

# Food and Drink Innovation Network Report

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## **Kraft resurgence to be driven by innovation**

**Date:** Fri, 27 Apr 07

### **Story Text**

The head of Kraft foods has said that continued product innovation will be essential to the company's resurgence over the coming months.

Speaking in a presentation at the company's annual meeting, chief executive Irene Rosenfeld said that the company's food was "moving from good enough to truly delicious", Chicago Business has reported.

Ms Rosenfeld highlighted a number of new products such as the DiGiorno Ultimate Pizza, which attempted to combine the best qualities of both pizzeria and home baking.

"There's a clear sense of urgency at Kraft. Every day we focus on what we can do to get growing and to deliver superior shareholder value," the CEO commented.

The news came on the back of the firm reporting lower first quarter profit, though sales rose by 5.7 per cent to \$8.59 billion (£4.3 billion) during the first three months of the year. However, this figure was slightly slanted by the weakening value of the US dollar.

[For further information, click here](http://www.chicagobusiness.com/cgi-bin/news.pl?id=24713)

## **Dairy sector 'needs to invest in innovation'**

**Date:** Fri, 27 Apr 07

### **Story Text**

The UK dairy sector needs to invest in innovation if it is to enjoy a profitable future, it has been suggested.

A Women's Institute (WI) debate held this week saw experts including Sainsbury's chief executive draw the conclusion that innovation was crucial to the homegrown industry's attempts to keep pace with foreign products.

New trends such as healthy milk-based drinks were cited as one area where UK products could be overtaken by foreign imports if investment in innovation was not made.

One way to do this could be to make more efforts to highlight the UK's good record on environmental welfare, the debaters suggested.

But industry figures denied that a regulator should be introduced into the sector.

"However tempting it is for farmers to want to crawl back into the womb of the Milk Marketing Board the fact is that innovation and enterprise in this fast-moving and hugely competitive sector will not be well served by a regulator," said Dairy UK chairman David Curry.

[For further information, click here](http://www.farmersguardian.com/story.asp?sectioncode=1&storycode=9225)

## **Innovation centre planned by Maple Leaf Foods**

**Date:** Fri, 27 Apr 07

### **Story Text**

Canadian-based Maple Leaf Foods is to open a new centre devoted entirely to food innovation.

The food-processing company plans to invest \$12 million in the Ontario-based facility, which is scheduled to open by early 2009.

The new complex will not only train future staff, but also be a place for collaboration and experimentation across departments.

Michael McCain, president and CEO of Maple Leaf Foods, said that "this food centre will provide a powerful catalyst to drive new product development".

"The result will be a focused and profitable stream of innovations," Mr McCain claimed.

He said that Maple Leaf Foods wanted "to accelerate our leadership in innovation, which is fundamental to broadening and deepening our customer relationships and achieving our financial goals".

Canadian Broadcasting Corporation (CBC) news reported a 39 per cent drop in first-quarter profits by Maple Leaf Foods and suggested that the company's current restructuring may be born out of necessity.

Mr McCain told CBC that Maple Leaf Foods was undertaking "Project Renaissance", aimed at reversing the company's fortunes.

## **Cranswick unveils 'super' premium sausage**

**Date:** Fri, 27 Apr 07

### **Story Text**

A new premium sausage brand is being launched which should appeal to the growing number of consumers who are keen to cut additives from their diet.

Cranswick is introducing five lines under the Simply Sausage brand which will contain nothing but the freshest, most natural ingredients, according to chief executive Bernard Hoggarth.

Mr Hoggarth told [meatinfo.co.uk](http://www.meatinfo.co.uk) that the company is planning on launching the brand on a national scale.

"The sausages only use prime cuts of meat, fresh herbs and wholesome ingredients as well as natural casings," he revealed.

The initial sausage varieties, all of which are obtained from outdoor reared pigs, will be pork sausages with nutmeg, pork sausages with apple and acacia honey, pork sausages with Italian inspired herbs, pork sausages with leek and air-dried bacon, and pork chipolatas with nutmeg.

Simply Sausage was created in 1991 by chef and restaurateur Martin Heap, who opened his gourmet shop in Smithfield meat market.

[Click here for further information](http://www.meatinfo.co.uk/articles/30842/Simply-Sausage-launch-for-Cranswick.aspx)

## **Frozen food coming back in favour**

**Date:** Fri, 27 Apr 07

### **Story Text**

A mild resurgence is taking place in British frozen food sales, with a year-on-year increases just announced.

The British Frozen Food Federation has claimed a 1.7 per cent national increase in sales for the first 12 weeks of 2007, over and against the same period last year.

The results, which were published by Quick Frozen Foods International (QFFI), represent a significant increase over 2006's growth figures of 0.3 per cent.

QFFI wrote that "premium products, innovation, better availability in store and reduced discounting are all helping frozen transform itself into the category to watch."

The publication also reported that the frozen desserts had seen 7.0 per cent growth, ice cream sales had increased by 6.3 per cent and frozen potatoes were selling a rate of 5.6 per cent more than in 2006.

The frozen pizza and vegetable markets remained slow.

One of the factors in the frozen food revival may be the renewed strength of specialist retailer Iceland.

The company reported profit increases of 20 per cent between 2005 and 2006, with figures currently unavailable for 2007.

[More Information](http://www.qffintl.com/)

## **100 MPs back campaign over excess food packaging**

**Date:** Fri, 27 Apr 07

### **Story Text**

Over a 100 MPs have backed a campaign by newspaper daily the Independent to help combat the use of excessive packaging.

In total, 112 MPs from all UK parties and regions have signed what would be a Commons motion to condemn the problem of excessive waste and put pressure on retailers to help find a solution.

Excess packaging has become a growing issue: on Wednesday the Local Government Association complained of deficient laws against retailers using too much wrapping and packaging for their products, arguing there had been only four prosecutions and small fines of Â£5,000 since the regulations had been introduced in 1999.

The Independent hopes that the Early Day Motion 814 will lead to tougher legislation and tightening of the loopholes present in the current laws.

According to the motion, packaging generates 4.6 million tonnes of household rubbish every year.

Supermarket Asda recently pioneered a scheme urging its customers to return any excess wrappings to the store, in hopes of gathering evidence for producers that their products relied on too much packaging.

And supermarket groups have announced different plans and strategies to help reduce the use of packaging in their stores by between 5 and 25 per cent.

[More Information](http://news.independent.co.uk/environment/lifestyle/article2488864.ece)

### **Summary Text**

Over a 100 MPs have backed a campaign by newspaper daily the Independent to help combat the use of excessive packaging.

## **Danisco innovators create vegetable whipping cream solution**

**Date:** Fri, 27 Apr 07

### **Story Text**

Danisco has created a solution which overcomes the problems faced by food manufacturers

when trying to make vegetable whipping cream.

The company, which produces innovative ingredients for the food industry, has launched its new Grindsted WP 950 Emulsifier and Stabiliser System, which boasts a number of features sought by manufacturers.

Providing an appealing alternative to dairy whipping cream, the solution provides a dairy-like taste, ensuring products will appeal to consumers.

In addition, the system provides greater stability at ambient temperatures than dairy whipping creams based on butterfat, making it ideal for frozen cakes and desserts requiring subsequent thawing.

The resulting cream also exhibits "excellent shape retention", according to Danisco, making it ideal for cake and dessert decorations.

Danisco's product portfolio now includes a wide range of systems specifically designed for cream-based products, providing benefits such as optimised texture and viscosity, shelf-life extension and flavour profiling.

[Click here for further information](http://www.danisco.com/cms/connect/corporate/products+and+services/food/dairy/related/news/businessupdate_127_en.htm)

## **Heinz takes on Pot Noodle with Big Eats**

**Date:** Thu, 26 Apr 07

### **Story Text**

Heinz launched its own product to compete in the lucrative instant snack market, creating what it says will be a healthier alternative to the pot noodle.

The Big Eat range of products will have a £2 million marketing campaign backing its launch.

Heinz's new product range will initially come in five varieties: Tomato and Roasted Vegetable Penne, Creamy Cheese Pasta, Spicy Chicken Tortellini, Chunky Vegetable and Tomato Hotpot and Chicken and Vegetable Curry.

The food company says its instant snacks will be healthier than the traditional pot noodle, with no artificial colourings or flavours, twice the fibre and half the salt.

Each Big Eat pot will also deliver greater quantity, at 350 grams compared to the usual size of less than 100 grams for the usual pot noodle, although Heinz's product will not need added water, which increases the weight of the latter.

But each instant meal will also be significantly more expensive, £1.30 compared to a usual 90p for a pot noodle.

