

Sainsbury's to source more from Northern Ireland

Date: Fri, 01 Jul 05 **Type:** DirectNews Item

Analysis

The UK supermarket chain Sainsbury's has told a meeting of 60 suppliers in Belfast that it will be sourcing more of its produce from Northern Ireland in the future.

The group confirmed it had bought £205 million worth of products from Northern Irish companies over the course of the last year, and vowed to increase this by sourcing 20 per cent more in the year to come.

In particular, director of retail, Ken McMeikan, said that around 1,000 Ulster products were on sale at Sainsbury's stores throughout the UK, representing more than 100 suppliers.

He also highlighted that one in 10 products sold in the chain's nine Northern Irish outlets was sourced locally, as was 98 per cent of lamb and beef meat.

Two suppliers were singled out for commendation: Glens of Antrim Potatoes, based in Cushendall, was crowned "Small Supplier of the year 2005", and Tayto Crisps from Co Armagh won "Large Supplier of the year".

Mr McMeikan said: "The partnership we have with local suppliers is the key to the success of Sainsbury's in Northern Ireland because our customers expect a high level of quality from our nine stores locally and indeed right across the UK."

Further information: <A href=

<http://www.belfasttelegraph.co.uk/news/business/story.jsp?story=650623>>

<http://www.belfasttelegraph.co.uk/news/business/story.jsp?story=650623>

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CIAA calls for value-added products

Date: Fri, 01 Jul 05 **Type:** DirectNews Item

Analysis

The Confederation of the Food and Drink Industries (CIAA) is encouraging food producers to boost productivity and innovation.

This is in response to the ever-growing competitiveness for the market in Europe, fuelled by the emerging food markets of Asia, South America and the US, reports Food Production Daily.

The CIAA stated: "The EU food and drink industry's future lies in the production of value-added-food and drink products."

Analysts predict that the EU food industry will become increasingly constrained by the levels of safety and technical barriers.

Tony Blair, who takes over the EU's presidency today, supports the proposal of reducing domestic support for the sector and increasing support from the European Commission for exporters and cheaper agricultural imports.

Further information: http://www.foodnavigator.com/news/news-ng.asp?n=61018-eu-association-calls

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Vegetable range fresh from the field

Date: Fri, 01 Jul 05 **Type:** DirectNews Item

Analysis

Anona is about to launch a new range of prepared fresh foods, aimed at the top end of the food market.

The fresh produce company will supply 15 different types of product, including diced butternut squash and hand-trimmed mangetout.

Anona claims that the food is completely chemical-free. Once the vegetables have been picked, it says, they are washed with spring water and then spun to dry.

It has also developed an innovative way of tracking the produce to ensure that the food can always be traced back to its source.

Andy Thacker, trading manager at Anona, told freshinfo.com: "Each 500g pack contains a code which allows us to trace it all the way back to the field, and that gives peace of mind to the chef."

The food has been sourced from all over the globe, and special micro-perforated packaging should help to keep the produce succulent for up to seven days.

Working with select UK distributors, the company says that food can be shipped from field to kitchen in just 48 hours.

Anona plans to extend its range with another six lines in November.

No further information.

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Allied takeover gets US clearance

Date: Fri, 01 Jul 05 **Type:** DirectNews Item

Analysis

French drinks company Pernod Ricard's acquisition of Allied Domecq has been approved by the US Federal Trade Commission and the Department of Justice, one week after the European Commission also cleared the takeover.

The deal remains subject to the implementation of a framework agreement according to which Pernod is to sell off certain of its brands.

The US agencies have also given early clearance for the sale to US company Fortune Brands of Allied brands including Sauza tequila and Courvoisier cognac.

These sales for some £2.8 billion will help Pernod to finance the £7.5 billion takeover offer, which will also involve around €9.25 billion of debt.

Britain's Diageo is to purchase the Bushmills Whisky brand, and the Federal Trade Commission is still reviewing the sale of Canadian Club and Maker's Mark whiskys.

The transaction now awaits the approval of Canadian antitrust authorities and Allied's own shareholders.

Patrick Ricard, Pernod's chairman and CEO, told Forbes: "We now look forward to the outcome of the Allied Domecq shareholder meetings on Monday and believe that we remain firmly on track for meeting the proposed timetable with completion occurring by the end of July."

Further information:
http://www.forbes.com/markets/feeds/afx/2005/07/01/afx2120113.html

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Wine's time may have come

Date: Fri, 01 Jul 05 **Type:** DirectNews Item

Analysis

The British government's plans to introduce a smoking ban in all public places, including bars, pubs and restaurants, is boosting the popularity of wine with consumers.

The Wetherspoons chain, which has already made 10 per cent of its pubs smoke free, has found that wine sales have been strongest in those pubs that have made the switch.

This could be because the wine drinking experience is perceived to be superior in a smoke free environment, whereas beer and cigarettes are widely seen as natural partners.

However, John Hutson, chief executive of the chain, explained: "It may simply be that wine is linked to eating, and people are now doing more of that."

Particularly popular are proving to be brands from Australia and New Zealand, including Hardys Stamp and Nobile Sauvignon Blanc.

Francis Patton, customer services director for Punch Taverns, told Reuters: "In some pubs, 40 or 50 per cent of the trade is food."

"As pubs get less smoky, we'll see more growth of food, and with it growth in wine and soft drinks," he added.

However, the British Beer and Pub Association (BBPA) maintains that while beer sales have dropped by approximately 18 per cent in 10 years, the trend is showing signs of dropping off.

Further information:

http://www.busrep.co.za/index.php?fArticleId=2605704&fSectionId=553&fSetId=304

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Celebrity chef wants junk food tax

Date: Fri, 01 Jul 05 **Type:** DirectNews Item

Analysis

Celebrity chef, Anthony Worrall-Thompson, has added his voice to the campaign to improve children's eating habits and combat the so-called "obesity epidemic", advocating a hard line approach.

Addressing a Heart UK conference at the University of Glamorgan in Wales, he said: "We have got to the stage when we have to tell children what to eat and we have to have compulsory free school meals which don't give children a choice of what to eat," according to the Western Mail.

"I'd lock the school gates between 9.30am and 3.30 pm and not let the kids out so they couldn't go to the sweet shop or takeaway," he added.

Other measures he suggested included taxing "unnecessary" foods to pay for free, compulsory healthy school meals, compulsory daily exercise, and yearly medicals, including cholesterol tests, with reports being sent to parents.

Mr Worrall-Thompson has overhauled his own lifestyle this year, after having been diagnosed with Syndrome X, forerunner of Diabetes, three years ago.

He declared that he was a "little dictator" concerning food in his own home.

Further information: <A href="

http://icwales.icnetwork.co.uk/0100news/0200wales/tm_objectid=15686779&method=full&siteid=50082&headline=tax-junk-food-for-the-sake-of-children---name_page.html">

http://icwales.icnetwork.co.uk/0100news/0200wales/tm_objectid=15686779&method=full&siteid=50082&headline=tax-junk-food-for-the-sake-of-children---name_page.html

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Parmesan cheese is debated

Date: Mon, 04 Jul 05 **Type:** DirectNews Item

Analysis

The Codex Alimentarius Commission, the world's highest food standards authority, met for its summit in Rome today, where discussions on meat hygiene and vitamin and mineral supplements join an argument raging over the labelling of Parmesan cheese.

The issue in question is whether a world standard for the cheese should be adopted. Italian producers of Parmesan are deeply upset at the prospect that cheese manufactured in North and South America could also be sold under the same name.

They claim that this infringes the "geographical indication" intellectual property mark, a view supported by the EU. Parmesan is a French translation of "Parmigiano-Reggiano",

a protected designation of origin in the EU.

The EU is arguing that the Codex is the wrong forum for discussions of such intellectual property matters.

Another topic up for discussion is whether vitamins and minerals should be labelled to indicate that too high an intake could have a negative impact on health. Manufacturers are resisting the move.

The Codex Alimentarius is the joint international food standard setting body of the United Nations' Food and Agriculture Organization (FAO) and World Health Organisation (WHO). Its membership includes 171 countries as well as the EU. The meeting runs in Rome from July 4th to 9th.

Further information: <A href="

http://www.adnki.com/index_2Level.php?cat=Security&luid=8.0.183232860&par=0>

http://www.adnki.com/index_2Level.php?cat=Security&luid=8.0.183232860&par=0

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EFSA rules baby food chemical "safe"

Date: Mon, 04 Jul 05 **Type:** DirectNews Item

Analysis

The European Food Safety Authority (EFSA) has concluded that the packaging chemical Semicarbazide is not a threat to human health, particularly at the low levels found in processed food for babies.

Contamination with the chemical becomes an issue in the packaging industry due to the thermal breakdown of azodicarbonamide, which is a blowing agent used to foam plastic gaskets.

The EFSA sounded an alarm about the chemical when it found azodicarbonamide used as a dough-improver in imported flour products in 2003, warning that it might endanger babies. The practice is not allowable in the EU, as semicarbazide has been demonstrated to be carcinogenic in mice.

The EFSA called on the industry to begin finding a replacement for the current packaging materials and technology.

However, it now states: "Once existing stocks of packaged foods are used up, exposure of consumers by this route will have been eliminated," according to Nutraingredients.com.

A spokesperson for the Food Standards Agency (FSA) said the UK's industry had already eliminated the use of semicarbazide in gaskets in readiness for a new EU directive that comes into force on August 2nd.

Nick Tomlinson, head of chemical safety at the FSA said: "The EFSA looked further at the evidence about semicarbazide and found that it is not a threat to public health."

"This means that parents can be reassured about the issue of semicarbazide in baby food jars," he added.

Further information:
http://www.foodproductiondaily.com/news/news-ng.asp?n=61057-gasket-chemical-declared

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Protecting the Cream Tea

Date: Mon, 04 Jul 05 **Type:** DirectNews Item

Analysis

A "Cream Tea Experience" took place in Chagford, Devon yesterday, in which local suppliers were on hand to talk about the products and processes involved in this most English of treats.

The event was organised by the Devon Slow Food Movement, the local branch of the group that campaigns to protect small-scale, traditional farming and local, artisan food production against the globalisation of the fast food market.

Hugh Corbin, Devon's Slow Food leader, said: "In Devon we want to celebrate the pleasure of good food and drink and support the county's excellent produce and food producers."

"Slow Food is not about expensive meals or elitist products, which is why the Cream Tea Experience is such a good example of the crafts and skills Slow Foods wants to protect," he added.

Visitors to the event were able to sample a range of jams and scones, splits and tuffs, with locally produced clotted cream.

The Slow Food Movement was founded in Italy in 1986 when a McDonalds restaurant was opened in Rome.

Further information: http://www.food-mag.co.uk/indnews.php?fmnewsID=741

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Crisp addict calls for label warning

Date: Mon, 04 Jul 05 **Type:** DirectNews Item

Analysis

A former nursery nurse from Cannock in Staffordshire has requested that crisp manufacturers put warning labels on their products after she was rushed to hospital with suspected hepatitis and almost died.

However, her condition, which included gallstones of up to an inch and a half in diameter, was found to be the result of her habit of eating as many as 15 packets of crisps every day.

The stones were the result of the excessive cholesterol that amassed, and surgeons treating her said her gall bladder could have exploded at any time.

Since her treatment she has switched her diet to one of low-fat ready meals, and has dropped in weight from 14 to 12.5 stone. She now hopes her story will serve as a warning to others, particularly parents.

Gina Gough, 22, said: "I didn't listen to my parents, but official labels, telling people to eat crisps in moderation and warning about possible adverse effects on health, would certainly have got me thinking," according to the Daily Telegraph.

"Children are eating foods such as crisps with no idea about what they could be doing to their bodies," she added.

However, a spokesman for the Food and Drink Federation, countered that the measure wouldn't be justified, as "it would not help consumers understand how that product can fit into their daily diet".

Further information: <A href="

<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2005/07/03/ncrisp03.xml&sSheet=/news/2005/07/03/ixhome.html>">

<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2005/07/03/ncrisp03.xml&sSheet=/news/2005/07/03/ixhome.html>

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"Energy beer" to come to UK

Date: Mon, 04 Jul 05 **Type:** DirectNews Item

Analysis

US Budweiser brewer, Anheuser-Busch, is to launch a new beer in the UK, which along with 5 per cent alcohol, also contains 60.4 mg of caffeine.

BE, which stands for Beer with Extra, also contains guarana and ginseng, and will target young men and women, particularly in the nightclub market.

The drink has been significantly successful in the US, where it was launched in October last year, and the UK launch is scheduled for July 18th, when it will become available in selected bars and off-licenses nationwide in 335 ml glass bottles.

Jim Gorczyca, Budweiser's UK marketing director, said: "B(E) has generated huge excitement in bars and clubs throughout the US. There is nothing else like B(E), it's a premium strength beer, with the added bonus of extra ingredients that has created a taste that appeals to men and women, " according to just-drinks.com.

"We're certainly mixing it up for the UK beer market with this new, innovative product launch," he added.

However, some have raised concerns that the drink will have an impact on the binge drinking culture, widely regarded as on the increase in the UK.

Victoria Manning, a research psychologist for Action on Addiction, said: "This concerns

us because the combination of caffeine and beer will enable people to drink more because the caffeine will keep them awake longer. Some people may believe the effects of the alcohol are being neutralised by the caffeine."

Further information:
http://news.scotsman.com/health.cfm?id=733152005
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Ridley's goes to Greene King

Date: Mon, 04 Jul 05 **Type:** DirectNews Item

Analysis

The Essex brewery Greene King has finally bought TD Ridley for around £45.6 million, ending a number of weeks of speculation.

Ridley's historic brewery at Hartford End, near Chelmsford in the UK, will therefore be closed by the autumn, with the production of its beers moving to Greene King's brewery in Bury St Edmunds, although some brands may not transfer.

Ridley's brands include Ridley's IPA, Old Bob and Tolly Original, and the brewer has 73 pubs, two leasehold tenanted and 71 freehold tenanted, across Essex, Suffolk, Norfolk and Cambridgeshire, which Greene King will also acquire.

These will join the 2,064 pubs that comprise the Greene King estate.

Rooney Anand, chief executive of Greene King, told the Publican: "Ridley's has a high quality pub estate, some popular ale brands and a sound local free trade business. The business is ideally located in a strongly developing part of the country, which is close to the centre of our operations.

"We are delighted with the purchase and believe Ridley's will benefit from Greene King's scale and investment and our expertise in managing an integrated tenanted and brewing business."

Thomas Dixon Ridley founded his business in the 1840s.

Further information: http://www.sharecast.com/cgi-bin/sharecast/story.cgi?story_id=504789
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Cains invests in continental image

Date: Tue, 05 Jul 05 **Type:** DirectNews Item

Analysis

The Liverpool brewer Cains, whose premium lager won this year's Liverpool Beer Festival, has announced plans for a new advertising campaign.

The slogan for the campaign is "Continental Lager - all the way from Liverpool", as the lager is the first of its kind to have hit the UK's bars and shops in an attempt to compete with well-known continental brands.

July 2nd also marked the third anniversary of the owners' purchase of the Stanhope Street brewery, and they are now planning to invest £150,000 in buying new tank equipment for the firm's canning operations.

The brewery is run by two brothers, Ajmail and Sudarghara Dusanj.

Sudarghara said: "British brewers can brew fantastic lager and we are taking the continentals on. If we can produce fantastic ales we can produce fantastic lager," according to the Liverpool Echo.

However, he added that the company would stop selling its Faxe lager brand in its pubs.

"We're just selling our own brands, that has to be our future," he said.

The company will have a bar at the Liverpool Pops events for the first time this year, and with three new tanks at the canning plant, capacity will increase further at what is already the largest canning operation in the UK.

Further information: <A href="

http://icliverpool.icnetwork.co.uk/business/news/tm_objectid=15697551&method=full&siteid=50061&headline=cains-to-join-the-hard-sell-name_page.html>

http://icliverpool.icnetwork.co.uk/business/news/tm_objectid=15697551&method=full&siteid=50061&headline=cains-to-join-the-hard-sell-name_page.html

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UK "low GI" launches up on last year

Date: Tue, 05 Jul 05 **Type:** DirectNews Item

Analysis

The UK is gaining ground on Australia as the country with the most new products being launched to target GI (glycaemic index) conscious consumers.

According to Mintel's global new products database, over 60 new products have been launched under the banner since January this year, compared with 72 in the whole of 2004.

The glycaemic index ranks food according to the effect it has on the blood's sugar levels, and therefore how rapidly it is digested, which in turn affects hunger levels.

Of the 60 new products listed as making reference to GI, 30 per cent were launched in Australia, according to Food and Drink Europe.

This represents 19 products, compared with the 13 that have been launched in the UK and the nine in the US. The UK only launched five new products last year.

The rest of the products were launched in various countries across Europe.

Many of the new products are carbohydrate-based, including "Warburtons All-in-One" bread introduced in March this year, carrying claims to have a lower GI rating than standard white breads.

Australia is the birthplace of the GI concept, where the launches have included a vegetable range, yoghurts and a number of fruit juices.

Further information: <http://www.foodanddrinkeurope.com/news/news-ng.asp?n=61061-low-gi-product> <http://www.foodanddrinkeurope.com/news/news-ng.asp?n=61061-low-gi-product>

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Meat prices set to rise

Date: Tue, 05 Jul 05 **Type:** DirectNews Item

Analysis

Aberdeen based Grampian Country Food Group says that escalating production costs will lead to meat price increases.

It claims that higher energy bills means it is more expensive to heat poultry houses, and that recent fuel price increases have led to more costly distribution overheads.

Feed and packaging costs have also risen, Grampian suggests.

The food group has witnessed a 47 per cent increase in its energy costs over the past year, and is subsequently leading a "call for action", reports justfood.com.

"We are looking for a six per cent increase across all of our products, made up of three per cent fuel price increases, two per cent feed increases and one per cent packaging increases," said Philip Wilkinson, managing director of Grampian's integrated and added value chicken business unit.

Mr Wilkinson would like to see farmers receive up to a third of any retail price increases.

Negotiations have already begun with the major retailers to increase the amount they pay for chicken, pork, beef and lamb, by six per cent.

Further information: <http://www.thepigsite.com/LatestNews/Default.asp?AREA=LatestNews&Display=9657>

<http://www.thepigsite.com/LatestNews/Default.asp?AREA=LatestNews&Display=9657>

<http://www.thepigsite.com/LatestNews/Default.asp?AREA=LatestNews&Display=9657>

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Anti-obesity tool to go on trial in Scotland

Date: Tue, 05 Jul 05 **Type:** DirectNews Item

Analysis

Scottish patients at Aberdeen Royal Infirmary are to be used as guinea pigs for testing the technology behind what has been termed a new "anti-obesity" device.

