

## FDIN NEWS ARCHIVE – June 06

[Butchers get SRM guidance](#)

[Broadcasters and advertisers reach compromise on food and drink ad ban](#)

["Near perfect" meat replacement technology developed](#)

[Beck's launches new citrus lager](#)

[New bottled water takes off](#)

[Consumers could smell food over the internet](#)

[New food packaging machines showcased](#)

[Ali to fight obesity with snack range](#)

[GM tomatoes to tackle human viruses](#)

[Meat taking over organic food market](#)

[Gatorade to cross the pond](#)

[Del Monte unveils mango and raspberry smoothie ices](#)

[Mathematical models used to improve flavour and cut salt](#)

[Crab diet improves taste of cod](#)

[Fairtrade foods become more popular](#)

[Manufacturers already utilising new UK data pool](#)

[Small food manufacturers squeezing bigger brands](#)

[World Cup sausages for Tyne & Wear](#)

[Biscuit-dunking device unveiled](#)

[Supermarket extends tapas range](#)

[Innovative fingerprint systems for food purchases](#)

[Tool detects allergens on food prep surfaces](#)

[New unhydrogenated soybean oil undergoing industry tests](#)

[Frozen food loses its edge](#)

[First certified organic Scotch should boost sales](#)

[Antimicrobial treatment improves safety of cooked meats](#)

[Global warming provides scope for British olive oil](#)

[GM used to create low-fat ice-cream](#)

[Turmeric found to prolong shelf-life of plastic-packed pickles](#)

[NNZ on a roll with Twin-Bag](#)

[Burger for one, bill for £70](#)

[Food producers collaborate for joint promotion](#)

[Revolutionary wine aims to revive French industry](#)

[Ultrasonic technology detects foreign objects in food](#)

[Extended Phileas Fogg range gets new identity](#)

[Organic beer range launched](#)

[Citizens still sceptical about GM food products](#)

[Brewer prepares to diversify into wine, spirits](#)

[New pizza enriched with Omega-3](#)

[World's first sub-zero pint](#)

[New flavoured liqueurs for cocktail bars](#)

[Conveyor system packs 90 sandwiches a minute](#)

[US researchers develop new grape variety](#)

[Groundbreaking ice-cream is low in saturated fat](#)

[Apple to join Lucozade range](#)

[New pomegranate liqueur on UK market](#)

[Cannabis drink set for UK launch](#)

[Channel Island brie aims to conquer the French](#)

[Market for processing equipment to grow](#)

[Milk gives probiotic boost without added sugar](#)

[New production facilities boost shellfish industry](#)

[New market for food packaging solution](#)

[Walkers continues to overhaul range](#)

[New 'crossover' brew unveiled](#)

[Lancashire pair aim to energise tea industry](#)

[Small food processors must invest in innovation](#)

['Tartan sushi' for Scotland](#)

[New market for rejected fruit](#)

[Copper could be key to food safety](#)

[NZ wine to enter UK market](#)

[Sunny D aims to repair image with healthier products](#)

[Tiny toms ideal for kids](#)

[Yoghurt designed to be eaten or drunk](#)

[Seaweed farm will provide useful food source](#)

[Emmi unveils new drink and packaging concept](#)

[Yazoo gets new handy format](#)

[Fewer farmers turning to organic produce](#)

[Young's to launch new ranges with longer lifespan](#)

[Fungi-resistant GM vines on the horizon](#)

[New bottles for J2O](#)

[Meat and poultry could be enriched with fatty acids](#)

[Welsh soft cheese launched](#)

[New fruit cider for S&N](#)

[Expert warns on need for nanotech rules](#)

[UK should seek fish oil alternatives](#)

[Aluminium bottle launched in the Caribbean](#)

[Gourmet teas now available online in the UK](#)

[HpnotiQ splashes out on UK tour](#)

[New ciders bolster range](#)

[New strawberry is 'queen of the crop'](#)

[Probiotic milk dances onto shelves](#)

[Halal baby food meets religious and dietary needs](#)

[Supermarket launches 'living salad'](#)

[Kids get new organic chicken bites](#)

[New centre will benefit food industry](#)

[Soy-based snacks launched](#)

[Flat Britvic looks to new juice drink](#)

[Fizzy drink claims to burn calories](#)

[Severe blow for diabetic food market](#)

[Soy protein products in demand](#)

[Meeting held to protect crop diversity](#)

[EU to turn excess wine into biofuel](#)

[Plant diseases could threaten chocolate production](#)

[New product claims to cure hangovers](#)

[Don't force kids to eat new foods, parents told](#)

[Disney extends branded fruit range](#)

[Six-foot sandwich to satisfy lunchtime workers](#)

[Danisco unveils new food protection centre](#)

[Code of practice for compressed air use](#)

[EC launches novel food consultation](#)

[Delivery tracking to boost efficiency](#)

[Oyster farm receives funding boost](#)

[Vegetarian fatty acid alternative required](#)

[Innocent bottles create new standard in eco-packaging](#)

[Rapid yeast analysis for better quality food](#)

[Shetland whisky ready for 2010](#)

[Omega-3 ingredient receives approval](#)

[Innovative labelling could transform whisky perception](#)

[Food scientists develop salmon-based baby food](#)

[Bud Silver set for national rollout](#)

[More meat and less fat in kids' sausages](#)

[Coca-Cola plans Schweppes launches](#)

[Luxury ice creams inspired by flowers](#)

[Consumer awareness to drive growth of specialty foods](#)

[Kraft invites innovation from the public](#)

[UN proposes deserts as future food source](#)

[Pathogen test is validated by research institute](#)

[Organics worth over \\$49bn by 2009](#)

[Not enough Omega 3 in UK diet](#)

[Drinks can manufacturer extends Red Bull relationship](#)

[Drinks company boosts range](#)

[Cholesterol-lowering bread set for EC approval](#)

[Supermarket to use RFID for milk deliveries](#)

[Chlorine-free cleaning system heads for UK](#)

[Unilever unveils drinks labelling system](#)

[Limited edition raspberry cake mix revealed](#)

[Kerrygold butter gets lighter](#)

[Worldwide potential for new energy drinks](#)

[Healthy new snack packs unveiled](#)

[New system for food contaminant detection](#)

## [Phytosterols and nutraceuticals increasingly in demand](#)

### **Butchers get SRM guidance**

**Date:** Fri, 30 Jun 06

#### **Story Text**

Butchers are to receive a helping hand in how to remove specified risk material (SRM) vertebral column from cattle.

The Food Standards Agency and the Meat and Livestock Commission (MLC) have produced an illustrated booklet detailing how the material can be removed from cattle aged between 24 and 30.

Any butcher who wants to remove this SRM vertebral column will have to get special permission from their local authority.

"The Agency is delighted to have worked with the MLC on the production of this leaflet. It's been designed to be both straightforward and informative and we hope that butchers who decide to obtain authorisation to remove SRM vertebral column will find it a useful aid."

Kim Matthews, meat scientist at the Meat and Livestock Commission, said that this guidance would give butchers "confidence" to ensure that they are adhering to the legal requirements following the lifting of the ban on the export of British beef last month.

The UK was told to harmonise controls on SRM in order to fit in with the rest of Europe.

### **Broadcasters and advertisers reach compromise on food and drink ad ban**

**Date:** Fri, 30 Jun 06

#### **Story Text**

The advertising and broadcast industries have reached a compromise on demands for a complete ban on TV food and drink advertising while children are likely to be watching.

Broadcast regulator Ofcom is currently holding a consultation on food advertising.

The proposal has been described as a hybrid of two options laid out by Ofcom at the launch of the consultation and will affect adverts shown on the mainstream TV networks such as ITV1, Channel 4, Channel Five and Sky One.

These will no longer show food and drink advertising between 16:00 and 18:00 on weekdays and on Saturday mornings.

A clause allowing "healthy" foods such as bottled water and fruit to still be advertised during these hours is still being discussed.

Channels specifically targeting children such as the Nickelodeon network will be limited to 30 seconds of food advertising every hour.

Further limitations such as a ban on celebrity endorsements and features designed to appeal to children are also being considered.

The Food Standards Agency has called for an out ban on food and drink TV advertising.

More information can be found here

## **"Near perfect" meat replacement technology developed**

**Date:** Fri, 30 Jun 06

### **Story Text**

A group of US scientists have developed new technology that could allow meat companies to produce a meat hybrid product with virtually identical taste and texture to traditional beef or chicken.

The ingredient technology, called SoleCina, was developed by Solae and was introduced to scientists at a conference this week.

"This is a game-changing innovation with the potential to greatly enhance how our customers satisfy changing consumer needs," said Tony Arnold, president and chief executive of Solae.

"SoleCina is an example of our broad portfolio of application science, food ingredient innovation and a deep understanding of consumer trends coming together to deliver another industry breakthrough."

The technology converts vegetable and meat protein into a nutritious hybrid product, which the company claims has the consistency of cooked muscle meat.

With the right flavouring, the final product could have the same taste as beef steak but with fewer calories, as well as less fat and cholesterol.

"In the United States, we tend to readily associate soy protein with its proven heart health benefits and overlook many of its other nutritional benefits," said Jonathan McIntyre, the company's vice president of research and development.

"It's the only plant-based protein with a protein quality equal to that of meat, milk and eggs. It's easily digested in the body, rich in micronutrients such as iron and B-vitamins, and cholesterol free. When combined with a modest amount of meat, you have a very nutritious product that is attractively presented and tastes outstanding," he added.

[Further information](http://www.marketwire.com/mw/release_html_b1?release_id=138066)

## **Beck's launches new citrus lager**

**Date:** Fri, 30 Jun 06

### **Story Text**

A new, citrus-flavoured version of Beck's lager is currently being trialled in a number of on-trade outlets in Glasgow.

InBev UK is trying to determine consumer demand for the half-strength, fruity lager by making it available in Tesco supermarkets as well as a handful of pubs, according to the Morning Advertiser.

Beck's Green Lemon is a 2.5 per cent ABV lager which should appeal to consumers wanting a lighter beverage over the summer months.

Packaged in regular Beck's bottles with a fluorescent green label, it has already proven popular on

German soil, where the brand was launched last year.

A spokesman for InBev UK told the website: "If consumer demand grows, we would investigate the opportunity of introducing it on a permanent basis."

Another citrus beer was recently launched by S&NUK, which introduced Foster's Twist onto the market earlier this year.

[Further information](http://www.morningadvertiser.co.uk/news_detail.aspx?articleid=17226)

## **New bottled water takes off**

**Date:** Fri, 30 Jun 06

### **Story Text**

A new beverage has been launched with immediate success in the UK, providing consumers with a tasty alternative to plain water.

Vitsmart is a bottled water which also contains fruit juices, vitamins, botanical extracts and natural flavourings.

The new brand, which is available in citrus fruit, passion fruit & orange and forest fruit flavours, is described as "a drink that helps make drinking the vital two litres of water we need everyday more interesting".

It is also free from sugar and provides half of the recommended daily allowance of a number of essential vitamins.

The beverage also contains extracts of guarana, rose hip, echinacea, ginkgo, green tea, ginseng and hibiscus.

Chris Pomeroy, managing director of Vitsmart, commented: "Consumers around the country have discovered they can now have a drink which is tasty but with added health benefits alongside the choice of other water and flavoured water products.

"Busy people who want to keep doing what they are doing, but put a bit of goodness back into their bodies, know they can do that with Vitsmart," he added.

[Further information](http://responsesource.com/releases/rel_display.php?relid=QgXAm)

## **Consumers could smell food over the internet**

**Date:** Fri, 30 Jun 06

### **Story Text**

A new gadget could soon enhance the experience of shopping online for food, enabling consumers to smell the products from the comfort of their own home.

Japanese engineers have developed a handheld device which is capable of capturing, analysing and then reproducing odours.

At present, its 15 chemical-sensing microchips, described as "electronic noses", enable it to successfully recreate the smell of orange, apple, melon, banana and lemon.

Pambuk Somboon, a member of the Tokyo Institute of Technology, said: "In video, you just need to record shades of red, green and blue. But humans have 347 olfactory sensors, so we need a lot of source chemicals."

The device could one day be used to transmit information about the smell of a certain food product across the internet, enabling consumers to effectively smell before they buy and helping to make foods more tempting.

[Further information](http://www.eurekaalert.org/pub_releases/2006-06/ns-rna062806.php)

## **New food packaging machines showcased**

**Date:** Thu, 29 Jun 06

### **Story Text**

This year's PPMA show, the UK's annual showcase for the processing and packaging industry, has sold nearly all of its exhibition space and is set to be full of innovative products and design concepts.

One of the companies due to feature at the show is Ulma Packaging, whose line-up of machines will include a number of new additions to the range.

Derek Paterson, UK director of Ulma, commented: "There will be a strong line-up of machines on the Ulma stand with innovation, quality construction and operational versatility to the fore."

The company's new Florida E will be exhibited for the first time in the UK. The entry-level wrapping machine is an electronic version of the original Florida flowrapper and offers faster operation, less operator involvement and greater programming flexibility.

Also on display will be the Etna Hi Tech, a vertical electronic flowrapper which is suitable for vegetables, grains, powders and snacks.

The compact machine boasts an interactive user interface with a touch screen to improve ease of use.

Both machines will be linked at the show to provide an integrated system, demonstrating a low cost, high speed solution for packing a product individually and then into multipacks.

[Further information](http://www.manufacturingtalk.com/news/ulm/ulm115.html)

## **Ali to fight obesity with snack range**

**Date:** Thu, 29 Jun 06

### **Story Text**

A new range of reduced-calorie snacks and drinks is being unveiled "by none other than boxing legend Muhammad Ali.

According to media reports, Ali, a three-time former heavyweight champion, has been

collaborating with Mars to help promote the snack line, which has been designed to help tackle childhood obesity.

In a statement, the former boxer said: "It is time to pass on the values, beliefs and principles that made me a champ to the next generation of champions. I believe that better nutrition and respect for the mind and body will give everybody today the opportunity to rise above and be the best they can be."

The first products are set to be fruit-based rolls, shaped like boxing gloves and punch-bags and entitled Shuffle, Jabs and Rumble.

The snacks will reportedly contain no more than 150 calories and will be rich in fibre and vitamins.

Ali is reported to have been involved during planning for the products' creation and marketing and has formed a new company called Goat "Greatest of all time" Foods to introduce the new range.

[Further information](http://news.independent.co.uk/world/americas/article1129745.ece)

## **GM tomatoes to tackle human viruses**

**Date:** Thu, 29 Jun 06

### **Story Text**

Researchers are investigating the ability of genetically modified tomatoes to help create vaccines against viruses such as HIV and hepatitis B.

A team of scientists at the Siberian Institute of Plant Physiology and Biochemistry in Irkutsk, Russia, transferred synthetic DNA fragments for various proteins from the viruses into tomato plants, according to New Scientist.

The plants then made the viral proteins which, when the tomato is consumed, trigger the body to make antibodies against the viruses.

The researchers confirmed that mice fed with a solution made from the tomatoes developed high levels of antibodies.

If the technology proves to be effective in humans, it would probably be used to create vaccines in tablet form, as it would be impossible to control the level of intake simply by consuming the tomatoes.

Rose Hammond, a spokeswoman for the US Agricultural Research Service, told New Scientist that such a vaccine would have "big advantages" in poorer countries.

"You wouldn't have to refrigerate the vaccine and you wouldn't need to inject it with needles, which pose an infection risk," she said.

[Further information](http://www.eurekalert.org/pub_releases/2006-06/ns-cta062806.php)

## **Meat taking over organic food market**

**Date:** Thu, 29 Jun 06

**Story Text**

Meat is rapidly taking over the world organic foods market, according to a recent report by market research firm RNCOS.

The 2006 World Organic Foods and Beverages Report has revealed that sales of organic meats grew by around 51 per cent in 2005, compared to 25 per cent growth for organic condiments and 24 per cent for dairy products.

China led the world organic pork production industry last year, producing nearly 60 million metric tonnes of pig meat, with the EU, USA and Brazil following.

Experts said: "Organic meat is taking over the world organic foods market. Growing at an average CAGR [compound annual growth rate] of three per cent, beef trade will reach 8.6 million metric tonnes by 2015.

"At the same time, beef production shall reach 61.9 million metric tonnes growing at an average rate of 1.7 per cent."

The global organic foods industry has been growing at a rate of 20 to 24 per cent each year and is expected to generate sales of \$32 billion by 2009.

[Further information](http://www.prminds.com/pressrelease.php?id=3354)

## **Gatorade to cross the pond**

**Date:** Thu, 29 Jun 06

**Story Text**

Britvic is planning to run a soft-launch for PepsiCo's Gatorade brand, which is set to become widely available in the UK.

The energy drink has long been a popular drink among sportspeople in the US but has, as yet, not managed to make a significant assault on the UK market.

However, Britvic is now considering appointing one of its UK agencies to help market the brand, according to Brand Republic.

"As a challenger brand, it has huge potential," said Richard Collins, director of brands marketing at Britvic.

Mr Collins also told Brand Republic that the brand is "in a transitional period" and said that the company is taking a ten-year view of its growth.

Research behind the beverage began in 1965 when scientists at the University of Florida decided to work out why members of the university's Florida Gators American football team were suffering in the heat.

The resulting formula is described by the company as "a precisely balanced carbohydrate-electrolyte beverage" and, although the drink itself is constantly being modified to incorporate new nutritional research and innovations, the brand has remained the official sports drink of the National Football League to this day.

[Further information](http://www.gatorade.com)

## **Del Monte unveils mango and raspberry smoothie ices**

**Date:** Thu, 29 Jun 06

### **Story Text**

Fruit expert Del Monte has unveiled two new additions to its healthy ices range, both of which are virtually fat free and low in calories.

The new Smoothie ices are available in both mango and raspberry flavours and are said to be a great way to keep cool over the summer without piling on the pounds.

The smoothies are made from at least 40 per cent real fruit and contain less than 100 calories per stick. They are also free from artificial flavourings, colours and additives and are suitable for adults and children alike.

The new flavours will complement Del Monte's established range of fruit ices, which already includes the Strawberry Double, Orange and Pineapple ices and the children's lolly, Fruitini.