And unlike the pot noodle method of adding boiling water, Heinz's Big Eat range will be heated in the microwave, which the company says is a quicker method.

### **Summary Text**

Heinz launched its own product to compete in the lucrative instant snack market, creating what it says will be a healthier alternative to the pot noodle

## **New system set to reduce packaging waste**

**Date:** Thu, 26 Apr 07

### **Story Text**

A firm has announced the launch of a new product aimed at limiting the amount of waste produced in packaging production.

The Ceetak Integrity Seal System aims to produce a narrow seal that nonetheless increases the shelf life of some types of product by up to eight days.

The scheme was funded by the Waste and Resources Action Programme (Wrap) and commissioned by International Food Partners (IFP).

"The equipment is highly durable and can be fitted onto any packaging production line involving film sealing," explained Mark Franklin of Ceetak, according to the Manufacturing Talk website.

"The trial was so successful that systems are scheduled to be retrofitted to all production lines, and in addition to the original project, further funding has been granted for development work on an improved back seal system," added Graham IFP.

Recent weeks have seen supermarkets and consumers alike come under pressure to reduce the amount of packaging waste they produce in an effort to safeguard the environment.

[For further information, click here](http://www.manufacturingtalk.com/news/cee/cee118.html)

## **Kavli launches Primula snacking products**

**Date:** Thu, 26 Apr 07

### **Story Text**

Food producer Kavli UK is moving into the cheese snack sector with the launch of two new snacking products under the Primula brand.

The brand, which is produced in Gateshead, will now include Primula Cheese Nibbles Snack and Primula Cheese Nibbles Dipper, both of which are intended to attract the attention of impulse buyers.

The first consists of a miniature tube of Primula cheese with cream crackers and a pot of pickle, and is expected to be popular both with families and with adults on the move.

Kavli's second new product comprises a Primula cheese dip and authentic miniature Italian breadsticks.

Marketing director Craig Brooks commented: "The great cheesy taste of Primula and its squeezy tube transfer easily to the cheese snack sector.

"As a product that is 'Proud to be Cheesy', Primula is delighted to launch another way for consumers to enjoy the cheesiest cheese spread on the market."

The adult snacking market has seen "substantial growth", according to Mr Brooks, making it the ideal time to transfer the Primula brand into the cheese snack sector.

[For further information, click here](http://www.kavli.co.uk/wps/wcm/connect/uk/News/News+articles/News+article+-)

+13+Primula+takes+a+Nibble+at+Snack+Market">Click here for further information</a>

## **Superjam gets supermarket launch**

**Date:** Thu, 26 Apr 07

### **Story Text**

The much-anticipated healthy new jam created by teenage entrepreneur Fraser Doherty has launched in Waitrose supermarkets across the nation.

Superjam was created by 19-year-old Mr Doherty, who had been making jam using his grandmother's special recipe since he was 14.

Based on the original recipe, the new product is made entirely from fruit and is free from sugar, making a healthy alternative to other jams on the market.

Whereas traditional jams can contain up to 70 per cent refined sugar, Superjam is sweetened using grape juice, meaning that it is far better for consumers' health.

Simon Shaw, head of design at IAS Smarts, which created the new product's packaging, said that brand extensions for the "super proposition" are already under consideration.

"We haven't only created a brand that is modern and exciting in a sector that is rife with tweeness, but we have forged a partnership with an exciting young entrepreneur," he told Brand Republic.

<a href="http://eatsuper.com/">Click here for further information</a>

## **Tesco range launched to cater to afternoon tea revival**

**Date:** Thu, 26 Apr 07

### **Story Text**

Afternoon tea is back in fashion, according to new figures from Tesco.

Research reveals that, while today's consumers feast on fast food and ready meals, consumer trends are returning to tea, teapots, teacups and saucers.

Tesco's study reveals that cream cake sales have increased by a staggering 85 per cent in the past year, while sales of tea pots, cups and saucers have gone up by 110 per cent.

"Afternoon tea is one of England's greatest inventions and for nearly 150 years was enjoyed by the rich and poor and young and old alike," said Liz Cobbold, Tesco cake range buyer.

She explained that the emergence of the fast food culture during the 1970s, as well as the boom in US-style coffee shops helped to kill off the quaint tradition in the UK, while afternoon teas grew in popularity everywhere else.

"Now all that is changing and we are seeing the dawning of a new era of this great social tradition with increasing demand for typical afternoon tea patisseries such as scones, specialised exotic teas and related crockery," she said.

Tesco has also reported rises significant increases in sales of scones, as well as speciality teas including Earl Grey, Ceylon, Darjeeling and Assam.

To meet growing demand, Tesco has launched a new food range of top quality patisseries and tea

cakes. The range includes fresh cream scones, blueberry loaf cake, raspberry mille feuille and chocolate fudge slices.

[Click here for further information](http://www.tesco.com/)

## **£2.5m regional food centre shows of the best of the north-west**

**Date:** Thu, 26 Apr 07

### **Story Text**

A new food centre has opened in Shropshire, tailored specifically to showcase local and regional food.

Built near the A49 at Bromfield, the Ludlow food centre will be close to one of the UK's most famous market towns.

The idea was conceived six years ago by the Earl of Plymouth estates limited, which plans to use the 400 sq ft retail centre as a market place for its tenant farmers.

About 80 per cent of the produce sold at the centre will come from the four counties surrounding it.

The Ludlow food centre will feature bakers, chefs, butchers and dairy workers putting together their own label products behind glass plated windows.

Available to buy will be organic meats, fresh bread, pies, cakes and desserts and delicatessen items.

There are also plans to build a post office and coffee shop on the site.

Ludlow is known throughout Britain as being one of the country's food capitals, featuring a famous food market in the summer and having had at one point three Michelin-starred restaurants.

### **Summary Text**

A new food centre has opened in Shropshire, tailored specifically to showcase local and regional food.

## **Fish gelatine could protect frozen food**

**Date:** Thu, 26 Apr 07

### **Story Text**

Researchers believe that gelatine recovered from fish skin could be processed into thin films and used as an edible wrapping for frozen food products.

Frozen foods are at a high risk of being damaged by moisture and oxygen, but the gelatine films could act as a protective, edible barrier around the food products.

Fish gelatines have a lower gelling point than mammalian gelatines and are liquid at room temperature; however, they may be suitable for use in products such as frozen desserts, the researchers claim.

Agricultural engineer Roberto de Jesus Avena-Bustillos, who led the research and is now based at

the University of California-Davis, told Agricultural Research magazine: "This suggests that the fish gelatines could be used to reduce water loss in refrigerated and frozen foods."

He added that films made from fish gelatine "proved to be a better barrier to water vapour than the mammalian gelatines".

The research group also experimented with the addition of the antibacterial enzyme lysozyme into the films, but found that this reduced their strength by up to 20 per cent.

[Click here for further information](http://www.ars.usda.gov/is/AR/archive/apr07/fish0407.htm)

## **Innovators urged to 'learn from new product failures'**

**Date:** Thu, 26 Apr 07

### **Story Text**

Product development can be risky, with no new creation guaranteed to be a success. However, scientists insist that innovators can learn from their failures.

Senior scientist at the Norwegian Institute of Fisheries and Aquaculture Research Geir Ottesen says that the number of product development failures outweighs the number of successes.

"After a failure, it's common for companies to become more cautious. But if they don't take time to analyse and understand what specifically went wrong, it's easy to repeat the same mistakes."

Fellow scientist Finn-Arne Egeness insists that manufacturers can get something positive out of a product failure, "but the companies have to spend time analysing why things didn't go as expected".

One tip from the scientists is that consumer demand is key to the success of new products, as ideas that are generated by companies without any research into what the market actually wants often fail, Mr Ottesen reveals.

[Click here for further information](http://en.fiskforsk.norut.no/fiskeriforskning/nyheter/nyhetsarkiv/fiasco_viktigere_enn_suksess)

## **Waitrose launches new "healthy" ready meals**

**Date:** Thu, 26 Apr 07

### **Story Text**

A new range of pre-prepared dinners has been launched, with the claim that they are a healthy way to eat.

The Deliciously Different range of chilled meals from Waitrose is made without artificial flavours, colours or preservatives and claims to contain one fifth of a typical adult's recommended daily vegetable intake.

There are 18 microwavable meal choices available, with everything from halloumi cheese with beans and lentils in tomato and basil dressing, to salmon marinated in ginger with quinoa and a pineapple and chilli dressing.

Waitrose describes the meal's target market as "those who have little time to scratch cook, but still demand nutritionally balanced, flavoursome food".

Deliciously Different, which will initially be available at a promotional price, is to be promoted with the alliterated tagline "mouth-watering meals in minutes".

