

Soft Drinks International

THE GLOBAL BEVERAGE INDUSTRY MONTHLY

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SEPTEMBER 2012



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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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Get connected

As the flames and fanfare of the Olympics and Paralympics die down, the Coke team that put the sponsorship deal together must be patting themselves on the back for a job well done. The value of such immense exposure at such a major event is immeasurable, but what is measurable is the amount of social media activity – and again Coke is number one.

'Tweeting' seems to have been the method of choice during the games, with a massive 97% of all online 'conversations' during the Olympic opening ceremony taking place on Twitter, according to digital research agencies iProspect and Carat. And Twitter itself recorded that a whopping 150 million Olympics-related tweets took place over the two weeks, with Usain Bolt being the most talked about athlete of the games.

Olympics aside, Coca-Cola came top of the list of the Top 10 social media brands, with 1.4 billion impressions in a survey by uberVU, a social marketing platform and media audience measurement service provider. The company topped big brands such as Apple and Google, which were second and third for the month of July this year.

Sprite also put in an appearance at No.8; and in the Product Categories survey, beverages were in the No 2 slot.

Beverage companies appear to be very well connected when it comes to social media, which is proving to be a crucial way to keep in touch with consumers. Any beverage company will tell you that knowing its target audience is the best way to stay innovative and ahead of the game, and they have seized on this tool as a way of getting inside the heads and hearts of their consumers.

According to a survey by InSites Consulting, 61% of US companies listen to consumer conversations on social media, and 83% respond to questions and complaints via this medium. Similarly 82% of consumers reported that consumer reviews influence their purchase decisions, according to Tampico Beverages.

Catering to this online-savvy group of consumers, Tampico launched an interactive social media contest and 3-D Facebook app to promote its 20 oz refrigerated juice drinks. The 'Piñata Bash' Facebook campaign asks fans to enter the sweepstakes by personalising a digital piñata and sharing it with a friend who breaks the piñata, or vice-versa.

Meanwhile, Red Bull created the RedBullAirDrop.com, along with the Twitter hashtag #airdrop, to get college students around the globe involved with the Red Bull Air Drop, in which helicopters delivered crates of Red Bull to 400 college campuses in 55 countries across six continents. The brand achieved nearly 24% increase on NBCUniversal's Integrated Media's Brand Power Index among men, and close to 10% increase with women.

According to the InSights Consulting study, 80% of US companies are present on Facebook; 45% have a Twitter account; and 48% are on LinkedIn.

Like it or loathe it there's no getting away from it: these days, if you want to be in touch with your audience, you have to be in touch via social media.

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Late Bulletin

● **Sapporo Holdings** is to invest about US\$2.5 billion over the next five years with an eye on foreign acquisitions. The Japanese company, which has seen its domestic beer market struggle in recent years, will use the funds to expand in the food and soft drinks categories. Sapporo will consider acquisitions as a means of upping its presence in the two categories. "To make more growth, we think we need to expand the food and soft drinks business," a spokesperson said.

● **The Coca-Cola Co** is to launch a water flavourer aimed at parents and the health conscious in the US. Dasani Drops is a zero-calorie "liquid flavour enhancer" added to water to give it a fruit taste. Four flavours - Strawberry Kiwi, Pink Lemonade, Pineapple Coconut and Mixed Berry - will be available in 1.9oz bottles with flip-top caps. Each 1.9oz bottle, which has a retail price of US\$4, contains 32 servings.

● **Monster Beverages** has launched the latest addition to its energy drinks portfolio in the UK. Monster Absolutely Zero contains neither calories nor sugar and will be available in the country's on-trade. It will be available in 25cl cans.

● **Britvic** and **AG Barr** have opened "preliminary discussions" over a share merger. Despite talks only being at an early stage, Britvic and AG Barr revealed that shareholders in Britvic would hold 63% of the merged entity, with AG Barr accounting for 37%. Also, the board would be "drawn equally" from both firms. AG Barr's CEO, Roger White, would head up the new group, with John Gibney, CFO of Britvic, lined up to become CFO. The Chairman of Britvic, Gerald Corbett, would assume the Chairmanship, with Ronnie Hanna, AG Barr's Chairman, set to become Deputy Chairman. The two firms will release the conclusion of their talks on 3rd October.

Following the announcement from Britvic and AG Barr, **PepsiCo** declined to comment on its role in a proposed merger between the two. The US company, for whom Britvic is the UK and Ireland bottler, has a change of control clause in its contract with Britvic. However, a spokesperson would not be drawn on the news: "We are aware of the announcement made by Britvic and AG Barr," the spokesperson said. "As a matter of policy, we do not comment on M&A activity." About 40% of Britvic's sales come from bottling PepsiCo brands.

● New Zealand PepsiCo bottler **Frucor Beverages** has launched a TV campaign for Gatorade in the country featuring athletics star Usain Bolt. The advert shows the 100m and 200m Olympic gold-medal winner walking the streets of London ahead of a race. The advert, called 'What's Inside', has been released online in all Gatorade markets except the UK.

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Apple and pear production

AT the Prognosfruit 2012 conference, which took place last month in Toulouse, France, forecast figures for the apple & pear crop 2012 were released by the World Apple and Pear Association (WAPA).

Detailed estimates for the global apple production and processing were given at the Prognosfruit by Philippe Binard from the World Apple and Pear Association and by Helwig Schwartau from Agrarmarkt Informations GmbH.

For 2012 the apple production in the EU (top 21 producing countries) is forecast to be at 9,739,000 tonnes, a decrease of 9% compared with 2011 (and 7% lower than the average production of the past three years).

There are significant differences between Western and Eastern Europe. In the latter,



production is forecast to increase by 5.76% compared with 2011 while in the West the production has decreased by 6.55%. From the five main apple producing EU Member States (Italy, France, Germany, Spain, and Poland) only Poland will have a higher production, estimated at 2.8 million tonnes – up by 12% compared with last year.

In Poland the amount of apples being processed is forecast to go up by 37% to 1,540,000 tonnes (against 1,125,000 tonnes in 2011). For the EU 27 the total amount

of apples being processed remains at approximately 3,250,000 tonnes, which is a marginal increase compared with last year.

With apple juice concentrate stocks cleared in Europe the price level for EU AJC is expected to stay above 1.5 €/kg.

For pears the European growers predict a significantly lower crop of 2,060,000 tonnes – down 22% compared with 2011 (2,629,000 tonnes). These figures relate to the production of the top 18 Member States of the EU 27 growing pears.

Nestlé Waters sales up

NESTLÉ Waters achieved sales of CHF 3.6 billion, with 5.6% organic growth, and 3.5% real internal growth in the first half of this year.

Nestlé Waters' growth was driven by North America and emerging markets. The water category continued to evolve positively overall. Nestlé Pure Life drove geographic expansion in emerging markets, as did the company's international brands Perrier and S. Pellegrino globally.

North America maintained its momentum from 2011 both in the retail and home and office channels. All tiers of the business, from Nestlé Pure Life at the value end, to the regional waters such as Poland Spring and Ice Mountain, to the premium international sparkling waters such as Perrier and S. Pellegrino contributed to this performance.

Growth in Europe was impacted by a slow start generally to the season in contrast to 2011. However there was double-digit growth in the UK thanks to the strong performance of Nestlé Pure Life and Buxton. Perrier also had a strong start, helped by its new advertisement 'The Drop' which generated 3.6 million YouTube views in less than a month.

The emerging markets delivered double-digit growth with Nestlé Pure Life and the local brands, such as Al Manhal in Saudi Arabia, Minéré in Thailand and Baraka in Egypt contributing.

The trading operating profit margin for

Mountain Dew ad complaint

THE Advertising Standards Association (ASA) in the UK has upheld complaints against PepsiCo International Ltd about an in-game advertisement for Mountain Dew Energy drink seen on various gaming-apps, a video sharing and a social media website, featured what appeared to be a teenager on a snowboard sliding down an escalator.

As he reached the bottom he grabbed a rope thrown to him by another teenager from the back of a moving underground train. He then jumped from the platform and 'surfed' along the tracks on the snowboard and made celebratory gestures. He then fell headfirst onto the ground. The scene then cut to 'white noise' with text stating 'don't Dew this at home'. The final scene showed a group of men cheering and spraying the drink over themselves. One of the men's arms was in a cast.

Complaints were lodged, which challenged whether the ad was harmful because it featured a young adult engaging in dangerous

behaviour which could encourage emulation; and whether it was irresponsible as it appeared in media likely to be seen by, or have particular appeal to children. Only seven complaints were made.

PepsiCo International said that the advertisement followed its previous advertising template which it had used in Mountain Dew advertising globally for a number of years and had been well received by consumers and had not resulted in complaints. The advertisement was intended to be light-hearted, tongue-in-cheek and was not intended to cause harm, offence or encourage emulation. PepsiCo said that this was reinforced by the text 'don't Dew this at Home' which spelt out to viewers that it was not intended to depict a realistic scenario and strongly discouraged emulation.

Further, the company said that their policy was not to advertise directly to children and worked with their agencies to ensure that children under 16 years of age were not able to view the advertisement. It said the advert was targeted at 16 to 24 year-olds and did not depict children, or show children in hazardous situations, behaving dangerously or in close proximity to dangerous substances or equipment.

However, because of the 'realistic nature of the advertisement, its familiarity, the dangerous and reckless nature of the stunt and the celebratory actors, one of whom had 'clearly sustained an injury', the ASA concluded that the advertisement could encourage emulation of an unsafe practice and result in harm.

The ASA has told PepsiCo that the advertisement must not appear again in its current form.

Nestlé Waters increased by 140 bps thanks to continued growth, product mix, effective pricing and cost management initiatives.

The Nestlé Group as a whole continued to grow in all regions of the world: the Americas achieved organic growth of 6.4%, Europe 2.6% and Asia, Oceania and Africa 12.6%. The business grew 12.9% in emerging markets and 2.6% in developed markets.



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Tax reforms called for

DENMARK'S retailing and consumer organisations are hoping to join forces and form a united front to persuade the government to reform the multitude of different taxes that are currently imposed on soft drinks. The initiative has emerged in the wake of latest data from the Department of Trade (DoT) which reveals that over 20% of all non-alcoholic beverages consumed in Denmark during the first half of 2012 were bought during cross-border shopping trips by Danes to Germany.

This figure is markedly higher than the 15% level recorded by the DoT in 2011. According to the DoT data, when the full weight of taxes is applied, the per unit average cost of a 2 litre soft drinks bottle bought in Denmark is almost twice the cost of the same unit purchased in Germany.

The value of Danish border trade with Germany rose by 10% in 2011 to €4 billion. Of this, purchases of soft drinks and bottled water products account for almost 15% of the total spend.

"Germany has a simplified tax system for soft drinks and Denmark does not. This is the main problem. It's not just a problem for the Danish retail sector. More monies lost to sales in Germany means less taxes for the Danish Exchequer.

"A reform in the tax system for soft drinks is long overdue. The cost needs to be brought more into line with neighbouring states such as Germany," said Vagn Jelsøe, an economic adviser with the Danish Consumer Council (DCC).

A reform of the tax system would also eliminate the confusion surrounding the diversity of different levies imposed on soft drinks in Denmark, the DCC believes. Currently, soft drinks are subject to a sugar content tax, a packaging levy and VAT. Retailers and the DCC would like the 25% VAT rate on soft drinks to be reduced below 15%. The sector would also like to see the packaging and sugar content levies reduced, with the taxes imposed made simplified and rendered more transparent.

"If we could achieve tax reform and VAT reductions, we would see prices of soft drinks in Denmark decline to unit levels comparable with Germany. The real difference between prices in Denmark and in Germany is the amount of taxes imposed on soft drinks, although more could be done on the price competition side too,"

said Jelsøe.

Market analysts agree with the DCC that the soft drinks industry and retailers need to do more to inject greater price competition into soft drinks.

"There doesn't appear to be as much price competition for soft drinks as there could be among the various supermarket and retail outlets. More price competition would certainly lower the cost to consumers of buying soft drinks in Denmark, and this would be a welcome development," said Allan Filbert, a beverages industry analyst.

Figures released by the DoT estimated the cost of purchasing a 24 unit tray of 330ml cans of Coca Cola at €27 in Danish supermarkets in June. The same tray could be bought for €12.95 at a German Comet store on the Danish-German border.

Coca-Cola sets sights on Sweden

SPENDRUPS has signed a new expanded co-operation agreement with Coca-Cola under which the Swedish beverage company will distribute a broader range of Coca-Cola products in Sweden, including Coca-Cola Zero, Minute Maid juice and Burn energy drink. The new deal will serve to strengthen Coca-Cola's ambition to bolster sales through a broader and more penetrating distribution system serving more cafés and restaurants, an area where Spendrups is strong.

"We have enjoyed a close and active collaboration with Spendrups down the years,

and it is time to renew the contract period and improve its scope. It is the natural thing to do for both our companies," said Göran Holm, CEO of Coca-Cola Enterprises Sweden.

The core of the new agreement focuses on the distribution of Coca-Cola products through Spendrups' national marketing and delivery systems. Conversely, Spendrups will also use Coca-Cola's urban and regional distribution network in Sweden to maximise the cost efficiency of its delivery systems across its full product range.

"Our customers want fewer deliveries, strong brands, and solutions that generate resource savings in terms of time, personnel and environment. This agreement is one way to fulfill their demands," said Fredrik Spendrup, CEO of Spendrups.

Rubicon takes off

SALES of A G Barr's Rubicon exotic juice drinks are flying at Manchester Airport thanks to an innovative new drinks merchandiser, Broderick's Touch – the first of its kind in the UK.

Broderick's Touch, from Manchester Vending has a fully integrated, 19-inch high definition, interactive touch screen menu with high resolution graphics, and fully integrated speakers. The machine has the primary function of providing hot beverages but also has a number of other unique features

including the ability to screen brands' TV adverts.

Manchester Vending stocks the new Rubicon Stills range in 168 of its glass fronted merchandisers in Manchester Airport and has positioned 32 of the Broderick's Touch machines alongside with the Rubicon TV advert playing on the screens.

John Broderick, Managing Director of Manchester Vending, says: "Sales of the new Rubicon Stills range have surpassed all expectations since we started selling them at the end of May. We already stocked the Rubicon carbonates range so we expected sales to be good but the volume going through Manchester Airport is unexpected and fantastic!"

Adrian Troy, Head of Marketing, at AG Barr comments: "The screening of the TV advert on the new Broderick's Touch machines is an innovative idea which is already showing positive results. We're looking forward to watching Rubicon sales grow even further."

Rubicon recently launched the range of three 500ml still products aimed at 'on the go' consumption. Previously only available in 1 litre and 288ml cartons, the launch of



Rubicon is flying high.

Rubicon Mango and Guava and Sun Exotic Tropical in PET bottles provides consumers with even more occasions to enjoy the products.

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Vimto brand buoyant

THE Vimto brand value has reached its highest ever value of £60.5 million, gaining £7 million in the past year and is currently growing at +13% year on year, according to figures from Nielsen.

Vimto Dilutes are growing three times faster than the market, growing at +8% year-on-year, while Vimto RTDs continue to show significant growth achieving +77.2% year-on-year.

This year, Vimto has invested in its biggest ever digital campaign to boost awareness with its teen target audience. The brand has taken over the online music, video and social networking community by running online versions of its award-winning 'Lowrider' advertisement. It was also exclusive sponsor of the music video premiere for the latest Coldplay featuring Rihanna record on the world's leading music video entertainment platform VEVO, the official music video provider to YouTube.

In addition, The Levi Roots range is experiencing phenomenal growth, and has reached a value of £4.3 million in just over a year since launch; while Sunkist has experienced year-on-year value growth of 61% as a result of continued investment in its 'Go Somewhere Sunkist' marketing campaign aimed at its youthful target audience.



Vimto sponsors Coldplay featuring Rihanna.

Award for Turbo Tango

TURBO Tango from Britvic has won the SIAL d'Or competition in both the non-alcoholic beverages category and the country category. The product features a novel aerosol-powered bottle that sprays a foamy orange jet straight into the mouth.

SIAL d'Or is the trade competition that identifies and rewards innovations for their major retail success in their national markets. For the first time in the history of SIAL d'Or, the jury selected one winner per category, one per country and an overall global SIAL d'Or award winner.

The jury consists of representatives from 29 key trade publications from the world's agri-business, including *The Grocer* from the UK. Convening at SIAL Canada from 9th to 11th May, they selected 243 products competing in nine product categories.

The award-winning products will be displayed in the SIAL Innovation area at SIAL in

Feel Good and the furry peanut

FEEL Good Drinks has partnered with a giant furry peanut, otherwise known as *The Lorax*, in a new on pack promotion for its range of healthy fruit juices for children. *The Lorax* film, from Universal Pictures and Illumination Entertainment brings the imaginative world of Dr Seuss to this visually spectacular family adventure.



Feel Good Kids fruity juices are available in Orange; Pineapple & Banana; and Blackcurrant, Apple & Grape blends, and offer children one of their '5 a day' recommended intake of fruit and vegetables. Like all Feel Good drinks, they are made from 100% natural ingredients and contain no added sugar or artificial ingredients.

The Feel Good Kids four packs have been taken over by *The Lorax* and his furry friends; and there's a 'spot the difference' puzzle on-pack. Supported by a Lorax themed website with online activity sheets and videos, the 'eco-friendly' star prize is a tree house family holiday in France.

Feel Good Drinks' Marketing Director Steve Cooper said: "As soon as we heard about this fun, colourful film with a strong environmental message we knew that it was a good match for our drinks. Feeling good and doing good are equally important to us, and what better way to get the eco-friendly message across to a young audience than with a tiny, furry, grumpy, orange spokesperson to help you out?"

Britvic Q3 disappointing

VERY poor weather and the product recall of Fruit Shoot and Fruit Shoot Hydro has impacted on third quarter (16th April 2012 to 8th July 2012) performance, according to a statement from Britvic. The recall, in July this year, of Fruit Shoot products with a new sports cap, has impacted the group by around 2%. Revenue declined by 5.1% in the period (at constant currency), with a negative currency impact of 2.5% in the quarter resulting in a revenue decline of 7.6% on actual exchange rate basis.

However, the company achieved growth in France, where revenues were up 4.3%; and there was strong progress of Fruit Shoot in the USA, which is unaffected by the recalls.

Paul Moody, Chief Executive of Britvic, commented: "The third quarter has been extremely challenging for Britvic. The weak consumer environment and very disappointing weather at a key time for soft drink sales have had a marked impact on our performance. The decision to recall Fruit Shoot resulted in a further negative impact towards the end of the quarter.

"In the foreseeable future, our resources will be fully focused on re-establishing Fruit Shoot in the market as soon as possible. Our other key priorities are to drive an improved performance from the strong brands across the group, ensure that we build and realise the value of our emerging US Fruit Shoot business and underpin the profitability of the company, with a strong emphasis on cash generation and rigorous cost management," said Moody.



Turbo Tango is a winner.

Paris from 21st to 25th October 2012, and will give retail buyers an overall view of successful products launched in the 29 coun-

tries. The overall global SIAL d'Or 2012 winner will be announced at an awards ceremony on Sunday 21st October.

Award for Excellence

COCA-COLA Enterprises was named overall winner in the Education category of Business in the Community's annual responsible business awards, the Awards for Excellence, in the UK recently.

Now in their 15th year, Business in the Community's Awards for Excellence recognise the powerful and positive role that business plays in society. They shine a spotlight on those organisations that are transforming themselves by integrating responsible business across all they do and by doing so, are transforming the communities in which they operate, making things better for society and the environment.

Coca-Cola Enterprises' award winning education programme was set up to provide a window into the manufacturing industry for young people, through its dedicated on-site education centres, where qualified teachers host tailored educational visits, and its annual enterprise completion for schools, the Real Business Challenge. It was recognised by judges for reaching a vast number of students and offering real value that could be taken back into the classroom.



Coca-Cola awarded for excellence.

John McIvor, Head of International Communications, Bank of America Merrill Lynch, and Chair of the Judging Panel, said: "By bringing young people into its business Coca-Cola Enterprises (CCE) has created a successful and replicable corporate blueprint for raising aspirations and attainment. CCE's Education Programme provides young people not only with a valuable insight to both the company and the manufacturing process but also a motivating opportunity to work towards qualifications."

Bill Muirhead, Education Programmes Manager, Coca-Cola Enterprises, said: "At Coca-Cola Enterprises, we believe passionately that business has a responsibility to support the education sector in bringing the world of work to life. We are particularly focused on giving young people an insight into the manufacturing industry and related careers. I am delighted that our education programme has received this recognition, and I'd like to thank Business in the Community for this prestigious award."



British Soft Drinks Association Industry Lunch 2012

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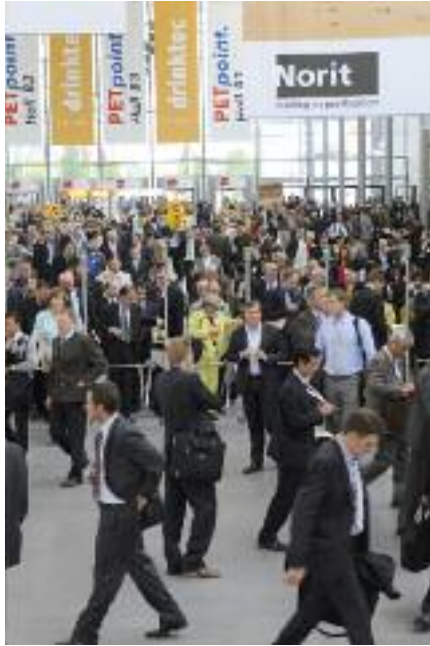
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Dairy at drinktec

ONE in five visitors to drinktec comes from the dairy sector; reports exhibition organisers Messe Muenchen.

Worldwide, the consumption of milk and milk products is rising. China is an excellent example of this. The world's most populous nation is progressively becoming increasingly accustomed to milk. The annual increase in the dairy industry there is 10% to 15%. It is considered certain that demand will continue to grow in the future, not least because of the Chinese government's massive support for milk consumption in the country.

Euromonitor's forecasts for the future reinforce this positive picture for the dairy industry, stating that worldwide milk output will rise from the present 126 billion litres to around 137 billion by 2015. Asia and the Pacific Rim will be in the vanguard here with the highest growth rates. Euromonitor says that the volume here will increase from today's 31 billion litres to 37 billion litres, whereas consumption in Europe and North America will stagnate at a high level. A report by Tetra Pak confirms these trends. Growing prosperity in regions such



One in five visitors to drinktec are from dairy.

as Asia and Latin America will send demand for liquid milk products soaring. The study forecasts a 30% growth in worldwide consumption by 2020.

More than almost any other foodstuff, milk affords plenty of scope for creating new products through targeted processing. The GEA Westfalia Separator Group is one of the many exhibitors offering process technology for milk processing at drinktec 2013. For Christian Frahm, Director of Business Line Dairy Technology at GEA, drinktec is also an essential venue for visitors. "The trade fair is important to us for two reasons. Firstly, boundaries between the markets are becoming increasingly blurred, with the creation of fusion products of milk and fruit juices or soft drinks and vice versa.

"Secondly, liquid milk products like yoghurt drinks and fresh milk are much more important in the up-and-coming dairy markets of China and the whole of Asia than, say, in Europe and America, where solid dairy products like cheese are dominant. We think that drinktec 2013's additional focus on milk products and liquid food makes it an attractive venue for visitors from Asian countries."

drinktec will take place at the Munich exhibition centre from 16th to 20th September next year. It is expected to attract around 60,000 visitors from more than 170 countries.

In brief...

- Eden Springs, home and office delivery (HOD) water provider, has acquired Swiss cooler company, Edelvia. Edelvia is based in Moudon, in the Canton De Vaud in Switzerland, and specialises in providing both businesses and homes all over Switzerland with high quality mineral water sourced from the Swiss Alps. The acquisition of Edelvia, which provides stylish, slimline cooler units that use either 3 or 5 gallon bottles, increases Eden's market share in Switzerland by approximately 40%.

- Coca-Cola's PlantBottle is one of 10 finalists in the Packaging Innovation Contest De Gouden Noot 2012. Coca-Cola Enter-



prises Benelux has entered the PlantBottle, a fully recyclable PET bottle that is partly made from material derived from plants. The packaging consists of 22.5% plant-based material (sugar cane) and 25% recycled PET. The bottle is 100% recyclable.

The awards are organised by NVC, a packaging association with 550 member companies.

- LycoRed, manufacturer of beta-carotene biomass, has announced the acquisition of Vitan Ltd, based in the Dnepropetrovsk area of Ukraine.

Vitan, founded in 2002, uses 'ecologically pure' technology based on the use of an industrial microorganism, the *blakeslea trispora* fungus, which is a producer of natural carotenoids. The company's expertise is in fermentation of *blakeslea trispora* to produce beta carotene biomass and other types of carotenoid biomass.

"We are excited to add Vitan to the LycoRed family" said Morris Zelkha, CEO of LycoRed. "Vitan will add value to LycoRed, providing us unique access to sourcing and improving our ability to compete in the natural carotenoids global marketplace."

- Tetra Pak has announced the acquisition of the assets of Genius Automação de Sistemas Ltda, a São Paulo, Brazil-based specialist in industrial control systems.

The acquisition will strengthen resources and competences in automation for Tetra Pak's processing and packaging solutions,

particularly in the area of Manufacturing Execution Systems (MES), control systems that manage and monitor work-in-process on a factory floor.

The acquisition is part of Tetra Pak's strategy to develop highly integrated and automated processing and packaging production lines. Genius' automation competence will contribute to future development and offerings of Tetra PlantMaster; Tetra Pak's factory control, supervision and operation software.

- APPE, the packaging division of LSB, says building work at its new Polish factory is on schedule with commercial production due to commence in December and the plant fully operational by January 2013.

Three Husky injection moulding machines are being installed initially to satisfy the three major contracts that APPE Polska currently has in place, meaning that its original planned capacity is already sold out. A DeepGrip blow moulding machine will be installed in 2013 and the plant will offer the full range of APPE technologies including injection moulding, blow moulding and single stage.

The company has put in place an ambitious five year growth plan, which is forecasting a 1 billion unit production facility.

The new factory is based in Tychy, near Katowice in the South of Poland. The site was selected for its proximity to Polish fillers as well as its capacity for expansion in line with growth forecasts.

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energy
grains
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Africa

Service package well received

INDUSTRY buyers attending SAITEX and Africa's Big Seven in Johannesburg showed keen interest in Royal Crown Cola International's (RCCI) comprehensive service package for bottlers.

The programme is designed to help RCCI's expanding bottler network in emerging markets - such as Africa, Southeast Asia and Latin America - boost sales, ensure high product quality and enhance production efficiency.

The package offers assistance in engaging consumers across multiple touch points, including online and social media, advertising campaigns for television and radio as well as print, point of sale and other measures.



Royal Crown Cola on the roll.

"For the last century, we have sought to provide premium products that represent the spirit of the Royal Crown Cola brand," said Moshy Cohen, RCCI's Vice-President, Marketing. "Our service programme demonstrates our commitment to supporting our bottlers' businesses from the plant through to the shelf."

RCCI is a division of Cott Beverages, itself a subsidiary of Cott Corporation.

Water safety worries

SEVERAL African countries have cracked down this year on production of bottled and sachet waters that do not meet national food safety standards.