American company Transneuronix, who developed the technology, said that a physician at the hospital would be trained in the technology and how to fit it by the end of the month.

An implant that functions similar to a pacemaker, the device works by triggering stomach nerves used in the digestive process.

It acts as an effective appetite suppressant, making the body think that the stomach is more full than it actually is.

However, although the technology has been hailed as a possible treatment in combating the UK's so-called obesity crisis, Transneuronix reminds its patients that prevention is always better than cure.

"Having surgery does not excuse you from a personal responsibility for your health. If you snack between meals, do not exercise regularly, and do not participate in ongoing post-surgical therapeutic support programs, you can regain weight," the company said.

Dr David Haslam, chairman of the National Obesity Forum, said: "It is potentially very valuable, as it could provide a less invasive option to surgery."

Further information: http://www.just-food.com/news_detail.asp?art=61209

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Soil Association calls for higher organic standards

Date: Tue, 05 Jul 05 **Type:** DirectNews Item

Analysis

The Soil Association is to urge the new minister for organic food and farming, Lord Bach, to give his backing to higher welfare standards in organic poultry farming today.

According to website just-food.com, the association will criticise the government's decision to allow egg and chicken producers to term products "organic" if they are kept in flocks of as many as 9,000 birds.

The Soil Association's criteria for naming such products as organic are more stringent, including more space inside and regularly moving birds to fresh grass.

Letters of petition from organic consumers will also be presented, and the minister will be requested to back the level of consumer commitment to organic standards, which the association says is apparent from a significant increase in the sales of its certified eggs.

In fact, shortages have led one egg producer, Waitrose supplier Stonegate, to request farmers begin producing eggs to Soil Association standards.

Patrick Holden, director of the Soil Association, said: "Organic consumers are backing high standards for chicken and eggs - we want the government to do the same."

"Flocks of 9,000 birds should not be allowed under the government's organic standards, as they are not under Soil Association standards," he added.

Further information: <http://www.just->

food.com/news_detail.asp?art=61212"> http://www.just-food.com/news_detail.asp?art=61212

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New testers for rapid crack detection

Date: Tue, 05 Jul 05 **Type:** DirectNews Item

Analysis

UK marketing firm Easytest has announced the availability of three new testers, one of which can detect cracks in heat exchangers within five minutes.

Heat exchangers are used in the pasteurisation process for products such as milk and fruit juice, and food manufacturers, particularly dairy processors, are required to test their heat exchangers at regular intervals to ensure timely detection of faults as they occur.

The three testers, all of which were developed last year, use pressure and ultrasonics to test for such problems, according to Food Production Daily.

The majority of detection systems on the market require plants to be out of action for as many as eight hours while heat exchangers are either stripped down and painted with dye or gas pressure tested.

However, the Hexteq system can be carried out while the heat exchanger contains liquid under pressure.

The other two detectors, Pasflo and Magnerscan, use a similar technology.

Further information: <A href="

<http://www.foodproductiondaily.com/productnews/news.asp?id=61076&k=tester-detects-heat>

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Mars invests in health research

Date: Wed, 06 Jul 05 **Type:** DirectNews Item

Analysis

Confectionery manufacturer Mars has created a new business unit devoted to "Nutrition for Health & Well-Being", which aims to "serve the nutritional and well-being needs of the consumer" by continuing with research into the health benefits of cocoa.

Michael Mars, the unit's new President, told foodnavigator.com: "Our unit's mission is to be a trusted partner in healthy lifestyles, enabling consumers to look, perform and feel their best everyday."

The move comes as companies up their attempts to capitalise on consumers' growing preference for healthy options, otherwise known as "functional foods".

Euromonitor has estimated that the market for functional and fortified foods will grow by approximately 33 per cent over the next five years in the US alone.

Mars has already launched its CocoaVia product online, which contains 80 calories per serving and is manufactured using the company's patented Coccoapro process.

Coccoapro claims to preserve the cocoa flavanols that are often removed in standard processing, but which have been found to improve blood pressure and protect the body's cardiovascular system.

Bob Gamgort, president of the company's North American division, said: "We place a high value on sound scientific research and are fulfilling a decades-long plan to which we have devoted significant investment with regard to exploring the healthy aspects of cocoa."

Further information: http://www.foodnavigator.com/news/news-ng.asp?n=61097-mars-makes-a

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European platform gives food producers a cash boost

Date: Wed, 06 Jul 05 **Type:** DirectNews Item

Analysis

Food producers across the country will benefit from a new European initiative that aims to prioritise research and development (R&D) to keep the industry competitive.

R&D in the industry is driven by a range of factors including consumer demand for quality, diversity, health, convenience and customers' expectations of safety, ethics and sustainability in foods.

The European Technology Platform on Food for Life is specifically targeting the agro-food industry, which transforms 70 per cent of raw materials into finished products and employs over four million people throughout the continent, according to Food Production Daily.

Most of the companies benefiting from the cash injection will be SMEs.

Food producers will welcome the news, in the face of growing pressure on innovation to sustain growth.

Further information: http://www.foodnavigator.com/news/news-ng.asp?n=61111-eu-platform-pumps

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Kellogg extends Special K range

Date: Wed, 06 Jul 05 **Type:** DirectNews Item

Analysis

Global cereal manufacturer Kellogg has announced a new product in its popular Special K line.

Special K Fruit and Yoghurt is a combination of oat, fruit and yoghurt clusters, and is low in fat and calories.

The Special K range is one of the company's most popular products, and its related Special K Challenge has proved successful at advising consumers of the brand's nutritional benefits and how to manage their weight and fitness.

Kellogg's senior director for marketing communications, Jenny Enochson, said: "Special K Fruit and Yogurt gives consumers who are devoted to our Special K line a great new option.

"We are particularly excited about launching in the summer, when we know consumers are looking for great tasting products that help them eat light."

Further information:
http://biz.yahoo.com/prnews/050705/latu025.html?v=14
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Designer ice cream launched

Date: Wed, 06 Jul 05 **Type:** DirectNews Item

Analysis

Ice cream maker Walls has launched a new limited edition variety of its Magnum brand, a cool summertime favourite with chocolate lovers.

However, at £4.99 a stick, the 6th Sense is unlikely to be handed over at any ice cream vans this summer.

Walls are making just 77,000 of the new product, compared with the 50 million standard versions produced to meet demand each July and August.

They are to be sold in designer clothes shops and up market hair salons, although the company has said it is also in discussions to supply a number of stores, including Harrods.

Louise Goral, spokeswoman for Walls, said: "Our aim was to create the most luxurious ice cream using the finest ingredients from around the world," according to the Glasgow Daily Record.

"The 6th Sense, a premium and exclusive product, is only available in quality stores and at prestigious events," she added.

Building on the success of the company's "5 Senses" Magnum range, the new treat includes a mascarpone filling, caramel sauce, Belgian chocolate covered Californian almonds, and an Indonesian cocoa bean chocolate topping.

Further information:
http://www.dailyrecord.co.uk/news/tm_objectid=15703432&method=full&siteid=89488&headline=a-lotta-lolly--name_page.html
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Fanta ad complaints upheld

Date: Wed, 06 Jul 05 **Type:** DirectNews Item

Analysis

The Advertising Standards Authority (ASA) has agreed that an advertisement for the soft drink Fanta Z should not appear before the 9pm watershed, as it could encourage anti-social behaviour in young viewers.

The ad in question depicts a young couple having a beach picnic while sipping at cans of Fanta Light, before rethinking and spitting the liquid back out.

The voiceover explains: "We all liked the idea of Fanta Light, but not everyone liked the taste. Goodbye Fanta Light, hello Fanta Z. Real Fanta taste, zero added sugar."

The ASA decided to move the ad from a childrens' TV slot after receiving 272 viewer complaints that it encouraged children as young as two to imitate what they had seen.

A spokesman for the ASA said that although it could "understand" the complainants' point of view and asked Coca Cola to "amend the media scheduling", it did not agree with further consumer complaints that it was inappropriate owing to health risks posed.

"Eight of the complainants thought it was inappropriate because spitting posed a health risk and could spread tuberculosis," the spokesman said, according to Life Style Extra.

However, the ASA maintained that Coca Cola, which only received six complaints directly, had "created a highly fictitious and bold campaign to force a radical reappraisal of the low calories soft drink".

Further information: <A href="

<http://www.brandrepublic.com/bulletins/br/article/483369/mothers-fanta-z-tv-ad-gets-restriction-kids-copy-spitting/>>

<http://www.brandrepublic.com/bulletins/br/article/483369/mothers-fanta-z-tv-ad-gets-restriction-kids-copy-spitting/>

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New premium cider for summer

Date: Wed, 06 Jul 05 **Type:** DirectNews Item

Analysis

Cider market leader Scottish & Newcastle (S&N) will be launching a new premium cider in the UK this summer to capitalise on the growing demand for the drink and to compete with rival C&C's Magner brand.

Strongbow Sirrus is a five per cent ABV, triple-filtered cider, and will be available in 275ml and 500ml bottles from August, both in pubs and supermarkets.

Kirsten Ogilvie, marketing manager for UK unit Scottish Courage, told just-drinks.com: "Spearheaded by our flagship cider brand Strongbow, we operate a powerful portfolio of cider brands that has contributed to a market which continues to grow share and value."

Although the market for cider is around a tenth the size of the beer market, beer sales

have been dropping off, while the cider market is growing at six per cent a year. The premium cider market is growing at 30 per cent a year.

Scottish & Newcastle bought Bulmers cider in 2003.

Further information: http://www.just-drinks.com/news_detail.asp?art=27698

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Caffeine beer will be hard to sell, says analyst

Date: Thu, 07 Jul 05 **Type:** DirectNews Item

Analysis

The Anheuser Busch (A-B) beer with added caffeine could be hard to market to UK consumers as a result of differences in the alco-pops market on either side of the Atlantic.

The drink has generated "huge excitement" since hitting the US bar and club scene, the company says.

However, Datamonitor drinks analyst, John Band, explains that while US consumers are accustomed to malt-based flavoured alcoholic beverages (FABs), the UK's drinkers are used to such products being made with spirits.

A-B intends to market the UK launch of B-to-the-E, which contains 60.4mg of caffeine, as a premium beer.

The Portman Group, which regulates the UK's drinks industry, does not permit alcohol-based products to be advertised as energy drinks.

However, Mr Band explained: "It is difficult to persuade people in the UK to drink beer with extra additives and flavourings in it," according to BeverageDaily.com.

"UK adults are happy to drink energy drinks with caffeine in but the more they market B(E) as a beer the less successful it is likely to be," he added.

Set for launch in the UK in around two weeks time, the drink has also courted controversy over fears the added caffeine will encourage binge-drinking.

Further information: http://www.beveragedaily.com/news/news-ng.asp?n=61134-anheuser-s-caffeine

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Pepsi launches grapefruit fizz

Date: Thu, 07 Jul 05 **Type:** DirectNews Item

Analysis

Pepsi launches another carbonated drink in the UK this week, in an attempt to increase its hold on the struggling market.

Ting is a grapefruit light soft drink from Jamaica, containing six per cent grapefruit juice, natural grapefruit flavour, citric acid and sodium citrate.

The launch comes as the carbonated share of the soft drinks sector is falling, with consumers deserting for healthier options such as water and fruit juices.

Carbonated drinks companies are therefore seeking to attract the health conscious consumer with new products designed to appeal to them.

According to the market analyst Mintel, carbonated drink market share has fallen by six points to 45 per cent since 2000.

At the same time, the Danone group has declined to comment on reports that Pepsi is preparing a takeover bid for the French company.

PepsiCo has issued a statement denying an assertion made in the French magazine Challenges that the company has acquired a three per cent stake in the Group.

Pepsi's other brands include Diet Pepsi, Lipton Iced Tea and Mountain Dew.

Further information: <A href= " <http://www.foodanddrinkeurope.com/news/news-ng.asp?n=61087-pepsi-rolls-out>"> <http://www.foodanddrinkeurope.com/news/news-ng.asp?n=61087-pepsi-rolls-out>

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Cod liver linked to healthy babies

Date: Thu, 07 Jul 05 **Type:** DirectNews Item

Analysis

Icelandic research has shown that taking cod liver oil when pregnant could lead to mothers giving birth to heavier babies.

Icelandic birth weights are among the heaviest in the world, and scientists there embarked upon a project to see if mothers' diets had any effect on this.

The study found that women taking cod liver supplements were 11 times more likely to give birth to an infant weighing 4,500g.

The researchers claim that as a higher birth weight has previously been associated with a lower risk of disease later in life, the results could point to the possibility that mothers who take cod liver oil could be protecting their children against a number of adult health conditions.

Cod liver oil contains omega-3 polyunsaturated fatty acids and is a good source of vitamins.

Further information:

http://www.fishupdate.com/news/fullstory.php/aid/2787/Cod_liver_oil_helps_to_grow_bigger_babies_.html

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New Sudan test developed

Date: Thu, 07 Jul 05 **Type:** DirectNews Item

Analysis

US firm The National Food Laboratory (NFL) has announced it has developed a new method to test for the potentially carcinogenic food dye Sudan.

Its availability comes at a time when food manufacturers are eager to avoid a repetition of the crisis triggered by the detection of the chemical in a consignment of Premier Foods' Worcester sauce in the UK earlier this year.

The discovery led to the most significant recall of goods from the supermarkets' shelves in the history of the UK's food industry, costing over €200 million in direct and indirect losses.

The NFL test can detect "all four types of Sudan dyes at 0.01 ppm in a variety of sample matrices," the company's vice president of chemistry, Julie Hill, told Foodnavigator.com.

Although used as standard in products such as shoe polish, the dye has also been used to preserve the red colour of food items such as chilli powder.

The dye is banned in the US and EU, where the European Commission notified exporting countries that hot chilli products would only be permitted entry into the EU with a report guaranteeing they were Sudan free.

Further information: <http://www.foodnavigator.com/news/news-ng.asp?n=61110-new-test-cuts> <http://www.foodnavigator.com/news/news-ng.asp?n=61110-new-test-cuts>

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Chirac invited to dinner

Date: Thu, 07 Jul 05 **Type:** DirectNews Item

Analysis

French President, Jacques Chirac, has been extended an invitation to dine with a Finnish MEP and his English wife, following remarks made by the president to the effect that the two countries represented the worst in European cuisine.

The dinner, to take place in the couple's home in Geneval, Belgium, would "endeavour to obtain authentic Finnish and British ingredients in order to avoid disappointment".

Alexander Stubbs proposed a menu that drew on the traditional foods of both countries, including a Finnish adaptation of the British classic fish and chips; Roe of vendace with chips made from lapland potatoes.

Dessert was to consist of Finnish berries infused with Arctic brambleberry wine, but Stubbs quipped that "as the President of an esteemed wine-producing country", he might select the wines to accompany the occasion.

Mr Chirac was overheard disparaging British food at a meeting in Kaliningrad at the

weekend, claiming the only European country to fare worse in the kitchen was Finland.

Further information:
http://www.euobserver.com/?sid=9&aid=19497

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Venue food hygiene standards "worrying"

Date: Thu, 07 Jul 05 **Type:** DirectNews Item

Analysis

Consumer group Which? has described the levels of bacteria found on food served up at key sport and entertainment venues around the UK as "worrying".

The organisation sent a food safety consultant and microbiologist to a range of events between December 2004 and March 2005, testing 93 hot, chilled and room temperature food products for diseases including salmonella, listeria and E.coli.

Only a third of the food sampled from the 47 outlets received the scientists' full approval, while a fifth was found to contain "unacceptably high" levels of bacteria, possibly due to hygiene negligence in its preparation.

Which? editor, Malcolm Coles, said: "Poor hygiene inspection results being made public will persuade food traders to clean up their act."

The four events visited were a rugby match at Twickenham, an antiques fair in Newark, the Ideal Home Show at Earls Court in London, and Gold Cup Day at Cheltenham Racecourse.

Further information: <A href="

http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2005/07/07/nhyg07.xml&Sheet=/news/2005/07/07/ixhome.html">

http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2005/07/07/nhyg07.xml&Sheet=/news/2005/07/07/ixhome.html

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Ludlow food festival announced

Date: Fri, 08 Jul 05 **Type:** DirectNews Item

Analysis

The eleventh annual Ludlow Marches Festival of food and drink will be sponsored by Tyrells potato chips for the second year in a row.

The festival at Ludlow castle, around which the town was built, will be the occasion for the launch of the company's new crisp flavour: Ludlow sausage.

150 other small producers of quality food and drink will also offer visitors free tastings over the September weekend from 9th to 11th, accompanied by a variety of talks and workshops.

Ludlow, which has a reputation for its gourmet food, is also the first Cittaslow or "slow town" in the UK, and the Slow Food Convivium will also be represented at the festival.

Four traditional butchers in Ludlow continue to rear, slaughter and process animals locally, using traditional skills rather than factory processing.

Approximately 1,600 people will also take the Sausage Trail, sampling four brand new festival sausages on the first day.

No further information.

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Little Chef sale plans confirmed

Date: Fri, 08 Jul 05 **Type:** DirectNews Item

Analysis

Hotel group TLLC Group Holdings has confirmed that discussions for the sale of the Little Chef brand, along with its 233 restaurants, have progressed to an "exclusive stage" with caterers Lawrence Woskow and Simon Heath.

TLLC, which owns the Travelodge chain, said that it was in the process of selecting a new owner for the Little Chef chain last November.

The company had determined that the roadside favourite lay outside of its core budget hotel business.

In 1998, Lawrence Woskow and Simon Heath co-founded the Out of Town Restaurants Group (OOTG), of which they are both chief executives. In 2004, it was ranked the 9th largest UK restaurant group.

Little Chef's 233 outlets nationwide see more than 20 million customers break their journey with a meal every year.

Originating in 1958 in Reading, Berkshire, the brand's popularity was highlighted in August last year, when plans to overhaul the logo's instantly recognisable plump figure met with disapproval.

No further information.

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Eating raspberries makes you fruity

Date: Fri, 08 Jul 05 **Type:** DirectNews Item

Analysis

New research has suggested that eating raspberries can make you seem more attractive.

Raspberries, with a British season running from the beginning of July until mid-September, can make you blush according to Bharti Vyas, UK specialist in Ayurvedic medicine.

"Raspberries are a hot energy food and the effects of consuming them are dramatic," Mr Vyas suggests.

He explained that when the fruit is eaten, it results in facial flushing similar to sexual arousal.

Mr Vyas also said that the more raspberries eaten, the longer the flush will last, and Tracey Cox, a sex and relationship expert, confirmed the link between flushed cheeks and sexual arousal, as well as emphasising the overall health benefits of the berries.

She explained that raspberry and strawberry seeds are also known to contain very high levels of testosterone-producing zinc, as well as vitamins C and E, which are also associated with sexual drive.

