

Coalition calls for protection of farming funding

Date: Wed, 01 Jun 05 **Type:** DirectNews Item

Analysis

A coalition of organisations is petitioning EU decision makers to protect the rural development budget from cuts, and in fact increase funding for sustainable farming in the overall EU budget for the period 2007 - 2013.

The Luxembourg presidency has proposed cutting as much as 22 per cent of the rural development subsidies for supporting environmentally friendly practices such as organic farming.

The group argues that the May 19th proposal would be at the expense of a smaller budget for sustaining the livelihoods of smaller farmers and rural areas across Europe.

The proposal calls for this "second pillar" budget to be reduced from €88.75 billion to €69 - 77 billion, with the first pillar budget remaining at €301 billion.

Friends of the Earth's senior campaigner for food and farming, Vicki Hird, said: "The UK Government has claimed that it wants to make UK farming PLC greener and to get local food back onto the public plate.

"They must reject this proposal totally and support moves to shift an even greater proportion of the CAP budget into the kind of farming and food systems the public want and need."

The coalition, which includes BirdLife International, Eurogroup for Animal Welfare, the European Environmental Bureau, Friends of the Earth Europe and the International Federation of Organic Agriculture Movements, argues that the proposal would work against the 2003 reform of the common agricultural policy (CAP), which would have seen € 7 billion redirected from the first to the second pillar.

No further information.

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KFC cleared of inciting "bad manners"

Date: Wed, 01 Jun 05 **Type:** DirectNews Item

Analysis

The Advertising Standards Authority (ASA) has dismissed calls for a KFC ad to be banned on the grounds that it encourages bad table manners in children.

The ad in question features three female call centre workers singing with their mouths full of Zinger Crunch Salad, and has attracted 1,671 complaints, making it the most complained about ad in the UK to date.

The ASA explained that the advertising standards code had not been breached, and argued that: "Once taught good table manners, children would be unlikely to adversely change their behaviour by watching this commercial."

For its part, KFC said that the advert was "intended to be humorous". It has now finished its run and will not be repeated.

In April, another KFC ad was pulled by the ASA on the grounds that the Mini Fillet chicken burger appeared larger in the ad than it was in real life.

Both ads were created for KFC by Bartle Bogle Hegarty (BBH).

Further information: <A href="

<http://www.brandrepublic.com/bulletins/br/article/477735/kfc-call-centre-staff-keep-singing-full-mouths-despite-1671-complaints/>>

<http://www.brandrepublic.com/bulletins/br/article/477735/kfc-call-centre-staff-keep-singing-full-mouths-despite-1671-complaints/>

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EU law promotes chicken welfare

Date: Wed, 01 Jun 05 **Type:** DirectNews Item

Analysis

A new EU draft law has been unveiled aiming to safeguard the welfare and hygiene of "broiler" chickens.

The law proposes set standards for the issues of ammonia in litter, ventilation and stocking density.

In particular, the law calls for 30 kg of bird weight per square metre as a standard, although this could possibly be raised to 38 kg if the other standards concerning litter and ventilation are met.

Stocking densities currently vary country by country, but the EU average is 40 kg per square metre.

The high levels of ammonia in faeces on coop floors also lead to what is commonly referred to as "foot burn" among intensively reared chickens.

EU Health and Consumer Protection Commissioner, Markos Kyprianou, said: "Animal welfare is not just about ethics, it is a quality issue for consumers."

However, a number of animal rights groups expressed regrets that the law did not go far enough.

Dr. Marc Cooper, the RSPCA's scientific officer for the farm animals department, said: "This EU legislation will do little to improve the lives of chickens in its current form."

The law will now pass to EU agriculture ministers for their backing.

Further information: <A href="

<http://www.eupolitix.com/EN/News/200505/02616ef4-f254-459f-b22b-79705784c52c.htm>>

<http://www.eupolitix.com/EN/News/200505/02616ef4-f254-459f-b22b-79705784c52c.htm>

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Carlsberg raises glass to new brewhouse

DeHavilland Global Knowledge Distribution plc, South Quay Plaza, 183 Marsh Wall, London E14 9SH

Date: Wed, 01 Jun 05 **Type:** DirectNews Item

Analysis

The "official beer of the England team", Carlsberg, has opened a new brewhouse in Copenhagen.

The announcement coincides with the extension of the company's contract with European Champions League winners Liverpool FC until the end of the 2006/2007 football season.

The Jacobsen brewhouse, named after the brewery's founder, J.C. Jacobsen, will initially produce the four beers from the Jacobsen range, as well as another four from the Semper Ardens range.

Formally opened, along with the first bottle, by President Nils S. Andersen, it is located at the Carlsberg Visitors Centre, which receives approximately 150,000 visitors every year. The centre was also recently revamped with a set of sound, lighting and aroma stimuli.

As the official sponsor of the Liverpool team, Carlberg's contract will ensure a global reach encompassing the Far East, Eastern Europe and Scandinavia, as well as the core market of Western Europe.

Keld Strudahl, the company's senior international marketing director, said: "We're very happy to be extending our club sponsorship of Liverpool FC. Carlberg's continued involvement with the club enables us to jointly build on our relationships with the international fan community which is stronger than ever following the amazing win in Istanbul."

Further information: <A href="

http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=8302&fSite=AO545&next=0>

http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=8302&fSite=AO545&next=0

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ACS calls on OFT to act on competitive issues

Date: Wed, 01 Jun 05 **Type:** DirectNews Item

Analysis

The Association of Convenience Stores (ACS) has called on the Office of Fair Trading (OFT) to act on what it says is the "growing evidence" of competitive distortions in the UK market.

It has submitted a report to the OFT in which it has compiled a list of unfair competitive practices in the UK.

The submission is a response to the OFT's call in March for evidence on issues affecting competitiveness in the UK grocery market.

It contains an independently commissioned report from Europe Economics assessing the growing barriers to entry in neighbourhood shopping, along with evidence on the

aggressive pricing strategy of supermarkets across a number of product areas.

The report also contains information on the growing consumer concern about the decline in small shops, with recent figures from the Institute of Grocery Distribution showing that over 2000 independent retailers have closed in the last 12 months.

ACS chief executive David Rae said that the convenience and grocery market was going through a time of "unprecedented change", with major stores continuing to buy up the smaller chains.

"Up to now the competition authorities have failed to act, this review is our opportunity to change that," he said.

The ACS is calling on the OFT to take action to prevent below cost selling, price flexing and "predatory" acquisition policies that threaten the independent retailing sector.

Further information: www.thelocalshop.com

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Welsh Consumer Council urges children's food action

Date: Wed, 01 Jun 05 **Type:** DirectNews Item

Analysis

The Welsh Consumer Council has urged MPs to take action on the problem of children's diet by adopting the Children's Food Bill.

The bill campaign is led by Sustain, the alliance for better food and farming, and calls for more legislation to protect children from eating unhealthy food.

Amongst the proposals of the bill are the introduction of mandatory nutritional standards in school meals; the prohibition of the sale of unhealthy products from school vending machines; and compulsory food education.

It also states that children should be protected from the marketing of unhealthy food and drink products and calls on the government to promote healthy foods.

So far, the bill has attracted the support of 248 MPs as an Early Day Motion in parliament, and the Welsh Consumer Council is lobbying MPs for it to become a Private Members Bill, paving the way towards legislation.

"Our recent research has shown that consumers in Wales are very concerned about the nature and scale of food advertising directed at children," explained Lindsey Kearton, senior policy officer at the Welsh Consumer Council.

"The majority believe educating youngsters on the link between diet, nutrition and health and encouraging them to eat more healthily when they are young, is key to them adopting healthier lifestyles as adults."

The Children's Food Bill is being supported by 135 organisations across the country.

Further information:

http://www.politics.co.uk/press-releases/mps-urged-into-action-safeguard-childrens-health-\$8642192.htm

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Heinz brands could be axed

Date: Thu, 02 Jun 05 **Type:** DirectNews Item

Analysis

As many as 200 Heinz marketers in the UK and France are expected to lose their jobs as part of a company review that could see several brands sold off or discontinued.

The six to nine month business review is part of Heinz's strategy to focus on its ketchup, condiments and sauces, food service, child nutrition and ready meal lines, according to Brand Republic.

The brands whose futures are uncertain include Linda McCartney, Weight Watchers, John West and Aunt Bessie's, and the company has said the marketers most likely to be affected are those based in Hayes, Middlesex, as well as Liverpool, London and Paris.

Staff working on the products will also be affected, as will a number of ad agencies, although no details have been disclosed.

The John West and Weight Watchers advertising accounts are handled by Leo Burnett, Aunt Bessie's by Euro RSCG and Linda McCartney by WCRS.

Heinz's European operations account for 40 per cent of the company's total sales.

Further information: <A href="

http://www.brandrepublic.com/bulletins/br/article/477890/heinz-marketers-set-cull-european-review/">

http://www.brandrepublic.com/bulletins/br/article/477890/heinz-marketers-set-cull-european-review/

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Milkshake to help you stay awake?

Date: Thu, 02 Jun 05 **Type:** DirectNews Item

Analysis

The results of an investigation published in the American Journal of Clinical Nutrition has suggested that an evening milkshake laced with the amino acid tryptophan could alleviate the distress of those who experience sleeping problems.

A study carried out on 28 healthy adults concluded that a dose of the protein powder alpha-lactalbumin (A-LAC), marketed as BioPure, improved the morning alertness of people to suffer from mild sleeping problems, while having no effect on those who did not.

The powder, taken in a milkshake with an evening meal, contained a high concentration of tryptophan, which is a precursor to serotonin and is thought to help regulate the sleeping process.

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Tryptophan is found in small quantities in meats such as beef, chicken and turkey, as well as in dairy products, and it is known for its sleep-inducing properties.

The experiment sought to determine whether a high concentration would affect the ratio to other amino acids in the blood, but the lead author of the study, Dr. C. Rob Markus, said more research would be required before the product could be marketed as a sleep aid.

The A-LAC used in the experiment was provided by Davisco Foods International.

Further information:
http://www.reuters.com/newsArticle.jhtml?type=healthNews&storyID=8666513

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Catering staff to go back to school

Date: Thu, 02 Jun 05 **Type:** DirectNews Item

Analysis

Education Secretary, Ruth Kelly, has unveiled plans for school dinner ladies to pass a "voluntary" vocational qualification to ensure "everyone in the school kitchen aspires to the same high standards."

Ms Kelly was addressing the UNISON school caterers conference in London on the subject of the government's election pledge to spend £220 million on improving the nutritional standards of school meals.

The qualification would "recognise for the first time the crucial skills and experience" brought by dinner ladies, but was also something that headteachers could eventually "come to expect."

Reception, however, was mixed, with the Conservatives pointing out that the qualification might deter the much-needed volunteers who help in school kitchens.

It could also be taken as a further attack on dinner ladies themselves, who have already expressed anger at the impact of the Jamie Oliver-led campaign to improve school meals.

School meal take up in secondary schools has dropped by almost 10 per cent since the "success" of the TV show Jamie's School Dinners, and caterers are concerned that such a trend could threaten their livelihoods.

Speaking at the same conference as Ms Kelly, Neil Porter, chair of the Local Authority Caterers Association (LACA), said that school catering staff had been left "underfunded, undervalued and undermined."

Further information:
http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2005/06/02/ngrub02.xml&

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sSheet=/news/2005/06/02/ixhome.html
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Grolsch stands up

Date: Thu, 02 Jun 05 **Type:** DirectNews Item

Analysis

Grolsch has designed a new bottle display stand to feature in 50 drink retail outlets around the UK.

The stand will be trialled in the Wine Cellar, Booze Buster and Simply Drinks chains, and will be prominently placed to catch the impulse buyer and boost already strong sales, says the Retail Bulletin.

The displays will hold the new "easy-to-carry" four packs of Grolsch that were launched in the UK for the first time this year, featuring easy to carry handles.

Grolsch is one of the fastest growing brands for Wine Cellar.

Stuart Rees, Wine Cellar's marketing manager, said: "Grolsch is a very successful brand for us; increasing the opportunities for impulse buying should be a further benefit - we believe the trial of these new display units will increase sales in our stores."

Grolsch brand director, Andy Cray, said: "The swing top bottles - both in 450ml and 1.5l formats - have iconic status.

"We hope the trial goes well and that we can more widely distribute the display stands, because they help give a great impression in communicating the premium qualities associated with Grolsch."

Further information: <A href="

<http://www.theretailbulletin.com/index.php?page=5&i=305&id=6665&keys=grolsch&cat=desi>">

<http://www.theretailbulletin.com/index.php?page=5&i=305&id=6665&keys=grolsch&cat=desi>

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Lactic solution to Listeria

Date: Thu, 02 Jun 05 **Type:** DirectNews Item

Analysis

A solution has been developed that can fight the food bug Listeria, which can cause health problems in the meat and prepared foods industry.

Danish ingredients firm Chr Hansen has developed and claimed the patent rights for B-LC-20, a natural, bio-protective culture solution that fights the bug with lactic acid bacteria.

Eva Stenby, Chr Hansen's marketing manager, said that the product had been developed after the meat and prepared foods industry had highlighted Listeria as "an increasingly critical issue".

Listeria infections can cause diarrhoea, blood poisoning, or even meningitis, and can also be particularly harmful to pregnant women.

So far, alternative ways of fighting Listeria have included heat treatment, additives such as potato starch, and increasing fat content or sugar levels, all of which mean more changes for producers in their recipes.

However Chr Hansen says its solution is easy to use and does not change the taste or smell of the fermented sausages, such as salami, in which it will primarily be used.

It will also not normally require producers to make changes to their existing recipes.

Chr Hansen says that its B-LC-20 product will cost producers less than half a per cent of the sausage sales price, which it believes is a small price to pay for the peace of mind of knowing that products will not have to be destroyed or recalled.

The company expects its product to be particularly popular among producers of high quality products with recognized brand names for this reason.

Further information: <A href="

http://www.foodingredientsfirst.com/newsmaker_article.asp?fSite=AR283&nw=hd&size=ld&sno=1&main_page=1&id=155>

http://www.foodingredientsfirst.com/newsmaker_article.asp?fSite=AR283&nw=hd&size=ld&sno=1&main_page=1&id=155

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Europe extends organic range

Date: Thu, 02 Jun 05 **Type:** DirectNews Item

Analysis

New organic products are being launched in the EU to take advantage of a growing organic market, new research shows.

Market tracker Mintel has released new data showing that a number of companies have been launching new organic products in the last month, FoodandDrinkEurope.com reports.

Hain Europe has just launched an organic brown rice-based milk and soy substitute drink in the UK under its "Rice Dream" brand.

The product is specially made to cater for a wide range of dietary requirements, being dairy free, cholesterol free, lactose free, suitable for vegetarians and vegans and low in fat and saturates.

Meanwhile Nestle has launched its new organic range for mothers, the MamAlete products, in Germany, which claims it can help pregnant or nursing women to get the added nutrients and liquids they need.

Other organic products recently launched include an organic apple-cranberry juice from Dutch group Albert Heijn and a Dr Karg organic brand of crispbread with Emmental cheese in Norway.

The EU organic market reached an estimated €10 billion in 2002, with growth of five per cent between 2002 and 2003, down three per cent from the year before.

Further information:

http://www.foodanddrinkeurope.com/news/news-ng.asp?n=60383-new-product-launches

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UK farmers in fear of supermarket powers

Date: Fri, 03 Jun 05 **Type:** DirectNews Item

Analysis

The voluntary code of conduct governing the relationship between farmers and supermarkets is inadequate, according to the results of a client survey carried out by law firm CMS Cameron McKenna.

Peter Lungden of the organisation Farm, which calls itself the "independent voice of farmers", has called for a compulsory code to be established.

He said that the problem lay in farmers' fear of reprisals if they were to approach the Office of Fair Trading (OFT) to complain about breaches. Under the current rules, the OFT is not able to investigate complaints received from anonymous sources.

"They are terrified of having their name linked to a specific complaint against a supermarket. What's needed is a compulsory code of conduct," he said.

The findings from CMC Cameron McKenna included reports of unfair conditions and bullying tactics.

Head of the food chain unit of the National Farmers Union (NFU), Terry Jones, said: "I think what CMC Cameron McKenna [found] broadly mirrors the conversations we have with some of our members."

The NFU remains sceptical of a tougher code of conduct administered by an independent regulator, but it has been collaborating with retailers and suppliers on an idea for a voluntary "buyers' charter".

No further information.

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BMA supports advertising "fairness doctrine"

Date: Fri, 03 Jun 05 **Type:** DirectNews Item

Analysis

Delegates at an annual British Medical Association (BMA) public health conference have given their backing to a motion calling for public health messages to be given TV airtime equal to that allocated to the advertising of "unhealthy" products.

The measure would extend to alcohol, fatty foods, and particularly junk food that targeted children.

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Dr. Noel Olsen, chairman of the Alcohol Addiction and Research Council, believes that under this "fairness doctrine" the advertisers should also pay for such messages to be broadcast.

He said: "Under the polluter must pay principle, we should say that there should be equal access to advertising time and media coverage where there is clear evidence of damage to health."

He also argued that tax rebates given to companies for such advertising should be stopped.

Dr. Olsen thought the measure represented a "halfway house", less stringent than the blanket ban he would like to see imposed, but something that "gives the Government the chance to do something without going the whole hog."

"What I am in effect saying is that where there are major public health dis-benefits to society from commercial products, these industries should contribute to the cost of the public health view being heard," he said.

Further information: <http://news.scotsman.com/latest.cfm?id=4637205>

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Milk intolerance linked to our ancestors

Date: Fri, 03 Jun 05 **Type:** DirectNews Item

Analysis

A study conducted by a US university may lend weight to The UK Dairy Council's suggestion that the proliferation of lactose intolerance in the UK has been exaggerated.

The council claims research has established that supposed lactose intolerance sufferers often confuse their condition with a certain food allergy.

Michele Stephens, communications manager for the council, says: "Around 45 per cent (27 million) of the UK population claim to be lactose intolerant, when in fact only 2 per cent (1.2 million) have actually been clinically diagnosed," according to foodnavigator.com.

Her view is now supported by research conducted at Cornell University, New York, which has concluded that the reason more Europeans can drink milk is because their ancestors grew up around dairy pastures.

They therefore passed on gene mutations that maintained the enzyme lactase into adulthood.

Lactose intolerance, which only affects approximately 5 per cent of the population of the UK, Ireland, North Europe and the US, stems from a lack of this enzyme.

The scientists gathered data on lactose intolerance from 270 indigenous African and Eurasian populations in 39 countries.

Findings showed that it was primarily people whose ancestors came from places where dairy herds could be grazed in safety, such as Europe, who have developed the ability to digest milk.

Adults whose ancestors lived in very hot or cold climates that were unable to support dairy herding, did not tend to have the ability to digest milk after infancy.

Further information: <A href="

<http://www.news.cornell.edu/stories/June05/lactase.herding.ssl.html>>

<http://www.news.cornell.edu/stories/June05/lactase.herding.ssl.html>

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Sputnik Vodka launches new flavours

Date: Fri, 03 Jun 05 **Type:** DirectNews Item

Analysis

Sputnik Vodka has launched three new flavours in the UK, according to just-drinks.com.

The rose petal, basil and horseradish flavours debuted at the London International Wine and Spirits Fair at the end of last month.

Bottles will be priced at £11.99.

The recipe for Sputnik was selected by Russian distillers to mark the launch of the Sputnik satellite in the 1950s.

Winter grain is distilled and filtered through birch charcoal from the Perm region of Russia. This process is repeated to remove impurities.

The natural spring water used is refined through silver filters, and blended with the spirit at a ratio of 3:1 to meet the standard of 40 per cent ABV. The finished product also contains a hint of Acacia honey.

The London International Wine & Spirits Fair ran from May 17th to 19th in the ExCel Arena at the Royal Victoria Dock, London.

No further information.

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UK crisp sales crumbling

Date: Fri, 03 Jun 05 **Type:** DirectNews Item

Analysis

Health concerns and a growing trend towards healthier eating are thought to be the reasons behind decreasing sales of crisps and snacks in the UK.