In Zambia, the Lusaka City Council undertook an extensive laboratory testing programme whose results not only upset the council as regulatory authority but also shook public confidence.

The tests found that only six of the 15 producers tested were meeting food safety standards fully. This prompted the council to warn that the other bottlers would be shut down if they failed to comply immediately with their legal responsibilities. A further round of testing is planned.

Liberians were also shocked by reports of foreign particles being found in sachets and bottles of a big-selling water brand. However, the bottler responded by noting that the product was six months past its expiry date and was possibly not even genuine.

Two out of three complainants were arrested by Monrovia police.

As we have reported, other countries around the continent have stepped up their monitoring of water and other soft drinks in response to public unease. Some countries have invested in more sophisticated testing equipment and in training specialist staff to check bottling plants, at the same time improving food safety standards and regulations.

Island of Treasure

SHOWING no sign of losing its appeal to the South African market, Tropika's Island of Treasure has returned for a fifth season. Participatory and TV audience figures indicate that the annual reality show is closing in on iconic status, achieving solid growth in consumer recognition and sales of the Tropika dairy-juice blend range.

Following the age-old adage of not tampering with something that's proved an ongoing success, this year's venture will see a similar mix of consumers vying for the right to compete alongside celebrities, a star-studded celebrity line-up, exotic destination, a dedicated website (www.tropika-island.co.za) and eventual screening on prime-time television.

While the mechanics stay much the same, the detail ensures that Tropika Island of Treasure seems fresh: new celebrities, new destination, a different TV channel and, of course, new people chosen to compete.

"We have the hottest crop of celebrities set in one of the coolest locations in the world, and the show is moving to the biggest channel in the country – it can only get better," said Asheen Dayal, Tropika's Group Brand Manager.

Many of this year's celebrities are well known in South Africa for more than one reason, such as feisty former teen queen,



actress and TV presenter Phuti Khomo and AKA, billed as hip-hop giant and rap royalty.

They will compete head to head with their public counterparts in Jamaica, with the action filmed for a one hour special on Saturday night prime-time in February next year.

Aardklop Festival

CLOVER has leveraged its sponsorship of the annual Aardklop National Arts Festival in Potchefstroom very effectively, positioning itself as a major supporter of the arts in South Africa. Until it became involved with Aardklop last year, the company had supported numerous local and regional events, but nothing on a countrywide scale.

Given Aardklop's standing, the dairy and juice giant has become aligned in wider terms with national culture, one of its aims when it signed up as naming sponsor.

While Aardklop emphasises Afrikaans performing and visual arts, it embraces all aspects of South African art and culture.

The festival is now presented as the Clover Way Better Aardklop National Arts Festival, or Clover Soveel Beter in Afrikaans.

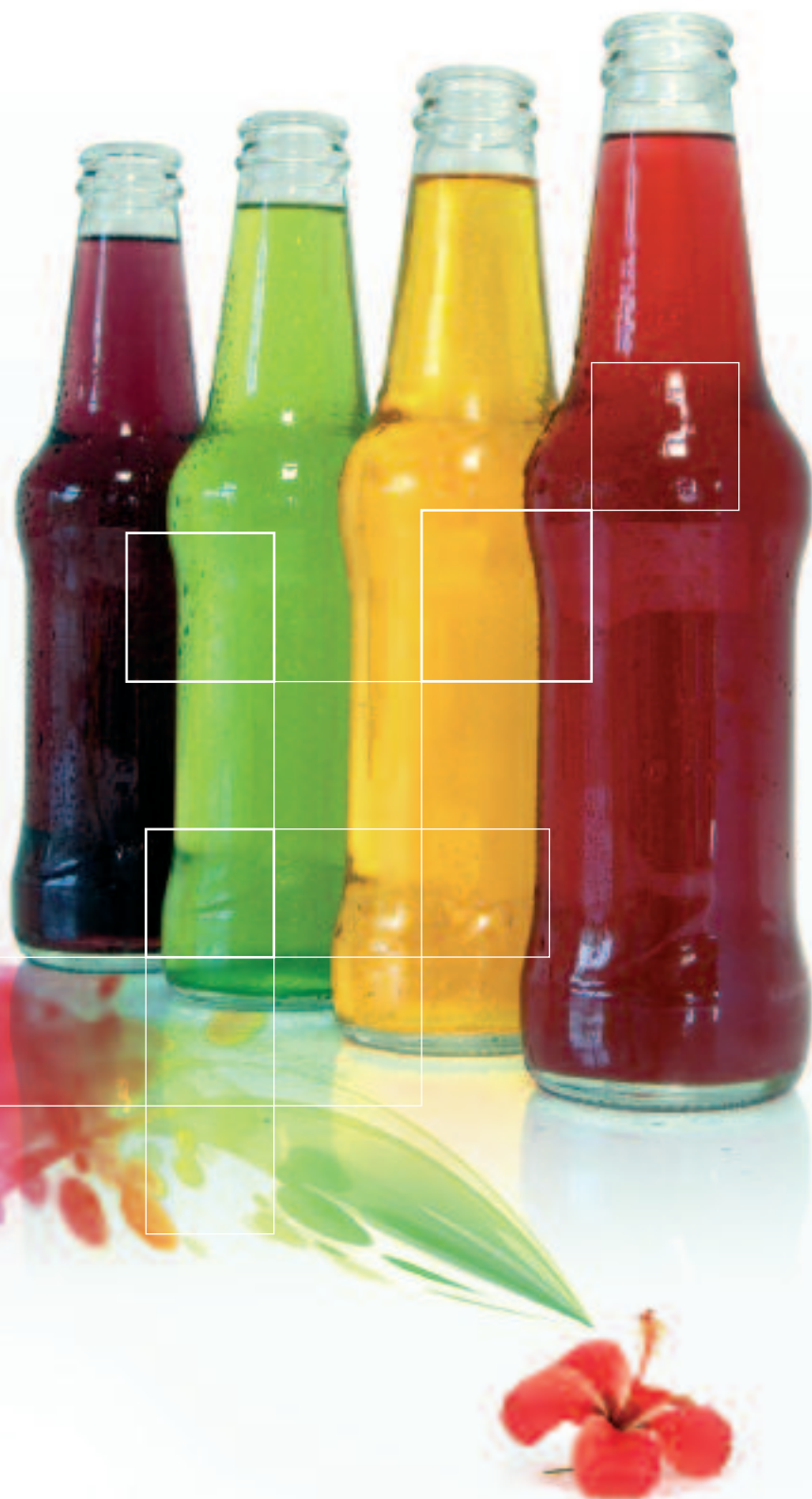


This year's event will run from 2nd to 7th October, with the wide-ranging programme – which includes outdoor performances and a large craft market – that has characterised it since it began in 1997.

Potchefstroom, in North West Province about 120km from Johannesburg, was once a contender for the country's national capital. This having not been granted, its leaders decided to make it one of the great educational centres of the country and of Africa. It became home to several universities, colleges and research facilities, its academic strengths presented proudly under a 'City of Expertise' tag.



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Fish River record

RED Bull sponsored a professional South African trail runner for his attempt at the Fish River record. Friends and colleagues say 'Hedgie', as he is known, is not only honest himself but also loyal and supportive, a team person. When he set out in early August to break the record for running Namibia's spectacular Fish River Canyon trail – a difficult challenge – he was backed by an equally passionate team.

"My Fish River Canyon record attempt was a personal quest for me wanting to push my own boundaries while running in one of the most beautiful but harsh environments on our planet," Ryan Sandes says on his blog. "This personal quest could not have been made possible without the help and support of a number of passionate individuals – thanks team, I was not out there alone!"

It was a major project, 18 months in planning and with one failed attempt because of flooding. But Sandes still had time to pose for photos with a can of Red Bull and his sponsors were to the fore on his running gear.

Red Bull also features strongly on his website which is impressive in content and layout, as might be expected of a young (30) man with a BSc degree in construction studies and honours in quantity surveying.



Ryan Sandes, Fish River Canyon. Photo: Craig Kolesky, Nikon/Red Bull.

He set a new record, although the final stage delivered an unusual challenge: a 'massive troop of baboons blocking the trail. He had visions of them attacking for his Red Bull e-shot. But they scattered at the last moment and all was well.

He saluted the Canyon, then and later

on his blog: "It would be foolish to say I had conquered the Canyon, as I have realised from my past experiences that she is far greater than I or any human will ever be. I have a very healthy respect for the enormity of the Canyon and this run was about paying respect to her."

Ups and downs for sports drinks

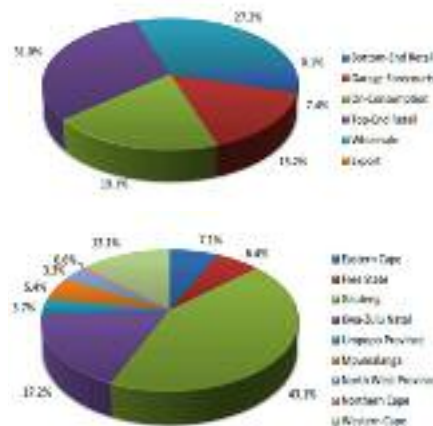
THE South African market for sports drinks suffered a volume decline in 2011, according to BMi Research. This was largely caused by supply and distribution challenges, especially in the last quarter.

It followed an increase in 2010, due partly to the FIFA World Cup and also to recovery after the 2009 recession. Value grew in both 2009 and 2010, mainly driven by significant price increases.

BMi reported that brand presence was likely to be boosted this year, thanks to fresh marketing activities, while price increases are most likely reverting to historic trends.

Trade channels remained static in 2012, with a reasonably strong presence in garage forecourts, sports clubs and clubhouses.

Some volume changeover to larger pack size was evident in 2011, BMi Research



Graphs courtesy BMi Research.

noted. This included the 1.5 litre bottle introduced a few years ago, representing a different facet of consumption. But the 500ml PET bottle still dominates and bigger volume bottles are still relatively small in the market.

In brief...

- A senior opposition MP has called on Tanzania's government to stop increasing excise duty on bottled water, which he described as a necessity and not a luxury commodity. Dunstan Kitandula, who is Vice-President of the Tanzanian parliament's finance and economic affairs committee, pointed out that excise duty was applied in 2011 and has since increased substantially. He was supported by a fellow senior MP, Zitto Kabwe, who said that instead of burdening the common man by imposing duty on necessities, the problem of exemptions on many other products and services should be addressed.

- Boost Juice Bars South Africa has appointed its first advertising agency – Artifact Advertising – as part of a strategy to enhance brand awareness and reach, as well as extending franchise operations. The agency's brief is to help grow the brand and manage all key marketing areas, including communication, branding, design and print. "We are excited to have Boost Juice as one of our franchise marketing partners to boost its South African awareness and franchise development programme," said Sandy Smith, Artifact's Strategic Director. "We look forward to working with Boost Juice to help them grow in this rapidly changing franchise environment."

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Middle East

Certification for ABC

KUWAIT'S Arabian Beverage Company, which supplies juices, nectars and other soft drinks to markets throughout the GCC region, has achieved food safety and good management certification under NSF International's Bottled Water Certification Programme.

This covers Arabian Beverage Company's full bottled water portfolio, including the



ABC, Juda, Peekaboo and Refresh brands.

To earn NSF certification, the company's bottling plant in Subhan, Kuwait, was

audited to assess whether it met GMP and HACCP standards, as well as having its beverages sampled for analysis against the FDA's Bottled Water Code of Federal Regulations.

"It has helped us integrate quality into every aspect of our operations to ensure the highest standards," said Samer Shalaby, Deputy General Manager (manufacturing) for the Arabian Beverage Company.

Meanwhile, the company's extensive juice and nectar ranges enjoyed a strong upturn in sales during the holy month of Ramadan, as well as during the subsequent festive period. ABC juices and nectars are traditionally stocked up by hundreds of thousands of households in Kuwait and elsewhere in the region for consumption – especially by families – on Ramadan evenings.

Kasban Kasban

TANG undertook a major promotional campaign in Egypt prior to and during the holy month of Ramadan, as well as releasing a seasonal apricot flavour targeting Iftar meals.

The Kasban Kasban campaign covered the Delta and Upper Egypt governates, focusing on the cities of El Mansoura, Tanta, Zagazig and Menoufeya as well as Minya and Sohag governorates.

Traders were given a bonus sachet for every 12 ordered in a special package, while sales growth was also encouraged by awarding daily prizes throughout the promotional period.

Consumers were also offered bonus sachets and given the opportunity to sample Tang drinks, including the limited edition Kammar El Din. The sampling programme doubled as market research for further development of the Tang range in the Middle East.

"Millions of people drink Tang every day, therefore we have decided that the Kasban Kasban campaign should stress Tang's motivation to go to all its consumers wherever they are," said Jawad Abaza, Kraft Foods' Chief Executive for Egypt and Levant.

Several beverage companies in the Middle East produce seasonal apricot drinks, based on the age-old tradition of enjoying apricot leather and similar high-sustenance food and beverage variants at Iftar during Ramadan.



Generosity sought

AS well as product promotions during Ramadan, many soft drinks producers – and other companies – organise activities to help the poor and underprivileged. While this is in line with Islamic teachings of responsibility to others during the holy month, the annual projects are undertaken with genuine enthusiasm, often involving staff in volunteer work as well as bottlers contributing money and goods.

PepsiCo and Coca-Cola are among those companies to mount Ramadan initiatives.

This year, PepsiCo Arabia not only donated substantially to Saudi Arabia's Albir



and Insan charitable societies for the care of orphans but also organised a Facebook campaign where public participation in the Karam – Arabic for generosity – initiative was encouraged.

Funds given to the charitable societies were spent on presents and clothes for the children, as well as an Eidiya for Eid al-Fitr.

Other aspects of the Karam campaign included videos featuring Saudi celebrities.

EmiraTEA launched

DUBAI'S first authentic bubble tea retailer, Bubbles & Boba, has created a new flavour which it has named EmiraTEA. Launched in time for the holy month of Ramadan, this will remain on sale during the hotter months and may return next year.

EmiraTEA is a blend of bubble tea, banana flavour and Vimto, the enormously popular cordial whose own sales soar around the holy month.

"If you head into any popular Arabic café or juice shop in the UAE, one of the most popular drinks is banana juice mixed with Vimto," said Alex Mir, founder of Bubbles & Boba. "We wanted to create our own unique bubble tea version so have created our new EmiraTEA drink to celebrate this popular combination and embrace the local tastes."

Anwar Zaman, Marketing VP for Aujan Industries, the Saudi group which produces Vimto for the Middle East, commented: "Vimto is a classic premium beverage, whereas bubble tea is very new to the

Middle East, so the idea of bringing the two together is an exciting chance to show how versatile Vimto is as well as present it in a way that hasn't been done before."

Bubbles & Boba was established in Dubai earlier this year, bringing to the UAE the Taiwanese drink made of hot or cold tea, milk, sugar and giant tapioca balls.



Fast, faster, fastest?

MARK Webber is usually pictured at the wheel of a Red Bull Racing Formula One Renault, or on the winner's podium at races such as the 2012 Monaco Grand Prix and British Grand Prix.

The Australian (but UK-based) driver has a natural grace when driving at speed.

During a visit to Abu Dhabi, Webber came face-to-beak with another natural speedster: a competitive falcon, also trained to win and determined about it.

While Webber's FI Renault cannot rise to a falcon's heights, man and bird have the same ethos of travelling fast, efficiently and accurately.



Mark Webber and falcon in Abu Dhabi. Photo: Naim Chidiac, Red Bull.

In brief...

● The Dubai Municipality's food and environmental laboratory has boosted its soft drinks analysis service as the UAE toughens its policing of food safety regulations, themselves strengthened in recent years. The laboratory is not only dealing with referrals and complaints but also undertaking spot checks on all types of soft drinks, leading brands amongst them.

● Al Ain Dairy has opened another outlet in its Farm Fresh retail chain which presents the Abu Dhabi-based dairy and juice producer's wide-ranging portfolio of merchandise, along with poultry and other produce such as camel milk. The latest outlet is in the Al Zaquer district of Al Ain, Abu Dhabi's oasis city. "You don't get any fresher than direct from the farm, which is one of the main reasons why people prefer to buy direct," said Kingston Fernandez, Head of Sales for Al Ain Dairy. "We have perfected our cold chain management and our shops are fitted out with the latest in chiller technology to guarantee freshness to our customers." The Farm Fresh chain currently comprises five outlets.

Smile on the Face

OVER recent summers, as we have reported, UAE water bottlers have been involved in projects to help Dubai's many thousands of construction, port and other outdoor workers – most of them from South Asia – keep hydrated, protected as much as possible from the sun and generally healthy.

During the holy month of Ramadan, Klear bottled drinking water has been a partner in a programme which has set out to give ongoing support to the labourers, many of whom send most of their relatively low wages back home to sustain families.

Klear supplied drinks for an Iftar meal box which also contained chicken biryani and fruit. Labourers were given a toiletry bag to help improve personal hygiene.

The 'Smile on the Face' project has been developed by Tamquest Events, a UAE event management company, in conjunction



Klear bottled water.

with the Dubai Community Development Authority.

This joint venture comes under the umbrella of Honour Labour, launched by the authority in May of this year to raise awareness amongst labourers and provide them with social service schemes sustained for a longer period of time.

Bahrain Air promotion

IN Bahrain, PepsiCo and Bahrain Air have undertaken a very successful marketing initiative which runs through into October.

Bannered as 'Take off with Pepsi and Bahrain Air' this is built around Pepsi bottles carrying promotional labels.

Instant prizes are identified under the cap, including tickets on Bahrain Air; free upgrades to business class, ticket discount vouchers and bottles of Pepsi.

Naeem Mahamoor, Marketing Manager for Bahrain Air, said the joint campaign leveraged the strengths of the two brands. "We would like to assure our customers that we are committed to providing them with such exciting promotions which cater to the whole community in Bahrain."

Bahrain Air flies a fleet of A320 and A319 aircraft to nearly 20 points in the



Bahrain Air's joint promotion with Pepsi.

Middle East, Africa and South Asia, with plans to expand this network further over the next three years.

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India

Good results from Tata

TATA Global Beverages Ltd has reported a significant increase both in turnover and operating profits for the quarter ended 30th June, 2012.

The Company's Consolidated total operating income for the quarter at Rs1,725 crores was 18% higher than the corresponding quarter of the previous year reflecting improved performance in most major markets coupled with favourable foreign exchange translation impact.

Profit from ordinary activities after finance cost, but before exceptional items, at Rs153 crores is 55% higher than the corresponding quarter of the previous year reflecting the improved operating performance. Profit from ordinary activities before tax at Rs 148 crores and profit after tax at Rs99 crores are lower than the corresponding period of the previous year primarily due to the impact of exceptional income. Exceptional income in the corresponding quarter of the previous year represents profit arising on sale of non-core investments partially offset by exceptional

expenditure.

Tata Global Beverages continues to make steady progress in category expansion and innovation. Tata Water Plus – India's first nutrient water – now has a presence in Tamil Nadu and Andhra Pradesh.

Tetley Chai Latte, an indulgent tea drink giving consumers an alternative to powdered milk coffees and hot chocolates, posted a strong performance in Australia along with distribution gains. This product is also planned to be rolled out in other key markets.

In the stand-alone Tata Global Beverages Limited results, the total operating income for the quarter at Rs570 crores increased by 10% over the corresponding quarter of the previous year, driven by higher volumes and better price realisations. Profit from operations at Rs76 crores is higher by 31% than the corresponding quarter of the previous year, driven by improved performance in the branded tea operations.

Harish Bhat, Managing Director and CEO of Tata Global Beverages Ltd, said: "Our operating results for the first quarter of this financial year represent significant progress over the same quarter of the previous year. We have seen good volume growth and performance in key global markets including the UK and India, notwithstanding selective price increases which were implemented in response to higher commodity costs. In addition, we continue to drive a range of operating efficiencies, which is yielding good results."

dti India set for success

AT Mumbai, from 6th to 8th November, drink technology India (dti) and International PackTech India will offer a platform to bring together supply and demand for this sector under one roof.

In 2012 the total increase in exhibition space over the 2010 show for both events will be almost 50%, thanks to the high uptake. Almost 300 exhibitors are expected. Indian bottling and packaging companies are seeking out this diverse and internationally-oriented range of choice and comparison. According to Yatindra R. Sharma, Managing Director, KHS India, dti features booths with "amazing technology products and solutions to serve the dynamic growth in the Indian beverage industry".

In the soft drinks sector, there are over 125,000 employees working at over 100 sites. In 2011 they produced about 1.5 billion litres of carbonated soft drinks. Foreign direct investments in this sector so far amount to over US\$1 billion, among the biggest foreign commitments in India. Soft drinks are predicted to have an annual growth rate of almost 7% by 2013. Sales of bottled water are growing twice as fast, and also start at a much higher level, at around

4.5 billion litres in 2011. In India the supply and quality of drinking water are not always satisfactory and diseases ensue. This increases the demand for bottled, hygienically faultless water, which can be offered at low prices. Here, there is a great need for the additional bottling capacities which many exhibitors at dti and International Pack Tech India can provide.

According to Olaf Müller, the Vice-President of Pentair Beverages & Niches: "dti is the platform for one of the most attractive markets in the world. In 2010, dti has proven that it has become India's number one fair for the beverage and liquid food industry. We are looking forward to dti 2012."

There are many speciality drinks that emanate from India, such as indi coco, 330 ml of pure coconut water. In India, coconut water can be bought at any street corner, but one of the directors of the original Cologne start-up business has decided to spread its availability to other parts of the world.

Examples such as these demonstrate India's vast latent potential for any beverage manufacturers who serve the market with



School support

KANDARP Singh, Managing Director, Tetra Pak South Asia Markets, has dedicated the revitalised Khanpur Upper Primary School in Alwar, India, under the Support My School initiative.

This initiative recently commemorated the completion of 100 revitalised schools in its first phase on 1st June with campaign ambassador Sachin Tendulkar. With this milestone, the campaign has come a long way in its aim to create happy and healthy learning environments for rural children by providing them with necessary amenities such as access to water and proper toilets for girls and boys. The campaign was launched in January last year with the specific aim of addressing the rising concern of lack of basic provisions in rural and semi-urban schools across 10 states and 14 clusters in India.

Singh commented: "We are proud to build on our partnership with Coca-Cola India and be a part of the Support My School campaign as this campaign aligns well with our motto in Tetra Pak which is 'Protects What's Good'. Our motto is the foundation of all our actions, be it to partner with the food industry to making food safe and available everywhere or to stand by our commitment to environment and society. Primary education is undoubtedly one of the cornerstones of development in our country and we congratulate Coca-Cola India and all campaign partners for their efforts in revitalising the Khanpur Upper Primary School in Alwar."

Coca-Cola India's 2020 vision, Live Positively, extensively focuses on creating a positive change in the community. Explaining the objectives and initiatives of Support My School, Coca-Cola spokesperson Chandramohan Gupta, General Manager, FBO Supply Chain, Coca-Cola India, said "At Coca-Cola, we have always believed in making a positive difference to the world around us. It is our constant endeavour to promote happy, healthy living. Support My School takes this effort further by making a real and relevant difference at the grass root level."



modern packaging such as PET, and equally so for the producers of packaging and process technology for beverages, foods and the many small items required for everyday living.

Coconut water is not the only speciality beverage in the subcontinent. Another popular drink is 'lassi', a mixture of natural yoghurt, water and a little salt which is greatly in demand on hot days or to accompany a highly-spiced meal. It's a refreshing milk-based beverage. In South India people prefer its counterpart buttermilk, sometimes also 'nimboo pani': cold water with ice-cubes and freshly-squeezed lemon juice.

Exhibition for packaging in India

KOELNMESSE YA Tradefair Pvt. Ltd, an Indian subsidiary of one of the world's leading trade fair organisers Koelnmesse GmbH, Germany, will be organising the eighth edition of International FoodTec India – International Exhibition for food processing and packaging along with its concurrent exhibition PackEx India – International Exhibition for Packaging Material, Technology, Equipment and Supplies, which is scheduled to be held from 11th to 13th September 2012 at Bombay Exhibition Centre, Mumbai.

As the world's largest democracy and a rising power, India has begun to play a bigger role on the global stage. As an emerging economy the country has experienced unprecedented levels of economic expansion, alongside China, Russia, Mexico and Brazil. India is a cost-effective and labour-intensive economy with a strong manufacturing and export-oriented industrial framework.

India has the second largest GDP among emerging economies based on purchasing power parity (PPP), which is US\$4.19 trillion, and is the fourth largest economy in terms PPP.

Alongside all the major sectors the packaging industry in India is one of the fastest growing sectors with an obvious direct or indirect influence on all other industries. The total worth of the Indian packaging industry is about US\$13 billion, which is expected to grow to about US\$14.5 billion by 2015. The industry's average annual growth rate stands at around 13-15%. With India's per capita consumption of packaging at 1.3 kg, this is much less than Asian neighbours like China and Taiwan, which are showing 6 kg and 19 kg respectively. This reflects the great potential for business opportunities in the Indian packaging industry.

Growth in the Indian packaging industry is backed by a number of factors including enormous domestic consumption of food and beverages, among other sectors, and is supported by the growing middle class, increasing consumer purchasing power and a boom in the retail sector.

Continuing the success trends of the 2010 edition, PackEx India 2012 and International FoodTec India 2012 are receiving a huge participation response from both national and international companies with confirmed pavilions from Germany, Italy, France, Europe, China and Taiwan. With over 40% international participation, the exhibition is expected to be the meeting place for packaging user industries and the food and beverage processing industry.

RimZim returns to India

COCA-COLA India is all set to once again give consumers the opportunity to savour the spicy great taste of the popular and much loved masala soda, RimZim, by re-launching the product as a pilot in parts of North India.

RimZim is a product that was hugely popular in the early 1980s and '90s. This time around, RimZim is being made available with a more contemporary formulation and packaging which has been fine-tuned for the evolving taste palette of Indian consumers.

The distinct Indian taste preference with a dominant spicy palette has been the prime reason for reformulating the Masala Soda in order to make the product more contemporary and relevant for the young adults of today. RimZim is being revived in keeping with a brand study by the company that indicates that the brand has very strong recall and holds latent equity with the consumers. The strong zeera flavour along with other masalas has also shown good results in consumer samplings and research.

During the pilot, the product will be manufactured at two franchise bottling plants at Haryana and Sahibabad. RimZim will be available in a 600ml PET pack, priced at Rs25. The pilot involves making the product available in premium grocery stores and around 10,000 modern trade outlets. The pilot involves select towns in Punjab, Haryana and in parts of Delhi.



RimZim is relaunched in India.

The re-launch of RimZim further strengthens Coca-Cola India's growing portfolio of 'Made in India, Made for India' brands. Earlier in the year, the company had started a pilot to re-launch Citra.

India has one of the lowest per capita consumption levels for packaged beverages. The per capita consumption of the company's products in India is only 12. Contrast this to a global average of 92; 32 in China and 675 in Mexico. The sector thus represents huge opportunity.

India is a strategic market for The Coca-Cola Company and one of the fastest growing in the Coca-Cola system. On his visit to India, the company's Chairman and CEO announced an investment of US\$5 billion between now and 2020 to capitalise on the opportunity that exists in the Indian market.