"Zinc is undoubtedly the most important mineral for sexual arousal and fertility," Ms Cox explained.

Further information: http://www.freshinfo.com/index.php?s=n&ss=nd&sid=36781
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UK food industry facing recruitment shortage

Date: Fri, 08 Jul 05 **Type:** DirectNews Item

Analysis

The future of the UK's food industry could be under threat, as it emerges that applications for places on food-based courses have dropped by over a third in the last decade.

In 1995, the University of Reading's School of Food Biosciences attracted over 1,000 interested students, but this figure shrunk to less than 300 in 2004, according to Foodnavigator.com.

The school is the country's largest research centre of this kind, but numbers starting on courses have also halved in the last 15 years, from 60 students in 1990 to around 30 in 2004.

At the same time, the applications body UCAS has reported that recruitment onto courses nationwide has decreased by 50 per cent since 1998.

Professor Christine Williams, who heads the school at Reading University, has suggested a number of such centres will have to close within three years owing to the drop in demand.

This would lead to the UK's food industry losing "much of its edge", she said, with food companies increasingly taking "their research elsewhere".

"In the UK we have sophisticated consumers who want food that tastes good, has good nutritional balance, is fresh and has reliable ingredients. We are concerned that this will not be sustained if the situation continues," she said.

Further information: http://www.foodnavigator.com/news/news-ng.asp?n=61146-food-scientist-shortage
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Diageo sees drop in European drinking

Date: Fri, 08 Jul 05 **Type:** DirectNews Item

Analysis

UK spirits firm Diageo has provided a bleak forecast for this year's spirits market, revealing that its net profits in Europe have decreased by one per cent over the course of the first half.

Chief executive, Paul Walsh, also confided that they "are therefore likely to be down further in the second half".

However, although the trading environment in Europe had certainly worsened, he added: "The business...is beginning to benefit from operational efficiencies and this is expected to improve operating profit performance."

Organic operating profit growth predictions for the year remained in line with previous estimates of six per cent.

The world's largest spirits group, which includes brands Smirnoff vodka, Guinness and Johnnie Walker Scotch, also observed a decrease in demand for so-called "ready to drink" products, such as Smirnoff Ice, particularly in the US.

Although the company's wine brands had shown strong growth, beer continued to lose market share, the company said, as consumers continued to express their preference for lower calorie options.

Diageo will also be likely to face increased competition in the future, as the Pernod Ricard takeover of Allied Domecq continues to gain the necessary approvals.

The European market represents 34 per cent of the company's operating profits, its second largest region behind North America.

Further information: <http://news.ft.com/cms/s/15d12944-ef45-11d9-8b10-00000e2511c8.html>

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FSA publishes airport import plan

Date: Fri, 08 Jul 05 **Type:** DirectNews Item

Analysis

The UK's Food Standards Agency (FSA) has published a plan to step up the monitoring of food and feed imported into the UK via Heathrow airport in preparation for new EU regulations.

The new EU hygiene regulation comes into force in January 2006, with the regulation governing food and feed exports split into two phases in January 2006 and 2007.

An independent review earlier recommended that a single food regulator should be responsible for all control at the airport, improving communications with importers at the same time.

Other recommendations included the development of an IT system to enable importers to give prior notification of high-risk food entering the country.

Responsibility is currently divided among a number of local authorities and regulators, and these would continue to carry out checks on low risk items of non-animal origins.

The FSA stated: "The division of these enforcement responsibilities creates a complex picture in which there are gaps that could be exploited," according to [foodanddrinkeurope.com](http://www.foodanddrinkeurope.com).

"These need to be plugged by simple but effective controls to deter and detect illegal imports and facilitate legitimate trade," the statement continued.

An outbreak of foot and mouth disease in 2001 led the FSA to review food import controls at the country's airports and seaports.

The review brought to light gaps in procedures regulating the movement of products from Heathrow to storage warehouses.

Further information: <http://www.foodanddrinkeurope.com/news/news-ng.asp?n=61151-food-regulator-targets>

<http://www.foodanddrinkeurope.com/news/news-ng.asp?n=61151-food-regulator-targets>

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Co-op bans 12 more colourings

Date: Mon, 11 Jul 05 **Type:** DirectNews Item

Analysis

The Co-op supermarket group has become the first chain to ban certain colourings from its own range of foods.

Foods such as dolly mixture sweets and processed peas have been reformulated to use only naturally-derived colourings.

Tartrazine (E102), Green S (E142), Quinoline Yellow (E104), Cochineal (E120) and Indigo Carmine (E132) and Sunset Yellow (E110) have all been removed from the company's processed foods, as additives have been found to contain a link with food intolerance.

A further 12 colourings and monosodium glutamate have all been outlawed, and it has been necessary to remove around 27 other products from the shelves. A replacement for the E142 in marrowfat peas, for example, could not be found.

This brings the total number of illegal colourings to 21.

The ban was instated following findings from a customer survey, aimed at parent shoppers.

Over a third of parents interviewed said they thought their children's diets were linked to

bad behaviour.

Christine Clarke, the company's brand head, told the Western Mail: "Today's customers want and expect higher standards of food integrity, and, as a responsible retailer, we are determined to meet these expectations by delivering food they can trust by removing unnecessary additive without compromising on safety and taste."

Further information: <A href="

http://www.dailymail.co.uk/pages/live/articles/health/thehealthnews.html?in_article_id=355361&in_page_id=1797>

http://www.dailymail.co.uk/pages/live/articles/health/thehealthnews.html?in_article_id=355361&in_page_id=1797

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NFU president joins British food council

Date: Mon, 11 Jul 05 **Type:** DirectNews Item

Analysis

The president of the National Farmers Union (NFU), Tim Bennett, has accepted a position from Defra secretary, Margaret Beckett, on the council of Food from Britain.

Food from Britain operates as a market development consultancy for British food and drink producers, and receives a £5.4 million Defra grant for maximising UK food imports.

An additional £3 million has been pledged for the period from 2003 to 2006 in support of the quality regional food sector.

Mr Bennett was elected as president of the NFU in 2004. He had previously served as deputy president for six years.

He said: "I am proud to accept a place on the Food from Britain council. I believe this country's farmers and growers produce some of the best food in the world and Food from Britain plays a key role in its promotion.

"I look forward to working with FFB to raise awareness of our fine produce, link British producers with new markets internationally and attract more visitors to enjoy British food."

Further information: <A href="

<http://www.fwi.co.uk/Articles/2005/07/11/88103/NFU+president+joins+Food+From+Britain+council.htm>>

<http://www.fwi.co.uk/Articles/2005/07/11/88103/NFU+president+joins+Food+From+Britain+council.htm>

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European salt producers defend daily intake

Date: Mon, 11 Jul 05 **Type:** DirectNews Item

Analysis

The European Salt Producers' Association (EuSalt) has moved to play down scientific reports concerning daily salt intake.

The move comes after the European Food Safety Authority (EFSA) announced that current levels of salt intake raise the likelihood of higher blood pressure among individual consumers.

EuSalt maintains that the current scientific understanding does not justify the reduction of the daily salt intake for healthy people.

The association has sought reliance on the conclusions of its international conference held earlier this year, which revealed that the existing medical guidelines are not entirely accurate.

EuSalt has asserted that recent scientific research does establish a correlative link between reduced salt intake and lower blood pressure levels.

However, EuSalt has conceded that there is urgent need to establish reliable data collection and monitoring systems in all European countries on the effect of sodium in the diet.

Further information: http://www.just-food.com/news_detail.asp?art=61268

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Scientists see muscle in animal-free meat

Date: Mon, 11 Jul 05 **Type:** DirectNews Item

Analysis

A team of scientists from the University of Maryland have proposed two possible methods for growing meat in laboratories using tissue technology.

In the most recent issue of *Tissue Engineering*, Jason Matheny and his colleagues have suggested that the meat could either be grown in large flat sheet-like structures on thin membranes, or on three-dimensional beads, using the muscle tissue of cattle, pigs, fish or poultry.

The sheets of cells would be stretched, before being removed from the membranes and stacked to create a density that resembles the texture of meat. The bead-based process would involve slight temperature changes to trigger expansion.

Mr Matheny said: "There would be a lot of benefits from cultured meat."

These include the ability to control the nutrients contained, dispensing with the drugs used on livestock, and a reduction in the pollution generated by meat processing.

"In vitro" meat, as it is known, has already been created in small quantities by NASA using fish tissue.

"But that was a single experiment and was geared towards a special situation – space travel. We need a different approach for large scale production," said Mr Matheny.

Further information: http://news.mongabay.com/2005/0709-rhett_butler.html
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Food lovers take time out in Skye

Date: Mon, 11 Jul 05 **Type:** DirectNews Item

Analysis

Delegates from the Italy-based "Slow Food Movement" are to arrive on the Scottish island of Skye next month for the inaugural meeting of Slow Food UK

Founded in the Italian town of Bra in 1986, the movement dedicates itself to the appreciation and promotion of locally grown, chemical-free food in the face of mass production and an increasingly fast-paced lifestyle.

It "encourages people to take time out to enjoy food together and relax", according to John Tiller, founder of the movement's Edinburgh branch in 2001.

Fiona Richmond, Slow Food UK's recently appointed executive director, explains that Skye was selected as the location as it is "a very slow island", according to the Times.

Renato Sardo, director of the international office, also praised Scotland's gastronomic reputation, marking it out as a natural choice for the inaugural convention.

"Scotland really is one of the best areas in the UK for locally grown produce. There is the seafood, beef, whisky and vegetables," he said.

The Slow Food Movement was founded by food writer, Carlo Petrini, when a McDonald's outlet was opened by the Spanish Steps in Rome.

This initial perceived threat to Italy's food heritage has attracted 83,000 members worldwide. Last year, the founders opened a University of Gastronomic Sciences near Bra to further the cause.

Further information: http://www.timesonline.co.uk/article/0,,2090-1685852_2,00.html

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Foster's announces new posts

Date: Mon, 11 Jul 05 **Type:** DirectNews Item

Analysis

Foster's Wine Estates has announced a new leadership team as part of its integration for Beringer Blass Wine Estates and Southcorp in the European and UK markets.

The new appointments, which came into effect on July 1st, are part of the group's plans "to move through the integration at pace but without haste in order to ensure a smooth transition", according to just-drinks.com.

The new leadership structure, which is for Europe, the Middle East and Africa (EMEA), included Peter Jackson, who moves from Southcorp Wines Europe to assume the post

of commercial director of the continental Europe region. Mr Jackson also brings experience from his time with Anheuser-Busch.

Neil Barker also transfers from a post as sales director for Southcorp Australia to head up the new UK unit as commercial director.

FGL Wine Estates EMEA managing director, John Philips, said: "This is a high calibre team with a wealth of experience in the drinks and FMCG sectors.

"I believe the combination of great people and great brands will be the key to our success in our mission to build the world's leading premium wine company."

He added that the businesses were expected to be fully integrated within 12 months.

Key Foster's brands include Rosemount, Lindemans, Penfolds and Matua Valley.

Further information: http://www.just-drinks.com/news_detail.asp?art=27750

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New codex food guidelines announced

Date: Tue, 12 Jul 05 **Type:** DirectNews Item

Analysis

New global guidelines governing the labelling on vitamin and mineral supplements is one of the recommendations that has been accepted by the Codex Alimentarius Commission (CAC) at the end of its weeklong meeting in Rome.

The subsidiary of the UN Food and Agriculture Organisation and the UN World Health Organisation (WHO) agreed on the need for labelling to include information on maximum consumption levels of such food supplements.

The guidelines also state that consumers in all countries should be explicitly encouraged to turn to a balanced diet for the necessary daily amounts of vitamins and minerals.

Another of the 20 new and amended standards to emerge was to establish a task force to address antimicrobial resistance, although a decision will not be made until next year.

Organisations have uniformly drafted guidelines for the cautious use of antimicrobials in animal production and human health, but the task force will involve cross-sector collaboration, with animal health and production, human health and drug manufacturing all represented.

Antibiotic treatment of sick animals used for human consumption and antimicrobials being used as pesticides are emerging concerns.

Particularly problematic is the increase in the number of resistant strains of diseases being passed on to humans in contaminated food.

The CAC has 172 members, representing approximately 120 countries, all of which are

members of the FAO or WHO.

Further information:
http://biz.yahoo.com/prnews/050711/dcm032.html?v=15
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Genetic markers could hold key to coffee crop

Date: Tue, 12 Jul 05 **Type:** DirectNews Item

Analysis

A scientist from the University of Nottingham has put forward a possible solution to a common problem for coffee farmers.

The Robusta crop (*Coffea canephora*) is the main variety for producing instant coffee granules, but it suffers from the condition of "self-incompatibility", which means it can't pollinate itself.

Farmers therefore need to grow it in mixed plantings for the purposes of cross-pollination, but they need to make a decision as to which varieties to cross to maximise yield.

Addressing the Society for Experimental Biology's annual main meeting in Barcelona yesterday, Sylvester Tumusiime suggested that this problem could be tackled with "molecular markers" that identify self-incompatibility genotypes.

Work carried out in collaboration with the Ugandan Kawanda Agricultural Research Institute (KARI) has looked into the impact of a group of proteins called ribonucleases (RNA-degrading enzymes) on self-incompatibility (S).

A number of distinct ribonuclease patterns have been found in female plant reproductive tissues, and as plants with the same S-genotype cannot fertilise each other, research is now seeking to identify different genotypes.

This technique has previously been used for fruit crops such as cherries, but has not been suggested for coffee growing until now.

Although the higher value Arabica crop is self-compatible and therefore easier to cultivate, Robusta offer a genetic diversity that could increase the crop's resistance to disease and impact from the environment.

Further information:
http://www.medicalnewstoday.com/medicalnews.php?newsid=27258
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DTI removes red tape from export packaging

Date: Tue, 12 Jul 05 **Type:** DirectNews Item

Analysis

Plans to reduce the amount of red tape in the packaged goods industry have been announced by the Department of Trade and Industry (DTI).

The government aims to reduce "unnecessary" costs to the industry with new legislative measures that still protect the consumer.

The regulations will combine all existing measures into a single set of rules, which will be of relevance to the food packaging industry.

Specifically, laws relating to the weighing of packages will be affected.

Currently, the packaged goods industry has to give notice to all local weights and measures authorities for each batch of packages it exports.

The new regulations will replace this requirement with a single notice system, and restrictions on the equipment that can be used to measure the contents of packages will be removed.

Consumer minister, Gerry Sutcliffe, explained: "These measures are further evidence of this government's drive to strip away barriers to competitiveness and we are working with business to achieve this."

A consultation process on the proposals will run for 13 weeks until October 7th.

No further information.

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Bakemark UK launches filled Naan options

Date: Tue, 12 Jul 05 **Type:** DirectNews Item

Analysis

With the market for "Indian" snacks growing by 43 per cent a year, Bakemark UK has introduced two varieties of filled Naan bread to its Bon Vivant range of snack foods: Spicy Naan Vegetable and Chick Pea and Spicy Nann Chicken Curry.

Designed to appeal to the consumer who needs to eat while travelling, for example commuters, the products are packaged in a convenient sleeve that can also be used as a holding device.

Head of marketing, Kerrie Hampson, said: "The introduction of Spicy Naans is a natural step for BakeMark UK, given the rapid growth of the Indian snacks market," according to just-food.com.

"In development trials with potential customers, the products have already been extremely well received. They scored particularly well on the high ratio of filling to pastry, ease of availability and - above all - exceptional fresh and spicy taste," she added.

The products are supplied frozen in packets of 30, requiring approximately 18 minutes baking time, after which they may be kept in a hot display cabinet for up to an hour.

The UK market for Indian foods is estimated to be worth £488 million.

Further information:

food.com/news_detail.asp?art=61286&lk=rss"> http://www.just-food.com/news_detail.asp?art=61286&lk=rss

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Curry spice could protect against cancer

Date: Tue, 12 Jul 05 **Type:** DirectNews Item

Analysis

A scientific study has found that the yellow curry spice tumeric has the potential to stimulate tumour cell death, suggesting it could be another food beneficial in the fight against skin cancer.

The August issue of *CANCER*, journal of the American Cancer Society, outlines how researchers have treated three melanoma cell lines with the yellow pigment curcumin, varying the strength of the dose and the period of time studied.

The results have indicated that cell viability decreases as the curcumin dose administered is increased.

In addition "apoptosis", which is the term for the process whereby cells of all types effectively kill themselves, was found to be more likely at higher concentrations for shorter periods of time, and vice versa.

The authors of the study commented: "Based on our studies, we conclude the curcumin is a potent suppressor of cell viability and inducer of apoptosis in melanoma cell lines.

"Future investigation to determine the effects of curcumin in animal models of melanoma and clinical trials are planned."

The same team of researchers previously found that curcumin stopped the spread of breast cancer tumour cells in mice.

Further information: <A href="

<http://www.medicalnewstoday.com/medicalnews.php?newsid=27261>">

<http://www.medicalnewstoday.com/medicalnews.php?newsid=27261>

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The future of real ale debated

Date: Tue, 12 Jul 05 **Type:** DirectNews Item

Analysis

Opinion is divided over real ale's future following two recent brewing takeovers.

Wolverhampton and Dudley Breweries (W&DB) acquired Cumbrian brewer Jennings last month, and TD Ridley and Sons was recently bought by Greene King for £45.6 million.

One opinion is that Greene King has been successful in building a new consumer base for real ale among the young.

The company reported a growth in turnover of 33 per cent in the year ending May 1st, which has been attributed to the building of its key brands, as well as the acquisition of

the Laurel pubs at the end of 2004.

Notably, Tetley's Bitter has been usurped by Greene King's IPA to assume the status of the UK's best selling cask beer brand.

John Band, analyst with Datamonitor, told BeverageDaily.com that the brewer's recent increase in sales of five per cent from its key brands IPA, Old Speckled Hen and Abbot Ale "show that it is possible to market real ale as a premium drink".

"Young people are beginning to see these brands as upstream and innovative, in the same way as they do Belgium beers," he added.

However, many traditionalists believe the takeovers are endangering the range of real ales available to the public.

Mike Benner, chief executive of CAMRA, commented: "A new generation of national brewers has been created and is a threat to consumer choice."

Further information: <http://www.beveragedaily.com/news/news-ng.asp?n=61225-greene-king-heralds> <http://www.beveragedaily.com/news/news-ng.asp?n=61225-greene-king-heralds>

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H&W announces new brewery plans

Date: Wed, 13 Jul 05 **Type:** DirectNews Item

Analysis

Brewer of the badger beer brand, Hall & Woodhouse (H&W) has unveiled plans to build a new brewery at its Blandford, St Mary site, using space that has become available following the company's sale of its soft drinks division.

The announcement came as the Dorset-based brewer launched its new four per cent ABV cask and bottled bitter, Badger First Gold.