A new report from market research analyst Mintel shows that the market value of crisps and snacks fell to £2.2 billion in 2005, down from £2.4 billion in 2003.

Significantly for producers, the report also found that attempts by the crisp and snack industry to appeal to health-conscious consumers by producing low-fat versions of their

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products had largely met with failure.

"If consumers are looking for a healthy lifestyle they are most likely to cut out crisps altogether rather than turn to a healthy variant of an unhealthy product," industry analyst David Bird told BakeryAndSnacks.com.

Some consumers are said to be sceptical about health claims on new "healthier" snack variants, which could be due in part to the lack of official laws requiring manufacturers to prove the claims they make.

Others complain that the low-fat alternatives are simply not providing the same levels of quality and taste as their healthier predecessors.

A bright point on the horizon, however, is provided by the market potential of so-called "premium" crisps, such as the Walkers Sensations brand.

Premium crisps sales are bucking the trend, increasing their sales by 15.8 per cent between 2002 and 2004, in contrast with sales of standard crisps, which fell seven per cent over the same period.

Further information: <http://www.bakeryandsnacks.com/news/news-ng.asp?n=60413-consumers-turn-away>
<http://www.bakeryandsnacks.com/news/news-ng.asp?n=60413-consumers-turn-away>

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Apple juice up worldwide

Date: Fri, 03 Jun 05 **Type:** DirectNews Item

Analysis

Production of apple juice around the world has hit a new high, new figures have shown.

Statistics from the US government show that expectations for the year 2004 to 2005 are 1.3 million metric tonnes, up from 1.2 million the year before.

The growth is thought to be the result of an increase in apple juice production in China, currently the world's top producer according to FoodNavigator.com.

Chinese apple juice production will have gone up by 46,000 tonnes on the year before, although this growth will still be eclipsed by the previous year's increase of 100,000 tonnes.

The news means that apple juice prices will stay steady and that more juice made from Chinese "high-sour" apples will be on the market.

Increases in apple juice production in China, as well as in Argentina, Germany, Hungary and Italy, are set to continue, showing no signs of slowing over the year to come.

Further information: <http://www.foodnavigator.com/news/news-ng.asp?n=60445-global-apple-juice> <http://www.foodnavigator.com/news/news-ng.asp?n=60445-global-apple-juice>

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Dining tables dying out

Date: Mon, 06 Jun 05 **Type:** DirectNews Item

Analysis

One in four households does not own a dining table, a new survey has found.

According to a poll of 1,000 adults aged 20 to 55, 24 per cent do not own a dining table, and of the 76 per cent that do, only 21 per cent actually eat off it.

The remainder use their tables for other activities, such as studying or as a surface for hobbies, according to the study carried out by vegetarian food brand Cranks.

The findings have been used to support the view that the family mealtime, staple of the model of the nuclear family, is fast dying out as a result of the various pressures on modern family members.

Dr. Esther Dermott, lecturer in sociology at Bristol University, interviewed 25 fathers in managerial or professional employment, and found the subject of mealtimes was "not something that was important to them at all," according to the Daily Telegraph.

This was not particularly surprising, however, given children's fixation with computer games, longer working hours and the increase in "female rates of employment".

Ben Johnson, Cranks brand director, said: "greater time pressures have increased the demand for more flexible eating."

Further information: <A href="

http://www.manchesteronline.co.uk/men/news/s/161/161292_dinner_is_served_but_not_together.html">

http://www.manchesteronline.co.uk/men/news/s/161/161292_dinner_is_served_but_not_together.html

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New dawn for Quorn

Date: Mon, 06 Jun 05 **Type:** DirectNews Item

Analysis

Marlow Foods, the North Yorkshire company that owns the popular meat alternative Quorn, has been bought by Premier foods for £172 million.

However, it will continue to be run as a standalone business by the existing management, and no job losses are anticipated at either site, in Stokesley, or in Belasis, Teeside.

In addition, the deal is expected to lead to annual administration and purchasing savings of around £4 million by 2008.

Last year, sales of Quorn, which is the company's only line, were £79 million, with profits before tax of £4.6 million. Over the last five years it has achieved an average sales growth rate of more than seven per cent.

Launched in 1994, the fungus (mycoprotein) derivative fast became a staple for the UK vegetarian consumer, and now leads the country's £155 million meat alternative market with 60 per cent. It also represents 15 per cent of the broader "meat free" category, which is worth £640 million.

Robert Schofield, chief executive of Premier Foods, said: "Quorn is ideally placed to benefit from the increasing demand for healthy eating and the combination with Premier should accelerate its growth."

Quorn will join other Premier brands, including Typhoo Tea and Branston Pickle, and Angel Delight and Bird's Custard, both bought from US based Kraft Foods in December.

Further information: http://www.just-food.com/news_detail.asp?art=60925 http://www.just-food.com/news_detail.asp?art=60925

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Shuffle Mix can keep its cool

Date: Mon, 06 Jun 05 **Type:** DirectNews Item

Analysis

Hull based Turbo Systems has announced that it has become the UK distributor of the Shuffle Mix, a machine that uses a patented technology that does not transfer as much heat when aerating bakery products as more conventional methods.

The process is based on the traditional method of churning milk, pumping both the product and the air while virtually eliminating any resistance to the product and ensuring the temperature remains low.

A large number of products can therefore be processed without the need for additional cooling, although a cooling system can be fitted if necessary, according to FoodProductionDaily.com.

Many other mixing machines use a rotation system at high speed, which can add heat to bakery products.

Food processors are now exhibiting a trend for buying more machinery, recovering confidence after the BSE (Mad Cow Disease) and salmonella cases of the last four years, which saw consumers switch their eating habits away from processed foods.

Managing director, Andy Lang, said: "This had a knock-on effect on the industry. We are beginning to see a come back in sales throughout Europe and the UK."

Holding 27 per cent of the market in depositing machines for the country's food processing market, the company recently recorded a 47 per cent increase in sales for its last financial year, ending in April.

Further information: <http://www.foodproductiondaily.com/news/news-ng.asp?n=60422-uk-machine-maker>
<http://www.foodproductiondaily.com/news/news-ng.asp?n=60422-uk-machine-maker>

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Tea drinking migrates to France

Date: Mon, 06 Jun 05 **Type:** DirectNews Item

Analysis

The traditional cup of tea, which has been reported to be in decline in the UK, has crossed the channel to become a favourite drink of the French.

15,000 tonnes of tea is now imported into France every year, and the figure is growing.

The French Coffea chain, which relied on coffee for its profits in the past, has now more than doubled the number of different teas it has available.

"We've seen our tea sales leap by 15 per cent a year," said Karine Leherisse, a buyer for the company.

However, in France the trend is towards "high-quality" teas, often perfumed with natural oils and served attractively. It is being marketed as something to relax over, in contrast to the country's traditional drink of coffee.

Olivier Scala, president of the French tea committee and director general of the importers George Cannon put the decline in UK sales down to the fact that "the English always drink the same kind of tea."

"They are only just getting to know varieties such as green tea, whereas here in France we have a greater choice."

A survey by market analyst Mintel recently showed that sales of tea bags and loose tea in Britain had dropped by 16 per cent and nine per cent respectively.

The British are now drinking more coffee and bottled water, currently consuming about 4.5lb of tea per person each year.

The average French person is now drinking around 0.5lb of tea a year, with the number rising each month.

Further information: <A href="

http://www.iol.co.za/index.php?set_id=1&click_id=29&art_id=qw1117081621123A141">

http://www.iol.co.za/index.php?set_id=1&click_id=29&art_id=qw1117081621123A141

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Quest to make an impact with new flavour enhancer

Date: Mon, 06 Jun 05 **Type:** DirectNews Item

Analysis

Makers of a newly-launched flavour enhancer are claiming that the product will provide an added boost to the healthy foods drive.

DeHavilland Global Knowledge Distribution plc, South Quay Plaza, 183 Marsh Wall, London E14 9SH

Flavour creator company Quest has launched what it says is its biggest flavour breakthrough in a decade: the ImpaQ Taste Technology flavour enhancer, Food Ingredients First reports.

The company says the product will enable food producers to drastically lower the levels of salt, fat and sugar in their foodstuffs without compromising on taste.

The product is specifically designed to add flavour in products that are low in salt, sugar and fat, and is said to have received an "exceedingly positive" response in customer trials.

However, the company also hopes that the ImpaQ Taste Technology enhancer will be chosen on its own merits alone as a flavour enhancer.

"It is not just about replacing salt, sugar or fat but about understanding how to create deliciousness in foods," explained Quest's executive flavourist, Harry Renes.

The product is particularly well suited for a low-salt environment: Quest claims that its product can ensure the same taste quality in soups and snacks made with between 30 and 50 per cent less salt.

Quest is predicting that its product will be most successful in the soups, sauces, soft drinks and dessert sectors in Europe.

Further information: <A href="

http://www.foodingredientsfirst.com/newsmaker_article.asp?fSite=AR283&nw=hd&size=ld&sno=1&main_page=1&id=157>

http://www.foodingredientsfirst.com/newsmaker_article.asp?fSite=AR283&nw=hd&size=ld&sno=1&main_page=1&id=157

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Asda moves into Northern Ireland

Date: Mon, 06 Jun 05 **Type:** DirectNews Item

Analysis

Asda has bought 12 Safeway stores in Northern Ireland from rival group WM Morrison, the company announced today.

The £73.6 million deal will see the UK's second largest supermarket chain spend £30 million on modernising and refurbishing the stores.

Asda has said that prices at the Northern Ireland stores will be no higher than those in its existing stores in England, Scotland and Wales, which currently number 279.

The group has promised that all the existing Safeway employees will be kept on, and that 250 new jobs will in fact be created by the end of the year.

It also intends to continue working with existing suppliers in Northern Ireland to ensure that the existing ranges of local products are still available to customers.

Asda already works with suppliers in Northern Ireland including ABP in Newry and Lurgan and Linden Foods in Dungannon. In addition, its half fat cheese is produced by

Northern Ireland dairy farmers in partnership with Fayrefield in Belfast.

Asda was bought by US company Wal-Mart six years ago, since which time it has aimed to become the country's lowest priced supermarket. It has been voted Britain's lowest price supermarket for the last seven years by trade magazine The Grocer.

The deal now awaits clearance by the Office of Fair Trading (OFT).

Further information: http://business.timesonline.co.uk/article/0,,9074-1642955,00.html

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Diageo set to acquire Bushmills

Date: Tue, 07 Jun 05 **Type:** DirectNews Item

Analysis

Diageo, which owns Smirnoff, Johnnie Walker and Guinness, has conditionally agreed to buy the Irish whiskey brand Bushmills from Pernod Ricard for around €300 million.

However, the successful completion of the deal is subject to Pernod completing its takeover of British Allied Domecq, which will be voted on by shareholders on July 4th.

Bushmills is the world's second largest Irish whiskey brand after Jameson, and the sale would mark the first time that Diageo has branched into this type of beverage.

Pernod, meanwhile, has granted Diageo an option to buy the majority of New Zealand wine business Montana from Allied Domecq for around £320 million.

Montana is one of the leading New Zealand wine brands and the number one New Zealand export brand.

The Bushmills acquisition and Allied Domecq takeover are both expected to be completed in late 2005 or early 2006.

Diageo chief executive, Paul Walsh said: "The acquisition of Bushmills is a particularly pleasing opportunity. This is one of the industry's oldest Irish whiskey brands and gives Diageo, for the first time, an important presence in this growing category."

Further information: <A href="

http://www.thisismoney.co.uk/news/article.html?in_article_id=401129&in_page_id=2">

http://www.thisismoney.co.uk/news/article.html?in_article_id=401129&in_page_id=2

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Greene King Brewing fluid contract in place

Date: Tue, 07 Jun 05 **Type:** DirectNews Item

Analysis

Royston's Pursuit Dynamics has been awarded a contract to supply its fluid processing technology to Greene King Brewing.

DeHavilland Global Knowledge Distribution plc, South Quay Plaza, 183 Marsh Wall, London E14 9SH

The PDX-47 system has been licensed for installation at the company's Bury St Edmunds brewery in Suffolk after evaluations demonstrated energy savings of more than 30 per cent compared with the current cleaning in place (CIP) system.

John Heathcote, chief executive of Pursuit, explained that the system enabled savings due to its advantages when used in a "simultaneous heating and pumping role, conducted with no moving parts," according to Business Weekly.

As well as the successful completion of the CIP application with Greene King, he said that the company was "also currently evaluating the PDX technology in another major UK brewery for use in the area of wort-boiling."

Commercial mashing-in trials are also planned for later in the year.

Greene King appointed Justin Adams as the new managing director of its brewing division at the end of May.

Transferring from the same role with spirits company Maxxium, he takes up his new post in September.

Further information: <A href="

http://www.businessweekly.co.uk/news/view_article.asp?article_id=9481>

http://www.businessweekly.co.uk/news/view_article.asp?article_id=9481

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Fermentation may combat peanut allergy

Date: Tue, 07 Jun 05 **Type:** DirectNews Item

Analysis

Scientists from North Carolina A&T State University in the US have found that a special fermentation process could reduce the potential for an allergic reaction to peanut products.

The findings on roasted peanut flour and isolated peanut protein were reported at the 105th meeting of the American Society for Microbiology.

Fermentation is able to degrade peanut proteins, and the process in the investigation substantially reduced the concentration of two major allergenic proteins in peanut flour, Ara h1 and Ara h2, by up to 70 per cent.

The hope is now to develop the method to the point where the proteins are completely non-allergenic.

Peanuts are one of the primary causes of food allergies, in which proteins trigger the release of histamine and other chemicals, potentially leading to symptoms such as breathing difficulty, nausea and diarrhoea.

At their most severe, such allergies can also trigger a fatal anaphylactic shock.

Jianmei Yu, a researcher with the study, said: "This finding is good news to individuals

who are allergic to peanuts and important not only to the peanut industry but also to the food industry in general, where peanuts are used as an ingredient in food product development and food preparation."

Further information:
http://www.news-medical.net/?id=10759

(C) DeHavilland Information Services plc, 1998-2003.

Consumers value quality over price

Date: Tue, 07 Jun 05 **Type:** DirectNews Item

Analysis

Organic group the Soil Association has published an independent survey, which reveals that most customers do not rank the cost of food as highly as quality and taste when it comes to making consumer choices.

Of around 1,000 interviewees asked what was important to them when buying food for a meal to serve to family or friends, 95 per cent said it was taste and quality, compared with 57 per cent that said price.

More than two thirds also considered steering clear of artificial colouring or additives as important.

Animal welfare standards, with 71 per cent, pesticides, with 65 per cent, and sustainable farming, with 63 per cent, were all factors more important to the average consumer than price.

Another notable observation was that issues of food quality were rated of higher importance by women than by men.

Helen Browning, the Soil Association's food and farming director, said: "The findings give public backing to the government's support for organic farming, and their efforts to increase production of organic food in the UK."

Further information: http://www.foodproductiondaily.com/news/news-ng.asp?n=60497-taste-and-quality

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UK leads the way in EU labelling

Date: Tue, 07 Jun 05 **Type:** DirectNews Item

Analysis

More products in the UK are labelled with nutritional information than anywhere else in the EU, according to a new study.

The European Commission study found that the UK was far above other EU countries when it came to nutritional labelling, with 75 per cent of all products surveyed labelled.

It was significantly ahead of Spain in second place with 54 per cent, Germany with 50 per cent and Poland with 41 per cent of all products labelled.

The study was undertaken to assess the current level of nutrition labelling and consider whether mandatory labelling on nutritional information is necessary.

The results have been welcomed by the British Retail Consortium (BRC), which said that UK food retailers had been "well in excess" of current legal requirements in providing nutritional information on products.

"UK food retailers have led the way in providing clear and helpful nutrition information on food labels," commented BRC director general, Kevin Hawkins.

Of the nearly 3,000 products surveyed, the most labelled categories were cereals, margarine, soups and frozen vegetables. The least labelled were coffee, chewing gum, spices, mustard, vinegar and honey.

No further information.

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Vegetables bad for Christian Salvesen

Date: Tue, 07 Jun 05 **Type:** DirectNews Item

Analysis

Food processing and distribution group Christian Salvesen has reported nearly no annual pretax profit due to a loss of contracts and fierce competition.

Pretax profit before exceptional items and goodwill was £17 million, which was in line with forecasts, but turnover for the year fell 4.8 per cent to £806 million.

Lost contracts and a poorly performing vegetable processing sector were given as the reasons behind the disappointing figures.

Company chairman David Fish said that the company was now looking to improve its business following recent changes.

"Our aim is to capitalise on the positive work that has been completed over the past 12 months and we look forward to steady, moderate improvement across all areas of the business," he stated.

However he warned that caution should still be exercised, describing Christian Salvesen's markets as "fiercely competitive".

Despite the competition, the company nevertheless signed a number of high profile contracts only last month, including a deal with Asda to stock frozen products, a deal with Douwe Egberts to warehouse and distribute its coffee, and a contract with Masterfoods to be the sole UK provider of its frozen products.

Further information: <A href="

[](http://business.scotsman.com/latest.cfm?id=4657287)

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Lycopene looks safe as novel food

DeHavilland Global Knowledge Distribution plc, South Quay Plaza, 183 Marsh Wall, London E14 9SH

Date: Wed, 08 Jun 05 **Type:** DirectNews Item

Analysis

The Advisory Committee on Novel Foods and Processes (ACNFP) has declared it is satisfied that tomato-derived lycopene is safe for use as a novel food in amounts of 5mg per serving.

Although the carotenoid, found in red fruits and vegetables, has been available before, it was previously considered as an additive rather than a food ingredient, used in a more concentrated form as a colouring (E160d).

However, it has recently been found to be a significant antioxidant, which raises the possibility of its being marketed for health benefits, particularly in the fight against prostate cancer and heart disease.

5mg is understood to be the concentration required for these properties to take effect, and health claims are not permitted by the EU for a food classified as a colourant.

The ACNFP is now inviting comments to be submitted before June 16th and before its decision is sent to the other EU member states prior to ratification.

The committee's only qualification was that labelling should make clear that products may not be suitable for children under the age of three.

The marketer, Israel-based LycoRed, is proposing to use the novel food in products such as yoghurt, cereal bars, sausages, cheese and bread.

Novel foods are classed as all ingredients unavailable in the EU before 1997, and are subject to an ACNFP safety assessment under the EU Novel Foods Regulation (EC) No. 258/97.

Further information: <http://www.npicenter.com/anm/templates/newsATemp.aspx?articleid=12655&zoneid=18>

<http://www.npicenter.com/anm/templates/newsATemp.aspx?articleid=12655&zoneid=18>

<http://www.npicenter.com/anm/templates/newsATemp.aspx?articleid=12655&zoneid=18>

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Aluminium wine bottle for summer chilling

Date: Wed, 08 Jun 05 **Type:** DirectNews Item

Analysis

A Portuguese wine sold in a recyclable aluminium bottle will be launched in the UK this summer, with a range of qualities clearly targeting young women for the picnic and party season.

Able to chill in a fifth of the time that glass takes, the rose BrightPink comes in a 100 per cent metallic bottle, which also protects it from UV damage, according to the Daily Telegraph.

A further selling point is that when full, the 75cl aluminium packaging is 66 per cent lighter than a standard glass bottle.

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It is also shatterproof according to winemaker Peter Bright, and the design includes the word "pink" printed on the bottle with UV glow in dark ink.

Keith Lay, marketing director at the wine's UK importer, Ehrmanns, said: "Aluminium chills wine in approximately 20 per cent of the time that glass takes."

Ehrmanns introduced the wine to the UK trade at the London International Wine & Spirit Fair at the end of last month.

Mr Lay told the Publican: "People want solid reasons to buy something and this is a good wine, a Portugese rose named after Peter Bright, the New Zealand wine maker.

"We wondered whether we were mad at first, but BrightPink has attracted a lot of interest."