Demand for smoothies has rocketed in recent years, driven by the increasing interest in healthy food and drink products.

As a result, the smoothie market has been doubling every year and is now worth over Â£100 million.

[Further information](http://responsesource.com/releases/rel_display.php?relid=QgATE)

## **Mathematical models used to improve flavour and cut salt**

**Date:** Wed, 28 Jun 06

### **Story Text**

A government-supported research project will help to develop snack manufacturing equipment that cuts salt content without affecting the flavour of the resulting product.

The Â£750,000 research, carried out at Birmingham and Nottingham universities, is scheduled to end in September and, according to Food Manufacture, has produced mathematical models which will enable the equipment that adds flavouring to snacks to be optimised for maximum flavour and aroma release.

Speaking at a recent seminar, Professor Andy Taylor of Nottingham University described the potential benefits of the work as "significant".

"The challenge is to formulate and deliver flavour to consumers to get the best taste, but with minimal salt," he commented. "You can start to design the system to get what you want."

Professor Taylor said that the research studied the adhesion of flavour particles in fat coatings on the surface of snacks and aimed to reduce the high losses typically found in snack production.

While researchers at Nottingham looked at the mechanism of salt release on the tongue to determine what people experience when they eat, rather than what is actually in the product, Birmingham concentrated on improving equipment design.

United Biscuits, Flavours Direct and equipment supplier KMG Systems have all been involved in the research.

<a

href="http://www.foodmanufacture.co.uk/news/fullstory.php/aid/3394/Modelling\_optimises\_flavours.html">Further information</a>

## **Crab diet improves taste of cod**

**Date:** Wed, 28 Jun 06

### **Story Text**

Farmed cod can be made to taste better if fed on crab, according to Norwegian research.

Wild cod consume crab and other crustaceans as part of their natural diet and scientists at the Norwegian Institute of Fisheries and Aquaculture Research have been conducting research to determine whether different types and quantities of vegetable and marine materials impact on the quality and taste of fish flesh.

Tests have revealed that those cod which received feed containing added crab powder tasted and smelled better than those given food based on peas.

The vegetable feed apparently gives fish flesh a "burnt, scorched and sweet" smell, which also impacts on taste.

Senior scientist, Sissel Albrektsen, commented: "It seems that the crab powder masked this smell and that the natural cod taste and smell were enhanced in the farmed cod that was fed crab.

"It would be exciting to see whether crab powder can also affect the smell and taste with use of other vegetable ingredients in the feed, but we have to research this further before we can answer this question," he added.

<a

href="http://en.fiskforsk.norut.no/fiskeriforskning/nyheter/nyhetsarkiv/better\_taste\_with\_crab\_feed">Further information</a>

## **Fairtrade foods become more popular**

**Date:** Wed, 28 Jun 06

### **Story Text**

Sales of Fairtrade products increased by a third to EUR1.1 billion last year, according to the Fairtrade Labelling Organisation (FLO).

New figures have revealed that Fairtrade coffee enjoyed particular success in both the US and the UK, with sales increasing by 70.9 and 34 per cent respectively.

Other Fairtrade food products that have increased in popularity are bananas, sales of which increased by 46 per cent in Austria, and sugar, which increased by 125 per cent in France.

Luuk Zonneveld, managing director of FLO International, commented: "FTL's [Fairtrade Labelling] significant worldwide growth in 2005 also shows that more and more producers, traders and licensees trust the Fairtrade Certification Mark and look to join the system."

Mr Zonneveld revealed that the number of licensees offering Fairtrade products had increased by 29 per cent between 2004 and 2005.

"Increasingly companies are knocking on the door of the labelling organisations because they want to have the certification mark on their products," he explained.

[Further information](http://www.fairtrade.net/sites/news/news.html)

## **Manufacturers already utilising new UK data pool**

**Date:** Wed, 28 Jun 06

### **Story Text**

Food manufacturers are already beginning to upload product data into the new GS1 UK data pool, designed to enable companies to exchange supply chain data with their suppliers and customers.

Alaster Purchase, business manager at GS1 UK, which is part of the new global data synchronisation network (GDSN), told Food Manufacture that awareness about how to participate in the system is slowly growing among manufacturers.

"The UK data pool has only been up and running for a few weeks and we already have 250 UK-based manufacturers starting to upload data into it and exchanging it with their trading partners, so it's not a bad start," he revealed.

However, Mr Purchase conceded that the task is "a big job". "To gain real benefits, many companies need to clean up data within their own systems first," he explained.

The data pool represents part of an industry drive to tackle the problem of bad data in the supply chain but there is still uncertainty over whether retailers will be able to exchange data with all of their customers and many companies remain reluctant to subscribe to the services.

[Further information](http://www.foodmanufacture.co.uk/news/fullstory.php/aid/3371/%93Jaundiced%94_suppliers_seek_direction_on_data_synchronisation.html)

[Further information](http://www.foodmanufacture.co.uk/news/fullstory.php/aid/3371/%93Jaundiced%94_suppliers_seek_direction_on_data_synchronisation.html)

## **Small food manufacturers squeezing bigger brands**

**Date:** Wed, 28 Jun 06

### **Story Text**

Advances in food manufacturing technology are enabling smaller producers to eat into the profits of large brands, according to the Times.

Sales of own-label supermarket foods are taking their toll on established food giants such as Kraft, by replicating products and putting them on shelves at a fraction of the price.

The products can frequently be found for half the price of their branded versions and now account for around 16 per cent of all consumer packaged goods purchases in the US, with sales of own-label goods growing nearly twice as fast as bigger brands, according to marketing consultancy AC Nielsen.

The future for these cheap replicas is looking bright, as more and more food processors seek to imitate rather than innovate and supermarkets devote an increasing amount of shelf space to these discount goods.

As a result, many established brands are now increasing their resources in innovation, realising that they need to keep coming up with new and inventive products if they are to keep ahead of the game and stop their profits from filtering away.

[Further information](http://business.timesonline.co.uk/article/0,,8209-2244453,00.html)

information</a>

## **World Cup sausages for Tyne & Wear**

**Date:** Wed, 28 Jun 06

### **Story Text**

A pork butcher has designed its own World Cup sausage to help add a little spice to England fans' barbecues.

Dicksons, a South Tyneside firm, has created a pork and sweet chilli pepper sausage to coincide with the tournament.

The company's managing director, Michael Dickson, told the Shields Gazette: "If the game proves a bit draining, the spicy snack should perk up anyone's 'home team' at half-time.

"Made from a pork base, these special sausages contain the extra ingredients of sweet peppers and chilli to spice things up."

Mr Dickson added that the sausages would provide a welcome break from the games for those people who are not interested in football.

The company has been creating sausages since 1953 and its factory currently produces between eight and ten tonnes every week.

The new sausages are now available in all 20 of the company's shops throughout Tyne & Wear.

<a

href="http://www.southtynesidetoday.co.uk/ViewArticle2.aspx?SectionID=1111&ArticleID=1590884">Further information</a>

## **Biscuit-dunking device unveiled**

**Date:** Tue, 27 Jun 06

### **Story Text**

An American has come up with an invention that could make afternoon tea a slightly less messy affair.

David Friedman, a resident of Boca Raton in Florida, has created a device that enables the user to dunk biscuits into milk or tea without messing up their fingers.

According to the Boca Raton News, the plastic device, called Mr Dunk, measures six inches in height and is 0.25 inches wide.

The creation was unveiled at Inpex, the largest invention trade show in the US, which was held from June 7th to 10th.

Mr Friedman is reported to have said: "Eating cookies and milk is a childhood pastime that never seems to go out of style.

"I have always enjoyed dunking cookies in milk but I felt there had to be a cleaner way to do it."

The inventor added that he had developed the device to make dunking "easier and neater for children and parents alike".

<a

href="http://www.bocaratonnews.com/index.php?src=news&prid=15964&category=Local%20News">Further information</a>

## **Supermarket extends tapas range**

**Date:** Tue, 27 Jun 06

### **Story Text**

Five new dishes have been added to the popular Waitrose Tapas range in time for consumers to put them on their outdoor dining menus.

In true Spanish style, the dishes are designed to be shared and the new additions mean that diners can have even more choice at their informal dinner parties.

The range enables party hosts to serve up a small slice of Spain in their own home or garden and, with its casual style, create a relaxed holiday feeling.

Waitrose has put together a selection of authentic dishes which come in reusable terracotta serving bowls, ready to heat.

The range now includes the following new dishes:

- â€ Crisp pasties, filled with cheese and olives, in a sun-dried tomato paste.
- â€ Beef meatballs, with a tomato and paprika sauce.
- â€ Chicken marinated with cumin, fennel and smoked paprika, in a tomato sauce.
- â€ Croquettes filled with cod, anchovies and capers.
- â€ Croquettes filled with cheese and chorizo in bechamel sauce.

<a

href="http://www.waitrose.presscentre.com/content/detail.asp?NewsAreaID=2&ReleaseID=219&hdnProcessLogin=True&username=sewardanna&password=banana">Further information</a>

## **Innovative fingerprint systems for food purchases**

**Date:** Tue, 27 Jun 06

### **Story Text**

Cashless fingerprint recognition technology is being introduced into some school canteens in a move which will help to monitor children's eating choices.

The technology is a biometric system, others of which include photo and iris recognition, and is an innovative way to keep track of food purchases.

The system means that children can no longer take money intended for school lunches and spend it on junk food in local shops.

It also means that parents can keep an eye on what their children are eating and gives caterers reliable data on which foods are proving unpopular.

Simon Jones, managing director at Initial Catering's Eden Food Service division, told Caterer Search: "I certainly think we will see much more use of cashless systems and biometrics will find their way into the market."

The first year-long trial took place at the Humphrey Perkins High School in Leicestershire and

was described by in-house chef Tom Edwards as "a great success", according to the website.

Other contract caterers have been impressed by the idea and the technology is due to be rolled out to a number of other schools.

[Further information](http://www.caterersearch.com/Articles/2006/06/27/307407/Fingerprinting+moves+into+the+school+canteen.htm)

## **Tool detects allergens on food prep surfaces**

**Date:** Tue, 27 Jun 06

### **Story Text**

Tecra, a member of the Biotrace International group of companies, has developed a new tool to check for the removal of protein residues after cleaning in the food processing industry.

The Tecra Aller-tect can be used to check for a range of allergens and is likely to prove an invaluable tool in the food industry as it can help to prevent contamination of food products with potentially allergenic proteins.

The simple-to-use tool is ideal for use in production facilities. It requires a minimum of technical training, as the user simply has to swab the desired area, press the handle down into the swab, heat it for 15 minutes and then compare the swab against a colour chart.

If the liquid or swab appears green after heat treatment, the surface is free from allergens.

However, if it appears grey or purple, protein residue is present and the surface should be re-cleaned.

The tool enables processors to check both dry and wet surfaces and produces highly sensitive results, making it a reliable piece of equipment and enabling food manufacturers to protect their consumers and brand name.

[Further information](http://www.tecra.net/__data/page/486/Allertect_PI.pdf)

## **New unhydrogenated soybean oil undergoing industry tests**

**Date:** Tue, 27 Jun 06

### **Story Text**

A new soybean oil has been developed which contains twice as much oleic acid as conventional soybean and just one per cent of linolenic acid.

The oil has been produced by researchers at the Iowa State University and is about to undergo food industry tests to see if it can be used in food products for which other unhydrogenated soybean oils have been unsuitable, such as cereal bars, powdered cheese sauces and non-dairy creamers.

Unhydrogenated oils are desirable as, although the hydrogenation process increases shelf life, it also produces unhealthy trans fats which have been linked to increased cholesterol and risk of heart disease.

The team already had access to a variety of soybean with one per cent linolenic acid and wanted to transfer genes from a Japanese variety, which contains twice as much oleic acid as regular plants, into their own variety, creating a new plant with both traits.

"Our one per cent linolenic acid oil does not require hydrogenation and has been adopted by the food industry in a range of products," explained Walter Fehr, professor in Agriculture.

"We wanted to find out if it would be possible to make the one per cent linolenic acid oil even more useful by increasing its content of oleic acid, the same monounsaturated fatty acid found in olive oil."

Professor Fehr revealed that the results were better than anticipated, with the new plants containing over 50 per cent oleic acid and just one per cent linolenic acid.

"If the results are positive, soybean breeders will develop varieties with the two traits that can be grown by farmers to expand the market for their crop," added Professor Fehr.

[Further information](http://www.medicalnewstoday.com/medicalnews.php?newsid=45924)

## **Frozen food loses its edge**

**Date:** Tue, 27 Jun 06

### **Story Text**

The popularity of frozen food is declining because of the unhealthy image many products have gained in recent months.

A TNS survey has revealed that shoppers are becoming more inclined to choose fresh over frozen because of the perception that frozen food is less nutritious.

Money spent on frozen foods fell by 2.9 per cent to £3.11 billion and a number of different product areas suffered.

March brought about an 8.5 per cent fall in sales of frozen ready meals; sales of frozen meat products fell by 8.1 per cent, while sales of frozen vegetables dropped by 3.5 per cent.

Products such as Turkey Twizzlers have suffered in particular as a result of negative comments by celebrity chef Jamie Oliver, and the Grocer claims that the public now perceives frozen food as "chilled's cheap and tacky cousin".

However, the Food Commission insists that many frozen products are perfectly healthy.

"It is a shame about lower frozen-veg sales, as these have more nutrients than vegetables which have been sitting on shelves for a long time," said one spokesman who was keen to point out that not all frozen foods are bad for you.

[Further information](http://news.scotsman.com/health.cfm?id=936602006)

## **First certified organic Scotch should boost sales**

**Date:** Mon, 26 Jun 06

### **Story Text**

A Scottish whisky distiller is hoping that its new product, claimed to be the first certified organic Scotch whisky, will boost turnover by around ten per cent.

Elgin-based Gordon & MacPhail believes Benromach Organic to be the first whisky to carry official organic certification from the Soil Association and, according to the Scotsman, the

company is certain that the ongoing growth of the global organic food and drink market should guarantee a bright future for the product.

Ian Chapman, marketing controller at Gordon & MacPhail, told the Scotsman: "In the whisky business you need a crystal ball to predict what consumers will be looking for years in the future. We looked at those growth forecasts and decided to make our move."

Mr Chapman revealed that the company had started laying down its first all-organic whisky in 2000.

"We have always had very exacting standards about what we think is ready to bottle and what isn't but we thought this was ready," he said.

"It's the advantage of being a small company; you can react quickly to launch an innovation that you know is going to appeal to your consumer base."

Benromach Organic was launched earlier this month and is produced using hand-selected virgin oak casks from certified wild forests in Missouri, US.

[Further information](http://business.scotsman.com/topics.cfm?tid=984&id=922502006)

## **Antimicrobial treatment improves safety of cooked meats**

**Date:** Mon, 26 Jun 06

### **Story Text**

A leading producer of cleaning and sanitising products and services has unveiled its new treatment, designed to prevent bacterial contamination of cooked meats.

Ecolab, which has direct operations in nearly 70 countries and distributors and licensees in around 100 other nations, has launched Octa-Gone, an innovative treatment which it believes is the first fatty acid-based antimicrobial treatment to reduce microbial contamination of cooked meat and poultry products.

"Octa-Gone provides an extra layer of food safety protection for our customers," commented John Tengwall, the company's vice president of Food and Beverage.

"The value of this product to our industry cannot be stressed enough," he enthused. "It's a revolutionary product that is going to change the way RTE (ready-to-eat) manufacturers run their packaging lines."

The treatment is applied to the inside of packaging bags immediately before the meat is inserted and the packaging sealed.

The sealed product then passes through a hot water shrink tunnel which tightens the packaging, ensuring that the treatment spreads across the entire surface of the meat and "virtually eliminating" the possibility of post-treatment contamination.

According to Ecolab, the product is both cost-effective and simple to use and does not alter the colour, flavour or appearance of meat.

[Further information](http://www.corporate-ir.net/ireye/ir_site.zhtml?ticker=ecl&script=410&layout=-6&item_id=875696)

## **Global warming provides scope for British olive oil**

**Date:** Mon, 26 Jun 06

### **Story Text**

A Devon landowner has planted Britain's first olive grove – a sign that global warming has indeed had a significant impact on the nation's climate.

Mark Diacono has planted 120 saplings from Tuscany which have been provided by Emilio Ciacci, an Italian gardener who now lives in England, according to the Independent.

Mr Diacono told the newspaper that, although global warming is a "vast" problem, people could also take advantage of it by growing more produce locally and cutting down on food miles.

"If there's a restaurant or delicatessen specialising in local food, the first cop-out is always olive oil because they have to get it from abroad," he explained. "If we could source it from England, that would be great."

The imported trees are used to experiencing frost and snow in the winter and are therefore relatively hardy and should be able to withstand Britain's climate.

Mr Diacono hopes that the olives will be commercially viable within five to seven years, after which point he plans to produce the nation's first home-grown olive oil.

[Further information](http://news.independent.co.uk/environment/article1096452.ece)

## **GM used to create low-fat ice-cream**

**Date:** Mon, 26 Jun 06

### **Story Text**

Unilever has applied for permission to use a protein obtained from fish using GM (genetic modification) technology in a range of ice-creams and frozen fruit-ices.

The blood of a North Atlantic fish called the ocean pout is used to create the protein, according to the Times, which could help to reduce fat and calories in leading ice-cream brands such as Wall's, Magnum, Carte D'Or and Ben & Jerry's, all of which are owned by Unilever.

Although GM technology is used to create the protein, there are no edible traces of GM material in the final product.

If the company receives the go-ahead from the Food Standards Agency, the protein could be used in products by 2008, enabling consumers to eat ice-cream without the fear of weight gain.

A Unilever spokesman told the Times: "We think this is a great opportunity because people want to eat lower-fat products but don't want to sacrifice taste. The protein is already allowed in the United States and is being used in the Breyers choc ice sticks."

According to the company, Breyers choc ices contain half as much fat as a standard choc ice and 30 per cent fewer calories.

[Further information](http://www.timesonline.co.uk/article/0,,2-2243430,00.html)

## **Turmeric found to prolong shelf-life of plastic-packed pickles**

**Date:** Mon, 26 Jun 06

### **Story Text**

Researchers have discovered that turmeric, a spice which has been used as a colorant since ancient times, could help to keep pickled goods fresher for longer when stored in plastic containers.