It is hoped that work on the new facility will be able to commence in 2007, following a consultation process with the local community.

The existing brewery, which is more than one hundred years old, will be decommissioned, although the Victorian architecture will be preserved in a new residential development.

Managing director, David Woodhouse, told the Publican: "We want to secure our brewing heritage for the next 100 years. Our existing brewery was built in 1899 and has served the company well, but a new brewery will enhance both our brewing capability and our competitiveness in the marketplace."

The company sold its soft drinks business, including the Panda and Popzone brands, to Nichols in January this year.

The company's 250 strong pub estate includes London's The Ship & Shovel, split between two sides of the street and linked by a cellar. In addition to the Badger beers, its

brands include Hofbrau lager.

Further information: http://www.thepublican.com/cgi-bin/item.cgi?id=17904&d=32&h=24&f=23&dateformat=%25o%20%25B%20%25Y

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US scientists link salt to asthma

Date: Wed, 13 Jul 05 **Type:** DirectNews Item

Analysis

Scientists at the University of Indiana in the US claim to have discovered a link between a high salt diet and asthma.

24 people with asthma and exercise-induced bronchoconstriction (EIA) were split into two groups and provided with either a low salt or a high salt diet.

The low salt diet entailed the consumption of 1,446mg of sodium per day, with those on the high salt diet upping their intake to 9,873mg per day.

However, the high salt measure was representative of many typical adults' daily salt consumption, according to the study's lead author, Timothy Mickleborough.

After 20 minutes of exercise, findings included a drop of some 27.4 per cent in forced expiratory volume within one second on the high salt diet.

This measure of lung function compares with an average decrease of just 7.9 per cent among those on the low salt diet.

The scientists also examined the saliva of the study participants, and found a higher concentration of proinflammatory mediators and airway cells with the high salt participants, both of which supported the connection.

The scientists explained: "Participants on the high-salt diet showed a dramatic decline in lung function after physical activity," according to Foodnavigator.com.

A 2004 White Paper on public health outlines the UK government's target to reduce daily salt intake to 6g per person per day by 2010.

Further information: http://www.nutraingredients.com/news/news-ng.asp?n=61267-high-salt-diet

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Melon with a hint of lemon

Date: Wed, 13 Jul 05 **Type:** DirectNews Item

Analysis

Supermarket chain Tesco is preparing to introduce a new watermelon to the British public, but it will have yellow flesh instead of red.

In addition to the unusual colour, Tesco also says that the new fruit has a slight citrus taste.

Grown organically, the Spanish "Graciosa" watermelon has very few or no seeds, and Tesco says it is the most "spectacular looking" melon it has ever sold, according to freshinfo.com.

The fruit will be marketed as part of the chain's "Finest" range, and is expected to appeal to dieters in the summer months, as it contains just 80 calories - one of the lowest calorific contents of any fruit. It is also fat-free.

Tesco hopes that the new fruit will boost sales in a sector that is already proving increasingly popular.

A hybrid, the melon was developed by crossing other modern yellow melon varieties with seedless melons.

Further information:
http://edinburghnews.scotsman.com/uk.cfm?id=816872005
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Campaign to name the best of British produce

Date: Wed, 13 Jul 05 **Type:** DirectNews Item

Analysis

The shadow secretary of state for transport has thrown his weight behind a campaign to protect locally produced food in accordance with EU rules.

To this end, the conservative MP has tabled a parliamentary motion for the government to liaise more closely with the UK's food industry, which has already won multi-party support.

The Country Land and Business Association (CLA) is hoping to increase the number of UK applications to have the names of distinctive British products secured.

EU rules enable food and drink to be granted Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI) status, but according to CLA chairman, Mark Hudson, "we need to be much smarter about safeguarding the names of these foods".

One example of a food being considered for this treatment is the classic Melton Mowbray Pork Pie, according to just-food.com.

Melton Mowbray is in Mr Duncan's constituency of Rutland & Melton.

Mr Hudson explained: "Not enough food producers are aware that they can apply to have the name of their wonderful sausages, smoked fish or traditional cakes secured in this way – helping them to get across to the consumer just what it is that makes their product great."

Further information: http://www.just-food.com/news_detail.asp?art=61302&lk=rss
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Government supports British health food industry

Date: Wed, 13 Jul 05 **Type:** DirectNews Item

Analysis

The UK government has issued a response to yesterday's decision from the European Court of Justice to uphold the Food Supplements Directive, which comes into effect on August 1st 2005.

The directive calls for such health food supplements to win approval for inclusion on a "positive list" if they are to be sold.

Although the Court's own Advocate-General previously said the directive went against EU principles, the latest ruling regards such certification to be a means of protecting the safety of consumers.

The British Health Food Manufacturers' Association has supported industry claims that, if ratified, the directive will hit UK business hard.

Public Health Minister, Caroline Flint, commented: "Speaking as the UK Government, our aim has always been to ensure the safety of food supplements and support consumer choice without imposing unnecessary burdens on business.

"We are concerned that some of the provisions in the Directive could be unduly burdensome. We understand the difficulties that industry and small businesses, in particular, have faced and we will continue to work closely with them to resolve the problems."

The UK food supplements industry has submitted 500 dossiers to the Food Standards Agency (FSA) in support of supplements not yet on the EU's list.

These substances will remain on the UK market until they are assessed by the European Food Safety Authority (EFSA).

Further information: http://www.medicalnewstoday.com/medicalnews.php?newsid=27322
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Sucralose enjoying sweet success

Date: Wed, 13 Jul 05 **Type:** DirectNews Item

Analysis

The sweetener sucralose is dominating the growing market for alternatives to sugar, as food and drink manufacturers strive to meet public demand for fewer calories in their products.

According to data from analysts Mintel, of the 942 food and drink products with

sweeteners launched between January and June this year, almost half contained sucralose alone.

These 458 products compare with the 300 made with the amino acid based aspartame and the 184 products to use Acesulfame K, according to Foodnavigator.com.

While aspartame and Acesulfame K are both around 200 times sweeter than sugar, sucralose is 600 times sweeter than sucrose, and is the only sugar-derived sweetener to contain no calories currently available.

In February this year, Coca-Cola launched a version of its Diet Coke brand containing Tate & Lyle's Splenda sucralose, which has seen a surge in demand.

Mintel found that the market for sucralose was led by the drinks industry, accounting for 106 of the 458 launches.

Drinks were followed by confectionery, a distant second with 74 product launches.

The sweetener market is predicted to swell by approximately 8.3 per cent a year until 2008.

Further information: <http://www.foodnavigator.com/news/news-ng.asp?n=61232-sucralose-dominates-food>
<http://www.foodnavigator.com/news/news-ng.asp?n=61232-sucralose-dominates-food>

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Genetic project to benefit whiskey industry

Date: Thu, 14 Jul 05 **Type:** DirectNews Item

Analysis

A number of British food and drink industry associations and agricultural bodies are to contribute to a £1.8 million research project aiming to improve the quality of barley.

Scientists from the Scottish Crop Research Institute will conduct tests to identify the genes in the crop that affect factors such as yield, susceptibility to disease, resistance to pests, and the amount of alcohol that can be produced.

Most of the 50 per cent of farmland in Scotland given over to barley is used by UK whiskey producers, whose export sales account for almost a quarter of total food and drink export revenue.

The project's leader, Dr Robbie Waugh of the Scottish Crop Research Institute, explained: "We expect to be able to identify the genes that could lead to improvements in the quality of barley that will be of interest to growers, producers and drinkers," according to Foodnavigator.com.

While barley growers had seen an impressive increase in yields over the last 15 years, he said that this was largely a matter of "informed guesses" rather than scientific knowledge.

"If we can work out which genes have been selected we can also go back into other plant

material to see whether or not there are other natural variants that are not in the barley gene pool," Mr Waugh continued.

Among the industry partners are Coors Brewers UK, Secobra UK and The Maltsters Association of Great Britain.

Annual exports of UK whiskey amount to approximately £2 - 3 billion.

Further information: <http://www.foodnavigator.com/news/news-ng.asp?n=61275-barley-genes-targetted> <http://www.foodnavigator.com/news/news-ng.asp?n=61275-barley-genes-targetted>

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A definition of "vegetarian"

Date: Thu, 14 Jul 05 **Type:** DirectNews Item

Analysis

The UK Food Standards Agency (FSA) has issued new draft guidelines to standardise the use of the terms "Vegetarian" and "Vegan" in the labelling of food items.

The definitions are thought to be necessary to address consumer confusion as to what could go into a so-called "vegetarian" product.

While the case of "Vegan" is essentially clear-cut, and should not be applied to any foods made from or with the aid of animals or animal products, "Vegetarian" is more open to debate.

However, the FSA's proposal is that the term should not be used to describe products made from meat, or with the aid of products derived from the slaughter of animals.

These include red meat, poultry, game, fish, shellfish, crustaceans, amphibians, molluscs and insects, as well as their by-products.

The FSA has consulted, and continues to consult food industry representatives concerning the definitions, including manufacturers, vegetarian and vegan organisations and religious groups.

Some disagreement results from the fact that people choose to be vegetarians for different reasons, and this is reflected in the foods that are deemed permissible.

For example, many of those who are vegetarian on religious grounds rule out eggs from their diets, but the UK Vegetarian Society allows eggs if they are Free Range.

The UK Vegetarian Society is meanwhile pushing for an early day parliamentary motion for a legal definition of "vegetarian".

No further information.

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Older consumers driving ready meal growth

Date: Thu, 14 Jul 05 **Type:** DirectNews Item

Analysis

The majority of European ready meals are sold to consumers in the bracket aged 55 and over, and not 25 to 34, or 35 to 44 year olds, as perhaps might have been expected.

According to a new report from market analyst Datamonitor, 2004 Europe-wide figures show that older consumers represented 26 per cent of the ready meals market, compared with 19 per cent and 22 per cent in the 25 to 34 and 35 to 44 age brackets respectively.

The report suggests that reasons for the trend could include living alone as life expectancy increases, as well as the growth of phased retirement, with employees continuing to work into older age.

French seniors accounted for 29.7 per cent of total spend on the country's ready meals, the British, 27.4 per cent, and the Germans, 26.5 per cent.

The report also found that the majority of ready meal consumption in these three largest markets was both urban and male.

Consumer markets analyst, Daniel Bone, said: "Just like twenty and thirty-somethings, older consumers are constantly seeking out ways to maximise their limited leisure time," according to just-food.com.

The report anticipates that the chilled meal sector will grow faster than frozen foods in the years to come, as a more discerning type of customer perceives them to be fresher.

Further information: <http://www.foodnavigator.com/news/news-ng.asp?n=61289-food-makers-to> <http://www.foodnavigator.com/news/news-ng.asp?n=61289-food-makers-to>

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US watchdog comes down hard on soft drinks

Date: Thu, 14 Jul 05 **Type:** DirectNews Item

Analysis

A consumer watchdog in the US has petitioned the US Food and Drug Administration to make government health warnings mandatory for soft drinks.

The Center for Science in the Public Interest (CSPI) has claimed the public requires such cigarette-style warnings owing to the growing obesity "crisis" sweeping the developed world, particularly in North America.

The risk of diabetes and tooth decay would also be highlighted under the proposals, and consumers would be encouraged to try water or diet varieties of drinks instead.

CSPI executive director, Michael Jacobson, explained: "Soda pop used to be an occasional treat. Now it's an everyday beverage," emphasising its absence of any nutrients whatsoever.

The warning would "push the public to a healthier diet as aggressively as the soft drink industry, the fast food industry and others push people in the other direction," he added.

However, The American Beverage Association (ABA) rejected the proposal, branding it patronising.

The association's head, Susan Neeley, commented: "Individuals, not the government, are in the best position to make the food and beverage choices that are right for them."

Further information: <A href="

http://money.cnn.com/2005/07/13/news/fortune500/softdrinks_health.reut/>

http://money.cnn.com/2005/07/13/news/fortune500/softdrinks_health.reut/

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Scientists consider goat meat low risk

Date: Thu, 14 Jul 05 **Type:** DirectNews Item

Analysis

Scientists working for the European Food Safety Authority have concluded that the EU's goat population is unlikely to be at significant risk from BSE.

The announcement comes after the European Commission carried out more than 93,000 tests on goats when one French goat was confirmed with the disease in January this year.

None of the other goats in the herd were found to be contaminated, and the goat in question was born before the imposition of the Europe-wide ban on meat and bone meal (MBM) in feed in 2001, according to the Food Standards Agency (FSA).

Earlier this year the scientists also advised that goat's milk and milk products were unlikely to pose a threat, regardless of the country of origin.

MBM was determined to be the most likely route to the infection of cattle with BSE, and the ban was first introduced in the UK in 1988, becoming fully effective in 1996.

One goat born before the introduction of the UK ban is currently being examined, with results expected in approximately two years from now.

All goats over the age of 12 continue to have their brain and spinal cord removed, as these are identified as being the most potentially infectious body parts. However, such risk management is not thought to be as effective in goats as it is in cattle.

Further information: <A href="

<http://www.food.gov.uk/news/newsarchive/2005/jul/riskfrombseingoat>>

<http://www.food.gov.uk/news/newsarchive/2005/jul/riskfrombseingoat>

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Study to explore the power of wholegrain

Date: Thu, 14 Jul 05 **Type:** DirectNews Item

Analysis

A new £568,800 study is to investigate further the health benefits of eating wholegrain as opposed to refined foods.

Funded by the Food Standards Agency (FSA), experts from the University of Aberdeen, the Rowett Research Institute and Robert Gordon University are collaborating to

determine whether making the switch can reduce the risk of heart disease.

Volunteers aged between 40 and 65 will be observed for 16 weeks on different diets.

All will eat only refined foods, such as white rice, bread and pasta, for an initial four weeks, according to Red Nova.

Thereafter, they will either remain on this diet or change to one of two programmes based on wholegrain foods.

One is wheat-based, including wholemeal bread and breakfast cereals, and the other adds oats into the mix, for example in the form of porridge or oatcakes.

Previous studies have found a link between wholegrain foods and a reduction in cardiovascular disease (CVD), although this has not been fully proven.

Further information: <A href="

http://www.rednova.com/news/health/173175/study_to_investigate_benefits_of_porridge/>

http://www.rednova.com/news/health/173175/study_to_investigate_benefits_of_porridge/

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Beef industry under threat

Date: Fri, 15 Jul 05 **Type:** DirectNews Item

Analysis

The beef industry has expressed concern that ongoing price volatility will affect farmer confidence, and could lead to a fall in beef output if not addressed.

The price of finished beef dropped by 10 to 15p per kilogram over the last fortnight, triggered by a recent trend of finishing steers six months younger than was customary, according to the National Beef Association (NBA).

This has had the knock-on effect of increasing the amount of beef on the market at a time when less was anticipated, and retailers were therefore encouraged to turn to imports to meet demand.

The NBA also sees the problem as stemming from the process of adjusting to the removal of BSP payments, and the new Single Farm Payment system.

NBA chairman, Duff Burrell, commented: "We are worried that many will react to the extremely disappointing price position by reviewing their commitment to beef cattle in 2006 and beyond."

"There is only one cure for this", he explained, "and that is acceptance by retailers, and then processors, that beef farmers cannot survive medium term at current prices and that if the depressed market continues many could, and should, give up breeding and feeding and discover other, more encouraging, ways of making a living."

Bruce Walton of Hopes Auction Company in Wigton, Cumbria, added: "if the feeders

aren't buying the cattle from the breeders in the hills then they won't keep their cows, particularly now with the new Single Farm Payment system."

Further information: <A href=

http://www.stackyard.com/news/2005/07/cattle/market_price.html>

http://www.stackyard.com/news/2005/07/cattle/market_price.html

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Report highlights cost of food transport

Date: Fri, 15 Jul 05 **Type:** DirectNews Item

Analysis

A new government report has called for the number of "food miles" products travel to be monitored as part of plans to reduce the "environmental and social costs of food transport" by approximately 20 per cent by 2010.

However, the department for the environment, farming and rural affairs (Defra) has emphasised that the manner, timing, location and efficiency of food transportation should all be scrutinised, as well as the distance.

The proposals include monitoring the distance travelled by heavy good vehicles (HGVs), as food transport has been found to account for 25 per cent of the total number of kilometres travelled.

The amount of food transported in this way has doubled since 1974, and at the same time shoppers in the UK are estimated to travel around 898 miles a year by car, purely to buy food.

Sustainable food and farming minister, Lord Bach, said: "This study is an interesting contribution to the 'food miles' debate. It shows that the issue is complex and that a range of factors have an effect on the overall impacts of food transport, not purely the distance travelled by individual products.

"We will update and publish these trends each year and I hope it will lead to a healthy debate between consumers, food producers, supermarkets, environmental groups and public authorities."

Possibilities for addressing the estimated £9 billion annual cost include internet buying and home delivery for consumers, and buying more local, organic and seasonal products.

The report is published for consultation in April, recommending the food sector to prepare a plan by 2006.

Further information: <A href="

<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2005/07/15/ntomato15.xml&Sheet=/news/2005/07/15/ixhome.html>>

<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2005/07/15/ntomato15.xml&Sheet=/news/2005/07/15/ixhome.html>

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Aspartame producers deny cancer claim

Date: Fri, 15 Jul 05 **Type:** DirectNews Item

Analysis

Two producers of the sweetener aspartame have denied a link between the product and cancer.

Their statements follow research from the Italy-based European Foundation of Oncology and Environmental Sciences published yesterday.

The foundation carried out a study on rats, which concluded that as the dose of aspartame was increased, so did the risk of female rats developing lymphomas and leukaemias.

The report, published in the European Journal of Oncology, called for the "urgent re-examination of permissible exposure levels of aspartame in both food and beverages, especially to protect children".

The European Food Safety Authority (EFSA) is now investigating the matter "as a matter of high priority", but US based Nutrasweet and Japanese firm Ajinomto have challenged the validity of the studies.

In particular, Ajinomoto said the levels administered in the trials were out of all proportion to human consumption, equating to the amount found in 2,000 cans of soft drink.

Spokesman for Nutrasweet, Hud Englehart, told the Daily Mail: "Aspartame is the most thoroughly tested food ingredient of today. More than 200 studies confirm its safety."

Further information: <http://www.newsinferno.com/storypages/7-15-2005~001.html>

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Flexible packaging firm targets food sector

Date: Fri, 15 Jul 05 **Type:** DirectNews Item

Analysis

UK packaging manufacturer, Roberts Mart, has announced that it will be opening a new lamination department to serve the food processing industry in August this year.

Global demand for converted flexible packaging is expected to increase by approximately seven per cent this year, and the company sees much of this as stemming from the food and drink sectors.

The new plant will make use of a £2 million, 10 colour Fischer & Krecke flexo laminating press, which can print widths of up to 1,300mm and reel diameters up to 1,000mm.