Further information: <A href="

<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2005/06/07/uwine.xml&sSheet=/portal/2005/06/07/ixportaltop.html>">

<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2005/06/07/uwine.xml&sSheet=/portal/2005/06/07/ixportaltop.html>

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"Desk potatoes" snack on £500 a year

Date: Wed, 08 Jun 05 **Type:** DirectNews Item

Analysis

The average British worker spends approximately £20,000 on snack food over the course of a lifetime, new research from the British Dietetic Association (BDA) shows.

This equates to almost £500 a year, or around £2 every day, excluding breakfast and lunchtime.

4,000 employees were interviewed about their office snacking habits in research commissioned to launch the BDA's "Weight Wise at Work" campaign.

The campaign is seeking to tackle the nation's obesity crisis by focusing on workplace "desk potatoes". In 20 years, obesity has trebled among women and quadrupled among men.

The survey revealed that in total employees spend in the region of £9 billion a year on snacks, and that two in every ten skip breakfast, known to be "the most important meal of the day".

Scotland fared the worst, where 70 per cent admitted to eating chocolate, crisps or biscuits at work every day, spending £800 million a year.

The BDA's campaign will run throughout June in the wake of the four day European Congress on Obesity, attended by representatives of 80 countries.

Tesco, Kent Police and the Scottish Executive are among the companies to have signed

up for a pack and materials.

Campaign co-ordinator Jill Scott, told the Glasgow Daily Record: "Encouraging us to eat more healthily could increase productivity."

Further information:

http://www.sundayherald.com/50115

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Morrisons predicts lower profits

Date: Wed, 08 Jun 05 **Type:** DirectNews Item

Analysis

Supermarket chain Morrisons has said it is expecting yearly profits on a much smaller scale than had been expected by analysts.

The group is predicting annual profit before tax of between £50 million and £150 million, far less than analyst forecasts of between £225 million and £275 million.

The predicted results contrast sharply with Morrisons profits last year, which amounted to £320 million.

Morrisons says the fall in profits is related to ongoing problems with its integration of the Safeway stores.

However it has said it expects its business to improve over the next year as it completes the conversion of the stores.

"In 2006/7 there remains every indication that financial performance will improve significantly following completion of the conversion process," the company said in a statement.

Morrisons has promised that further details will be available at the end of next month.

Further information: <A href="

http://business.scotsman.com/latest.cfm?id=4661176">

http://business.scotsman.com/latest.cfm?id=4661176

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Welsh launch petition for GM veto

Date: Wed, 08 Jun 05 **Type:** DirectNews Item

Analysis

A petition that calls for regional and local authorities across the EU to be legally able to ban GM crops in their areas has been launched in Wales.

The move follows fears that rulings on GM crops that are decided solely by the European Commission will bypass the views of particular communities.

So far, 60 local UK authorities as well as the Welsh Assembly have passed resolutions opposing GM crops.

However Friends of the Earth (FoE) Cymru believes that the power of local authorities is still too limited, and that they need to be able to impose outright bans on the planting of GM crops in their areas.

The petition has received the backing of politicians, with Welsh minister Laura Anne Jones adding her support at a public meeting organised by FoE Cymru.

It is also supported by a coalition of organisations from 20 European countries in partnership with the Assembly of European Regions.

The meeting was organised to discuss the future of food and farming in Wales, with a number of high profile speakers including Lord Peter Melchett of the Soil Association and professor Kevin Morgan of Cardiff University.

No further information.

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Food safety reps meet in Geneva

Date: Wed, 08 Jun 05 **Type:** DirectNews Item

Analysis

The World Health Organisation (WHO) and the UN Food and Agriculture Organisation (FAO) are holding a meeting in Geneva this week to discuss the issue of food safety.

Consumer associations from 25 countries, including the UK, have been invited to the three-day event, starting today, to offer their views on how they can help improve the quality and safety of food.

Means of identifying key risks to health in food will also be discussed, with the aim of making consumer organisations as aware as possible of all the issues to enable them to communicate with consumers and also suggest improvements to food safety systems.

The outcome of the consultation will be the release of a set of guidelines on June 10th for the role of consumer organisations in food safety efforts.

Food safety issues are a real problem for the food industry, causing an estimated two billion cases a year of food-related illnesses as well as frequent trade rejections which are harmful to economies.

The meeting was organised with Safe Food International, a project of non governmental organisation the Center for Science in the Public Interest (CSPI), which aims to establish a common platform for consumer groups and others in calling for stronger national food safety standards.

Further information: <A href="

<http://www.who.int/mediacentre/news/notes/2005/np12/en/>>

<http://www.who.int/mediacentre/news/notes/2005/np12/en/>

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Ronald McDonald's a good sport

Date: Thu, 09 Jun 05 **Type:** DirectNews Item

DeHavilland Global Knowledge Distribution plc, South Quay Plaza, 183 Marsh Wall, London E14 9SH

Analysis

Ronald McDonald, "chief happiness officer" of the McDonald's chain, is to be given a new, healthy look, as part of the company's bid to alter its image as a negative force in the battle to combat increasing obesity levels in many countries.

In an advert to be screened tomorrow, the clown will be depicted kicking a football, snowboarding and juggling with fruit and vegetables.

He is joined by the basketball player and McDonald's spokesman Yao Ming.

However, the chain's traditional fare of hamburgers, fries and milkshakes will not feature.

Corporate vice president, Jeff Carl, said: "We felt it more appropriate to expand the discussion to all foods at this point."

Of Ronald's new image, he said: "He's encouraging children to get up on their feet and start moving."

The new ad is the latest in a stream of efforts on the part of the chain to appear as a nutritionally balanced food choice.

It has been pushing its salad range, lighter alternatives to burgers and fruit, and children's "Happy Meals" have started to offer parents the option of milk instead of soft drinks.

Sceptics, however, point to the possibility of children receiving mixed messages.

Samantha Heller, clinical nutritionist and exercise physiologist at New York University Medical Centre, said: "If they are telling kids to eat vegetables, they should have the food to back that up and they should make it attractive and fun and interesting like the Happy Meals."

Further information: <A href="

<http://www.brandrepublic.com/bulletins/br/article/478894/mcdonalds-revamps-ronald-athletic-allrounder-new-campaign/>>

<http://www.brandrepublic.com/bulletins/br/article/478894/mcdonalds-revamps-ronald-athletic-allrounder-new-campaign/>

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Hit Greek diet comes to UK

Date: Thu, 09 Jun 05 **Type:** DirectNews Item

Analysis

A new diet has hit bookshelves in the UK, following huge critical acclaim in its author's native country of Norway.

Dr. Fedon Lindberg's "The Greek Doctor's Diet" has been on Norway's bestseller list for three years, and a poll conducted by Gallup found that 23 per cent of the population modified their diet as a result.

Although it has certain similarities to both the Atkins and GI diets, the main focus is on eating little and often to control blood sugar levels and avoid overeating later.

Another central tenet is changing to less processed, Mediterranean style foods, for example fruit, vegetables, pulses, nuts, whole grains, lean protein and healthy unprocessed vegetable fats such as are found in avocado and olives.

A study published in April found "a statistically significant reduction of mortality by eight per cent for every two points you get closer to the Mediterranean diet, on a scale from 0 to 10," according to the Independent.

An 18 month study on the diet's risk reduction potential is also currently in progress on 200 subjects at Oslo University.

A specialist in obesity and hormonal disorders, Dr. Lindberg believes problems of diabetes, cancer, cardiovascular disease, asthma and female infertility are also in part related to diet.

Breda Gajsek, principal of the UK College of Nutrition and Health, told the Daily Mail: "I am normally suspicious about new diets. But this is a really good approach. What I like about it is that it is quite broad - it is not all about cutting things out, which makes it easy to follow."

Further information: <A href="

http://www.dailymail.co.uk/pages/live/articles/health/dietfitness.html?in_article_id=351509&in_page_id=1798>

http://www.dailymail.co.uk/pages/live/articles/health/dietfitness.html?in_article_id=351509&in_page_id=1798

(C) DeHavilland Information Services plc, 1998-2003.

CAMRA pulls no punches on 100 per cent pint

Date: Thu, 09 Jun 05 **Type:** DirectNews Item

Analysis

The Campaign for Real Ale (CAMRA) is to continue petitioning for a 100 per cent full pint in spite of disappointment that a Weights & Measures Bill was not included in the Queen's Speech.

There was significant support from 300 MPs for an early day motion proposed by Labour MP Dennis Turner in March, but the Department for Trade & Industry (DTI) said it was still considering its response.

The pub industry won a previous battle on the subject in March 2002, claiming it would increase the cost of a pint.

It agreed instead to serve a minimum 95 per cent liquid pint, with top-ups on request.

Jonathan Mail, public affairs manager for CAMRA, said: "The issue of a full pint is still very much on our agenda, it's not an issue we are backing away from. The government has told us it would look at the proposal and we want to see a conclusion," according to the Publican.

However, Martin Rawlings of the British Beer & Pub Association (BPA), said: "If there

was a real problem, there would be complaints from people.”

A survey carried out earlier this year by pubs website Fancyapint.com found that three per cent of pub-goers were concerned about the size of a pint's head.

A more recent survey carried out by CAMRA for its Good Beer Guide has revealed that the average price of a pint of lager in the UK has risen to 236p, while a pint of ale has increased to 215p. More than 1,000 pubs were surveyed.

Further information: <http://www.thepublican.com/cgi-bin/item.cgi?id=17545&d=32&h=24&f=23&dateformat=%25o%20%25B%20%25Y>

(C) DeHavilland Information Services plc, 1998-2003.

Somerfield joins Tots TV in health drive

Date: Thu, 09 Jun 05 **Type:** DirectNews Item

Analysis

Somerfield has embarked on a drive to promote healthy eating to young children through cooperation with a popular kids TV show.

From June 15th, specially designed stickers advertising BBC programme Tots TV will appear on packs of Somerfield small bananas, which are marketed at young children, Fresh Info reports.

The supermarket chain, which sells around 80,000 packs of small bananas a week, hopes that the presence of familiar TV characters "endorsing" the products will encourage the young children to choose them.

Andrew Kerr, senior vice president global licensing and marketing at Ragdoll, said: "This is a fantastic opportunity for us to promote healthy eating to children.

"We hope fans of the show will see their favourite characters on packs of the fruit, encouraging them to enjoy fresh fruit every day."

Pete Neuman, fresh produce category manager for Somerfield stores, added: "My children loved Tots TV when they were younger and we are hoping that this campaign will be successful in attracting children to healthy products."

The supermarket is also considering expanding the four-week campaign to other of its fresh fruit and vegetable offerings.

No further information.

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Health exams are good for children

Date: Thu, 09 Jun 05 **Type:** DirectNews Item

Analysis

Schoolchildren are to be offered the option of taking an exam in how to eat and live

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more healthily as part of the drive towards making children more health-conscious.

Awarding body PremierIQ has said it is to offer a Level 1 award in Active, Healthy Living, a one-year course open to 14- to 16-year olds as part of their key stage 4 curriculum.

The young learners will be expected to be able to demonstrate knowledge of how to live a more healthy lifestyle, including what foods are healthy and for what reasons.

Students will sit an exam at the end of the course, with a pass granting students the equivalent of a GCSE pass at grades D-G.

The scheme has been trialled at Oldfield School in Avon, where it has proved extremely popular with both teachers and students.

Sara Grimshaw, the school's head teacher commented: "In today's increasingly inactive society it's absolutely vital to educate youngsters about the benefits of an active, healthy lifestyle.

"Through the course, the children learn to monitor their own levels of activity and dietary intake and to make adjustments to improve their health."

Olympic gold medallist Jason Gardener, who is backing the scheme, has expressed his hope that it could help combat levels of childhood obesity, which are currently on the rise in the UK.

"If more children get the opportunity to do the course at school, hopefully future generations will enjoy much better overall health and fitness," he said.

Further information: <A href="

http://www.manchesteronline.co.uk/men/news/health/s/161/161713_fat_classes_to_get_kids_fighting_fit.html">

http://www.manchesteronline.co.uk/men/news/health/s/161/161713_fat_classes_to_get_kids_fighting_fit.html

(C) DeHavilland Information Services plc, 1998-2003.

Omega-3 website to educate public

Date: Thu, 09 Jun 05 **Type:** DirectNews Item

Analysis

A website devoted to educating the public on the health benefits of omega-3, the fatty oil found in fish, has been launched.

The Omega 3 Group aims to boost sales of oil-rich fish through the move, by explaining the many and varied health benefits of the polyunsaturated fatty acids, EPA and DHA.

Ken Hughes of Scottish Quality Salmon and the developer of the website said that there was "logical evidence" that oil-rich fish would be consumed more if people understood more about the health benefits of eating it.

Recent consumer research conducted by the Omega 3 Group found that there was a

"general vagueness" about the health benefits of oil-rich fish.

Only 28 per cent of those who regularly ate fish even realised that it contained omega-3.

Furthermore, the specific health benefits of omega-3 were not known, with only 11 per cent saying they knew it was beneficial to the heart.

The group is keen to stress that omega-3 is not just good for the heart, but has potential benefits for the brain, eyes, skin, joints and immune system.

No further information.

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EU farming budget hangs in the balance

Date: Fri, 10 Jun 05 **Type:** DirectNews Item

Analysis

Tony Blair and other European leaders are to negotiate the EU's 2007 - 2013 budget next week.

The €40 billion farm subsidy budget accounts for around 30 per cent of the total.

Following demands from EU states for a downwards revision of the budget figure, rural development funds, which currently account for less than nine per cent of the total, could be further reduced by around a fifth.

The six countries, or "one per cent club", are the UK, France, Germany, Austria, the Netherlands and Sweden, and they are calling for the Commission's €928 billion proposal to be cut to €814 billion.

The Luxembourg Presidency has suggested a compromise of €870 billion, but a deal between France and Germany in 2002 safeguards farm subsidies from cuts, and the revised budget would entail a reversal of a 2003 policy change to divert five per cent of funds from farm subsidies to rural development.

Cuts will mean fewer farmers are paid for using greener techniques, and less money for upland cattle grazing, which improves habitats for wildlife, according to the Royal Society for the Protection of Birds (RSPB).

Graham Wynne, chief executive of the RSPB said: "To sum it up, the EU will be undoing many of its own reforms which just 18 months ago substantially increased funds for environmentally-friendly farming."

BirdLife International recently published research suggesting that common farmland birds declined by 57 per cent in Western Europe, and 28 per cent in Europe as a whole, between 1980 and 2003.

No further information.

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Sandwich businesses wage war over name

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through in the figures."

A third of the managed pubs have been refurbished at some point during the last two years.

Chairman, Anthony Fuller, told the Publican: "It has been another good year of progress for Fuller's. Our investment and marketing programmes are continuing to deliver good growth, as evidence by the returns now being seen in the managed estate, especially in our target areas of cask ale, food and wine."

Further information: http://www.sky.com/skynews/article/0,,30400-13367685,00.html

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Asda prepared to cut prices

Date: Fri, 10 Jun 05 **Type:** DirectNews Item

Analysis

Asda is to start cutting costs on its prepared produce items, in a move that is likely to see a greater proportion of suppliers' crops being used.

The retail chain is to launch a prepared salad and a stir-fry mix under its Smartprice brand in a bid to dispel customer perceptions that prepared produce is always more expensive.

The Smartprice initiative is already one of Asda's biggest brands and the company is looking to expand its success into new markets.

Mary Ling, produce marketing manager at Asda, told Freshinfo.com: "This will be the first time we've gone down the Smartprice route on prepared produce and I think it's a very positive step."

The Smartprice offer on the prepared items, which will include iceberg lettuce, cabbage and possibly carrot, is also expected to result in a greater proportion of the supplier's crop being used.

Ms Ling added that Asda was currently looking to expand its organic produce.

"At the moment we're doing extremely well on organics, doubling sales year-on-year, and I think our customers are recognising that our organic offer is better value," she explained.

Ten new organic lines including beetroot and cos lettuce are planned. Meanwhile, the two new Smartprice products are due to launch on July 5th.

No further information.

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Europe defines "dolphin-safe" tuna

Date: Fri, 10 Jun 05 **Type:** DirectNews Item

DeHavilland Global Knowledge Distribution plc, South Quay Plaza, 183 Marsh Wall, London E14 9SH

Analysis

MEPs at the European Parliament have backed a law stating that only "dolphin-safe" tuna should be allowed to be labelled as such.

The definition of dolphin-safe tuna is set out by the International Dolphin Conservation Programme (ICDP), which refuses to certify any tuna that involved the killing or injuring of dolphins.

MEPs stressed that the scheme would be beneficial to consumers in that it could help them make informed choices about products related to tuna fishing.

An adequate level of information about eco-labelling should therefore be implemented and maintained, the European parliament decided, for the benefit of consumers across the EU.

The IDCP rules also help with protecting sustainable fishing and guarantees the ecological conservation of other species, in this instance dolphins.

The signing of the agreement on the IDCP, which was adopted by 473 votes in favour and just six against, will also enable the EU to join the Inter-American Tropical Tuna Commission.

Further information: <A href="

<http://www.eupolitix.com/EN/News/200506/2992cd28-e5e1-4e4a-b385-33d9123b31e1.htm>"> <http://www.eupolitix.com/EN/News/200506/2992cd28-e5e1-4e4a-b385-33d9123b31e1.htm>

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Marks and Spencer to mobilise

Date: Fri, 10 Jun 05 **Type:** DirectNews Item

Analysis

Marks and Spencer is said to be considering offering a home delivery service for food in a bid to compete with rivals and revive sales.

Such a move would see the retail chain's existing hamper and special delivery service extended to all its food and grocery products.

The group's chief executive, Stuart Rose, has said that a full delivery service was being considered out of a recognition that it was what consumers were increasingly coming to expect from a large supermarket chain.

While no definite decision had been made, he explained: "It's on our radar screen."

Mr Rose's comments came as Marks and Spencer sent out its annual report to shareholders, which is said to focus on "short-term recovery" as the group attempts to cut prices in the face of strong competition.

A fall in annual profits to £618.5 million has been blamed on having to cut prices in order to sell excess stock.

Further information: http://www.thisislondon.co.uk/news/business/articles/timid401236?source=This

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Champagne celebration for Majestic Wine

Date: Mon, 13 Jun 05 **Type:** DirectNews Item

Analysis

Majestic Wine has enjoyed a marked profit rise, with executives raising a glass to annual sales of more than £162.5 million.

Rose wine helped fuel the growth, which encompassed a 23.9 per cent profit rise for the financial year in comparison to 2004 and a 9.6 per cent increase in sales.

The growing popularity of champagne also helped bolster sales, with the board striking an upbeat note in its comments.

"Its been another strong year for champagne as well as still wines from the New World - Chile, South Africa and New Zealand," explained chief executive Tim How.

"Why are we continuing to sell so much champagne? Put simply, it's a great drink and it just seems the great British public have an ongoing love affair with champagne."

Majestic also revealed that the average price for a bottle of wine had risen in the last year, up from £5.40 to £5.51.

The beverage firm said that it had also enjoyed a flurry of activity through its online sales, with the company website now accounting for nearly five per cent of all sales.

Further information: http://www.theretailbulletin.com/index.php?page=5&cat=news&id=6750

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Yoplait yoghurt uses real milk calcium

Date: Mon, 13 Jun 05 **Type:** DirectNews Item

Analysis

Dairy company Yoplait Ireland has launched a new drinking yoghurt developed specifically for the needs of growing children.

It is the first yoghurt of its kind to offer real milk calcium instead of calcium from alternative sources, according to just-food.com

Part of a calcium-enriched range of Yoplait's popular Petits Filous fromage frais brand, it contains TruCal, a 100 per cent natural milk mineral complex developed by Glanbia Nutritionals.

TruCal contains 24 per cent calcium and 13 per cent phosphorous - a ratio particularly favourable to bone growth and increased bone density. It can be used to supplement

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dairy products, drinks, cereal bars and baked goods

Margaret Barron, brand manager for Petits Filous in Ireland, explained: "We considered various options for adding calcium to the Petits Filous products before opting for TruCal."

"We chose this ingredient because it fitted the brief, offering natural dairy calcium, and it performed well in lab tests. We then worked with Glanbia Nutritionals to create a great tasting, quality end product with an excellent viscosity. Plus, we managed to do all this without impacting on the natural goodness of the Petits Filous range."