Food processors have recently been trying to find a way to package pickled goods in plastic rather than glass. However, plastic is permeable to gas and therefore allows oxygen to seep into the food over time, limiting shelf life.

Roger McFeeters, a food technologist at the US Agricultural Research Service, discovered that rising oxygen levels bring about an increase in certain compounds called aldehydes, which cause the food to taste off.

He also discovered that the addition of turmeric caused aldehyde levels to be maintained at acceptable concentrations, similar to those found in high-quality commercial pickled products.

The research therefore suggests that turmeric could be used to enable plastic to be a viable packaging material for pickled goods.

[Further information](http://www.ars.usda.gov/is/pr/2006/060623.htm)

## **NNZ on a roll with Twin-Bag**

**Date:** Mon, 26 Jun 06

### **Story Text**

A packaging company has launched a new innovative packaging solution which can be used on machines for bags on rolls.

NNZ, one of the world's largest companies to specialise in packaging for fruits and vegetables, has unveiled Twin-Bag on the roll.

The new innovation is an extension of the company's original Twin-Bag product but is also suitable for use on standard machines for bags on rolls, both in 2.5kg and 5kg packed weights.

Like its sister product, Twin-Bag on the roll offers better ventilation than competing brands, preventing condensation inside the packaging and thereby extending the shelf-life of the product.

The bags are made from PE film on the front which is printable in up to eight colours for product information and brand advertising.

The back of the bags is made from CLAF net which is available in 11 different colours to maximise product appeal.

[Further information](http://www.nnz.com/data/bcimages/press%20release%20Twin-Bag%20on%20rolls.pdf)

## **Burger for one, bill for Â£70**

**Date:** Fri, 23 Jun 06

### **Story Text**

The world's "most decadent" burger has been unveiled at an exclusive club in Florida, where

indulgent carnivores can now tuck into a £70-worth of premium beef in a single sitting.

The 20oz Tri-Beef Burger now features on the menu of the Old Homestead Restaurant at Florida's Boca Raton Resort and Club, according to the Daily Record.

For diners, who will already have splashed out on their annual £24,500 membership at the club, the cost of the burger will undoubtedly seem a small price to pay for the chance to savour the flavour of possibly the world's most spoilt cows.

One of the main burger ingredients is Japanese Kobe beef – meat which is taken from cows reared on a diet of beer and soy beans and pampered with regular massages to ensure the pleasure they give to diners is as great as that which the animals themselves have enjoyed during life.

In addition, the two and a half inch thick burger is smothered in ketchup with hints of champagne and white truffles and served on a brioche bun with exotic mushrooms and organic greens.

[Further information](http://www.dailyrecord.co.uk/news/tm_objectid=17271826&method=full&siteid=66633&headline=a--pound-70-burger-and-a-frozen-beer-please--name_page.html)

## **Food producers collaborate for joint promotion**

**Date:** Fri, 23 Jun 06

### **Story Text**

A local brewer has used this year's Lincolnshire Show to launch a new red ale, named after the Lincoln Red breed of cattle.

According to the BBC, breeder James Barclay and brewer Tom Wood decided to team together and use the beer launch to promote the cattle and vice versa.

Mr Barclay told BBC News: "It is a way of bringing together arable and pastoral farming with brewing, using local ingredients. I think this could become part of the overall rural picture of Lincolnshire."

The pair believe that local people should "throw their weight behind localism" and Mr Wood added: "It is important that people understand where their food and drink comes from. Regionality is a big selling point."

To further their collaboration, part of the proceeds from sales of the new ale will go to the Lincoln Red Cattle Society to help promote the breed throughout Britain.

Catherine Bettinson, the society's president, told BBC News: "This [new beer] is a good example of diversification and the lack of so-called food miles is an important factor too – all the ingredients are locally sourced."

[Further information](http://news.bbc.co.uk/1/hi/uk/5107482.stm)

## **Revolutionary wine aims to revive French industry**

**Date:** Fri, 23 Jun 06

### **Story Text**

A new government-backed French company has launched a novel wine in a bid to give the country's wine industry a much-needed boost.

Chamarre is specifically aimed at the British market, which has recently leant in favour of so-called New World wines from the likes of Australia and New Zealand.

In fact French wines, once the jewel in the industry's crown, currently appear only twice in the UK's top 20 best-selling wines, a fact which undoubtedly contributed to the French government's decision to plough EUR1.5 million into the new company, OVS.

Brian Howard, founder of the research company Wine Intelligence, told the Daily Telegraph that the wine is "very innovative".

"It follows the big New World producers and it's turning the established Old World model upside down," he revealed.

The wine has moved away from the traditional French concept that a wine's flavour should be associated with where it grows and, to the dismay of traditional local vintners, is based on single grape types rather than locality.

Angela Mount, senior wine buyer at Somerfield, told the Daily Telegraph: "Nothing is more terrifying for customers [than] to be presented with a wall of wine. Once you are out of the comfort zone of claret and Chateauneuf-du-Pape, the mainstream consumer is lost.

"In the past the French wine producers have been very poor at giving information about their wines. Chamarre changes that, we hope."

The new wine is now on sale in Morrisons and Somerfield and aims to be selling 12 million bottles a year within the next five years, a figure which would put it into the top 20 wines in the UK.

<a href="http://www.telegraph.co.uk/money/main.jhtml;jsessionid=PAW1OE0FQMW4PQFIQMGSFFWAVCBQWIV0?epollResult=true&view=DETAILS&grid=M3&xml=/money/2006/06/23/cnwine23.xml&menuId=242&\_requestid=45106">Further information</a>

## **Ultrasonic technology detects foreign objects in food**

**Date:** Fri, 23 Jun 06

### **Story Text**

A new ultrasonic technology has been patented which can detect foreign objects in food processing streams.

Researchers at the Pacific Northwest National Laboratory (PNNL) in the US have developed the technology, which uses sound waves to detect foreign objects during food processing.

The technology was originally intended to detect bone fragments and other foreign materials in chicken breasts and is capable of also detecting cartilage, metal and plastic.

"Our method is the only one we're aware of that uses both acoustics and optics," said Aaron Diaz of PNNL.

"Because it can be automated, it's inherently safer and more effective than inspecting certain types of process streams manually. And automation eliminates the need for costly and slower

inspections using methods such as x-ray, which typically requires added safety precautions and complex operator training."

Although the technology was originally developed to examine chicken breasts, air bubbles in the chicken "slurry" reflect sound energy in a similar way to foreign bodies, making the method ill-suited for this purpose.

However, Mr Diaz is still optimistic about the technology's implications for other uses. He commented: "Although the original application presented some challenges and, ultimately, didn't work out, it's a useful technology that could positively impact manufacturing in many other areas."

Possible applications could include examining baby food or ice-creams for objects that have fallen into the mixture, such as seeds or other foreign materials.

[Further information](http://www.pnl.gov/news/release.asp?id=160)

## **Extended Phileas Fogg range gets new identity**

**Date:** Fri, 23 Jun 06

### **Story Text**

The crisps range, Phileas Fogg, has received a major overhaul as the brand tries to distance itself from its owner, United Biscuits, and regain its original identity.

According to the Northern Echo, the snack brand is getting new products, flavours and packaging in a huge re-launch to get the range back on track after losing market share to other leading brands.

The Phileas brand was originally launched in 1982 in Consett, County Durham, by Derwent Valley Foods and was purchased by United Biscuits in 1993, after which general manager Stuart Deeley admits that it "lost its way a bit".

"It was iconic," he told the Northern Echo. "It was the first adult snack brand, which came ahead of Kettle and Sensations, for example.

"What we are doing now is modernising the brand while retaining its original heritage. We are giving the product its own personality, because out of all the brands at United Biscuits, I think Phileas has got the best opportunity to develop its identification."

New products in the range will include tortilla crisps, poppadoms and delicate breads with globally-inspired flavours and Mr Deeley revealed that the company aims to increase production by 25 per cent over the next year.

[Further information](http://www.findphileas.co.uk)

## **Organic beer range launched**

**Date:** Fri, 23 Jun 06

### **Story Text**

Suma Foods, the UK's largest independent distributor of organic food products, has unveiled a new range of organic beers.

According to the Yorkshire Post, the Halifax-based company is obtaining its beer from a local brewer who has been working with Suma Foods for the last 18 months to develop the range.

The beers have all been approved by Campaign for Real Ale (Camra), are suitable for vegans and have been certified as organic products by the Soil Association.

Customers of Suma Foods took part in a competition to help name the beers, drawing inspiration from local place names and folklore.

Although Suma Foods produces over 1,500 of its own-branded products, the beers will represent the first alcoholic beverages to be introduced by the company.

The beers will be available from independent retailers and at a number of Camra pubs.

[Further information](http://www.yorkshiretoday.co.uk/ViewArticle2.aspx?SectionID=56&ArticleID=1584196)

## **Citizens still sceptical about GM food products**

**Date:** Thu, 22 Jun 06

### **Story Text**

Scientists and pro-GM food producers could have a fight on their hands to promote acceptability of genetically modified foods, following a poll which shows that EU citizens still believe them to be a risk to society.

The survey, instigated by the European Commission, found that, although there is widespread support for biotechnology for medical and industrial purposes, the majority of citizens throughout the EU believe that genetic modification of foods should not be encouraged.

According to Reuters, the survey concluded: "The lesson for agri-food biotechnology is that, unless new crops and products are seen to have consumer benefits, the public will continue to be sceptical.

"Overall, Europeans think that GM food should not be encouraged. GM food is widely seen as not being useful, as morally unacceptable and as a risk for society," the survey reported.

Average support for GM foods floundered at 27 per cent, compared to more than 50 per cent support for nanotechnology, pharmacogenetics and gene therapy.

The only countries in which supporters outnumbered opponents were Ireland, Italy, Lithuania, Malta, Portugal, Spain and the Czech Republic.

Referring to repeated media reports about so-called "Frankenstein foods", the survey commented: "The years of controversy have led many people in Europe to believe that anything to do with GM food is undesirable."

However, the industry maintains that its products are no different to conventional foods and that Europe's hostility to GM foods is therefore unfounded.

[Further information](http://today.reuters.com/news/newsArticle.aspx?type=healthNews&storyID=2006-06-22T124556Z_01_L2210022_RTRUKOC_0_US-FOOD-EU-GMO.xml&archived=False)



## **World's first sub-zero pint**

**Date:** Thu, 22 Jun 06

### **Story Text**

Coors Brewers have developed new technology which will enable sub-zero pints of draught lager to be delivered – a world first, according to the company.

Over £10 million has gone into producing Coors Sub Zero, which is served at -2.5 degrees Celsius using technology that has taken eight years to perfect.

An ultrasonic pulse releases thousands of carbon dioxide molecules which eventually form frozen lager crystals in the pint.

These crystals melt in the mouth and keep the pint cooler over a longer period of time.

The company's marketing director, Simon Davies, said that the innovation, which has been protected by 50 patents, is in response to consumers and "their requests for colder and colder beer".

"With Coors Sub Zero, the cold beer lover's dream has finally come true – a pint that stays cold right to the bottom of the glass and the first ever pint that actually seems to get colder in your hand," Mr Davies revealed.

"Coors Sub Zero is the perfect ice cold refreshment," he added. "It brings together traditional brewing excellence and 21st century dispense technology to deliver a unique drinking sensation."

The Sub Zero system will be made available to key Coors Fine Light licensees across the country this month, primarily in London, Leeds, Manchester and Newcastle.

<a

href="http://www.coorsbrewers.com/apps/site/news/default.asp?NewsID=199&Parent\_ID=152">Further information</a>

## **New flavoured liqueurs for cocktail bars**

**Date:** Thu, 22 Jun 06

### **Story Text**

A new liqueur is being launched into the on-trade in a bid to spice up the cocktail market.

Volare has been designed for bar staff by Hi-Spirits and comes in a range of 11 flavours.

According to Hi-Spirits, which includes brands such as Sebor Absinth and Antica Sambuca, Volare has been developed from another brand, Gecko, which, although successful in spirits competitions, was deemed to be lacking in both practicality and design.

"While the liquid was good, the packaging was awful," Jeremy Hill, managing director of Hi-Spirits, told the Publican.

"So we sent consultant Jamie Stephenson out into the trade to try and develop the perfect packaging for bartenders. And I believe we have that, as it is designed to be the perfect bottle for flair bartenders, mixologists and bar staff," he said.

The bottle will feature an innovative new pourer design, which is retractable and therefore makes the bottle easier to clean.

<a

<http://www.thepublican.com/story.asp?sectioncode=7&storycode=52110&c=3>>Further information</a>

## **Conveyor system packs 90 sandwiches a minute**

**Date:** Thu, 22 Jun 06

### **Story Text**

A new conveyor system, capable of packing 90 sandwiches per minute, has been unveiled by a leading heat seal solutions provider.

The new Proseal SP60 will help to reduce the labour costs involved in packing sandwiches into cardboard packages, which are becoming increasingly popular among manufacturers.

Rob Hargreaves, a spokesman for Proseal, commented: "The sandwich market is moving towards cardboard skillets and the SP60 has been designed to maximise throughput and minimise labour requirements to create a cost-effective automatic packing system."

The linear conveyor system meets food industry approved hygiene standards with its wash down protection and is capable of accommodating skillets ranging in width from 63 to 108mm. It also has a five-minute size change that is simple to implement.

The system has an advanced tool alignment system and full temperature and seal pressure control, ensuring that the seal is consistently accurate, and it offers a number of additional options, including skillet coding, printing and labelling.

<http://www.manufacturingtalk.com/news/pfl/pfl102.html>>Further information</a>

## **US researchers develop new grape variety**

**Date:** Wed, 21 Jun 06

### **Story Text**

A new seedless grape has been developed by the Agricultural Research Service in the US, according to World Grower.

Thomcord has been bred from two varieties, Concord and Thompson Seedless, both of which rate among the country's favourite grapes.

The new fruit therefore has elements of both parent vines, taking the blue-black skin, whitish bloom and flesh colour of the Concord grape, along with a slightly sweeter, milder taste as a result of the Thompson genes.

Research horticulturist David Ramming told World Grower that the new variety ripens from late July to mid-August and is well-suited to the sunny vineyards of California.

It results from an experiment, in which researchers were conducting tests on a new procedure for breeding new seedless grape hybrids.

The result of 17 years of development, Thomcord is likely to be available in supermarkets within the next few years.

[http://www.worldgrower.com/news/news\\_story.ehtml?o=236](http://www.worldgrower.com/news/news_story.ehtml?o=236)>Further information</a>

## **Groundbreaking ice-cream is low in saturated fat**

**Date:** Wed, 21 Jun 06

### **Story Text**

Dutch firm Unimills has invented an ice-cream that is low in saturated fat, making it much healthier than regular ice cream products.

Saturated fat is one of the main contributors to cholesterol problems and heart disease and manufacturers have been keen to find alternatives.

The company believes that its new-found ability to significantly lower the content of saturated fat, while still maintaining a pleasant taste, is a global first.

Gerhard de Ruiter, the company's research and development manager, told Reuters: "The main problems of ice-cream today are the sugar and the saturated fat levels. We have now found a solution to the latter problem.

"We have invented a revolutionary formula that significantly lowers the saturated fat level in both coconut oil and dairy butter-based ice-cream," he revealed.

Unimills is hoping to hold talks with leading ice-cream producers around the world and intends to unveil its new products in September.

<a

href="http://www.nutritionhorizon.com/newsmaker\_article.asp?idNewsMaker=11298&fSite=AO545&category=25&page=1">Further information</a>

## **Apple to join Lucozade range**

**Date:** Wed, 21 Jun 06

### **Story Text**

The Lucozade Energy range is to get a new apple-flavoured variant, aimed at creating additional interest in the brand.

According to Checkout Magazine, Lucozade Energy Apple will be in stores from July 3rd and will be available in both 380ml and 500ml PET bottles as well as in multipacks of the smaller bottles.

Lucy Colman, brand manager at GlaxoSmithKline, told Checkout Magazine that it is "a very exciting time" for the Lucozade Energy brand.

"Lucozade Energy Apple is set to create further interest in the brand and in the soft drinks sector," she said.

"Retailers should make sure they stock Apple in the chiller alongside the rest of the Lucozade Energy range in their stores to generate incremental sales and to benefit from the buzz which will be created by the forthcoming launch activity."

Vigorous marketing activity will take place over the summer months, including nationwide sampling and a £5.2 million through-the-line campaign.

<a

href="http://www.checkoutmagazine.co.uk/product\_news/product\_news\_story.ehtml?o=1997">Further information</a>

## **New pomegranate liqueur on UK market**

**Date:** Wed, 21 Jun 06

### **Story Text**

A new pomegranate liqueur is being launched in the UK by Charteredbrands on behalf of US owners Heaven Hill Distilleries.

Pama Pomegranate Liqueur is a 17 per cent ABV beverage, made from natural pomegranate juice, premium vodka and tequila.

According to Brand Republic, the liqueur has been available on the US market since December and will be the first true pomegranate liqueur to be sold in the UK.

This is Charteredbrands' second foray into the alcoholic beverages market as it recently began distributing Hypnotiq, a cognac and vodka liqueur which is also owned by Heaven Hill Distilleries.

The liqueur is expected to initially be launched into the on-trade market and will be available at Â£17.99 per 750ml bottle. A 50ml bottle will also be available.

The product's packaging will be adorned with a silver pomegranate tree and the drink will be promoted by trade and consumer PR campaigns, sampling and event sponsorship.

[Further information](http://www.brandrepublic.com/bulletins/design/article/565256/pama-liqueur-makes-debut-keller-crescent-design)

## **Cannabis drink set for UK launch**

**Date:** Wed, 21 Jun 06

### **Story Text**

The 2006 Bar Show produced fewer product launches than last year's event but there were still a number of interesting new beverages on display.

One of the more unusual drinks, due to be launched on the UK market in the near future, was C-Ice, an iced tea with a rather unusual twist.

The soft drink is reported to be a chilled black tea which contains extracts taken from the cannabis plant.