Waitrose is currently manoeuvring for a greener and healthier reputation.

It was reported in the Guardian today that, by 2010, all Waitrose fruit, vegetable and flowers will be farmed using sustainable and environmentally-friendly methods.

Earlier this week the supermarket announced that 100 per cent of its milk price rises would go to farmers rather than the company itself.

[More Information](http://www.waitrose.presscentre.com/)

## **Findus launches sporty food supplement**

**Date:** Wed, 25 Apr 07

### **Story Text**

Findus has launched a new Omega-3 food supplement in collaboration with the David Beckham Academy.

Mega03 supplement brand has been launched to help promote fitness and a healthier lifestyle among consumers of all ages.

The food supplements will be available online at [mega03.com](http://mega03.com) and have been backed by a £2 million campaign.

Commenting on the launch, Findus owner Geir Frantzen said: "For some time Findus food products have been moving towards a 'Clean Pack' direction with less sugar, salt and the removal of 'E' numbers."

He added that a recent collaboration with celebrity chef Jean Christophe Novelli was totally free from artificial colours, preservatives or additives.

"We believe that, as manufacturers, we have a vital role to play in making the world a healthier place and the launch of Mega03 Omega-3 further underlines this ethos," he said.

[Click here for further information](http://www.sourcewire.com/releases/rel_display.php?relid=iAzEL)

## **Ancient foods on show at Celtic Food and Drink Festival**

**Date:** Wed, 25 Apr 07

### **Story Text**

Kenmore in Scotland was the site of an ancient food festival last weekend (April 21st to April 22nd) as the region celebrated historic and traditional foods that were once made in the area.

The Scottish Crannog Centre hosted the eighth edition of the yearly Celtic Food and Drink Festival, with food discovered by scientists having been mixed together and displayed to guests.

The centre, used for underwater archaeology, revealed the kind of foods that ancient residents of the loch would have eaten.

"We have a great idea of the foods that would have been used all those years ago and that makes this a really interesting event for people to come along to. In preparation for this we have created new ovens to make a selection of the breads that would have been eaten. On top of that there is a wide range of meats, fish, and edible plants and seeds," said archaeologist Barrie Andrian, according to [thisisnorthscotland.co.uk](http://thisisnorthscotland.co.uk).

Foods on offer included claybaked fish, crannog breads and spit roast beast.

<a

href="http://www.thisisnorthscotland.co.uk/displayNode.jsp?nodeId=149664&command=displayContent&sourceNode=149490&contentPK=17158143&folderPk=85696&pNodeId=149221">For further information, click here</a>

## **College land proposal could become community farm trailblazer**

**Date:** Wed, 25 Apr 07

### **Story Text**

Land previously used by Imperial College could become a community farm if proposals made by former students and nearby residents get the go ahead.

The 790 acres of space at Wye College Farm in Kent is set to be put out to tender by Imperial College, with a special trust having been set up in order to rent the ground for the innovative proposal.

Shares in the trust will be available for Â£50, allowing anyone to become a member of the farm, which will sell organic, locally sourced dairy produce in an effort to stand out from the crowd.

"There is a huge distance between people and their food, both in terms of food miles and the lack of connection between the population and the landscape," said Jim Little, chairman of the community land trust, according to the BBC.

"Wye could set a really strong and influential example," he added.

Earlier this month organic yoghurt cheese made by a Welsh farmer came second in the most innovative product awards at the Global Dairy Congress in Amsterdam, seeing off many major firms' products in the process.

<a href="http://news.bbc.co.uk/1/hi/england/kent/6584843.stm">For further information, click here</a>

## **Cholesterol lowering pizza in the pipeline**

**Date:** Wed, 25 Apr 07

### **Story Text**

Beverage executive Ira Scott has come up with an invention that would introduce cholesterol lowering agents into pizza recipes.

Mr Scott has managed to create a thin pizza dough based heavily on sterols and plant stanol ester, two naturally occurring chemicals that are widely believed to be good for lowering cholesterol and heart diseases.

The plant sterols and stanol ester are also used to create the cheese.

Mr Scott has already begun the process of pitching his pizza recipe to major food giants such as Yum Foods (owners of Pizza Hut), Domino's Pizza, Papa Joe's and Godfather's Pizza.

He also plans to approach natural food chains such as Wild Oats or Trader Joe's to sell them their heart healthy pizza frozen version.

According to Mr Scott, testers who have tried the pizza have so far not been able to tell a difference in taste with normal delivery pizzas.

<http://www.prbuzz.com/cholesterol-lowering-heart-healthy-road-pizza-coming-soon-to-your-grocer-s-freezer-2489.html>>More Information</a>

### **Summary Text**

Beverage executive Ira Scott has come up with an invention that would introduce cholesterol lowering agents into pizza recipes.

## **Colour changing coffee lids could mean the end of scalded lips**

**Date:** Wed, 25 Apr 07

### **Story Text**

Australian company Smart Lid Systems is set to bring its innovative colour changing coffee lid to the market after securing an international license agreement.

The coffee lid changes colour depending on temperature, going from a brown coffee bean colour at optimal temperature to a bright red when the coffee or tea is too hot (from 140 degrees fahrenheit).

The invention will serve to warn coffee drinkers in a rush that their beverage is too hot and when it is fit to drink.

Colour change will also help to warn whether the lid is secured on tightly, to prevent spillage.

Smart Lid Systems became the first Australian company to win the Dupont Packaging Award earlier this year for its invention, and the company has been quick in securing a licensing deal.

The deal with Thermo international has meant the beginning of production and securing of distribution rights for the US and Europe.

<http://www.prweb.com/releases/color-changing/coffee-lid/prweb521387.htm>>More Information</a>

### **Summary Text**

Australian company Smart Lid Systems is set to bring its innovative colour changing coffee lid to the market after securing an international license agreement.

## **Organic trend continues, bolstered by eastern Europe**

**Date:** Wed, 25 Apr 07

### **Story Text**

Eastern European countries are driving a boom in sales of organic produce, according to statistics released today.

RNCOS market research, which compiled the report, says that the world organic market had an

estimated value of \$43 billion in 2006.

The results represent an 80 per cent market increase between 2005 and 2006, and RNCOS predicts a further threefold level of growth by 2010.

"Rising incomes and increasing environmental awareness are leading to the emergence of domestic markets in the Eastern Europe", according to RNCOS.

It claims that "the Czech Republic and Poland, trailed by Hungary, enjoy the biggest domestic markets for organic greens".

The report asserts that the principal factors behind the organic food explosion, however, are "rising health awareness and growing concern over environmental issues in most parts of the first world".

Even in the newest European Union nations, such as Romania, many supermarkets have a small but substantial section devoted to organic produce.

Even babies are joining the trend, with the Associated Press reporting a 21.6 per cent leap in the US organic baby food market during 2006.

[Further Information](http://presszoom.com/story_130099.html)

## **Eat your way through London, literally**

**Date:** Wed, 25 Apr 07

### **Story Text**

This weekend sees an innovative celebration of food taking place in Trafalgar Square - a edible 3D map of London made entirely of food.

The event, called Eat London, is organised by the London International Festival of Theatre (Lift), and is a bi-annual celebration of the capital.

Since January fourteen groups from around London, with 10-15 members in each group, have been planning, cooking and crafting each section of the Eat London map.

They come from several London boroughs and span a range of ethnic, social and religious backgrounds representing the diverse cuisine cooked in London.

Anyone visiting Trafalgar Square on Saturday 28th April will be invited to taste their favourite part of the capital for themselves.

Angela Harnett, who is Chef Patron at The Connaught, said the event was "a real celebration of the tastes, aromas and textures of the many cuisines that come together in London".

It will not be the first time that Londoners have been invited to taste a huge food installation.

Thorntons recently made an 860 pound chocolate billboard as part of an innovative marketing campaign.

Visitors to the board in Covent Garden this Easter devoured the 4.4m by 2.9m poster in just three hours.

[Further Information](http://www.liftfest.org.uk/festivalsandevents/current_events/further_information/eat_1)

[ondon\\_groups/index.html">More Information](#)

## **Sainsbury's to remove artificial flavourings from drinks**

**Date:** Tue, 24 Apr 07

### **Story Text**

Sainsbury's has announced that it is to remove artificial colourings and flavourings from its drinks as part of a continued push towards a healthier range of products.

The changes will affect the supermarket's own-brand soft drinks and are set to come into effect from June this year, with fruit and vegetable extracts replacing the old ingredients, the Grocer has reported.

Sainsbury's officials have said that the changes have been heavily researched and will not result in a downturn in quality.

Sainsbury's is set to remove all artificial colours and flavours from its own-brand soft drinks.