At 27 m in length, the company believes it is the longest machine of its kind in the UK.

Group operations manager, Simon Plomer-Roberts, told FoodProductionDaily.com: "The printing press is quite revolutionary in terms of its capability and size.

"I intend to use this new print technology to target large corporations in the food and drink sector, as well as supplying existing customers with a higher quality service."

The company moved into its Leeds base last Autumn, receiving accreditation from the British Retail Consortium (BRC) and the Institute of Packaging in October.

Further information:
http://www.foodproductiondaily.com/news/news-ng.asp?n=61304-flexible-packing-firm

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Wetherspoon results on track thanks to food

Date: Fri, 15 Jul 05 **Type:** DirectNews Item

Analysis

Pub chain JD Wetherspoon has said that it is on track to meet its expectations of annual results this year, largely thanks to an increased demand for food.

Although Finance director, Jim Clarke, said that the trend of lower bar sales noted in April had continued, profits of £45.4 million are still a feasible target.

The group said that like for like sales had been positive over the last three weeks, with sales for the financial year to date up three per cent at £779 million.

Looking back over the past seven weeks, however, the figure became negative, a decrease of 1.8 per cent.

The financial announcement comes as the chain is planning to make another 30 of its pubs smoke free this year, although sales figures for the 25 pubs where smoking is already banned were not provided.

The 30 pubs include sites in Leicester, Chichester and Birmingham, and are part of the chain's aim to make 10 per cent of its estate entirely non-smoking by Christmas this year.

Mr Clarke said: "It's not just a case of closing one night and opening as a non-smoking pub the next. We have a plan and spend money on freshening the pub up, as well as working with local press and radio to drum up momentum."

Further information:
http://breakingnews.iol.ie/news/story.asp?j=149532212&p=y4953z9y8
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School meal study reveals findings

Date: Fri, 15 Jul 05 **Type:** DirectNews Item

Analysis

A two year study of food choices made at a North London school has confirmed the worst: that children prefer foods high in sugar and fat in spite of healthier options being made available.

The team from the Institute of Food Research implemented a scheme of payment by smart card at the Haberdashers' Aske's Boys' School in Hertfordshire, with each transaction electronically recorded for over a year.

The technology also meant that the meals could be converted into their constituent nutritional parts.

Project leader, Dr Nigel Lambert, said that the system had "succeeded in objectively recording food choice with 99 per cent accuracy", also reducing queuing times.

However, while the technical side of the scheme was successful, the results will be likely to cause concern.

Senior nutritionist, Professor Ian Johnson, explained: "Not all the data has been analysed, but we can already see that despite a vigorous healthy eating policy operated by the caterers and the school, and healthy foods being readily available, the children generally preferred products high in sugar and fat. This reflects the preferences of most UK children."

Smartcard systems for schools could enable personal feedback sessions or "reward" schemes to be implemented, and the technology could also be applied to monitor choices made by other groups, for example the armed forces or prison inmates.

Further information: http://www.just-food.com/news_detail.asp?art=61338

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Omega-3 found to help the under threes

Date: Mon, 18 Jul 05 **Type:** DirectNews Item

Analysis

An investigation into the benefits of Omega-3 polyunsaturated fats for young children has yielded promising initial results.

Following six weeks of daily doses of fish oils, children under the age of three have exhibited notable improvements in their behaviour and learning.

The study on 60 children, aged between 20 months and three years, was launched three months ago, and interim results have just come to light.

Children were tested for IQ, reading, spelling and behaviour in the first trial of the fish oil supplements on pre-school age children.

Dr Madeleine Portwood, educational psychologist, told the Observer: "We saw children whose learning skills went from being six months below their chronological age to absolutely normal in just three months.

"Some two-year-olds went from having a vocabulary of 25 single words to being able to use whole sentences, while others were able to sit down and concentrate for the first time

in their lives."

The Durham Sure Start trial is to run for a year, and is part of a wider project exploring the effects of Eye Q fish oil supplements, manufactured by Equazen.

Found in fish such as trout, salmon and sardines, Omega-3 has also been identified as generally beneficial to heart health and the cardiovascular system.

Further information: <A href="

<http://education.guardian.co.uk/schools/story/0,5500,1530478,00.html>>

<http://education.guardian.co.uk/schools/story/0,5500,1530478,00.html>

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Re-marketing the market place

Date: Mon, 18 Jul 05 **Type:** DirectNews Item

Analysis

Fresh produce is the key to continuing the traditional market stall method of retailing, according to a new study.

Market stalls and their customers are dwindling, but a new report claims that fresh produce is the key to their survival.

Nick Rhodes who carried out the research on behalf of the National Association of British Market Authorities, the National Market Traders' Federation and the Association of Private Market Operators with the Retail Enterprise Network, told just-food.com: "The way forward for markets is in food."

Increasingly, popular food and drink specialist markets, such as Farmers' Markets and European Markets, suggest that food is the way forward for market retailing.

Mr Rhodes claimed that the industry has "the opportunity to tap into the healthy eating trend to boost sales of fresh produce".

However, there is also a need to re-appropriate the image of the market, which currently has a lower status than shops, Mr Rhodes claims.

"Traders need to explore providing better quality food and wholesalers have a role to play in providing a better quality offer for stalls to purchase," he concluded.

No further information.

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Europe tackles food waste

Date: Mon, 18 Jul 05 **Type:** DirectNews Item

Analysis

Food research centres across Europe are to join forces for a new project aimed at identifying ways in which waste sub-products from vegetable processing and brewing can be re-used.

"Reducing Food Processing Waste" (REPRO) is being led by the UK's Institute of Food

Research, with input from other centres in the Netherlands, Finland, Sweden, Norway, France, Lithuania and Turkey.

It is estimated that a million tonnes of waste cuttings, including external leaves and stems, are removed from vegetables in Europe every year.

This is in addition to 3.4 million barley husks from beer brewing, and both are currently disposed of in an environmentally unsatisfactory manner, the project claims.

REPRO will look to reassess these products, rich in nutrients, with an end to generating commercial value for the agrifood, pharmaceutical and cosmetic industries.

The project's key activities are therefore to develop safe, stable procedures for tracing the products; to develop enzymic bio-processes for their isolation; and to use these in hybrid systems that also recycle the process water.

At the same time, the team will strive to minimise any possible market risks.

Further information: http://www.eitb24.com/noticia_en.php?id=76315

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Airline drinks deal in the bag

Date: Mon, 18 Jul 05 **Type:** DirectNews Item

Analysis

The Ireland-based Little Drinks Company has signed a deal with budget airline Ryanair to supply its packaged spirits products for three years.

Original Bullseye Baggies "Baggies", which offer spirits in 25ml plastic sachets rather than the traditional miniature bottles, have been trialled by the airline since February, during which time sales have doubled, according to the managing director of Little Drinks, Elmer Kerr.

Priced at €5, the 40 per cent proof servings of vodka, gin, rum, whiskey and cognac, are to be joined by Irish Cream, bourbon and tequila this year.

There is also a two for one offer, which Ms Kerr says "is proving extremely popular", according to the Times.

The benefits of the sachet packaging are that it saves on fuel and waste disposal costs, and also allows twice the quantity to be stocked on flights.

However, the launch in August last year also led to criticism that the products could increase underage drinking, and they were removed from Irish retail outlets.

Ms Kerr explained: "Our market is the global airline industry."

The Little Drinks Company has pitched its product range to four European airlines, with five more in the pipeline, as well as three American airlines.

Having signed a deal with a Balkan distributor, baggies will also be stocked on nine Adriatic ferries.

Further information: http://www.timesonline.co.uk/article/0,,2095-1696903,00.html

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EFSA approves GM maize range

Date: Mon, 18 Jul 05 **Type:** DirectNews Item

Analysis

The European Food Safety Authority (EFSA) has approved the use of a new group of genetically modified (GMO) crops for use as food and feed.

On Friday the regulator approved a number of varieties of Monsanto maize, including MON863 x MON810 x NK603, MON863 x NK603 and MON863 x MON810.

The approvals also coincided with the publication of a new set of guidelines, advising companies how to apply to have GM crops EU approved.

This document, published on the EFSA website, is now in a period of consultation until the deadline of September 15th, according to FoodProductionDaily.

When ratified by the European Commission, food processors will be able to import the maize for use in products, although individual countries can still block this right.

Between 1998 and 2004 new GM crops were entirely banned across the EU, and in spite of improvements in labelling, governments can still ban a GMO if they can provide justification.

Last month the EU's environmental ministers passed eight bans on varieties of maize and rapeseed in five countries.

Further information: http://www.foodproductiondaily.com/news/ng.asp?id=61340

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Crate great for meat shipping

Date: Tue, 19 Jul 05 **Type:** DirectNews Item

Analysis

Canadian company IPL Material Handling has announced that its new SmartCrate 3513-11 can meet demand for improved conditions when shipping bone-in-loin pork and beef meat to retail outlets.

Both collapsible and reusable, the crate's thin, ventilated walls also increase the rate of heat transfer from the meat, thus reducing cool down time and increasing shelf life.

Thin, straight walls also save space, and some are contoured for the same reason. The

walls fold out to provide easy access to the meat products when unpacking, removing the need for lifting.

Providing superior product protection and tracking than crates for single use, the SmartCrate is an extension of the company's current line, and is assembled in two stages.

It can also be cross-stacked, which removes the need for film wrap or other packaging for securing purposes.

The company said: "The IPL SmartCrate addresses the meat industry's desire to better control the preparation and packaging of meats, including the use of modified atmosphere packaging (MAP)," according to FoodProductionDaily.

"By preparing meat at case-ready plants, retailers can lessen their losses due to spoilage, ultimately saving money," it added.

Further information: <http://www.foodproductiondaily.com/news/news-ng.asp?n=61377-collapsible-crate-targets>

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Salads contain as much salt as fries

Date: Tue, 19 Jul 05 **Type:** DirectNews Item

Analysis

A UK study has revealed that some ready made salads contain the same amount of salt as some fast food products.

Research conducted by the Consensus Action on Salt and Health (CASH) found that one fifth of pre-packaged salads available in high street outlets contained three grams of salt; the same amount as is present in a McDonald's Big Mac and large fries.

The survey of 81 salads found that 40 per cent contained more than two grams of salt, and two of the salad options were found to contain six grams, the total recommended daily intake.

These two were both McDonald's crispy chicken salad options dressed with Newman's Own light dressings, whereas one of the healthiest was Burger King's LA garden salad, with 0.8 grams of salt.

Only two of the 81 salads were found to contain less than 0.5 grams of salt, and just under half did not indicate salt content anywhere on the packaging.

Chairman of CASH and Professor of Cardiovascular Medicine at St George's Hospital in south London, Professor Graham MacGregor, said: "Many people think salads, particularly in the summer, are a more healthy option.

"No way can these salads be described as a healthy option-one fifth of them contain the same or more salt than a Big Mac and Fries.

"These salads must be clearly labelled with the salt content per serving and if it is more than three grams of salt per serving they should carry a clear health warning."

A diet high in salt increases the risk of high blood pressure, which can cause strokes, heart attacks and heart failure.

Further information:
http://www.theherald.co.uk/news/43316.html
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SABMiller moves into South America with Bavaria acquisition

Date: Tue, 19 Jul 05 **Type:** DirectNews Item

Analysis

UK based brewer SABMiller, whose brands include Miller Lite, has confirmed it is taking a controlling 71.8 per cent stake in the Colombian brewing group Empresarial Bavaria.

The deal for \$7.8 billion, including equity value of \$4.8 billion, will also comprise a share swap with Bavaria's founding Santo Domingo Group.

Domingo will consequently acquire an economic interest in SABMiller of approximately 15.1 per cent.

The group anticipates annual cost synergies and operating improvements of around \$120 million by March 2010. The business will process annual beer volumes of approximately 175 million hectolitres.

Bavaria, whose key brands are Aguila, Cristal, Pilsener and Atlas, is the second largest brewer in the emerging South American beer market, with leading shares in Colombia, Peru, Ecuador and Panama.

In the scramble to corner emerging beer markets, this deal sees SABMiller second only to Inbev in terms of global volumes.

Last year Belgium's Interbrew bought Brazil's Ambev, making it the region's largest brewing operation.

Further information: http://www.just-drinks.com/news_detail.asp?art=27854
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Keeping poultry processing in trim

Date: Tue, 19 Jul 05 **Type:** DirectNews Item

Analysis

Researchers at the Georgia Tech Research Institute (GTRI) are in the process of testing two "augmented reality" systems designed to eliminate the need for human screeners on the poultry production line.

Screeners are employed to inspect carcasses and communicate to trimmers using gestures if they identify poultry parts that should not be processed.

One of the systems being field tested will automate the inspection process, thereby improving the efficiency of the production line.

Also being developed are two graphical communications systems, which will use light imaging to project graphical instructions onto the birds themselves.

Symbols will inform manual workers where to trim the carcasses or when to discard.

One of the systems uses a head-mounted display worn by the trimmer like a torch, while the second uses a laser scanner mounted in a fixed location.

Craig Wyvill, head of the institute's food technology processing division, explained: "We're well down the line on imaging and automation technology.

"But we need a communication system to get information to people who remain on the processing line."

Trimmers need advance warning of the workload coming to allow them to carry out basic tasks such as cleaning and sharpening knives.

Further information: <http://www.foodproductiondaily.com/news/news-ng.asp?n=61334-augmented-reality-could>

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Grapefruit found to reduce stomach ulcers

Date: Tue, 19 Jul 05 **Type:** DirectNews Item

Analysis

Research carried out at the Jagiellonian University in Krakow, Poland, has found that drinking grapefruit juice could have an unexpected health benefit: the quick healing of stomach ulcers.

Scientists chemically induced stomach ulcers in rats, and administered an extract of grape fruit seed at different concentrations to monitor the effect.

Levels of gastric secretion, higher among gastric ulcer sufferers, were recorded.

Following the extract dose, the secretion produced by the rats decreased by as much as 50 per cent, with progressive decrease in ulcer size at a 10 mg/kg concentration.

Blood flow in the ulcer areas increased, leading to rapid healing.

The tests also found that the extract had antibacterial and antioxidant properties, both of which helped the healing process by reducing acidity.

Presenting the results at the Digestive Disease Week conference in Chicago, Dr Thomas Brzozowski said that ulcer patients might think they should avoid grapefruit owing to its acidity.

"However, this research shows the exact opposite," he said, according to Medindia.com.

Further information: <A href="

http://www.medindia.net/news/view_news_main.asp?t=gn&x=4027>

http://www.medindia.net/news/view_news_main.asp?t=gn&x=4027

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Wine health claims called into question

Date: Tue, 19 Jul 05 **Type:** DirectNews Item

Analysis

Wine is often perceived as a "healthier" choice of alcohol, with many saying that a glass a day can even be good for the heart, reducing the risk of coronary disease.

However, a study of around 13,000 people carried out in the US has suggested that this could be misleading, as wine drinkers are generally healthier than other drinkers in any case.

Scientists from the Pacific Institute for Research and Evaluation examined data collected as part of the National Longitudinal Study of Adolescent Health.

The findings suggested that wine drinkers ate more healthily, smoked less, and had a better body mass, than beer and spirit drinkers.

They were also more likely to be vegetarians, had higher intelligence, and had fewer alcohol related problems as they were found to be more moderate in their intake.

In some categories, including diet and exercise habits, wine drinkers were even found to outperform non-drinkers.

Dr Mallie Paschall, the principal investigator for the study, concluded: "The notion that wine itself has health benefits fails to take into account a host of other factors, including that wine drinkers apparently live healthier lifestyles.

"Our finding that there's a relationship behind wine preference and healthy lifestyles raises questions about those studies that propose health benefits from wine itself."

Dr Paschall said that a long-term study would be necessary to prove the health claims for wine.

The findings were published in the American journal "Drug and Alcohol dependence".

No further information.

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Dark chocolate linked to lower blood pressure

Date: Tue, 19 Jul 05 **Type:** DirectNews Item

Analysis

The possible health benefits of eating dark chocolate have been further investigated in a US study, contrasting it with white chocolate.

Unlike the white variety, dark chocolate contains the antioxidants flavanoids, which are also found in fruit and vegetables and have been found to lower blood pressure in healthy individuals.

Researchers at the Jean Mayer USDA Human Nutrition Research Centre on Aging at Tufts University carried out their study on 10 men and 10 women, all of whom had been diagnosed with high blood pressure.

The group was divided into two, and subjects were made to eat 3.5 ounces of dark or white chocolate for 15 day stints.

Following a week with no chocolate, they then crossed over for a further 15 days.

Over the 15 days on the dark chocolate diet, the subjects showed an average 11.9 mm Hg drop in systolic blood pressure, and an average 8.5 mm Hg decrease in diastolic blood pressure.

No difference was observed with white chocolate.

Senior scientist and coauthor of the report, Jeffrey B. Blumberg, said: "This is the kind of reduction in blood pressure often found with other healthful dietary interventions," according to Reuters.

The findings were published in the July 18th online edition of "Hypertension".

Further information: <A href="

<http://www.forbes.com/lifestyle/health/feeds/hscout/2005/07/18/hscout526855.html>

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<http://www.forbes.com/lifestyle/health/feeds/hscout/2005/07/18/hscout526855.html>

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Newcastle disease outbreak contained

Date: Wed, 20 Jul 05 **Type:** DirectNews Item

Analysis

Approximately 2,700 of 9,000 pheasants were confirmed as humanely culled yesterday, following an outbreak of Newcastle Disease at a farm in Surrey on Friday.

Although the Health Protection Agency has stated the disease does not pose a significant risk to humans, it has been known to cause conjunctivitis.

Chief Veterinary Officer, Debby Reynolds, explained that an "Infected Area" had been imposed to restrict movement that could lead to the disease spreading, and that the remaining birds would be culled in the coming days.

Ms Reynolds said: "The Government's strategy is to deal with the outbreak quickly, encourage keepers to use greater biosecurity measures, adopt vaccination, and to reduce any impact on the rural economy and trade," according to Stackyard UK.

"Defra policy is that the countryside should remain open for business," she added.

The EU Commission has expressed satisfaction that the situation is under control, and disruption to exports to the EU is not anticipated, other than those from the area in question.

Following an investigation into the possible source of the disease, a large game bird farm in France has been identified.

In a joint statement with French counterpart, Monique Eloit, Ms Reynolds said: "This investigation is a good example of cooperation between Members States which has quickly resulted in identification of the linked infected premises."

Further information: http://www.foodproductiondaily.com/news/news-ng.asp?n=61375-uk-poultry-scare

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Thorntons sales boosted by franchises

Date: Wed, 20 Jul 05 **Type:** DirectNews Item

Analysis

Confectionery manufacturer Thorntons is on track to meet its market expectations for the year, thanks to a policy of selling its brands through supermarket chains.