Further information: http://www.just-food.com/news_detail.asp?art=60987&lk=rss

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Brewers to tap emerging markets

Date: Mon, 13 Jun 05 **Type:** DirectNews Item

Analysis

New research from US investment bank Goldman Sachs, published in the Times, suggests that the future of the beer industry will increasingly be determined by demand from emerging markets rather than the traditional markets in the developed world.

The report predicts that the shares of three global brewing groups, InBev, SABMiller and Molson will perform better than others by virtue of their increasingly global reach.

In particular, the analysts point to the growing consumer power of the so-called "Bric" economies - Brazil, India, Russia and China. Brazil, Russia and India, the report claims, "all have beer drinking cultures" for the brewing industry to exploit.

In developed markets, on the other hand: "The pricing pendulum is markedly on the side of the consumer. Competition has suffered." Drinkers are increasingly deserting beer for wine and spirits.

Last week SABMiller confirmed that the global brewing industry would continue to consolidate. CFO, Malcolm Wyman, said: "We're going to continue to see major transactions taking place."

Meanwhile, inBev UK chief, Steve Cahillane, has argued for beer to be sold in cafes and fast food chains in the UK.

As well as representing a sales opportunity, he said that "it removes the idea that you have to go out on a drinking session," according to the Publican.

Further information: http://www.just-drinks.com/news_detail.asp?art=27458

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Bt-10 maize likely to be safe

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Date: Mon, 13 Jun 05 **Type:** DirectNews Item

Analysis

The European Food Safety Authority (EFSA) has said that an illegal strand of GMO maize is probably safe for both animals and humans.

The Bt-10 maize, manufactured by Swiss company Syngenta, was found in imported maize in EU countries but had not been certified under EU law.

However the EFSA announced today that the maize probably posed no risk to the public, Reuters reports.

"It is not considered likely that the inadvertent contamination of the imported maize grain with Bt-10 poses a safety concern to animals and consumers," it said in a statement.

The Bt-10 maize is engineered to resist the corn borer insect, and had previously been barred from entering the EU from the US.

However Syngenta admitted in March that some of its maize seeds used in the EU had in fact been contaminated with the Bt-10 maize by mistake.

While the EFSA has said it believes the Bt-10 maize is not harmful, it has also said it would be impossible to reach an overall assessment of the risk it might pose, since Syngenta had not provided enough information on its product.

No further information.

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Vegetable oil good for fish feed

Date: Mon, 13 Jun 05 **Type:** DirectNews Item

Analysis

A new study has found a link between vegetable oils in feed and the self-synthesis of long, unsaturated fatty acids in salmon.

The study, carried out by Corina Moya-Falcon at the Norwegian University of Life Sciences (UMB), found that vegetable oils in feed stimulate the ability of salmon to store the fatty acids.

The findings signal good news for fish farmers, since it meets a demand for alternative fat sources in salmon feed, high quality fish oils being currently difficult to get hold of.

Ms Moya-Falcon's research also shows that water temperature has an effect on the ability of the salmon to store and metabolize fatty acids.

For example, adding bioactive, or sulphurous, fatty acids to salmon feed resulted in a higher metabolism rate and increased level of omega 3 fatty acids in membrane lipids.

The research was undertaken under the Institute of Aquaculture Research (AKVAFORSK), which conducts studies into such areas as nutrition, feed, production management and product quality.

No further information.

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Bakemark UK has recipe for health

Date: Mon, 13 Jun 05 **Type:** DirectNews Item

Analysis

Bakery company Bakemark UK has said it is to cut out hydrogenated fats across the range of its products, in a bid to provide healthier products.

By the end of this year, the company will have modified all its recipes to use non-hydrogenated fat blends, just-food.com reports.

So far, Bakemark UK products made without hydrogenated fat include Flakit, Skyhigh, Crispuff and Perlova, with a non-hydrogenated Marvello cake margarine to be introduced in the summer.

Low trans fats have meanwhile been introduced in the company's Craigmillar range, which includes Castle Non Hydro and Apollo Non Hydro.

"We are absolutely committed to providing bakery products which meet the needs of today's consumers," said Kerrie Hampson, BakeMark UK's head of marketing.

He explained that such changes in product make-up were done after extensive testing, including customer taste trials.

"As a result, we can be sure the non-hydrogenated products process, handle, store, bake and taste just as good as their counterparts," explained Mr Hampson.

The move means that the company, a branch of the Dutch ingredient firm CSM, is the first of its kind to completely cut out hydrogenated fats.

Further information: http://www.just-food.com/news_detail.asp?art=60989 http://www.just-food.com/news_detail.asp?art=60989

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BBPA: beer unit labelling will be standard

Date: Tue, 14 Jun 05 **Type:** DirectNews Item

Analysis

A British Beer & Pub Association (BBPA) investigation has revealed that the majority of beer cans and bottles will carry labels outlining the number of units of alcohol they contain as early as the end of the year.

The move comes as the government continues with efforts to crack down on binge drinking and antisocial behaviour, and encourages people to improve the general standard of their health through an emphasis on food labelling.

Many involved in the drinks industry have been keen to show they are contributing to the cause by curtailing special offers such as happy hours, offering free soft drinks, and promoting moderate drinking messages.

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The survey has concluded that 17 major UK brewers believe that beer can and bottle unit labelling will be commonplace, found on around 85 per cent of all containers, by December.

It is thought 84 per cent will also carry a "responsible drinking" message; double the current number to do so.

Mark Hastings, Director of Communications at the BBPA, said: "We are committed to enabling people to make better and more informed choices about their drinking behaviour."

"The rapid expansion of unit labelling and responsibility messaging across British beer is just one example of the steps producers are taking to advance customer understanding of the risks of alcohol misuse," he added.

Further information:
http://www.thepublican.com/cgi-bin/item.cgi?id=17570&d=32&h=24&f=23&dateformat=%25o%20%25B%20%25Y

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More cheese please

Date: Tue, 14 Jun 05 **Type:** DirectNews Item

Analysis

A handful of "traditional" pubs across the country are relaunching the ploughman's lunch this summer, in association with the British Cheese Board (BCB).

In an attempt to wrestle back market share from so-called "gastro-pub" cuisine, the BCB has designed three "Perfect Pub Ploughman's" dishes to be served up exclusively at the 26 pubs until the end of July.

The meal will offer a variety of British cheeses, with half a white bap, an apple, pickled onions, real ale chutney and a country salad.

The "Texture" Ploughman's comprises Mature Cheddar, Somerset Brie and Cheshire, the "Range" combines Blue Stilton, Somerset Brie and Cornish Yarg, and the "Flavour of the West" adds the Somerset Brie and Cornish Yarg to the Mature Cheddar.

Formed in 1997, the British Cheese Board aims to increase cheese consumption in the UK, particularly by promoting its health benefits as a source of protein, vitamins, calcium and other minerals.

To qualify, the pubs have demonstrated that they offer traditional British pub food, as well as a traditional atmosphere. Those selected include the famous Eagle & Child in Oxford, a favourite haunt of "Lord of the Rings" author JRR Tolkien.

Further information:

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<http://www.cheeseboard.co.uk/new/aboutus/index.htm>
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Pub restaurants let Whitbread down

Date: Tue, 14 Jun 05 **Type:** DirectNews Item

Analysis

Leisure conglomerate Whitbread has published its first quarter trading results, which show an increase of one per cent in like-for-like sales compared to the same period last year.

Total sales from continuing operations increased by five per cent for the 13 week period to June 2nd.

Although chief executive, Alan Parker, described this result as a "credible performance", he acknowledged that like-for-like sales at the group's pub restaurants, including Brewers Fayre, Beefeater and Brewsters, were lower than hoped for.

Total sales in this division were 3.7 per cent up, but like-for-like sales fell by one per cent.

The Brewsters brand was identified as particularly problematic. All 142 of the restaurants are in the process of being rebranded as Brewers Fayre during the first half, with 2,800 additional restaurant covers.

At its high street restaurant chains, including Costa Coffee, TGI Friday's and Pizza Hut, total sales increased by 5.5 per cent.

Like-for-like sales at the restaurants were down by 0.1 per cent, accounted for by TGI Friday's having "repositioned its menu" and "lower retail footfall" at Pizza Hut.

Mr Parker said: "Our key priority now is to restart like for like sales momentum in pub restaurants."

Further information: <A href="

http://www.ananova.com/business/story/sm_1428482.html?menu

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Meyn releases new poultry processors

Date: Tue, 14 Jun 05 **Type:** DirectNews Item

Analysis

Meyn Food processing technology has released two new products designed to speed up the preparation of chicken fillets.

The Rapid HQ is a carousel-designed, semi automatic filleting system that can debone as many as 6,000 breasts an hour, but it can also be operated manually.

It can be used for both breast caps weighing between 350 and 1,100g and chicken front halves from 450 to 1,350g, whether without wings, fresh or matured. The deboned fillets can be produced as half fillets or butterflies, with or without the tenderloins.

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Suitable for tray packing, the machine also includes modules for packing the products into containers or for trimming. Waste can be directed into bins or to a vacuum transport system.

The second machine now on the market is the Physic HS, which can cut up and process 7,000 birds an hour, although the speed can be varied from approximately 3,000 to 7,000 as required.

It enables several types, quantities and qualities of poultry product to be processed at the same time.

The company commented: "A typical configuration can range from dedicated and compact, supporting a limited product variety and not requiring the support of a PLC or process management computer, to systems that process a large spread of products at the same time," according to FoodProductionDaily.com.

Further information: <A href="

<http://www.foodproductiondaily.com/productnews/news.asp?id=60603&k=two-machines-aim>">

<http://www.foodproductiondaily.com/productnews/news.asp?id=60603&k=two-machines-aim>

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Cockle bed to reopen for harvesting

Date: Tue, 14 Jun 05 **Type:** DirectNews Item

Analysis

Environment Agency Wales is to reopen the Salisbury bank of the Dee Estuary for cockle picking in July, following fears that population numbers were unsustainable.

The number of cockles in the estuary has fluctuated wildly over the years owing to high demand and over-harvesting.

Cockling was suspended for 12 months in August last year, but now the Salisbury bed will be re-opened on 13th and 14th July, with two further days likely to be scheduled for later in the month, depending on harvesting rates, and numbers of cockles and fishermen.

The authorities have decided that the cockle population on the bank will be safe from over-cropping, although the remaining banks of West Kirby, Thurstaston and Mostyn will remain shut.

However, following the tragedy in Lancashire's Morecambe Bay in February last year, access to the beds will be strictly monitored.

Environmental Agency Wales has estimated that approximately 1,000 tonnes of cockles are ready for harvesting, which could be worth as much as £400,000, primarily destined for export to overseas restaurants.

Alan Winstone, the agency's North Wales coast environment manager, explained: "Our surveys show that there should be enough cockles for at least four days harvesting but by

opening initially for two days, we can then monitor to ensure the risk of over-cropping is minimised."

Environment Agency Wales oversees the management of all sea fisheries in the Dee estuary.

Further information: <A href="

http://icnorthwales.icnetwork.co.uk/news/regionalnews/tm_objectid=15628597&method=full&siteid=50142&headline=talks-over-safety-as-estuary-cockle-beds-open-again-name_page.html>

http://icnorthwales.icnetwork.co.uk/news/regionalnews/tm_objectid=15628597&method=full&siteid=50142&headline=talks-over-safety-as-estuary-cockle-beds-open-again-name_page.html

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"Quality" salmon lives up to claim

Date: Tue, 14 Jun 05 **Type:** DirectNews Item

Analysis

Adverts promoting salmon farmed in Scotland have been given the all clear by the Advertising Standards Authority (ASA) following a complaint from the Salmon Farm Protest Group (SFPG).

The adverts for Scottish Quality Salmon (SQS), promoting the line as "finest Scottish farmed salmon", appeared in national newspapers last summer.

Around 25 million people are estimated to have read them.

However, the ASA today announced that following an investigation, all claims made in the adverts concerning salmon production were judged to be sound.

Claims included how the Scottish producers test for levels of Omega-3 in the fish, how Scottish farmers take care of both the salmon and the environment, and how all SQS salmon is subject to rigorous independent testing.

Commenting on today's ruling, SQS chief executive, Brian Simpson, commented: "We are proud of our industry and the exceptionally high standards found in Scotland."

No further information.

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SABMiller to invest in India

Date: Wed, 15 Jun 05 **Type:** DirectNews Item

Analysis

London based brewing group SABMiller has announced plans to invest \$125 million in its Indian operations over the next five years.

The Indian beer market has recently been expanding at around six to seven per cent annually, and the group has identified the country as a key growth market, according to chief executive Graham Mackay.

Mr Mackay is currently visiting India to discuss plans with government and industry representatives.

"India is expanding rapidly. But the regulatory structure in the beer industry needs to be reformed and complexity of restrictions reduced," he said, according to the Times of India.

The investment will focus on marketing popular brands such as the strong beer Hayward's 5000, Royal Challenge Premium Lager, Knock-Out and the international Castle Lager.

SABMiller has had a presence in India since October 2000, and Indian subsidiary MBL Investments recently announced complete control of its previous 50:50 joint venture with the Shaw Wallace Group.

Brewing groups have recently been showing particular interest in acquiring interests in eastern regions, including Russia, China and India, as beer continues to lose ground in the traditional Western markets.

Strong beer dominates the Indian beer market, accounting for around 65 per cent of total sales.

Further information: <A href="

http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=8398&fSite=AO545&next=1>

http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=8398&fSite=AO545&next=1

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Pomegranate iced green tea is a healthy hit

Date: Wed, 15 Jun 05 **Type:** DirectNews Item

Analysis

US drinks producer AriZona has added a new flavour to its line of ready to drink, iced green teas, available in the UK as of this month.

Holland & Barrett, the UK's largest health food retailer, is stocking the Pomegranate Green Tea, which is already popular with a number of celebrities in the US, according to the Bromley Express.

Packaged in an oriental style red glass bottle, in either 16 or 20oz servings, its clear label of "antioxidants" should appeal to the health conscious.

Green Tea is rich in catechin polyphenols and epigallocatechin gallate (EGCG), which is a powerful anti-oxidant, and pomegranates contain most of the recommended daily allowance (RDA) of potassium and Vitamin C.

Antioxidant properties are known to protect against heart disease, certain types of cancer, Alzheimers and the effects of ageing.

Pomegranates are also beneficial in the fight against heart disease and high blood

pressure.

The pomegranate green tea joins a line that includes Asia Plum, Mandarin Orange and a Diet variety.

The AriZona brand is currently the second largest participant in the US ready to drink, hot filled tea market, behind Snapple.

Further information: <A href="

<http://www.bromleyexpress.co.uk/content/bromley/express/whatson/story.aspx?brand=RECOOnline&category=healthandbeauty&tBrand=reconline&tCategory=healthandbeauty&itemid=WeED14%20Jun%202005%2017%3A35%3A12%3A433>>

<http://www.bromleyexpress.co.uk/content/bromley/express/whatson/story.aspx?brand=RECOOnline&category=healthandbeauty&tBrand=reconline&tCategory=healthandbeauty&itemid=WeED14%20Jun%202005%2017%3A35%3A12%3A433>

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Glimpse of a fast food future

Date: Wed, 15 Jun 05 **Type:** DirectNews Item

Analysis

McDonald's has given its customers a taste of things to come at its new flagship restaurant at Oak Brook, just outside the company's headquarters in Illinois.

The future of the fast food experience paradoxically seems to be encouraging diners to spend longer in the outlets by emulating the modern coffee shop experience.

Having revamped its menu to cater for a new, more health conscious clientele, the latest developments are focusing on the technological side of things, offering Wi-Fi access to the internet, plasma screen TVs, and digital media kiosks for printing photos and downloading mobile ring tones amongst other things.

Other ideas include atmospheric adjoining McCafes, which will serve up the array of "luxury" hot beverages and pastries familiar to Starbucks customers, next to a roaring fireplace.

The Oak Brook restaurant, which opened towards the end of May, doubles as a test site, so this is an experiment rather than a model.

McDonald's spokesperson, Bill Whitman, said: "It's unlikely you'll see this exact restaurant replicated. But you will see elements of this restaurant in some of our new construction. It's all about keeping our restaurants more relevant for our customers.

McDonald's has 13,600 branches in the US, and over 30,000 worldwide.

Further information: <A href="

http://www.heraldnet.com/stories/05/06/15/100bus_fries001.cfm>

http://www.heraldnet.com/stories/05/06/15/100bus_fries001.cfm

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Shetland food reps set to meet

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Date: Wed, 15 Jun 05 **Type:** DirectNews Item

Analysis

Shetland's new "Food and Drink Group" is to meet for the first time on 21st June in Scalloway, and is open to anyone either interested in joining the group or with an interest in Shetland's food and drink sector.

The constitution will be voted on for adoption and an executive committee nominated.

The current steering group, established earlier in the year, includes representatives from local organisations such as Walls Bakery, Shetland Organic Producer's Group, Shetland Farm Dairies, JK Anderson butchers, Shetland Fudge and COPE.

The group was established to raise the profile of Shetland's food and drink products outside the islands, to capitalise on the tourism industry, and to promote the use and consumption of local produce to Shetlanders themselves.

It also seeks to encourage cooperation in the sector, and hopes to secure group purchasing discounts, preferential shipping rates, and the sharing of knowledge in areas such as marketing, packaging and distribution.

Charlie Hodge, owner of Walls Bakery, said: "The best way we as Shetland producers can prosper is to focus on our unique assets and this is one of the main objectives of the group. We want to improve relationships with tourist industry operators and make it easier for them to buy and serve local produce to tourists."

The group has won the backing of the Shetland Enterprise and Shetland Islands Council (SIC). The inaugural meeting will take place at 7.30pm at the North Atlantic Fisheries College.

No further information.

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Red meat linked to high cancer risk

Date: Wed, 15 Jun 05 **Type:** DirectNews Item

Analysis

European scientists have confirmed suspicions that high consumption of red and processed meat significantly increases the risk of developing bowel cancer.

Those eating two portions of pork, beef, veal, lamb or sausages a day have a third higher risk of contracting the disease than those sticking to less than a portion a week, according to the European Prospective Investigation into Cancer and Nutrition (EPIC) study.

A lack of the dietary fibre found in fruit and vegetables further increases the risk of contracting the disease that affects 35,000 people in Britain every year.

The research, that tracked the diets of 500,000 people over more than a decade, also found that the fatty acids in fish helped to lower the risk of bowel cancer by a third.

The Meat and Livestock Commission responded to the study by saying that Britons consume well below the levels that were adopted to class as a "high" intake in the study.

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The World Health Organisation (WHO) said that other factors that increase the risk of bowel cancer include obesity, smoking and lack of exercise.

Further information: <A href="

<http://www.medicalnewstoday.com/medicalnews.php?newsid=26089>>

<http://www.medicalnewstoday.com/medicalnews.php?newsid=26089>

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New syrup for sale

Date: Wed, 15 Jun 05 **Type:** DirectNews Item

Analysis

UK sugar supplier British Sugar has announced the launch of a new invert syrup for bakers.

The product, Invasweet, was developed at the company's technical Food Centre facility, according to just-food.com.

British Sugar's marketing manager, Myra Hales, explained: "Invasweet was developed to meet the bakery market's very specific need for a pumpable product with a lower soluble solids specification."

Ms Hales added that the new syrup is ideal for automated production systems that require an exact control of dosing.

Invasweet reportedly has a range of applications, including morning goods, burger buns, sweet-fruited breads, cakes, cookies, biscuits, sugar paste, icings, fudges and frostings.

British Sugar is the UK's leading supplier of sugar, producing around 1.3 million tonnes a year from beet in its six plants.

Further information: http://www.just-food.com/news_detail.asp?art=61014> http://www.just-food.com/news_detail.asp?art=61014

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Rugby-inspired beer hits Asda shelves

Date: Thu, 16 Jun 05 **Type:** DirectNews Item

Analysis

Supermarket chain Asda has reportedly started stocking a new beer inspired by the performance of the Welsh rugby team.

Welsh brewer Brains has signed a deal with the retail giant to supply its new Bread of Heaven ale, The Western Mail reports.