The retailer said that from June this year, its 120-strong range of squash, cordials, mixers and fizzy drinks would only contain natural ingredients, with fruit and vegetable extracts replacing artificial ingredients.

"We've invested a huge amount of time in redeveloping our recipes and ensuring we get the taste of the new soft drinks exactly right, and are confident that parents and children alike will welcome the reformulated drinks," commented Cathy Port, soft drinks manager at the supermarket giant.

Earlier this week Britvic announced the launch of a new ad campaign for its Fruit Shoot product that highlighted the difference between artificial and natural flavourings.

[For further information, click here](http://www.thegrocer.co.uk/grt_article.aspx?articleid=101466)

## **UK's first organic milk shake launched**

**Date:** Tue, 24 Apr 07

### **Story Text**

Fairtrade firm Clipper has launched the UK's first organic milk shake mix, it has been announced.

The move represents a change of tack for the company, which has traditionally produced hot drinks. The new mix aims to provide a healthy drink that appeals to families and provides vitamins and minerals.

Coming in three different flavours – banana, strawberry, and chocolate, the mix will be available across the UK in the coming months.

"This is a first for the UK. We are delighted to be meeting the demand for a healthy option in the cold drinks sector," said Julie Rideout, marketing manager at Clipper.

"Clipper has a reputation for innovative and delicious beverages and we have produced a Milk

Shake mix that meets the same high quality Organic threshold that has been vital to forging our success in other areas," she added.

Earlier this month the Silver Spoon Company recalled over 26,000 bottles of strawberry milkshake following complaints of vomiting problems from some consumers.

[For further information, click here](http://www.foodanddrinktowers.co.uk/press_article.php?id=373)

## **Ginsters launches innovative pasty range**

**Date:** Tue, 24 Apr 07

### **Story Text**

In a departure from the traditional Cornish pasty, Ginsters has launched a new range which will feature recipes from Mexico, Italy and India.

While the pasties will still include local West Country ingredients, the range will include India-inspired Spicy Beef pasties, which combine beef, potato and onion with oriental spices, tomato and spinach.

An Italian Calzone-inspired pasty is also included in the range, with ingredients including beef, tomato, pepperoni, olives, mozzarella and pepper.

Meanwhile the Mexican Spicy Chicken Pasty takes its inspiration from Empanada-style dishes.

Andy Valentine, head of brand marketing at Ginsters, said: "These pasties will appeal to a range of new customers.

"With the support of a strong marketing campaign we will bring new life and excitement to a well-established sector of the market."

He added: "We are convinced that supporting the launch with a major marketing campaign in this way will benefit our retailers by attracting more consumers, increasing purchasing frequency and encouraging consumers to trade up to premium quality branded products."

[Click here for further information](http://www.ginsters.com/realthonestfood/aboutus.htm)

## **EU's Moniqa network aims at improving food safety**

**Date:** Tue, 24 Apr 07

### **Story Text**

A new project launched by the European Union aims to improve food quality and safety by harmonising the methods used to analyse food.

The EU-funded Moniqa (Monitoring and Quality Assurance in the food supply chain) project will create a virtual laboratory outlining details of food safety issues and the various food testing and analysis methods in use.

It is hoped this will enable researchers to exchange data and knowledge, "helping them to develop common strategies which could form the basis of new standards in food quality and safety", Cordis reports.

Partners from 20 countries will collaborate in the network to harmonise worldwide food quality and safety monitoring and control strategies.

The network members will investigate mechanisms to coordinate and merge research activities, personnel and infrastructure.

It is hoped that food production industries and SMEs will benefit through harmonised analytical methods and technologies.

[More Information](http://www.moniqa.org/)

## **Baby food could be designed to prevent obesity**

**Date:** Tue, 24 Apr 07

### **Story Text**

A new baby milk formula could soon be on the shelves that offers permanent protection from obesity and diabetes into adulthood, reports the journal *Chemistry & Industry*.

The new baby foods, under development at the Clore Laboratory at the University of Buckingham, will be supplemented with leptin, the "hunger hormone".

According to Mike Cawthorne, who heads the metabolic research group at Clore, "those who take the foods early in life should remain permanently slim".

"Like those people who are lean by nature even though they overeat - like we all do - they will tend to be inefficient in terms of using energy."

Leptin is a hormone that turns off hunger in the brain and is produced in the body throughout life. Its discovery was heralded as a major breakthrough, but research in adults proved disappointing because individuals soon seemed to resist its hunger-quenching effect.

However, feeding the hormone to pregnant rats has been found to have a lifelong impact on their offspring's predisposition to obesity.

Animals born of leptin-treated mothers remained lean even when fed a fat-laden diet, while those from untreated rats gained weight and developed diabetes.

## **Northern food innovation network gearing up for launch**

**Date:** Tue, 24 Apr 07

### **Story Text**

The food industry in the north of England is looking forward to the imminent launch of the Northern Food Industry Innovation Network (NFIIN), set to take place in Leeds tomorrow, Wednesday April 25th.

According to the regional development agency Yorkshire Forward, the network will be a unique scheme, designed to facilitate collaboration between academia and industry.

"It will provide easy access to funding for new R&D projects, an interactive portal to collaborate online, promote sharing of best practice and provide access to the latest industry thinking as well as specialist commercial managers who will bridge the gap between academia and industry," Yorkshire Forward said on its website.

NFIIN is a collaboration between The Food Processing Faraday Partnership – a dedicated resource set up by the DTI and Defra to assist the UK food and drink industry, Knowledge House, which represents the North East's five universities, and Surrey-based Leatherhead Food International.

Tomorrow's event at the Hilton Hotel in Leeds hopes to identify ways to take advantage of the latest technological developments and expertise in universities, and other research establishments, to improve products, processes and systems.

[More Information](http://www.yorkshire-forward.com/www/view.asp?content_id=5910&parent_id=34)

## **High-quality animal feed found to reduce food chain toxins**

**Date:** Tue, 24 Apr 07

### **Story Text**

Scientists have discovered an innovative new way to reduce neurotoxin levels in farmed animals.

Methylmercury, which is found in all water bodies, can sometimes accumulate to dangerous levels and pose a health risk to those eating fish.

Researchers at Dartmouth College have discovered, however, that increasing the quality of the fishes' algae can slow the build up of methylmercury.

The report also suggested that the approach may be transferable to other organisms.

Roxanne Karimi, lead author of the project, claimed that PCBs and DDT could be tackled by the same approach.

"These contaminants pose health risks because they tend to remain in the body and so accumulate to high concentrations", she explained.

Ms Karimi said her new approach worked because "when organisms have the optimal combination of nutrients available to them, they are able to gain more weight relative to the amount of toxin they get from their food" and the toxin is diluted.

Its not just humans who need to worry about the toxins in their food.

Emerald Coast reported last week that a Florida-based dry cat food company was being investigated regarding potentially excessive levels of melamine and melamine byproducts.

[Further Information](http://www.sciencedaily.com/releases/2007/04/070423185627.htm)

## **Britvic extends J2O range**

**Date:** Tue, 24 Apr 07

### **Story Text**

The trial period for Britvic's new J2O Orange & Pomegranate flavour has gone so well that the company has decided to make the variant a permanent addition to the J2O stable.

According to Andrew Marsden, marketing director of Britvic Soft Drinks, the new flavour will play a key role in driving the brand.

"The new limited edition J2O Orange & Pomegranate flavour has attracted new buyers into the adult category and has achieved a healthy volume share of the existing range.

"The permanent addition of Orange & Pomegranate will play a key role in driving appeal of the core range," he told the Morning Advertiser.

Established flavours in the range, which sells over 13 bottles every second, include Orange & Passion Fruit, Apple & Melon, and Apple & Raspberry.

The beverage has proven popular with consumers thanks to its 50 per cent juice content and exotic flavour combinations.

[Click here for further information](http://www.just-drinks.com/article.aspx?id=90029)

## **Chocolate could replace cigarettes in pubs says Masterfoods**

**Date:** Tue, 24 Apr 07

### **Story Text**

In the aftermath of the British ban on public cigarette use, many pub-goers will be looking for something to occupy their hands.

Masterfoods, manufacturers of Mars and Snickers, has suggested that sweet snacks may be the perfect item to fill the gap.

The company told the Publican that a typical pub could see its annual earnings boosted by  $\pounds 1,000$  a year.

The Publican cites the 2007 Mars Confectionery Report, which "values total UK confectionery sales at  $\pounds 4.5$  billion, compared with just  $\pounds 2$  billion for crisps and savoury snacks".

Mars trade relations manager Andrea Taylor told the publication that "it's when you compare the sweet snacks market to other categories that you truly appreciate how big a market it is".