Mumbai calling Nexira

INGREDIENTS company Nexira is opening its 11th subsidiary in Mumbai, India, after having successfully opened sales offices in North & South America, Asia, Africa, Europe and Eastern Europe. The global growth strategy of the group is confirmed and India will play an important role.

India represents one of the fastest growing food markets (an average growth of 15% in all segments) with a strong trend to innovative and healthy products.

This subsidiary is a perfect opportunity for Nexira to support Indian and South-East Asian markets in order to better serve its customers' needs, while providing technical assistance and innovative solutions.

Historically, the company has made its reputation as a world leader in acacia gum. Nexira India, under its Food Division, will offer a wide portfolio of products including emulsifiers and stabilisers for beverages, among others. With its Fibregum range, new solutions for fibre fortification will be introduced to the food and beverage segments.

With its Health Division, Nexira will supply premium and branded active ingredients

for weight management, anti-stress, sport nutrition and antioxidants along with a large number of botanical extracts.

Nexira recently introduced two new products: Fibregum Crystal, a clear, tasteless, odourless acacia gum for fibre fortification in foods and beverages; and Oli-Ola, an olive extract with a guaranteed level of hydroxytyrosol that benefits from an approved claim in Europe for cardiovascular health.



In brief...

- Coke Studio is back with a new season. Launched in 2011, Coke Studio is a first-of-its-kind music project in India that brings together diverse artists of different genres, giving music lovers across the country an opportunity to enjoy Coke Studio signature fusion music. The new season will focus on showcasing diversity and innovation. According to Deepak Jolly, Vice-President, Public Affairs and Communication Coca-Cola India and South-West Asia, Coke Studio will see over 200 musicians from different genres come together.

Asia Pacific

Soft results for Swire

SWIRE Pacific's beverages division – a major Coca-Cola bottler in mainland China, Hong Kong and Taiwan, as well as an extensive area of western USA – has reported a drop in attributable profit in the first half of 2012, despite sales volumes increasing 1% to 472 million unit cases.

Taiwan had a weak first half, with declining sales volumes, but Hong Kong reported increases in both volumes and profits. Mainland China sales also improved but higher operating costs led to a decrease in profits.

One reason for the division's soft results was the loss – in line with expectations – incurred by Campbell Swire, a joint venture with the Campbell Soup Company which produces, sells and distributes soup and broth products in mainland China. This ven-



Swire Coca-Cola Hong Kong, Sha Tin.

ture is expected to take some time to reach profitability, given the Chinese liking for home-made soup – the country has the world's highest consumption per capita.

For Swire Beverages, slowing economic growth, particularly in coastal provinces such as Guangdong and Jiangsu, adversely affected consumer confidence and consequently beverage sales. Sparkling sales volumes declined by 3% in the first half of 2012, reflecting lower temperatures and disappointing sales over Chinese New Year.

Still sales volumes increased by 7%, with low-margin packaged water volumes increasing by 68%; while juice sales volumes



Swire Guangdong Coca-Cola Huizhou.

declined by 19% in an increasingly competitive environment.

In Hong Kong, one positive feature was the growth in sales of Schweppes and Sprite brands. Still sales volumes fell marginally as tea sales declined due to aggressive pricing by competitors, Swire Beverages reported.

In mainland China, smaller packaging is being introduced for sparkling beverages and juices. This is intended to increase the range of prices at which these products are available. The smaller sizes should also be attractive to consumers concerned about affordability.

Pepsi returns to Myanmar

PEPSICO Inc has signed an agreement with Diamond Star Co Ltd, a unit of the Capital Diamond Star Group, to distribute PepsiCo beverage brands in Myanmar.

As part of the agreement, Diamond Star, which is one of the largest consumer packaged goods distributors in Myanmar, now has exclusive rights to import, sell and distribute Pepsi-Cola, 7-Up and Mirinda, three of the 22 brands in PepsiCo's portfolio that generate more than US\$1 billion each in annual retail sales.

PepsiCo also plans to explore opportunities to invest in agricultural development projects in Myanmar. One of the world's largest agricultural enterprises, PepsiCo sources more than 4 million tons of potatoes annually and works with thousands of local farmers around the globe to make its products.

The distribution agreement with Diamond Star follows several years of strong growth for PepsiCo in developing and emerging markets. PepsiCo nearly tripled its business in developing and emerging markets from US\$8 billion in annual revenue in 2006 to US\$22 billion in 2011.

In addition, PepsiCo also announced that it has signed a Memorandum of Understanding with the United Nations Educational, Scientific and Cultural Organization (UNESCO) to partner on vocational training initiatives in Myanmar. PepsiCo and UNESCO plan to work together to provide programmes that focus on managerial skills



Karaweik, Kandawgyi Lake, Yangon.
Photo: Ralf-Andre Letta.

training to support the country's development, empower its people and strengthen the workforce as PepsiCo looks to expand its business in the future.

Diamond Star has been doing business in Myanmar for nearly 50 years. During that time, the company has built strong distribution capabilities and relationships throughout Myanmar's retail sector. PepsiCo beverages are now available to consumers in parts of the country and product availability will increase in the coming weeks. Under the recently signed agreement, Diamond Star purchases and imports the products from PepsiCo's Vietnam operations. It plans to promote PepsiCo's brands in Myanmar with a sampling campaign and outdoor advertising.



Pepsi sampling in Myanmar.

PepsiCo last did business in Myanmar in 1997. The United States Department of State earlier this year

WHO limits to be adopted?

FOOD Standards Australia New Zealand is considering the possibility of World Health Organization (WHO) limits on chemicals in packaged water being integrated into the Food Standards Code, which applies in both countries, with some regional differences.

This follows an application by the Australasian Bottled Water Institute.

Steve McCutcheon, the FSANZ Chief Executive, said that adopting the WHO limits would increase the number of chemicals carrying restrictive limitations, bringing the two countries into line with international standards.

"FSANZ is recommending adopting the WHO limits, with two exceptions," he explained. "We are recommending maintaining the current lower limit for fluoride in packaged water and a marginally higher limit for styrene, which is used as a processing aid in packaged water."

"FSANZ has taken into account safety assessments conducted by expert advisers to WHO and FSANZ's own assessments conducted for fluoride and styrene."

Submissions have been sought from the industry, government agencies, public health professionals and the general community.

encouraged companies to explore opportunities in the country. PepsiCo plans to evaluate other opportunities in the Myanmar market, including the potential for local manufacturing operations.



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V rentals

THE V energy drink brand is known both for its extensive franchise, leveraging the base formula into a remarkable variety of spin-off flavours and packaging options, and for its zany promotions.

A recent initiative launched in Australia by bottler Frucor Beverages is called V Rentals.

Purchasers of V load a product code to a website in the hope of winning one of several 'rental options'.

These include a mini-you who will follow



you around all day, female bodybuilder removalists who will help with any heavy lifting, a V-branded Jacuzzi pool truck described as 'the epitome of pimping', a unicorn chauffeur ('getting from A to B is much more fun if you are riding a unicorn'), and a monkey butler who will serve you ice cold V on a tray.

The campaign is being heavily advertised on TV, as well as featuring in popular TV shows, through offbeat point of sale signage and a variety of digital measures.

Juice v soap

SOAP opera fans around the world are bemoaning the departure from *The Bold and the Beautiful* of actor Ronn Moss, who has played key character Ridge Forrester nearly uninterrupted (another actor took the role for a very short time on one occasion) for quarter of a century.

To Australians, however, he is not just a soapie star. Moss featured in a Berri juice television commercial which pointed to the product's local contents – 'you can tell when



Ronn Moss CD.

it's not all Aussie' – in a good-natured poke at the actor's Hollywood career despite having strong Australian connections.

Moss also appeared frequently on a high-rating Australian television entertainment show and is so well known and popular that some years back a campaign got under way to draft him as Australian of the Year. It did not succeed but a lot of people applauded the idea.

Fruit processing expands

NEW ZEALAND juice producer and diversified fruit processor EnzaFoods, which is this year celebrating its 50th anniversary, is investing further in production facilities in the Hawke's Bay region.

This follows the commissioning of a new production line and the recent opening of a new head office for the company in the Hawke's Bay city of Hastings.

Geoff Hipkins, Chief Executive of EnzaFoods' parent company, Turners and Growers, said the ongoing investment firmly cemented the business as a key part of the local and national economy.

"2012 is a golden year for EnzaFoods, celebrating 50 years in business," he said. "Today the company is estimated to be contributing over NZ\$40 million to New Zealand's apple growing regions in Hawke's Bay and Nelson.

"By diversifying and focusing on innovation, EnzaFoods is producing a wide range of premium added-value fruit products for the domestic and export market."

For the 2012 apple season the number of



EnzaFoods delivery truck.

apple growers signed up on EnzaFoods' Grow for Process contracts increased 50% and the fruit sourced directly from these suppliers made up 35% of the company's volume, said Jon Marks, General Manager of EnzaFoods.

The move to Grow for Process has seen growers keeping apple trees in the ground, that on a per hectare basis have earned profits for apple varieties that were returning losses in the export market, Marks explained.

"Not only is Grow for Process providing many orchardists with an attractive low-risk return, it is also a guaranteed income, with payments made promptly following fruit delivery into the factory."

Breakfast potential in China

BREAKFAST, complete with iced tea, juice or waters, offers solid potential for the booming foreign fast food sector in China, according to a recent Mintel report. At present, only 21% of urban Chinese eat at fast food outlets (Chinese and foreign) in the morning (4-11am) as opposed to 75% at lunchtime.

Foreign fast food restaurants in China are expected to pass the 50,000 mark before the end of 2012, up from 48,477 last year and 36,037 in 2006.

"Despite having the upper hand in quality, safety and service, foreign fast food still has much work to do in flavour, affordability, health and variety in order to compete more effectively against Chinese fast food, which has the largest share of the fast food sector," said Tan Heng Hong, Senior China Research Analyst at Mintel.

"To increase consumption of foreign fast food, more has to be done to unlock opportunities in the breakfast market where usage is the lowest."

The report noted that, when asked what they would like to see more of at foreign or Chinese fast food restaurants, the majority of consumers selected the introduction of food with local flavours as their top pick.

"Chinese fast food restaurants, which serve Chinese staples including rice and noodles, are more popular as they win on price, variety, nutrition and flavour," said Heng Hong. "Hamburgers, pizza and Japanese noodle or rice dishes served by foreign fast food restaurants are less popular because they are perceived to be more expensive or less healthy, which makes foreign fast food an occasional indulgence, rather than an everyday purchase."

Consumers were demanding local flavours on their menu and this could be applied to breakfasts in foreign fast food restaurants, especially items like porridge which integrate well with existing offers.

"The challenge for foreign fast food chains is to come up with new innovative products that can meet the demand for a more localised taste."

The market for foreign fast food in China has seen steady growth over the past five years as Chinese consumers have incorporated it increasingly into their lives and culture.

Mintel's research also showed that more women (71%) claimed to eat at foreign fast food restaurants than men (66%).

"To increase traffic among women, promotions such as vouchers and coupons can be a useful marketing tool," said Heng Hong. "Women are interested in deals because they enjoy the thrill of not paying full price for an item. The popularity of meal vouchers or coupons is more pronounced in young women in their twenties and thirties."

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In brief...

● Brunei Darussalam is continuing to grow its now well established role as a key player in the buoyant world market for halal food and beverages. An annual trade exhibition in Bandar Seri Begawan, participation in halal and general food and beverage shows, support for halal research and a government policy of encouraging the development of halal lines have positioned the sultanate strongly in this sector, winning it widespread praise from throughout the Islamic world. Among local specialists is Fusan Enterprise, which markets halal sparkling and still juices, as well as mocktails. The halal concept is furthered by Brunei's national airline and through diplomatic posts.

● Malaysian Pepsi bottler Permanis has added a new carbonated beverages bottling line to its plant in Bangi, Selangor. It complements eight existing CSD lines and features energy-efficient monoblock technology, which facilitates usage of lighter-weight bottles while conserving water and reducing carbon. "We have other expansionary and green technology initiatives in the pipeline to prepare us for the future, especially within new and growing beverage industry segments," said Permanis Chief Executive Erwin Selvarajah. Permanis is a wholly owned subsidiary of Asahi Group Holdings.

● In Australia, Coca-Cola Amatil has changed glass bottles used for on-premise consumption in restaurants, bars and cafés. Following a period of market research, the bottler is upgrading stock from September onwards, replacing the previous 250ml bottles with 330ml and moving from crown seal cap to screwtop. The new bottles apply across the Coca-Cola, Coke Zero, Diet Coke, Sprite, Lift and Fanta ranges.

● After some hiccups in supply arrangements, Samoa-based Pure Pacifika has begun exporting bottled nonu juice – known as noni in most other parts of the South Pacific – to China. The New Zealand-owned company had previously been exporting the juice in bulk and had high hopes for a major ongoing supply chain, shaken for a while by contract issues. The new arrangement has brought great relief to Samoa's nonu growers, many of whom had extended their plantings in anticipation of Chinese market demand.

● The soft drink bottler involved in the New Zealand controversy about swapping ginger-haired children for packs of ginger beer (as reported in our last issue) claims it was all a project to raise awareness of ginger-haired youngsters being discriminated against or bullied. Rebekah Hay of Hakanoa Handmade Drinks was heavily criticised for the promotion and was forced to seek police assistance; and some of Hakanoa's Swap Your Ginger posters were torn down. The bottler and a leading advertising agency subsequently claimed the project had been initiated by an agency executive after his 8 year-old boy had been bullied at school for having red hair. Public reaction was largely sceptical but Hakanoa seems to have weathered the storm and continued to swap packs of its craft drinks...for photographs of ginger kids.

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Green power

COCA-COLA Refreshments earned the No. 3 spot on the US Environmental Protection Agency's (EPA) list of the largest on-site green power generators. EPA's Green Power Partnership includes more than 1,300 organisations recognised for their support of alternative energy to reduce their environmental impacts.

A key factor in Coca-Cola Refreshments' high ranking is the recent installation of a landfill-gas-to-energy system at one of its Atlanta facilities. The system supplies most of the facility's energy needs, including electricity, steam and chilled water. It is one of the largest biogas projects of its kind in the USA. The use of bio-fuels, fuel cells and solar panels to provide alternative energy at other facilities also contributed to the recognition.

"The EPA applauds Coca-Cola Refreshments as a leader in using green power," said Blaine Collison, Director of EPA's Green Power Partnership. "Coca-Cola was named a Top Partner due to the company's commitment to reducing its carbon footprint through on-site renewable energy generation."

The system at the Atlanta plant generates at least 48 million kilowatt-hours (kWh) of on-site biomass energy annually. This is equivalent to eliminating the carbon dioxide emissions of more than 6,000 passenger vehicles per year.

"Investing in energy efficiency projects like



the landfill-gas-to-energy system creates multiple benefits. It helps The Coca-Cola Company meet our environmental sustainability goals while reducing costs in our manufacturing process," said Brian Kelley, Chief Product Supply Officer for Coca-Cola Refreshments. "Being named a Green Power Partner by the Environmental Protection Agency is validation for our ongoing work in creating energy and carbon efficiencies in our supply chain."

The landfill-gas-to-energy project was part of the facility's effort to achieve LEED (Leadership in Energy and Environmental Design) Gold certification from the US Green Building Council (USGBC). LEED is the world's most influential rating system among the standards for assessment of environmental sustainability of facilities. The use of recycled materials, renewable energy, energy-efficient lighting and mechanical systems in the facility's building design, as well as reduction in water consumption, were all winning aspects which contributed to receiving certification.

Ups and downs at PepsiCo

PEPSICO Inc has reported a decline in second quarter net revenue of 2%, reflecting a negative 4-percentage-point impact from previously announced structural changes (primarily beverage refranchisings in China and Mexico), and a negative 3-percentage-point impact from foreign exchange translation. Excluding these items, net revenue grew 5% in the quarter on an organic basis.

Global beverages grew on an organic basis in the period; and strong operating profits in the sector were reported in Russia for beverages and value-added dairy products. The group completed a strategic beverage alliance with Tingyi, one of the leading food and beverage companies in China, with integration of the bottling system now substantially complete.

"PepsiCo is diligently executing the strategy we set forth at the start of the year, and we remain on track to achieve our full-year targets," said PepsiCo Chairman and



CEO Indra Nooyi. "We were able to achieve significant pricing in the second quarter, reflecting the strength of our brand portfolio and the success of our packaging initiatives. Our disciplined approach to pricing and continued focus on brand investment drove 5% organic net revenue growth and allowed us to substantially offset approximately US\$350 million in commodity cost inflation.

"Our focus for the second half of the year is squarely on executing against our strategic priorities. We will continue to step up our brand support through increased advertising and marketing, accelerate our innovation to drive growth, and drive our aggressive productivity agenda."

One of the global campaigns launched was for brand Pepsi, with the slogan 'Live for Now'.

Double digit growth

REVENUES increased by 27% to US\$7.8 million for Reed Inc's second fiscal quarter ending 30th June.

The maker of sodas that are distributed in natural food stores across the USA also announced that gross profit increased to US\$2.7 million in 2012, an increase of 39% on 2011.

Some of the highlights of the period were the development and launch of Reed's Culture Club Kombucha in four flavours; and the appointment of new distribution partners in South Carolina, Michigan, Utah and Tennessee.

The company also started shipping a new private label project for a large national supermarket chain.

It has increased its sales team, adding new, experienced players in key markets to meet increased demand for its brands and to maintain and grow solid relationships with distributor and retail partners.

"This is our 11th quarter of double-digit revenue growth and has resulted in the company moving into a profitable position," stated Chris Reed, Founder and CEO of Reed's. "The second quarter results are confirmation that our 2012 business plan remains on track. Our branded and private label categories continue to expand. We believe our momentum will continue in the second half of the year. Our new Kombucha line continues to roll out nationally. Early results are positive."

James Linesch, Chief Financial Officer, stated, "We have reached a profitable sales velocity and margin contribution by holding down costs and by investing in effective promotions. Our gross margins have increased mostly through higher effective prices and lower production and raw material costs overall, while also making a higher investment in promotions and discounts this year. We gained more liquidity by reducing our inventory levels and improving turnover through careful production scheduling and timing of raw materials purchases. We have aggressive plans for expansion on several fronts this year, and we believe that our company is well capitalised to carry out our plans."

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Monster results

MONSTER Beverage Corporation has reported financial results for the second quarter ended 30th June, 2012.

Gross sales for the 2012 second quarter increased 28.7% to US\$678.9 million from US\$527.5 million in the same period last year. Net sales for the three months ended 30th June 2012 increased 28.2% to \$592.6 million from US\$462.1 million in the same quarter a year ago.

Gross profit, as a percentage of net sales, for the 2012 second quarter was 51.8%, compared with 52.8% for the comparable 2011 second quarter. Operating



expenses for the 2012 second quarter increased to US\$137.2 million from US\$111.7 million in the same quarter last year.

Gross sales to customers outside the USA rose to US\$153.4 million in the 2012

second quarter from US\$102.6 million in the corresponding quarter in 2011.

Rodney C. Sacks, Chairman and CEO, said that both the energy drink category in the USA and Europe and the Monster Energy brand in particular, continue to experience positive growth, with the Monster Energy brand increasing in excess of category growth in both the USA and Europe. On the company's global expansion, Sacks said: "We are continuing to expand into new international markets with retail sales of Monster Energy commencing in Ecuador; Hong Kong, Japan, Macau and Slovenia in the second quarter. We are planning launches in additional international markets later this year and in 2013."

Juicery for 2013

EVOLUTION Fresh has announced plans to open a juicery that will support 160 manufacturing jobs in Rancho Cucamonga, California, later next year. Furthering its commitment to expand the availability of super-premium, cold-crafted juice, the company also announced new Evolution Fresh products that have just been rolled out to select stores on the West Coast.

"Our new juicery marks an important milestone as we continue to revolutionise the US\$3.4 billion and growing cold-crafted juice category," said Jeff Hansberry, President, Channel Development. "It will more than quadruple our production and distribution capacity while continuing to deliver



the flavour, vitamins, and nutrients of raw fruits and vegetables retained by Evolution Fresh's innovative use of high pressure processing (HPP)."

The US\$70 million, 260,000 sq ft juicery will be capable of peeling, squeezing, crack-

ing and pressing approximately four to five times the amount of juice per year as the current facility using the company's cold processing HPP technology. It will be Starbucks' sixth manufacturing site in the USA, adding to the company's existing network of four roasting plants and a soluble coffee plant that is currently under construction in Augusta, Ga.

"This latest investment, along with the soluble coffee plant we recently broke ground on in Augusta, are good examples of how building high-tech manufacturing facilities in America makes good business sense by aligning our supply chain close to consumer demand while supporting the communities where our customers and partners live and work," said Peter Gibbons, Executive VP, Global Supply Chain Operations.

In brief...

- Novelis has announced that it will establish a new organisation for the procurement of used beverage cans (UBCs) in North America that will make the company the largest UBC buyer in the region. The announcement follows the company's decision to withdraw from its Evermore joint venture with Alcoa, effective 31st August 2012. Novelis will procure all UBCs for its recycling plants in Greensboro, GA, Berea, KY, and Oswego, NY, directly through the new organisation.

"This move is in line with our global strategy to enhance our scrap procurement and recycling assets to support our goal of achieving 80% recycled content in our products by 2020," said Derek Prichett, Vice-President, Global Recycling for Novelis.

As the leading recycler of UBCs in North America and the world, Novelis currently buys the equivalent of 40 billion cans a year, worth an estimated US\$1 billion. Novelis expects its global consumption of UBCs to grow to more than 60 billion cans by 2015.

- Joseph Company International of California, plans to introduce what is claimed to be the first 'chill on demand' pure energy

drink this spring that it believes will become industry standard in a few years.

Chill Can and Micro-Cool are a world class technology: when a button is pushed a warm beverage is transformed into a cold refreshing drink which stays colder for longer than a conventional can by 30 minutes, according to the company.

The company has launched an online beverage store for those who cannot wait until 2013 for West Coast Chill to come to your city'.

- Ball Corporation has announced that it is ceasing production at two North American beverage packaging manufacturing plants to consolidate the company's 12 oz beverage can and end production capacity to meet

changing market demand.

Ball will cease production at its metal beverage packaging plants in Columbus, Ohio, and Gainesville, Fla, by the end of the fourth quarter of 2012, subject to customer requirements. The Columbus plant employs approximately 110 people and currently operates two of four existing lines that produce standard 12 oz cans. The Gainesville plant employs approximately 125 people and produces several different beverage can ends for standard can sizes.

Ball expects to record a total after-tax charge of approximately US\$30 million, primarily for employee severance and benefits, facility shut down costs and other actions. The majority of the charge is expected to be recorded in the third quarter of 2012.

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Design challenge for Dew fans

MOUNTAIN Dew has urged fans to 'Discover Gold' with the introduction of Johnson City Gold, a new distinctive malt-flavoured soda inspired by Mountain Dew's roots that extend from the foothills of Tennessee to the shores of Carolina.

Beginning in mid-August 2012, the 'first batch' of Johnson City Gold will be available for a limited time in select Kroger stores across the Midwest, and in 7-Eleven stores in the test markets of Denver, Colorado and Charlotte, NC, starting 1st September.

Mountain Dew is also once again inviting its fan base to put its stamp on the brand. Fans nationwide will be able to visit www.yourmalt Dew.com for an opportunity to help re-name and re-design the package for the 'second batch' of this malt-flavoured Dew to best represent one of six regions in the USA – South, Southwest, Northwest, Northeast, Great Plains and Great Lakes – and a chance to see their creation on store shelves in 2013 when the product is launched nationally.

From 9th to 16th August, fans were encouraged to suggest a name that would best represent a malt-flavoured Dew tailor-made for their region of the country. One

product name, per region, per day, can be submitted. Names will be voted on by fans, and finalists will win custom-made gear featuring their suggested product name.

From 19th September to 10th October,

established and aspiring artists can upload label designs that represent the fan favourite product names. Winners will each be awarded a digital camera, with a chance to see their design commercialised in 2013.






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Ingredients

Single variety refreshment

WILD has recognised the trend among consumers for drinks with fruits of a particular variety, and has introduced Golden Delicious apple and Valencia orange flavours for premium beverages.

Golden Delicious apples and Valencia oranges are the cornerstone of custom-tailored premium concepts that have an excellent taste.

Soft drinks with apple or orange flavour are true consumer favourites. Wild's new concepts with juice from a single kind of fruit enables manufacturers to create products that distinguish themselves from the rest of the market.

Golden Delicious is the world's most popular kind of apple. Wild's new concept features 15% apple juice from Golden Delicious concentrate. The mild and fruity flavour of this varietal of apples is perfect for drinks which contain a single kind of fruit, creating a USP in comparison with standard sorts of apple



Wild's single-variety concepts.

juice. Its premium placement can also be reinforced by indicating the kind of apple on the label. Options with a lower fruit juice content are also available.

In the soft drink sector, orange is one of the most popular flavours around the globe. The market for orange drinks is large, but with its innovative Valencia orange product ideas, Wild is now offering a way to make drinks distinctive.

Available in 3% and 12% juice content, this new premium single-variety has the taste of sweet sun-ripened Valencia oranges, which have a vivid colour. Valencia oranges are also ideal as promotional or seasonal products.

This orange takes its name from its resemblance to the varieties grown in the Spanish region of Valencia. Nowadays it is primarily cultivated in the USA, South Africa and the Mediterranean.

Clear choice for soy protein

ARCHER Daniels Midland Company (ADM) has introduced Clarisoy 150, the first extension to the Clarisoy product line. Clarisoy is claimed to be the world's first vegetable-based protein that offers clarity and complete protein nutrition for beverage applications.

Clarisoy 150 is a clean-tasting isolated soy protein specially processed for use in beverage systems with a pH of less than 4.0 with cloud systems or beverages neutralised to a pH of 7.0 or higher. Due to its clean flavour and high solubility in higher pH ranges, Clarisoy 150 allows for greater use of soy protein in mildly flavoured neutral beverages such as meal replacement and weight management products. The new product enables beverage manufacturers to comfortably formulate with up to 10g of protein per 500ml serving.

"We continue to see an increase in customer demand for ways to improve protein quality in neutral and low pH beverages," said Bruce Bennett, General Manager of ADM Specialty Products – Oilseeds. "With our newly built commercial-scale Clarisoy production plant, ADM is poised to meet the growing needs of beverage manufacturers seeking to deliver protein in their products."

"Clarisoy 100 and Clarisoy 150 offer such



Clarisoy adds protein to beverages.

a clean taste and smooth mouthfeel that formulating beverages that blend soy and dairy proteins is now a viable option," said Dr Russ Egbert, Director of Protein Research. "When soy and dairy proteins are blended, the digestion rate is extended, which makes Clarisoy especially beneficial for formulating sports nutrition and recovery beverages."

Malic acid from fungus

NOVOZYMES has succeeded in developing a fungus that enables production of malic acid from renewable raw materials instead of oil.

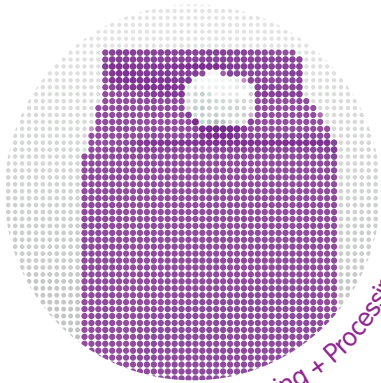
Malic acid is used as a flavour enhancer in the food industry and can be converted into other chemical derivatives used for a variety of plastic, polymer and resin products. Novozymes is now out-licensing the technology to partners who are interested in producing and commercialising malic acid and derivatives made from renewable raw materials instead of oil.