Bread of Heaven, a traditional 4.0 per cent cask ale, is now available in Asda stores throughout South Wales. The ale is brewed with a distinctive red colour to complement the Welsh rugby team's Brains-branded rugby shirt.

The bottled version of Bread of Heaven has been on sale at the Millennium Stadium

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since last November and Chris Hewin, brand manager for SA Brain & Co claims he is optimistic that sales will rise in the lead-up to the autumn Test series.

He said: "Bread of Heaven is a perfect, traditional Welsh beer and is an ideal partner for Welsh rugby. It has already proven extremely popular with fans celebrating the Grand Slam win and, with a successful summer tour of the USA and Canada now in the bag, it's time for Welsh fans to celebrate yet again."

"We are delighted to have secured the deal with Brains at this key time in Welsh rugby history and are sure our customers will welcome the opportunity to buy the commemorative ale from any of our South Wales stores," added Asda beer buyer Ged Futter.

Further information: <A href="

http://icwales.icnetwork.co.uk/0300business/0100news/tm_objectid=15636437%26method=full%26siteid=50082%26headline=heavenly%2dbrew%2dfor%2dasda-name_page.html ">

http://icwales.icnetwork.co.uk/0300business/0100news/tm_objectid=15636437%26method=full%26siteid=50082%26headline=heavenly%2dbrew%2dfor%2dasda-name_page.html

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US in massive meat merger

Date: Thu, 16 Jun 05 **Type:** DirectNews Item

Analysis

Rosen's Diversified and meat processor American Foods Group have reportedly reached a merger agreement for RDI subsidiary Rosen Meat Group and American Foods Group.

The new company, called American Foods Group, will be headquartered in Alexandria, Minnesota, and will consist of all of American Foods Group's current operations, along with RDI's meat processing companies. RDI's agricultural chemical distribution and fertiliser business units are not part of the agreement.

Tom Rosen, CEO of RDI, and Carl Kuehne, CEO and owner of American Foods Group, will serve as co-chairmen and co-chief executive officers of the new company.

Mr Rosen said: "It makes perfect sense to combine our companies. We share the same management philosophies in caring for our employees and customers. We complement each other's businesses very well and this transaction will clearly strengthen our ability to remain competitive in the meat industry."

"This merger is all about opportunity and growth," Mr Kuehne added. "Together as one company we can offer a wider variety of products and services to our customers and provide more growth opportunity for our employees and their communities."

The merger is expected to reach completion by late August, following due diligence. Terms and conditions of the agreement have not been announced. Combined total sales for the two companies last year were over \$1.5 billion.

Further information: <A href=" [DeHavilland Global Knowledge Distribution plc, South Quay Plaza, 183 Marsh Wall, London E14 9SH](http://www.just-</p></div><div data-bbox=)

food.com/news_detail.asp?art=61027&lk=rss "> http://www.just-food.com/news_detail.asp?art=61027&lk=rss

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Contributions to local nutrition recognised by FSA

Date: Thu, 16 Jun 05 **Type:** DirectNews Item

Analysis

Food Standard Agency Wales has announced the winners of the 2005 Award for Food Action Locally (AFAL).

The awards recognise individual or team contributions to local nutrition initiatives that have made a positive impact on the diet or eating habits in the communities they serve.

The Award, launched in November 2003, has five categories that correspond to the various strands of the Nutrition Strategy for Wales, which outlines actions required by key players to improve the diet of people in Wales.

The winners in each category received £2,000 for investment into their healthy eating initiative, a celebratory fruit bowl and a certificate. Runners up received £1,000 plus the same benefits.

Winners included Cooks on Tour, run by Fairbridge De Cymru of Cardiff, which won the "initiatives to inform and educate the community" prize, and Lighten Up & Tighten Up, run by the Nutrition & Dietetic Department of Maelor Hospital in Wrexham, which scooped the "initiatives to support weight management" gong.

The Awards were presented by John Griffiths, AM and Welsh Assembly government deputy minister for health and social services.

No further information.

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Future of London wholesale market under review

Date: Thu, 16 Jun 05 **Type:** DirectNews Item

Analysis

PricewaterhouseCoopers has been appointed to advise the government on the future development of New Covent Garden Market and its site at Nine Elms.

The financial consultants have been asked to identify options for transferring control of the wholesale fruit and vegetable market in London from the Covent Garden Market Authority into new ownership.

The Department for Environment, Food and Rural Affairs (DEFRA) said that PwC will advise on structuring the transactions needed to provide a new basis for the commercial operation of the market independently of the government. The Covent Garden Market Authority will be closely involved in the project.

Lord Bach, minister for sustainable farming and food, said decisions on which option to pursue would be taken in light of the consultants' report, which is expected in the autumn.

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He explained: "The future of New Covent Garden Market is a matter of keen interest not only to its tenants, customers and staff but more widely in the context of other developments in this rapidly changing part of London. I look forward to working with the Market Authority and PricewaterhouseCoopers to identify how best the market and its site can be developed to meet future needs."

Baroness Dean, chairman of CGMA, added: "It is clear that updating Market facilities will require considerable investment which is unlikely to be forthcoming from the public purse. The CGMA looks forward to working closely with Defra and PwC to identify alternative means of ensuring the future success of the Market."

Further information: http://www.just-food.com/news_detail.asp?art=61030

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Constellation pulls out of bid for Allied Domecq

Date: Fri, 17 Jun 05 **Type:** DirectNews Item

Analysis

US drinks company, Constellation Brands, has announced it has decided not to rival Pernod Ricard's bid for UK company Allied Domecq.

In April, Allied said it had received a "preliminary" approach from Constellation, which had joined forces with Brown Forman, manufacturer of Southern Comfort and Jack Daniels, in a bid consortium.

However, the world's largest wine manufacturer today said that the deal did not represent a sufficiently strong value proposition.

Constellation's chairman and chief executive, Richard Sands, said: "Simply put, careful consideration and evaluation of the details following due diligence did not identify sufficient value for submitting an offer."

This decision now leaves the path clear for French spirit manufacturer Pernod Ricard's £7.5 billion takeover offer, which Allied has already accepted.

Had it accepted a rival offer, Allied, which makes Malibu rum, Beefeater Gin and Courvoisier Cognac, would have had to pay Pernod approximately £37 million in compensation.

Pernod is to sell on some brands acquired from Allied to drinks companies Fortune Brands and Diageo.

Further information: http://www.tiscali.co.uk/news/newswire.php/news/reuters/2005/06/17/business/constellationabandonsallieddomecqbid.html&template=/business/feeds/story_template.html

http://www.tiscali.co.uk/news/newswire.php/news/reuters/2005/06/17/business/constellationabandonsallieddomecqbid.html&template=/business/feeds/story_template.html

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Concern expressed over Europe's eggs

Date: Fri, 17 Jun 05 **Type:** DirectNews Item

Analysis

A Health Protection Agency conference in Liverpool has been told that the UK is at risk of salmonella from cheap eggs imported from Europe.

However, as British eggs are currently cheap themselves, there have been no significant outbreaks of the bacteria this year.

Professor Tom Humphrey told those assembled that work at Bristol university had highlighted differences between bacteria in European eggs and those in "resident" British types. There was a risk that vaccines already developed could therefore prove ineffective.

He said: "It is vital that salmonella control programmes in one country are not undermined by the importation of foods from another where intervention has not been so rigorous," according to the Guardian.

"I think we have to accept controls across the EU and certainly across the world are not the same ... There is a chance of bringing in different organisms," he added.

Eight years ago, there were approximately 31,500 confirmed cases of salmonella-related illness in England and Wales, two-thirds of them salmonella enterides, which is the group most linked to eggs.

Last year this was cut to 12,275 salmonella cases, 8,200 of them connected to enterides.

The Food Standards Agency has started a survey of imported eggs to gauge the extent of the threat.

Further information: <A href="

http://www.guardian.co.uk/uk_news/story/0,3604,1508409,00.html>

http://www.guardian.co.uk/uk_news/story/0,3604,1508409,00.html

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Calcium absorption put to the test

Date: Fri, 17 Jun 05 **Type:** DirectNews Item

Analysis

UK-based Leatherhead Food is conducting a study to ascertain how much of the calcium in different salts and products is actually absorbed by the body, and is therefore available for health benefits.

The tests will involve nine different calcium salts being added to liquids such as water, juice, milk and tea, and researchers will be seeking to identify ways of stabilising the solutions as calcium levels are increased.

In many products, calcium has been found to precipitate out of liquid over time, for example in past research on soymilk in the US.

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The salts will be tested with other destabilising factors present, such as pH level, extra ingredients such as milk proteins, particle size and processing conditions.

Persis Subramaniam, senior food research scientist with Leatherhead Food, told FoodProductionDaily: "Most studies have been done on a water-based system and are not really related to the drink. There are now more complex drinks on the market and we've been seeing precipitation problems."

Many products make claims to health benefits as a result of being "high in calcium", as it is widely recognised as being good for teeth and bones, playing a role in osteoporosis prevention.

Further information: <http://www.foodproductiondaily.com/news/news-ng.asp?n=60689-added-calcium-drinks>

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Quest to lower salt intake

Date: Fri, 17 Jun 05 **Type:** DirectNews Item

Analysis

ICI-owned company Quest has developed a new flavour system that could cut salt levels in food by "as much as 50 per cent, without compromising on the taste," according to FoodNavigator.com.

The new ImpaQ taste technology range has led to the company submitting over 35 flavour related patents for new molecules.

"Prices will vary according to the flavour", according to flavours group vice president, Cees de Jong.

Executive flavourist, Harry Renes, explained: "Our breakthrough occurred when we identified the mechanism for cheese maturing, plus fundamental research on the holy grail of taste, bouillons."

Trials in low environments and broader applications, such as masking bitterness, are ongoing in Europe, the Americas and the Asia Pacific.

Food manufacturers are being instructed to cut the levels of salt in processed foods to meet health guidelines, but alternatives will add costs to product formulations.

Further information: <http://www.foodnavigator.com/news/news-ng.asp?n=60683-quest-flavour-technology>

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Coca-Cola targets healthy Brits

Date: Fri, 17 Jun 05 **Type:** DirectNews Item

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Analysis

Coca-Cola is to launch its Minute Maid "100 per cent Pure Squeezed Juice" brand in the UK, in a move calculated to appeal to the increasingly health conscious British consumer

The drinks, which can be counted as one of the government's recommended "five a day" fruit and vegetables, include two varieties of orange juice, also offered with added multivitamins, and "smooth orange juice and raspberry", with added zinc.

A Mintel survey has revealed that fruit juice sales have increased by around 60 per cent in the last two years, to the current level of £768 million, according to FoodNavigator.com.

In 2004, fruit juice made up approximately two thirds of the overall market for fruit juice and juice drinks, which now stands at £2.32 billion.

Coca-Cola also recently got the go-ahead for a juice with added plant sterols in accordance with the novel foods directive.

Norman Brodie, marketing director at Coca-Cola Enterprises, said: "We plan to unlock the potential of the rapidly growing juice and juice drinks sector."

The company is also set to remake its famous "I'd like to buy the world a drink" ad from 1971, timed to coincide with the launch of new brand Coke Zero.

In the UK, fizzy drinks sales decreased by £100 million over the past year, with Coke sales falling by three per cent.

Katie Bayne, senior vice president for Coca-Cola North America, said: "Coca-Cola Zero is for people who want great Coca-Cola taste, zero calories, and a new brand they can call their own," according to Brand Republic.

Further information: <http://www.foodnavigator.com/news/news-ng.asp?n=60681-coke-boosts-healthy> <http://www.foodnavigator.com/news/news-ng.asp?n=60681-coke-boosts-healthy>

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Brits like a little luxury

Date: Fri, 17 Jun 05 **Type:** DirectNews Item

Analysis

British consumers are exhibiting a growing taste for luxury food and drink, according to a new Datamonitor report.

It predicts that UK consumer spending on "specialty food", drink and personal care products will rise from £3.4 billion in 2004 to 4.5 billion in 2009, an increase of 30 per cent, says just-food.com.

This "democratisation of luxury", the report finds, is being shaped by changes in incomes and demographic group trends, for example the ageing population and increasing numbers of singles.

“The growing taste for luxury is set to become more pronounced as consumers continue

to experiment, self-reward and seek out satisfying experiences with rich flavours, textures, and variety”, said Daniel Bone, consumer analyst at Datamonitor and author of the report.

Overall, 50 per cent of European and US citizens were found to be willing to pay up to 10 per cent more for time saving products and services, compared to 41 per cent of UK residents. Another 17 per cent of UK consumers were willing to pay even more.

“With rising consumer expectations, manufacturers must ensure premium products support all aspects of consumers' lifestyles in order to justify a premium price,” said Bone.

Further information: http://www.just-food.com/news_detail.asp?art=61043&lk=rss

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Heinz to buy HP

Date: Mon, 20 Jun 05 **Type:** DirectNews Item

Analysis

US food manufacturer Heinz has announced its £470 million acquisition of HP foods, successfully beating off competition from two British companies.

French dairy group Danone is selling the business via an auction process that has been overseen by investment bank Lazard. Danone bought HP from Hanson in 1988.

Lazard was reported to have selected a few possibilities, including British companies Premier Foods and Associated British Foods (ABF), as well as the world's largest spice company, US-based McCormick.

Premier Foods purchased the vegetarian Quorn brand from Marlow Foods for £172 million earlier this month, adding to a portfolio that includes Ambrosia custard, Branston Pickle and Typhoo tea

Meanwhile ABF, which owns Twinings Tea and Ryvita, as well as the Primark clothing business, is understood to have expressed an interest in the Littlewoods store chain.

The HP sauce range and Lea & Perrins additions come at a time when Heinz has said it intends to focus primarily on its ketchup, condiment and sauce brands.

Last month, it also announced its intention to divest itself of certain European assets, including the Weight Watchers and Linda McCartney lines.

Heinz's UK presence extends to five regional centres, employing around 3,000 people.

Further information: http://www.sky.com/skynews/article/0,,30400-13374625,00.html

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Pasteurisation unit offers "hibernation" mode

Date: Mon, 20 Jun 05 **Type:** DirectNews Item

Analysis

Tetra Pak has launched a new pasteurisation unit, the Therm Lacta 10, which can be set to "hibernation" mode, thereby reducing energy consumption by as much as 85 per cent.

The hibernation function is used when there is a delay between the pre-sterilisation and production stages, allowing the machine to consume less power, steam and water, according to FoodProductionDaily.

Even without the hibernation mode, the machine's energy consumption is 12 per cent lower than with previous pasteurisation units.

The standard units have capacities of between 5,000l and 35,000l per hand for milk, and between 1,000l and 10,000l per hand for cream.

To optimise operation, a control system relays feedback from the previous 10 production runs, providing data on variables such as processed milk capacities, processed cream capacities, temperatures and running times.

The unit automatically proceeds through the pre-sterilisation, filling, production circulation, intermediate cleaning, emptying and cleaning cycles to safeguard operation.

Manufactured by the company's dairy and beverage subsidiary in Lund, Sweden, the Therm Lacta 10 is used for the automated processing of low acid liquid dairy products, including market, cheese and yoghurt milks and cream.

Further information: <A href="

<http://www.foodproductiondaily.com/productnews/news.asp?id=60726&k=milk-processing-unit>>

<http://www.foodproductiondaily.com/productnews/news.asp?id=60726&k=milk-processing-unit>

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New packaging tailored for bananas

Date: Mon, 20 Jun 05 **Type:** DirectNews Item

Analysis

Landec has developed a temperature-sensitive packaging for bananas, designed to combat the fruit's comparatively short shelf life.

Initial tests on the Intelimer polymer wrapping has been conducted in collaboration with banana company Chiquita Brands, and has been deemed a success.

A company statement said: "The initial trial results have been a success and as a result an aggressive expansion plan is being developed," according to FoodProductionDaily.

"In addition, Chiquita is now beginning store trials with a second large non-grocery retail chain in the US using Landec's packaging technology and Chiquita bananas."

Landec's temperature-activated and other specialty polymer packaging products are based

on its own proprietary polymers. Significantly, the inclusion of a pre-set temperature switch means they can be configured to change physically when heated or cooled.

Levels of oxygen and carbon dioxide within a package, i.e. respiration rates, can be regulated to maintain the optimum atmosphere for a fruit or vegetable's longevity.

Landec's president and chief executive officer, Gary Steele, explained that the company had been working with Chiquita to develop the banana packaging for commercial outlets that would not normally stock bananas owing to their short shelf life.

Through its food subsidiary, Apio, the testing agreement involves Landec supplying Chiquita with the product worldwide, as well as ongoing research, development and technology support for the temperature-sensitive membranes and bags.

In return, Chiquita will buy a minimum quantity of the packaging annually.

Further information: <A href="

<http://www.foodproductiondaily.com/productnews/news.asp?id=60745&k=landec-says-banana>>

<http://www.foodproductiondaily.com/productnews/news.asp?id=60745&k=landec-says-banana>

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Championing the small store

Date: Mon, 20 Jun 05 **Type:** DirectNews Item

Analysis

The Association of Convenience Stores' (ACS's) "Campaign Champions" are embarking on their fifth attempt to persuade local MPs to represent their views, this time at the All Party Parliamentary Group for Small Shops' Inquiry into High Street UK 2015.

The petition is in response to research from IGD, which shows that more than 2,000 "unaffiliated" convenience stores have disappeared in the past year as a result of ongoing market consolidation.

The ACS set up the "Campaign Champions" initiative with the aim of recruiting one retailer as a representative of each constituency.

They liaise with local MPs to represent ACS views, and the first campaign was launched in April 2004.

Nigel Dowdney of the Stalham Shopper in Norfolk said: "It is extremely important that convenience retailers bring this issue to the floor with their local MPs. Independent shops of all kinds are declining at such a fast rate that it is imperative that we take action now.

"The big four supermarkets' domination on the grocery market, is an issue affecting local businesses up and down the country and we need to keep hammering this message home and not let our voices be forgotten," he added.

On 31st May, the ACS requested the Office of Fair Trading (OFT) to act on the

evidence of competitive distortion in the market place.

This followed a request from the OFT in March for evidence relating to competitiveness in the UK grocery market, which highlighted below cost selling and price flexing.

No further information.

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"Fun wine" comes to UK

Date: Mon, 20 Jun 05 **Type:** DirectNews Item

Analysis

Australian winemaker Southcorp has launched a range of "fun wines" in the UK market, targeting the less discerning young adult wine drinker.

Available at Sainsbury's supermarkets for the low-end price of \$4.99, the "Little Penguin" range initially comprises a Chardonnay and a Shiraz, to be joined by a Merlot and a Cabernet Sauvignon.

The label features a colourful, cartoon drawing of the penguin that is native to the south coast of Australia.

The line was initially conceived for the US market, where Little Penguin is to be followed by the "Crocodile Rock" brand from fellow Australian producer McGuigan Simeon and "Red Bicycleette" from Californian E & J Gallo.

Doug Rogers, senior vice president of marketing for Southcorp, described the fun wine trend as "fun, lifestyle-driven wines for consumers who need a great wine for social situations but are less concerned with the more traditional values commonly seen in wine brands," according to the Washington Post.

Brand manager, Kristi Knowles, told just-drinks.com: "Southcorp is delighted to be bringing these wines to the UK market, and are confident that the consumer will enjoy drinking these fruity, forward, fun loving wines."

Southcorp also produces the Penfolds, Rosemount, Lindemans and Wynns brands.

Further information: http://www.just-drinks.com/news_detail.asp?art=27524 http://www.just-drinks.com/news_detail.asp?art=27524

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London needs more food space

Date: Mon, 20 Jun 05 **Type:** DirectNews Item

Analysis

London's retail sector needs 120,000 to 315,000 square metres of extra floorspace by 2016, according to new research released by the Greater London Authority.

London's "convenience goods" expenditure, including spending on food, drink, tobacco and confectionery, is predicted to increase by £3.6 billion between 2001 and 2016, an average annual growth of two per cent.

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Experian Business Strategies, authors of the report, state that the Capital currently has just 1.9 million square metres of floorspace, and that the additional retail capacity requirement will need to be complemented by further local assessments.