This means, Ms Taylor argues, "a very profitable market which every pub, big or small, should make the most of".

It may not only be pubs who constitute this new market for confectionery solutions.

Global Betting and Gaming Consultants recently released a report entitled "no chips without fire", which suggested that casinos and gaming locations are also looking for a way to plug the gap left by the smoking ban.

[Further Information](http://www.thepublican.com/story.asp?sectioncode=7&storycode=55123&c=1)

## **Innovative Blast Cap adds food additives to drinks at 'time of activation'**

**Date:** Tue, 24 Apr 07

### **Story Text**

An innovative new bottle lid has been launched, which aims to radically improve the quality of

alternative beverages.

The Blast Cap, manufactured by WR&D, stores additives in the lid of the bottle and releases them only when the receptacle is actually opened.

The company claims that it will significantly increase the shelf life of health drinks, as vitamins and minerals only have very short shelf life when stored in liquid.

The company's website insists that, ordinarily, "all beverages are designed and formulated for shelf life not for the ingredients they would like to have in the beverage".

"By the time the 'vitamin fortified' drink is shipped to the store, it has already lost its potency," according to BlastMax.

The Blast Cap, which is available in four different designs, claims to combat this problem by keeping vitamins preserved until the point of consumption.

The product is being promoted with the slogan "Blast, Shake, and Drink".

Lids seem to increasingly be the focus of efforts to extend beverage shelf life.

The Vino-Lok "a glass wine bottle stopper" was this week the focus of an extensive report in the Sydney Morning Herald on the drawbacks of both corks and aluminum screw-tops.

[Further Information](http://blastmax.com/Beverage_Blast_Tech.php)

## **Waitrose salt reduction drive "on track"**

**Date:** Tue, 24 Apr 07

### **Story Text**

The supermarket Waitrose has confirmed that it is well on its way to meeting government recommendations for salt reduction.

The company has been working with suppliers to create new reduced-salt recipes without compromising on taste and integrity.

In a statement that coincides with the publication of a study in the British Medical Journal, which provides additional evidence of the need to reduce salt consumption, the supermarket reiterated its aim to reach many targets ahead of schedule.

Nutrition manager Moira Howie commented: "We are pleased to see that the importance of salt reduction and long-term health continues to receive wide attention.

"At Waitrose, we are on track to meet the majority of the government's key milestones for salt reduction by the end of this year - three years ahead of their 2010 deadline."

The supermarket's fresh soups and salted nuts already meet the Food Standards Agency's (FSA's) targets, as do 95 per cent of chilled pasta sauces, 93 per cent of uncured meats and over 90 per cent of sausages.

According to the FSA, around three quarters of the salt we eat comes from processed foods and the government is seeking to reduce salt intake to 6g per person per day by 2010.

[Further Information](http://www.waitrose.presscentre.com/content/detail.asp?NewsAreaID=2&ReleaseID=4)

<http://www.waitrose.presscentre.com/content/detail.asp?NewsAreaID=2&ReleaseID=4>

77&hdnProcessLogin=True">Click here for further information</a>

## **Alcohol boosts strawberries' antioxidant properties**

**Date:** Mon, 23 Apr 07

### **Story Text**

Having strawberries in an alcoholic cocktail may boost the fruit's antioxidant properties, according to new research.

A study undertaken at the Kasetsart University in Thailand in collaboration with the US Department of Agriculture Research Service found that the fruit's already-existing cancer-fighting properties were boosted when added to an alcoholic beverage such as a daiquiri.

Combined with alcohol, strawberries' heart disease and arthritis-fighting compounds were also strengthened.

"It's well known that some preparation of fruit and veg can enhance the availability of nutrients and other plant chemicals including antioxidants," said Dr Frankie Philips of the British Dietetic Association.

"For example, cooking tomatoes or stir frying pepper facilitates availability of the lycopene and beta-carotene they contain."

The study also found that blackberries responded in a similar way to the strawberries.

[Click here for further information](http://news.bbc.co.uk/1/hi/health/6569657.stm)

## **Egg-tracing scheme helps business win award**

**Date:** Mon, 23 Apr 07

### **Story Text**

A Yorkshire firm that pioneered an innovative egg tracing scheme has been honoured at the British Egg awards, it has been revealed.

Chippindale Foods was named Small Enterprise of the Year due to its project, which enables consumers to trace the origins of their eggs, impressing the judges, Farming UK has reported.

The Yorkshire Free Range Eggs brand was launched two years ago and at the time were the only eggs able to be traced in such a way, via an online checking system.

Further expansion is already planned following a six figure investment scheme.

"These are very exciting times for the company and we were thrilled to be selected as one of the winners in this year's British Egg Awards," said Nick Chippindale, according to Farming UK.

This week it was reported that the UK's biggest egg packer, Noble Foods, will have to be broken up following a ruling from the Competition Commission.

[For further information, click here](http://www.farminguk.com/bsp/10130/ews.asp?DBID=103-281-013-096&iPage=1&id=5642)

## **Industry innovations centring on packaging**

**Date:** Mon, 23 Apr 07

### **Story Text**

Packaging innovations are increasingly taking centre stage as major manufacturers look to entice more consumers to buy their products, it has been revealed.

The extent to which companies such as Coca-Cola are focusing on packaging could soon see innovation in the sector override the need for new products themselves, it has been claimed.

"Packaging will be a huge differentiator going forward. US consumers are package crazy to begin with, so finding a new package ... could be more important than the product itself," said Ken Harris of consulting firm Cannondale Associates, speaking to Reuters.

"Companies are turning to package innovation in an attempt to get better margins ... or just to sell a lot of their product," added Michael Schaefer of market research firm Euromonitor International.

Coca-Cola is currently promoting a new bottle featuring contour grips that make it easier to hold, set to be launched in the UK in the coming months, the news agency has reported.

Earlier this month a group of MPs called for a reduction in the amount of packaging being used by retailers and suppliers in order to save money and protect the environment.

<a

href="http://investing.reuters.co.uk/news/articleinvesting.aspx?type=consumerProducts&storyID=2007-04-23T050328Z\_01\_N22211328\_RTRIDST\_0\_SP\_PAGE\_016-N22211328-OISCP.XML&pageNumber=2&imageid=&cap=&sz=13&WTModLoc=InvArt-C1-ArticlePage2">For further information, click here</a>

## **Move to health and nutrition boosts Nestle profits**

**Date:** Mon, 23 Apr 07

### **Story Text**

Nestle announced a strong first-quarter performance today, with nutritional and pharmaceutical products driving the growth.

The company's overall organic growth between January and March was 7.4 per cent.

This represents a jump of almost CHF 1.47 billion over the same period last year and was hailed by the company as a significant step towards achieving longer-term goals for growth.

Nestle CEO Peter Brabeck-Letmathe described the growth as containing "encouraging figures" and said that his company was "off to a strong start" in 2007.

Mr Peter Brabeck-Letmathe also praised "the strong performance of our globally-managed Nestle Nutrition unit which achieved its long-term target of ten per cent organic growth."

The success of Nestle's pharmaceuticals division "which saw 12.1 per cent organic growth" was ascribed to "two joint ventures with L'Oreal, Galderma and Laboratoires Inneov".

One place where Nestle's success has briefly wobbled is its native land of Switzerland.

Last year the firm attempted to introduce a new improved version of its popular Callier brand of

chocolate “ first created in 1825.

Sales dropped by 24 per cent, as Swiss customers rejected the new plastic wrappers and innovative flavours.

Last week AFP reported that Nestle is mailing out two million Callier brand chocolate bars to Swiss homes, complete with original recipe and foil wrapping, as an attempt to woo the its sales base back.

<a

href="http://www.nestle.com/Media\_Center/Press\_Releases/All+Press+Releases/FQ2007\_PublicationResults.htm">More Information </a>

## **UK flavour innovator sold for \$2.8m**

**Date:** Mon, 23 Apr 07

### **Story Text**

Multinational flavour and fragrance company Frutarom has acquired flavour innovator Jupiter Flavours as part of its ongoing UK expansion.

Frutarom, an American company with headquarters in Israel, will pay \$2.8 million for Jupiter Flavours, and a further \$600,000 if growth expectations are met.

Jupiter Flavour's sales for the 12 months preceding acquisition were of about \$2 million, evidence of fast growth.

Frutarom had already acquired a UK flavour concentrate maker in March of this year, paying a more substantial \$17.1 million in cash for Belmay, which was added to further acquisitions in the British market.

The multinational, which already has subsidiaries across Europe, has expressed ambitions to become the UK's leading flavour and concentrates maker in the UK.