According to the Publican, the illegal component of the plant, known as THC, has been removed so that the tea tastes like cannabis but does not produce any narcotic side effects.

The product's website claims that C-Ice is a "highly refreshing ice tea with a twist" and stresses that the product is 100 per cent legal.

The company is marketing the product as a healthy soft drink and is promoting the health benefits associated with the hemp plant, including vitamins, minerals and fatty acids.

[Further information](http://c-icetea.com)

## **Channel Island brie aims to conquer the French**

**Date:** Tue, 20 Jun 06

**Story Text**

A new brie, made from Channel Island milk, is hoping to compete with French brands and is already selling ahead of expectations in its initial outing.

Dairy Farmers of Britain believes that its latest development, which is made at Somerset's Lubborn Creamery, is destined for success, according to Farmers Weekly.

The new Channel Island Brie is being sold in independent stores around the country following the production of the first 2.25kg rounds this week.

Dominic Mullan, general manager at Lubborn Creamery, told Farmers Weekly: "We saw the opportunity to produce a more luxurious, creamy version of our staple Somerset Brie but produced from Jersey and Guernsey milk, sourced within 25 miles of the factory."

According to Mr Mullan, the new cheese is 30 per cent more expensive than regular Somerset Brie at around £9.50 per kg.

"That is because the cows give more butterfat but 60 per cent less volume than black-and-whites, so it is more expensive to produce," he explained.

Dairy Farmers of Britain is also developing a number of other new products, including a stronger goat's cheese for M&S, as well as Brie with fruit fillings and herb coatings.

<A

href="http://www.fwi.co.uk/Articles/2006/06/20/95374/DFB+takes+on+the+French+with+Channel+Island+Brie.html">Further information</A>

## **Market for processing equipment to grow**

**Date:** Tue, 20 Jun 06

**Story Text**

The European market for food and drink processing equipment is set to increase to over EUR9.2 billion by 2009.

The forecast by IMS Research suggests that the market will grow by around four per cent each year, although developing regions such as eastern Europe are expected to experience even stronger growth.

Both eastern Europe and the Russian Federation are predicted to register annual growth rates of around six per cent.

Although the market for processed food and drink products has been slow to take off in these regions, rapid development and increasing consumer incomes are likely to fuel demand for processed products and the market for related equipment is therefore set to grow.

Report author Don Tait commented that economic activity in the ten eastern European countries which attained EU membership in May 2004 has been promising, with membership having a positive effect on their food processing needs.

"The use of faster and more automated food and beverage processing equipment within the industry can only be expected to rise, to improve capital efficiency and reduce labour costs," said Mr Tait.

"Technical innovation is enticing producers to replace obsolete mechanical solutions with more versatile handling through robotics and more extensive use of PLCs (programmable logic controllers), servos and machine vision.

"Apart from higher output, this is offering greater flexibility and improved process control," he concluded.

<A href="http://www.processingtalk.com/news/imn/imn102.html">Further information</A>

## **Milk gives probiotic boost without added sugar**

**Date:** Tue, 20 Jun 06

### **Story Text**

A new milk has been launched, containing added bacteria, in response to concerns over the sugar content of other probiotic drinks.

Claims by Which?, formerly the Consumer's Association, have suggested that probiotic drinks contain high levels of sugar and are therefore not as healthy as consumers might imagine.

The new product, Dancing Daisy, is a fresh, semi-skimmed cow's milk with added bacteria which can be used in place of regular milk and proves that it is not necessary to enhance probiotic drinks with extra sugar.

"The launch of Dancing Daisy is to cater for those consumers who want to adopt a healthier lifestyle in the true sense of the word," said Mike Hind, the product's marketing manager.

"We feel there is a place for both types of products. Not only does cow's milk contain no added sugar but it is convenient to consume as well."

The new milk can be poured over cereal or drunk in place of normal cow's milk, enabling consumers who frequently forget their probiotic drink to get their daily dose of good bacteria without having to buy an extra product.

<A href="http://www.dancingdaisy.co.uk">Further information</A>

## **New production facilities boost shellfish industry**

**Date:** Tue, 20 Jun 06

### **Story Text**

Production facilities, worth Â£500,000, have been installed in Shetland and will now handle over 60 per cent of Shetland's shellfish produce.

The facility will be capable of handling over 2,000 tonnes of shellfish per year, much of which will be distributed throughout the UK and Europe as Scottish Shellfish Marketing Group produce.

Michael Laurenson of Blueshell Mussels told the Fishupdate website that there had been a real need to upgrade the facilities and revealed that the new mussel grading centre would cater for 14 of Scotland's shellfish farms.

"By offering other farms the grading service, we allow the farmers to remain focussed on their own site production and their ability to grow mussels efficiently â€“ making a better quality of product all round," he explained.

Demand for fresh Scottish shellfish is constantly growing and the local mussel farming industry is now at the forefront of the European market, supplying major retailers both at home and on the continent.

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href="http://www.fishupdate.com/news/fullstory.php/aid/4748/Major\_\_boost\_for\_Scottish\_s\_hellfish\_farmers.html">Further information</A>

## **New market for food packaging solution**

**Date:** Tue, 20 Jun 06

### **Story Text**

Salford-based manufacturer Mister Blister has extended the reach of its patented packaging products for sandwiches and salads.

The company produces a range of clam packs known as Virtuweld, which have a unique locking system rendering the food containers resistant to tampering.

The packs, which have pull-tabs hidden behind a label, will soon be available in Ireland following a new deal with Galway-based AIP Thermoform Packaging.

Managing director, Gart Briscoe, told the Manchester Evening News: "We are delighted to have tied up this deal and to be working in conjunction with a well renowned company."

According to Mr Briscoe, the packaging has proven a "massive hit" with the food industry which is in need of tamper-resistant solutions to increase food security.

As well as addressing the problem of food contamination, Virtuweld also increases product freshness and, as such, has been well received by a number of major retailers.

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href="http://www.manchestereveningnews.co.uk/business/s/216/216166\_mister\_blister\_in\_iri\_sh\_deal.html">Further information</A>

## **Walkers continues to overhaul range**

**Date:** Tue, 20 Jun 06

### **Story Text**

Walkers has made another change to its popular range of crisps, this time changing the image of two of its established flavours.

The Beef & Onion and Barbecue flavours now have new recipes and will be renamed Steak & Onion and BBQ Rib in order to make them appeal to a wider range of consumers.

Cara Beeby, PepsiCo trade marketing manager, told the Publican: "Consumers are increasingly

looking for more exciting flavours and Steak & Onion and BBQ Rib are more modern and contemporary than their predecessors.

"Both new flavours scored very highly in consumer taste tests and early indications are that rate of sale could increase by 20 per cent for Steak & Onion and by an impressive 30 per cent for BBQ Rib," Ms Beeby revealed.

The move is part of a wider plan to revitalise the brand, following the decision to drop the Worcester Sauce flavour, launch a number of new variants and reduce the salt and fat content of the crisps.

The company estimates that the new seasonings will be worth Â£22 million.

[Further information](http://www.thepublican.com/story.asp?sectioncode=7&storycode=52082)

## **New 'crossover' brew unveiled**

**Date:** Mon, 19 Jun 06

### **Story Text**

A new Scottish ale has been unveiled, the result of a collaboration between Bruichladdich Distillery and Islay Ales brewery.

The brew, called Worts n'Ale, was launched at the Islay Whisky and Music Festival and contains a "knee-trembling" nine per cent ABV, according to Islay Ales' Paul Hathaway.

Mr Hathaway told the Scottish Food and Drink website that the distillers stopped the whisky-making process at the mashing stage and shipped the pre-fermented liqueur, or "wort", to the Islay Ales brewery for fermentation into ale.

According to Mr Hathaway, the brewery added Challenger and Bramling Cross hops for extra flavour.

He described the ale as a "crossover drink", adding: "It has the malty richness of Bruichladdich's wort and the bitterness of hops."

A total of 1,800 bottles of the new ale have been produced and drinkers are advised to leave the ale for a year before drinking.

"At nine per cent alcohol, this special beer is for savouring â€“ and certainly not for session drinking," remarked Mr Hathaway.

[Further information](http://www.scottishfoodanddrink.com/view_item.aspx?item_id=26249&list_id=list1-7161&list_index=5)

## **Lancashire pair aim to energise tea industry**

**Date:** Mon, 19 Jun 06

### **Story Text**

A pair of Merseyside tea makers have launched their own brew, Lancashire Tea.

Paul Needham and Lynn Hitchen, former bosses of Kirkby tea maker Gold Crown, embarked on

their new venture following a fire which devastated their previous company, resulting in significant job losses.

The new company now employs nine workers who had previously worked at Gold Crown and, according to the Liverpool Echo, has developed its own blend of 12 teas from Kenya, Malawi, Rwanda and Sumatra.

Mr Needham told the Liverpool Echo that the new blend is "strong and very bright in the cup".

"After 30 years in the industry, this is a gamble, but we believe Lancastrians will back the product," he commented.

The company is certain that tea drinkers in Liverpool, along with other locals who are proud of their roots, will help to make the new brew a success.

Lancashire Tea is now available in a number of Asda and Booths outlets and should hopefully be on Tesco shelves in the near future.

Ms Hitchen commented: "As soon as people see the box and taste the tea, the first question is: 'Where can we buy the product?'"

[Further information](http://www.lancashiretea.co.uk)

## **Small food processors must invest in innovation**

**Date:** Mon, 19 Jun 06

### **Story Text**

Small and medium-sized companies in the food processing industry need to place greater emphasis on research and development, the Confederation of the Food and Drink Industries of the EU (CIAA) has said.

The confederation, which acts as the voice of the European food and drink industry, believes that SMEs are lagging behind in both innovation and R&D investment and warns that the sector's future competitiveness will be largely reliant on improvements in these areas.

Around 90 per cent of Europe's food and drink products are produced by SMEs but the sector is said to be suffering from a severe lack of technical innovation.

The CIAA flags up innovation in products, processes and packaging as core areas for food companies to focus on and says that direct European support is a key requirement for small firms.

In addition, the CIAA warns of the need for a more highly skilled workforce, adding that "companies with this advantage are ultimately better off in the market".

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[Further information](http://www.ciaa.be/documents/press_releases/SMEs_net_press_release.pdf)

## **'Tartan sushi' for Scotland**

**Date:** Mon, 19 Jun 06

### **Story Text**

Salmon producer Loch Duart is celebrating the first harvest of an experimental crop of marine

produce.

The company, which is based in Scourie, Sutherland, has produced its first batch of sea urchins, which it plans to use for sushi along with its salmon and edible seaweed.

Nick Joy, the company's managing director, told the Northern Times: "The triple crop is the result of years of research into suitable species of sea urchin to delight the palates of the growing number of sushi lovers in Britain and Europe and to satisfy the increasing demand for fresh seaweed - hitherto not farmed anywhere in mainland UK."

The sea urchin's gonads are scooped out and eaten raw and the particular variety grown by the company is said to be prized for its "sweet creamy taste and bright orange colour".

Mr Joy said that the growing number of sushi restaurants in the UK would offer an ideal opportunity for the company's sea urchins and seaweed, the latter of which is already very much in demand in Ireland.

He added: "There is also such an increasing clamour for locally produced food, and now for the first time Scotland has the chance to have its own tartan sushi!"

<A href="http://www.northern-times.co.uk/article.tvt?\_ticket=OE769LLDNTKAGQRFL1OCFMTEWZ71GSGX4TFIUNG BWVEENMGBHSJ5L9SHONDNPSEAOW4Z3RGUU4EIOUA9N1LFKLAIJRGUX3EIOTJ 9NTKDKLAFSLX8GCP&\_scope=Flow/Northern%20Times/News&id=110678&ARTICLECAT=News">Further information</A>

## **New market for rejected fruit**

**Date:** Mon, 19 Jun 06

### **Story Text**

A leading supermarket has found a new purpose for so-called "ugly fruit" which are deemed to be too unattractive for regular consumption.

Waitrose is launching a new range of visually less-than-perfect fruit, including strawberries, plums, tomatoes and gooseberries, which it hopes will be acceptable for customers making cakes, jams and chutneys.

Tom Richardson, fruit buyer at Waitrose, commented: "Supermarkets are often criticised for rejecting fruit and vegetables because they don't look picture perfect.

"This range will help customers realise that, while beauty might be skin deep, flavour is not."

The packs of fruit, which either have visual flaws or are oddly shaped, are perfectly edible and will cost between 50p and Â£1.00 less per kilo than their flawless equivalents.

The chain believes that the move will help to minimise food waste, although Friends of the Earth spokeswoman Sandra Bell told the Telegraph that there was "absolutely no reason" why consumers shouldn't eat Class II fruit in any case.

<A href="http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2006/06/19/nfruit19.xml&sheet=/news/2006/06/19/ixuknews.html">Further information</A>

## **Copper could be key to food safety**

**Date:** Mon, 19 Jun 06

### **Story Text**

Food processors may rely on copper to improve food safety in the future, following research which suggests it may be better at preventing bacterial cross-contamination than current methods.

Researchers at the University of Southampton and the Copper Development Association in New York have found that the use of cast copper alloys during food processing may prevent cross-contamination of E. coli to a greater extent than stainless steel, the current metal of choice.

Cast copper alloys are metals which contain varying degrees of copper. The scientists applied E. coli O157, one of the most serious global food-borne pathogens, to a range of alloys which each contained a different amount of copper.

The results clearly showed that those alloys containing high quantities of the metal significantly reduced E. coli. One sample, which contained 95 per cent copper, completely killed the bacteria when mixed with infected beef juice at 22 degrees Celsius.

The researchers told Medical News Today: "These results clearly demonstrate the antimicrobial properties of cast copper alloys with regard to E. coli O157, and consequently these alloys have the potential to aid in food safety."

The team have published their findings in the June 2006 issue of the Applied and Environmental Microbiology journal.

[Further information](http://www.medicalnewstoday.com/medicalnews.php?newsid=45274)

## **NZ wine to enter UK market**

**Date:** Fri, 16 Jun 06

### **Story Text**

An award-winning wine will be available on the UK market for the first time this weekend when it goes on sale at the Taste of London festival.

The new Sauvignon Blanc, a product of New Zealand's flourishing wine industry, is the latest addition to Maven's portfolio.

Mike Ritchie, director of Agency Wines at the Cellaret, comments: "Maven Sauvignon Blanc is a real food-friendly wine and it gets excellent notices wherever it's presented."

The new wine is said to display "crisp, invigorating freshness with lifted aromas of passionfruit and gooseberry" and "balances the freshness of melon and lime with rich, ripe tropical fruit".

Mr Ritchie adds that the wine is a particularly good accompaniment for dishes such as barbecued chilli prawns and chicken teriyaki.

Bottles of the Maven Sauvignon Blanc will be available at the Taste of London event at the reduced price of £7.99.

[Further information](http://www.freepressreleases.co.uk/Press_Releases/Wine/Iconic_NZ_Sauvignon_Blanc_stars_at_Taste_of_London_20060616574)

## **Sunny D aims to repair image with healthier products**

**Date:** Fri, 16 Jun 06

### **Story Text**

The Sunny D drink range is reported to be undergoing a massive overhaul in a bid to regain the popularity which it initially enjoyed.

The juice brand is now under new ownership and is due to undergo a "re-invention", according to the Sunny Delight Beverages Company (SDBC).

The existing range of drinks is being reformulated as part of the Â£5 million revamp, with the addition of a new Orange and Pineapple flavour, and the drinks will all be labelled with guideline daily amounts for sugar.

The company hopes the move will improve sales which, as a result of criticism from food and children's groups over sugar content and misleading advertising, have fallen from Â£160 million in 1998 to Â£32 million in 2005.

Paul Nicholls, commercial manager for SDBC in the UK, told mad.co.uk that the company is reinventing the brand "inside and out".

"Our future lies clearly with innovation," he said. "The opportunities for innovative product development are enormous.

"Sunny D has always been about bringing parents and kids together for fun, happiness and smiles and our new products will continue to deliver this."

The company will also be launching new products, including pure fruit juices, smoothies and other fruit-based drinks, all of which will be marketed under the Sunny D brand.

[Further information](http://www.sunny-d.co.uk/about/index.php)

## **Tiny toms ideal for kids**

**Date:** Fri, 16 Jun 06

### **Story Text**

A new, sweet tomato will be available in UK stores this summer, thanks to Italian grower and marketer, Rago.

According to the Freshinfo website, the new candy cherry tomatoes are as small as jelly beans but are packed full of sweetness, making them ideal for children.

Available in both red and yellow varieties, the fruits were reportedly received with enthusiasm in German trials last year.

"The season runs from now until at least November and organic production will come on stream from August," the Rago Group's Michael Earley told Freshinfo.

"Because of its sweetness and size, it is an ideal fruit for children."

The tomatoes are grown under plastic tunnels and watered using fresh mineral water from a deep underground lake.

Polytunnels, while praised by soft fruit growers, have received much criticism because of their

visual impact on the landscape.

As a result, growers are beginning to use new plastics which reduce glare by up to 70 per cent.

[>Further information</a>](http://www.freshinfo.com/index.php?s=n&ss=nd&sid=39153&s_txt=candy+tomatoes&s_date=0&ms=7.7427530288696&offset=)

## **Yoghurt designed to be eaten or drunk**

**Date:** Fri, 16 Jun 06

### **Story Text**

A yoghurt drink has been released in Switzerland which uses an innovative packaging concept to increase its consumer appeal.

The Lanz Jogurt Yo yoghurt drink, which has been developed by Molkerei Lanz, benefits from an opening at each end of its packaging.

The innovative design concept enables consumers to either eat or drink the product, depending on whether they are at home or on the move.

The coffee-flavoured yoghurt drink has a screw top at one end, enabling consumers to drink the contents, while the other end has a peel-off foil lid, allowing the yoghurt to be spooned out.

The yoghurt can therefore be consumed either as a dessert, or drunk as a snack.

Although the drink has so far only been launched on the continent, the packaging concept may well be investigated by UK manufacturers who are keen to broaden their products' appeal to a wider audience.