"This is our first biochemical building block and a major milestone towards building a biochemical industry together with partners," says Novozymes' Executive Vice-President Thomas Videbæk. "Oil-based products are all around us, and biochemicals produced from renewable raw materials meet a global need for sustainable alternatives. This need is growing due to concerns about crude oil scarcity and price fluctuations."

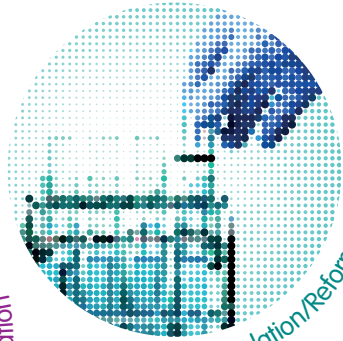
Malic acid occurs naturally in fruits and many vegetables. In the food and beverage industries, it is added to enhance the sour flavour in soft drinks and a variety of food products.

The global market for malic acid is around 60,000 tons per year with a value of US\$130 million and a growth rate of 4% per year.

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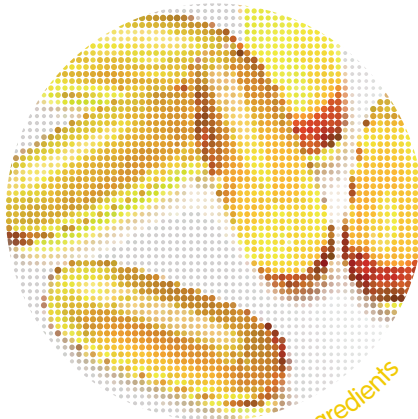
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Incorporating



Patent granted

STEVIA producer PureCircle has received a Notice of Allowance from the US Patent and Trademark Office for its plant patent application for a new high yield variety of stevia. The Notice of Allowance is related to a new variety of the *stevia rebaudiana bertonii* plant with a high content of steviol glycosides, the sweet components of the stevia plant extracted to produce high purity stevia ingredients.

The new plant variety is commercially grown by PureCircle in several global markets, including Paraguay and Kenya.

Leaf innovation is an integral first stage of PureCircle's vertically integrated supply chain and is the cornerstone of all upstream innovation. Proprietary leaf development coupled with agricultural investments support the company's continued efforts in developing stevia as the next mass scale sweetener. This US patent, as well as the company's local plant breeder's rights, will provide the company with strong competitive advantage in production efficiency of PureCircle's entire range of high purity stevia products.

Beyond this patent application, PureCircle has approximately 90 additional patent



PureCircle patented its variety of Stevia.

applications at various stages in the patent review process submitted across global markets.

Several recent commercial scale shipments of stevia leaf have marked successful stevia cultivation and sourcing operations for PureCircle in Paraguay, Kenya and the United States. PureCircle's continuous investment and commitment to these regions over the past several years strategically diversifies their supply base as stevia use broadens globally. The commercialisation of stevia in these regions is an important step toward PureCircle's future model of localising its supply chain to service major markets.

PureCircle's developments in Kenya, Paraguay and the USA add to the company's global leaf supply. Stevia is native to Paraguay, where PureCircle's South Ameri-

can subsidiary began commercial scale leaf shipments to PureCircle extraction facilities in early January 2012, and has continued to ship regularly since then. New developments in the region include trials with mechanised harvesting technology to improve harvesting efficiency for farmers and the recycling of stevia biomass into organic fertilizer for stevia fields. PureCircle has partnered with Paraguayan farmers to plant over 36 million seedlings to date.

Kenya has ideal growing conditions for proprietary varieties of PureCircle stevia and PureCircle's wholly-owned subsidiary operation will serve as a future hub to supply Europe, Middle East and African markets. PureCircle Kenya is also making positive social impacts. PureCircle has invested nearly US\$1 million in microfinancing for farmers, and commercial operations now provide employment and steady income to over 2,200 independent farmers. In the USA, PureCircle is focused on progressing Stevia agricultural knowledge and improving processes in mass scale farming techniques for stevia cultivation. PureCircle believes that progressing localised production of stevia will be critical for its wide scale adoption and will improve the environmental footprint of its stevia ingredients.

Consumers like soya

SOLAE, part of the DuPont Nutrition & Health business, and the Italian company Enervit recently conducted a consumer survey amongst 527 active adults – 59% females and 41% males – during the trade show Rimini Wellness 2012.

The survey shows that the overall perception of soya protein in this segment is positive, as 77% of them rated their perception of soya protein as Good or Excellent while only 2% rated their perception as Negative.

This is confirmed when asking these consumers which are the perceived barriers to soya protein consumption. More than 90% of participants see no barriers to soya consumption for active nutrition.

The main soya benefits mentioned are no cholesterol (53%); useful for heart health (44%); useful for weight management (42%); and no-lactose (40%), while the concepts of aiding in satiety and muscle recovery still need to be better communicated (respectively 18% and 14%). "Once again, this shows us that the end consumer understands the benefits that soya may bring for active nutrition," commented Dr Stefano Frittoli, from Enervit's marketing department.

Finally, when asking which protein they would recommend for active nutrition between soya, whey, casein, or a blend, 51% of the surveyed consumers stated they would recommend soya while 43% of them

would recommend a blend of protein.

This is supportive for the findings of the clinical study *Effect of Protein Blend vs. Whey Protein Ingestion on Muscle Protein Synthesis Following Resistance Exercise*, presented at Experimental Biology 2012 by Dr Blake Rasmussen and colleagues. "This clinical study confirms that consuming a blend of proteins (soya, whey and casein) versus whey protein alone provides a prolonged delivery of amino acids to the muscles, making it optimal for consumption following resistance exercise," said Dr Rasmussen, Professor and Interim Chair of the Department of Nutrition & Metabolism at the University of Texas Medical Branch and the senior author of this study. "The results of this study are critical for sports nutrition consumers and regularly active individuals", she said.

"Surveying consumers, as we have been doing in Rimini, allows us to better understand the perception of soya amongst consumer, but also shows us that active consumers understand the importance of getting the right nutrients as almost 75% of the consumers surveyed regularly consume nutrition bars, snacks or beverages", said Greg Paul, Global Marketing Director for Sports Nutrition and Weight Management, Solae.

More time for aspartame

At the request of the European Food Safety Authority (EFSA), the European Commission has agreed to extend the timeline for the full re-evaluation of aspartame to May 2013. This will also allow sufficient time for EFSA's scientific experts to consider new data and complete its comprehensive risk assessment as well as to publicly consult on their draft opinion prior to its final adoption.

In May 2011, EFSA was asked by the European Commission to bring forward the full re-evaluation of the safety of aspartame (E951) to 2012. Previously planned for completion by 2020, the review of this sweetener is part of the systematic re-evaluation of all food additives authorised in the EU prior to 20th January 2009, as anticipated under Regulation EU 257/2010.

EFSA accepted this mandate and launched a public call for scientific data as well as a thorough literature review, enabling the Authority's Panel on Food Additives and Nutrient Sources Added to Food (ANS) to start its risk assessment in early 2012.

In the course of its scientific deliberations, the Panel found that there were too little data available on 5-benzyl-3, 6-dioxo-2-piperazine acetic acid (DKP) and other potential degradation products that can be formed from aspartame in food and beverages when stored under certain conditions. EFSA is therefore launching an additional call for data on DKP and other degradation products of aspartame.

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Symrise goes south

FLAVOURINGS company Symrise is strengthening its presence in Latin America and has opened its Center of Excellence near São Paulo, which was built over the course of about 12 months. It will combine the research and development work which has until now been carried out at two different locations; in addition, it closely links R&D to market research, sales and marketing activities of both divisions. The aim is to strengthen and foster the development of products tailored specifically for the Latin American market. Symrise has invested approximately €12 million in the Center of Excellence, which is around three times larger than the old facility.

"The economies in Latin American countries are growing at a rapid pace. The standard of living is rising and with it the demand for luxury and consumer goods. In turn, we are also disproportionally growing in the region. Over the past few years we have experienced rapid market growth and Latin America will remain one of our most important growth regions in the future," said Dr Heinz-Jürgen Bertram, CEO of Symrise AG. "Our new location is our largest in Latin



Symrise's Center of Excellence in Brazil.

America, and we have clearly located it at the centre of Brazil's economy."

Symrise's new facility is located in the Brazilian district of Granja Viana. The building complex covers around 8,000 sq m and was built with sustainability and environmentally friendly principles in mind. The buildings are fitted with water purification and energy saving systems and processes for structured waste and recycling management have been implemented. Around 120 staff members from both the Flavor & Nutrition and the

Scent & Care divisions work at the 37,000 sq m site in Granja Viana. It also includes 22,000 sq m of the protected Mata Atlantica forest.

Using state-of-the-art equipment, the teams research the specific needs and preferences of Latin American consumers and, in particular, work interactively with consumers there to develop innovative brand concepts. The Center of Excellence will be the starting point for tapping into the emerging markets of Latin America.

Wolfberry boost to immune system

ELDERLY people who consume the wolfberry (also known as goji berry) fruit in a milk-based formula may strengthen their ability to fight certain infections, according to a new study by Nestlé.

The company's scientists in Switzerland and China investigated whether giving healthy Chinese people aged 65 to 70 a daily supplement of lacto-wolfberry would enhance their immune response to a seasonal influenza vaccine.

The study, published in the scientific journal *Rejuvenation Research*, is believed to be the largest randomised controlled clinical trial to examine the effect of wolfberry supplements on the immune response of this population group.

It follows earlier published research conducted by Nestlé scientists into lacto-wolfberry, the company's proprietary blend of milk protein and wolfberry.

That study, undertaken in collaboration with the Hong Kong Polytechnic University, found that lacto-wolfberry enabled the fruit's natural antioxidants to be more easily available to the body after ingestion.

"We believe this could translate into a clinical benefit, for example a reduced rate of respiratory infections," said Dr Karine Vidal, Scientist from the Nestlé Research Center in Switzerland. "The outcomes of this study, as well as data from previous research, suggest

Clay warning

THE UK Food Standards Agency is reminding consumers, especially pregnant women, about the dangers of ingesting clay, clay-based 'detox' drinks and supplements. The advice is being re-issued after high levels of lead and arsenic were discovered in products being distributed by online retailers, despite the FSA warning of the potential health dangers only last year.

Exposure to arsenic can be associated with an increased risk of lung, skin and bladder cancer. Exposure to lead presents a risk for infants and children in particular, as it can

be detrimental to brain development and affect intellectual performance. For the same reason, pregnant women are also advised to avoid eating or drinking clay due to the potential risk to their unborn child.

The FSA is advising people not to purchase or consume the following products: Bentonite Clay, sold by buywholefoodsonline.co.uk; Bentonite Clay, sold by neal-syardremedies.com; Calcium Bentonite Clay, sold by natures-harvest.co.uk; French Green Montmorillonite Clay, sold by naturalrussia.com; Premium Calcium Montmorillonite Clay, sold by synergy-health.co.uk; Edible Earth digestive detoxicant and ionic mineral supplement, sold by detoxpeople.eu and wholesalehealthltd.co.uk



Consumers in Beijing: the lacto-wolfberry study involved 150 healthy Chinese people aged 65 to 70.

This is not a definitive list of products or retailers. There may well be other brands online and shop retailers selling similar products, said the FSA. The FSA is also reminding food manufacturers and retailers of their responsibility to ensure that the products that they sell are safe and comply with the law. The Agency is working with online retailers to ensure that these products are either removed or marked as not safe for human consumption.

dietary supplementation with lacto-wolfberry can strengthen the immune system."

Nestlé has already carried out research that suggests that wolfberry may help to maintain eyesight.

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Juices & Juice Drinks

Minute Maid Pulpy

THAILAND The Coca-Cola System in Thailand has markedly ramped up its marketing for Minute Maid Pulpy, building on 57% growth in the first half of 2012.

It is now running the first-ever nationwide promotional campaign for Minute Maid Pulpy, featuring six trips for two to Florida, where the brand originated and the continuing source of its orange pulp. The group will spend time at the Minute Maid Juice Center.

The itinerary also includes visits to DisneyWorld and Epcot Center, as well as shopping at leading brand-name outlets.

While all that is exciting in itself, the big bonus for Thais is that the group leader will be Minute Maid brand ambassador Nadech 'Barry' Kugimiya, a well known actor and model of Thai/Austrian descent.

"Minute Maid Pulpy has become a Thai consumer favourite juice drink," said Charvut Charindhorn, a Senior Vice-President for bottler Thai Namthip. "We want to strengthen awareness amongst our target consumers that every bottle of Minute Maid Pulpy contains best-quality orange pulp delivered to them straight from Florida, Minute Maid's birthplace."

As well as Thai NamThip, which supplies Coca-Cola products to 62 provinces of Thailand, the big campaign also involves the country's other Coca-Cola bottler HaadThip Public Company (14 southern provinces) and Coca-Cola (Thailand).



Evolution Fresh expansion

USA Evolution Fresh will add three juices to its current line-up in select natural food and premium grocery stores across the West Coast. In addition, a new flavour, Raspberry Watermelon, will be available for the first time in these stores as well as Evolution Fresh stores.

As well as the new Raspberry Watermelon, other flavours available are Cucumber Pineapple Ginger; Pineapple Coconut Water; and Spicy Lemonade – lemonade with a hint of ginger and cayenne.

Each of these products, which are produced using high pressure processing (HPP), demonstrate how Evolution Fresh is continuing to innovate in the cold-crafted juice category by providing natural drinks for on-the-go consumption. Over time, Evolution Fresh plans to continue to build on its product line-up with additional seasonal and core juices.

"Evolution Fresh juice is now available to more consumers than ever before, and we are pleased to be introducing new juices to our product line in response to consumer interest in what the brand delivers," said Jeff



Hansberry, President, Channel Development. "Customers are looking for convenient, high-quality, and nutritious beverages and foods, and we see an opportunity to harness the intense consumer interest in Evolution Fresh products coming to market, both in Starbucks retail stores and in select natural food and premium grocery aisles."

Fruit Shoot is back

UK Britvic has announced that the Fruit Shoot brand is now available again for customers to stock and consumers to buy. To ensure that parents are aware of the brand's return, a series of 'we're back' print adverts will run in national and consumer media to alert them. The brand has also created new 10 and 30 second TV ads to let parents and children know the popular drink is available, with a specially created 'Fruit Shoot is back, go get it' tag line.

The 'We're back' activity will also be supported by extensive PR to ensure consumers are fully aware of the brand's availability. The news is also being highlighted with retailers via a strong shopper and in-store plan across all channels and through Britvic's customer development executives during their store visits.

Jonathan Gatward, GB Marketing Director, Britvic Soft Drinks, comments: "We're delighted that we are now able to deliver Fruit Shoot back on shelf so that the brand's loyal fans can enjoy this popular drink again. We're confident that our heavyweight communication plans will reassure parents that the brand that first created the kids soft drink sub-category is available and here to stay. We'd therefore recommend that retail-



ers get stocked up to take advantage of demand resulting from all our marketing communications to consumers."

With Fruit Shoot Regular, Fruit Shoot Low Sugar and Hydro began to appear on shelves last month. Britvic will focus on multi-pack availability for the multiple grocery channel and single-serve formats for the impulse channel. There will be a gradual increase of re-supply, to enable Britvic to meet historic levels of demand. Fruit Shoot My-5 continues to be available in full supply.

Strawberries & Cream

UK ICONIQ Drinks has launched a creamy but refreshing, summery new fruit smoothie called Smoove Strawberries and Cream.

Gary Barnshaw, founder of ICONIQ Drinks and a British Master Chef, who started out in the industry as a British army chef, said there had been a 9% rise in sales of smoothies since 2010.

"By the very nature of my background, ICONIQ Drinks is a staunchly British company and Smoove Strawberries & Cream, with its bold Union Jack design, reflects this perfectly. The added beauty is that, while it has a premium look to tempt customers, it doesn't cost the earth to stock, arguably the top consideration right now, as retailers and consumers continue to watch their budgets."

In terms of taste, Smoove Strawberries & Cream, which joins Mango & Orange, Strawberry, and Blackcurrant & Blueberry in the Smoove range, is made with 100% British cream from dairy farms in Buxton, Derbyshire, just 50 miles from the ICONIQ Drinks factory in North Wales.

With a six to 12 month shelf life, Smoove contains enough fruit to count as one of the 'five a day', and comes in a 250ml Tetra Prisma Pak, a highly portable size for on-the-go consumption.

In terms of the appeal of summery drinks such as Smoove Strawberries & Cream, the soft drinks category sees a natural uplift in demand in the summer, with soft drink sales, reportedly, increasing by 2-5% for every degree the temperature rises above 14 degrees, according to the British Soft Drinks Association.



Low-cal listing

UK Vimto Soft Drinks has secured a new listing for its range of Weight Watchers soft drinks with leading food retailer Waitrose.

The Weight Watchers 1 litre cordial range launched at the beginning of the year through major multiples including Tesco and Asda will now be available in 80 Waitrose stores across the UK.

The cordials are available in a 1 litre PET format in three flavours – Sicilian Lemon & Elderflower; Italian Red Grape & Pomegranate and Chilean Plum & Raspberry – complete with No Added Sugar and a Weight Watchers proprietary ProPoints value of zero per 250ml serving.

The new range of Weight Watchers Soft Drinks has also been rolled out across Ireland. The entire range is now available to Dunnes, Londis and BWG – through Spar and Mace stores – in the Republic of Ireland, while the 500ml Ready to Drink Fruit Drinks are available in Hendersons and Musgrave's – through Supervalu, Centra and Mace – in Northern Ireland.

Elsewhere in the VSD portfolio, both the Vimto Original and No Added Sugar (NAS) 725ml cordial range is now available at 80 stores nationwide, further strengthening the brand's range within the supermarkets, which already stock Vimto Original and Cherry Vimto 500ml carbonates.

Marketing Manager Emma Hunt said: "Vimto has been performing extremely well,



with its cordials currently growing three times faster than the market. Major marketing activity to boost awareness of Vimto cordial to mums and teens this year means there is a growing demand for the brand and a need for it to be on shelf."

Weight Watchers is the UK's No1 brand within the £2.3 billion low calorie category, with a total brand value of over £327 million, and a household penetration of 50.6%, which is growing at +7% year-on-year. The range marks Vimto Soft Drink's biggest brand launch since flagship brand Vimto entered the market 103 years ago.

Winter warming berries

UK Britvic has launched a Red Berries limited edition under the Robinsons brand.

Available from the beginning of September, Robinsons Red Berries has been created to drive frequency of purchase during the winter months, by offering parents the choice of a great tasting new flavour for their children, which can be enjoyed warm or cold.

The label has been designed with this in mind, featuring a cosy knitted pattern and mixed berries in the shape of a mug to communicate to consumers that Robinsons Red Berries can be a warming winter drink. On-pack messaging includes a 'try me warm' flash on the front, encouraging parents to try a different way to serve the squash.

Jonathan Gatward, GB Marketing Director, Britvic Soft Drinks, commented: "The launch of Red Berries is a continuation of our Limited Edition strategy for the Robinsons brand to offer shoppers new and interesting flavour choices. Our last limited edition was Strawberries & Cream to celebrate the Diamond Jubilee. It's performed very well, showing a rate of sale in line with some of our longest established Robinsons

Fruit Squash flavours – Orange, Apple & Blackcurrant, and Summer Fruit.

"Winter can be a challenging time for the squash category, as many consumers reach for hot drinks. Following a successful small-scale trial last year, we are confident that Red Berries will prove popular with both retailers and consumers alike. We are encouraging retailers to add this variant to their core squash range to capitalise on the incremental sales when mums reach for a solution to a winter drink for children."

Limited edition Robinsons Red Berries replaces the Limited Edition Robinsons Strawberries & Cream, which has been available since April. This winter-warming Red Berries variant will be available to multiples and to the impulse channel via cash and carry.



Return of Frugo

UK The renaissance of one of Poland's most avant garde fruit juice brands from the 1990s has been inspired by the development of new glass packaging. Frugo rose from the ashes in 2011 to a sales value of 80 million PLN by the end of the year. And the trend has just come to the UK, where Tesco has listed the brand's 250ml glass bottles to attract a young, health conscious market in this country.

The 1990s was the decade of Tamagotchi, grunge, Pokemon, Beverly Hills 90210 and Friends in the UK. In Poland, young people would not be seen without Frugo, an unusual drink with an intensely fruity taste, packed only in glass bottles. Savvy commercials turned it into a teen icon in the same way that Tango radicalised drinks marketing in the UK.

After two decades hidden from view, Frugo is back. Its original consumers are now in their 30s and the brand has captured the retro appeal with a new launch of 250ml, 300ml and 750ml glass bottles designed and made by O-I in its Jaroslaw plant in Poland. Brand owner FoodCare was so convinced by the drink's potential that it invested in a new high-throughput filling line especially for Frugo.

All sizes are made in clear glass using lightweight narrow neck press and blow (NNPB) technology for strength at the optimum weight (the bottles' weights are 160g for the 250ml; 190g for 300ml; and 320g for Frugo 750ml). The brand name is



engraved on the bottle and colourful labels, matched to the individual tastes of the drink, ensure that the product stands out on shelf.

Unusually, Frugo is distinguished through colour not fruit variations – lines stocked in the UK include Frugo Black, White, Green and Pink.

As well as its expansion into the UK, which has a strong Polish expatriate market,

FoodCare has also introduced the product into Bulgaria, Czech Republic, Estonia, Germany, Hungary, Romania, Slovakia and the USA. It also plans to introduce new flavours and launch a new advertising campaign in Poland. Consumers can submit new taste suggestions via the drink's website, and another communication channel is provided by means of 'Frugo Wróć!' (Come back, Frugo!) Facebook profile.

Tang Mango

INDIA Powdered juice drink Tang, introduced last year in India through Cadbury India, part of Kraft Foods, has launched a thick and pulpy Tang Mango flavour. Rich with the taste of real mangoes, Tang Mango has a thick, pulpy texture.

Convenient and affordable, Tang provides mothers with an opportunity to make a quick, refreshing drink for their children by just adding water. It also provides the essential vitamins A, B and C; and iron.

Announcing the new mango variant, Narayan Sundararaman – Director, Powdered Beverages, Gum & Candy – Kraft Foods, said, "We are extremely happy to announce the launch of Tang Mango, the first one in the Indian powdered beverage category in the thick format. Our consumer research showed that consumers prefer mango drinks that are thick, pulpy and give them the 'real' mango flavour and experience. Tang Mango has been developed in line with consumer expectations."

He further added, "We launched the 'made-in-India' Tang last year and the consumer response has been overwhelming. We are working towards having a bank of flavours that appeal to local tastes. We



believe consumers are going to love Tang Mango and the experience that comes with it."

Developed especially to suit the Indian palette, Tang Mango will be available in retail stores across the country in two pack sizes of 200g for Rs40 and 500g for Rs85.

Juice for children

UK Cawston Press has introduced Kids' Blends – 200ml Tetra Slim cartons that are perfectly timed for the summer holidays and then the school lunchbox. Apple & Pear and Apple & Mango feature juice blended with water (75%/25%) for a 'lighter' juice option that is often favoured by parents. As with all Cawston juices, no concentrate is used, nor is there any added sugar. Each drink also counts as a '1 of 5-a-day' option. The packs are being stocked in Sainsbury's and Ocado in the UK.

The two new ranges come as the brand extends the listings of its still juice 1 litre packs to Tesco which is taking on three variants – Apple & Rhubarb, Apple & Ginger and Apple & Elderflower.

Cawston's extended use of the 'original fruit' is set to continue in 2012, with the firm having bold plans in both juice and juice blend drinks. It's aiming to capitalise on the twin trends of consistent long term growth in both fruit juice and soft drinks, as well as the continuing popularity of apple juice, which accounts for 14% of all juice sales, second only to orange in flavour ranking. (All trends/figures source: Nielsen Scantrack, MAT December 2011).

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Del Monte uses stevia

UK Del Monte's new Naturally Light low calorie range has been formulated to contain the recently approved natural intense sweetener stevia, which enables juice drinks to be made with a fraction of the sugar content previously possible.

The stevia plant is indigenous to the tropical regions of Central and South America and has been used as a sweetener for centuries by the Guaraní people of

Paraguay. It is 250 times sweeter than sugar with a fraction of the calories.

Del Monte's new Naturally Light low-calorie range contains only half the sugar and calories of standard juice and juice drinks. The new juice drink range comes in three flavours: Mango and Papaya; Pineapple and Lime; and Superfruits, each with just 50-63 calories per 250ml glass. They also contain vitamins, providing 100% of the recommended daily allowance (RDA) of vitamin C and 50% of the RDA of vitamins B, E and selenium.

Del Monte Naturally Light is targeted

naturally
light

primarily at health and weight-conscious women as it offers a lower calorie and lower sugar alternative, whilst still providing the goodness of fruit, vitamins and hydration. This also makes it ideal for children.

Del Monte Naturally Light will initially be on the ambient juice shelves in Tesco and selected Sainsbury's supermarkets from mid-August. Further additions to the range are planned next year, including new flavours and the launch of convenience sized 250ml bottles.

Tony Gill, Del Monte UK Commercial Director, said: "We have listened closely to consumers' health concerns and know that there is a real demand for healthy, natural drinks with lower sugar and calories."

Bees Blessing

NEW ZEALAND A craft bottler in the Mangaroa Valley in the lower North Island, not far from the national capital, Wellington, has expanded its output of honey-sweetened cordials to supply retailers throughout the country.

Acknowledging the workers that help them create the cordials, Ian Stewart and Jo Donnelly chose Bees Blessing as their brand name.

Stewart knows bees well, having kept them for more than 30 years. The honey is, however, now sourced mostly from the South Island. Fruit used is organic, primarily from the Hawke's Bay region.

Flavours include Lemon, Honey & Ginger; Elderflower, Cider Vinegar & Ginger; Mulled Lemon & Honey; and a 'crazy strong' variant of lemon, ginger and honey, labelled as 'Knock Your Socks Off'.

Packaging has been revamped but labels still retain a cheerful craft image.

Bees Blessing continues to expand its domestic distribution and is interested in export enquiries.



Wild Island smoothies

SOUTH AFRICA Wild Island has added two further flavours to its dairy-juice blend range of smoothies.

Guava and Ginger Beer have joined existing flavours such as tropical Punch, Peach Apricot, Mango Granadilla, Orange, Pineapple Granadilla, Mango Orange, Fantasy Fruit and Pineapple Coconut.

The guava variant is claimed to be the first of this flavour in the burgeoning South African dairy-juice blend segment.

Each 1 litre bottle of Wild Island makes eight litres of smoothies, ensuring its affordability for families.

Packaging for the new flavours was designed by Creative Licence, the Johannesburg agency which has produced an impressive line-up of new and revamped branding in the FMCG sector, including



other soft drinks.

Wild Island is produced by Continental Beverages, a division of Ceres Beverage Company.