Frutarom will consolidate the acquisition of Jupiter with its current UK holdings to cut back on operational costs and maximise efficiency, estimating that it will not require any additional resources.

<a

href="http://www.pr-inside.com/frutarom-acquires-british-flavors-company-r100968.htm">More Information </a>

### **Summary Text**

Multinational flavour and fragrance company Frutarom has acquired flavour innovator Jupiter Flavours as part of its ongoing UK expansion.

## **Call made to resurrect traditional English dishes**

**Date:** Mon, 23 Apr 07

### **Story Text**

On St George's Day, leading food historian Caroline Yeldham has called for the revival of extinct British dishes to connect people with their culinary heritage.

The historian has teamed up with British retail supermarket Morrison's to offer a booklet full of recipes, tips and information taken from the history of British cooking and its medieval background.

Only two of almost two hundred of the UK's higher education institutions offer courses specifically in English medieval history, and only a handful of cooks know how to prepare dishes taken from medieval recipes.

Part of the problem is the lack of information on cookery that has survived, with only a dozen medieval recipe texts remaining and about half of those available in print.

Caroline Yeldham, a researcher in Tudor methods of cooking, argues the knowledge of seasonality and fresh produce that medieval cooking methods will prove useful for modern times: "You will not only be learning about the roots of modern day food, but helping to keep England's food history alive for generations to come."

[More Information](http://www.pr-inside.com/leading-food-historian-encourages-revival-r100676.htm)

#### **Summary Text**

On St George's Day, leading food historian Caroline Yeldham has called for the revival of extinct British dishes to connect people with their culinary heritage.

## **Walkers expands Sensations brand**

**Date:** Mon, 23 Apr 07

#### **Story Text**

Two new varieties of corn chip are being added to the popular Sensations snack brand owned by Walkers.

The premium brand, which contains a number of innovative flavours, will now include a sweet chilli and coriander variety of corn chip, as well as a cream cheese and cracked black pepper flavour.

Jon Goldstone, vice president of marketing at Walkers, told the Publican: "We are extremely proud of our new Sensations Corn Chips.

"It is one of the best products that we have ever produced and I am convinced that it will help to maximise sharing sales."

The new range will be available in a variety of size packages and will be backed by a celebrity TV advertising campaign.

Walkers is currently Britain's favourite and largest crisp manufacturer, famous for a number of popular products such as Wotsits, Quavers, Monster Munch, Salt & Shake, and Walkers Baked.

[Click here for further information](http://www.thepublican.com/story.asp?sectioncode=7&storycode=55094)

## **Waitrose meets demand for local beers**

**Date:** Mon, 23 Apr 07

#### **Story Text**

Waitrose has announced that it will now be stocking local ales and lagers in all of its 183 branches.

The supermarket, which is known for its focus on premium quality and regional produce, has noticed an increase of local beer sales by almost 100 per cent year on year and is responding by selling a wide variety of unusual offerings.

Ranging from Whitstable's Raspberry Wheat to Meantime Coffee Beer, the supermarket's regional ales are likely to more than meet consumers' demand for original brews.

Beer and cider buyer Steve Wallace remarked: "The significant increase in sales of local beers is testament to customers becoming progressively more and more demanding with their palates.

"To fulfill this need we offer a broad range of authentic brews in all our branches to satisfy every taste on every occasion."

Recent figures from market analysts AC Nielsen suggest that drinkers are shunning pubs in areas where the smoking ban has already been introduced, with Scottish publicans claiming to have lost up to Â£100 million in beer sales.

Many consumers are choosing to purchase their alcohol in supermarkets and drink at home instead.

<a

href="http://www.waitrose.presscentre.com/content/detail.asp?NewsAreaID=2&ReleaseID=475&hdnProcessLogin=True">Click here for further information</a>

## **Food and Drink Innovation Network Report Date**

[Iowa casinos generate \\$1bn for state](#)

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[Tesco extends Polish food range](#)

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[UK's first sustainable organic sea trout launched](#)

[New drink gives hangover recovery a Head Start](#)

## **Iowa casinos generate \$1bn for state**

**Date:** Fri, 20 Apr 07

### **Story Text**

Iowan leaders are hailing the valuable contribution of the state's casinos to the local economy.

The Des Moines Register reports that over \$1 billion went into Iowa state coffers through taxes in 2006.

Jack Ketterer, administrator of the Iowa Racing and Gaming Commission, told the newspaper that the figure was highly encouraging.

Mr Ketterer commented that the total tax paid by Iowan casinos last year amounted to \$1.15 and he hailed the fact that such a significant proportion of this money had remained within the state itself.

A part of the increase in revenue, state officials informed the Register, is due to fact that 13 riverboat casinos and two racetrack facilities opened during the past year.

Some of the \$1 billion came from direct gaming-related taxes, but the majority was from local products and services bought by Iowa's casinos.

The future looks rosy for the Iowa gaming industry.

The new Waterloo casino is due to open on July 1st and, following recent state legislation, it is no longer a legal requirement for riverboat casinos to be literally waterborne.

## Sainsbury's adds to Freeform range

**Date:** Fri, 20 Apr 07

### Story Text

Sainsbury's has launched a new selection of ready meals to add to its Freeform range.

The four ready meals are the latest in Sainsbury's innovative range specifically tailored for those with food intolerances.

Freeform now comprises more than 60 different gluten- and wheat-free products, which are identifiable by their yellow packaging.

The new additions include Freeform Chicken Tikka Masala with Rice, Beef Lasagne, Shepherd's Pie and Fish Pie and Mashed Potatoes.

All the products are priced at Â£2.49.

Kevin Hogan, Freeform product technologist at Sainsbury's, said: "These new ready meals are an exciting expansion of our Freeform range and one we're confident new and existing Freeform shoppers will welcome.

"A huge amount of time and passion has gone into making certain these meals taste fantastic and that they meet the high standards the range is renowned for."

<a href="http://www.j-sainsbury.co.uk/index.asp?PageID=422&subsection=&Year=2007&NewsID=891">Click here for further information</a>

## Waitrose expands innovative vodka range

**Date:** Fri, 20 Apr 07

### Story Text

Waitrose has added a number of new products to its premium vodka range, all of which have been carefully selected for their innovative nature and high quality.

The supermarket's Canary Wharf store is now stocking a Nemiroff Honey Pepper Flavoured Vodka which is sourced from the Ukraine.

Priced at Â£13.99, the new product is said to be a smooth vodka with a subtle infusion of wild herbs, ideal for inclusion in Bloody Mary's.

Commenting on the unusual vodka, Waitrose says: "On the nose, the chilli pepper leads, followed by an array of floral notes, with some spicy hints of gingerbread and cinnamon.

"The palate is very rounded, with waves of subtle chilli and paprika piquancy, balanced by the sweetness of thick honey."

In addition, the supermarket is now stocking an interesting vodka from New Zealand, named 42 Below.

Created 42 degrees south of the equator, the product is made with water sourced 1,000 feet beneath an extinct volcano; it is quadruple distilled and charcoal filtered 35 times.

Priced at Â£18.99, the New Zealand offering is bound to prove popular among discerning drinkers.

[Click here for further information](http://www.waitrose.presscentre.com)

## **Sustainpack aims to reduce food packaging**

**Date:** Fri, 20 Apr 07

### **Story Text**

A European-wide initiative aims to provide natural-based fibre packaging that would help reduce the environmental impact and CO2 emissions.

Under the directorship of the Materials Research Institute at Sheffield Hallam university, nanotechnology solutions are being used to create packaging that is fibre-based and more easily biodegradable.

The research programme has a budget of 36 million and will draw 35 partners from 13 countries.

The project will use natural and sustainable raw materials such as wood and strengthen them with nanoadditives that are engineered at a billionth of a millimetre.

They will create natural packaging that is more resistant and water-proof than it would otherwise be.

It is estimated that in 2002, about 66 million tonnes of packaging waste were created in the EU.

This waste is currently produced from materials that take years to biodegrade and have to be land filled.

In the UK, about 28 million tonnes of waste are land filled every year, a figure that is thought will increase substantially in the coming years.

Sustainpack expects their materials for packaging to be industry standard by 2015.

### **Summary Text**

A European-wide initiative aims to provide natural-based fibre packaging that would help reduce their environmental impact and CO2 emissions.

## **Morning caffeine without the coffee**

**Date:** Fri, 20 Apr 07

### **Story Text**

A new innovation has been released which combines the warmth of a shower with the kick of a strong coffee.

The Shower Shock, from Think Geek, is a caffeinated soap bar which claims to offer "the ultimate clean buzz".

Caffeine, which infuses the vegetable-based glycerine soap, is absorbed through the user's skin.

Think Geek claims that its innovation contains 200 milligrams of caffeine per "serving".