Factors that will need to be considered include: proposals that are already in the planning process; over or under trading of individual stores, potential to make more efficient use of existing stock; car parking provision and management; and accessibility.

The Mayor of London, Ken Livingstone, said: "London and Londoners need a dynamic, competitive retail sector that provides choice, convenience and competitive pricing and contributes to the capital's economic success.

"By identifying the need for new food and other convenience retail development, this research will help us to support and develop the role of town centres, maximise choice and promote sustainable access to goods and services for all Londoners."

No further information.

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Potato defends its reputation

Date: Mon, 20 Jun 05 **Type:** DirectNews Item

Analysis

British farmers are trying to have the term "couch potato" removed from the dictionary, claiming that its negative connotations are putting people off the vegetable.

The British Potato Council, which represents some 4,000 growers and processors of potatoes, has written to the Oxford English Dictionary to have the term taken out.

An alternative term, "couch slouch", has been coined as a replacement.

A demonstration has been organised to take place today outside the offices of Oxford University Press, the publishers of the dictionary, and also in Parliament Square in London.

Kathryn Race, the head of marketing at the council, said: "We are trying to get rid of the image that potatoes are bad for you. The potato has had its knocks in the past.

"Of course, it is not the Oxford English Dictionary's fault but we want to use another term because potatoes are inherently healthy."

The council has said that dieticians support the campaign, as the vegetable is high in vitamin C and low in fat.

The first record of 'couch potato' comes from an article in the Los Angeles Times in 1979, and the term was added to the Oxford English Dictionary in 1993.

Further information: http://www.just-food.com/news_detail.asp?art=61055 http://www.just-food.com/news_detail.asp?art=61055

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Beef profile to get a boost

Date: Tue, 21 Jun 05 **Type:** DirectNews Item

Analysis

THE EU, the English Beef and Lamb Executive (EBLEX) and other meat organisations are to jointly fund a £1 million advertising campaign to promote the health advantages of beef as part of a balanced diet.

Adverts began appearing in women's magazines, the national press and weekend newspaper supplements from June 19th, stressing the message that beef is low in fat.

Other promotional work will include export initiatives at shows in France and Italy, and the production of a booklet detailing healthy recipes using beef, which will be distributed with magazines and newspapers.

A video magazine, Meat Video Magazine 9, has also been made as a tool for secondary school "food technology" teachers, and another booklet will target practice nurses.

Chris Lamb, consumer marketing manager for the campaign, said: "The whole programme of work has been about showing beef as a healthy part of a balanced diet and about showing that the perception that beef is high in fat is, in fact, wrong."

Last week scientists warned of the link between a diet rich in red and processed meats and bowel cancer.

No further information.

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Bomb detector tests food quality

Date: Tue, 21 Jun 05 **Type:** DirectNews Item

Analysis

The US Department of Agriculture is conducting trials using security technology to determine whether it could also be used to test for food quality by identifying aromas that only seem "musty" to the human nose.

The experiments involve the detection of gases suggesting bug infestation in plants and mould vapours in a grain silage.

If successful, Electronic Sensor Technology's zNose technology, usually used to sniff out bombs and narcotics, could be applied in aroma chemistry testing or wine and beer analysis, according to FoodProductionDaily.

Edward Staples, co-inventor of zNose and the company's chief scientist, explains: "We believe that the zNose is unique in its ability to separate and quantify the chemistry of any fragrance, odour or chemical vapour with part per-trillion sensitivity within 10 seconds."

"Unlike trace detection technology, our electronic nose can be trained to recognise an unlimited number of single-chemical and multi-chemical compound odours involving

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food quality," he added.

Silage involves partial fermentation, and corn fermentation produces lactic acid, which lends it a sour aroma. Corn kernels containing any amount of mould can also be fatal for cattle.

Tests carried out by Electronic Sensor have already indicated that zNose can classify silage such as corn, sorghum, soybeans and wheat as either "sour", "musty" or "good".

Further information: <A href="

<http://www.foodproductiondaily.com/productnews/news.asp?id=60783&k=electronic-sensor-smells>>

<http://www.foodproductiondaily.com/productnews/news.asp?id=60783&k=electronic-sensor-smells>

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Morrison appoints new directors

Date: Tue, 21 Jun 05 **Type:** DirectNews Item

Analysis

The board of supermarket chain Morrison is to be joined by three new non-executive directors, after chairman Ken Morrison was persuaded by deputy chair, David Jones, in a meeting described by reports as "acrimonious".

It means that from July 1st, when the three assume their roles, Mr Jones will no longer be the chain's only non-executive director.

Brian Flanagan, 53, has worked for Mars for 26 years, most recently as global vice president of business transformation.

Susan Murray, 48, is a former chief executive of Littlewood Stores, and is a non-executive director of SSL International, Imperial Tobacco and Enterprise Inns.

Nigel Robertson, 45, helped to establish the Ocado online grocery shopping business in association with Waitrose, and was also a senior executive for the food division of Marks & Spencer.

Morrison has issued five profit warnings since its purchase of the Safeway chain for £3 billion last year, and is therefore looking to reassure investors.

Robert Talbut, chief investment officer at fund manager Royal London, told the Daily Telegraph: "Investors are pleased. We have been asking for these appointments of non-executives and now we have got them. It is now a time for reflection.

"Everyone has to see that it is in the interests of shareholders, customers and employees for the management to get on with running the business."

Further information: <A href="

<http://www.telegraph.co.uk/money/main.jhtml?xml=/money/2005/06/21/cnmorr21.xml&menuId=242&sSheet=/money/2005/06/21/ixcity.html>>

<http://www.telegraph.co.uk/money/main.jhtml?xml=/money/2005/06/21/cnmorr21.x>

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ml&menuId=242&sSheet=/money/2005/06/21/ixcity.html
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New belt conveys smaller produce

Date: Tue, 21 Jun 05 **Type:** DirectNews Item

Analysis

Intralox has introduced a new conveyor belt with smaller surface openings to cater for handling small food products in food processing plants.

The Spiralox 2700 is designed to cool, freeze and proof produce, including fajita meat, popcorn-style shrimp, chicken nuggets, cookies, and other small baked goods. It is also used in other spiral conveying plant applications, according to FoodProductionDaily.

However, the company will also continue to market its older Spiralox 2600 model, available with a 1.6, 2.2 or 3.2 minimum turning radius. Both the belts are made of light plastics and operate at a low tension.

"Low tension operation reduces wear and extends belt life," the company says.

"Waste is cut in half by reducing product sticking and eliminating metal wear debris, called black specks. Retrofitting a spiral conveyor with Spiralox belts requires no welding, lubrication, special tools, or belt flipping. Overall, time and money spent on maintenance and repair is reduced by 75 per cent."

Intralox is also set to launch the SeamFree 800 open hinge flat top, enabling food processors to maintain high levels of sanitation by eliminating seams that trap debris.

Further information:
<http://www.foodproductiondaily.com/news/news-ng.asp?n=60788-new-conveyer-belt>

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Russian beer consolidation uncertain

Date: Tue, 21 Jun 05 **Type:** DirectNews Item

Analysis

Baltic Beverage Holdings (BBH), the Russian beer joint venture of Danish Carlsberg and British Scottish & Newcastle, is planning to begin consolidating Russian assets with brewer Pikra, according to Reuters.

The company has said it will consolidate its Russian assets through holding company Baltika, Russia's biggest brewer, in which BBH has a 75.4 per cent stake.

BBH has a 70.32 per cent stake in Pikra, worth \$67.5 million. If approved, Baltika will increase its shares by 16.38 per cent to control 86.7 per cent of Pikra.

The item is reported to be on the agenda of a shareholder meeting scheduled to take place on July 7th.

BBH also has controlling stakes in Yarpivo and Vena breweries, and industry analysts
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have speculated that the holding company may consolidate further.

They also point to the fact that some of BBH's brands overlap by falling into the same price brackets. Baltika No.7 is similar in price to Vena's Nevskoye brand, while Baltika No.3, is similar to the Yarpivo brand.

However, according to Russian newspaper Kommersant, Baltika's minority shareholders yesterday issued a letter expressing their opposition to the consolidation of its assets, first announced a month ago.

BBH is controlled 50:50 by Carlsberg and Scottish & Newcastle. It has a 35 per cent share of the growing Russian beer market.

Further information:
http://www.kommersant.com/page.asp?id=586197> /A>

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EFSA officially inaugurated

Date: Tue, 21 Jun 05 **Type:** DirectNews Item

Analysis

The European Food Safety Authority (EFSA) is officially inaugurated today at its seat, the Palazzo Ducale, in Parma, Italy.

Italian Prime Minister, Silvio Berlusconi, and Chairman, Stuart Sloach, are to unveil a commemorative plaque.

European Commission president, Jose Manuel Barroso, Commissioner for health and consumer protection, Markos Kyprianou, and EFSA executive director, Geoffrey Podger, are also among those dignitaries in attendance.

Since 2003 the organisation has been active in providing EU officials with independent scientific assessment and advice, particularly in the area of food safety.

The idea of the agency was a key part of the Commission's White Paper on Food Safety. The Commission and EFSA now work together to ensure credible, consistent food safety messages are disseminated to the EU's member states. A comprehensive body of legislation has also been created.

President Barroso said: "EU citizens can trust that sound and independent scientific advice is being used to ensure the highest level of consumer protection and food safety throughout Europe."

Commissioner Kyprianou added: "European consumers already benefit from the most rigorous food safety system in the world, thanks to the thoroughness of EU food law, underpinned at every point by scientific information."

No further information.

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Jack Daniel's now UK's third favourite spirit

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Date: Wed, 22 Jun 05 **Type:** DirectNews Item

Analysis

Tennessee whiskey Jack Daniel's, "Old No. 7", is now the third most popular spirit being served in the UK's bars.

Statistics for the March on-trade released by AC Nielsen show that the brand has displaced Diageo's Gordon's gin, and now sits just behind Bacardi and Smirnoff vodka, according to the Publican.

Andrew Jones, senior trade marketing manager at Bacardi Brown Forman, who sell and distribute the spirit, explained: "In the last few years we've been focusing on driving credibility among our key 18 - 24 year old male consumers.

"This has been achieved by strengthening our long term association with live music through specific on-trade venues and the JD Sets."

The Jack Daniel distillery in Lynchburg is the oldest registered distillery in the US.

The new UK popularity ranking comes just in time for the brand's 155th birthday on September 7th. £1 million is reported to be being invested to mark the celebration.

Further information: <http://www.thepublican.com/cgi-bin/item.cgi?id=17667&d=32&h=24&f=23&dateformat=%25o%20%25B%20%25Y>

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Summer crackdown on warm beer

Date: Wed, 22 Jun 05 **Type:** DirectNews Item

Analysis

Research shows that around 44 per cent of pubs are serving real ale above the optimum temperature of between 11 and 13 degrees C.

Quality assessors from Cask Marque visited 2,000 pubs unannounced in the nine months running up to February this year.

Their report reveals that pubs in London, Essex, Cambridgeshire, Middlesex and the West Midlands, had all served pints at a temperature of between 25.9 and 28.1 degrees C.

At the very extreme, one investigator recorded a Kent pub pint served at 35 degrees C.

The findings are being published as part of Cask Marque's "Cask is Cool" campaign this summer, which is seeking to raise awareness of the misconception that cask beer should be served warm.

Director, Paul Nanny, said: "Our research shows some publicans are serving cask beer at twice the brewers' recommended temperature of 11 - 13 degrees C and that many customers are confused over what makes the perfect pint."

"Proper beer is cool, refreshing and thirst-quenching," he added.

The Cask Marque Trust is a limited company, which runs an accreditation scheme by carrying out biannual checks of real ale, testing for temperature, taste, aroma and appearance.

It is funded by its members, who represent brewers, retailers and consumer groups.

Further information:
http://news.scotsman.com/latest.cfm?id=4719436

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Soya found to harm fertility

Date: Wed, 22 Jun 05 **Type:** DirectNews Item

Analysis

A chemical found in soya beans has been found to damage fertility in women, reducing their chances of becoming pregnant if they consume a lot of soya-based products.

The chemical genistein has been found to sabotage sperm attempting to fertilise an egg. Individual sperm are more likely to lose their acrosomes, which are the caps on the heads that allow them to penetrate an egg.

Fertility specialist from King's College London, Professor Lynn Fraser, is to present the conclusions reached by her latest lab tests to the annual European Society of Human Reproduction and Embryology conference in Copenhagen today.

Having conducted previous experiments with chemicals found in beer on mouse sperm, her latest tests showed that within an hour of the introduction of genistein, a third of human sperm had been damaged.

Professor Fraser explained: "If you drank a carton of soya milk I would think that would give you a reasonable dose of genistein.

"On the basis of what we've seen, it might be a practical thing...to restrict your diet of soya during the period of ovulation."

Soya is used in many meat substitute vegetarian foods, and soya milk is used as an alternative to dairy products.

Further information: <A href="

http://education.guardian.co.uk/higher/research/story/0,9865,1511888,00.html">

http://education.guardian.co.uk/higher/research/story/0,9865,1511888,00.html

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Hitchen Foods seals deal with Stanelco

Date: Wed, 22 Jun 05 **Type:** DirectNews Item

Analysis

Hitchen Foods, which produces salads for supermarket chain Asda, has bought four of Stanelco's Greenseal packaging machines.

The order is subject to the first machine being installed and operating satisfactorily for a set period of time, according to website ShareCast.

The Southampton, UK based company will then proceed with the installation of the other three machines.

Greenseal is a new packaging technology that uses sealing by radio frequency (RF) instead of the conventional thermal heat-sealed packaging.

The company claims that the resultant seal has a leakage factor of less than one per cent.

The new packaging was trialled with Young's Bluecrest packaged seafood earlier in the year, and was found to lead to a 21 per cent increase in sales.

Stanelco spokesman, Ian Balchin, said of the new contract: "This is a significant milestone in the process of getting this technology accepted within the industry."

He added that "it could lead to a snowball effect as pack houses become more comfortable with this revolutionary method of eliminating leaking packs within the food packaging market."

An agreement with Asda will see 100 of the chain's suppliers' heat sealing machines retrofitted to the new technology.

Further information: http://www.sharecast.com/cgi-bin/sharecast/story.cgi?story_id=498371

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Cheese packaging to toughen up

Date: Wed, 22 Jun 05 **Type:** DirectNews Item

Analysis

Outlook Group is marketing new technology designed to wrap cheese with a thinner, tougher material, in an agreement with Aviso Packaging.

The packaging system, provided by Outlook, includes printed and laminated flexible films and Avisto's cut-and-seal device, reports Food Production Daily.

Fitting onto existing machinery, the device cuts lower-cost packaging material and seal wraps assorted sizes of cheese.

Joseph Baksha, Outlook's president and chief executive officer, said: "The new technology we are introducing enables cheese producers to wrap their cheese in film that is thinner, tougher and less expensive than the film currently being utilised."

The equipment will be leased to food producers under long-term agreements. Outlook will then provide them with printing services and packaging materials.

Further information:

<http://www.foodproductiondaily.com/news/news-ng.asp?n=60803-device-packs-cheese>

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Asda off its old trolley

Date: Wed, 22 Jun 05 **Type:** DirectNews Item

Analysis

A total of 18 Asda stores across the UK will be provided with new shopping trolleys, featuring revolutionary technology designed to make shopping less stressful.

The trolleys, supplied by Wanzl, feature an independent suspension system and "softsteer". This gives them a smooth, quiet ride and makes them much easier to guide when full.

Howard Willis, customer services innovation manager of the Bradford based supermarket chain, said: "The suspension gives a cushioned ride for fragile goods such as wine bottles and glassware and provides more comfort when toddlers are on board."

Noise levels are cut by up to 75 per cent with the new trolleys, in line with Asda's environmental policy.

Mr Willis added: "You can virtually guide the trolley with your fingers."

Further information:
http://www.just-food.com/news_detail.asp?art=61094

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Brand new strawberry grown in Scotland

Date: Thu, 23 Jun 05 **Type:** DirectNews Item

Analysis

Scotland based Angus Soft Fruits (ASF), is bringing out a new variety of strawberry, unique for its ability to keep its petals.

Branded as Ava, after Israeli strawberry breeder, Ava Issak, the fruit will go on sale in the premium fruit sections of supermarket chains Morrison's, Sainsbury's, Tesco and Co-Op.

Ms Issak grew 120,000 seedlings to find a fruit that could be grown in harsh conditions, such as prevail in Tayside and Fife, where the Ava has been in development for five years.

The season runs until October, and the company's commercial manager, John Gray, anticipates producing 1,500 tonnes: enough to fill 6.5 million half-pound punnets.

"Until this point, strawberries have been sold as strawberries, full stop, although there are about 15 different varieties," he said.

Consumer feedback was solicited at the Taste of London show in Regent's Park, which attracted 24,000 visitors.

Mr Gray said he was told: "They taste like strawberries used to taste."

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Angus Soft Fruits is a family-run business and the largest independent soft fruits marketing company in Scotland.

Further information:
http://news.scotsman.com/latest.cfm?id=4725070

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Snapple's sticky stunt backfires

Date: Thu, 23 Jun 05 **Type:** DirectNews Item

Analysis

A marketing stunt by Snapple to promote a new line of frozen ice lollies spectacularly backfired on Tuesday, when a 25 ft, 17.5 tonne, 2.5 story sculpture of frozen juice began to melt before it had even been completely erected by crane.

The attempt to break the record for the largest ice lolly ever, set at 21 ft in Holland in 1997, was aborted after it threatened to flood New York's Union Square in temperatures as high as 80 degrees F.

Bystanders rushed to avoid being coated, and firefighters closed off a number of streets, using hoses to wash the kiwi and strawberry flavoured slush away.

Snapple spokeswoman, Lauren Radcliffe, said that the company was unlikely to have a second attempt at breaking the record, and offered compensation to the city and fire department for the mess.

"My theory is that it was a combination of the heat...and it may not have been frozen all the way through," she said.

"We planned for this...we just didn't expect it to happen so fast," she added.

Starting business as the Unadulterated Food Corporation in 1972, Snapple originated with three friends distributing fruit drinks to New York's health food stores.

Cadbury Schweppes bought the company as part of the Snapple Beverage Group in 2000.

Further information:
http://www.theherald.co.uk/news/41787.html

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UK companies respond to EU sugar reforms

Date: Thu, 23 Jun 05 **Type:** DirectNews Item

Analysis

EU proposals to cut sugar subsidies to encourage imports from developing countries have been met with mixed responses from British sugar companies.

In line with a recommendation by the European Commission, the subsidised prices of sugar beet and white sugar are to be cut by 42 per cent and 39 per cent respectively within the two years 2006 and 2007.

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Associated British Foods (ABF), who own the UK's only sugar beet processor, British Sugar, said in a statement that the impact on its profits could amount to "some 10 million pounds in 2006/2007 and some 40 million pounds in 2007/2008 and thereafter".

However, the company also expected that these effects could be mitigated by "cost reductions in both the UK and Poland" and new revenue generating opportunities, such as the processing of raw cane sugar.

Tate & Lyle were left facing a profit loss of £20 million for the year to March 2007, followed by £60 million for the year after.

A statement from the company called the proposals "seriously inequitable" and expressed that the company would be appealing the decision, seeking a fairer deal.

Chief executive, Iain Ferguson, said: "it should be borne in mind that the publication of these proposals...is an important step in a process that is expected to continue until at least November this year."

He added: "the indications are that the final legislation is highly likely to be different in some aspects."

The new regulation is scheduled to take effect on July 1st 2006.

Further information: <A href="

http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=8458&fSite=AO545&next=0>

http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=8458&fSite=AO545&next=0

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Report reveals juice market to surge

Date: Thu, 23 Jun 05 **Type:** DirectNews Item

Analysis

Carbonates are losing market share to healthier drinks, such as juices, according to a new management report from Research and Markets, "The Juice Market Outlook to 2008: NPD strategies and new growth opportunities from health".

The reports suggests that the juice market, in particular, will display strong growth potential, in line with its increasing public perception as a more natural and "guilt-free" choice.