[>Further information</a>](http://www.drinks-business-review.com/article_feature.asp?guid=D89CE8AA-F534-4B37-9A00-6DB74E8DAD4F)

## **Seaweed farm will provide useful food source**

**Date:** Fri, 16 Jun 06

### **Story Text**

A new drying plant will soon open in Scotland, providing a vital source of seaweed for the food industry, as well as for use in organic fertilisers and cosmetics.

The Hebridean Seaweed Company has built the new factory at Arnish on the Isle of Lewis, according to the Scotsman, and will initially deliver around 2,000 tonnes of produce a year.

Researchers have suggested that alginate, a gelatinous substance obtained from seaweed, could be used to replace unhealthy fat in junk foods.

Martin MacLeod, who has set up the company with business partner Malcolm MacRae, told the Scotsman: "It's a natural resource of the sea. It's a good clean product and we have now moved the process into the 21st century."

Mr MacLeod revealed that seaweed is also a sustainable resource. "It's just like cutting the grass on your lawn, as it grows back," he commented.

Seaweed has long been harvested by island communities in the region, with 17th century locals reportedly having using it to make food products such as soup and tea.

[Further information](http://news.scotsman.com/scotland.cfm?id=883752006)

## **Emmi unveils new drink and packaging concept**

**Date:** Fri, 16 Jun 06

### **Story Text**

The latest analysis from ProductScan Online has highlighted one of the more innovative concepts in packaging to be unveiled in recent weeks.

Swiss manufacturer Emmi has announced the launch of a new health drink which it claims represents a new packaging concept.

Lacto Tab is a milk serum-based drink which contains a nutrient tablet in its lid. The nutrients, consisting of coenzyme Q10 and a number of vitamins and minerals, are released into the drink when the bottle is first opened.

This protects the nutrients from both oxygen and light which would otherwise cause them to break down over a short space of time.

The drink is set to be launched in a number of European countries, including the UK, later this summer and is being marketed as "a new-generation beverage and packaging concept in the drinks market".

[Further information](http://www.emmi.ch/index.php?id=311&L=1)

## **Yazoo gets new handy format**

**Date:** Thu, 15 Jun 06

### **Story Text**

Flavoured milk drink Yazoo has now been made available in a new, 200ml single serve bottle, ideal for children's lunch boxes or people on the move.

The UK's best-selling ready-to-drink milk shake is a healthier alternative to many of the soft drinks on the market at the moment.

Available in chocolate and strawberry varieties, Yazoo contains calcium which is important to build and maintain strong bones.

It is also low in fat and free from preservatives and artificial sweeteners, as well as providing a good source of vitamin B2 and B12, which provide benefits for growth, skin, nails, hair and eyesight.

In addition, these vitamins help to release energy from proteins, fats and carbohydrates, making Yazoo an excellent drink to take along to exercise classes or the gym.

The new 200ml single serve format makes it more convenient than ever and will suit anyone with an active lifestyle.

[Further information](http://responsesource.com/releases/rel_display.php?relid=QmEzX)

## **Fewer farmers turning to organic produce**

**Date:** Thu, 15 Jun 06

### **Story Text**

UK farmers are becoming increasingly reluctant to convert to organic farming, despite the fact that the market for organic produce is growing.

According to a new report produced by the Centre for Agriculture Strategy at the University of Reading, both supermarkets and the government need to play a bigger role in encouraging consumer demand for organic products.

The centre's Philip Jones commented: "The UK has the third largest retail market for organic produce in the world. Yet less than half of the produce we buy is home grown."

Even though financial support has been made available for organic farmers, there has been a noticeable decrease in the number of farmers choosing to convert.

The report claims that farmers perceive organic production to be a niche market with little potential for growth, a view shared by many farmers in Ireland, Denmark, Italy and Portugal, where there has also been a slowdown in conversion.

Mr Jones claimed: "It is clear that interested parties such as governments and supermarkets should be trying to increase demand for organic products, particularly through raising the awareness of the organic concept amongst the public by means of generic advertising and education campaigns."

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href="http://www.nutritionhorizon.com/newsmaker\_article.asp?idNewsMaker=11278&fSite=AO545&category=25&page=1">Further information</a>

## **Young's to launch new ranges with longer lifespan**

**Date:** Thu, 15 Jun 06

### **Story Text**

A series of new chilled ranges, due to be unveiled over the summer, is the result of a Â£1 million investment by the UK's leading specialist fish brand.

Young's is preparing to launch a variety of new fish products, designed to increase the consumer appeal and availability of seafood.

A new range of coated fish will be unveiled first, consisting of hand cut fillets cooked in sunflower oil which, in company taste tests, achieved Young's highest ever consumer score for a breaded fillet product.

New products will include cod fillets, haddock fillets, salmon fishcakes, cod fishcakes and cod with chips.

As well as focusing on superb taste and quality, the company has also been conducting research into how to extend the products' shelf life and, as a result, has succeeded in extending the ranges' life to at least ten days.

Yvonne Adam, marketing controller, commented: "It is extremely satisfying to have been able to combine longer life with some of our best ever chilled recipes.

"These products really do represent a major step forward and will help every retailer to take better advantage of the huge consumer appetite for seafood."

According to industry analysts, sales of chilled seafood are currently growing at an annual rate of eight per cent.

<a href="http://www.fishupdate.com/news/fullstory.php/aid/4702/Young%92s\_invests\_in\_%91Best\_ever%92\_chilled\_seafood\_with\_extended\_life.html">Further information</a>

## **Fungi-resistant GM vines on the horizon**

**Date:** Thu, 15 Jun 06

### **Story Text**

US researchers are looking at ways to genetically modify grape plants in order to increase resistance to fungal infection.

Scientists at the Missouri State University are hoping to identify individual genes that make certain grapes resistant to fungal diseases so that they can then transplant the genes into other, more susceptible vines.

By genetically modifying the plants, the researchers hope to confer resistance, while still maintaining the distinctive flavour of the particular variety of grape.

Dr Laszlo Kovacs, co-director of the Centre for Grapevine Biotechnology, told the Kansas City Star that the current work is "a new science for an ancient crop", adding that the programme aims to decipher all 30,000 or so genes in a grape plant.

It will probably be a decade or more before an improved vine can be released for commercial cultivation but, according to Dr Kovacs, the potential benefits to both growers and the environment would be well worth the wait.

<a href="http://www.kansascity.com/mld/kansascity/business/14823299.htm">Further information</a>

## **New bottles for J2O**

**Date:** Thu, 15 Jun 06

### **Story Text**

Britvic's J2O brand is to be made available in plastic bottles for the on-trade, according to the Morning Advertiser.

The company has decided to introduce non-glass packaging for the still, juice-based drink in an attempt to attract new drinkers through innovation.

Andrew Marsden, category director at Britvic, told the Morning Advertiser that the new bottle would broaden J2O's offering in adult social drinking, considering the greater variety of drinking occasions away from traditional pubs.

"Britvic is committed to offering drinkers choice and bringing innovation to its own portfolio," said Mr Marsden.

"The new bottle will drive J2O sales to loyal consumers and introduce new drinkers to the brand,

creating incremental profit for our customers."

The 330ml PET bottles, complete with plastic screw caps, will be used for the brand's apple & mango and orange & passionfruit varieties, and will be available in pubs, nightclubs and restaurants.

The bottles are expected to be welcomed by establishments which want to limit the amount of glass on the premises for safety reasons.

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href="http://www.thepublican.com/story.asp?sectioncode=7&storycode=52035&c=1">Further information</a>

## **Meat and poultry could be enriched with fatty acids**

**Date:** Thu, 15 Jun 06

### **Story Text**

Researchers are investigating the possibility of enriching mainstream food products, such as meat and poultry, with healthy polyunsaturated fats in order to increase consumption.

Professor Ian Givens, a member of the University of Reading's Nutritional Sciences Research Unit, says that consumers do not eat enough oily fish to obtain the recommended intake of fatty acids, according to Medical News Today.

Writing in the British Nutrition Foundation's Nutrition Bulletin, Professor Givens comments: "In the future, animal-derived foods such as meat (especially poultry meat), dairy products and eggs are likely to have an important function in increasing intake of these fats, and studies have shown that feeding fish oils to animals can increase, or 'enrich', the polyunsaturated fat content of the resulting food products."

Professor Givens writes that the potential of enriched animal-derived foods, especially poultry meat, could be crucial in increasing fatty acid consumption.

"If successful and accepted by the consumer, this could prove to be a major advance in the health of the nation."

<a href="http://www.medicalnewstoday.com/medicalnews.php?newsid=45204">Further information</a>

## **Welsh soft cheese launched**

**Date:** Wed, 14 Jun 06

### **Story Text**

A new soft cheese is being launched this month, representing the latest in a line of new Welsh cheeses.

Cheesemaking has been enjoying something of a revival in Wales, but Pont Gŵr will be the first soft cheese development.

Steve Peace, co-owner of the Carmarthenshire Cheese Company, or Cwmni Caws Caerfyrddin to give it its Welsh title, told the Western Mail: "We have worked at breakneck speed to create a state-of-the-art manufacturing facility, as well as developing recipes to maximise local milk supplies using new, unique recipes."

The factory uses locally-sourced milk and is capable of handling 10,000 litres every week.

Mr Peace, along with co-owner Sian Elin Peace, believes that there was a gap in the market for a distinctive soft and speciality cheese business in Wales and set up the new business to target the premium end of the market.

"It's all about adding value in the food chain and ultimately for primary producers," said Mr Peace.

"We won't be the biggest processors, but we will be adding premiums for our suppliers as we go along."

The couple both have 25 years experience in the UK dairy industry and have been providing business and technology support to new and established food and dairy firms in England and Wales since moving to Carmarthenshire three years ago.

The new product range is currently available in delicatessen and specialist food stores and includes blue, smoked, and garlic and herb varieties.

<a href="http://icwales.icnetwork.co.uk/farming/farming/tm\_objectid=17220821&method=full&siteid=50082&headline=-welsh-soft-cheese-comes-to-market-name\_page.html">Further information</a>

## **New fruit cider for S&N**

**Date:** Wed, 14 Jun 06

### **Story Text**

Scottish & Newcastle UK (S&N UK) is adding a new fruit cider to its portfolio, according to the Publican.

Jacques is a 5.5 per cent ABV Belgian cider blended with fruits of the forest flavours including cherry, raspberry and blackcurrant.

According to Stephen Mosey, S&N UK's marketing manager, cider has become increasingly popular over the last two years.

"As the market leaders, we have led the turnaround in its fortunes through innovative new product development backed by heavyweight marketing investment in the category," he told the Publican.

"Jacques will add fresh thinking and incremental value to our cider portfolio by offering a very real point of difference at the bar."

The new brand is designed to be served over ice and is expected to attract drinkers at the premium end of the cider market.

It will be available in 300 Greene King Pub Company outlets from July onwards before becoming more widely available next year.

<a href="http://www.thepublican.com/story.asp?sectioncode=7&storycode=52011&c=1">Further information</a>

## **Expert warns on need for nanotech rules**

**Date:** Wed, 14 Jun 06

### **Story Text**

A government expert has warned that existing food contact regulations are insufficient to be applied to new nanomaterials.

Dr Qasim Chaudhry, senior environment chemist at Defra's Central Science Laboratory (CSL), has called for new classifications to be created for nanomaterials, according to *Plastics and Rubber Weekly*, insisting that current regulations are unsafe.

Dr Chaudhry explained that nanomaterials are currently handled under existing regulation which places the focus on chemical similarity.

"But at such a small size nanoparticles behave differently, so you have to classify them as a new material," he is reported to have said at a Brussels conference yesterday (June 13th).

The CSL is currently testing PET bottles that contain nanoclay which makes them resistant to shattering, and is developing packaging that contains silver nanoparticles which confer antibacterial properties.

The laboratory is researching the extent of nanomaterial migration in order to determine whether other substances in the packaging are able to leach out into the product.

[Further information](http://www.prw.com/main/newsdetails.asp?id=5659)

## **UK should seek fish oil alternatives**

**Date:** Wed, 14 Jun 06

### **Story Text**

The government is currently considering plans to give fish oil supplements to schoolchildren in a bid to boost brain power and improve concentration and behaviour.

However, the plans have fuelled concerns over the availability of natural fish oils, creating a possible need for alternatives to be found.

"Apart from the issues of toxicity in fish from dioxins, PCB's, xeno-oestrogens and heavy metals, there are simply not enough fish in the sea for this type of mass dosing of children with Omega 3 DHA and EPA from fish," commented Yvonne Bishop-Weston, Harley nutritionist and founder of Foods For Life.

Although Ms Bishop-Weston agrees that children's diets do not contain enough Omega 3, she believes that a more sustainable alternative would be to obtain the beneficial fatty acids from algae.

Researchers have discovered a special strain of algae which is rich in both Omega 3 long chain fatty acids, DHA and EPA.

As the algae is grown in tanks, it is environmentally friendly and free from toxins and will pose no threat to fish stocks.

[Further information](http://www.water4.net)

## **Aluminium bottle launched in the Caribbean**

**Date:** Wed, 14 Jun 06

### **Story Text**

The launch of the Caribbean's first aluminium-bottled beverage is to be announced later this month in the Dominican Republic.

La Benedicta, a hard cider, will be bottled in a 16oz crown finish aluminium bottle produced by CCL Container, a company which specialises in the production of impact extruded aluminium bottles as an alternative to glass and plastic.

Gustavo Cruz Jerez, vice president of marketing and sales for La Benedicta, commented: "We are one of the true trend-setting brands among 18 to 25 year-olds.

"So when we read about CCL's work in the development of aluminium bottles, we immediately decided to explore the possibilities of getting our brand in line with the new trend in the packaging industry."

Aluminium bottles are unbreakable and 100 per cent recyclable, as well as cooling faster in refrigeration units than glass bottles.

In addition, the CCL bottles enable food-grade internal and external linings which help to protect product taste and quality.

[Further information](http://cclcontainermedia.com/pr/pr-La_Benedicta.html)

## **Gourmet teas now available online in the UK**

**Date:** Wed, 14 Jun 06

### **Story Text**

UK consumers are now able to get hold of quality Sri Lankan tea, thanks to a new website deal.

Mlesna (Ceylon) Tea has asked YourTeaPlace.com to market its range of specialty teas which, until now, have been available only from the company's exquisite tea boutiques in Sri Lanka.

Formed in 1983 by a team of tea experts, the Mlesna (Ceylon) Tea Company produces black teas of the finest quality.

Visitors to Sri Lanka have long been known to stock up on the products while in the country, but the website will now open up the quality brand to a truly global marketplace.

"Tourists who visit Sri Lanka invariably buy Mlesna products at their exquisite tea boutiques as their products present real value and quality in smart packaging," said Kim Yong, founder and CEO of YourTeaPlace.com.

"Being high quality gourmet teas, Mlesna is simply not sold in supermarkets or served in cafes as they do not want to compete on price with other regular tea brands," she revealed.

That has now changed, and consumers can find Mlesna teas and products simply by logging onto the internet in the comfort of their own homes.

[Further information](http://www.yourteaplace.com/site/1387119/page/45029)

## **Hpnotiq splashes out on UK tour**

**Date:** Tue, 13 Jun 06

### **Story Text**

Successful US drink Hpnotiq is due to re-launch in the UK, aided by a rigorous marketing campaign.

The premium liqueur brand is said to have achieved "phenomenal success" in America, according to the Just-Drinks website, and will hope to obtain comparable sales figures in the UK.

Glen Gribbon, realisation director of the brand's UK distributor Chartered Brands, told the website that he is very excited about the opportunity for Hpnotiq in the UK.

"We're marketing a unique and clearly distinguishable speciality liqueur which has great potential," he said.

"Our job will be to ensure that the product is positioned correctly within our target market's repertoire of drinks, using the bespoke UK lifestyle-associated PR campaign."

Hpnotiq is a blend of blueberry juice, premium vodka and cognac and is set to be marketed towards 18-30 year-old drinkers, particularly in the UK clubbing scene.

The marketing campaign will aim to associate the drink with club nights, DJs and dance music and is likely to include sampling activity, a brand website, and a Hpnotiq Clubber Tour which will hand out prizes throughout UK clubs.

[Further information](http://www.just-drinks.com/article.aspx?ID=86746&lk=dm)

## **New ciders bolster range**

**Date:** Tue, 13 Jun 06

### **Story Text**

A Somerset cider company has unveiled two new cider varieties, boosting the size of its Orchard Reserve range.

Gaymer Cider Company has added Stonesbrook and Newton's Vale to its portfolio, according to the Just-Drinks website, claiming that the UK market for premium ciders is particularly strong at present.

Managing director John Mills told the website that off-trade sales are increasing by nearly a third every year.

"We carried out extensive research to understand the changing dynamics of the UK cider market, the repertoire of drinks consumers select from, and the occasions when they now consider cider to be an appropriate choice," he explained.

"In expanding our premium cider range, and with other recent product launches, we believe we are now uniquely placed as the reference cider company to work with retailers to offer consumers a cider for all occasions."

Stonesbrook is claimed to be a crisp, dry cider with a subtle citrus flavour, while Newton's Vale is a full-flavoured medium cider.

[Further information](http://www.just-drinks.com/article.aspx?id=86732)

## **New strawberry is 'queen of the crop'**

**Date:** Tue, 13 Jun 06

### **Story Text**

A variety of strawberry claimed to be "the sweetest ever grown in the UK" will be available for the first time in commercial volumes this season.

Substantial quantities of the Driscoll Jubilee strawberry will be made available to retailers by specialist berry producer KG Fruits, according to the Freshinfo website.

Trials have been conducted since 2001 and around 4,000 tonnes of the premium, heart-shaped strawberry will be offered to consumers.

Nick Marston, managing director of KG, revealed that early season trials have already born fruit and said that full volumes would be available from mid-July thru September.

"Driscoll Jubilee is an exceptional strawberry with a wonderful naturally sweet flavour profile," Mr Marston told Freshinfo.

"It literally is the queen of the crop when it comes to summer strawberries. We believe it will become the UK's largest premium branded strawberry within a matter of weeks."

KG expects the strawberry to be a hit both in the consumer and restaurant sectors and is embarking on a major marketing campaign to boost interest.