Make It Light

USA JAMBA Juice Company a leading healthy, active lifestyle brand, continues to demonstrate its strong commitment to provide refreshing and great-tasting, better-for-you solutions with a new Make It Light option for its line of 'Classic' smoothies in all of its stores. The Make It Light smoothies taste just as delicious as the original recipes but contain one-third fewer calories, sugar and carbohydrates.

Jamba Juice Make It Light smoothies are made with whole fruit and fruit juice and provide 1.5 to two servings of fruit in every 16oz size. Most of the flavours provide an excellent source of Vitamin C, which helps support the immune system.

"Jamba Juice has been a leader in supporting our fans' healthy, active lifestyles with innovative, great-tasting, and better-for-you beverages for over 20 years, so it is only fitting that we now offer the Make It Light option," said Julie S. Washington, Senior Vice-President and Chief Brand Officer,



Jamba Juice Company, "We are excited to be in the business of providing a variety of convenient and delicious products to continue inspiring our customers to 'Live Fruitfully'."

Make It Light is available in 10 fruity flavours.

Water & Water Plus

Stevia selected for drench

UK Britvic has introduced naturally-sourced stevia extract to its drench juicy spring water range.

The move will be communicated via the addition of the stevia extract logo to the front-of-pack. The brand will also be supported by marketing activity later this year to ensure it remains top-of-mind with consumers when making their purchasing decision in-store.

Jonathan Gatward, GB Marketing Director at Britvic Soft Drinks, commented: "The introduction of purified stevia extract to the drench juicy spring water range demonstrates our ongoing commitment to giving consumers the option of choosing great-tasting drinks with naturally-sourced sweeteners.

"We strive to lead the way in soft drinks innovation and the use of stevia extract in drench juicy spring water follows our announcement earlier this year regarding SoBe V Water becoming the first UK soft drinks brand to contain the purified extract."

Britvic will use purified stevia extract alongside the range of other existing sweeteners in its portfolio to give consumers options that balance health, hydration and enjoyment. The drench juicy spring water range comes in a 440ml PET bottle and includes Orange & Passionfruit, Cranberry & Raspberry and Blackcurrant & Apple.



Mizone Peach

AUSTRALASIA Bottler Frucor Beverages has extended its Mizone Active Water range in New Zealand.

It joins Mandarin, Crisp Apple, Passionfruit and Lime flavours. All are packaged in 750ml bottles with a flip-and-flow cap.

Frucor markets Mizone Active Waters as containing 'B vitamins to unlock energy reserves'.

The company also produces Mizone Isopower sports drink and a low-carb variant in New Zealand, while in Australia the brand features as Mizone Formulated Water.



Lighter option

GERMANY Mineral water producer Gerolsteiner Brunnen has introduced a new 0.33 litre lightweight glass bottle.

"The bottle with the popular Gerolsteiner design fulfills the requirements of our international customers and offers singular brand recognition. It is the perfect assortment addition to our 2011 launched 0.75 litre lightweight glass bottle", as Axel Dahm, CEO of the Gerolsteiner Brunnen, stated. "This underlines the high quality standards of Gerolsteiner." The handy lightweight bottle is already used in European and Asian countries.

Gerolsteiner is the leading export brand among German mineral waters and claims to be the world's No 1 brand in sparkling natural mineral water with sales markets in the USA, Asia, Japan and Thailand and the Benelux countries. Gerolsteiner achieved 9.2% sales growth in international sales in



2011.

Thanks to its volcanic origin, Gerolsteiner mineral water naturally contains 2,500mg of minerals and trace elements per litre. One litre of Gerolsteiner therefore already covers a third of daily calcium and a quarter of daily magnesium requirements.

Pura's Olympics

ANGOLA The Pura water range – including the very successful Pura Sport brand extension – has done well for bottler Refriango thanks to its sponsorship of the national Olympics team.

The Angolan participants did not win any medals in London and only a few progressed beyond the early stages of competition in their respective sports, but they won accolades for their sporting attitudes and obvious enthusiasm to be taking part.



As in almost all other countries of the world, the Olympics were extensively televised in Angola, giving Pura ongoing exposure.

Volvic gets juicier

UK Volvic Juiced has just launched its new Berry Medley flavour and larger, 1.5 litre formats ahead of time to meet unprecedented demand for the new drink.

Since Volvic Juiced was launched in March 2012, its flagship flavours Orchard Apple and Cloudy Lemon accounted for 10% of all soft drink sales growth in the UK (Source: Nielsen).

Volvic Juiced targets the gap in the soft drinks market for beverages that contain all the flavour of fruit juice, but are more refreshing and easy to drink. The launch of Volvic Juiced Berry Medley will enable the Juiced family to reach up to 65% of UK consumers.

Volvic Juiced Berry Medley combines strawberry, raspberry and blackcurrant juice with Volvic Natural Mineral Water. It will be available in 50cl and 1.5 litre bottles, and this

month Volvic will also launch new 1.5 litre formats for its original Juicy flavours, Orchard Apple and Cloudy Lemon.

Adam Grant, Managing Director of Danone Waters (UK & Ireland) Ltd, said:

"Volvic Juiced has been the soft drink success story of the summer. It is a natural next step for us to accelerate the launch of our third flavour, Berry Medley, and also to offer larger formats which will appeal to the large demographic of our consumers who like to drink Volvic Juiced at home."

The launch will be supported by in-store promotions across the UK as well as strong promotional pushes at the route to market level for wholesalers.



Carbonates

Striking design for ZEO

UK Brand Design Agency Blue Marlin has created the design for the 'wonderfully unusual' non-alcoholic adult beverage ZEO.

ZEO, the debut product from Mayfair-based Freedrinks Ltd, was launched in the UK this summer.

ZEO is a lightly carbonated beverage aimed at adults containing a blend of wild berries, flowers, fresh green herbs, grains and exotic spices. It is said to have a refreshing clean aftertaste that cools the mouth leaving a tingling feeling. ZEO can be drunk on its own or as part of a cocktail.

Blue Marlin created graphic and structural packaging to introduce ZEO, which is available on and off-trade.

"The flowing form of our structural design plays with your senses, like ZEO itself. Its curious curves unpredictably refract light, enigmatically disguising the physical shape of the bottle in a low-lit bar or nightclub setting. The intangibility of the new design encapsulates ZEO's mysterious mixology and unique sensorial effects in a bottle," said Blue Marlin's Head of Structure, Guy Williams. Blue Marlin will continue its commitment to ZEO by supporting Freedrinks Ltd on supplier sourcing and full supply chain implementation for the first six months of the launch.



ZEO's distinctive structure is complimented by stylish graphics. "We kept the design simple, to allow ZEO's unique bottle shape to do the talking," explained Blue Marlin London Creative Director Simon Pendry.

Valeriy Lukovnikov, Managing Director at Freedrinks, comments: "ZEO stands alone as an exciting new alternative to traditional adult soft drinks. We wanted a brand presence for ZEO as special as its properties. This stunning design has done that and more."

Cawston adds sparkle

UK Cawston Press has launched its first carbonated variants, Sparkling Apple and Sparkling Apple Ginger Beer, in glass 750ml bottles. They are aimed squarely at an adult audience and are designed to give them interesting, delicious and additive-free soft drink options.

Sparkling Apple Ginger Beer is a modern take on a classic, which also features lemon juice and a hint of chilli for extra 'bite'. Cawston uses 40% pressed apple juice in it to guarantee that the ginger 'zing' is not overpowered, while Sparkling Apple features no less than 75% juice. Each flavour is blended with lightly carbonated water. Both variants are being stocked by Waitrose and Ocado in the UK.

Mark Palmer, Cawston Press's Marketing Director said: "Our new sparkling drinks are perfect for the 'AFE' (alcohol-free evening) or even a barbeque. We've been amazed at the lack of good quality adult soft drinks around and are committed to developing



drinks that drive this category harder. Non-drinking adults, whether it's for lifestyle or driving reasons, have been treated like second-class citizens and we'd like to redress the balance."

L&P makeover

NEW ZEALAND It is, as we have noted over the years, relatively unknown outside its homeland, other than to the Kiwi Diaspora craving heritage food and drinks, but Lemon & Paeroa – almost always called L&P – is 'world famous in New Zealand' as its marketing tags proclaim.

While 'iconic' is over-used, the adjective applies legitimately for this long-established carbonated soft drink.

No longer made in the Hauraki Plains town of Paeroa, its enduring association with that centre can be seen in a giant bottle and the main street branding of many cafés and convenience stores. Ironically, Paeroa has rebuilt its status as a soft drink producer, albeit not with this brand.

In the past year, however, bottler Coca-Cola Amatil recognised that nostalgia for the brand was beginning to outstrip its appeal as a thirst quencher.

To update the brand's image, Dow Design – a multiple award-winning agency – was asked to put the verve back into L&P's packaging design with the aim of giving it a more current look and feel that especially connects with today's younger generation.

Dow's brief was to leave the brand clearly recognisable to its consumers as the L&P 'they know and love'. As a result, the rebranding holds on to the brand's iconic elements, while creating a stronger focus on L&P's taste and refreshment promise.

Dow's brief also included delivering stronger shelf impact, to provide overall greater stand out. "While maintaining all the vital historical elements, the revitalised brand design gives L&P a more impactful in-store presence," says Stephanie Perrett, Account Director at Dow Design.

"It has gone from retro brown and laid-back to fresh, bright and bold to appeal to Kiwi youth."



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Functionals

Mind Spa to hit Europe

EUROPE Mind Spa, the Finland-based producer of wellness drinks, is planning a major pan-European roll-out in 2013 for Mind Spa Relaxing Drink, its latest vitamin enriched bottled water product. The company aims to grow in Europe by gaining market share at the expense of significant players in this niche segment such as Coca-Cola. Mind Spa Relaxing Drink was originally launched in the Nordic countries in November 2011.

"We need to think big, and our goal is to challenge the main established players. We want to be one of their biggest competitors not just in Europe, but also in the wider global marketplace as we expand into new markets and regions," said Mind Spa's CEO Juri-Jose Mäntysalo.

Mind Spa's latest vitamin enriched bottled water drink, Acti Water, was launched onto the Nordic markets and in Spain in June. Both Mind Spa Relaxing Drink and Acti Water are being marketed as non-carbonated, calorie and sugar free beverages based on pure spring water. Distribution will be through supermarkets, restaurants, cafes, convenience stores and niche outlets such as sports arenas and gyms.

"We are currently negotiating distribution and wholesale deals for our products in Europe. We will begin to look outside Europe for new markets and distribution next year," said Mäntysalo.

Mind Spa's primary distribution agreement for the Finnish and Scandinavian markets is with the Swedish drinks group Kopparberg. The production of Acti Water and Mind Spa Relaxing Drink has been out-



sourced to BullBerry Corporation in Finland.

"We live in a time when lifestyles are becoming busier and more stressful. The opportunity to develop new products under the umbrella of the Mind Spa brand has never been better. We will focus on products that de-stress and are vitamin enriched. This is being driven by consumer demand, and this is the market segment we are most interested in expanding into," said Mäntysalo.

Acti Water and Mind Spa Relaxing Drink Mind Spa include L-theanine, lemon balm and chamomile – natural substances which clinical tests have shown to relax and reduce stress and anxiety.

Mountain Dew Energised

AUSTRALIA Seeking to reinvigorate the Mountain Dew brand in Australia, where it enjoys strong sales but has tended to languish recently in the growth stakes, PepsiCo and Schweppes have re-launched the carbonate as Mountain Dew Energised.

The 'energised' refers not only to its rebirth but also to the addition of caffeine, which brings the Australian version of Mountain Dew into line with its counterparts in most other countries internationally.

"We are confident that the new formula will appeal to existing consumers as well as a new audience," said Schweppes and PepsiCo in a joint statement. "It still has the



same great citrus flavour with a bold and distinctive taste."

Mountain Dew will not be available in a non-caffeinated version, they said, noting there were many other such products in their portfolio.

Cherrygood brand extension

UK The latest product in the roll out of the Cherrygood cherry juice drink brand in the UK and internationally is Cherrygood Plus.

The 500ml concentrated cherry juice contains 1,000 pressed Montmorency cherries, which are high in antioxidants. Research has shown that it contains the highest antioxidant level of any concentrated cherry juice product on the market, according to the company. It contains no added sugars, sweeteners, preservatives, colours or flavours.

It is the second product launch in the past few months for the fast growing juice brand. Cherry Burst is the brand's first product aimed at children and was launched exclusively in Morrisons in the UK in February.

According to industry experts Neilson, Cherrygood has grown three times faster than any other UK juice brand in the past five months. Cherrygood sales have grown by 86% in the past year and are forecast to grow by 166% this year. More products are set to launch later in the year.

Cherrygood Plus is backed by extensive research and it is claimed that taking it regularly may help build muscle strength, improve muscle recovery, encourage healthy joints, promote normal uric acid levels, reduce inflammation associated with heart disease and arthritis, lower blood cholesterol levels, and encourage restorative sleep.



Fit2Go

USA Fit2Go is a new fortified drink by New Whey Nutrition, which is aimed at health-conscious people. Two flavours are available: Grapeberry and Berrymelon, which can be purchased at stores in the USA and online.

It contains 3g of fibre, which is proven to improve digestive health and lower the risk of heart disease, cholesterol and diabetes.

The drink is also high in antioxidants, which provide vital nutrients that protect cells from free radicals, which contribute to the development of various diseases.

Fit2Go contains 15g of complete protein in each serving; plus 19 vitamins and minerals. The calorie count per serving is 70.

"We opened up the vitamin dictionary



and added everything from A to Zinc," said Robert Kuypers, Director of Marketing

The 3.8oz shelf stable 'almost indestructible' bottle is made for portability. Additionally the protein and fibre mixture works to effectively 'calm the crave' and help curb cheat consumption of empty calories with no benefit. The special protein mixture found in Fit2Go is claimed to not only build muscles but it also "works to help restore joints, make the skin look more youthful and enrich hair and nails", says the company.

Golf beverage tees off

USA A new nutraceutical beverage aimed at golfers from the USA called GolferAID has been launched in time for the 2012 Canadian Open.

An innovative new entry in the functional beverage category, GolferAID was designed by golf and health professionals using the highest quality supplements and nutraceuticals.

"Whether you're a professional golfer or a weekend warrior, feeling tired on the green can weaken your performance, but what you drink before and during the game can help improve your score," says



Fernando Pisano, President and CEO of the Simcoe Asia Group Inc, GolferAID's exclusive distributor for Canada, China, Macau and Hong Kong.

"To help international golfers stay on top of their game, we started marketing GolferAID in proshops, as a niche beverage with great potential, that can entice those true golf enthusiasts to visit their local pro shop to try a sample of our GolferAID," said Pisano.

"GolferAID is not another energy drink or a one-size-fits-all sports drink," says company Co-Founder and CEO Orion Melehan. "Our effective golf beverage has been designed for one mission only: to improve golf performance from the inside out," said Melehan.

Teas

Break on the Desk

JAPAN Japanese drinks sometimes carry an English-language name that is rather frank. One such range of teas from Kirin is Break on the Desk, whose name conjures up images of a quick pause for morning or afternoon tea while not leaving the desk – very much in line with the Japanese work ethic.



This is a range of zero calorie iced teas, the calorie rating emphasised by a large '0' on the packaging.

Another packaging feature is the 'break time gallery' of original art printed on the side of the box, giving workers something to ponder while they sip their tea.

Break on the Desk launched with Herb Lemon Tea, Straight Tea and Milk Tea options. It has more recently been strengthened by new flavours, including Grapefruit Refresh and Chocolate Milk Tea.

As for the name, some Japanese pedants have taken to blogs to complain that it isn't quite accurate and should perhaps be Break at the Desk. One blog critic suggested that rather than implying a pause from work at the desk, it had associations with the occasional photos of US Presidents with their feet on the desk in the Oval Office.

Hopefully Kirin sent them a carton of Break on the Desk packs, along with a polite message to get a life.



Bubble tea risk

GERMANY The German Federal Institute for Risk Assessment (BfR) is warning that Bubble Tea can be dangerous for small children. The starch balls in the drink that form the 'bubbles' can make their way into the respiratory tract and impair breathing, says the BfR.

Bubble Tea has developed into a trend drink that is very popular with children and teenagers in particular. The colourful drink consists of sweetened green or black tea with added milk or fruit syrup. As a special feature, little balls of starch filled with a sweet liquid are added to the drink. Bubble tea is drunk through a broad straw through which the bubbles are also sucked into the mouth. The BfR is warning that the bubbles can penetrate into the respiratory tract.

"Especially with children aged up to four years, there is a risk of foreign objects accidentally entering the lungs," explains BfR President Professor Dr Andreas Hensel. "And that is precisely what can happen when the bubbles are sucked up through a straw". Cases of this kind are foreseeable in the opinion of the BfR. Although reports in the press about the first accidents involving bubble tea have not yet been verified by the BfR, they are considered plausible.

USA insight

developments in the diverse liquid refreshment beverage market

John Rodwan provides insight into the US market.

The beverage marketplace in North America's largest market has been beset by various challenges in recent years. Yet the US liquid refreshment beverage (LRB) market's volume enlargement in 2011 – a second year of growth after two consecutive declines – demonstrates LRBs' essential vitality. It also reveals several paradoxes. While a weakened economy hindered beverages' performance in 2008 and 2009, and improving conditions contributed to their upturn in 2010 and 2011, high-end and functional products trading at premium prices had better showings than more conventional, and cheaper, alternatives. Thus, although economic considerations were uppermost for many shoppers, more affluent consumers were able to buoy up select categories.

Modest growth continues

The US LRB market grew by 0.7% in 2011, according to data from New York City-based research, consulting and financial services firm Beverage Marketing Corporation. This represented a slowdown from 2010, when the market expanded by 1.3%, but still compared positively with the 2.2% and 2.8% downturns recorded, respectively, in 2008 and 2009. (Beverage Marketing defines LRBs as conventional carbonated soft drinks as well as energy drinks; bottled water, including nutrient- and flavour-enhanced 'value-added' iterations; ready-to-drink teas and coffees; sports beverages and fruit beverages.)

High input costs contributed to price increases at a time when many consumers looked for ways to reduce their spending. Beverage companies



inevitably passed on to consumers the greater expenses for manufacturing, packaging and distributing their products. While some shoppers may have turned to lower priced alternatives, such as private label offerings, others may have opted for smaller packages of their preferred beverages. Still others might have foregone, say, bottled water in favour of water from their kitchen taps. Improving economic conditions, including somewhat lower rates of unemployment, contributed to the return to growth, but higher prices did almost certainly contribute to 2011's deceleration as lower-income consumers continued to struggle. Even so, total liquid refreshment beverage volume in 2011 approached 29.5 billion gallons, nearly returning to the levels reached in the mid-2000s, when volume regularly exceeded 30 billion gallons.

Premium

Premium beverages such as ready-to-drink tea and coffee, sports beverages and energy drinks advanced particularly forcefully during 2011. Energy drinks moved forward faster than all other segments with a 17.2% volume increase in 2011. Despite this advance, the segment accounted for a relatively small share of total LRB volume. Indeed, the only liquid refreshment beverage type with a smaller share of volume was ready-to-drink coffee, which charted the second fastest surge, growing by almost 10%. Not surprisingly, no energy drink or ready-to-drink coffee brand ranked among the leading trademarks by volume. Energy drinks do have a high-profile entrant with Red Bull, but homegrown rivals like Monster, a pioneer in larger package sizes, compete fiercely for its crown. With ready-to-drink coffee, Frappuccino, representing an alliance between Starbucks and PepsiCo, easily leads in its niche. Sports beverages, in contrast to both of these, had a brand with both clear category leadership as well as considerable weight. Gatorade (including all brand variations) ranked as the fifth largest LRB trademark in the United States during the year, and the category it led showed exceptional vigour, advancing by almost 8%. The brand topped 1 billion gallons for the first time in 2011.

Carbonates

Larger, more established segments such as carbonated soft drinks and fruit beverages failed to grow once again. Carbonated soft drinks still stood as by far the biggest liquid refreshment beverage category in the USA, but they continued to lose both volume and market share. Volume slipped by 1.8% from 13.8 billion gallons in 2010 to 13.6 billion gallons in 2011, which lowered their LRB market share from 47% to 46%. Nonetheless, cer-



tain soda trademarks, such as Dr Pepper and Coke Zero, did achieve growth. Moreover, carbonated soft drinks accounted for four of the 10 biggest beverage trademarks during 2011, with Coca-Cola and Pepsi-Cola retaining their usual first and second positions.

Although carbonated soft drinks are at a disadvantage when it comes to health-related trends, the leading companies did respond to perceived consumer interest by devising reduced-carbohydrate products and reformulated diet drinks in the mid-2000s, and continued to tinker with these concepts subsequently. Mid-calorie drinks did not immediately catch on, but diets remained a crucial component of the category, even though they, too, suffered some volume reductions. In 2009, the leading companies started introducing products with newly government approved no-calorie sweeteners like stevia. In 2010 and 2011, they revised the idea of reduced-carbohydrate and reduced calorie offerings like Dr Pepper 10 and Pepsi Next (a mid-calorie cola with 60% fewer calories than Pepsi-Cola). Carbonated soft drink purveyors made moves to cultivate the healthier side of things by introducing all-natural and vitamin- and mineral-enhanced sodas. Part of this initiative involved moving away from high fructose corn syrup (HFCS) in favour of natural sugar. In 2009, for instance, PepsiCo introduced several regular carbonated soft drinks eschewing HFCS, including Pepsi Natural.

Bottled water

Bottled water had three entries among the leading trademarks, as measured in volume, in the USA in 2011, which is not too surprising since the category is the second largest beverage of any type in the country. Nestlé Waters North America had two; Coca-Cola had one. Like the beverage marketplace as a whole, bottled water declined in 2008 and 2009 but recovered in 2010, when volume grew

Year	Millions of Gallons	% Change
2006	29,960.0	...
2007	30,384.9	1.4%
2008	29,724.8	-2.2%
2009	28,902.1	-2.8%
2010	29,279.8	1.3%
2011	29,487.7	0.7%

* Includes bottled water, carbonated soft drinks, energy drinks, fruit beverages, ready-to-drink coffee, ready-to-drink tea, sports beverages and value-added water.
Source: Beverage Marketing Corporation

Segments	% Change 2010/11
Energy Drinks	17.2%
Ready-to-Drink Coffee	9.8%
Sports Drinks	7.8%
Ready-to-Drink Tea	5.6%
Bottled Water	4.1%
Value-added Water	-1.2%
Carbonated Soft Drinks	-1.8%
Fruit Beverages	-1.4%
TOTAL LRBs	0.7%

Source: Beverage Marketing Corporation

Trademark	Company	2011 Rank	2010 Millions of Gallons	2011 Millions of Gallons	% Change 2010/11	2010 Share of Volume	2011 Share of Volume
Coke	Coca-Cola	1	4,401.5	4,335.5	-1.5%	15.0%	14.7%
Pepsi	PepsiCo	2	2,413.0	2,291.3	-5.5%	8.1%	7.8%
Mountain Dew	PepsiCo	3	1,358.7	1,341.7	-1.3%	4.5%	4.6%
Dr Pepper	DPSG	4	1,209.4	1,213.0	0.3%	4.1%	4.1%
Gatorade**	PepsiCo	5	951.3	1,020.4	8.1%	3.2%	3.5%
Sprite	Coca-Cola	6	867.0	860.0	-0.8%	2.9%	2.9%
Nestlé Pure Life	MWNA	7	820.3	818.7	-0.2%	2.8%	2.8%
Poland Spring	MWNA	8	557.5	645.5	1.3%	1.9%	2.2%
Tropicana	PepsiCo	9	515.3	501.3	-2.7%	1.7%	1.6%
Dasani	Coca-Cola	10	480.0	494.4	1.3%	1.6%	1.7%
Subtotal			13,774.1	13,625.5	-1.1%	47.0%	46.2%
All Others			15,705.8	15,862.2	1.3%	53.0%	53.8%
TOTAL			29,279.8	29,487.7	0.7%	100.0%	100.0%

* Includes all trademark volume (e.g., all types of Coca-Cola, including Diet Coke, Coffee-Free Coca-Cola, etc.).
** Includes G2.
Source: Beverage Marketing Corporation

by 3.5%. Unlike LRBs generally, bottled water's growth accelerated in 2011, when volume swelled by 4.1%. The spin-off segment of bottled water with something extra added charted strong growth (from a small base) when it hit the scene several years ago, but looked far less dynamic in the second decade of the century.

RTD teas

Ready-to-drink tea grew even more quickly than bottled water, growing by 5.6% in 2011. Many of the same companies contending in other categories chased such growth by buying their way into RTD tea, which enjoys an aura of healthfulness that carbonated soft drinks haven't earned, as well as greater ranges of flavours and functions than basic bottled water. In 2009, Nestlé Waters North America purchased a stake in a tea brand, Sweet Leaf, and in 2011, Coca-Cola exercised its option to acquire the remaining portion of Honest Tea, completing a deal it entered three years earlier when it first invested in the organic RTD tea outfit.

Summary

Four companies accounted for all of the leading refreshment beverage trademarks. Pepsi-Cola had four brands, including the only fruit beverage brand to make the list, Tropicana, as well as brands Pepsi, Mountain Dew and Gatorade. Coca-Cola had three: its eponymous standard bearer as well as Sprite and its bottled water brand, Dasani. Nestlé Waters North America had two (Pure Life and Poland Spring) and Dr Pepper Snapple Group (DPSG) had one.

With the move of Nestlé's US water group beyond the water category, all of these companies participate in multiple LRB segments. Pepsi, via its own brands as well as arrangements like Pepsi Lipton Tea Partnership (with Unilever) and the North American Coffee Partnership (with Starbucks), is active in all of them. In doing so, they exhibit a commitment to meeting the complex and sometimes contradictory demands of US consumers, who thirst for beverages with added benefits, and are willing to pay for them, as they simultaneously hunt for bargains; who express interest in healthful and all-natural goods even while evincing cravings for sugary sweet indulgences; and who always have their eyes out for the next new thing (as long as the familiar standbys are close at hand).

...all of these companies participate in multiple LRB segments... In doing so, they exhibit a commitment to meeting the complex and sometimes contradictory demands of US consumers...

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Refreshing the children's market

and maintaining appeal

"Tapping into the youth sector is not as straightforward as it seems..."

The overall soft drinks market in the UK registered an impressive 4.1% growth in volume and 5.8% increase in value to stand at 14,585 million litres and £13,880 million respectively in 2010¹.

Within this, the fruit juice category has experienced a 3.1% increase in volume with retail sales value up by 5.4% to £1.76 million.

Despite these times of economic hardship, soft drinks and fruit juices remain an affordable treat because of their fun, indulgence and health qualities, especially among children and teens. Peter Craven, Joint Managing Director at integrated marketing agency Madhouse Associates, explains why it is essential for children's soft drinks brands to keep up with the trends of this age group, carry out effective and targeted online activity to keep the brand fresh and to maintain appeal in the challenging youth sector.

He says: "Tapping into the youth sector is not as straightforward as it seems and, in many cases, relying on traditional marketing methods is not enough. We work with UK children's soft drinks brand, Calypso, and have researched into the children's soft drinks market as it embarks on a major marketing campaign to boost its position in the marketplace.