Although sales at its own shops fell by two per cent to £134 million, overall sales for the period rose by five per cent, from £178.7 million to £187.7 million.

Sales to high street retailers such as Tesco, Sainsbury's, Woolworths and WH Smith had increased by over 50 per cent, from £10 million to £22.2 million.

Franchised sales were up 4.2 per cent to £13.4 million, with 13 new outlets having opened, bringing the total to 216.

At the same time the Derbyshire-based company has been closing its non-core outlets around the UK and Ireland over the last three years, shutting nine this year to bring the total to 380.

Chairman, Christopher Burnett, said the trading update was "encouraging" after a five year decline in profits.

A number of retailers have recently seen a decline in same store sales, owing to a slowdown in consumer spending.

Reliance on seasonal events and celebrations, such as Easter and Christmas, means Thorntons routinely experiences a trading pattern of peaks and troughs.

Further information: <A href="

http://www.yorkshiretoday.co.uk/ViewArticle2.aspx?SectionID=56&ArticleID=1089560">

http://www.yorkshiretoday.co.uk/ViewArticle2.aspx?SectionID=56&ArticleID=108956

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Alginate specialist buys UK expertise

Date: Wed, 20 Jul 05 **Type:** DirectNews Item

Analysis

International Specialty Products (ISP) has enhanced its food stabiliser business with the acquisition of technology from the UK's Creative Food Systems (CFS).

Scotland-based ISP is the world's largest producer of alginates – gums used in the food industry to thicken and bind dairy products such as ice cream, as well as ready meals, soups and sauces.

The source of alginates is the alginic acid that can be retrieved from the brown seaweed kelp.

Although ISP already sells a range of these products, the real benefit of the deal lies in the UK business's blended systems and technology, as well as its extensive client database.

ISP hopes to use these contacts to get a "better foothold" on the stabiliser market, according to a company spokesperson.

Alan Jones, the company's global general manager, told Foodnavigator.com: "ISP continues to grow its Food Ingredients business through a combination of developing customer-focused products and application developments, whilst targeting acquisitions that compliment our existing product portfolio and bring additional technical competencies to our group."

Last month, alginate production was halted at the company's San Diego plant after 76 years, to move to Girvan in Scotland early in 2006.

Further information: http://www.foodnavigator.com/news/news-ng.asp?n=61373-isp-expands-food

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Red Bull "perfectly safe" says makers

Date: Wed, 20 Jul 05 **Type:** DirectNews Item

Analysis

The manufacturers of the energy drink Red Bull have defended the product after a Scottish off license decided the drink's caffeine content was unsuitable for children under the age of 16.

Describing the drink as "perfectly safe", the company said it was discussing the matter with firm One o One, which has instructed its staff to ask for proof of ID if in doubt as to a young person's age.

However, Red Bull conceded: "it is generally considered that products containing caffeine are not suitable for young children, as they do not need an extra boost of

energy".

A can of red bull contains 80mg of caffeine, which is roughly equivalent to a cup of coffee.

Red Bull emphasises that there is no legal restriction on the sale of the drink and "no medical evidence" to suggest that it is harmful.

Further information:
http://www.theherald.co.uk/news/43315.html

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Bottled water sales double in five years

Date: Wed, 20 Jul 05 **Type:** DirectNews Item

Analysis

Sales of bottled water in the UK have increased by 50 per cent in the past five years, adding further weight to the idea that the population is becoming increasingly health-conscious in its choices.

The market for soft drinks only expanded by six per cent over the same period, according to data collated by market research firm Mintel.

Brits now spend a total of £1.57 billion a year on 2 billion litres of various brands of bottled water, although the average person still drinks less than a third of the Western European average - 36 litres a year, compared to 112.

Amanda Lintott, consumer analyst for Mintel, explained: "Consumers see it as a lifestyle choice, forsaking caffeine and carbonates in favour of water, which is innocent of any type of 'health-crime'".

Further information:

http://icwales.icnetwork.co.uk/0100news/0200wales/tm_objectid=15756549&method=full&siteid=50082&headline=thirsty-drinkers-are-increasingly-tapping-into-bottled-water-name_page.html

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KFC growth fuelled by international markets

Date: Wed, 20 Jul 05 **Type:** DirectNews Item

Analysis

Second quarter results for the US fast food company Yum! have revealed the UK to be a key growth market.

The owner of the KFC and Pizza Hut chains announced that sales increased by four per cent in the UK prior to currency conversion this year, largely attributable to a seven per cent increase in outlets.

With 34,000 restaurants across the globe, 725 new openings are planned for this year,

100 of them in the UK.

Another 375 will open in China, where operating profits have nevertheless decreased by 30 per cent following product withdrawals in the wake of an illegal dye discovery.

Overall, the company's profits were up by five per cent for the quarter, with year on year sales increasing 3.7 per cent to \$2.15 billion.

The growth was most notable in the international arena, where sales increased by five per cent prior to conversion.

Chairman David Novak said that this year would be the fifth in succession the company had opened at least 1,000 new branches outside the US, according to FoodProductionDaily.

"A key growth driver for the Yum!'s restaurants international division is continued new-restaurant openings across an array of international markets and leveraging the substantial infrastructure in place around the world," he said.

Further information: <http://www.foodproductiondaily.com/news/news-ng.asp?n=61385-kfc-owner-continues>

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Vitamin A foetus risk inadequately labelled

Date: Thu, 21 Jul 05 **Type:** DirectNews Item

Analysis

Pregnant women have been warned that inadequately labelled multivitamin tablets could damage organ formation in their unborn child.

An investigation by Trading Standards and birth defects charity BDF Newlife has found many supplements fail to warn expectant mothers of the risk of vitamin A.

Oxfordshire county council's trading standards department has joined with BDF Newlife to call for compulsory warnings.

After assessing 60 multivitamin products available to consumers between November 2004 and March 2005, the department found one third did not carry vitamin A warnings.

The trading standards chief for the county, Nigel Strick, said he did not understand why the industry did not take a consistent approach to health warnings on multivitamins when the European Court of Justice had supported tighter control on the supplements market.

"This is a clear example of why the European Court was right to look at the existing controls over the sale of food supplements and for ways in which to safeguard the health of consumers," he said.

Vitamin A is a "teratogen", which means it has the potential to damage foetus cells,

leading to conditions such as spina bifida.

Foods rich in vitamin A include liver, kidneys, oily fish, dairy products and eggs.

Sheila Brown, chief executive of BDF Newlife, advised women of child-bearing age to "avoid vitamin A like the plague".

Further information:
http://news.scotsman.com/uk.cfm?id=1654402005
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H&W bets on a better Badger

Date: Thu, 21 Jul 05 **Type:** DirectNews Item

Analysis

Hall & Woodhouse (H&W) is set to unveil a new ale to replace Badger Best.

Badger First Gold is the result of two years of research and development, but marketing manager, Rick Payne, told the Publican that "no final decision has been made".

The brewer is likely to be wary of discontinuing a brand with a popular following, but First Gold will target the mainstream ale drinker and the company has some experience of building on the success of existing brands.

Last year the company revamped its premium ale Tanglefoot, with a resulting increase in sales of 10%.

In the last eight years, the company has seen its total sales double.

Mr Payne commented: "Best is a pretty good beer, but we want to develop an exceptional beer.

"We have always believed that the key to ensuring a strong and vibrant cask ale market is to create exciting new products that the market wants."

Badger First Gold will be launched at London's Great British Beer Festival from August 2nd, and will receive a special promotion as part of September's Cask Beer Week, when customers will have the chance to sample half a pint for free.

Last week H&W announced it planned to build a new brewery, although construction is not expected to commence until 2007 at the earliest.

Further information:
http://www.thepublican.com/cgi-bin/item.cgi?id=17904&d=32&h=24&f=23&dateformat=%25o%20%25B%20%25Y

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Stanelco Greenseal enters new phase

Date: Thu, 21 Jul 05 **Type:** DirectNews Item

Analysis

Southampton-based packaging manufacturer Stanelco has signed an agreement with the Italian company G Mondini to further enhance its Greenseal product.

Where the technology had previously been retrofitted onto food companies' existing machines, this new partnership will focus on the development of a new radio frequency tray-lidding machine.

Greenseal is a method of heat-sealing plastic food trays using radio frequency rather than a polyethylene laminate glue as is currently used.

Greenseal technology does not require laminate, but rather fuses two sides of the packaging at 50 degrees C, which Stanelco claims reduces the cost of production by 20 per cent.

Furthermore, energy costs could be reduced by as much as 75 per cent, as the usual laminate method of sealing has to be undertaken at a temperature of around 160 degrees C.

Stanelco said of the deal: "By further improving machine reliability and lowering costs, it will greatly speed up the acceptance of the Greenseal technology as an industry standard within the packaging industry."

The technology is being tested on the company's new Starpol 2000 biocompostible food tray.

Further information: http://www.sharecast.com/cgi-bin/sharecast/story.cgi?story_id=512269 http://www.sharecast.com/cgi-bin/sharecast/story.cgi?story_id=512269

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Consumers going wild for oats

Date: Thu, 21 Jul 05 **Type:** DirectNews Item

Analysis

A manufacturer of oatcakes in Scotland has attributed a dramatic rise in sales this year to the increasing popularity of the GI diet in the UK.

Edinburgh-based Simmers said that its sales have been boosted by 15 per cent this year, taking turnover to £10 million.

A £5 million factory expansion programme will be undertaken to cope with the added pressure of the increased demand.

Managing director, Mark Laing, told BakeryAndSnacks.com: "We have no choice but to increase our capacity to cope with the increased demand. This investment is a big step for our company, but we are going into it with considerable confidence."

The glycaemic index (GI) awards foods numbers based on the speed with which they are broken down and absorbed by the body.

Low GI foods, including oats, have been found to stave off hunger pangs, thereby helping to tackle the problem of overeating.

Simmers supplies the supermarket chains Tesco, Asda and Sainsbury's, with around 60 per cent of the market share in oatcakes.

The new oatcake factory is expected to be complete by July next year.

"It's simply a product whose time has come," said Mr Laing.

Further information: http://www.foodanddrinkeurope.com/news/news-ng.asp?n=61371-popularity-of-gi

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New Zealand links advertising to child obesity

Date: Thu, 21 Jul 05 **Type:** DirectNews Item

Analysis

Heavy promotion of unhealthy foods has been blamed for New Zealand's growing obesity epidemic in children.

A study carried out by the country's Health Ministry found that 60 per cent of all street advertising within a half mile of secondary schools was for food.

Furthermore, 70 per cent of the materials were advertising foods that the ministry officially classified as "unhealthy" for young adults; foods that were high in fat, salt or sugar.

In an article published in the New Zealand Medical Journal, the study's lead author, Anthony Maher, commented: "Our findings suggest that the food advertising around high schools is generally not compatible with nutritional guidelines for adolescents."

He added that international research had decisively linked advertising to children's food choices, and called for new laws to restrict certain promotional activities in the vicinity of schools.

This proposal has won the backing of the New Zealand Medical Association.

Around a third of children in New Zealand are officially classed as either overweight or obese.

Further information: http://www.timesdaily.com/apps/pbcs.dll/article?AID=/20050720/API/507200750

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SABMiller to invest £30 million in UK premium market

Date: Thu, 21 Jul 05 **Type:** DirectNews Item

Analysis

SABMiller has announced plans to invest £30 million in marketing its key premium UK brands, with an end to increasing market share.

The investment will be made over the next two years, with the launch of Miller Brands (UK) Limited, a new operating company.

Miller Brands will manage the sales, marketing and distribution activities of the Pilsner Urquell, Peroni Nastro Azzurro, Miller Genuine Draft and Castle Lager brands.

Meanwhile, a new agreement with Scottish & Newcastle will transfer the marketing and distribution rights for Miller Genuine Draft back to Miller Brands from January 2006.

The distribution rights for Peroni Nastro Azzurro in the off-trade will also be returned, although Scottish & Newcastle will continue to contract brew Miller Genuine Draft and manage the Miller Beer brand in the UK.

Managing Director, Gary Whitley, commented: "Our investment of £30 million demonstrates our commitment to this market and we are determined to bring a fresh approach to satisfying the needs of our customers and consumers.

"This is a premium brand business which will leverage our considerable global experience in building profitable beer brands."

SABMiller is one of the world's largest brewers, with a brewing presence in over 40 countries.

Earlier this week it acquired a 71.8 per cent controlling share in Colombian brewer Bavaria, as part of a focus on emerging markets.

Further information: <A href="

<http://www.forbes.com/home/feeds/afx/2005/07/21/afx2150007.html>>

<http://www.forbes.com/home/feeds/afx/2005/07/21/afx2150007.html>

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TV dinner inventor dies

Date: Fri, 22 Jul 05 **Type:** DirectNews Item

Analysis

Tribute is being paid to Gerry Thomas, the inventor of the frozen TV dinner, who died from cancer on Wednesday, aged 83.

The innovation 50 years ago was to change the way meals would be seen forever, paving the way for subsequent trends in fast, convenience and processed foods the world over.

Robert Thompson, director of the Center for the Study of Popular Television at Syracuse University, said that the invention "started a change in American eating habits bigger than any change in culinary history since the discovery of fire and cooked foods".

The idea for the foil-covered, compartmentalised tray came to Thomas when he saw such a design being tested for serving hot meals on an airline.

As television was the latest craze, he designed packaging that would reflect this, picturing the screen and buttons on the meal's lid.

The first Swanson TV dinner contained turkey with cornbread dressing and gravy, sweet potatoes and peas, and 10 million cartons had been sold in the first 10 months after the launch in 1953.

However, in a precursor to today's backlash against convenience and processed foods, many consumers were unimpressed even in the 1950s.

Mr Thomas received hate mail from men who wanted their wives to prepare home-cooked meals as their mothers had.

Further information:

http://www.washingtonpost.com/wp-dyn/content/article/2005/07/21/AR2005072102249.html

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Sweetener facility set for wheat revamp

Date: Fri, 22 Jul 05 **Type:** DirectNews Item

Analysis

The workforce at a glucose production facility in Manchester could be reduced as part of the restructuring plans of sweetener producer Cerestar.

Cerestar is responsible for the Western European sweetener and starch production of US ingredients firm Cargill, producing sweeteners and wheat proteins for a range of food manufacturers.

Sweeteners produced by the company include glucose syrups and fructose blends.

The company now plans to focus on sweetener production from wheat rather than corn, and a new wheat plant is planned for the Manchester site, expected to be ready for operation by 2007.

The plant will initially process approximately 750,000 tonnes of wheat every year.

The market for sweeteners is growing by around 8.3 per cent year on year, with the ingredients industry expanding by between three and four per cent.

Growth is being driven by consumer demand for more products with fewer calories.

Cerestar said its plans were "needed to reflect market conditions", and could lead to "head count reductions at Manchester", according to Foodnavigator.com.

Further information: http://www.foodnavigator.com/news/news-ng.asp?n=61454-cargill-cuts-jobs

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Infrared analyser launched

Date: Fri, 22 Jul 05 **Type:** DirectNews Item

Analysis

A new food analyser has been launched that measures protein, fat, moisture, alcohol, sugars and other components in a broad range of foods.

NTT Technology Australia has developed a machine that uses a Petri dish system to measure the content of food samples in less than a minute.

The instrument works by passing Near Infrared Transmission through food samples, with chemical bonds absorbing energy in proportion to the concentration of water, alcohol, sugar, fat and protein.

Makers say that the Series 3000 Food Analyser is particularly suited to food producers of processed meats, cream cheese, dairy products, mayonnaise, peanut butter, yoghurt, sausage mix, butter and margarine.

The technology should also help companies comply with food labelling and content legislation, especially when making low fat foods.

A built-in computer controls the operation of the instrument and the data can be stored to be downloaded onto a PC. The tests can also be monitored in real time.

Further information: <http://www.ferret.com.au/articles/49/0c031c49.asp>

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Brits fail to respond to McDonald's message

Date: Fri, 22 Jul 05 **Type:** DirectNews Item

Analysis

McDonald's has announced its second quarter results, where a strong performance in the US helped to offset the impact of weaker results in China, Japan, and particularly the UK.

Net income for the quarter dropped 10 per cent taking into account the tax charged for repatriating overseas profits.

However, excluding this, revenues increased eight per cent, from \$4.7 billion last year to \$5.1 billion for the same period this year.

Same store sales rose by 2.8 per cent, with the US leading the way with an increase of 4.8 per cent.

The success in the company's home market is widely being attributed to successful new product launches over the last two years, including new salads and breakfast sandwiches.

US branches, which represent 40 per cent of the global total, brought out a new Fruit & Walnut Salad in the second quarter, and next week sees the launch of a new range of premium chicken sandwiches.

The UK's 1,200 restaurants are also to introduce a new sandwich line as part of plans to address a perceived image problem for the chain among the country's consumers.

Chief executive, Jim Skinner, said that its "quality message was not getting through" to British customers, and confirmed it would be seeking to "rebuild trust in our food".

Further information:
http://www.stuff.co.nz/stuff/0,2106,3354058a6026,00.html
(C) DeHavilland Information Services plc, 1998-2003.

Palm oil producers to unite

Date: Fri, 22 Jul 05 **Type:** DirectNews Item

Analysis

Plans to create a new organisation for the promotion of palm oil have won the backing of the UK's Food and Drink Federation (FDF).

Companies that produce the edible oil have joined forces to form the Roundtable on Sustainable Palm Oil (RSPO), with an aim of ensuring increasing global demand can continue to be met.

Statistics show that palm oil now accounts for 28 per cent of total global oil sales, second only to the market leader, soybean oil.

Sales are apparently benefiting from palm oil's reputation among food producers and health-conscious consumers as being free of trans-fats (TFAs) and antioxidant rich.

TFAs are formed when fats are hydrogenated to make them solid, and are increasingly being linked to the raising of cholesterol levels in arteries, which contributes to heart disease.

However, palm oil occurs in a semi-solid state naturally, and therefore doesn't require hydrogenation.

The FDF told Foodnavigator.com: "We actively encourage our member companies to participate in the RSPO process. We believe it is an excellent basis on which to work to achieve more sustainable palm oil production."

Malaysia and Indonesia are the world's two leading producers of palm oil. They account for approximately 14 million and 11 million of the global 30 million tons produced annually.

Further information: http://www.foodnavigator.com/news/news-ng.asp?n=61420-food-makers-back
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Study sees benefits from milk marketing

Date: Fri, 22 Jul 05 **Type:** DirectNews Item

Analysis

A study on school children in the US has found that they are more likely to opt to drink milk if it is attractively packaged or offered in a range of different flavours.

Sponsored by local dairy businesses, the Center for Science in the Public Interest (CSPI) study was conducted on 300 schools in the St. Louis area.