[Further information](http://www.jubileestrawberries.com)

## **Probiotic milk dances onto shelves**

**Date:** Tue, 13 Jun 06

### **Story Text**

The trend for products containing probiotics is showing no sign of slowing, with the recent introduction of the UK's first probiotic fresh milk.

Dancing Daisy claims to be the ideal product for health-conscious, busy families who are keen to add probiotics to their diet but are concerned by the extra sugars and starches found in one-shot probiotic dairy drinks and yoghurts.

The milk contains added Lactobacillus acidophilus - bacteria which help to maintain a healthy digestive system and restore the balance between good and harmful bacteria.

Dancing Daisy tastes just like regular semi-skimmed milk, so can be drunk on its own or added to cereal without compromising on taste.

Just 250ml will provide a daily helping of probiotics, although it is perfectly safe to consume more.

The new milk is available in Sainsbury's, Tesco and Waitrose and retails at Â£1.19 per litre.

[Further information](http://www.dancingdaisy.co.uk)

### **Summary Text**

The trend for products containing probiotics is showing no sign of slowing, with the recent introduction of the UK's first probiotic fresh milk.

## Halal baby food meets religious and dietary needs

**Date:** Tue, 13 Jun 06

### Story Text

A Bradford company has launched a pioneering range of baby food which complies with the Halal diet.

Mumtaz has been designed to meet the dietary needs of Muslim babies, as many Islamic mothers are reluctant to feed regular baby and toddler foods to their children in case they contain non-Halal meat.

In order to conform to Muslim dietary laws, meat must be prepared in a certain way by a Muslim slaughterer.

However, parents have long been concerned that their babies are being deprived of vital nutrition as a result of not eating nourishing baby foods.

Rab Nawaz, director of the Mumtaz group, told the Telegraph and Argus: "This project started six years ago, and since then I have consulted with mothers, doctors, paediatricians, dieticians, all of whom have given us very positive feedback on the baby food.

Mr Nawaz explained that the company has chosen a ten per cent meat content, which dieticians recommended as ideal for growing babies.

"The baby food is good for any baby, regardless of their religion," he added.

The baby food will initially be available in UK retailers such as Tesco before being launched overseas.

[Further information](http://www.halalbabyfoods.com/catalog/catalog.asp)

## Supermarket launches 'living salad'

**Date:** Tue, 13 Jun 06

### Story Text

Tesco has launched a new "living salad", representing the latest addition to its organic range.

The supermarket's new concept aims to provide consumers with the freshest possible salad ingredients, which are a blend of baby leaf varieties.

According to the Freshinfo website, the salad includes tatsoi, pak choi, spinach, wild rocket, red chard and coriander, all of which are grown in Yorkshire.

Suzanne Fearon, a spokeswoman for Tesco, told Freshinfo that the leaves are undamaged by harvesting and handling methods.

"Although new leaves will not come through to replace those cut, the salad will last at least seven days, or up to two weeks if watered to keep leaves fresh - making them a practical solution for single people, those working away during the week and anyone keen to guarantee they have a fresh salad to hand," she commented.

"And because they are still growing, the organic leaves are loaded with vitamins and minerals, particularly vitamin C."

[Further information](http://www.freshinfo.com/index.php?s=n&ss=nd&sid=39127)

## **Kids get new organic chicken bites**

**Date:** Mon, 12 Jun 06

### **Story Text**

Blackmount Organics is on the brink of unveiling the latest in its ever-growing range of organic products.

According to the Scottish Food and Drink Website, the company will tomorrow (June 13th) launch its new organic chicken bites for children, described as "just what parents and children have been waiting for".

The product, which consists of whole, healthy, organic chicken pieces dipped in organic egg and rolled in organic breadcrumbs, has been designed as an introduction for children into healthy eating, while still resembling usual kids' food.

Blackmount Organics uses the minimum amount of agrochemicals to produce its own meat, helping to limit environmental damage and protect surrounding wildlife.

The company prohibits routine use of antibiotics on animals and always pays attention to animal welfare considerations.

The new kids' chicken bites will be launched at Iglu Ethical Eatery in Edinburgh's New Town as part of an event which will see a group of three to five year-old children being taught about organic farming and food options.

[Further information](http://www.scottishfoodanddrink.com/view_item.aspx?item_id=26085&list_id=list1-7161&list_index=0)

## **New centre will benefit food industry**

**Date:** Mon, 12 Jun 06

### **Story Text**

Food manufacturers will benefit from a new agricultural science complex which has been officially opened in Scotland today, costing around £25 million.

The new complex will utilise scientific development to protect Scotland's crops and rural communities from the threats of climate change and globalisation.

State of the art analytical instruments are to be used by the Scottish Agricultural Science Agency (SASA) who will run the new complex, situated on Gogarbank Farm in Edinburgh.

Among the new facilities available are four two-storey laboratory wings, glasshouses, agricultural storage buildings and extensive conference facilities.

Rural development minister, Ross Finnie, said: "Science has a key role in the work to protect Scotland's plants, animals and environment. This impressive new complex will help to enhance the efficiency and effectiveness of SASA's work."

The work of the SASA includes efforts to keep crops free from damaging diseases and the body

also acts as the Scottish executive's inspectorate of genetically-modified crops.

[Further information](http://www.scotland.gov.uk/News/Releases/2006/06/12102133)

## **Soy-based snacks launched**

**Date:** Mon, 12 Jun 06

### **Story Text**

A new range of soy-based, high-fibre snacks is being launched by Whole Earth, a specialist manufacturer of organic health foods.

The range, entitled So Crispy, will initially be available in three flavours according to mad.co.uk – Smoky Paprika, Italian Herb & Cheese, and Chive & Onion.

The brand is gluten-free and contains no artificial additives and will be launched this month with a £1.5 million marketing campaign devised by Whole Earth's in-house team.

"The marketing push for So Crispy is still in its very early stages but activity will primarily be press-based," said brand manager Clare Barber.

The new snack brand will also be promoted by sampling days at selected retailers and on high streets.

Whole Earth was founded in 1967 by brothers Gregory and Craig Sams and has maintained its reputation as a pioneering organic brand.

The company produced the first organic wholenut peanut butter and no added sugar fruit spreads, both of which remain at the heart of the Whole Earth product range.

[Further information](http://www.wholeearthfoods.com/default.aspx)

## **Flat Britvic looks to new juice drink**

**Date:** Mon, 12 Jun 06

### **Story Text**

Drinks company Britvic is launching a range of premium, 100 per cent fresh juice drinks to reflect the growing trend for healthy, un-carbonated beverages.

Britvic Squeezed Orange Juice and Britvic Pressed Apple Juice will be available on-trade in 275ml glass bottles with "pop caps", according to Brand Republic.

The group has had a difficult six months, with sales suffering as a result of a consumer move away from fizzy and sugary drinks towards more healthy juice-based drinks.

Britvic, whose brands also include Pepsi and Tango, recently announced a 32 per cent fall in profit for the first half of the year, although sales of its still drinks were up on the previous year.

Commenting on the new drinks, director of brands marketing Richard Collins said: "Consumers are requesting more premium and healthy soft-drink options and (these products) offer a larger bottle serve rather than the traditional mixer option or free-pour juices, which can be perceived as unhygienic."

The brand will be marketed as a premium drink and Britvic hopes to achieve a similar success to

its popular J2O brand.

[Further information](http://www.brandrepublic.com/bulletins/creative/news/article/537499/britvic-introduces-premium-100-fresh-juice-line)

## **Fizzy drink claims to burn calories**

**Date:** Mon, 12 Jun 06

### **Story Text**

A fizzy drink that claims to burn calories has caused a huge stir in America and could soon make its way across the pond to the UK.

Celcius claims to increase metabolic rate by as much as ten per cent, enabling the body to burn an extra 70 calories, with the drink itself only containing between five and ten calories.

According to the Times, American media reports have suggested that, by drinking Celcius instead of a soft drink every day for a year, a person could lose up to 17lb without making any adjustments to their exercise regime or diet.

However, Stephen Haley, the man behind the energy drink, insists: "We don't say you will lose weight. We just say it burns calories."

Mr Haley told the Times that he is meeting two British distributors this week who are apparently interested in the product and says: "The UK seems to really appreciate our message."

Dr Christine Gerbstadt, a nutrition scientist at the American Dietetic Association, has questioned the product's benefits however, telling the Times: "The results do not impress me."

Dr Gerbstadt claims that natural metabolic accelerators in the drink, including caffeine, stimulate the metabolism and cites previous studies which have shown that, while caffeine does indeed increase metabolic rate, it does not speed up the burning of fat.

[Further information](http://www.drinkcelcius.com/1-0_intro.htm)

## **Severe blow for diabetic food market**

**Date:** Mon, 12 Jun 06

### **Story Text**

Manufacturers of diabetes-friendly food products have been dealt a potentially crushing blow, with charity Diabetes UK supporting the Co-operative Group's decision to take products off shelves.

The Co-operative Group has announced that it will phase the treats, including supposedly diabetes-friendly biscuits and chocolates, out of its 500 pharmacy stores and supermarkets following claims that the products offer no nutritional benefit.

Liz Colling, a spokeswoman for the Co-operative Group, told the BBC: "The advice to people with diabetes has changed in recent years, and the focus is now on making healthy food choices and having a balanced diet – not simply eating special 'diabetic' products, which are often very expensive."

Diabetes products became popular in the 1960s when the advice for sufferers of diabetes was to eat a sugar-free, low-carbohydrate diet. They contain sugar alcohols and bulk sweeteners rather than sucrose.

However, the current advice is to consume plenty of fresh fruit and vegetables and to eat small amounts of ordinary foods rather than specialist products.

Diabetes UK is urging other retail outlets to withdraw the products, claiming that they cause over-indulgence.

Zoe Harrison, a care advisor at the charity, said that people with diabetes assume it is okay to eat "diabetic-friendly" products in large quantities because they do not contain sugar.

"However," she explained, "diabetic foods are also high in fat and are therefore inadvisable in large quantities for people with or without diabetes.

"They also contain sweeteners which affect blood glucose levels in much the same way as sugar, and therefore offer no nutritional benefit."

[Further information](http://www.diabetes.org.uk/onlinenews/NewsStory.asp?id=1732)

## **Soy protein products in demand**

**Date:** Fri, 09 Jun 06

### **Story Text**

Demand for soy protein has never been greater, according to research by the manufacturing company Alko International.

Researchers say that soy milk was restricted to China for around 2,000 years but, with the growing interest for vegetable-based, low calorie foods by health-conscious consumers, soy products are increasingly sought after and manufacturers are doing their utmost to oblige.

As a good source of protein, which is low in saturated fat and free from cholesterol, sales within the soy milk production industry are expected to grow further with consumer awareness of the health benefits.

Henk Hoogenkamp and Paul Evers, who conducted the research, agreed. "Consumers are prepared to pay a premium for beverages with added nutritional and medical benefits," they commented.

"These added benefits need to have the desired effects while maintaining safety and the right dose intake levels."

Alko International is based in Holland and has been producing milk and cream products for the last 20 years.

[Further information](http://www.alko.nl/uk/index_uk.htm)

## **Meeting held to protect crop diversity**

**Date:** Fri, 09 Jun 06

### **Story Text**

The governing body of a major treaty on plant genetic resources for food and agriculture will meet for the first time from June 12th to 16th to discuss procedures for its implementation.

The UN took a vital step towards guaranteeing global food safety when the treaty came into effect in June 2004.

The agreement aims to protect the genetic diversity of the world's food crops and has been signed by member states at the UN Food and Agriculture Organisation (FAO) following negotiations dating back to the 1970s.

Jose Esquinas Alcazar, secretary of the FAO Commission on genetic resources for food and agriculture, said: "This international agreement not only guarantees the conservation and sustainable use of plant genetic resources, but also the fair and equitable sharing of benefits."

As much as three quarters of the world's agricultural genetic diversity is reported to have been lost over the last hundred years, meaning that future generations have fewer plant species from which to source food.

It is believed that the human diet used to be made up of around 10,000 plant species. Little more than 100 commercial varieties are used today, which could spell disaster if current staple crops were to be wiped out by disease.

[Further information](http://www.fao.org/newsroom/en/news/2006/1000316/index.html)

## **EU to turn excess wine into biofuel**

**Date:** Fri, 09 Jun 06

### **Story Text**

More than six million hectolitres of surplus French and Italian wine are about to be distilled into biofuel to make use of the vast amounts of wine that exceed market requirements.

European wine producers are finding it increasingly difficult to compete with the new products coming out of "new world" wineries, including Australia, North and South America.

Over 2,000 wineries exist in Australia alone, more than half of which have only been established in the last decade.

Producers are making far more wine than they can sell and the move will enable them to make at least some money on the excess, although they had hoped the EU would agree to buy a larger quantity.

Spain and Greece have also applied to sell their surplus wine to the EU, which is expected to spend EUR 130 million on the distillation of unwanted wine this year.

However, the crisis distillation has highlighted the need for reform in the wine industry and the EU plans to slash the amount of wine produced.

Mariann Fischer Boel, agriculture commissioner, said that a "deep-rooted reform" is necessary.

"Crisis distillation is becoming a depressingly regular feature of our common market organisation for wine," she commented.

"While it offers temporary assistance to producers, it does not deal with the core of the problem â€" that Europe is producing too much wine for which there is no market."

[Further information](http://europa.eu.int/rapid/pressReleasesAction.do?reference=IP/06/748&type=HTML)

[Further information](#)

## **Plant diseases could threaten chocolate production**

**Date:** Fri, 09 Jun 06

### **Story Text**

Plant experts warn that the production of chocolate could be threatened in the future by plant diseases.

Twenty per cent of cacao beans, used to make chocolate, are lost to plant diseases every year but Randy Ploetz, a plant pathology professor at the University of Florida, has warned that this percentage could rise if major diseases were to spread.

"Plant diseases are the most important constraints to cacao production and the continued viability of the world's confectionary trades," Professor Ploetz revealed.

Two of the three most damaging cacao plant diseases, frosty pod and witches' broom, are currently found only in tropical America but could threaten the crops if they were to spread to Africa.

"Frosty pod and witches' broom would devastate cacao production in West Africa, where almost 70 percent of all production occurs," said Professor Ploetz.

"In this region, either disease could reduce yields by an additional one million more metric tonnes per year," he warned.

Four million metric tonnes of cacao beans are produced each year, worth over US\$4 billion.

[http://www.eurekalert.org/pub\\_releases/2006-06/aps-pdt060506.php](http://www.eurekalert.org/pub_releases/2006-06/aps-pdt060506.php)

## **New product claims to cure hangovers**

**Date:** Fri, 09 Jun 06

### **Story Text**

A liquid hangover cure could soon be making its way across the channel after a ban on its sale in France was overturned.

The product, called Security Feel Better, is based on plant extracts and is claimed to remove alcohol from the bloodstream six times faster than by natural processes, according to the Daily Telegraph.

The liquid was banned in France in February following concerns that it might encourage drink-driving, but the product's manufacturer, Normandy-based PNN, has successfully appealed against the ban.

The company is now hoping to find a British supplier for the product, which is reported to take just 30ml to cure a hangover.

The Daily Telegraph reports that the Portman Group, a body set up to promote the safe use of alcohol, has said that it has no powers to prevent the product from being sold in the UK as several other supposed hangover cures are already available on the market.

[Further information](#)

<http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2006/06/09/whangover09.xml&sSheet=/news/2006/06/09/ixnews.html>">Further information</a>

## **Don't force kids to eat new foods, parents told**

**Date:** Fri, 09 Jun 06

### **Story Text**

Force-feeding children with unknown foods is unlikely to have the desired effect, researchers have found.

A review published in the International Journal of Obesity has revealed that attempts to get fussy young eaters to accept certain foods could lead a child to resist that food in the future.

Professor David Benton, leading psychologist at the University of Wales Swansea, reveals that restricting access to particular foods increases preference for that food rather than decreasing it.

"On the other hand, don't force your child to eat a food," he warns. "They will only resist and that will decrease their liking of that food."

Professor Benton adds that rewards for good eating behaviour are also not advisable.

"Offering desserts as a reward for eating greens, or some other 'distasteful' food, makes the reward food more desirable to your child and the food you are trying to encourage them to eat, less desirable.

"This makes encouraging your child to eat a healthy balanced diet even more difficult."

<http://www.medicalnewstoday.com/medicalnews.php?newsid=44767>">Further information</a>

## **Disney extends branded fruit range**

**Date:** Thu, 08 Jun 06

### **Story Text**

Global entertainment company Disney is increasing its activity in the food sector, signing a deal with Tesco to have branded fresh fruit in its stores.

The contract will see the Disney brand on fruits throughout the supermarket giant's UK and European stores as part of the retailer's drive to encourage children to eat more fruit.

Andy Mooney, chairman of Disney Consumer Products, told Brand Republic: "We are trying to develop 'better for you' food ranges for kids."

Disney-branded satumas can already be purchased in Tesco stores, complete with collectable Winnie the Pooh stickers, and the companies plan to launch branded bananas and apples.

Disney recently decided not to renew its ten-year contract with fast-food chain McDonalds amid rumours that it wanted to be associated with healthier products.

However, both McDonalds and Disney insisted that the split was purely for business-related reasons rather than any attempt by the latter to distance itself from fast food's links to childhood obesity.

[Further information](http://www.brandrepublic.com/bulletins/incentive/article/563252/disney-extends-branded-fruit-initiative-uk)

## **Six-foot sandwich to satisfy lunchtime workers**

**Date:** Thu, 08 Jun 06

### **Story Text**

A Subway branch has revealed a novel solution for keeping businessmen happy during lunchtime meetings.

The Liverpool branches of the sandwich chain have launched the 6-foot long Party Sub, according to the Liverpool Echo.

The monster sub has been designed to ensure that time-pushed businessmen are able to maintain their energy levels and obtain sufficient nutrients, even if a meeting coincides with lunch hour.

Subway nutritionist Juliette Kellow told the Liverpool Echo: "Skipping lunch means you'll feel tired and low on energy and find it hard to concentrate."

According to Subway, the average lunch hour has now been reduced to just 20 minutes because of the pressures of work, and it claims that ordering a Party Sub can help to maintain work performance.

The sandwich can be personalised to ensure everybody's tastes are catered for and represents a novel and cost-effective way of providing a working lunch.