It analyses successful new product development (NPD) strategies and growth and profit opportunities in the juice markets of 10 countries, covering case studies on all the key players, including Minute Maid, Del Monte, Ocean Spray, Tropicana, Welch, Feel Good Drinks and RDA Organics.

The report also provides value and volume breakdowns of the pure juice market from 1998 to 2004, along with forecasts to 2008, by which time the overall juice market volumes in the 10 countries analysed are expected to reach 20.1 billion litres, a growth of

17.2 per cent since 1998.

Germany is predicted to continue to dominate the world market in pure fruit juice, estimated to reach a level of \$5,278.5 million in 2008.

The report also identifies the next "big thing" in juice as pomegranate.

The 10 countries covered in the report are Belgium, France, Italy, Germany, Japan, the Netherlands, Poland, Spain, the UK and the US.

No further information.

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FAO releases global cereal forecast

Date: Thu, 23 Jun 05 **Type:** DirectNews Item

Analysis

The Food and Agriculture Organisation of the United Nations (FAO) has predicted a drop in the global cereal trade in 2005/2006 in its June issue of Food Outlook.

The report places the trade volume for the period at 230 million tonnes, which is 1.3 per cent less than the previous year, attributable to lower demand for wheat imports.

Total global cereal output for 2005 is estimated to reach 1,996 million tonnes, which is 2.8 per cent less than the record crop in 2004. Pulse production is also expected to suffer a mild decline, down to 61 million tonnes.

The report reveals that the "bulk of the decrease is expected in coarse grains production in the United States and Europe, where yields are expected to return closer to average after record levels last year".

However, African output may also fall for the second consecutive year, with drought in the north inadequately compensated for by a slight increase expected in sub-Saharan Africa.

On the other hand, the impact of better than expected prospects in Asia, should lead to a "marginal increase" in total output from developing countries.

Use of global cereal in food production is expected to see year on year growth of 0.3 per cent in 2005/06, compared with 2.3 per cent in the previous year.

No further information.

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Yoplait increases diet yoghurt range

Date: Thu, 23 Jun 05 **Type:** DirectNews Item

Analysis

Yoplait Dairy Crest has announced that it will expand its Weight Watchers yoghurt range later this month, to include a series of "dessert recipe" yoghurts.

Yoplait licenses the Weight Watchers brand from Weight Watchers International,
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according to Brand Republic.

The low calorie strawberry and raspberry tart, lemon cheesecake and toffee-apple varieties should appeal to those dieters who still have a sweet tooth and hanker after a pudding.

The tempted will be able to sample them in store before they make a purchase.

IRI has found "desert recipe" yoghurts to account for six per cent of all "light" yoghurt sales in a £313 million market.

The company's current range of dessert yoghurts include Lemon and Strawberry Mousse cake, and Chocolate and Vanilla Mousse, each worth two Weight Watchers points.

With an annual turnover of more than £155 million, Yoplait Dairy Crest now has a 10.3 per cent share of the chilled yoghurt & desserts (CYD) market.

Further information: http://www.food-business-review.com/article_news.asp?guid=0FB32314-FEC8-4E6A-85AA-8F61468206E3

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New disease "could threaten commercial fisheries"

Date: Fri, 24 Jun 05 **Type:** DirectNews Item

Analysis

Scientists have discovered a new parasite that could severely affect European freshwater fish species, including salmon, trout and carp.

A paper, "Disease threat to European fish", was published yesterday in the scientific journal "Nature".

Scientists working for the Centre for Ecology and Hydrology and the Centre for the Environment, Fisheries & Aquaculture, have found that the micro-organism is carried by the European topmouth gudgeon.

While leaving it unharmed, the invasive host is able to destroy other species by attacking their internal organs.

The scientists have attributed the disease to the decline of the European sunbleak, an endangered species, by preventing it from spawning.

Dr Rodolphe Gozlan, the paper's lead author, said: "the new disease is already affecting other freshwater fish...and may affect native UK fish species."

He said that it "may have economic implications" and "could threaten commercial fisheries, including salmon farms".

The research team has identified 24 populations of topmouth gudgeon across England

and Wales.

Further information:
http://www.innovations-report.com/html/reports/environment_sciences/report-45722.html

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Wine label to guarantee perfect chill

Date: Fri, 24 Jun 05 **Type:** DirectNews Item

Analysis

Wine brand Jacob's Creek has developed a new temperature sensitive label that will alert a bartender when a wine bottle has reached the optimum serving temperature.

Owner Pernod Ricard has recruited a team of scientists to use thermochromic technology to come up with the innovative design.

When the bottle reaches the 8.2 degrees C mark, the label will read "Perfectly Chilled".

Will Patten, Pernod Ricard director, said: "This new initiative provides the on-trade with an opportunity to really drive the perfect serve of wine," according to the Publican magazine.

The design is currently undergoing trials with the Young and Classic Locals division of the Spirit Group.

Marketing manager, Susan Mills, said: "Spirit Group is very excited to work with Jacob's Creek on this new initiative.

"Ensuring the perfect serve of wine for our customers is of utmost importance to us."

French Pernod Ricard is also now the only company still in the running to acquire the UK's Allied Domecq, following Constellation Brands' decision not to make an offer earlier in the month.

The sale of the world's second largest wine and spirits company now hinges on the two companies' shareholders meetings on June 30th and July 4th.

Pernod's bid for Allied is valued at €10.7 billion.

Further information:
http://www.thepublican.com/cgi-bin/item.cgi?id=17682&d=32&h=24&f=23&dateformat=%25o%20%25B%20%25Y

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New RFID technology safeguards meat transportation

Date: Fri, 24 Jun 05 **Type:** DirectNews Item

Analysis

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A new transport crate equipped with a standardised transponder and radio frequency identification (RFID) technology will help to ensure that meat from the slaughterhouse arrives at the retailer in a safe condition.

According to a report compiled by the EU funded Information Society Technologies (IST), until the development of the "info-Box" (iBoS) there was no RFID technology at a wavelength suitable for being used to track liquids and products such as meat.

Up to 250 of the iBoS transponders can be read simultaneously, combined with bar codes in the form of one label. As it is also a read and write chip, others linked in the supply chain, such as the slaughterhouse itself, can add their own relevant data.

Holding five per cent of the market in packing identification, the increasingly popular RFID technology uses miniature antennas and computer chips to track items throughout the supply chain using radio waves.

In many cases, regulatory pressure to install the technology is being applied by retailers.

Wilco van de Vosse, one of the project's coordinators, said: "Transparency improves food safety by more reliable and secure logistical processes, easy tracking and tracing, and also considerably improves logistics efficiency."

The packing crate itself was produced by German project partner Bekuplast.

Further information: [http://istresults.cordis.lu/index.cfm/section/news/tpl/article/BrowsingType/Features/ID/77349](#)

[http://istresults.cordis.lu/index.cfm/section/news/tpl/article/BrowsingType/Features/ID/77349](#)

[http://istresults.cordis.lu/index.cfm/section/news/tpl/article/BrowsingType/Features/ID/77349](#)

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Japan defies anti-whalers with new burger

Date: Fri, 24 Jun 05 **Type:** DirectNews Item

Analysis

As the International Whaling Commission criticised Japan's announcement that it would double its scientific whaling programme, one fast food chain in the country's north has added a whale burger to its menu.

The Lucky Pierrot chain is serving up the fried minke whale meat, with lettuce and mayonnaise, for around \$3.50. According to the Guardian newspaper, the decision to launch the burger was the result of a customer survey identifying it as one of the two most popular fillings.

Miku Oh, a spokeswoman for the chain, said: "it tastes like beef and tuna, and since it is deep fried it has no odour."

"People in other countries may think [eating whale] is strange, but it is our culture," she added.

The burger will be served up at 10 outlets in Hakodate on the country's northern island

of Hokkaido, which was once a centre of the whaling community.

Although Japan claims it hunts whales for research purposes, critics have said it is commercial hunting in disguise, as the meat is then sold on to shops and restaurants.

The country plans to double its annual catch of minke whales from 440 to 990, and eventually also catch 50 fin and humpback whales a year.

The 57th annual meeting of the International Whaling Commission in South Korea draws to a close today.

Further information: <A href="

<http://www.taipeitimes.com/News/world/archives/2005/06/24/2003260535>>

<http://www.taipeitimes.com/News/world/archives/2005/06/24/2003260535>

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Pimms season gets push start

Date: Fri, 24 Jun 05 **Type:** DirectNews Item

Analysis

Diageo's Pimms brand is being given a special push in June and July, with an eight week "sunshine sampling" campaign created by the brand and marketing agency Loewybe.

Representatives will be posted at 100 Sainsbury and Tesco stores throughout the UK, and poster and pop-up displays are being erected in foyers and alcoholic drinks aisles.

Louise Dyer, personnel director at the company, told Brand Republic: "We've built in an element of planned flexibility into this campaign, and are combining our experiential and traditional field marketing skills to deliver for the brand."

Diageo also recently launched a £4 million TV, radio and online campaign, associating the drink with summer barbecues in the minds of consumers.

Marketing strategies include publication of the book "Burnt Sausages and perfect Pimms", with endorsement from celebrities Maureen Lipman and Jenny Bond, and the launch of a one litre premix bottle.

The draught Pimms that was trialled in 350 pubs and bars around the country in 2004 will also be expanded.

Pimms originated as an aid to digestion in the 1840s. James Pimm owned an oyster bar in London, and began to offer a gin based drink with quinine and a mixture of herbs.

After the Second World War, five other spirits were experimented with as bases, although the only variant still in production uses a vodka base.

Further information: <A href="

<http://www.brandrepublic.com/bulletins/incentive/article/481805/pimms-launches-supermarket-sunshine-sampling/>>

<http://www.brandrepublic.com/bulletins/incentive/article/481805/pimms-launches-supermarket-sunshine-sampling/>

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Geneticist issues pork import warning

Date: Fri, 24 Jun 05 **Type:** DirectNews Item

Analysis

The head of research and genetics at JSR Genetics has questioned the logic of continuing to import pork into the UK, given scientific evidence that certain practices are safer as carried out in the UK than in other countries.

Dr Grant Walling said: "Imported pork may pose the greatest risk to public confidence as it does not always meet the high standards set in the UK."

In particular, he made reference to the ban on antibiotic growth promoters (AGPs), which was set up because of "concerns that certain bacteria may be developing multiple resistance to antibiotics".

"Are checks to be placed on pigmeat entering the EU after the ban to ensure that it complies with these concerns?" he asked.

Dr Walling praised the steady approach of the Food Standards Agency (FSA) under the chairmanship of Sir John Krebs, and called on his successor, Dame Deidre Hutton, to make meat safety and pork imports a priority when she takes over in July.

"With problems such as avian influenza and Britain accepting an ever-increasing amount of imported meat from countries with an inferior status, the importance of food safety should remain of prime concern to all British consumers," he said.

JSR Genetics combines three of the world's leading pig genetics houses, JSR Healthbred, JSR Newsham and the Cotswold Pig Development Company. Part of the JSR Farming Group, it is the exclusive supplier of Prosperm Semen.

Further information: <A href="

<http://www.thepigsite.com/LatestNews/Default.asp?AREA=LatestNews&Display=9596>>

<http://www.thepigsite.com/LatestNews/Default.asp?AREA=LatestNews&Display=9596>

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Nutritional information by mobile

Date: Fri, 24 Jun 05 **Type:** DirectNews Item

Analysis

New technology that transforms a mobile phone's camera into a barcode reader could soon allow shoppers to view a product's nutritional values on their phone.

The Finnish researchers behind the tool say that consumers could view much more accurate nutritional information, as well as allowing them to compare products for health benefits, reports Food Navigator.

Researchers from the Technical Research Centre of Finland (VTI), the University of Kuopio and the Helsinki School of Economics say that by next year 40 per cent of all

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mobile users will have camera functions on their phone, meaning the technology could be widely implemented.

The technology was made with two consumer groups in mind: those trying to lose weight and those intolerant to lactose.

Food producers would have to sign up to a worldwide database if they wanted the nutritional values of their products to be accessed by the new technology.

Further information:
http://www.innovations-report.com/html/reports/information_technology/report-45723.html

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Study shows dieting could be fatal

Date: Mon, 27 Jun 05 **Type:** DirectNews Item

Analysis

A study carried out in Finland has revealed that following a dieting regime can ultimately cause more harm than good.

2,957 people, classed as either overweight or obese, were interviewed and monitored in 1975 and 1981, after which their general health was tracked for 18 years, according to the Guardian.

In this time, 268 of the participants died, and the data showed that those who wanted to lose weight, and succeeded, were almost twice as likely to die over the period than those who were content to remain at their current weight levels.

The researchers were unable to point to a single cause for the trend, although one possibility is that it was the result of fat being lost from already lean organs and body tissue.

Although the findings require further research and the scientists stressed the overweight should not be discouraged from trying to lose weight, they were supported by an earlier study in the field.

The lead author of the study, Dr Thorkild Sorensen, concluded: "Healthy overweight or obese subjects who try to lose weight and succeed in doing so over a six-year period suffer from almost double the risk of dying during the next 18 years compared with subjects who do not try to lose weight and whose weight remains stable."

Further information:
http://www.guardian.co.uk/uk_news/story/0,3604,1515405,00.html >/A>

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Vegetarian diet linked to lower BMI

Date: Mon, 27 Jun 05 **Type:** DirectNews Item

Analysis

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A study of 55,000 healthy, middle aged Swedish women has lead scientists to conclude that vegetarian women are significantly less likely to be overweight than those who eat meat.

According to the report published in the latest issue of the American Journal of Clinical Nutrition, 40 per cent of meat eaters were overweight or obese, compared with 29 per cent of vegans or semi-vegetarians and 25 per cent of lactovegetarians.

Semi vegetarians were defined as ruling out red meat, poultry and eggs, but eating fish and dairy products. Lactovegetarians also omit fish from their diet.

The women involved in the investigation were interviewed, and their food intake examined, in 1987 and again in 1997.

A leading author of the study, P.K. Newby, said: "The take-home message is that individuals who have the lowest risk of being overweight or obese are consuming a mostly plant-based diet," according to the Los Angeles Times.

Overweight women were classed as having a body mass index (BMI) of 25 or more. Although many studies have highlighted the health benefits of eating a diet high in plant-based foods, this is one of the first to link this specifically to a lower BMI.

Further information: <A href="

http://www.foodconsumer.org/777/8/Vegetarian_women_weigh_less_than_meat_eaters.shtml">

http://www.foodconsumer.org/777/8/Vegetarian_women_weigh_less_than_meat_eaters.shtml

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New Scottish ale honoured

Date: Mon, 27 Jun 05 **Type:** DirectNews Item

Analysis

A new Edinburgh based real ale brewer, The Edinburgh Brewing Company, has won the People's Choice award at the CAMRA Scottish Traditional Beer Festival, heralded as "Beer of the Festival".

Edinburgh Pale Ale (EPA) is the company's flagship product, and is to be brewed, sold and distributed in collaboration with the Belhaven Group, the largest regional brewer in Scotland, which includes St. Andrews Ale amongst its brands.

Edinburgh Brewing Company co-founder and EPA creator, Russell Sharp, told the Publican: "We are delighted with the award and want to thank everyone for their support.

"EPA is a unique reflection of the beer style that made Edinburgh a brewing capital."

The Scottish Traditional Beer Festival took place at the Edinburgh Assembly Rooms last week, featuring a wide array of Scottish real ales, as well as bottled continental beers and real ciders.

Black Gold, a Scottish Stout, was announced as the 2005 Champion Beer of Scotland. It is brewed at the Cairngorm brewery, and follows the brewery's success at last year's awards with the Tradewinds brand.

Further information: http://www.thepublican.com/cgi-bin/item.cgi?id=17748&d=32&h=24&f=23&dateformat=%25o%20%25B%20%25Y

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Napier Brown welcomes sugar reforms

Date: Mon, 27 Jun 05 **Type:** DirectNews Item

Analysis

UK sugar merchant Napier Brown Foods has welcomed EU proposals to change sugar subsidies, aiming at bringing prices into line with world trade.

A statement from the company said it believed that the change would strengthen the company's position in the market, particularly as it is not a sugar refiner but sources its sugar from a range of producers.

The company issued a statement, saying: "As a result of the changes, the board expects that certain EU producers and refiners will cease to trade, while others have acknowledged that their profit margins will be reduced," according to just-food.com.

"Furthermore, these changes are expected to increase the amount of imported sugars from the developing world to compensate for the proposed reduction in EU sugar production."

The company is the latest to respond to the proposed price cuts of sugar beet and white sugar by 42 per cent and 39 per cent respectively by 2007.

Associated British Foods (ABF) last week said a predicted loss of profits could be mitigated by new opportunities for generating revenue, but Tate & Lyle called the proposals "seriously inequitable".

Napier Brown also supplies nuts and dairy powders, as well as value added sugars.

Further information: http://www.forbes.com/home/feeds/afx/2005/06/27/afx2111652.html

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Ice cream innovation inhibits melting

Date: Mon, 27 Jun 05 **Type:** DirectNews Item

Analysis

An innovative technique has been developed that promises to benefit the dairy and ice cream industries.

Danish ingredients company Palsgaard has developed a new spray-cooling facility which
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it says will raise the general level of powder quality in the market.

In particular, Palsgaard expects its innovation to benefit the dairy and ice cream industries, since the spray-cooling tower ensures an improved stability of final emulsifier powders.

Due to the higher level of unsaturated monoglycerides created, ice cream can be made creamier with a higher melting resistance.

The company added that the new technique will not "compromise sensory properties", since a balance between the emulsifier and stabiliser can be achieved to give the right sort of texture when the ice cream is eaten.

Palsgaard is represented in the UK by the Healy Group, which operates Healy Food Ingredients.

Further information: <A href="

http://www.foodingredientsfirst.com/newsmaker_article.asp?fSite=AR283&nw=hd&size=ld&sno=1&main_page=1&id=164>

http://www.foodingredientsfirst.com/newsmaker_article.asp?fSite=AR283&nw=hd&size=ld&sno=1&main_page=1&id=164

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Burger King heads East

Date: Mon, 27 Jun 05 **Type:** DirectNews Item

Analysis

Burger King has opened its first restaurant in Shanghai in a bid to get a hold on the booming fast food market in China.

A massive hamburger sign is on display at the outlet, which is located opposite a Buddhist temple in the heart of the commercial district.

Alongside the famous Whopper, the Chinese store will also be selling items made specifically for the Chinese market, such as hamburger seasoned with spicy mala sauce originating from southwestern China.

The fast food giant, which has four outlets located in London's West End, will be looking to compete with McDonald's and Yum in securing consumers' growing taste for western foods.

Worldwide Burger King has over 11,000 restaurants in 65 countries and the company says it is enthusiastic about its new restaurant in Shanghai.

Further information: <A href="

<http://www.forbes.com/business/feeds/ap/2005/06/27/ap2111861.html>>

<http://www.forbes.com/business/feeds/ap/2005/06/27/ap2111861.html>

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Coffee shop competition brewing

Date: Tue, 28 Jun 05 **Type:** DirectNews Item

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Analysis

A new market research report from Euromonitor International has suggested that the boom in the UK coffee shop market is over, as increased competition has led to higher saturation.

Although 2004 saw regional outlet growth, increased competition nevertheless exerted a downward pressure on sales, as key brands clashed with alternative formats and independents.

The market is still lead by the Starbucks brand, now approaching 400 outlets in the UK, although its expansion was found to have decelerated recently.

The other two dominant forces to be reckoned with are Caffe Nero and Costa, and a new competitive front has opened in the food being offered by the chains.

The report concluded that the Starbucks food offering was limited compared to, for example, Caffe Nero, where food is integral to the experience.

Caffe Nero was found to have enjoyed the highest growth among the chains between 2001 and 2004.

The new trend emerging in the sector is collaboration with music companies. Caffe Nero markets itself with the tag "music with integrity", partnering with Just Music. Starbucks also sells compilation CDs at its UK outlets through its "Hear Music" division.