Milk consumption increased by 12.2 per cent at the schools with the new packaging and flavours, and by 34 per cent at schools that also undertook other marketing activities such as sampling and "awareness-building".

Tom Nagle, vice president of marketing for the International Dairy Foods Association, said: "Taking a page from the soda manufacturers' marketing manual, many milk processors are taking steps to make milk more 'cool' for kids," according to the Food Business Review.

"These results show schools that they can help children make healthier beverage choices," he continued.

Research from the CSPI found that American children drink three times as much soft drink as milk, and last week the watchdog called on the Food and Drug Administration (FDA) to instigate rotational health warnings on soft drinks.

One such warning would explain that drinking soft drinks instead of milk increased the risk of osteoporosis.

Further information >
http://www.food-business-review.com/article_news.asp?guid=3EEAE838-56BB-4824-BF6F-B75B7A9C3E6A

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Goats' milk under the spotlight

Date: Mon, 25 Jul 05 **Type:** DirectNews Item

Analysis

The UK's leading producer of goats' milk, St Helen's Farm, is this week running its first "Thank Goodness for Goats" awareness week.

Starting today, and running until Friday, the campaign will seek to promote goats' milk both for its taste and health properties, according to the Manchester Evening News.

In particular, it will inform consumers that not drinking cows' milk can sometimes help in cases of food intolerance, which are now thought to affect about 49 per cent of the UK's population.

Examples of intolerance symptoms include asthma, eczema and stomach aches.

St Helen's supplies goats' milk and other derived products, including yoghurts, butter and cheese, to most of the country's main supermarket chains.

The farm in York is run by Angus and Kathleen Wielkopolski, and they have been

breeding goats since 1986. The three breeds reared are British Saanen, British Toggenburg and British Alpine.

No further information.

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Hormone therapy found to aid weight loss

Date: Mon, 25 Jul 05 **Type:** DirectNews Item

Analysis

The growing problem of obesity could be tackled by the injection of a digestive hormone found in the small intestine, a study has found.

Researchers from Imperial College London injected 14 volunteers with oxyntomodulin three times daily for four weeks.

A further 12 volunteers were injected with a saline solution for the same period at identical intervals.

The scientists found that the former group were able to reduce their body weight by an average of 2.3 kg, along with an average reduction in daily energy consumption of 170 kcal after the first injection and 250 kcal by the trial's end.

The scientific explanation for the results is that oxyntomodulin's intestinal function regulates consumption by sending a signal to the brain when the stomach is "full".

By boosting the existing levels of the hormone in the body, appetite can therefore be reduced.

Advantages of the method are that the hormone is naturally occurring, and can be self-administered, suiting it to widespread use, according to Professor Steve Bloom, a leading researcher on the study.

However, he added that further tests would need to be completed before its long term effectiveness could be guaranteed.

"Obesity is fast becoming one of society's biggest problems and we desperately need solutions," he said.

The findings were published today in the scientific journal 'Diabetes'.

Further information: <A href="

http://www.lse.co.uk/ShowStory.asp?story=KI2415720C&news_headline=hormone_injection_to_help_fat_people>

http://www.lse.co.uk/ShowStory.asp?story=KI2415720C&news_headline=hormone_injection_to_help_fat_people

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Chinese find remedy in cranberry

Date: Mon, 25 Jul 05 **Type:** DirectNews Item

Analysis

Cranberry is the latest fruit found to contain special health properties, new research has found.

A Chinese study has revealed that drinking cranberry juice can help reduce stomach ulcers, which are a major medical problem in humans.

Around 80 per cent of stomach ulcers are caused by bacteria say experts, and cranberry juice can help to suppress its growth.

The results concluded that people who drank the juice were three times more likely to suppress this ulcer-inducing bacteria than those who did not.

"This study reinforces what previous research has shown about the unique role that the powerful, little cranberry plays in helping people live healthier lives, said Rose Luciano, marketing director at Ocean Spray International Services.

"For more than 60 years, Ocean Spray has been researching the cranberry to unlock the fruit's many health benefits," she added.

The cranberry boasts a range of holistic credentials, and is both an antioxidant and anti-adhesive. It assists the body's defence system against free radical damage that can cause chronic diseases such as heart disease and promotes urinary-tract health.

Further information: <http://www.scoop.co.nz/stories/SC0507/S00045.htm>
<http://www.scoop.co.nz/stories/SC0507/S00045.htm>
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Spicy secret to "finger lickin" success

Date: Mon, 25 Jul 05 **Type:** DirectNews Item

Analysis

Celebrating its 65th anniversary this month, the recipe of 11 herbs and spices that lies behind the success of KFC's crispy coating is still locked away, the company's current president has said.

Gregg Dedrick explained: "We have gone to great lengths to make sure that it stays secret."

"Presidents come and go, but the secret recipe remains," he added, insisting that he has no intention of trying to access it at the brand's Louisville, US HQ himself.

The few people who do know the recipe, including some unnamed employees, are sworn to secrecy, and the two companies who supply the various herbs and spices are not informed of each other's identity.

They supply half of the ingredients each to ensure they do not know the recipe in its entirety.

The instantly recognisable Colonel Sanders originally memorised the recipe, keeping the coating mixture in his car.

Now his handwritten recipe is kept at KFC HQ, with backup sections locked up in safes at various undisclosed locations.

The Yum owned brand has approximately 13,300 outlets across the globe, and in China a new restaurant opens almost every day.

"This secret recipe really ensures that we have a product that people love and that nobody else can serve them," Mr Dedrick said.

Further information: <A href="

<http://www.poughkeepsiejournal.com/apps/pbcs.dll/article?AID=/20050724/BUSINESS/507240352/1003/BUSINESS>

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PepsiCo denies Danone takeover rumours

Date: Mon, 25 Jul 05 **Type:** DirectNews Item

Analysis

The rumoured PepsiCo takeover bid for French yoghurt manufacturer Danone will not be made, according to a French newspaper.

Les Echos has reported the French market regulator AMF said the US company had told it that "it was not preparing any such operations at the moment", according to Reuters.

The newspaper also said that an enquiry into the rumours from the small shareholders association ADAM could take place "imminently".

The possibility that Danone, which also makes Evian mineral water, could be sold to a US company, has created something of a furore in France over the last fortnight.

Politicians and Danone were adamant that a hostile takeover would be prevented, and last week Les Echos quoted the company chief executive, Frank Riboud, as saying that any such acquisition "would mean risking losing our identity, our specificity, our culture".

No less a figure than President Jacques Chirac also went on the record as saying he was "particularly vigilant and mobilised".

However, the company's half year results showed that the French share of its market had decreased by around three per cent, with revenue in other countries, including Mexico and China, increasing sharply.

Overall, first half sales rose by 2.8 per cent to €6.437 billion, leading to a 4.5 per cent increase in operating profits.

Approximately 22 per cent of the company's business is found in France, but it is home to fewer than 15 per cent of the company's employees.

Further information: <A href="

http://money.iwon.com/jsp/nw/nwdt_rt_top.jsp?cat=TOPBIZ&src=202&feed=bus§ion=news&news_id=bus-n24683874&date=20050724&alias=/alias/money/cm/nw>
http://money.iwon.com/jsp/nw/nwdt_rt_top.jsp?cat=TOPBIZ&src=202&feed=bus§ion=news&news_id=bus-n24683874&date=20050724&alias=/alias/money/cm/nw

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Coca-Cola announces UK pesticide research

Date: Mon, 25 Jul 05 **Type:** DirectNews Item

Analysis

Coca-Cola has initiated a research project to test finished soft drinks for pesticide levels, according to a new website the company has launched.

Cokefacts.org states that the research is being sponsored at the Central Science Laboratories in the UK, aiming to develop the necessary technology and methods to allow such testing to take place in the future.

The company said that testing of its finished products for pesticides was "complex", often leading to "unreliable and unrepeatable results".

For this reason it tests the various ingredients before they are combined in a finished product.

However, with technology evolving, it is embarking on the project "to set the record straight on its business practices in India", according to the Financial Express.

The website also explained that it had itself been set up as a result of a worrying "level of misinformation".

The website would seek to "minimise confusion by creating an official source of facts", the posting said.

Coca-Cola's presence in India includes 24 company-owned and 25 franchised bottling operations. It employs over 125,000 people, around 6,000 of whom are native to India.

Further information: <A href="

http://www.financialexpress.com/fe_full_story.php?content_id=97385>

http://www.financialexpress.com/fe_full_story.php?content_id=97385

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New shrink process is the best fit

Date: Tue, 26 Jul 05 **Type:** DirectNews Item

Analysis

A German packaging company has developed a new kind of automatic shrink process that it claims reduces food contamination and is better fitting.

Multivac's process can be used for products ranging from meats and poultry to cheese, says FoodProductionDaily.

The company also believes the process is more economical than the more common shrink bag process, as it cuts out overlapping film.

It uses the form shrink models of a new line of thermoforming machines with Krehalon film to make package moulds, and loading occurs from the top, forming a strong a sealing edge.

Furthermore, the machine cuts the seal to fit exactly, and a peel tag can also be placed on the package.

The film is shrunk in a specially designed tank placed at the discharge end of the machine.

The R550, R250 and R150 thermoforming machines are most suitable for packages up to 800 mm, 640 mm and 360 mm in length respectively.

Further information: <http://www.foodproductiondaily.com/news/news-ng.asp?n=61495-form-shrink-process>

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Cadbury increases UK market share

Date: Tue, 26 Jul 05 **Type:** DirectNews Item

Analysis

Cadbury Schweppes, the world's largest manufacturer of confectionery, has announced that its pre-tax profits increased by 10 per cent to £344 million for the first half of the year.

An overall sales increase of six per cent to £3.1 billion was attributed to the success of key brands such as the flagship Dairy Milk, which grew by nine per cent in this, its centenary year.

Trident sugar-free chewing gum and Halls cough sweets also fared extremely well, with sales rises of 15 and 17 per cent respectively.

Cadbury acquired both of these brands on buying the US company Adams in 2003.

The growth in cough sweets was judged to be due to an unusual prevalence of coughs and colds in the US over the period covered.

Market share in the UK also rose to 31.3 per cent, driven by changes made to the Cadbury Easter seasonal range of products, and the recently acquired standalone Green & Black's organic business also continued to perform well.

Chief executive, Todd Stitzer, commented: "Although the external environment is likely to remain challenging, we will continue to increase investment behind long-term growth and expect to deliver within our goal ranges for the full year."

At the same time, the company's drinks business, including the Dr Pepper brand, saw a

like-for-like increase in sales of four per cent.

Further information: <A href="

http://www.thisismoney.co.uk/news/article.html?in_article_id=402540&in_page_id=2

>
http://www.thisismoney.co.uk/news/article.html?in_article_id=402540&in_page_id=2

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Coca-Cola to advertise breadth of range

Date: Tue, 26 Jul 05 **Type:** DirectNews Item

Analysis

Coca-Cola Great Britain is launching a new marketing campaign, aiming to raise UK consumer awareness of the number of different brands that make up its portfolio.

From the end of this month the "A World of Refreshment" imagery will appear in consumer lifestyle media, as well as on the famous Coke Piccadilly Circus neon sign and a website.

The original Coca-Cola glass bottle shape is used as an outline to encase the logos of the 19 soft drink brands and more than 100 products in the company's range.

The brands represented will include the well known carbonated soft drinks such as Fanta, Sprite and Lilt, but strategically will also include the Minute Maid fruit juice brand, Five Alive, Oasis and Malvern Water.

With the changing preferences of the British public, Coca-Cola is understandably keen to distance itself from its image as a manufacturer of unhealthy "fizzy" drinks.

"Coca-Cola Great Britain, over the last 10 years, has more than doubled its range of brands," the company said, according to just-drinks.com.

"The continuing trend towards healthier lifestyles as well as consumers' increasing appetite for a range of different beverages, dependent on time of day or physical/emotional need, has influenced the company's decision to continue to innovate in new products and brands."

Further information: http://www.just-drinks.com/news_detail.asp?art=27961

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Mars a day to keep diabetes at bay

Date: Tue, 26 Jul 05 **Type:** DirectNews Item

Analysis

Chocolate maker Mars has announced it intends to develop medications that draw on the well documented health benefits of chemicals found in cocoa.

Flavanols are plant-based nutrients, also found in red wine and green tea, which have been found to boost blood flow to the brain in two clinical trials on extracts from cocoa.

This has suggested possible treatments for conditions such as stroke, and now a new study has demonstrated an improvement in the synthesis of nitric oxide by blood vessels.

Scientists believe this quality could assist in treating the circulation problems associated with diabetes.

On the back of \$10 million worth of research into the subject, Mars has now succeeded in developing compounds that copy the blood-thinning capabilities of the flavanols found in cocoa.

However, it is looking to large pharmaceutical companies to enter into a joint venture agreement to help finance wide scale production.

The possibilities were discussed at a meeting of experts arranged by the company in Switzerland this week.

Professor Norm Hellenberg of the Harvard Medical School commented: "The mounting scientific evidence on cocoa flavanols is extraordinary."

This is a scientific breakthrough that could well lead to a medical breakthrough."

Further information: <http://news.scotsman.com/health.cfm?id=1682152005>
<http://news.scotsman.com/health.cfm?id=1682152005>
(C) DeHavilland Information Services plc, 1998-2003.

New plastic detector to be field tested

Date: Tue, 26 Jul 05 **Type:** DirectNews Item

Analysis

The US Georgia Tech Research Institute (GTRI) has developed a plastic detector designed to identify foreign coloured objects in the food production line.

Research engineer John Stewart's device uses computer vision technology and colour discrimination algorithms, and will work alongside metal detectors in the plant.

The machine can be programmed according to the qualities of the food being used on a particular production line, and takes digital photographs that are then analysed for unfamiliar colours.

In this scenario an alarm is automatically triggered, whereupon the product is removed.

The development has focused on blue and green objects to date, blue being a common colour in the packaging industry.

Mr Stewart said: "GTRI's computer-vision system captures additional views of surface area by taking digital images as products tumble off one conveyer belt and onto one another," according to FoodProductionDaily.

Initial trials proved able to detect objects as small as 1.5mm, and field testing takes place

this summer.

Increased focus on food safety in the industry predicts that the machine will meet a significant market demand.

GTRI commented: "Incidences of plastic contamination are infrequent, but when they occur, the fallout can be extensive.

"Recalls are expensive, not only in terms of logistics and returned product, but also because recalls can tarnish a company's brand image and reduce consumer confidence."

Further information: <A href="

<http://www.foodproductiondaily.com/productnews/news.asp?id=61482&k=researchers-field-test>>

<http://www.foodproductiondaily.com/productnews/news.asp?id=61482&k=researchers-field-test>

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Sara Lee relaunches UK frozen desserts

Date: Tue, 26 Jul 05 **Type:** DirectNews Item

Analysis

US food producer Sara Lee is to relaunch its range of frozen desserts in the UK in collaboration with Leeds-based bakers Country Style Foods.

The range will include 10 signature desserts under the banner of "Sara Lee Classics".

They will also be made with real cream and butter to indicate a less processed product, according to the Food Business Review.

The family business Country Style was founded in 1960, and celebrates 45 years of continuous baking this year.

The company produces pizza bases, pastries, desserts and doughnuts, quick frozen and packed for distribution to retail outlets.

It also recently launched a range of artisan breads based on recipes from across the globe.

Sara Lee's range of desserts includes fruit pies, cheesecake, poundcake and small bites.

Last week the company also announced the launch of a new brand of white bread with a blend that includes whole grain flour in the US.

Promoted as a good source of calcium and vitamins D and B, Sara Lee Soft & Smooth Made with Whole Grain White Bread also claims to contain the 3g of fibre per serving that is found in traditional whole-wheat bread.

Bill Nickatis, president of the company's Fresh Bakery Unit, explained: "Health officials are calling for more whole-grain consumption, but we know more Americans eat white bread than any other kind of packaged bread and won't sacrifice that taste and texture."

Further information:
http://www.food-business-review.com/article_news.asp?guid=D56345DB-69F4-4F03-A6CF-6FC8D412C968

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Functional water "still a bit too niche"

Date: Wed, 27 Jul 05 **Type:** DirectNews Item

Analysis

Research firm Mintel has revealed that its database of new product launches records 12 functional, bottled water products in the last 15 months, the majority focusing on the sports and energy sectors in the UK and France.

The ingredients added to the waters were largely botanical, herbal and fruit based.

One of the key players in the market is Danone, which brought out Volvic Revive, with added vitamins and minerals, in the UK in 2004. It is marketed as a way of rehydrating the body faster after playing sport.

This followed the company's success with the Activ brand, with added calcium, introduced in 2000.

However, the majority of companies seem hesitant about the sector, with Nestle Waters telling Food and Drink Europe that the sector was "not a big focus at the moment".

"It is an interesting market but it is still a bit too niche," it said, adding that flavoured waters were proving more popular, meeting a demand for healthier alternatives to carbonates.

Another functional drink launched came from Microfluid Biotechnology in France. Containing 500mg extracts of aloe vera and concentrated beta carotene, the firm claims it will tan the skin if drunk for nine days in a row.

Further information:

http://www.foodanddrinkeurope.com/news/news-ng.asp?n=61499-functional-water-struggles

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BRC joins packaging waste reduction initiative

Date: Wed, 27 Jul 05 **Type:** DirectNews Item

Analysis

The British Retailers Consortium (BRC) has committed to reducing the amount of packaging and food waste thrown away each year.

It will join the Waste & Resources Action Programme (WRAP), launched yesterday.

This will see retailers and food producers collaborate to design out packaging waste growth by 2008 and deliver absolute reductions by 2010.

BRC director general, Kevin Hawkins, said: "The BRC welcomes this environmental initiative. Retailers recognise their responsibilities when it comes to the environment and will do what they can to help and engage.

"A number of top retailers have shown their support for this commitment, which should really help to ensure WRAP's targets are achieved."

WRAP has also recently reported that positive technological and recycling progress was made last year.

Jennie Price, chief executive, singled out the success of a cost-effective process to produce food-contact approved recycled HDPE (high density polyethylene) from recovered plastic milk containers.

Further information: <A href="

<http://www.letsrecycle.com/materials/packaging/news.jsp?story=4702>

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Conference addresses salt reduction

Date: Wed, 27 Jul 05 **Type:** DirectNews Item

Analysis

The International Food Technologists (IFT) conference met in New Orleans last week, and reached a consensus on the importance of developing commercially viable alternatives to salt.

The delegates accepted that although the food industry had a responsibility to cut down on the salt content in processed foods, consumers would not be prepared to compromise on taste.

Valerie Duffy, professor of dietics at the University of Connecticut in the US, explained: "Taste is still the most important influence in our food choices, and the American diet is increasingly salty due to the intake of processed foods."