"Based on the findings, we have developed a full digital strategy for Calypso, including designing and building a web hub, as well as three product specific microsites for its core brands: Aquajuce, Jubbly Ice Lollies and Rapidz."

Not just a Facebook page...

Digital and online activity, social media integration and networking are now central to any marketing campaign and when it comes to targeting children, social media is a must, as Mintel reports that 1 million children aged 7-12 are on Facebook every day². "The strategy we are working to will build on



Calypso's website, integrating the activity with Facebook and Twitter and will include a variety of tactics to appeal to the target age group. Creating interesting web content in a language children can understand is essential and keeping the website fresh and posting new activity keeps fans coming back to the website. Creating games, videos and even characters is an effective way to engage with this age group. In addition, linking into popular pastimes and activities keeps the site interactive, and feeding this into social networking channels allows photos and comments to be posted."

Mum's the word...

"When approaching the children's and teens' market, we must not forget about parents. They are, of course, the purse string holders and decision makers with a major influence on what their children drink at home, at school and when out and about. As a result, any marketing strategy should target both markets equally, or at least address them during the planning phase. While the brand targets the younger audience with its social networking, videos and gaming, mums are more interested in offers, vouchers and health benefits so brands need to make sure dietary information is clear and informative and that key messages will encourage mums to give the drink to their little ones.

"Blogs and forums have also become a huge area of growth within marketing as positive posts from product reviewers can often produce effective results. Many bloggers have loyal fan bases and one positive comment can spark a conversation, leading to the final purchasing decision in many cases."

The conclusion? "The soft drinks market is a highly competitive one. As such it's essential for brands to make their mark and stand out from the crowd in order to capitalise on marketing opportunities", says Peter. Some children's drinks brands have done a great job of really engaging with their target audiences with fun characters, entertaining videos and well-devised offers and competitions. Calypso drinks is a great brand to work with and has elements of nostalgia for parents as well as entertainment for children and we look forward to carrying out this exciting marketing campaign over the next year."

Drinks brands looking to launch a new children's drink, or existing companies looking to increase awareness and sales, should ensure that online activity is targeted, effective and will produce measurable results to really drive sales in this lucrative sector. ■

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What's new with sweeteners?

natural alternatives explored

Rachel Wilson reviews the emerging options for clean label, low calorie, sweeteners.

Developing low- or no-sugar products that not only taste good but meet consumer demand and expectation for clean label and natural offerings is not always easy.

From a technical point of view, intense sweetener products are undergoing a period of radical change. Having traditionally been dominated by products such as aspartame and acesulfame K, their position may be coming under threat as the trend towards all things natural continues.

Consumers are increasingly choosing products that claim to be natural or contain all-natural ingredients and to that end, sweeteners that are derived from plant sources are likely to be viewed favourably by developers, retailers and consumers alike.

The key plant-derived sweeteners from the industry's point of view are steviol glycosides, monk fruit or *luo han guo*, *thaumatin*, and in the future, most probably *monatin*.¹

This article reviews the key offerings in terms of plant-derived sweeteners and highlights some of the future trends.

Steviol glycosides

Steviol glycosides represents one of the most dynamic sectors within the global intense sweeteners market, with sales having risen dramatically since the middle of the last decade as a result of increasing uptake within the US food and drinks industry and the long awaited EU approval in



Stevia, the all natural, zero calorie sweetener.

November 2011.

PureCircle was the first to successfully develop a specific sweet compound from stevia leaves, known as rebaudioside A (Reb A) or rebiana. This extract has since been commercialised as Truvia by a Cargill/Coca-Cola partnership and as PureVia by a PepsiCo/Merisant partnership.

Steviol glycosides have sweetness between 200 and 400 times that of sugar depending on concentration and application, and are suitable for use in a range of applications including low pH carbonated beverages and dairy beverages, and it can also withstand the high temperatures reached in processes such as pasteurisation or UHT. Steviol glycosides are most stable between pH 3 and 8, with a noticeable lessening in stability at pH less than 2. Although overall stability does decrease with temperature of storage, because the breakdown products are also steviol glycosides, they are also sweet and therefore the loss in sweetness is negligible.

Steviol glycosides are synergistic for sweetness with cyclamate and aspartame and have been shown to enhance fruit flavours.²

Recent financial results show that high-purity stevia volume sales at PureCircle increased by more than 20% year-on-year and growth in proprietary products such as Natural Flavor range and the new Natural Sweeteners range have shown triple-digit growth according to a statement based on half-year performance to June 2012. The usage of steviol glycosides appears to be increasing strongly and PureCircle has an ongoing research and development programme to deliver new solutions for specific applications and consumer tastes.

Focus on sustainability will be integral to the growth of stevia as the next mass volume natural sweetener. PureCircle recently released the industry's first published farm-to-sweetener carbon and water footprint covering each stage of the company's supply chain. Results show that PureCircle stevia sweeteners can help manufacturers significantly reduce both their carbon and water footprints. In a white paper released in May this year

PureCircle reports that the carbon footprint is 82% lower than other publically-available sweetener benchmarks and the water footprint is 97% lower. These findings were based on measurement of fiscal year 2011 production of its high-purity sweeteners and conducted by Camco UK, a leading independent water and carbon footprint expert.³

In addition, flavour technology has been developed specifically to enhance the sweetness of steviol glycosides and obtain a flavour profile even closer to that of the gold standard 'sucrose'. Natural flavour modifier NSF-02, which has been patented by PureCircle, is a flavour modifier designed to work specifically with PureCircle's high-purity steviol glycosides but has also shown synergy with other commercial sweeteners.⁴

Monk fruit

Siraitia grosvenorii (also known as luo han guo) is a perennial vine of the Cucurbitaceae family and is a traditional medicinal herb cultivated principally in the Guangxi region of China.⁵ Although being inherently sweet, the fruit itself is unsuitable for use as a sweetener without additional processing as it has a tendency to form off flavours by fermentation. The sweet taste of luo han guo comes mainly from the mogrosides, a group of triterpene glycosides.

The mogrosides are present in total at about 1% in the flesh of the fruit.⁶ The most abundant triterpene glycoside component is mogroside V, which is reported to be approximately 300 times sweeter than sucrose.

Through extraction processes a powder containing up to 80% mixed mogrosides can be obtained, which is approximately 250 times sweeter than sugar.⁷ The mogrosides are inert to thermal and enzymatic degradation of digestion and subsequently luo han guo is a biochemically-stable, non-nutritive, non-hygroscopic and non cariogenic product.⁸

A number of commercially available extracts of luo han guo are available such as Mormordica (Amax Nutrasource Inc, California), Purelo (Biovittoria, New Zealand), and ACT (Hamburg, Germany). These vary in mogroside content but are typically 20-70% mogroside V and 40-90% total terpene glycosides.

In the USA luo han guo juice or dried concentrate has been GRAS since early 2010 and is generally labelled as luo han guo fruit concentrate or monk fruit concentrate. The Imperial Sugar Company was displaying a range of monk fruit extract blends at IFT 2012 for reduced sugar applications under its NatureWise Sweeteners brand. These included Symple brown crystals, which blends cane sugar and cane molasses with monk fruit and Symple honey crystals incorporating cane sugar and honey with monk fruit. Monk fruit has been shown to enhance certain flavours including those of sweet spices such as cinnamon.⁹

Luo han guo is not currently a permitted sweetener in the EU, although it may be used as a natural flavour preparation at concentrations where it does not function as a sweetener. It is likely that manufacturers will seek EU approval for luo han guo as a novel food in the next few years.



Monk fruit (also known as lo han guo).

Thaumatococcus

Thaumatococcus is the intensely sweet protein isolated from the fruit of *Thaumatococcus daniellii* an African plant named in 1855 after Dr W. F. Daniell.¹⁰ The plant exists throughout the rainforests of West Africa, where it has been used for centuries to sweeten and improve the palatability of foods.

The fruit of *Thaumatococcus daniellii* contains a black seed surrounded by a polysaccharide mucilage. The upper seed cap is called an aril and this is where the thaumatocin proteins exist. Large-scale production of thaumatocin is achieved by aqueous extraction under low pH followed by other physical methods, thus preserving the natural status of the extract.¹¹

The taste profile of thaumatocin is quite different to that of sugar in that it has a delayed onset and a prolonged aftertaste. However addition of thaumatocin to products has been demonstrated to enhance overall sweetness in products as well as masking bitter aftertastes. This means that thaumatocin is commonly seen in combination with other intense sweeteners and is more often used for its flavouring properties as opposed to providing sweetness in its own right.

In the United States it is approved by the Food and Drug Administration as a GRAS 'flavour preparation' for about 30 applications.¹

Monatin

Monatin is an amino acid isolated from the root bark of the plant *Sclerochiton ilicifolius*, which grows in South Africa. The root has long been known for its sweetness, however, the identification of monatin as the component responsible for the sweetness was first reported in 1988.¹²

Monatin has an excellent sweetness. In flavour profile it is close to sucrose, with a quick onset, a clean sweet taste and no noticeable aftertaste. This combination of high sweetness and clean flavour suggests that monatin could be used widely as a sole sweetener and need not be blended with

Continued on page 49

The fact that a number of these sweeteners are from plant-derived sources is completely aligned with the current consumer trend towards all things natural.



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others – something which is somewhat unique among plant-derived intense sweeteners.

There are no commercial applications of monatin as yet and it does not have a regulatory status in the US or EU, but the patent literature highlights interest in this sweetener for use in a wide range of product applications including all types of beverages.

Future trends

Demand for sweeteners is expected to continue its steady growth partly as a result of an increased dynamism in the sweetener industry, which is currently seeing a number of new options available after years of relative stability.

The fact that a number of these sweeteners are from plant-derived sources is completely aligned with the current consumer trend towards all things natural and this can only mean a positive future for these products. ■

About the Author

Rachel Wilson is Principal Technical Advisor on Additives and Ingredients at Leatherhead Food Research. She has a BSc. Hons in Food Science from Reading University and a career spanning both product development and ingredients. She started her career with Mars, focusing on product development and pioneering the development of the Mars drink. She then moved to CP Kelco where she held a number of positions including research and development, technical service and support to customers across a wide range of application areas; training of customers and distributors and business development. Rachel joined Leatherhead Food Research in 2002 where she worked in the training department. Now working as principal technical advisor to LFR's clients, Rachel specialises in providing information about food additives and ingredients and conducting literature and patent reviews. She is Editor of Sweeteners 3rd Edition, 2007, Leatherhead Food International and Blackwell Publishing, Oxford, which forms part of Leatherhead's range of Ingredients handbooks for industry.

WHAT'S NEW?

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What next after stevia?

looking to the future

The drive for innovation and differentiation means that attention will inevitably turn to a suitable successor, claims Leanne Fisher.

Since stevia received its final EU approval notice (as published in the Official Journal on November 12, 2011), there have been several mainstream launches across Europe. Coca-Cola announced in March 2012 that it had launched stevia varieties of Sprite and Nestea in France, the first roll-out of stevia in its headline brands in Europe.

With stevia set to become mainstream, the drive for innovation and differentiation means that attention will inevitably turn to what's next in the sweetener market. After all, whilst stevia, and the steviol glycoside reb A will find many applications, there will also be other cases where their properties are not quite right for any given drink.

As stevia's acceptance illustrates, the current trend is towards 'natural', with its perceived, though not necessarily justified, advantages over synthetic sweeteners. Every survey suggests that consumers favour the idea of food and drink that contain 'natural' ingredients with no 'added extras', regardless of what role those 'extras' fulfil. There is, however, often a price to pay for pursuing the natural options, both in terms of absolute cost and in terms of manufacturing issues. Using natural ingredients will generally require careful reformulation of a product to address issues of stability, taste and texture, and there may also be factors to consider such as sustainability of supply. That said, the fundamental market drivers in



favour of natural appear to be very strong right now, and the technical expertise is available to address the formulation issues, so the barriers to expansion of natural sweetener options are not insurmountable. It is true that finding the right combinations/blends for any given product will require careful development work, but previous experience of what has worked well in other formulations will surely help to speed the development process.

As the following descriptions reveal, there are several natural sweeteners waiting in the wings, some of which already have approval in non-European markets, ready to follow the lead set by stevia.

Thaumatococcus

At around 3,000 times sweeter than sucrose, thaumatococcus is one of the most potent of the natural sweeteners, but its use as a sweetener is actually very limited. Thaumatococcus is a protein that can be obtained from the seed shells of the fruits of the katemfe shrub and is currently approved throughout the EU for use as a sweetener, but only in certain food applications. In soft drinks it is only permitted for use at low levels as a flavour enhancer, and works well with other natural sweeteners to reduce other (unwanted) tastes. Similarly, it has GRAS status in the USA, permitting its use in a wider range of products, but it is not permitted as a sweetener in beverages.

Monatin and Brazzein

These proteins are further examples of natural sweeteners that have great potential, but have had limited application so far because they lack approval. Monatin (2-hydroxy-2-(indol-3-ylmethyl)-4-aminoglutaric acid) is a naturally occurring, high intensity sweetener isolated from the plant *Sclerochiton ilicifolius*, found in the Transvaal Region of South Africa. Monatin contains no carbohydrate or sugar, and nearly no calories, unlike sucrose or other nutritive sweeteners at equal sweetness. An attraction of monatin is that it has a clean taste and has the potential to be used as a sole sweetener in beverage products.

Brazzein is a sweet-tasting protein extracted from the fruit of the climbing plant Oubli



At around 3,000 times sweeter than sucrose, thaumatococcus is one of the most potent of the natural sweeteners. Picture: © Fraunhofer IGB.

(*Pentadiplandra brazzeana Baillon*). It was first isolated as an enzyme in 1994. With pentadin, discovered in 1989, brazzein is the second sweet-tasting protein discovered in an African fruit, and is 500-2,000 times sweeter than sugar, depending on concentration. Its sweet perception is more similar to sucrose than that of thaumatin with a clean sweet taste with lingering aftertaste and with a slight delay longer than aspartame in an equi-sweet solution. It also has the advantage of being heat stable at 80°C for four hours. An interesting side note in the 'natural' debate is that brazzein can be manufactured by fermentation.

Monellin

Monellin could be useful for sweetening some drinks as it is a protein readily soluble in water. However, it has limited application because it denatures under high temperature conditions and its sweetness is affected at low or high pH levels. So far, Japan is the only major market that accepts use of monellin.

Mabinlin

Available as two proteins, mabinlin I and mabinlin II, mabinlin is heat stable, but not particularly sweet when compared to brazzein. Mabinlin I is considered about 300 times sweeter than sucrose, and mabinlin II is quite heat stable, making it potentially the most useful candidate for food applications.

Glycyrrhizin

This chemical is responsible for the sweetness of liquorice and has GRAS status in the USA for use as a flavour compound, but not as a sweetener. It is considered to be up to 50 times sweeter than sucrose, and has a slower onset of sweetness than sugar. It also maintains its sweetness under heating. In the EU, there are some safety concerns, and so consumption is limited to less than 100mg/day (roughly 50g of liquorice sweets). Japan has a slightly more relaxed view, allowing the compound to be used as a sweetener, perhaps in combination with stevia, but also limits consumption to 200mg/day.

Monk fruit extract/lo han guo

Lo han guo is one of the more promising natural sweeteners, with many potential applications. It is extracted from a Chinese fruit and has traditionally been used as a treatment for respiratory complaints, since it is a natural expectorant. Cold remedies may not sound like ideal candidates as sweeteners, but the active ingredients are triterpene glycosides that are some 200 times sweeter than sugar.

Monk fruit has a long history of use in China, where it has been used to sweeten teas, but its application outside of China has been limited to date. However, it does have GRAS approved status in the USA, and other markets such as Japan and South Korea. In Australia and New Zealand, it can be used in medicines and dietary supplements.

From a marketing perspective, one clear advantage that monk fruit has over the other natural sweeteners is the benign nature of its name! A product sweetened with the extract of any fruit is sure to appeal to those consumers who are really keen to pursue the 'natural' philosophy. That said,



Glycyrrhizin, responsible for the sweetness of licorice is around 50 times sweeter than sucrose.

the best use of monk fruit may not always be as a sole sweetener, as it does blend well with other sweeteners, and exhibits synergy with sucrose and fructose. Being readily soluble, relatively stable with an acceptable sweetness profile, it can be used in a wide range of soft drink applications.

More to come?

There are undoubtedly many more natural sweeteners and sweetness enhancers waiting to be discovered, but there is a long road between discovery and commercial exploitation. In Europe, every new food ingredient (ie not on the market and significantly consumed prior to 15th May 1997) is subject to the Novel Food Regulation EC 258/97. Before it can be authorised for use as a sweetener, any new ingredient must go through the common authorisation procedure contained within EC 1331/2008. This may ultimately result in the Commission seeking an opinion from EFSA in respect of safety. The entire process, from initial submission to approval, might take almost two years.

Just to labour the point that the process of approving a new natural sweetener is complex, there is also an EC Regulation relating to the use of the term 'natural'. EC Regulation 1924/2006 is the regulation in question, but it is worth noting that different countries in the EU have slightly different interpretations of the word, and exactly what its use is intended to imply.

Conclusion

Current market conditions suggest that there is potential to expand the use of natural sweeteners in soft drinks. Many of the big drink producers with markets around the world already have products containing natural sweeteners that are permitted in one market but not in another, or have started developing products in anticipation that a natural sweetener will be approved before too long.

Whilst the development of new formulations, and selection of the right blend of sweeteners can be arduous, the rewards for getting it right are clearly there for the taking, as consumer demand for 'natural' appears to be growing in every major market. ■

Current market conditions suggest that there is potential to expand the use of natural sweeteners in soft drinks.

Supporting innovation

and soft drinks success

Sarah Chapman introduces some of the facilities available at Campden BRI.

The global soft drinks industry is extremely competitive and more emphasis is being placed on new product innovation and reformulation than ever before. To be successful, beverage manufacturers must develop products that combine functionality and quality with meeting consumer demands as innovatively as possible.

Consumers themselves are increasingly discerning. Considerations such as convenience, shelf life, health and well-being and clean labelling have become important factors in purchase decisions and soft drinks manufacturers are now involved in more than simply quenching thirst.

A case in point is the surge in popularity of functional drinks. Sales of sports and energy beverages have grown significantly and according to the British Soft Drinks Association, their consumption in the UK has risen from 320 million litres in 2004 to 600 million litres in 2010.

Sports drinks aim to provide water, energy and electrolytes in a form that is both palatable and easy to absorb, while energy drinks generally claim a particular energy boost from ingredients such as caffeine or guarana. However, getting the right balance of nutrients is still an evolving science.

Recently, the market has seen the introduction of drinks based on beetroot juice and other unusual



ingredients. Originally formulated for elite athletes, these innovative drinks products are now being marketed to the health conscious consumer on the street.

While product innovation is vital to the soft drinks industry, it can be a challenging process. Many new products either fail to make it onto the market or last for only a few weeks and as many as 86% of all new product launches fail within the first year.

It is important that soft drinks manufacturers have access to the help and support they need to innovate successfully and reformulate existing products.

Campden BRI is involved in a wide range of product development projects and has considerable expertise in the development of new and reformulated drinks products, from initial recipe development to pilot scale trials of 'finished' items.

Getting the fizz back into drinks

Soft drinks companies now have access to a new filler/carbonator, installed in the pilot plant facilities at Campden BRI, to help improve the development and processing of drinks. The recently installed Armfield Soft Drinks Carbonator has the facility to produce a wide range of both still and carbonated beverages.

The carbonator has a range of filling heads to accommodate a variety of bottle and can sizes – glass, metal or plastic - and is suitable for packing up to 250/day. A computer controlled system can be pre-set to the required carbonation levels and the temperatures suitable for manufacturers' requirements.

Other facilities for beverage processing include:

- Liquid nitrogen dosing – to reduce headspace oxygen and improve shelf life and provide can rigidity;

- Heat processing in a raining water retort to simulate a pasteurisation tunnel;

- Advice on processing times and temperatures as well as heat penetration measurement.

Researching reformulation

Campden BRI can advise on formulations or ingredient alternatives – either to improve the



stability or shelf life of particular products or to enable them to be processed in a particular way.

The incorporation of functional ingredients such as vitamins, minerals, fibre or omega-3 fatty acids can cause stability and flavour issues. Campden BRI can suggest ingredient, formulation and processing approaches to overcome some of these issues.

Campden BRI's product innovation team regularly liaises with its legislation department when developing beverages with a health or nutrition claim to ensure compliance with labelling requirements.

Manufacturers must also be aware that a new beverage must meet the nutrition or health claim requirements until the very end of the product's desired shelf life. It is therefore important that manufacturers are clear right from the start what they want their drink to do and to confirm that it is achievable, viable and legal.

Putting drinks packaging to the test

Packaging is vital not only for enticing consumers to buy particular soft drinks brands but also to ensure end product quality and safety.

Campden BRI's expertise in packaging testing can help advise drinks companies on packaging suitability, with a wide range of packaging analysis and strength and integrity testing facilities, as well as chemical and sensory taint analysis capabilities, if required.

Tests available at Campden BRI's facilities include: compression tests, tensile strength tests; burst and peel tests; microscopic packaging material analysis; and packaging migration analysis to



ensure that soft drinks packaging is fit for purpose and that, in short, a product is protected from everything that might happen to it from when it leaves the process line until it is drunk by the consumer.

Supporting innovation

With pilot scale processing facilities, a dedicated NPD laboratory, test kitchens and a multidisciplinary team of chemists, microbiologists, sensory scientists and food and drink processing experts, Campden BRI has the skills, expertise and facilities to support the development of new and reformulated soft drinks products. Investment in new equipment such as the Armfield Soft Drinks Carbonator is testament to its long term commitment in this area. ■



Sarah Chapman is Product Development Specialist at Campden BRI.

www.campden.co.uk

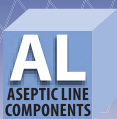
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A manageable challenge

for the drinks industry

James Post evaluates how the EU regulation on the provision of food information to consumers will affect the drinks industry.

The way drinks companies label their products is set to change considerably, following the introduction of new regulation at the end of 2011. Essentially, EU Regulation No. 1169/2011 on the Provision of Food Information to Consumers means companies are now forced to comply with mandatory food labelling guidelines, rather than apply their own voluntary food labelling requirements.

The regulation has been in the pipeline for several years, meaning it doesn't come as a complete surprise to food and drinks companies, but it does mean the majority of food labels currently on the market need to be redesigned – the advanced warning doesn't completely negate some quite serious cost implications for manufacturers and retailers.

Two key aspects of the new rules are mandatory nutrition declarations and the setting of a minimum font size. While just these two changes alone would most likely prompt major redesigns, the wide-ranging regulation encompasses everything from date of durability to country of origin labelling.

The minimum font size ruling will affect every stage of the labelling lifecycle, from how food packaging is designed, to how much information can fit on a label. It could also result in potential environmental repercussions, should manufacturers opt for larger packs to create space for labelling, thereby generating additional packaging waste. The ruling is also likely to prove particularly problematic for companies producing products with multi-lingual labels.

With the regulation representing such a radical overhaul of the current rules, manufacturers have been granted a three-year transition period in which to become compliant. Companies have until 13th December 2014 to ensure labels are redesigned, while any product labelled and placed on the market prior to this date can be sold until stocks of that item are exhausted.

Industry challenges

The new regulation certainly poses challenges, but there are steps drinks manufacturers can take to minimise time and cost constraints.

A key strategy for minimising costs is to ensure re-labelling takes place during a normal re-design lifecycle. However, for small and medium-sized companies, this might not be possible, which means these are likely to bear a disproportionate amount of the costs incurred by the drinks industry as a result of the regulatory changes.

Despite this, not complying could be costlier still, should this result in an enforcement chal-



lenge, which is why companies should seek advice at an early stage.

However, the speed at which companies seek advice shouldn't necessarily be matched with a rush to implement labelling redesigns. This is because a number of regulatory details are yet to be finalised, meaning those companies that seek to become compliant too quickly may need to carry out further redesigns once every aspect of the regulation has been finalised.

An example of the regulation that is yet to be finalised is allergen labelling. Currently, most UK manufacturers and retailers provide information to consumers on the presence of allergens using a 'contains' box, which is separate from the ingredients list.

However, the new EU regulation states that allergenic ingredients must be clearly indicated in the list of ingredients using a typeset that distinguishes it from the rest of the ingredients.

What isn't clear is how this should be done – whether manufacturers should use bold, italics, brackets, capital letters, or an asterisk to highlight allergenic ingredients. Furthermore, it's unclear whether the 'contains' box should be retained once allergenic ingredients have been distinguished in this way.

A challenge that can be managed

There's little doubt that drinks manufacturers and retailers will face challenges as a result of the regulation, which not only spans many aspects of labelling but also requires some degree of clarification.

However, to focus solely on the challenges is perhaps unfair, given how important it is that consumers are provided with clear information so that they can make informed decisions about their diet. The regulation should result in a more consistent application of labelling rules across Europe – which is becoming ever more important with the increase in distance selling.

The regulation is a manageable challenge and could offer enough consumer health benefits to make the changes worthwhile. ■



James Post is Director at Ashbury Labelling www.ashburylabelling.co.uk



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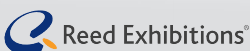
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Römerquelle

invests in innovative technology and sustainability

The KHS Ultra Clean system is the first milestone in the centralisation of production and logistics activities, write Edgar Petsche and Katrin Goldhahn.

Quality, hygiene, environmental friendliness - these three criteria were at the focus of the decision in favour of a PET non-refillable line for Römerquelle, Austria, part of Coca-Cola Hellenic. And, according to Patrick Misch, Supply Chain Director, Coca-Cola Hellenic Austria, it is these three criteria that are today fulfilled by a KHS Ultra Clean line. "Even in retrospect, we made exactly the right decision by investing in our new KHS turnkey line," said Misch. "Not only have our high expectations relating to hygiene, quality, and environmental friendliness been taken into account in every regard, but also, as a technology leader, we are setting new standards. All in all, our new investment is a win-win situation for company and environment."

Coca-Cola Hellenic Austria

As the name suggests, the Roman spring (Römerquelle) was discovered at the beginning of the first millennium by the Romans. Mineral water was bottled for the first time in 1948. Römerquelle GmbH was established in 1965, and at the same time started distributing mineral water throughout the whole of Austria. Since 2003, Römerquelle has been part of Coca-Cola Hellenic Austria, which holds a majority interest. Coca-Cola Hellenic Austria's product range includes the international classics such as Coca-Cola, Coca-Cola Light, Fanta and Sprite; regional brands such as Römerquelle; and brands such as Nestea; which are produced under licence.

Coca-Cola Hellenic Austria is a subsidiary of the Coca-Cola Hellenic Bottling Company with its headquarters in Athens. With around 40,000 employees in a total of 28 countries, the Coca-Cola



The emotion line is based on mineral water with natural fruit extracts.

Hellenic Group is the largest bottler of the The Coca-Cola Company's products in Europe and one of the most important in the world.

All in all, Coca-Cola Hellenic supplies around 570 million people each year with approximately 2 billion 'unit cases' (a unit case is equivalent to 5.678 litres).

Römerquelle is available in still, mild and sparkling varieties and is defined by the consumer as a premium mineral water. This is certainly one reason why the best-known mineral water brand in Austria has a market share of around 45% in the restaurant trade and is the clear No 1 in this sector.