Further information: <http://www.euromonitor.com/article.asp?id=5160>

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New biosensor speeds up pathogen detection

Date: Tue, 28 Jun 05 **Type:** DirectNews Item

Analysis

The Georgia Research Tech Institute in the US is in the process of developing a new pathogen biosensor for use in the poultry processing industry.

The Interferometric Biosensor is part of efforts to exert greater control over pathogens carried on food in the processing plant. Laboratory tests have indicated it can detect the presence of salmonella and campylobacter in under 30 minutes.

Although most food processing operations have already introduced new rinse and anti-microbial treatments, the university said the "long time delay between sample collection and obtaining microbial screening results" remains a problem for the plant's efficiency, according to Food Production Daily.

The key components are a laser diode, a waveguide and an image detector. As antibodies are captured on the waveguide surface, the speed of light within it changes. These changes allow the sensor to measure the amount of pathogens present in a sample.

Biosensors are most often used in the medical, environmental and pharmaceutical industries, although their use has recently been extended to the food and beverage

industry to detect dangerous pathogens and decay.

Further information:
http://www.foodproductiondaily.com/news/news-ng.asp?n=60917-university-develops-new

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Leading tea brand up for sale

Date: Tue, 28 Jun 05 **Type:** DirectNews Item

Analysis

Reports have suggested that Premier Foods is set to sell its Typhoo tea brand for £100 million.

The company, which owns market leading brands such as Ambrosia Creamed Rice and Sun-Pat peanut butter, recently bought the meat substitute Quorn brand for £172 million.

Having purchased the Bird's Custard and Angel Delight brands from Kraft Foods, it was also thought to be interested in HP's range of sauces, which went to US based Heinz last week.

Icelandic bank, Islandbanki, is said to have been appointed to oversee the sale.

Typhoo is the third leading brand of tea in the UK, behind PG Tips and Tetley. First launched in 1903, it was the first tea to be sold pre-packaged, and merged with Schweppes, then to become part of Cadbury Schweppes, in 1968.

In 1986, a management buyout saw the formation of Premier Foods.

Further information:
http://www.drinks-business-review.com/article_news.asp?guid=49FD21A4-E798-45EF-83DB-C0FD70DEA464

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"Food Dudes" get children eating greens

Date: Tue, 28 Jun 05 **Type:** DirectNews Item

Analysis

A cartoon video programme, developed to promote healthy eating messages to schoolchildren, has seen notable results at schools in Wales.

The "Food Dudes", soon to be followed by the "Fit Food Dudes", which will combine food advice with exercise, have been developed by the Psychology department of the University of Bangor in Wales.

The colourful role models are based on the observation that children's eating choices crucially depend on what their friends are eating.

The cartoon friends, Charlie, Rocco, Raz and Tom each prefer a different fruit or

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vegetable, and regularly do battle with their enemy, General Junk, as well as giving children daily rewards and writing them encouraging letters for trying fruit and vegetables in their school meals.

Speaking at an all-Wales symposium in Cardiff, research officer, Charlotte Hardman, said: "We feel this programme could be used by schools throughout Wales in preventing childhood obesity.

"We've shown that the programmes have a large and long-lasting impact on children's food consumption and physical activity."

A trial carried out at a school in Salford found that after the programme's introduction there was a sevenfold increase in the amount of peas being consumed, and two thirds as much broccoli and green beans.

Further information: http://www.freshplaza.com/2005/27jun/2_uk_fooddudes.htm
http://www.freshplaza.com/2005/27jun/2_uk_fooddudes.htm
(C) DeHavilland Information Services plc, 1998-2003.

Omega-3 oxidation trials successful

Date: Tue, 28 Jun 05 **Type:** DirectNews Item

Analysis

Danish researchers have carried out research that could lead to an improvement in the resistance of fish-oils to oxidation, paving the way for them to be included in fortified milk products.

The results are published in the Journal of Agriculture and Food Chemistry, according to nutraingredients-usa.com.

In production processes with fish oils, high temperature, oxidative agents and the composition of the food triggers the oxidative process.

The possible solution involves combinations of altered rapeseed oil and specific anti-oxidants, which were tested and found to inhibit oxidation in an enriched milk emulsion.

The anti-oxidants used included alpha-tocopherol, gamma-tocopherol, ascorbyl palmitate and ethylenediaminetetracetic acid.

Ascorbyl palmitate (AP) was found more effective than tocopherols, as determined by methods including assessment of volatile oxidation products and a sensory evaluation process.

It was also found to protect against the pro-oxidant effect of tocopherols when added to fish oil prior to emulsification

The Omega-3 fatty acid present in fish oils protects against heart disease and cancers, and is becoming increasingly popular with producers of nutritional foods.

However, when used to fortify foods oxidation of the fatty acid can affect the taste of

the finished product.

Further information: <http://www.nutraingredients-usa.com/news/ng.asp?id=60944> <http://www.nutraingredients-usa.com/news/ng.asp?id=60944>

(C) DeHavilland Information Services plc, 1998-2003.

Pollution notes to protect sausage casing

Date: Tue, 28 Jun 05 **Type:** DirectNews Item

Analysis

Defra's guidance on the Pollution Prevention and Control Act neared completion as it announced new guidance notes today.

The notes aim to minimise air emissions and their impact, and are relevant to several areas of food production, namely sausage casing production, fish oil processing and animal feed compounding.

Advice on water and waste minimisation is also given in the revised guidance, which, if implemented, should hopefully bring "business benefits".

Defra has said it is "keen" to hear views from industries regulated under the local authority IPPC system on the revised note, as well as regulators and any other interested parties.

The Integrated Pollution Prevention and Control initiative is being introduced sector by sector and companies are expected to comply with the new guidelines by October 2007.

No further information.

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Spirit sale spearheads pub conversions

Date: Wed, 29 Jun 05 **Type:** DirectNews Item

Analysis

Tenanted pub group, Punch Taverns, is looking to raise an extra £500 million to fund its bid for the managed pub group Spirit, which includes the Chef & Brewer chain.

If the takeover, valued at around £3 billion, is successful, it is likely to represent one of the largest ever conversions of managed "chain" pubs to tenanted pubs, reflecting a slowdown in consumer spending in the sector.

Punch is reported to be looking to convert 1,200 of Spirit's some 2,000 managed pubs to its "tied tenancy" business model, with the remaining 800 sites likely to be sold on to another operator.

Possible contenders are Mitchells & Butler, who run the Harvester, O'Neills and All Bar One chains, and Whitbread, which runs Beefeater.

According to the Guardian, the conversion is part of a more general trend, which could see tenanted pubs outnumber pub chains by three to one.

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British Beer and Pub Association (BAPA) statistics put the numbers of tenanted and managed pubs eight years ago at approximately 25,800 and 15,000 respectively.

In the intervening period, the gap has widened, with managed operators controlling around 11,300, and tenanted increasing their share to 29,500.

Spirit Group is the UK's largest pub operator.

Further information: <A href="

<http://www.thisislondon.co.uk/news/business/articles/timid401758?source=This%20is%20Money>>

<http://www.thisislondon.co.uk/news/business/articles/timid401758?source=This%20is%20Money>

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Blair focuses on fisheries

Date: Wed, 29 Jun 05 **Type:** DirectNews Item

Analysis

Prime Minister Tony Blair has thrown his weight behind recommendations made in a new publication concerning the maintenance of profitable and sustainable sea fisheries in the UK.

"Securing the Benefits", as it is titled, was developed by the four fisheries administrations in the UK, after declining cod stocks led to the 2003 introduction of limitations on the time fishing vessels could spend at sea.

This in turn led to significant decommissioning of the UK's fishing boats.

Measures outlined include introducing simpler rules to govern the common fisheries policy; more emphasis placed on regional management; making greater use of information provided by fishermen themselves; and greater transparency surrounding quota management.

Mr Blair, said: "I welcome this response. I am grateful to all those who gave their time to work out the next steps in the development of a modern and sustainable fishing industry.

"We can give a lead to this process during our Presidency of the EU, focusing on simplifying EU rules and strengthening the regional focus of the management of fish stocks."

"Securing the Benefits" is the result of an earlier Net Benefits report, published in 2004.

Further information: http://www.just-food.com/news_detail.asp?art=61147> http://www.just-food.com/news_detail.asp?art=61147

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Domino's opens new "World Resource Centre"

Date: Wed, 29 Jun 05 **Type:** DirectNews Item

Analysis

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Pizza chain Domino's has unveiled its renovated world headquarters in the US city of Ann Arbor.

The expansion from 165,000 to 200,000 square feet is the result of \$20 million of investment, and reflects the company's plans to further expand internationally.

The modernisations include another 27 meeting and conference rooms, improved research and development laboratories and a pizza training theatre.

Chairman and CEO, David Brandon, said the "World Resource Centre" could operate as a "destination venue" for community and charity activities, according to the Detroit Free Press.

"We wanted a workplace that was befitting of a place with nearly 8,000 locations in 55 countries...to train and meet people," he told the Detroit News.

Last year Domino's opened 330 stores across the globe, and it plans to open 250 annually, with most growth stemming from emerging international markets.

Unsurprisingly, the US pizza market is largely saturated, and new targets are non-traditional markets such as Iceland, India and Japan.

The company's largest international presence is in neighbouring Mexico, where it owns 500 stores.

Further information: <A href="

<http://www.detnews.com/2005/business/0506/29/D06-231154.htm>>

<http://www.detnews.com/2005/business/0506/29/D06-231154.htm>

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Exel to ship New Zealand wines to Sainsbury's

Date: Wed, 29 Jun 05 **Type:** DirectNews Item

Analysis

Exel has signed a supply deal with Sainsbury's to ship its New Zealand wine range to the UK

Wines produced from across the country will be gathered for delivery and shipped out of Auckland to the UK port of Tilbury, before being transported to the company's central distribution centre in Corby, Northamptonshire.

The company has also developed, and will manage, a virtual wine centre for the chain. This web-based database is a supply management tool, sidestepping the cost of physical storage facilities and ensuring swift delivery.

Sainsbury's will be able to view, track and order stock from over 15 wineries across New Zealand.

Exel will receive goods from wine producers countywide, including the South Island, and the total time at sea is expected to be approximately four weeks.

The time from order placed to order shipped is expected to be between two and three weeks.

According to the New Zealand Winegrowers 2005 Vintage survey, the country's 2005 vintage is the second highest in its history, with 142,000 tonnes of grapes expected to produce 102 million litres of wine.

Chief executive, Philip Gregan, said: "The record vintage of 2004 helped to grow exports 70 per cent in the past year and open new markets. With supplies from the large 2005 vintage, continuing export growth is envisaged in the year ahead."

Further information:
http://www.ferret.com.au/articles/a4/0c0316a4.asp

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New fruit cleaning wash approved

Date: Wed, 29 Jun 05 **Type:** DirectNews Item

Analysis

The US Food and Drug Administration has given its approval to a new industrial cleaning wash that uses a high concentration chlorine dioxide solution to extend the shelf life of fruit and vegetables.

Selectocide, created by Selective Micro Technologies, produces a 99 per cent chlorine dioxide solution that can be used by packers, growers and grocers in the food industry, according to Food Production Daily.

In field tests carried out on the cutting and processing of honeydew, cantaloupe and watermelon, shelf life was found to be extended by up to 50 per cent using the wash, in some cases making a difference of between six and eight days.

Washes are needed to ensure that imported goods do not transfer contaminants, such as bacteria and fungi, into the food chain.

Chief scientist at the company, Richard Hamilton, said: "It's long been known that chlorine dioxide is an ideal biocide for killing unwanted organisms.

"However, previous products that generate chlorine dioxide have contained harmful contaminants."

Further information:

http://www.foodproductiondaily.com/news/news-ng.asp?n=60946-cleaning-wash-approved

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Free water readings in double time

Date: Wed, 29 Jun 05 **Type:** DirectNews Item

Analysis

UK company Labcell has brought out a meter that can calculate the shelf-life of a food product in under five minutes by measuring the quantity of free water it contains.

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It will be used to monitor water activity on the production line and in quality control in food processing plants.

Free water is water that is not bound into the product in any way, and which is therefore available for the growth of moulds and bacteria. A product's characteristics, including its colour and odour etc., will deteriorate faster as water content increases.

A statement from the company explains: "Add too much and your product will mould on the shelf. Get the amount wrong, and your product will lose its crunchiness or softness. Combine two ingredients with incompatible water levels and get a clumpy mess that gums up the factory machinery," according to Food Production Daily.

The device, which the company claims will take a reading in half the usual time, was designed for the food industry by AquaLab.

AquaLab Lite utilises technology drawn from the company's AquaLab Series 3 meter and the Pawkitt water activity meter.

It also makes use of the same sample cups and verification standards, so it can be used together with the other, larger models.

Further information: <http://www.foodproductiondaily.com/productnews/news.asp?id=60973&k=portable-water-content>
<http://www.foodproductiondaily.com/productnews/news.asp?id=60973&k=portable-water-content>

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Asda invests in supply chain education

Date: Thu, 30 Jun 05 **Type:** DirectNews Item

Analysis

Supermarket chain Asda has announced a new £350,000 scheme, which aims to promote effective communication throughout the food supply chain.

Encompassing 270 fresh produce growers throughout England, Scotland and Wales, the pilot could be broadened to include all the company's suppliers.

Linked with the Scottish Agricultural College (SAC) and Taypack Potatoes, it will look to redress the balance of the college's emphasis on certain key areas.

Professor George Marshall, SAC assistant principal, explained that recent work had tended to focus on areas such as CAP reform and land management contracts, perhaps at the expense of understanding the supply chain.

Graeme Ligertwood, heading up the SAC training services development group, also considered that the area of fresh produce, which includes the potato sector, has been somewhat neglected.

The Scottish aspect of the project, including 70 potato producers, is targeting this need.

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Dr Chris Brown, Asda's agricultural development manager, said: "We have got to look at better ways of communicating throughout the food supply chain. This produce change initiative had to happen and it has to happen in other areas," according to the Scotsman.

Further information: <A href="

<http://business.scotsman.com/index.cfm?id=718332005>>

<http://business.scotsman.com/index.cfm?id=718332005>

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TV shows kids their junk food future

Date: Thu, 30 Jun 05 **Type:** DirectNews Item

Analysis

A new BBC TV programme is to use shock tactics to drive home healthy eating messages by showing children what they will look like aged 40 if they don't change their eating habits.

"Honey, We're Killing The Kids" is to build on the success of programmes such as Channel 4's "You Are What You Eat", tapping into the public's growing appetite for both "humiliation TV" and healthy food programmes in general.

Using computer technology from the Missing Persons Charity, the pilot for BBC3 shows Jason and Joanna Buc, aged 10 and eight, their future faces if they persist in their diet of fried food and fizzy drinks.

Filmed in Manchester, the Buc family from Stockport are then given four weeks to overhaul their unhealthy lifestyle.

They receive help in this challenge from Kris Murrin, adviser with the government's Institute of Child Health, as well as experts in child psychology.

As well as nutrition, the family is given advice about sleeping habits and bonding lessons.

Following filming, father Jimmy, said: "We've changed and there's no way that we will be going back."

Further information: <A href="

http://www.manchesteronline.co.uk/men/news/technology/s/164/164126_ageing_camera_shows_face_of_junk_food.html>

http://www.manchesteronline.co.uk/men/news/technology/s/164/164126_ageing_camera_shows_face_of_junk_food.html

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\$22 million invested in allergy research

Date: Thu, 30 Jun 05 **Type:** DirectNews Item

Analysis

A new Food Allergy Research Consortium has been launched in the US to gain a better understanding of the subject by carrying out basic, clinical and epidemiological investigations.

The consortium is being funded with \$17 million from the National Institute of Allergy and Infectious Diseases (NIAID) over five years, and its first study will test a possible peanut allergy therapy. A \$5 million statistical centre will also be built.

"The expertise of the Food Allergy Research Consortium provides a unique opportunity to investigate basic immunological mechanisms associated with food allergy in animal models and humans, and ultimately, to test novel therapies to treat food allergy," said NIAID director, Daniel Rotrosen, according to [foodnavigator.com](http://www.foodnavigator.com).

Approximately four per cent of adults and eight per cent of children out of the EU's 380 million population suffers from food allergies.

In January, the UK's Institute of Food Research discovered that 65 per cent of allergies originated in just four protein families.

Allergy researchers and food manufacturers both benefit from a clearer understanding of what makes a protein more likely to transform into an allergen.

Further information: <http://www.foodnavigator.com/news/news-ng.asp?n=60955-food-allergy-scientists>

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Pesticide residues ruled safe

Date: Thu, 30 Jun 05 **Type:** DirectNews Item

Analysis

The chairman of the Pesticides Residues Committee (PRC), which advises the Food Standards Agency, has reassured the public that there is no current cause for concern over pesticide levels in food.

The latest results published by the committee revealed that of 1,450 food and drink samples, 63.5 per cent contained no detectable residues and 35.8 per cent contained levels less than the legally permitted maximum residues level (MRL).

Dr Ian Brown said: "None of the results in this quarter gave me any concern for consumer health."

He added that: "it is important to stress that the positive effects of eating fresh fruit and vegetables as part of a balanced, healthy diet far outweigh any concern about pesticide residues."

The results are part of an annual £2.2 million monitoring programme checking that good agricultural practices were being met.

The study found no residues in asparagus, canned tuna, carrots, mild cheese, infant food, milk or turkey, but permissible traces in apples, bread, cabbage, kiwis, leeks, nuts, parsnips, pears, peas, potatoes, strawberries and tomatoes.

Further information: [http://www.foodnavigator.com/news/news-ng.asp?n=60955-food-allergy-scientists](#)

http://www.dailymail.co.uk/pages/live/articles/health/thehealthnews.html?in_article_id=354006&in_page_id=1797">

http://www.dailymail.co.uk/pages/live/articles/health/thehealthnews.html?in_article_id=354006&in_page_id=1797

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Award winning technology targets soft drinks sector

Date: Thu, 30 Jun 05 **Type:** DirectNews Item

Analysis

UK company Pursuit Dynamics has won the award for 2005 "Technological Development of the Year" at the Food Processing Awards, held last week in London.

The development in question is the PDX supersonic processing equipment, which claims to be able to cut cleaning time by as much as 80 per cent across the food industry.

It achieves this through a combination of a compact design and proven ability to dissolve ingredients during the mixing process. Shockwave technology "pumps, mixes, entrains and heats all in one easy-to-clean process that has no moving parts," the company says.

In trials, a 1.3 per cent concentration of Aspartame was dissolved in a single pass, with the solution continually processed at 14,500 litres/hour.

The innovation is expected to be particularly useful for soft drinks producers, who need to use artificial sweeteners and thickening agents as the trend towards more low calorie and diet products continues.

Sweeteners such as Aspartame or Saccharin, and thickening agents, are notoriously hard to dissolve in the mixing process.

In March, soft drinks companies PepsiCo and Coca-Cola both launched new diet versions of their drinks using Tate & Lyle's low calorie sweetener, Splenda.

Coca-Cola has also announced the forthcoming launch of Coca-Cola Zero, with no calories and sweetened with Aspartame.

Further information: <http://www.beveragedaily.com/news/news-ng.asp?n=60971-new-technology-targets>

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Potatoes combat high blood pressure

Date: Thu, 30 Jun 05 **Type:** DirectNews Item

Analysis

Scientists have discovered that eating the potato could yield previously unknown health benefits.

A team at the UK's Institute of Food Research (IFR) examined potato compounds and found them to contain "higher levels" of blood pressure-reducing chemicals.

These naturally occurring chemicals, kukoamines, are also used in Chinese herbal

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medicine, and boast other holistic properties, for example they can help fight diseases such as sleep sickness, which is widespread in parts of Africa.

Food scientist Dr Fred Mellon from the ISF described his surprise at the discovery.

"No-one had expected to find them in one of the staple food crops of the Western world," he said.

In an encouraging statement for the food industry, Dr Mellon added: "This surprise finding shows that even the most familiar of foods might conceal a hoard of health-promoting chemicals."

The scientists now plan to investigate whether the way in which a potato is cooked also affects the health benefits derived.

Further information: <http://www.nutraingredients.com/news/news-ng.asp?n=60995-potato-compounds-could>

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