board of Customs and Excise, for selling orange-quinine wine without having a 'sweets' licence. It was explained that the sale of quinine wine by other retailers than registered chemists requires a licence for the retailing of 'sweets'. It was proved that the defendant sold a bottle of orange quinine wine, and Mr Simmons, an analyst in the Government laboratory, proved that on analysis he found that it yielded 19% of proof spirit. In reply to the chairman of the bench, Mr Simmons stated that 2% of proof spirit is the legal maximum in beverages allowed to be sold without a licence. Defendant explained that he was not aware that a licence is necessary for the sale of quinine wine which is a medicine recognised by the British Pharmacopoeia. After the sale the Excise authorities suggested a compromise, asking him to take out a licence, but he felt that the matter



should be decided judicially, and did not take out a licence. A fine of 40s. and 4s. costs was imposed.

#### A stream of mineral waters

Seized with a sudden desire to be moving, a horse attached to one of Messrs Fry & Co's mineral water trolleys, at Brighton, turned quickly and backed on to the pavement outside the White Lion Hotel, Queen's Road, the result being that the vehicle capsized on to the pavement and deposited crates of dry ginger, lemonade, and other summer drinks on to the

Sourced by Stewart Farr

ground. Fortunately, no one happened to be passing. (Unfortunately) A stream of mineral waters flowed down the gutter.

#### 100,000 bottles of lemonade

One incident of the memorable feast which the King gave to 100,000 children at the Crystal Palace on 30th June was the provision of 100,000 bottles of lemonade, with 100,000 specially manufactured papier-mache mugs to drink it from.

#### Held up in a factory

Edmund Brown, a young fellow employed by Mr Crombie, a mineral water manufacturer, of North Ormesby Road, Middlesbrough, was surprised, when alone at eight o'clock at night in the factory, at the advent of two men. They subsequently turned out to be Thomas Anderson (23), a machinist, and Ernest Young (24), a fitter. Anderson, without the slightest warning, caught hold of Brown, and told him that they wanted money, and that money they would have. Eventually the young man handed over all he had in his possession – 6½d (3p). They then demanded beer, contenting themselves, however, with eight bottles of mineral water, which they took away.

Subsequently, they appeared before the local Stipendiary, who sentenced them to three months' hard labour for the theft, and a month for the assault. In the case of Young, however, the latter sentence would (said his Worship) run concurrently, whilst Anderson's would be consecutive.

## 50 Years Ago

### From the *Soft Drinks Trade Journal* of July 1961

#### Threat to automatic vendors

Automatic vending machines now springing up in all parts of London and the Home Counties may be given 'get moving' orders as part of a new drive by local authorities to remove 'unnecessary' street furniture.

Up to now Councils have had their hands tied by doubts on whether or not the machines were 'structures' under the planning law. Now, following legal discussions, Councils backed by the L.C.C. – have decided that they are subject to planning rules.

"This gives us full powers to demand application for planning permission before a machine can be erected," a London council surveyor stated. "And owners of those machines already in use can be told to take them away if we feel there are good grounds for ordering their removal."

An L.C.C. spokesman said the "war on machines" is being waged following

reports from many areas of too much noise at night, the litter nuisance, and obstruction of the highway.

Legal experts had been consulted in the hope of finding ways of checking the "fantastic growth" of these "coin in the slot" salesmen.

#### Indoor spectacular

The world's largest indoor spectacular advertisement for Coca-Cola has been installed in the main waiting room of Atlanta's new \$20million airport terminal. Sixty feet long and 12 ½ ft high, the advertisement features two giant photo-mural transparencies, each measuring 9 ft x 14 ft, of the natural beauty of Atlanta. One is of the city's famous Stone Mountain and the other is of an Atlanta garden in full flower. They were taken by local photographers and it is intended to change the scenes at regular intervals.

Between the two pictures, which are illuminated, is a centre panel containing a 10 ft disc of clear Plexiglas carrying the trademark 'Coca-Cola' and with a silver outline of the Western Hemisphere in the background. Three decorative 'latitude lines' cross the disc and connect the two picture panels. Surrounding the disc is a random pattern of nearly 200 individual metal stars, each centred by a miniature

flashing light. The entire display is lit by more than 100 lamps each 8 ft in length. Across the lower edge of the spectacular, running its entire 60 ft length, is a 2 ft high changeable message panel. The current message is 'Travel refreshed.'