[Further information](http://icliverpool.icnetwork.co.uk/business/news/tm_objectid=17199282&method=full&siteid=50061&headline=subway-present-the-six-foot-sarnie--name_page.html)

## **Danisco unveils new food protection centre**

**Date:** Thu, 08 Jun 06

### **Story Text**

Danisco has established a new food protection centre in Brabrand, Denmark.

The company said that it will concentrate its research and development work into the sector at the new site, focusing on dairy and meat products, baking, beverages and culinary food protection technologies.

Danisco said that the new site will employ 15 people and will be classified as L3, allowing staff to work with tainted and pathogenic micro-organisms "joining all of the company's labs under one roof.

"Food protection is a rapidly growing segment with considerable potential, which is best exploited by joining our resources and capabilities," said Jan Sindesen, president of Danisco Specialities.

"We have therefore decided to close our laboratories in Beaminster in the UK and Nieb¼ll in Germany to create this platform under one roof at an investment of around DKK 10 million."

The firm said that a quarter of the world's food is wasted because of a lack of protection measures. Danisco is currently a market leader in natural protection solutions, with the market

currently worth between \$250-300 million.

<a href="http://www.danisco.com/cms/connect/corporate/media+relations/news/frontpage/pressrelease\_360\_en.htm">Further information</a>

## **Code of practice for compressed air use**

**Date:** Thu, 08 Jun 06

### **Story Text**

The British Compressed Air Society (BCAS) has introduced a new code of practice to assist manufacturers in complying with Hazard Analysis Critical Control Point (HACCP) regulations.

HACCP requirements, introduced in the 852/2004 European Regulation on building good practice in the food supply chain, set out guidelines on air quality â€“ including humidity and microbiological contamination variables.

Dominick Hunter, which provides compressed air treatment solutions, said that many food manufacturers could be concerned that the code will lead to cost increases, especially if they have to purchase new equipment to comply.

The company disagrees, however: "The majority of existing compressed air systems and installations will be easily updated with air treatment equipment such as high efficiency compressed air filters and dryers to satisfy the code," it said in a release.

Dominick Hunter said that it could help supply a compressed air health system check-up, as well as a range of maintenance programmes which will help meet code test requirements.

In addition, the firm says it can help food producers comply with HACCP regulations while making sure ISO 8673.1 is also followed for air quality at the point of application.

<a href="http://www.processingtalk.com/news/dom/dom106.html">Further information</a>

## **EC launches novel food consultation**

**Date:** Thu, 08 Jun 06

### **Story Text**

The European Commission has embarked on an online consultation which represents the first stage of a project to revise the current regulation on novel food and food ingredients.

The regulation details a pre-market approval system for new food products and ingredients that applies throughout the EU.

The consultation has been launched to gather input from the public, stakeholders and EU member states in order to carry out an impact assessment for a future proposal to revise the regulation.

Consumers would benefit from a wider choice of safe novel foods, according to the commission, which hopes to simplify the authorisation procedure, creating a more streamlined process and thereby a more innovation- and trade-friendly environment.

In addition, the regulations need to be revised to reflect the fact that genetically modified (GM) foods are no longer covered by the legislation.

The eight-week consultation will run until August 1st 2006.

[Further information](http://ec.europa.eu/dgs/health_consumer/dyna/enews/enews.cfm?al_id=241)

## **Delivery tracking to boost efficiency**

**Date:** Thu, 08 Jun 06

### **Story Text**

United Biscuits (UB) has fitted fleet tracking devices to boost delivery efficiency, Computing magazine has reported.

The system uses GPRS and GSM technology to feed positional and telemetry data back to the company, allowing it for the first time to fully follow lorries and stock on the move.

James Bennett, the firm's central planning manager, said that the company hopes to incorporate the tracking data into its overall transport planning software, while allowing UB to align trailers with production and stock levels.

"It was more about understanding which vehicles security said were at each of our 11 factories and our distribution centre, and having a stock count each week to make sure we knew which trailers were where," said Mr Bennett.

He added that the system will also be able to help manage human resources, with each driver being given a specific identity key - allowing for automatic verification of each driver on the road.

"Because we can see where our drivers are we can use the system for driver training, and to monitor the hours they work to ensure that they take proper breaks," Mr Bennett explained.

[Further information](http://www.computing.co.uk/computing/news/2157771/food-firm-tracks-lorries-boost)

## **Oyster farm receives funding boost**

**Date:** Wed, 07 Jun 06

### **Story Text**

A Cornish oyster farmer has received a grant in excess of £5,000, enabling him to significantly increase production levels.

Tim Marshall, who farms on Cornwall's Camel River, has been awarded the fisheries grant to install an additional 400 oyster racks, boosting production from 40 to 75 tonnes, according to the Fishupdate website.

The project will also help to enhance the quality of the oysters, enabling them to be grown at a lower density and thereby improving their shape and meat content while lowering mortality rates.

"Quality of shell shape and meat content is my aim when growing oysters," Mr Marshall told Fishupdate.

"I believe firmly that the financial help from Objective One will help me produce an even better oyster, which will help me compete even though we are a bit removed from the market place here in Cornwall."

The project should help to increase the profitability of the oyster business, as well as safeguarding two full time jobs.

<a

href="http://www.fishupdate.com/news/fullstory.php/aid/4632/UK:\_Oyster\_farmer\_awarded\_fisheries\_grant\_in\_order\_to\_increase\_Oyster\_production.html">Further information</a>

## **Vegetarian fatty acid alternative required**

**Date:** Wed, 07 Jun 06

### **Story Text**

The increasing addition of omega-3 essential fatty acids to dairy products compromises the diets of millions of vegetarians, says the Vegetarian Society.

While the benefits of omega-3 have been much publicised in recent times, its unsuitability for vegetarian diets is concerning for the society.

Aside from the fact that it can be derived from fish, worries have been expressed at the potentially harmful elements of omega-3.

"There are many problems associated with the fish-based product: endangered fish stocks, toxicity, environmental damage and of course the fact that fish is unsuitable for so many different groups of consumer," says a spokesperson for V-Pure, a brand of vegetarian DHA/EPA products.

This information may prove detrimental to the business of companies engaged in the development of omega-3 ingredients.

Firms may benefit from the production of a vegetarian alternative for those particularly concerned about the fish-related sources of omega-3.

Martek Biosciences and Seven Seas are among the companies that manufacture vegetarian omega-3 products.

<a href="http://www.vegsoc.org">Further information</a>

## **Innocent bottles create new standard in eco-packaging**

**Date:** Wed, 07 Jun 06

### **Story Text**

Environmentally-aware drinks company innocent has unveiled the latest in a string of moves to make its products as eco-friendly as possible, with the announcement of Europe's first fully compostable smoothie bottle.

Due to arrive on shelves in September, the bottles are made from a material called polylactic acid (PLA), which is derived from corn starch in a process that produces no greenhouse gas emissions.

The bottles, which will be used for innocent's yoghurt, vanilla bean & honey thickie before being rolled out across the entire range, take just 40 days to biodegrade in commercial composting sites.

Richard Reed, the co-founder of innocent, commented: "Since we set up the company seven years ago, we have always tried to leave things a little bit better than we found them and have

always been very conscious of our impact on the environment.

"Finding a way to go to 100 per cent compostable is a huge step forward for our sustainability squad. We hope it encourages other manufacturers to look at the impact their packaging has on the environment."

The company has a record of continually trying to improve its environmental credentials, slashing the amount of plastic in its bottles by ten per cent in 2002 and subsequently increasing the amount of recycled plastic in each of its bottles to 50 per cent.

[Further information](http://www.innocentdrinks.co.uk)

## **Rapid yeast analysis for better quality food**

**Date:** Wed, 07 Jun 06

### **Story Text**

Premature spoiling of food products can now be avoided using a new system which rapidly detects the levels of yeast and mould in food samples.

The new Bax System from Oxoid provides results in less than two days for yeasts and moulds which, although they rarely cause human illness, contribute to premature food spoiling when found in high levels.

Manufacturers have to monitor the levels of yeast and mould to ensure consistent product quality as they can make a product look, smell or taste bad, severely damaging the reputation of both brands and retail outlets.

In addition, determining yeast and mould levels is helpful in deciding upon a suitable shelf life for various products.

The Bax System has proven its worth on a variety of foods, including cheese and flour products, and is capable of detecting both filamentous fungi and spores, meaning that it can produce accurate results regardless of the organisms' life-cycle stage.

The system will enable manufacturers to conduct tests much more efficiently as current techniques are culture-based, therefore requiring a time-consuming plating method and taking between five and seven days.

[Further information](http://www.laboratorytalk.com/news/oxo/oxo305.html)

## **Shetland whisky ready for 2010**

**Date:** Wed, 07 Jun 06

### **Story Text**

Blackwood Distillers, a spirits company in the Shetland Islands, is in the process of diversifying into whisky distilling after already enjoying the success of their gin and vodka brands.

The new distillery is being built in a former military base on the northern-most Scottish island of Unst which, according to CEO Caroline Whitfield, is an ideal environment for distilling because of the fact that it rains on two days out of every three and the soil contains 52 per cent peat.

The company intends to produce the whisky from bere barley, an ancient local strain which has been grown in the area for 5,000 years.

"We're going to do our own thing here, and we hope we'll provide an economic incentive for local farmers to produce grain for us," Ms Whitfield told the Scotsman.

The first batch should be distilled and barrelled by April 2007 and will be ready to drink in 2010, following the requisite three years of maturation.

The name for the whisky is yet to be unveiled. "It will be a local decision â€“ an old dialect name. Something unique, to suit a unique place and a unique product."

[Further information](http://www.blackwooddistillers.com/home.php)

## **Omega-3 ingredient receives approval**

**Date:** Wed, 07 Jun 06

### **Story Text**

Ocean Nutrition Canada (ONC) has announced that its MEG-3 omega-3 ingredient has received Canadian regulatory approval for inclusion in food products.

MEG-3 contains eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA), fatty acids that are claimed to bring benefits for the development of the brain, eyes and nerves, as well as containing anti-inflammatory properties.

"The exclusive approval of MEG-3 brand EPA and DHA ingredient, for a broad range of foods in Canada, is important because these nutrients are the active forms of omega-3 and offer true health benefits for Canadian consumers," says Ian Lucas, ONC's executive vice president of global marketing.

The approval also allows food manufacturers to increase the amount of EPA and DHA in food products from 50mg to 100mg per serving.

ONC submitted its original application for approval in 2003.

The company researches, manufactures and markets omega-3 concentrates and other marine-based natural ingredients for dietary supplements and foods.

[Further information](http://www.ocean-nutrition.com)

## **Innovative labelling could transform whisky perception**

**Date:** Tue, 06 Jun 06

### **Story Text**

A new range of whiskies has been launched, complete with a new style of labelling which is aimed at simplifying drinking.

The three whiskies â€“ the Peat Chimney, the Spice King and the Smooth Gentleman â€“ have been designed to be less confusing for consumers, taking inspiration from the Australian wine industry.

Fife-based Wemyss Development Company told the Scotsman that the amount of terminology in the whisky industry is confusing for drinkers and said that it hopes to revolutionise the way the drink is perceived.

Chairman William Wemyss told the Scotsman: "What we are trying to do is to use what the

Australian wine industry has learned by clearly telling the consumer what is in the bottle.

"If you put Chardonnay on the label, people know what it tastes like. With our taste description, buyers know it's smooth, they know it's spicy, they know it's peaty, rather than a crusty old distillery label that nobody has ever heard of."

The whiskies will be available in specialist independent retailers.

[Further information](http://business.scotsman.com/agriculture.cfm?id=822902006)

## **Food scientists develop salmon-based baby food**

**Date:** Tue, 06 Jun 06

### **Story Text**

Food scientists in Alaska are working on a project to create baby and toddler food made from salmon.

The project, being undertaken at the University of Alaska Fisheries Industrial Technology Centre, has received \$443,000 (approximately £238,000) from the Alaska Fisheries Development Foundation (AFDF) to develop salmon-based foods for both infants and toddlers.

According to the Fishupdate website, the programme is in its early stages and the new products will not be available for food manufacturers for two or three years.

However, the researchers have already begun developing prototype products, including a pate for infants and a "chunk-style food" containing pink or sockeye salmon for toddlers.

The research centre conducts a range of research through which it aims to increase the value of the fishing industry in Alaska.

It is involved in a number of other food product development programmes, including texture enhancement of cod fillets and the development of pink salmon nuggets for McDonalds.

[Further information](http://www.fishupdate.com/news/fullstory.php/aid/4631/US:_Alaskan_food_scientists_undertakes_project_on_salmon_baby_food.html)

## **Bud Silver set for national rollout**

**Date:** Tue, 06 Jun 06

### **Story Text**

A new lager is due to be rolled out across the UK in July, following its initial launch in Scotland.

Bud Silver, the latest addition to the portfolio of US brewer Anheuser-Busch (AB), is currently available in Scotland but should be available to other UK residents next month, according to a report in Checkout magazine.

The lager contains 4.1 per cent ABV and is available in 440ml can four-packs, styled in silver and blue, although the format is likely to change to coincide with the national rollout.

David Dryden, managing director of AB UK, told Checkout that the launch represents "an exciting opportunity" for the brewer to compete in a growing category.

"Bud Silver complements our portfolio of brands and offers a great opportunity for our retailers to add choice for their customers and grow their beer sales," Mr Dryden commented.

The company describes the beverage as a "European-style beer with a fuller premium flavour".

[Further information](http://www.checkoutmagazine.co.uk/market_update/market_update_story.ehtml?o=1981)

## **More meat and less fat in kids' sausages**

**Date:** Tue, 06 Jun 06

### **Story Text**

A couple have developed a brand of sausage for children, which they claim is significantly healthier than competing brands.

Higgledy Piggledy has been launched by Debbie and Andrew Keeble, who claim that the new kids' brand contains 55 per cent more meat and 73 per cent less fat than Halls Food Group's Wee Willie Winkies, which is currently the market leader.

Mr Keeble told Food Manufacture: "With only one branded competitor operating in the category, we believe there is both a market opportunity and duty to parents and their children to provide a healthier option.

"We're confident that Higgledy Piggledy will meet this demand and quickly become the leading brand in the category."

The sausages are made from pork shoulder meat and are free from artificial colours. Available in Morrison and Sainsbury stores, they are said to contain 25 per cent less fat than standard pork sausages.

[Further information](http://www.foodmanufacture.co.uk/news/fullstory.php/aid/3333/Pork_pickings_predicted_to_be_popular.html)

## **Coca-Cola plans Schweppes launches**

**Date:** Tue, 06 Jun 06

### **Story Text**

Coca-Cola is planning a relaunch of the Schweppes brand and is unveiling a number of new Schweppes products this summer.

The soft drinks company is preparing to launch a new summer punch lemonade, which will be available in two-litre bottles, and two new variants, Schweppes Tonic with pomegranate and Schweppes Russchian, according to Checkout Magazine.

The range of children's drinks will also be extended, gaining the addition of Capri-Sun 100 per cent Juice, which will be available from August in both orange and apple flavours.

In addition, the company has said that it will introduce bottle caps for its Schweppes and Canada Dry mixer products that will double up as spirit measures.

Coca-Cola is also launching new packing formats, to include a multi-pack containing miniature bottles of a range of brands and a new 330ml can multi-pack, designed to fit into a standard

fridge.

<a href="http://www.mad.co.uk/Main/News/Articlex/19207ef965d547159ebb39940a0151d2/Plans-bubbling-for-Schweppes.html">Further information</a>

## **Luxury ice creams inspired by flowers**

**Date:** Tue, 06 Jun 06

### **Story Text**

Doddington Dairy Ice Cream has taken inspiration from summer flowers to design its new range of luxury ice creams.

The From a Flower range contains flavours which have been inspired by various flowers, including Rose, Saffron and Cardamom, Heather Honey and Orchid Vanilla.

The ice cream is available in 490 ml blue square boxes, which the company claims have been "perfected to match the luxury of the flavours".

Neill Maxwell, director of Doddington Dairy, commented: "We enjoy designing our ice creams as much as making and selling them, and we know these are exceptional and unlike any other range on the market.

"They have been over a year in development and many a local supper party has helped us perfect the flavours."

The company has an international reputation for its unique ice creams, having previously launched Newcastle Brown Ale and Pineapple Sage and Coconut flavours.

The new range is available in delicatessens and luxury food stores as well as in Harrods.

<a href="http://www.doddingtondairy.co.uk/doddcream/ouricecream\_flower.asp">Further information</a>

## **Consumer awareness to drive growth of specialty foods**

**Date:** Mon, 05 Jun 06

### **Story Text**

A rising awareness of the importance of diet in maintaining good health, combined with high healthcare costs and the increasing desire for personal fitness, will drive the growth of the specialty nutrition market, according to analysts at global growth consultancy Frost & Sullivan.

Experts believe that incidents such as bird flu and BSE have led consumers to look for food products free from animal content, fuelling development of synthetic variants by food ingredient manufacturers.

In addition, consumers are becoming increasingly likely to check the ingredients of the foods they purchase, often deciding on particular products because of their nutritional content.

"In addition to creating awareness regarding the nutritional content of food products among consumers, this approach makes them aware of the importance of specific nutritional ingredients," says Kasturi Nadkarny, a research analyst at Frost & Sullivan.

Consumers in many countries are also choosing functional foods and drinks that provide alternative methods of staying healthy and are becoming more likely to select products that target certain health conditions, such as cholesterol-lowering foods and products that claim to improve digestive health.

"Food companies are pursuing research activities to identify robust strains of probiotic bacteria along with developing technologies to improve the stability of probiotic products," reveals Ms Nadkarny.

However, she adds that companies need to deal with the restrictions imposed on the application of such products, as well as taking steps to correct consumers' impressions of probiotics as being unstable.

[Further information](http://www.frost.com/prod/servlet/press-release.pag?docid=71157858&ctxixpLink=FcmCtx1&ctxixpLabel=FcmCtx2)

## **Kraft invites innovation from the public**

**Date:** Mon, 05 Jun 06

### **Story Text**

American food giant Kraft has announced that it wants ideas generated by members of the public to tie in with its own internal innovation programme.