With a market share of just under 15%, Römerquelle mineral water is in third place in the Austrian retail market. The high quality of the mineral water is also confirmed by the fact that Römerquelle mild was awarded the Superior Taste Award by the renowned International Taste & Quality Institute in Brussels in 2011.

Römerquelle emotion near-water

The Römerquelle emotion line was introduced in 2001 and is based on a combination of mineral water with natural fruit extracts. The emotion product range consists of eight different flavours and is supplemented every year by two 'limited edition' products. Especially successful is pear and lemon balm, which was the first flavour to be marketed on the launch of the emotion line. With Römerquelle, the mineral water producer is a leader in near-water beverages in Austria. The market share in this segment is 42.4%, and provides the seven most popular near-water flavours in Austria.

An interesting fact is that Römerquelle near-water products have recently become available as children's drinks under the brand name Römerquelle emotion freche Römer (cheeky Romans). The strawberry and rhubarb and apple and redcurrant varieties are currently bottled in 0.33 litre PET bottles with sports caps which have been specially developed for children.

Like the classical mineral water, Römerquelle emotion is distributed throughout the country as part of the sales activities of Coca-Cola Hellenic Austria. This is accompanied by exports to Germany, Hungary, Slovenia, and Slovakia.



The new KHS turnkey line at Römerquelle.

Centralisation

While the sales and marketing activities for all Coca-Cola Hellenic branded products have always been combined, up to now production and logistics activities have been carried out at two locations. Whereas Römerquelle bottles its mineral water brands in Edelstal in Burgenland, other branded products made by Coca-Cola Hellenic Austria are produced in Vienna, a process which is shortly to change. This is because no further expansion is possible in Vienna on the total of 55,000 sq m. On the other hand, a total area of 350,000 sq m is available in Edelstal and is ideally equipped for future increases in production. The Edelstal site will therefore be expanded to become the production and logistics centre of Coca-Cola Hellenic Austria, and only administration will be left in Vienna.

New ultra clean line

Barry O'Connell, General Director of Coca-Cola Hellenic Austria, says the investment in a new KHS ultra clean line, as the first forward-looking investment within the framework of the planned overall project. This line is ideally suitable for the bottling of such sensitive products as still mineral water and near-water beverages as well as for carbonated mineral water and soft drinks. According to Misch, "With this line, we are well prepared for all future eventualities, and the aspects of quality and sustainability which are so important for our company have been taken into account in every regard."

At the present time, mineral water and the above-mentioned near-water beverages are bottled and packed on the new KHS turnkey line in 0.33 litre, 0.5 litre, and 1 litre PET non-refillable bottles. The capacity of the new KHS Ultra Clean system is 28,000 bottles/hour.

Römerquelle is the first company in the world to use an InnoPET Blofill stretch blow moulding machine/filler monoblock with integrated preform sterilisation for the production and filling of its PET bottles. "We are pleased to be at the very forefront with innovative technical solutions in which we see real additional benefits," said Misch.



Römerquelle is the first company in the world to use an InnoPET Blofill stretch blow moulding machine/filler monoblock with integrated preform sterilisation for the production and filling of its PET bottles.



Cost savings

The preform sterilisation process takes place within the heater segment of the InnoPET Blomax Series IV generation of stretch blow moulding machines in a newly developed sterile chamber module. Here, the preform is sterilised by a mixture of hot air and hydrogen peroxide. After this, sterile air is blown over the preform to reliably remove any remaining H₂O₂ residue on the outside of the preform. The preforms finally pass into a heating chamber in which the exact heating profile is applied to them. This means that preforms are pre-heated in a timely manner and therefore particularly precisely, thus enabling the best possible material distribution within the PET bottles during the stretch blow moulding process. Compared with the previously common practice of rinsing PET bottles upstream of the Ultra Clean filling process, the preform sterilisation process saves investment costs for the rinser as well as rinsing water. And, as preforms have a significantly smaller surface area compared with ready-blown PET bottles, the area to be sterilised is considerably smaller and sterilising agent consumption can be reduced by about a factor of 10.

Energy saving

As a general principle, the heater segment of the innovative InnoPET Blomax Series IV generation of stretch blow moulding machines is particularly energy saving with regard to its design. Here, the preforms are heated using shortwave infrared radiation or 'near infrared', which means particularly short heating up times and enables the heater segment to be kept small.

The servo-motor controlled stretching process allows preforms to be optimised down to the last tenth of a gram of PET material.

When the bottles have been produced, the removal of bottles from the blow station and the adjustment of the distance between freshly blown PET bottles according to the configuration of the filling system are handled within the monoblock system for Römerquelle by just one modular transfer wheel. The bottles then pass via an air lock and a cooling section directly to the Innofill DRV filling system. This procedure highlights a further advantage of monoblocking: the reduced space required compared with the conventional separate blow moulding and filling process thanks to the absence

Continued on page 58

Above: The Innofill DRV is a computer-controlled volumetric filling system. The version used at Römerquelle can be used for both carbonated and non-carbonated beverages.

...the preforms are heated using shortwave infrared radiation or 'near infrared', which means particularly short heating-up times...



The Innoket 360 roll-fed labelling machine is compact in design and is distinguished by high process quality and user-friendliness.

RÖMERQUELLE – continued from page 57

of air conveyor sections between blow moulding machine and filler.

The filling and capping process is carried out in an Ultra Clean isolator, which is fitted with filter units in the ceiling area. These filter units filter the bottle shop air. There is a permanent flow of air from the ceiling to the floor area. This provides the open bottle conveyors with a continuous supply of filtered air and prevents unfiltered bottling shop air entering the isolator.

The Innofill DRV is a computer controlled volumetric filling system. The version used at Römerquelle can be used for both carbonated and non-carbonated beverages. A special feature of the system is that the Innofill DRV uses only two pneumatic cylinders per filling valve for bottling carbonated drinks. These two pneumatic cylinders control the entire filling process including lifting the bottle and sealing the bottle mouth against the filling valve. A further pneumatic cylinder is brought on line when bottling non-carbonated drinks. The system alternates between pressurised and pressureless filling at the press of a button.

The waiting PET bottles are filled using a swirler. In addition to dispensing with spreader elements protruding into the PET bottle, the benefits here include great flexibility when filling. The use of the swirler allows widely differing types of PET bottles to be filled without changing over. Once the filling valve is opened, the swirler forces the liquid over the bottle walls into the PET bottle at high speed. A reduced filling rate is used in the area of the narrower bottle neck. Once full, pressure-controlled sniffling follows and pressure is maintained at about 1 bar. Final sniffling follows. This special sniffling procedure prevents the formation of excessive foam and makes it possible to fill highly carbonated beverages at temperatures of 20°C and higher. Non-carbonated drinks require no sniffling.

The Innofill DRV is monoblocked with the Innofill SV-ACF screw capper, which is distinguished by a simple and open structure in hygienic design. It processes classical screw caps as well as the sports caps intended for the Römerquelle emotion freche Römer children's drinks. It also provides constant capping force and increased opening convenience for the end consumer.



Patrick Misch, Supply Chain Director at Coca-Cola Hellenic Austria, says, "Not only have our high expectations relating to hygiene, quality and environmental friendliness been taken into account in every regard with our KHS Ultra Clean line, but also, as a technology leader, we are setting new standards."

Edgar Petsche is Director Market Zone Europe, KHS GmbH, and Katrin Goldhahn is Business Manager, KHS Austria GmbH. www.khs.com

Complete process technology package

With the Innopro KZE flash pasteuriser and Innopro Paramix C blender, a complete package of cutting-edge KHS process engineering has been integrated into the system at Römerquelle. "It was clear to us from the start that the filling and process equipment had to come from a single source," said Misch. "This enables us to avoid any interface problems in such a sensitive area from the very beginning."

The first stage in the two-component Innopro Paramix C blender is the deaeration of water which is based on the principle of two-stage vacuum spray deaeration. Deaerated water, syrup and other beverage components are precisely dosed according to the recipe through flow control segments in the blender. Exact compliance of the Brix and CO₂ values with the product specification for the brand products to be blended is ensured by the implemented measuring instrumentation.

An Innoket 360 S roll-fed labeller handles the task of labelling the filled bottles. It is compact in design and is distinguished by high process quality and user-friendliness. The Innoket 360 S is fitted with a self-sharpening cutter which ensures precise label cutting. Another plus is that the gluing roller of the labelling machine has an induction heater with sensors in the roller jacket. This ensures precise temperature control and resource-conserving and energy-saving operation.

"The Innoket 360 S runs and runs and runs, and therefore works to our complete satisfaction," commented Misch. "Along with high labelling quality, the ability to make rapid changeovers is of utmost importance to us. This is essential for the overall system efficiency with a range as wide as ours."

Eco shrink tunnel

The packaging of the bottles in film is undertaken by an Innopack Kisters SP 050 Basic. After shrink wrapping, they can be fitted with a handle by the Innopack Kisters CSM before passing either directly to the palletiser or to a further Innopack Kisters SP 035 Basic shrink packer. The task of the Innopack Kisters SP 035 is to wrap several shrink packs in one film wrapping before they go from here to the palletising system.

A common feature of both shrink packers is that they are fitted with an eco shrink tunnel. The eco shrink tunnel operates with a gas heater instead of the electric heater usually found in the market. "We have already gained a lot of positive experience with this concept in our Vienna production facility," said Misch. "Three KHS shrink tunnels with gas heating are in use here. These enable us to make significant energy cost savings and achieve a considerable reduction in CO₂ emissions. Once again, this perfectly accords with our environmental orientation."

In fact, the use of the eco shrink tunnel enables energy cost savings of up to 50% to be achieved compared with the electrically heated shrink tunnel.

Shrink packs are conveyed to the Innopal PB1(N)H palletiser in two lanes, and level compensation makes it possible to feed the packs to the palletiser at any height. Each layer is automatically centred from all sides prior to discharge onto the pallet. This results in perfect layer patterns, gentle product handling, and high overall stability of the pallet load. ■



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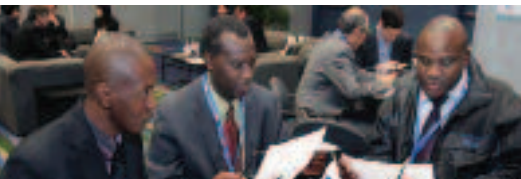
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Packaging

Active top

SIGG, the Swiss manufacturer of aluminium drinking bottles, is set to launch a design patented Active Top for widemouth bottles for the UK outdoor and sports retail market.

The drinking top is said to ensure that the contents stay tight, even with carbonated beverages.

The heart of this development is the rotary slide valve control system, which combines an 'intelligent' optimal flow rate. By turning the bottle top, the rotary slide valve controlled system reacts to open a small aperture to release pressure from a carbonated drink, avoiding an overflow. Completely opened, the rotary slide valve system facilitates an optimal flow cross section.

Even if the valve is open and the bottle gets tipped, an additional safety valve avoids any leakage and the ventilation system inhibits additional drips. The bottle does not have to be inclined to enjoy the drink as it is equipped with a drinking straw system. This is semi-transparent and is available in smoked glass, blue, pink and red. A transparent protective cover protects the drinking straw from contamination.

The widemouth bottle allows easy cleaning, whilst the drinking top can be completely dismantled for cleaning. It is also fully recyclable and BPA-free.



Active Top has a drinking straw system.

There are three designs of bottles: SIGGnificant – available in 0.6 litre or a 1 litre size in red, black or white; Performance – available in 0.75 litre in purple, green or white, a funky style with striking colours; and Dynamic – available in 0.75 litre sports style in red, white or black with a touch surface and indentation giving it a perfect grip whilst training.

There is also a range suitable for children over 4 years-old featuring designs such as 'Dino', 'Tiger', 'Fairy', 'Horses' and 'Hello Kitty Bike'.

Packed with love

WHEN Love Smoothies secured a trial for a multipack of its popular Made-Easy frozen fruit sachets, they discovered that some of the larger packaging companies weren't interested in tendering for the smaller production runs that would be required initially. However, Mercury Packaging, Nottingham, UK-based specialist in high quality, flexible packaging, stepped in.

Tom Elvin, Sales Manager at Love Smoothies, comments: "We are obviously used to dealing with food service environments and packaging manufacturers. However, the multipack trial for a wholesale retailer required packaging suitable for deep freezing 20 smoothie sachets together, which was a new area for us."

He continues: "Having trawled the internet for appropriate packaging suppliers, Mercury was quick to provide very useful information and advice and even recommended us to another company in order to get a sample product made up. The Mercury team's expertise and helpfulness in the first instance definitely played a part in securing them the business."



Love Smoothies' frozen fruit sachets

Love Smoothies produces frozen fruit sachets which, when blended with fruit juice, result in a healthy drink that is quick and easy to make. With no additives, no preservatives and less waste than traditional smoothies, they are proving popular in numerous food service outlets such as hotels, schools, cafes and leisure parks.

Mercury developed a bespoke bag to hold 20 individual Love Smoothies sachets, which is made from polyester films specially designed to meet the demands of freezer

Award for innovation

HUSKY Injection Molding Systems has been recognised with the Ringier 2012 Technology Innovation Award.

Husky received the award for the development of its HyPET High Performance Package (HPP) injection molding system and its contributions to the packaging industry in China. The award was presented to Husky representatives on 19th July in a special ceremony that took place during the ProPak China 2012 tradeshow in Shanghai.

"One of the industry's most prestigious and influential honours in China, the Ringier Technology Innovation Awards are given annually to a select group of new products that have supported significant development in the packaging industry," said Mr Zhang Yaoquan, Vice-President of China Packaging Federation and Judge of 2012 Ringier Technology Innovation Awards – Packaging Industry. "The award demonstrates the global packaging industry's shift toward sustainable development and the Husky HyPET HPP system's innovative technology is reflective of this change."

The Husky HyPET HPP system is specifically optimised for high output preform injection moulding. The system delivers industry-leading cycle times and increased energy efficiency, while maintaining the highest levels of reliability, repeatability and preform quality. Refinements to the entire system can reduce cycle times by at least 5% in comparison to previous industry-leading HyPET HPP cycles, as well as improve energy efficiency by up to 15% in comparison to standard HyPET systems, according to Husky.

The Ringier Technology Innovation Awards are presented by Ringier Trade Media's *International Packaging News for China* magazine. The awards were launched in 2005 as a tribute to companies in key industries, including beverages. Nominees are evaluated by a panel of 10 judges against several criteria, including impact on the marketplace, inventiveness, financial results and the degree to which the innovation solves a customer need.

storage. Using its award-winning flexographic printing skills, the sachets are branded with an eight-colour design. Three different designs have been produced for different flavours of smoothie.

Elvin from Love Smoothies concludes: "We found the overall service from Mercury to be excellent. The team was very thorough and highly experienced. They also provided lots of advice about the type of film and packaging required in what was a completely new area for Love Smoothies. Plus, they invited us to their production facility when the first batch of bags was being printed, so we were able to make some changes on site to ensure top quality, accurate reproduction of our designs."

Coding for Carola

FOLLOWING the recent installation of a Domino D320i laser coding solution into its glass bottling line, Nestlé's Carola Natural Spring Water is this year taking the opportunity to highlight its 130+ year heritage by introducing a new visual identity across its entire product range, including its 1litre and 500ml glass bottles.

"Since installing the D320i laser at the end of 2011, we've been extremely impressed with its performance and quality. Our customers are also very satisfied with the excellent readability of the codes."

José Lefort, Operations Manager at the Ribeauvillé facility, which is situated in Alsace in Eastern France, explains, "In 2011 our plant was rewarded within the Nestlé group for its commitment to reducing the environmental impact of its processes. More than 98% of our waste is recycled through the resale of caps, glass and plastic. In 2011 we reduced our energy and water consumption by 20% – that's a record!"

It was this same concern for the environment that prompted the company to opt for laser technology to code its bottles of water; the different types – sparkling, slightly sparkling and so on – being easily recognised by their red, blue or green colour. Carola claims to have been the first to introduce this colour coding, which is so well known to consumers today.

As a further endorsement of its reputation, in 2010/11 the celebrated world rally champion Sebastien Loeb, himself a native of Alsace, became an ambassador for Carola's qualities of dynamism and competitive spirit.

The water from the spring, located 150m underground, is piped into buffer storage tanks before being bottled, thus controlling consumption and protecting the source. The company then produces over 60 million bottles/year, 24,000 bottles/hour at peak output, in 1 litre and 500ml formats.

Having used an original Domino DDC3 dot matrix laser coder to code directly

Carola
Collection 1888



Clear coding for Carola from Domino.

onto the bottle on its PET production line since 2002, Carola was confident of the capabilities of the Domino technology, and therefore took advantage of the launch of Domino's new D320i to equip its glass bottling operation. On the glass line, the label is affixed to the bottles once they emerge from the bottling system. The D320i then laser scribes the 'best before' date and time of bottling onto the label.

Having used the new Domino D320i for a few months, Carola Maintenance Manager Gilles Oehler adds, "I was already very familiar with the DDC3, but even so, the D320i is very simple to use. It requires minimal intervention and maintenance and the interface is very intuitive. For operators, changes and message backups with the associated parameters are quick and easy. A few months ago we still had to replace the coder and make various mechanical adjustments every time we wanted to change formats. With the D320i, this is no longer the case – it adapts very quickly to technical constraints."

Quick water fix

'RIP, Sip & Enjoy' is the experience Amcor Flexibles and Iconiq Drinks are creating with a new trend in the flexible packaging of still water for runners in the UK. Iconiq Drinks was the sponsor and Official Water supplier to three major sports events in UK this year: the Brighton Marathon, Greater Manchester Marathon, and the Marathon of the North.

Every refresh station had an innovative, 'environmentally optimised' 250ml Iconiq Water Pouch, also known as the Amcor AquaFlexCan. "We are the first manufacturer in the UK to use this particular portable grab pack, which not only leads the way in eco-friendly water consumption, but is also innovative in design," said Gary Barnshaw, founder of Iconiq Drinks and a British Master Chef.

Amcor AquaFlexCan not only combines the advantages of a portable and practical shape which is easy and fun to use, but it is also claimed to offer environmental benefits: lower carbon footprint (compared with PET and glass bottles) and less waste (the weight of one Amcor AquaFlexCan pouch is only 3g versus the 25g of the PET bottle).



AquaFlexCan for water.

Longer running time for aseptic

GEA Procomac has extended the running time between cleaning cycles for its low acid aseptic filling lines, allowing them to run continuously for up to 120 hours. This is claimed to be a unique achievement in the market. The development reduces costs, increases productivity and reduces the environmental impact of the filling lines, says the company.

The filling of low acid products into PET, such as milk and milk-based drinks, when performed aseptically, traditionally requires a cleaning/sterilisation cycle every 72 hours. The aseptic filling systems from GEA Procomac, however, using spray PAA sterilisation



technology, can run continuously for up to five days. Although many manufacturers claim to be able to approach this running period with high acid drinks, such as fruit juices, none has achieved the same level of productivity with low acid products.

The company says that increasing the line

availability in this way achieves 10 additional production days/year, significantly reducing the cost per bottle and having a very positive effect on its environmental impact. The number of sanitation cycles is reduced by 40% thereby reducing the down time, the cost of maintenance and the chemicals used.

Following a trial conducted over a period of one year on an existing installation, the system has achieved validation for 48,000 bottles/hour while filling milk-based products. Currently, three filling lines manufacturing peanut milk and tea with milk are running under extended running time validation conditions on a 120-hour continuous basis.

GEA Procomac estimates that in 2011 close to 50% of the filling of milk-based products into PET bottles worldwide was performed on its machines.

Aetna UK strikes gold

AS the sun was setting on what has been acknowledged as the best Olympic games ever, Aetna UK was also getting its first 'gold medal' with an order for a Prasmatic wrap-around case packer, together with a Dimac shrinkwrapper, from one of the leading UK contract packers, Thomas Hardy Kendal.

Colin Barker, Director of Aetna UK commented, "The Prasmatic brand of end of line equipment was brought in to the Aetna Group a couple of years ago, and now being part of the Dimac shrinkwrapping division, the whole range of equipment has been upgraded. Prasmatic has a long reputation of being able to design and manufacture end of line equipment that is different from the norm, incorporating novel patented features such as container orientating devices for brand owners, enabling them to supply full packs direct to the retailers with all product labels facing the right way."

Barker continued "Since we started to market Prasmatic and Dimac in the UK we have invested hugely in spare parts, after-sales and service, to fully support our clients. In many cases our equipment has been installed at companies who offer a contract packing service. These clients in particular need to be very efficient – the lines need to run 24/7 – so rightly, our clients need to have the confidence that we will support the machines when they go in."

The Dimac range of shrinkwrappers have also had some notable orders in the UK. Framptons of Shepton Mallet ordered a second unit last year, as did Branded Drinks at Coleford, as part of a major line upgrade.



Turnkey fluid filling

AT Fachpack in Nürnberg this year, Optima will present turnkey equipment for natural liquid additives used in the beverage industry.

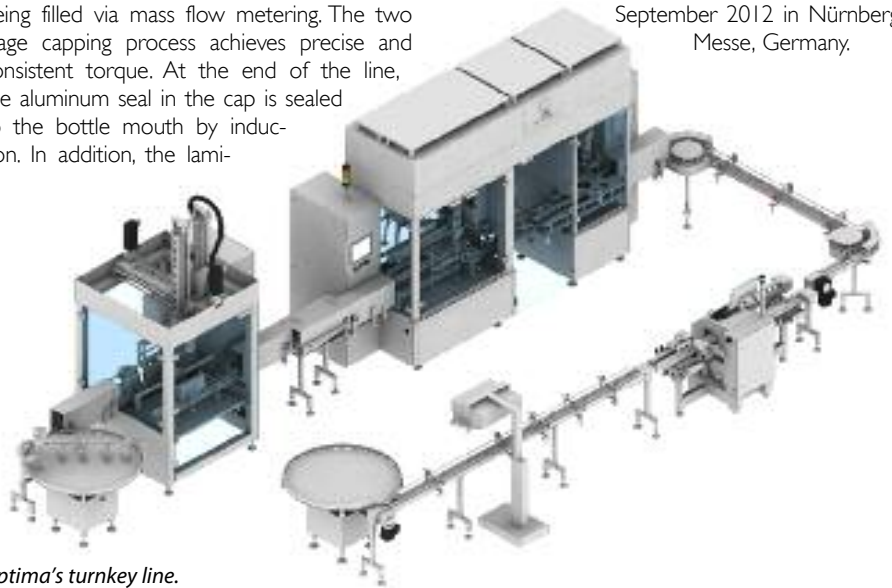
Utilising a special process, the round and square containers are sterilised inline before being filled via mass flow metering. The two stage capping process achieves precise and consistent torque. At the end of the line, the aluminum seal in the cap is sealed to the bottle mouth by induction. In addition, the lami-

nar flow over the filling and capping area ensures that hygienic conditions are maintained.

The downstream checkweigher monitors the filling process and ensures that products leaving the line adhere to packing regulations and label claims. Labels are printed inline and applied to both sides of the bottles. At the push of a button, a clean-in-place (CIP) function automatically takes over the cleaning of the liquid product path. The Optima equipment covers a wide range of formats from 50ml to 1,000ml at an output of up to 50 units/min.

Ergonomic access to the machine allows for quick format changes. Production data is transmitted to a higher level factory control and data acquisition system. The owner of the machine, Erbslöh AG, will be present at different intervals during the fair.

Fachpack takes place from 25th to 27th September 2012 in Nürnberg Messe, Germany.



Optima's turnkey line.

Precision labelling

GERNEP, manufacturer of labelling machines located in Southern Germany, is presenting its innovative labelling systems at the Fach-Pack 2012 exhibition, which takes place from 25th to 27th September in Nürnberg.

Compared with linear labelling machines, Gernep, as a specialist for rotary labelling machines, says it offers considerably more possibilities for labelling equipment and more flexible applications. Different labelling systems can be combined on one Gernep machine.

The rotary labelling machine Labetta-SK is said to meet the requirements of all sectors of the labelling industry. Special servo drives located at the self-adhesive dispenser transfer the labels precisely and above all smoothly onto the container; even in recessed or increased label fields. Innovative and exclusive label designs as well as 'no label' look and water-resistant plastic labels can be processed. Compared with wet glue labelling systems changeover times, and cleaning and maintenance, are said to be



Gernep labelling machines will be shown at Fachpack.

shorter. Alternatively, servo-driven bottle plates for labelling of various container formats offer a great deal of flexibility.

For wet glue labelling Gernep provides the Labetta labelling machine. An important advantage of the wet glue aggregate is the innovative overlay gear which allows precise label adjustment along with individually adjustable glue segments.

The Rollfed system provides hot melt

wraparound labelling of different container formats, with OPP labels from a roll, and the Rollina labelling machine provides hot melt wrap around labelling of paper labels, from a magazine. The glue is applied contact-free and selectively onto the label or container via nozzles, within a special closed hot melt system. As a result, the entry of any foreign matter is effectively prevented and cleaning and maintenance effort is minimised.

Environment

Women in recycling

COLLECT-A-CAN, the South African recycling organisation which is heavily supported by producers, packagers, retailers and others in the soft drinks industry, has highlighted a number of women who are achieving well beyond the norm in recycling.

Among them is Lydia Tsosane, owner of Tsosane Waste Management, based at Ladybrand in the Free State Province.

Battling to find a job to support herself and two children, she saw a newspaper article about Collect-a-Can in 2007 and called one of the company's branches. Her territory and plans were soon approved and Collect-a-Can provided her with a balancing machine. Tsosane has since built her operation to a stage where she employs four people.

She buys cans from the dumping site and has placed collection bins in numerous public locations. "We also run a buy back centre where waste collectors, municipal workers and children come to sell us recyclables," explained Tsosane. "We operate as



Lydia Tsosane.

Green bottle

UK company Belu has launched what it claims is the first British 100% carbon neutral green plastic sparkling water bottle, which is available in 500ml size. Its carbon neutral status is audited, says the company, so it can verify this claim.

Earlier this year, Belu launched the first still and sparkling water in green glass bottles for hotels and restaurants that want to carry an ethical British water brand, but prefer the look of classic green European mineral water bottles.

Belu has pledged never to export bottles



Some of the EnviroSmart team.

a multi-waste centre, collecting plastic, glass and paper, over and above the cans."

Her advice to others: "Don't go into this just looking for money. You will need to love the business and work very hard to meet the tonnages required by Collect-a-Can. My suggestion is for all women to pull up their socks and start their own businesses. I have worked very hard but it has paid off. My lifestyle is far better now and I have ensured a brighter future for my children."

Sonia Frans, owner of EnviroSmart, Western Cape, also started her business in 2007 and now employs 16 full-time workers as well as nine to 12 part-timers.

She wasn't a newcomer to waste management, though, having worked for 10 years overseeing solid and liquid waste for the municipality.

During this time, she says, she developed a passion for the industry and became concerned with waste minimisation and the lessening of waste to landfill. She also recognised the need to educate people about waste and recycling.

Being situated close to both urban and rural environments, Frans has taken the initiative to start farm projects, encouraging farmers to recycle their waste rather than burn it. She also engages with the farm workers as she believes that they need to understand why they are being requested to observe recycling practices.



overseas and donates all profits to leading clean water charity, WaterAid.

The new green plastic sparkling water bottle complements Belu's clear plastic still water bottle, which is also available in 500ml.