#### Sales drive at garages

Garages and petrol filling stations offer a £55 million potential market today to the soft drinks industry, said Charles N. Baker, Vice-President of Pepsi-Cola, when speaking recently at a special market conference in the United States.

Soft drinks sales at service stations, he forecast, represented one of the biggest opportunities for sales growth that had been presented to the soft drinks industry for many years. Service stations today represented 17% of America's total soft drinks sales. A combined programme of increased advertising, promotion, exploitation, merchandising and marketing were to be Pepsi's method of gaining the maximum share of this vast market.

This news highlights a great potential for soft drinks sales which has not yet been exploited to the full in Britain. Readily available cool drinks at filling stations would often be very welcome by drivers and passengers of cars on the roads of this country. ■

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APTAR has launched a new website following its strategic realignment which created Aptar Food + Beverage, Aptar Beauty + Home and Aptar Pharma. The site encompasses all three Aptar business segments and provides access to all Aptar activities under one unique web address: [www.aptar.com](http://www.aptar.com).

The website is organised into market segments. The colour-coded pages of each segment are easily identifiable and accessible through the corporate pages of the website.

The segment marketing pages provides visitors with a comprehensive view of the different activities, services and developments worldwide. Coming soon is an on line 'Product Finder' with details of some 10,000 stock configurations. Also there will be French, Spanish, Portuguese, German, Italian and Chinese versions.

## Palletising flexibility



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LOGOPAK has supplied PepsiCo's Cork, Ireland, plant with two Logopak 804T labellers to identify pallets of soft drink concentrate as they are loaded by robot. This provides production flexibility by allowing the pallets from different production lines and with different products to be directed to different shrink-wrapping and transit labelling lines and caters also for downtime during maintenance or repair.

The machines operate within the safety cage of the robot palletisers and attach pre-printed bar code labels to the base of the pallets, using a purpose-built applicator that folds the label round the two outer faces of a corner block. Logopak also designed the labelling material specifically for the purpose.



## Dump feeder



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BULK solids handling specialist, Flexicon (Europe) Ltd has announced an all-new TIP-TITE Drum Dump Feeder which discharges bulk material from drums and feeds it volumetrically to downstream equipment.

The drum platform is raised by a single hydraulic cylinder, creating a dust-tight seal between the rim of a drum and the underside of the discharge cone. A second hydraulic cylinder tips the platform-hood assembly and drum, stopping at dump angles of up to 90° with a motion-dampening feature. Material flowing through the discharge cone charges the intake adapter of a cantilevered flexible screw conveyor available in custom lengths, oriented horizontally (shown), or at an incline, for the purpose of elevating, as well as metering, the material.



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CONTINUING its mission of providing equipment to fit a wider range of customer requirements, Alicat Scientific, Inc. has attained CSA approval for the use of Alicat Mass Flow Meters, Mass Flow Controllers, and Pressure Equipment, in Class 1 Division 2 Hazardous environments. With the Class 1 Division 2 rating, Alicat's precision devices are even easier to integrate into a wide range of factory settings or applications.

Alicat devices can be ordered in the CSA approved configuration with no extension of the already fast seven business day lead times. All Alicat CSA approved devices have group ABCD approval, and all flow devices come pre-calibrated (NIST traceable) for acetylene, hydrogen, ethylene, and propane, as well as 16 other gasses and 10 gas mixes.

## New labelling adhesives



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BEARDOW Adams has developed a new generation of hot melt adhesives for bottle and jar labelling applications using reel fed and 'cut and stack' labels.

The clear, low odour hot melts will bond virtually all paper and plastic labels to plastic or glass containers, whether round, square, contoured or ribbed. They are supplied as film wrapped EcoBlocks™ and can be loaded straight into a hot melt tank, the thin outer film melting with the adhesive.

The new hot melts are the first of the company's labelling products to carry its BAMFutura™ branding as an extension to its high quality, and award winning, packaging hot melt range. Beardow Adams is one of Europe's largest hot melt manufacturers.



## Promotion opportunity



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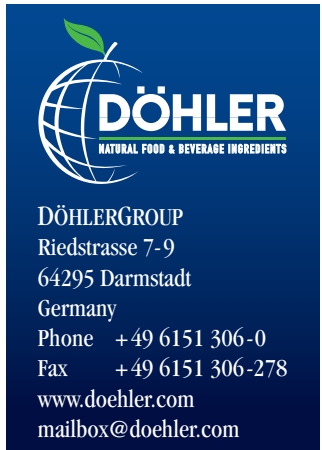


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