The product is also available in a body wash and the company jokes on its website that Shower Shock may appeal to computer programmers "who don't regularly bathe and need some special

motivation".

The one warning the company gives is that customers should not attempt to eat Shower Shock â€œ an unusual warning for a soap manufacturer to have to make.

Shower Shock's rise to prominence comes just as another innovative caffeine-based product is facing the possibility of being withdrawn from the market.

The Las Vegas-produced energy drink Cocaine has been threatened with legal action by the state of Connecticut amidst accusations that its marketing glamorises drug use.

## **UK food exports hit record levels**

**Date:** Fri, 20 Apr 07

### **Story Text**

The British food and drink export business reached an all-time peak in 2006, according to a new report by Food from Britain (FfB).

The figures, which were released today, show that the country's food industry has recovered from the devastating blows of BSE and foot and mouth disease.

New markets are also opening up in emerging nations such as China, Russia and the United Arab Emirates.

"As British beef finally returns to overseas menus, we have seen our food and drink exports reach an all time high," said David McNair, Chief Executive of Food from Britain.

Mr McNair said that the results herald "the end of a difficult decade".

The food industry now needs "to recognise exporting as a strategic route to long-term growth", he insisted.

One advantage that British food has in overseas markets is its strong reputation for safety â€œ something yet to be secured fully by developing nations.

A recent headline-grabbing incident involved scores of pets dying in the United States from animal food containing Chinese ingredients.

## **Waitrose launches barbecue range**

**Date:** Thu, 19 Apr 07

### **Story Text**

As the UK's recent run of good weather continues, Waitrose is launching its new barbecue food range.

The new Waitrose Barbecue range includes a variety of mouthwatering dishes, including Chinese Style Pork Loin Ribs, Green Thai Chicken Kebabs, Basil Select Farm Salmon Kebabs and Hot and Spicy Chicken Wings.

Vegetarians hoping to partake in a spot of al fresco dining need not fear, as the new range also includes a number of non-meat dishes, including Barbecue Asparagus with Salsa and Sweetcorn with Chili and Lime Butter.

A report by DIY specialist B&Q out earlier this month revealed that the early hot weather

sparked a rush to buy barbecue equipment, with sales more than doubling, while decking sales went up 25 per cent on last year.

[Click here for further information](http://www.waitrose.presscentre.com/content/detail.asp?ReleaseID=471&NewsAreaID=2&HUserID=878,776,893,848,772,864,881,845,765,674,677,767,684,762,718,674,708,683,706,718,674)

## **European wine plan launched**

**Date:** Thu, 19 Apr 07

### **Story Text**

The UK wine industry today witnessed the launch of a new plan which will encourage responsible alcohol consumption by making moderate drinking fashionable.

The EU Wine Plan for Responsible Consumption Communication, which was unveiled at the Wine & Spirit Trade Association's spring conference, will be communicated through an educational programme dubbed 'Arts de Vivre'.

The 'Arts de Vivre' campaign will target existing wine and alcohol consumers as well as younger legal drinkers.

At the heart of the campaign is a 'common message' linking wine consumption with health and dietary factors. It will also inform on the history and culture of wine and the wine making process.

WSTA chief executive Jeremy Beadles commented: "Wine, as with all alcohol, if consumed in moderation can be part of a perfectly healthy lifestyle".

The campaign is the latest attempt to combat 'binge' drinking, which studies have shown is prevalent in the UK. Health authorities recently launched the 'Know Your Limits' campaign, designed to encourage 16-24 year olds to drink responsibly.

A vote is set to take place in the House of Lords on 20 April, on whether or not alcoholic drinks should bear warnings for pregnant women.

[Click here for more information](http://www.wsta.co.uk/images/stories/070418%20wsta%20launches%20european%20wine%20plan.doc)

## **Calls made for aquaculture to move further offshore**

**Date:** Thu, 19 Apr 07

### **Story Text**

Delegates at the Aquaculture Today conference will hear on Thursday that the industry should move its operations offshore if it is to cope with future consumer demands.

With the UN Food and Agriculture Organisation (FAO) claiming that global consumer demand for fish will nearly double by 2050, the conference will look at ways to improve fish farm production worldwide.

Donal Maguire, aquaculture development manager of the Irish Sea Fisheries Board is set to say

today it needs "to replace the green revolution with the blue revolution".

Referring to improvements made within the agricultural industry during the last 50 years, Mr Maguire will highlight recent initiatives in offshore farming and suggest ways in which the industry can use these new techniques to improve efficiency.

The Clare Island Seafarms in Ireland is one of the most exposed fish farms in the world, and has recently implemented offshore farming techniques.

Mr Maguire will unveil plans to implement a national programme for further offshore aquaculture development over the coming years.

<a href="http://www.aquaculturetoday.co.uk/news/fullstory.php/aid/199/Donal\_Maguire:\_Offshore\_explained.html">More Information</a>

## **Further health benefits of tea revealed**

**Date:** Thu, 19 Apr 07

### **Story Text**

Drinking tea could help to reduce the risk of developing skin cancer, a new study has concluded.

Researchers believe that consuming two cup of tea per day could have a dramatic effect on possible cancer development with a 65 per cent lower risk of developing squamous cell carcinoma and nearly 80 per less risk of a basal cell carcinoma.

The study, published in the European Journal of Cancer Prevention, was conducted by the Dartmouth Medical School, New Hampshire, and examined the tea drinking habits of 770 adults with basal cell carcinoma and 696 with squamous cell carcinoma.

However, until a firm link between tea consumption and lower skin cancer risk is established, people are advised to make sure they take precautions when out in the sun.

Dr Alison Ross, science information officer at Cancer Research UK, said: "Our advice is to spend some time in the shade between 11am and 3pm, to make sure you never burn, to cover up with a hat, t-shirt and sunglasses, to take extra care with children and to use a factor 15+ sunscreen."

Previous studies have found that tea could help to combat heart disease, ovarian cancer and stress.

<a href="http://www.eurjcancerprev.com/pt/re/ejcp/home.htm;jsessionid=GnrNgvJlBZzZQjL69rLVKGGQGIHGqPGPkb6L6NvQ2yHmy0nkyygMr!3145886!-949856145!8091!-1">More Information </a>

## **New Danisco emulsifier launched**

**Date:** Thu, 19 Apr 07

### **Story Text**

Ingredients manufacturer Danisco has launched a new emulsifier to help combat consumers' concerns about hydrogenated fats.

There has been widespread coverage of the potential health implications of trans-fats, which may develop when fats are partially hydrogenated.

Studies have suggested a link between trans-fats and coronary heart disease, and they are now regarded to be worse for health than the saturated animal fats they were originally designed to replace.

As a result of inaccurate media reporting, many consumers are wrongly under the impression that all hydrogenated fats will be accompanied by trans-fats, making it necessary for manufacturers to avoid hydrogenated fats wherever possible.

Dorte Petersen, regional emulsifier director at Danisco, explained: "It is no longer enough to claim the elimination of trans-fats.

"We see an increasing market demand for emulsifiers where hydrogenation has not been used at all."

Danisco's new product, Dimodan NH Distilled Monoglyceride, therefore enables manufacturers to produce healthy products with no reduction in end-product quality.

Created with oil and fat applications such as margarine and low-fat spreads in mind, it provides spreadability, texture and stability.

Dimodan NH Distilled Monoglyceride is now available on the European market.

<a href="http://www.danisco.com/cms/connect/corporate/products+and+services/food/oils+and+fats/related/news/Businessupdate\_124\_en.htm">Click here for further information</a>

## 'Convergence' necessary for EU food innovation

**Date:** Wed, 18 Apr 07

### Story Text

A major European Commission conference has urged the food industry to partner with scientists, economists and sociologists.

The Brussels-based Perspectives for Food 2030 gathering, which closes today, has focused on the innovations food companies will need to make in order to adapt to the challenges of the coming 25 years.

Janez Potocnik, the European Commissioner responsible for European Science and Research policy, reportedly told delegates that "food is not just about what we put on our plates."

Mr Potocnik said that food "influences many other areas, such as the environment, health and the economy", according to EurActiv.

"This means opening up to other disciplines by involving converging technologies, such as neurosciences, biotechnologies and nanotechnologies," Mr Potocnik argued.

Former Finish prime minister Esko Aho told EurActiv that the key component of successful future for the food industry "will not be more R&D, new applications or informed consumers alone, but the combination of these three".

Food and farming continues to be a significant flashpoint of debate for European Union (EU) leaders.

About 40 billion - over a third of the overall EU budget - is current spent on farming subsidies.