According to mad.co.uk, the company hopes that following this tactical line will help to speed up the introduction of new ideas into the marketplace.

The company's website states: "Kraft continuously seeks to develop and market new food and food-related products, packaging and business processes that help us realize that vision."

The company is looking for ideas for new products, packaging and business systems and claims that it is particularly interested in "ideas that are more than a concept", which could be brought to market in a short space of time.

The company is in the process of launching a number of new products as a result of its new open innovation policy, including a microwavable hot dog and bun and a block of parmesan cheese packaged in a disposable plastic cheese grater.

[Further information](http://www.kraftfoods.com/innovatewithkraft/readmore.aspx)

## **UN proposes deserts as future food source**

**Date:** Mon, 05 Jun 06

### **Story Text**

A landmark UN report, launched to coincide with today's World Environment Day (June 5th 2006), has suggested that the world's desert landscapes could offer new sources of food on a potentially global scale.

The new report, compiled by the United Nations Environment Programme (UNEP), claims that the desert could provide new sources of food crops and drugs.

The report highlights Nipa, a salt grass found in the Sonoran desert of Mexico, as a possible food crop. The plant thrives on pure seawater and is harvested by the Cocopahs people for its large grain yields.

"It is a strong candidate for a major global food crop and could become this desert's greatest gift to the world," the report claims.

In addition, the paper suggests that the world's arid regions could provide a favourable environment for shrimp and fish farming and suggests areas such as Arizona and the Negrev desert in Israel as possibilities for such a venture.

As well as providing an additional food source, utilising the desert in this manner could provide new livelihoods for local people and help to protect the environment, the report suggests.

"Eventually these and other developments that make use of the unique features of deserts could also help relieve the pressure on mangroves and sensitive coastlines which are currently being cleared for shrimp ponds," the document states.

<a href="http://www.unep.org/Documents.Multilingual/Default.asp?DocumentID=480&ArticleID=5283&l=en">Further information</a>

## **Pathogen test is validated by research institute**

**Date:** Mon, 05 Jun 06

### **Story Text**

A campylobacter test has become the first quantitative real-time PCR test to be validated for the food industry by the AOAC Research Institute, the association committed to worldwide confidence in analytical results.

Warnex's campylobacter test has been granted Performance Tested status by the association and has been shown to detect and quantify the bacteria in poultry rinses as well as, or better than traditional culture methods.

Mark Busbang, president and chief executive officer of Warnex, commented: "The validation of this test marks a major achievement for Warnex and attests to the high potential of our real-time PCR platform and to our scientific leadership in the development of state-of-the-art pathogen detection tests for the food industry."

Mr Busbang added that the validation would enhance the product's commercial appeal, as well as broadening the system's applicability for existing customers.

The test detects and quantifies the three species of the pathogen which account for 99 per cent of reported campylobacter illness cases, producing results within three to 48 hours and representing a marked improvement over traditional tests which require up to a week.

<a href="http://www.laboratorytalk.com/news/wan/wan106.html">Further information</a>

## **Organics worth over \$49bn by 2009**

**Date:** Mon, 05 Jun 06

### **Story Text**

The US and European organic food and drinks market will be worth over \$49.2 billion by 2009, a new report has revealed.

Many consumers view the terms organic and natural as indicators of high quality, according to market research company Research and Markets, and as such the sector will go from strength to strength.

The success of the market will be stimulated by educational manufacturer-led campaigns to inform customers of the products' health, wellbeing and taste benefits, the company said.

New product development will also be important for growth in the market, according to the report, while growth in the dairy category will exceed bakery and cereals to become the leading category in terms of value by 2009.

The report also found that the soft drink sector holds the largest share of new natural and organic products launched between 2001 and 2006 in Europe, Latin America and the Asia Pacific area.

While the report concedes that the terms natural and organic are not mutually exclusive and that many products marketed as 'natural' do not have organic certification and vice versa, it states that the relationship between the two terms is very close and so they have been paired together.

<a href="http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news\_view&newsId=20060530005375&newsLang=en">Further information</a>

## **Not enough Omega 3 in UK diet**

**Date:** Mon, 05 Jun 06

### **Story Text**

A study has revealed that UK consumption of Omega 3 is too low and confirms that both adults and children need to increase the amount of the fatty acids in their diet.

The research, conducted by Flora, has revealed that over 80 per cent of people are concerned that members of their family are not eating enough Omega 3 fatty acids which are important for heart health and brain function.

Omega 3 is found in oily fish and dark green, leafy vegetables but the research reveals that over a third of women and nearly half of their partners rarely eat oily fish.

Only 31 per cent of adults eat the recommended one portion per week and over half of children eat oily fish less than once a month.

In addition, over half of adults and over 40 per cent of children eat dark green leafy vegetables less than once a week.

Nutritionist Fiona Hunter says that the research indicates that the nation urgently needs practical help and advice on how to boost their intake.

Ms Hunter comments: "Although the 'five a day' message is getting through to people, with over 80 per cent actively trying to boost their family's intake of fruit and vegetables, only 36 per cent of people are trying to boost their family's intake of foods that contain Omega 3."

<a href="http://www.prnewswire.co.uk/cgi/news/release?id=172466">Further information</a>

## **Drinks can manufacturer extends Red Bull relationship**

**Date:** Fri, 02 Jun 06

### **Story Text**

UK-based consumer packaging company and beverage can maker Rexam has further developed its relationship with energy drink maker Red Bull.

The company has said that it is to build a wall-to-wall can making plant close to the Red Bull factory in Austria, a move that will cost the company some Â£45 million.

"Beverage can making capacity in Europe is very tight and we have seen it stretched to its limits recently," said Rexam chief executive, Lars Emilson.

"We have had a long and close relationship with Red Bull. We recently announced the extension of our exclusive contract with them and this wall-to-wall plant is a natural development of that relationship."

Rexam anticipates that the new wall-to-wall plant will be ready for use by the end of 2007. When it does come online, it will be used exclusively to meet what the company calls the "anticipated growth of Red Bull".

Red Bull is currently the energy drinks market leading product.

<a

href="http://www.rexam.com/index.asp?PageID=581&Year=2006&NewsID=412">Further information</a>

## **Drinks company boosts range**

**Date:** Fri, 02 Jun 06

### **Story Text**

Yorkshire-based drinks company Boost Drinks is to extend its product range in celebration of the firm's fifth birthday.

Founded by 32-year-old Simon Gray, who now fills the role of managing director, Boost targeted the carbonated energy drinks market with a larger, resealable product, according to the Yorkshire Evening Post.

Two new flavours are to join the range in celebration of the five year landmark, with Iron Brew and Cranberry the latest additions to the Boost Energy portfolio.

"Our flagship product was originally Boost in one litre format, but due to increased demand, a 500ml size was also introduced," Mr Gray said to the paper.

"Due to the rise in consumer trends for different tastes, we are launching the Iron Brew and Cranberry alternatives. It is vital to listen to the consumer to stay a step ahead and react quickly to this ever growing market."

Recently, both Jump Innovations and Osotspa have announced developments regarding their energy drink products, proving Mr Gray's assertion about the competitiveness of the market.

<a href="http://www.boostdrinks.co.uk">Further information</a>

## **Cholesterol-lowering bread set for EC approval**

**Date:** Fri, 02 Jun 06

### **Story Text**

Functional ingredients specialist Cognis has revealed that cholesterol-fighting bread could be on supermarket shelves later this year.

According to Food Manufacture, bread enriched with cholesterol-lowering plant sterols, which have previously been used in dairy products and spreads, could soon be permitted by the European Commission (EC).

Current breads that are marketed as "healthy heart" products contain soy protein or oats but the EC has indicated that it is set to authorise the addition of plant sterols to rye bread.

Dr Franz Timmermann, global product line manager for Cognis's Vegapure range of sterols and sterol esters, told Food Manufacture: "Having successfully received notification for Vegapure sterols and sterol esters in rye bread, we are contacting our customers in Europe and some projects are already under way."

The publication also reports that US firm, DDO Processing, intends to launch a series of cholesterol-lowering products in the UK, including spreads, salad dressings and soy drinks.

<a

href="http://www.foodmanufacture.co.uk/news/fullstory.php/aid/3264/Brussels\_set\_to\_OK\_use\_of\_cholesterol-buster\_in\_bread.html">Further information</a>

## **Supermarket to use RFID for milk deliveries**

**Date:** Fri, 02 Jun 06

### **Story Text**

Supermarket giant Tesco has revealed that it plans to use RFID tags to track the delivery of milk from its supplier.

The trial will include milk cages delivered to two of the supermarket's stores from Robert Wiseman Dairies (RWD) and will involve tags being permanently applied to the cages.

The technology will enable Tesco to track the delivery and journey of individual trolleys by reading the tags at key points in the supply stage, including their departure from RWD, their arrival at a Tesco store, and their subsequent movement onto the shop floor.

Tesco has said that it intends to employ the technology throughout the supply chain to all of its UK shops and depots over the next few years, although it has no plans to apply tags to all individual items.

The company said in a statement: "We believe there are a number of areas where there are opportunities to develop an item-level solution.

"However, any trials will be focussed on high value items and will be targeted at specific business and customer needs."

The retailer began RFID trials in 2003, involving disposable tags to track high-value goods such as razor blades and mobile phones.

<a

href="http://networks.silicon.com/lans/0,39024663,39159243,00.htm">Further

information</a>

## **Chlorine-free cleaning system heads for UK**

**Date:** Fri, 02 Jun 06

### **Story Text**

A UK company is planning to install the nation's first chlorine-free process for cleaning salad and vegetable products prior to packaging.

The un-named company is currently conducting advanced trials into the antimicrobial technology which was developed in France and, according to Food Manufacture, is based on an enzyme found in breast milk.

The technology has been developed by Lyon-based TMI Europe and involves a water rinse system containing Lactoperoxidase, an enzyme known to protect babies from infection.

The enzymes used in the cleaning system are derived from cow's milk and produce a molecule called Hypothiocyanite, which kills pathogens on the surface of the produce.

TMI Europe director Philippe Bordeau told Food Manufacture that the process, known as Catalix, acts in a similar way to the human defence mechanisms found in saliva and tears and is effective against bacteria, moulds and viruses.

"The target is to reach the same shelf life without additives," revealed Mr Bordeau, adding that the company hopes to install equipment in the UK and Ireland "very soon".

As well as treating fresh vegetable and salad items, the technology could also have potential for fresh meat and poultry, cooked meats, fish and pasta.

<a

href="http://www.foodmanufacture.co.uk/news/fullstory.php/aid/3352/French\_produce\_cleaning\_system\_heads\_for\_UK.html">Further information</a>

## **Unilever unveils drinks labelling system**

**Date:** Fri, 02 Jun 06

### **Story Text**

Unilever is the latest company to announce the package labelling system it will adopt, with a front-of-packet system for beverages being revealed.

Going by the name Choices, the labelling system aims to help consumers identify products that are 'healthier' options in terms of limited amounts of trans fats, saturated fats, sodium and sugars.

"Our research shows that consumers are keen to make the healthy choices," said Vindi Banga, president of foods at Unilever.

"We are constantly improving our products by making them healthier. Now we are also stepping up our efforts to improve consumer information on pack by means of a front of pack logo designed to work regardless of geography or product category."

The company has also announced that it may be willing to offer the logo-labelling technique for front-of-packet placement to other companies in the future, allowing the whole sector to benefit from the system.

Unilever anticipates a global rollout for the labelling system over the next 18 months.

<a

href="http://www.unilever.com/ourcompany/newsandmedia/pressreleases/2006/UnileverlaunchesglobalChoicesprogrammewith200653017722.asp">Further information</a>

## **Limited edition raspberry cake mix revealed**

**Date:** Thu, 01 Jun 06

### **Story Text**

Scottish food company Macphie has unveiled a limited edition cake mix â€“ Raspberry Sensation.

The new flavour from the UK's leading independent food ingredients manufacturer will be available over the summer months, temporarily boosting the company's portfolio of indulgent Sensations cake mixes.

Ian Wolfenden, Bakery Solutions commercial director, said that the new product "vividly recaptures happy childhood memories".

"The contrasting flavours and textures are sure to make it a top choice for everyone â€“ young, old and in-between," he commented.

The cake mix contains real pieces of juicy raspberry and coconut and, according to Macphie, is easy to use, requiring only oil and water.

Mr Wolfenden revealed that up to 80 per cent of bakery buys are impulse buys, according to research, and advised bakers to offer free samples beside their tills to capitalise on impulse purchases.

"We're certain that the Raspberry Sensation will attract new consumers generating incremental sales and profits for bakers, but they need to act now as it's only available over the summer months," he added.

<a href="http://www.macphie.com/news/viewitem.cfm?content\_id=7F6CC20C-1143-DB05-071A3D95BBB0D6E5">Further information</a>

## **Kerrygold butter gets lighter**

**Date:** Thu, 01 Jun 06

### **Story Text**

A new Light version of Kerrygold butter has been launched to increase the scope of its Softer Butter range.

The new variant is unlike other spreadable products as, although it contains 25 per cent less fat than regular butter, it does not contain added vegetable fats.

According to Marketing, the butter is said to be softer than standard butter as a result of the timing of the milk collection.

The company claims that the butter is sourced during certain summer periods when the cows produce milk that makes softer butter.

Kerrygold's marketing controller told Marketing that the Lighter Softer Butter "responds to growing demand for low-fat spreads, while satisfying consumer concern about food ingredients

and providence".

There has been significant growth in the lighter spreadables sector in recent months, with the market for such products increasing by 46 per cent in 2005, according to Information Resources.

The new butter is being promoted by a £2 million campaign involving TV advertising, consumer sampling and direct mail marketing.

[Further information](http://www.brandrepublic.com/bulletins/design/article/561704/kerrygold-introduces-lowfat-range-softier-butter)

## **Worldwide potential for new energy drinks**

**Date:** Thu, 01 Jun 06

### **Story Text**

Four new energy drinks could be distributed worldwide following their launch in the US by Jump Innovations.

The company is currently looking for international distributors for its new drinks "Hot Pure Energy, Jump Coffee Energy Cola, Sentinel Energy and Recon Coffee Cola" which are all sugar free, carbohydrate free and calorie free.

"The standard by which we designed our drinks comes from one of the oldest rules in manufacturing a product "see what's out there and make it better," said Giacomo 'Jack' Barreca, owner and formula designer at Jump.

Jump also said that its focus was on reacquainting consumers with the importance of taste, claiming that while flavours of current energy products are "tolerated", the Jump drinks actually taste good.

Mr Barreca is very confident in the ability of his product to perform: "These are truly functional and great tasting beverages and the proof is in the product itself."

[Further information](http://www.bevnet.com/news/2006/05-31-2006-Jump.asp)

## **Healthy new snack packs unveiled**

**Date:** Thu, 01 Jun 06

### **Story Text**

A new range of healthy snack packs is being launched, helping to keep hunger at bay between mealtimes without resorting to calorie-filled products.

The packs have been unveiled by healthy snacks provider Whitworths, which has produced ten new products for health-conscious snackers.

The so-called black pack range is now available in supermarkets and convenience stores across the country and includes a variety of fruits, seeds and nuts.

A 75g pack of apricots will cost just 69p, providing a low-fat, fibre-enriched snack to help keep you healthy and boost your immune system.

The new range also includes cranberries, banana chips, nut mix, Bombay mix and chocolate

raisins, as well as pumpkin seeds, which are said to help maintain a healthy heart and reduce the risk of cancer.

The snack packs will provide the perfect solution for snackers, whether at home or out and about, and will be an ideal snack for office employees who are seeking a healthy treat to nibble at their desks.

[Further information](http://responsesource.com/releases/rel_display.php?relid=QmgLA)

## **New system for food contaminant detection**

**Date:** Thu, 01 Jun 06

### **Story Text**

The first automated system for improved detection of food contaminants has been unveiled by Applied Biosystems and MDS Sciex.

The new system addresses the increasing need for effective methods of food testing, detecting pesticides, dyes, mould-related toxins and chemical and antibiotic residues.

The Cliquid Software for Food Testing increases the precision and simplicity of testing, enabling food producers, manufacturers and public health officials to identify a wider range of contaminants more quickly and thoroughly.

The software can be obtained as a stand-alone package or as part of a complete testing system from Applied Biosystems from July 2006 onwards.

The software enables the Applied Biosystems mass spectrometers to provide advanced analytical capabilities, offering extremely high levels of sensitivity by detecting the molecules in various substances and delivering a custom-tailored solution for food companies and public health testing facilities.

"The Applied Biosystems/MDS Sciex joint venture delivers innovations that can be applied to ensure high quality food safety testing," said Andy Boorn, president of MDS Sciex.

"Cliquid Software for Food Testing will put the power of mass spectrometry into the hands of food testers worldwide."

[Further information](http://www.laboratorytalk.com/news/apa/apa213.html)

## **Phytosterols and nutraceuticals increasingly in demand**

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### **Story Text**

Food and drink products containing phytosterols or nutraceuticals are increasingly in demand because of their benefits in cutting cholesterol levels, according to research by Frost & Sullivan.

Heart disease is the cause of around half of all deaths in the industrialised world and, as a result, consumers are interested in buying products with ingredients that actively improve the health of a person's heart, the study concludes.

Dietary trends toward foods which can lower cholesterol have helped to drive growth in the food

industry. Frost and Sullivan valued the European phytosterols market at \$184.6 million and estimates that this figure will have more than doubled by 2012.

Frost & Sullivan research analyst Kaye Cheung said: "Phytosterols are now incorporated into a range of foods and beverages such as yoghurts, milk, sausages, cold cuts, bakery products, spicy sauces, margarines and spreads.

"However, consumers are often overwhelmed and confused with the flood of information related to the importance of various nutrients in the diet and are consequently unable to distinguish fact from marketing hype."

Ms Cheung remarked that the first step was to increase public awareness of the benefits of phytosterols, "shifting consumer attitudes from awareness to understanding".

According to the British Heart Foundation, 2.6 million people in the UK live with heart and circulatory disease and cutting cholesterol levels is an important way of avoiding heart problems.

[Further information](http://www.laboratorytalk.com/news/fro/fro234.html)