She added that a third of Americans consumed more than the recommended teaspoon of salt a day, according to foodnavigator-usa.com.

Alternatives to salt, like sweeteners for soft drinks, can improve the taste of foods that are low in sodium, for example garlic and potassium chloride (KCl).

However, KCl can itself taste bitter, and companies are therefore in the process of patenting so-called "bitter blockers" to mask any bad taste.

"Most salt replacers rely on potassium chloride, but this is only so good," explained Don Williams, Vice President of Flavour Design and Development at firm McCormick.

"You may also have to include other ingredients to mitigate the bitter effect of potassium chloride," he continued.

With 75 per cent of Western salt intake accounted for by consumption of processed food, scientists have found the more you reduce salt levels, the less popular a product becomes.

The challenge is to minimise the salt levels while also minimising commercial risk.

Further information: http://www.foodnavigator-usa.com/news/ng.asp?id=61559
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Supermarkets applying for 24-hour licenses

Date: Wed, 27 Jul 05 **Type:** DirectNews Item

Analysis

Supermarket chains are poised to take advantage of 24-hour drinking when the 2003 Licensing Act comes into effect in November this year.

Under the current legislation alcohol can only be sold between the hours of 8am and 11pm.

However, it has emerged that Sainsbury's, Tesco and Asda have now all applied for 24-hour licenses for a number of their outlets.

Sainsbury's and Tesco confirmed they had applied for licenses for "the majority" of their stores, with Asda putting the figure at about 100.

The charity Alcohol Concern has expressed misgivings about the stores' plans, urging them not to contribute to the problem of binge-drinking by exploiting the profit potential of the new law.

A spokesman said: "We are concerned that increased retail hours might result in a rise in drinking and problem drinking.

"If supermarkets are to sell alcohol round the clock they need to be committed to following responsible retail practices.

"That includes no cheap drink promotions and no sales to people who are underage or obviously drunk."

However, the supermarkets have said that the new rules will not lead to alcohol being on sale 24 hours a day, merely offering some flexibility in shopping hours.

An Asda spokesman explained: "Customers tell us they want to be able to buy a bottle of wine or crate of beer when they are buying the rest of their groceries."

Further information: http://news.scotsman.com/uk.cfm?id=1686872005
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Dairy Crest announces price changes

Date: Wed, 27 Jul 05 **Type:** DirectNews Item

Analysis

UK dairy company Dairy Crest has unveiled its plans to cut the price of liquid milk to its suppliers by 0.3p a litre.

The company explained that it had not managed to "realise price increases on some...middle ground sales".

At the same time, it also announced that the price of milk for cheese would be raised to 0.4p per litre, taking total increases to 0.7p a litre since July 1st this year.

The company also said it expected even more increases to follow in September.

Commenting on the changes, milk purchasing director, Arthur Reeves, said: "We've held off from making this decision for a couple of months, fully aware of how delicate the balance in the industry has been."

However there are now a number of factors that we can no longer ignore. "

The price changes come into effect on August 1st.

Further information:
http://www.food-business-review.com/article_news.asp?guid=56F1814F-6A03-4131-B4AA-6D577F71B175

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BSE OTMS could be ended

Date: Wed, 27 Jul 05 **Type:** DirectNews Item

Analysis

The Food Standards Agency (FSA) hosted a public meeting yesterday, discussing its latest observations on the BSE situation in the UK.

Referring to the likely impact of older meat as "insignificant", it has led to speculation that the ban on older cattle under the "over thirty months scheme" (OTMS) could soon be lifted.

The farming and abattoir industries are keen for older beef to re-enter the market.

However, the head of the TSE division of the FSA, Alan Harvey, stopped short of making a recommendation, saying the decision would have to go before government ministers.

He explained: "This has been a long process. We are an organisation set up at the request of the Prime Minister in 2000 to consider all aspects of food safety. We can advise, but at the end of the day it will be up to ministers to make decisions.

"But our best estimate is that allowing beef from older cattle will have an insignificant impact on the incidence of variant CJD over the next 60 years - possibly no more than one or two cases."

Professor Patrick Wall, who is leading a working party on the subject, said the ending of the OTMS would result in the need for testing results "to be delivered overnight".

"The trials that we have observed during March to May indicate that this is perfectly possible," he added.

Variant CJD (vCJD) has been linked to BSE in cattle, and has killed 156 people in the last 10 years.

There were 36,000 cases of BSE in cattle in 1992, although the number has reduced dramatically since then, with 309 cases registered last year.

Further information:
http://business.scotsman.com/index.cfm?id=1686442005
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Doughnut peaches to trick kids

Date: Thu, 28 Jul 05 **Type:** DirectNews Item

Analysis

Tesco is today introducing the UK's consumers to a new type of peach that can easily be mistaken for a doughnut owing to its slightly flattened shape.

The chain will be capitalising on the resemblance by packaging them on their sides in long flat boxes.

Tesco claims that the innovation will encourage children to eat more healthily, combining the "goodness" of peaches with the fun of doughnuts.

The chain's peach buyer, Charles Clowes, explained: "We think kids will love them as they get the fun of a doughnut in a healthy snack.

"These peaches look so deceiving that if you presented them on a cake tray most people would mistake them for doughnuts."

Due to be sold for six weeks, the peaches are also said to ooze less juice when eaten.

First grown in China in the 19th Century, the Spanish peaches are variously known as Paraguayos, Saturn Peaches and Chinese Flat Peaches.

Here in the UK, however, they will be known simply as the "Donut Peach".

Further information:
http://www.manchesteronline.co.uk/men/news/s/167/167522_what_a_peach.html

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Sudan 1 discovery leads to more recalls

Date: Thu, 28 Jul 05 **Type:** DirectNews Item

Analysis

The banned red food dye Sudan 1 has surfaced in two more products on the UK's supermarket shelves, after 400 products were recalled in February this year.

The Food Standards Agency (FSA) has confirmed that Rajah Premium Hot Curry Powder and Rajah Premium Mild Curry Powder have been removed from sale at the UK's Kwik Save, Budgens and Somerfield supermarket chains.

However, the FSA has expressed concern that some small retailers may still be serving the curry powder, which is contained in 100g and 425g tins with a best before date of June 2008.

A 400g packet with an expiry date of June 2007 has also been found to have been contaminated.

Sudan 1 is considered to be a carcinogen by the International Agency for Research on Cancer, and was banned across the EU from June 2003.

Chilli and chilli-derived products crossing the EU border must now be accompanied by a certificate guaranteeing they are free of the illegal dye.

In February, authorities detected the chemical in a batch of Premier Foods Worcester Sauce, costing the industry millions in withdrawals.

At the time, EU health commissioner, Markos Kyprianou, commented: "Certain industrial operators have not faced up to their responsibilities and cleaned up their stocks of raw material," according to Foodnavigator.com.

The Rajah brand is produced by BE International Foods.

Further information: <A href="

http://www.dailymail.co.uk/pages/live/articles/health/healthmain.html?in_article_id=357341&in_page_id=1774>

http://www.dailymail.co.uk/pages/live/articles/health/healthmain.html?in_article_id=357341&in_page_id=1774

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Prepared salad group defends nutrition claims

Date: Thu, 28 Jul 05 **Type:** DirectNews Item

Analysis

The Fresh Prepared Salads Producer Group, the body that supplies packaged salads to many of the UK's supermarket chains, has defended the process of modified atmosphere packing (MAP) against the charge that it significantly reduces vitamin content.

The defence follows claims in news stories that the process results in nutrient loss. The group has highlighted that the Italian research behind the claims was flawed.

This was because the study compared fresh whole head lettuce with four-day-old salad

packs, and the group makes the point that the fresh lettuce would be richer in vitamins in any case.

The MAP process involves altering the composition of the air in the pack, usually by reducing the level of oxygen to decrease the rate of respiration.

The group said that MAP is used in approximately 20 per cent of prepared and washed salad packs, and there is no evidence to suggest that it is harmful, according to just-food.com.

The group also confirmed that detailed tests had been undertaken to determine whether the chlorination process resulted in potentially harmful by-products.

In the rare instances where traces were detected, the levels were far below those deemed harmful by the World Health Organisation (WHO).

The Fresh Prepared Salads Producers Group consists of companies Geest, Nature's Way Foods, Vitacress Salads, Fresh Del Monte, Florette and Kanes Foods.

Further information: http://www.just-food.com/news_detail.asp?art=61455&lk=rss http://www.just-food.com/news_detail.asp?art=61455&lk=rss

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Real Good Food to acquire Napier Brown

Date: Thu, 28 Jul 05 **Type:** DirectNews Item

Analysis

Luxury cake specialist, The Real Good Food Company, is to acquire Napier Brown Foods.

The takeover is valued at £67.7 million, which Real Good Food will pay for in shares.

It has offered 1.62 of its shares for each of Napier's, an increase on the figure of 1.57 offered in June, which Napier Brown is recommending to its shareholders.

Pieter Totte, Real Good Food non-executive director, said: "This will provide us with the opportunity to build the Real Good Food Company into a major force in the food sector in the years ahead," according to the Guardian.

"It was always the intention of the company to seek to broaden its base into value added areas within the food industry," Napier Brown told Reuters.

Based in Wiltshire, The Real Good Food Company includes the Haydens Bakeries and Seriously Scrumptious lines, providing Waitrose and Marks and Spencer with pastries, desserts and "special occasion" cakes.

It also has a sandwich division, Coolfresh, and makes frozen fish products under the Star Fish banner.

Napier Brown Foods is best known as the producer of the Whitworths sugar brand.

Further information: http://www.sharecast.com/cgi-bin/sharecast/story.cgi?story_id=515785
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Simpsons juice range launched

Date: Thu, 28 Jul 05 **Type:** DirectNews Item

Analysis

Canada based Cott Beverages is preparing to launch a new range of juice drinks in the UK based on the popular TV cartoon The Simpsons.

A similarly themed range of flavoured waters will be re-launched at the same time.

The juice cartons come in packs of six, offering a choice of two flavours: orange and peach or strawberry and apple. They contain five per cent juice and no artificial colours.

The four 330ml bottle packs of flavoured water include peach, wild berries, citrus and apple flavours, and there are also 1L and 2L bottles of "orange" and "apple and blackcurrant" to be diluted.

Flavoured water is a growing sector in the beverage market, as consumers are increasingly deserting carbonates for perceived healthier options. These flavoured waters contain no added sugar.

Natalie Harvey, senior licensing manager for Fox Licensing and Merchandising, said: "This is a very exciting product launch which addresses growing consumer demand for healthier children's food," according to just-drinks.com.

Cott has manufacturing facilities in the US, Mexico, Canada and the UK.

Further information: http://www.just-drinks.com/news_detail.asp?art=27984
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Starbucks increases earnings with new stores

Date: Thu, 28 Jul 05 **Type:** DirectNews Item

Analysis

The Starbucks coffee chain has reported a third quarter rise in earnings, boosted by new products on offer and sales from its small music business.

Earnings rose by 29 per cent for the thirteen weeks to July 3rd, with revenues up by 21 per cent to \$1.6 billion.

This is compared to the \$1.3 billion the company made in the third quarter of 2004.

In the US revenue rose by 20 per cent thanks to new store openings, with international revenue growth at 32 per cent.

The company also increased its profit outlook for the full year, based on new store openings planned for 2006.

Worldwide store numbers are set to grow by 20 per cent in 2006, with around 300 more opening in 2006 than this year.

The 9,500 coffee shops already in operation around the world, 7,000 in the US, will be joined by a further 1,800, primarily in the US and other existing markets.

However, openings in Jordan, Ireland and China have also been mentioned.

Chairman Howard Schultz said that strong coffee sales had been boosted by the Black Aprons Exclusive line of premium coffee beans and new "Frappucino" flavours, according to Reuters.

He said that extended opening hours had also played a part, as had CD sales.

Further information: <A href="

<http://www.busrep.co.za/index.php?fArticleId=2643107&fSectionId=604&fSetId=662>

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Beer to go upmarket

Date: Fri, 29 Jul 05 **Type:** DirectNews Item

Analysis

Brewers in the UK are preparing to embark on one of the most expensive commercial image makeovers in the country's history, trying to win back consumers who have deserted in favour of wine, and revitalise sales.

The manufacturers of well-known brands such as Carling, Carlsberg and Stella Artois are to plough around £100 million into initiatives to boost the traditional beverage's reputation.

As well as usual marketing techniques, a "Beer Academy" will seek to enlighten the public and retail sector alike via £100 a day courses.

Supermarkets have also been asked to display wines according to region of origin in a similar way to wines.

Richard Broughton, director of the British Beer and Pub Association, said: "In the way that supermarkets such as Waitrose have a wine of the month, we are encouraging them to offer a beer of the month," according to the Evening Standard.

"And we want more pubs to have lists offering a selection of lagers and ales, so that it becomes just like a wine list," he continued.

Third of a pint glasses have also been mentioned, the hope being that this will attract more women.

Further information: <A href="

http://www.thisismoney.co.uk/news/article.html?in_article_id=402590&in_page_id=2

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http://www.thisismoney.co.uk/news/article.html?in_article_id=402590&in_page_id=2

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Seafood firm announces £100 million turnover

Date: Fri, 29 Jul 05 **Type:** DirectNews Item

Analysis

Maryport-based Cumbrian Seafoods has announced it has reached a £100 million turnover in eight years.

The benchmark figure was achieved after turnover practically doubled from £70 million in the year to March 2004.

The firm, located on the Solway Industrial Estate, has also quadrupled its workforce to 700 over the period, following contracts signed to supply chains such as Tesco and Morrisons.

Many members of staff are coming to the company from other countries, particularly in Eastern Europe, due to the high demand.

The company's range of products includes fishcakes and coated cod, with the majority of the fish being imported from countries such as Iceland and China.

Owner, Peter Vassallo, told the Cumbria News & Star: "We are getting more effective... Production is increasing all the time.

"We employed as many people as were available in Cumbria before we started looking abroad last year.

"That was one of the apprehensions about coming to Cumbria because there is relatively low unemployment."

Earlier this year the company revamped its website to include areas in seven languages, including Chinese and Lithuanian.

With a second factory in Whitehaven, Cumbrian Seafoods includes Grants Smoked Seafoods and Glendawn.

Further information: <A href=" <http://www.cumbria-online.co.uk/viewarticle.asp?id=266647>"> <http://www.cumbria-online.co.uk/viewarticle.asp?id=266647>

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It's an edible, nutritious wrap

Date: Fri, 29 Jul 05 **Type:** DirectNews Item

Analysis

New edible food wrappings have been developed to meet rising consumer demand for convenience and healthy foods.

The vegetable and fruit-based wraps have been developed by scientists at the US department of agriculture's agency (ARS), reports FoodNavigator.com, and come in a range of colours and flavours.

The wraps are extremely nutritious, and ARS researcher, Tara McHugh, explains that they could be loaded with additional vitamins and nutrients.

Traditionally used for wrapping sushi, the new product could also be developed as a strip to melt onto meat products in the oven, to flavour and baste the meat.

According to the USDA, wrap researchers are currently working with commercial partners to prepare the strips for marketing.

The product is not as strong as orthodox wraps at the present time, but it is hoped that new ingredients and further development could make it more moisture-resistant and hardy.

Further information:
http://www.ars.usda.gov/is/pr/2005/050726.htm

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European packaging expansion sealed up

Date: Fri, 29 Jul 05 **Type:** DirectNews Item

Analysis

US-based Zip-Pak is pushing further into the European resealable packaging market with the acquisition of the recloseables division of London-based Supreme Plastics.

Adding the latter's plant in Whitby, the UK joins the Netherlands and Spain as sites for the American company's European operations.

The Supreme Plastics division manufactures resealable zippers and bags, and it is thought it will serve to broaden Zip-Pak's hold on the market.

Zip-Pak president, Jim Kohl, explained that Supreme tended to focus on narrower zipper products, while Zip-Pak derived the majority of its current business from products with wider closures.

"The additional technologies expand the breadth of resealable solutions Zip-Pak provides," he said, according to FoodProductionDaily.

Michael Burton, newly appointed general manager of European operations, added: "The growth in manufacturing capacity demonstrates Zip-Pak's commitment to meeting the growing demand for resealable flexible packaging in Europe."

Zip-Pak opened a plant in the Netherlands in January last year, and will also be manufacturing closures in Murcia in Spain through a Supreme subsidiary.

Further information: http://www.foodproductiondaily.com/news/news-ng.asp?n=61607-zip-pak-buys

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Consumer label habits revealed

Date: Fri, 29 Jul 05 **Type:** DirectNews Item

Analysis

A survey of global consumer attitudes to food labels has revealed that although 20 per cent said they always check the labels for nutritional information, 50 per cent admitted their understanding was only partial.

ACNielsen's Online Consumer Confidence Survey polled 21,100 people from 38 countries worldwide, encompassing North America, Europe, Latin America and the Asia Pacific region.

The most prolific readers of labels were found to be Latin Americans, with a third claiming they regularly checked. In general, however, the most likely occasion for any consumer to check was only on the first purchase (40 per cent).

European and North American consumers differed both in what they actually checked for, and how much they believed they understood from what they read.

Although the ingredient most likely to be considered by consumers across the board was fat (49 per cent), preservatives and colourings were much less important in North America, with 24 per cent and 16 per cent checking respectively.

In Italy, on the other hand, calories were much less of a concern than artificial additives.

About 64 per cent of North Americans believed they processed most of the information they read on packaging, whereas only six per cent of Italians could say the same.

Alice Fawver, senior vice president of retail measurement services, commented: "Food labels represent an important opportunity for manufacturers to differentiate their products and build consumer trust, but the opportunities are lost if labels aren't being read.

"This survey shows a lot of potential for getting consumers involved in using product labels."

Further information: http://www.mrweb.com/drno/news4357.htm

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Danish beer that can be bettered

Date: Fri, 29 Jul 05 **Type:** DirectNews Item

Analysis

Drawing on the idea of open source computer software such as the Linux operating system, a group of Danish students have come up with the world's first open source recipe for beer.

This means that the recipe for "Vores Oel" (Our Beer) will be made public under a Creative Commons licence.

The licence means that other brewers are permitted to use the recipe, improve it, change it, and even sell it, providing they make their own recipes public in a similar way.

Ramus Nielsen was conducting an intellectual property workshop at Copenhagen's Information Technology University, where he asked students to think about applying the open source concept to other areas.

A group of 15 students met with a Danish home brewing expert, bought the necessary ingredients, and brewed 100 litres on the university campus, which turned out darker than anticipated.

They added the South American berry guarana, and launched a website to accompany the beer.

They called it Our Beer, version 1.0, signalling that there was room for improvement.

Further information: <http://www.iwr.co.uk/information-world-review/news/2140356/creative-commons-license-first>
<http://www.iwr.co.uk/information-world-review/news/2140356/creative-commons-license-first>

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