The new green bottles are available to the trade in cases of 24 from a number of wholesalers.

Belu is the exclusive bottled water partner of WaterAid, pledging all profits – with a minimum commitment of £300,000 over the next three years – to help fund clean water projects in the world's poorest communities.

Solar-powered fridge

FRIGOGLASS and Coca-Cola Hellenic have presented a new initiative in green innovation: the solar-powered Activator 700, which is the latest and most advanced solution in commercial refrigeration.

The Solar Activator 700, the latest addition to Frigoglass' green product portfolio, is a result of the close co-operation with Coca-Cola Hellenic and is based on Frigoglass' extensive know-how in eco-friendly refrigeration equipment and the use of alternative power sources.

The solar Ice Cold Merchandiser (ICM) is a complete solution comprising an Activator 700, a cover, and a single solar panel. It was presented for the first time at the 2012 UEFA Euro Cup in Ukraine and was placed in the athletic venues that hosted the football championship.

Because it is solar-powered, consumption of grid electricity is kept to the absolute minimum. The ICM operates using rechargeable batteries, which are powered by the solar panel placed on top of the cover structure. Only when solar power is not sufficient does the unit switch to grid electricity. Additionally, the Activator 700 is part of the Ecocool range that uses natural HFC-free refrigerants and insulation substances, further minimising the impact on the environment. Additionally, the Solar Activator is also an ideal solution for areas with limited electrical supply.

Frigoglass is a leading player in the global ice-cold merchandisers (beverage coolers) market and one of the largest glass bottle producers in West Africa and the Middle East.

Frigoglass has a broad geographic reach with 11 production hubs, 22 sales offices and sales to more than 150 countries. The customer base includes some of the world's best-known beverage companies, such as The Coca-Cola Company bottlers, major brewers, Pepsi bottlers and dairy companies (Nestlé and Danone).



Solar-powered Coca-Cola fridge.

ECA approval

TRUSTWATER, a global supplier of electro-chemically activated water (ECA) systems has recently received 'new sanitation technology approval' from PepsiCo.

The ECA process allows bottling plants to manufacture their own cleaning and sanitising agents from a simple solution of water and food-grade salt, and offers a number of significant benefits.

Trustwater CEO Edmond O'Reilly commented, "We can cut CIP times in half while at the same time eliminating the purchase of bought-in chemicals. Coupled with the significant water and energy savings, the majority of our installs demonstrate a pay-back period of less than 12 months. We can carry out a pungent flavour changeover in less than 25 minutes, which is one example of how we are transforming the industry from a hygiene standpoint. Trustwater is the biggest single opportunity for beverage plants to reduce costs and increase production uptime."

Nampak competitions

AFRICAN packaging giant Nampak Bevcan, which supplies a large number of soft drink bottlers, is running competitions via social networking sites to show just how creative people can be with cans.

Entrants are required to video their can-related talent and post it on YouTube

"The aim of the marketing campaign is to encourage consumers to choose cans and also to reward artistic talent," said Erik Smuts, Managing Director of Nampak Bevcan. "We are hoping to unearth and award exceptionally talented aspiring artists through the Can-B-Famous competition."

A related initiative is called Can-B-Scene. Smuts explained that photographers would be out and about snapping 'Can-doers' at retail outlets and posting them on Facebook, with cash and smart phones on offer.

Feedback has been enthusiastic, with township retailers reporting heavy customer traffic for Can-B-Scene gigs.

The best entries will be invited to take part in a Soweto community festival, from 28th to 31st October this year.



Mixed waste problem

ONE of the biggest challenges facing the European recycling industry is what to do with low grade mixed plastic waste. In order to develop sustainable pathways to recycle this plastic, innovative technologies that can use it as a raw material and create something productive and beneficial are vital.

PRIME is a pan European consortium that proposes to use mixed polymer waste to manufacture high value products with strength and good surface quality that have similar properties to timber or aluminium. The process is designed to be suitable to manufacture a wide range of complex products such as flood barriers, marine and construction products.

This is to be achieved by developing cost-effective flexible moulding technology using a

combination of established and innovative techniques. Experts in material science and innovators in manufacturing using mixed polymers are currently researching and developing pressure-forming methods for innovative composite formulations and high-efficiency heat transfer, and developments will be communicated as the project progresses.

The PRIME consortium is made up of 10 partners from the European Community, with five partners in the UK, three in Belgium, one in France and one in Hungary, working in partnership with the REA (European Commission's Research Executive Agency). The partners have very diverse backgrounds, including universities, research centres and SMEs.

The research leading to these results has received funding from the European Commission's Seventh Framework Programme which is managed by the Research Executive Agency.

Water imports secured

NORBERT Dentressangle has won a new two-year contract, worth £3 million, with Nestlé Waters UK to provide a cost-effective intermodal transportation solution for importing bottled water from Europe that meets Nestlé's environmental goals to reduce CO₂ emissions.

Nestlé Waters is the world's leading bottled water company – sourcing, bottling and distributing mineral waters from a variety of natural locations to consumers throughout the world. In Europe its portfolio includes a wide range of brands, with the best-known ones in the UK being Buxton Water, Nestlé Pure Life, Vittel, Perrier and San Pellegrino.

By developing an integrated intermodal

and road transport service, Norbert Dentressangle offers a higher payload throughput, which significantly cuts the number of road deliveries, providing both cost savings per ton and environmental improvements. The solution can also accommodate volume volatility due to varying weather conditions and consequent consumer demand.

Norbert Dentressangle will make around 900 scheduled collections and deliveries a year, moving full trailer and container loads at fixed times. This will involve collecting Vittel from the eponymous town; Perrier from Vergeze, in France; and San Pellegrino from two sites in Italy, Madone and Ruspino, for transport to the UK.

In addition to the new import operation, Norbert Dentressangle already provides warehousing and logistics services for Nestlé Waters UK Ltd at three sites in Buxton, which deliver its brands to major retailers across the UK.



Nestlé imports water using Norbert Dentressangle.

Pioneer scheme

SALALAH, Oman, is renowned for its pleasant climate and lifestyles, its huge port and a petro-chemical industry, which features one of the world's largest PET production facilities, operated by Octal.

Octal has partnered with the British School Salalah to introduce a PET water bottle recycling programme which it is hoped will be the forerunner of similar schemes elsewhere in the sultanate.

Bottles are collected at designated sites on the school campus and delivered to the Octal plant for recycling.

Youngsters are also being educated on environmental issues, including the impor-



tance and benefits of recycling.

"Children have a powerful influence over recycling habits of households and they have the perfect combination of wonder and imagination to mould eco-friendly lifelong habits that will result in reducing post-consumer PET waste," said Neil Skeffington, Octal's Process Development Manager.

"We have always placed environmental sustainability at the forefront of our operations as a standard business practice. By championing PET recycling in the sultanate, our ultimate aim is to establish a recycling culture in Oman, first beginning with the communities where we operate."

Octal produces PET resin and sheet which it claims has the lowest carbon footprint in the world. The Salalah facility also has 20,000 tonnes of capacity for rPET and the infrastructure to expand rPET output as customer demand builds.

More education essential

A RECENT study in South Africa by BMi Research Consumer Division, undertaken to check if consumer attitudes, behaviour and concerns about recycling had changed, came to the conclusion that more recycling initiatives and consumer education were needed.

It found that upmarket consumers still recycled out of obligation while those at the bottom end still did it primarily for the financial rewards.

The study explored the drivers and barriers in recycling, tested consumer understanding about waste management and household recycling, categorised perceptions about waste and recycling and explored recycling ideologies.

"Although the research showed both positive and negative attitudes to recycling in South Africa, it confirmed that the negative attitudes can be converted to positive contributions with more education and accessibility to collection points for waste," said Leanne Freeman of BMi Research Consumer Division.



British School Salalah's recycling programme.

www.softdrinksinternational.com



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Human Resources

APPOINTMENTS

-Debra Crew has been named President, PepsiCo Americas. In this new expanded role, Crew will oversee PepsiCo's Gatorade and Tropicana business in North America, its Latin America Beverages business, as well as the company's North America warehouse sales organisation and Beverage Growth Ventures Group. She will report to PepsiCo Americas Beverages CEO Al Carey and be based in Chicago. Crew, who currently serves as President of PepsiCo's Western Europe business and also has responsibility for commercial and innovation planning across the company's Europe sector, is one of PepsiCo's rising executive leaders. She has strong multi-category experience, and is a seasoned global leader in international brand building, general management, product development and innovation. **Sarah Robb O'Hagan**, who had served as President of Gatorade, is leaving PepsiCo to pursue other opportunities.

Jamba has announced the appointment by its Board of Directors of **David A. Pace** to the Board of Directors and to the Compensation and Executive Development Committee and the Nominating and Corporate



Clockwise from top left: Debra Crew, Jon Banner, Daemmon Reeve, John Nathan.

Governance Committee of the Board of Directors.

Jon Banner has been named Senior Vice-President, global strategy and planning at PepsiCo. Banner will be a senior member of PepsiCo's global communications team responsible for synchronising, co-ordinating and planning the company's communications

efforts worldwide and partnering with PepsiCo's business units to support key business priorities. Banner has extensive corporate media strategy and planning experience, has been a pioneer in the digital media space, and has a strong financial and business management background, all of which will be central to his new role at PepsiCo.

Daemmon Reeve has been appointed Group Chief Executive Officer of Treatt plc. Supported by Treatt's Board and the company's established leadership teams, Reeve will hold overall responsibility for Treatt plc and its group subsidiaries.

Howard Smith, Jr, President of Virginia Dare Extract Company, is pleased to announce the appointment of **Henry W. Todd, Jr.** to the position of Vice-President – International. Todd will be based in Paris, France and will be responsible for managing the company's business in Europe and parts of the Middle East, Africa and Asia, and will report to Howard Smith, Jr.

Magnetic Products Inc, a worldwide provider of both magnetic and non-magnetic material handling solutions, has announced that it has hired **John Nathan** as Director of Operations to accommodate the company's recent expansion and projected growth. Nathan brings over 20 years of leadership experience with several manufacturers where he developed new products and implemented efficiency and quality initiatives that allowed each firm to capitalise on growth opportunities.

All change at Coca-Cola

The Coca-Cola Company has announced a new operating structure and the senior leaders for those businesses. Effective from 1st January 2013, the company will organise around three major operating businesses: Coca-Cola International, which will consist of the Company's Europe, Pacific and Eurasia & Africa operations; Coca-Cola Americas, which will consist of the company's North America and Latin America operations; and Bottling Investments Group (BIG), which oversees the company-owned bottling operations outside of North America.

Ahmet Bozer, currently President of the Eurasia & Africa Group, will be appointed President of Coca-Cola International. **Steve Cahillane**, currently President and Chief Executive Officer of Coca-Cola Refreshments (CCR), will be appointed President of Coca-Cola Americas. **Irial Finan** will continue as President of BIG. All three executives will continue to report to **Muhtar Kent**, Chairman and Chief Executive Officer:

"This is the right structure for the next phase of our journey toward achieving our 2020 Vision," said Kent.

"Over the past couple of years, we have systematically been adapting our business model to better address the changing



Irial Finan, Steve Cahillane and Ahmet Bozer will lead the new operating business from January 2013.

demands of the global marketplace. First, we addressed the issues facing our system in our flagship market through the acquisition of CCE North America. Second, we further built the relevance of BIG, evolving it from its initial role of fixing challenging markets to a more significant role in spearheading our progress in select strategic markets such as China and India.

"We have a solid foundation and momentum in our business. Now is the time to take the next step in our evolution. By consolidating leadership of our global operations under two large, but similar sized geographic regions and BIG, we will streamline reporting lines, intensify our focus on key markets and create a structure that leverages synergies

and gives us flexibility to strategically adjust our business within those geographies in the future."

Kent added: "Ahmet, Steve and Irial are proven leaders with extensive international franchise, bottling operations and marketing experience. Ahmet is a strong international operator who has demonstrated success in leading our business in both emerging and developing markets. Steve has played a key role in leading our North America operations and ensuring a smooth and successful integration of CCE. Irial led the creation of BIG, and has been instrumental in driving executional excellence throughout our company-owned bottling operations across four continents."

Events Diary

SEPTEMBER

2nd – 4th **UK**

Speciality & Fine Food Fair

Olympia Exhibition Centre

London

UK

www.specialityandfinefoodfairs.co.uk

5th – 7th **HONG KONG**

Vitafoods Asia

Asia-World Expo

Hong Kong

China

www.vitafoodsasia.com

11th – 13th **UK**

Innovations in beverages

ICO Conference Centre

London

UK

www.fi-beverages.com

13th **GERMANY**

5th SensoTech Workshop

University of Halle-Wittenberg

Magdeburg-Barleben

Germany

www.sensotech.com

18th – 20th **BRAZIL**

Fi South America

Center Norte

Sao Paulo

Brazil

www.fi-events.com

19th – 22nd **CHINA**

China Brew and China Beverage

China International Exhibition Center

Beijing

China

www.china-beverage.com



24th – 25th **BELGIUM**

ISBT European Regional Meeting

Brussels

Belgium

www.bevtech.org

25th **UK**

BSDA Industry Lunch

The Mandarin Oriental

London

UK

www.britishsoftdrinks.com

25th – 27th **ITALY**

NUCE International

+ FOOD-ING International

Milan Exhibition Centre

Milan

Italy

www.nuce.pro

25th – 28th **UK**

PPMA Show

National Exhibition Centre

Birmingham

UK

www.ppmashow.co.uk

OCTOBER

16th – 18th **USA**

InterBev

Sands Expo Center

Las Vegas

USA

www.interbev.com

17th **SWEDEN**

Top Packaging Summit

Scandic Star Hotel

Malmo

Sweden

www.toppackagingsummit.com

21st – 25th **FRANCE**

SIAL

Paris Nord Villepinte

Paris

France

www.sial.fr

21st – 25th **FRANCE**

IPA

Paris Nord Villepinte

Paris

France

www.ipa-web.com

28th – 31st **USA**

Pack Expo

McCormick Place

Chicago

USA

www.packexpo.com

NOVEMBER

6th – 8th **INDIA**

drink technology India

Bombay Exhibition Centre

Mumbai

India

www.drinktechnology-india.com

12th – 16th **USA**

IBWA Annual Business Conference

Hyatt Regency Hotel

New Orleans

USA

www.bottledwater.org

13th – 15th **GERMANY**

Hi Europe, Ni & NuW

Messe Frankfurt

Frankfurt

Germany

www.hieurope.ingredientsnetwork.com

12th – 13th **GERMANY**

PETnology Europe

Nuremberg Messe

Nuremberg

Germany

www.petnology.com

13th – 15th **GERMANY**

Brau Beviale

Nuremberg Messe

Nuremberg

Germany

www.brau-beviale.de

19th – 22nd **FRANCE**

Emballage

Paris Nord Villepinte

Paris

France

www.emballageweb.com

26th – 28th **UAE**

SIAL Middle East

Abu Dhabi National Conference Centre

Abu Dhabi

UAE

www.sialme.com

DECEMBER

4th – 6th **UAE**

Dubai Drink Technology Expo + GWBT

Dubai International Convention

and Exhibition Centre

Dubai

UAE

www.drinkexpo.ae

13th – 14th **BELGIUM**

EVA AGM 2012 + Workshop

Thon Hotel Bristol Stephanie

Brussels

Belgium

www.vending-europe.eu

100 Years Ago

From the *Mineral Water Trade Journal* of September 1912

The colonial trade: why not seek it?

"There is no doubt," says *The British and Colonial Druggist*, "that people in the colonies hailing from the old country will always insist on a water made at home." Should not this be interpreted as an encouragement to seek the colonial trade?

A month's exports and imports: an unhappy contrast

In the last issue of the *Journal* we congratulated the British and Irish trade on the character of the Board of Trade returns giving the quantity of British and Irish beverages exported during the month of June to our over-sea customers, and the quantity of foreign beverages imported into these islands in the same month. Assuredly, there was cause for this gratification. This return indicated a remarkable increase in

the exports of our beverages to those over-sea customers. That increase was of something like 14,000 dozen bottles over the quantity despatched to those same customers in June of 1911, and of over 70,000 dozen bottles over the quantity we exported to those over-sea customers in June of 1910. While this was so, the quantity of foreign beverages imported into these islands in the month was more than 23,000 dozen bottles less than the quantity imported in June of 1911.

We have, we regret to say, no such story to report for July. It is true we exported during the month to our over-sea customers nearly 35,000 dozen bottles more of our own beverages than we did in July of 1910, but at the same time we sent those customers nearly 2,200 dozen bottles less than we did in July of 1911. And the tale of foreign beverages imported into these islands during the month must be regarded as deplorable by the man who thinks the British and Irish taste in mineral waters and aerated beverages can be adequately ministered unto by British and Irish manufacturers. We received into

these islands during July of this year over 49,000 dozen bottles more than we did in July of 1911. We make no comment upon the two facts; they provide their own commentary.

An inquiry – what does it portend?

Does this indicate a new departure in our trade? The following appeared in the August number of *The Board of Trade Journal*:

Inquiry is made by a London firm of mineral water manufacturers for the names of Canadian producers and shippers of apple-juice.

A thoughtless and dangerous practice

The thoughtless and dangerous practice of throwing bottles about on the beaches has been demonstrated in a very serious manner at St Mawgan Porth. A little boy, belonging to a family on a visit to the little Cornish resort, trod on a piece of glass and cut his foot so badly as to render necessary close medical attention. Not only is the practice thoughtless and dangerous, but it is a waste of the property of mineral water manufacturers.

Sourced by Stewart Farr

50 Years Ago

From the *Soft Drinks Trade Journal* of September 1962

Coca-Cola in cans

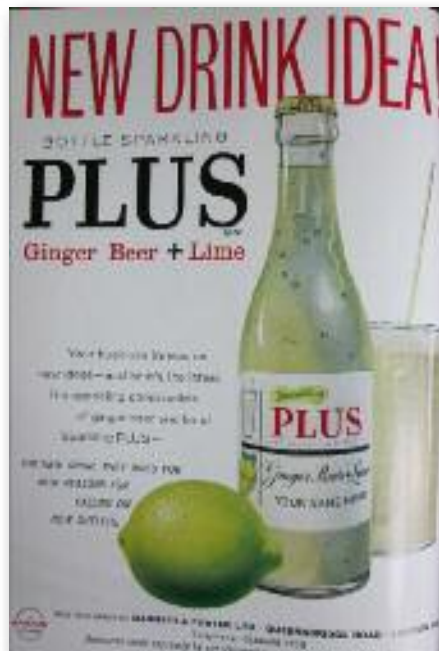
Beecham Foods Ltd have been appointed to sell Coca-Cola in cans to the grocery trade in England, Wales and Northern Ireland.

Commenting on this announcement, a spokesman of the Coca-Cola Export Corporation said: "The agreement means that Beecham Foods' sales force of over 280, selling through some 70,000 stores, primarily in the grocery field, will give even greater impetus to the already rapid expansion of our sales of Coca-Cola in cans.

"It will also enable Beecham Foods to combine Coca-Cola with their successful Tango brand to provide a complete range of canned soft drinks to the grocery trade.

"The Beecham Group have, of course, had an interest in Coca-Cola through their subsidiary Coca-Cola Northern Bottlers Ltd for nine years and are also one of our contract canners.

"The new agreement will not change any of our present system of sales, distribution and production. Canned and/or bottled Coca-Cola will be sold as it is now by our seven British franchise bottlers from their 14 bottling factories and 58 depots, as well as by the existing 200 wholesalers and distributors."



Analytical methods for fruit juices

A valuable compilation on this subject has recently been produced in Paris by the International Federation of the Producers of Fruit Juices. It consists of methods of analysis acceptable to members from all countries affiliated to the Federation. The project has been the responsibility of the Scientific & Technical Commission of the Federation, and the collaborative work has been organised by the Sub-Committee on Unification of Analytical Methods, of which Professor Diemair of Frankfurt University is the Chairman.

The brochure just published contains seven methods of analysis accompanied by drawings of all apparatus, graphs and tables necessary for the determination of specific gravity, alcohol, titratable acidity, sugar (before and after inversion), volatile acidity and total sulphur dioxide.

The methods are presented in French, German and English.

The complete compilation can be obtained, postage paid, for N.F. 15 – from Federation Internationale des Producteurs de jus de fruits, 16 rue de la Chaussee d'Antin, Paris (9^e).

Miniature temperature recorder

The Cambridge 'Minican' temperature recorder is believed to be the smallest, self-contained recorder of its type. It is a precision-made mechanical instrument with a sensitivity comparable with that of a full-size recorder, but with the advantage that it can be inserted into a very small space, to record temperatures within the span -20 to 150°C, or -20 to +300°F.

Since its introduction in 1959 the 'Minican' has been used in many unusual situations – in cooking vessels of all sizes, on lorries and planes hauling perishable goods, in sterilising and canning processes, and in sea-bed fisheries' research. The instrument is basically a liquid-expansion thermometer that records temperature on a miniature, wax-coated chart by the proportional movements of a fine stylus. It is gas, pressure and liquid proof and can be inserted into a space as small as 5ins x 2 3/4ins. Accuracy is to within 0.5mm on the 40mm wide chart. ■

bubbling up

A focus on equipment and services

INFORMATION AS SUPPLIED BY THE MANUFACTURERS OF THE PRODUCTS AND SERVICES FEATURED

In-line CO₂ AuCoMet-i



Haffmans BV
Marinus Dammeweg 30
5928 PW Venlo, the Netherlands
Tel + 31 (0)77 323 23 00
Email info@haffmans.nl
www.haffmans.nl

Pentair Haffmans' In-line CO₂ Meter AuCoMet-i enables a fast and accurate determination of the CO₂ content in carbonated beverages and beer based on Henry's Law. It can be built into the production line at any location where the determination of dissolved CO₂ is required, typically after filtration, carbonation and/or blending and before filling.

The AuCoMet-i has a separate control unit that can be field or panel mounted. This offers the operator maximum flexibility to position the control unit at a location that allows optimal access to the operating panel and the display. In addition, due to its modular design, the system can easily be extended with an oxygen (O₂) sensor.



Laboratory CO₂-meter LAB.CO



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OPTi-Dispense Refractometer



Longfield Road, Tunbridge Wells,
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Tel: +44 (0) 1892 500400
Fax: +44 (0) 1892 543115
sales@bellinghamandstanley.co.uk

The OPTi-Dispense dual scale digital hand held refractometer designed and manufactured in the UK by Bellingham + Stanley is specifically used by cellar service engineers that install, maintain and calibrate both post-mix beverage and beer dispense equipment as it provides accurate Brix and %Glycol measurement from a single digital device.

The OPTi-dispense has many key features including a built-in LED light source, rubber switch panel, stainless steel injection molded prism dish and an ultrasonically welded housing; all of which contribute to its overall high build quality. Engineers that choose the OPTi over traditional optical models immediately recognize its many benefits.

OPTi refractometers come with a certificate of calibration and are available in other scale formats for use in the beverage industry such as °Brix, HFCS and Adblue®.

New labelling service



Logopak International Limited
Clifton Moor Industrial Estate
York YO30 4XE, UK
Tel: +44 (0)1904 692333
email: salesonweb@logopak.net
www.logopakprintandapply.co.uk

More frequent site visits, reduced cost of spares, and engineering support via telephone outside normal office hours are now included in a new standard service package from print & apply labelling specialist Logopak. Free label design is now also part of the scheme.

The new service arrangements replace the previous single annual inspection with up to six a year reducing downtime for maintenance and allowing wear parts to be replaced only when necessary. Logopak has reduced the cost of service visits by streamlining the organisation of its service department and installing a tracker system in the service fleet. This allows routes to groups of customers in a certain area to be planned in advance, optimised, and non-productive travel time reduced to an absolute minimum.

Carbonation analysed



Anton Paar Ltd
13 Harforde Court, John Tate Road
Hertford, SG13 7NW, UK
Tel: +44(0) 1992 514730
Email: info.gb@anton-paar.com
www.anton-paar.com

The new Carbo 510 Smart Sensor from Anton Paar has arrived! Delivering values every 15 seconds it is hailed as the fastest CO₂ analyser on the market. It is designed in accordance with the hygiene guidelines of EHEDG (European Hygienic Engineering & Design Group) and provides great accuracy and reliability.

Features of the Carbo510: Highest accuracy and repeatability even with start/stop conditions; measurement directly in the tank possible due to pump function of the new impeller; fittings for inline or bypass installation; and designed to require minimal maintenance, without having to drain the system (using optional cut-off adapter).



Low maintenance



Axiom Process Ltd
Hendy Industrial Estate
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email: info@axiumprocess.com
www.axiumprocess.com

Axiom Process' range of 316L stainless steel filters is easy to maintain, has no moving parts and does not require tools for access or cleaning. This versatile yet robust range can provide filtration levels from 5 micron up to 6000 micron as standard and includes; Compact, Standard, Economy, High Capacity, Duplex, Triplex and Jacketed options with interchangeable wedge-wire, perforated sheet and sintered mesh screens.

The company's renowned hygienic Pure-Screen wedge-wire filter has been designed to provide both product smoothness and consistency, as well as offering high security for critical applications.

The range includes a 'last chance' filter designed for coarse filtration levels from 1000 – 3000 micron as well as an option designed specifically to provide filtration levels below 75 micron, such as those associated with water or fine particulates.

Closures



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Asia/Pacific 98-22-26972277

Contract Bottling

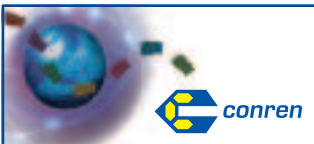


A highly flexible and efficient production facility with the capability of filling PET or glass products with a wide range of bottles and closure options available together with different packaging formats.

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is also available on line –
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Ingredients

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Fax: +44 (0)1438 742311
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Website: www.kanegrade.com

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21502 Geesthacht
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www.sensient-fce.com

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- ★ FLAVOURS
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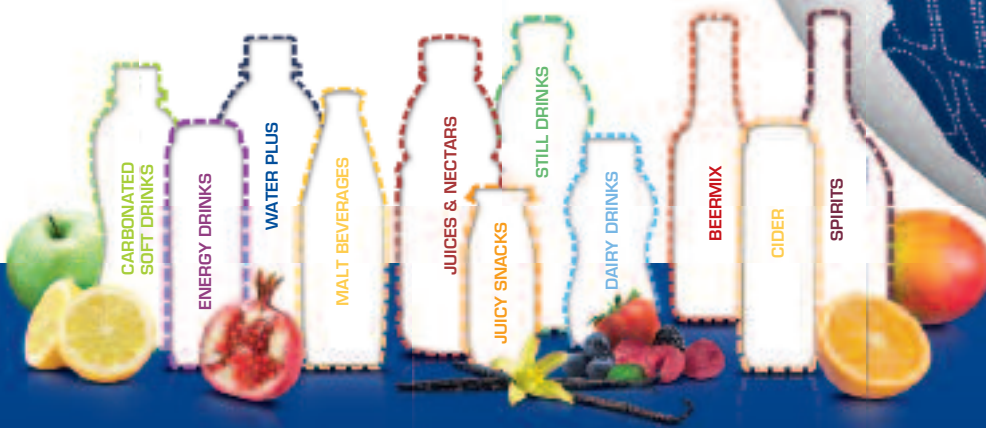
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