[More Information](http://www.euractiv.com/en/science/consumer-needs-drive-innovation-food-sector/article-163225)

## Researchers make progress with biopreservatives

**Date:** Wed, 18 Apr 07

### Story Text

Researchers from the University of Granada's microbiology department have succeeded in isolating a protein which could have potential as a medium-term food preservative.

Enterocin AS-48 is a bacteriocin - a protein substance with antimicrobial activity - which is produced by the bacterium *Enterococcus faecalis* S-48.

The research team believe that it could be used as a biopreservative, in which a microorganism or one of its metabolic products is used to either inhibit or destroy undesirable microorganisms.

According to Marina Sanchez Hidalgo, a member of the research group, it is "a suitable molecule to use as a biopreservative", thanks to its stability with regard to pH and temperature and its broad spectrum of action against numerous bacteria.

The researchers believe that their progress in discovering how bacteriocins act on bacterial membranes will help in designing antimicrobial molecules with new characteristics.

This could prove vitally important, as many bacteria are developing strong resistance to antimicrobial agents currently in use.

The findings are due to be published in the *Journal of Bacteriology and Applied and Environmental Microbiology*.

[Click here for further information](http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=13778&fSite=AO545&next=5)

## Consumers turn to nutritious foods

**Date:** Wed, 18 Apr 07

### Story Text

Consumers are becoming increasingly concerned about nutrition, according to a new survey.

Some 80 per cent of the 3,000 shoppers polled by US food industry expert Phil Lempert said that they were currently more concerned about health and nutrition than they were a year ago.

"Shoppers care more than ever about the kinds of foods they buy and a growing number of consumers especially want to know where their foods came from and how they were raised or grown," the food expert said.

The growing trend towards purchasing fresh and unprocessed foods, as well as fresh fruit and vegetables, has been sparked by the fact that 95 per cent of consumers say they are concerned about nutrition.

"Fresh fruits and vegetables offer the good nutrient sources consumers are looking for," Mr Lempert commented.

"However, we have also seen a few reports recently that produce doesn't have the same level of nutrition that it did 40 or 50 years ago. The consumers surveyed easily recognised soil nutrients as the leading way to improve the nutrient content of foods."

<a href="http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=104&STORY=/www/story/04-11-2007/0004563442&EDATE=">Click here for further information</a>

## **Asda awarded for healthy eating innovation**

**Date:** Tue, 17 Apr 07

### **Story Text**

Supermarket giant Asda has been praised for its approach to encouraging healthy living by the Food and Drink Federation (FDF).

The company's Healthy Breakfast Challenge was successful in the FDF's community partnership awards for education. Launched in 2001, Asda's initiative aimed to encourage primary school children to understand the benefits of a good diet over a five-year period.

Uniquely the implementation of the campaign was tailored to meet the needs of each community and individual schools. The challenge included the creation of school breakfast clubs alongside so-called Healthy Breakfast Challenge Packs to help educate children on healthy eating habits.

Julian Hunt, FDF director of communications and awards judge said: "The food industry's unstinting dedication towards community initiatives should be commended. Our industry has a long history of implementing schemes which help to educate, inspire and develop local communities across the UK and the awards reward this fantastic but often unsung work."

Every store of the Asda chain became involved in the campaign and it is estimated that over 550,000 primary school children have received information on healthy eating as a result.

## **Production of Russian beer to commence in UK**

**Date:** Tue, 17 Apr 07

### **Story Text**

Popular Russian beer Baltika No 3 Classicheskoye is to begin production in the UK, it has been announced.

The brand will be produced under license at Cameron's Brewery " part of Scottish and Newcastle (S&N) - in the northern city of Hartlepool.

Baltika, which claims to account for 80 per cent of all Russian beer exports, is already projected to sell over a million litres of beer in the UK during 2007.

President of Baltika Breweries Anton Artemiev was at Edinburgh Castle to sign the new production agreement.

Mr Artemiev hailed "the start of licensed production in Western Europe of Baltika, one of

Russia's most popular brands".

The new partnership, he claimed "is a natural step in the process of integrating Russia into the world economy".

John Dunsmore, chairman and managing director of S&N said that his firm was "delighted to add Baltika to our speciality portfolio of brands, and are confident that it will do well as a premium product in one of the most competitive beer markets in the world".

There seems to be no corner of the world beyond the reach of Baltika's expanding operations.

Russia's Analytical Information Agency reported today that Baltika has commenced exports to North Korea.

[More Information](http://eng.baltika.ru/m/2599/baltika_opens_new_horizons_for_the_russian_brewing_industry_first_time_in_history_production_of_a_r.html)

## **Recipe mixes for classic pub menu favourites**

**Date:** Tue, 17 Apr 07

### **Story Text**

An innovative new range of recipe mixes will enable pubs to quickly put together a range of popular dishes, it was reported today.

The new product, dubbed Recipe Mixes, was reported by the Publican newsletter and consists of flavour sachets that can be added to meat and vegetables.

The range will include Tex-Mex, Indian, chilli Mediterranean herb, Moroccan and savoury mince flavours.

The Publican described Recipe Mixes as "developed especially to comply with the government nutritional guidelines for schools".

"They are gluten-free, contain no additives and contain only a trace of salt", it claimed.

The Publican also explained that no additional flavouring will be required, as "the product contains all the spices and herbs needed in one package to create a range of recipes."

Schwartz was founded in 1841 by a German immigrant to Canada.

The company continues to grow and flourish almost two centuries later and is now under the corporate umbrella of McCormick & Company, Incorporated, owners of Silvo and Ducros.

[More Information](http://www.schwartz.co.uk/content.cfm?ID=10254)

## **Space yoghurt impresses astronauts**

**Date:** Tue, 17 Apr 07

### **Story Text**

Arla Foods recently demonstrated its unique products, designed to be taken into space by

astronauts, at the Tycho Brahe Planetarium.

Around 200 guests attended the special event and were able to sample the 'space yoghurt' created by the company for space missions.

Christer Fuglsang, Sweden's first ever astronaut, indicated that he would be more than happy to consume the product on Earth, let alone in space.

"It was so good that sometimes I had an extra portion," he revealed, admitting that he ate the yoghurt every day during a recent 13-day long mission.

The company claims that the product has garnered a significant amount of interest among land-based consumers.

"Many people wanted to know where they could buy the space products. Unfortunately, they're not yet available in stores for us earth-dwellers, but if demand turns out to be sufficiently great, we may have to respond," said Carsten Hallund Slot, head of innovation at Arla Foods.

If Arla was to launch its space yoghurt onto the consumer market, it would be following in the footsteps of Space Food Sticks - energy bars which were designed to be taken on early space missions and are now available in low-calorie format from Retrofuture Products.

<a href="http://www.arlafoods.com/APPL/HJ/HJ202COM/HJ202D01.NSF/O/004199B844EA FDD1C12572C000452B1B">Click here for further information</a>

## **Tesco extends Polish food range**

**Date:** Mon, 16 Apr 07

### **Story Text**

Tesco has extended its Polish food range to meet consumer demand.

The eastern European food range "launched five months ago - has become the fastest-growing ethnic food selection ever launched in the UK.

Since the launch, demand has grown tenfold, according to Tesco and to meet it, the retailer is bringing in additional items and extending the range to 250 of its stores across the country.

The Tesco Polish food ranges already include sauerkraut soup, white sour soup and meat balls with tomato sauce. The extension will now see foods such as golabki, fasolka and hunting-style goulash added to the range.

"Demand for Polish food and drink has been so overwhelming that it has become the fastest growing ethnic food range ever launched in Britain," said Elena Connell, ethnic foods buying manager at Tesco.

"But it's not only our Polish customers who are buying these " certain lines such as soft drinks, sweet delicacies and beer have become very popular with non-Poles too."

Tesco is currently looking at other areas in which to improve its ethnic food ranges.

<a href="http://www.tesco.com/">Click here for further information</a>

## **New varieties of Chilean grapes to be launched**

**Date:** Mon, 16 Apr 07

### **Story Text**

Fresh varieties of grapes that have been developed over 18 years are soon to be launched in Britain, it has emerged.

The Andean country's institute of agriculture and fisheries research, Inia, has launched its Isela and IlusiÃ³n white grapes, which are predicted to be a particular hit with Brits.

With hundreds of Chilean wines having become available in the UK over recent years, the new varieties are expected to capitalise on the surge in demand.

Nicole Hewstone, an Inia researcher, told Freshinfo: "It has a Muscat-type flavour and is almost completely seedless, with about ten per cent of berries having a very small seed.

"The berries themselves average 22mm in diameter, and it is an early variety," she explained.

The development coincides with fruit giant Sun World's announcement that they are to establish an operation in Santiago, marking Chile's prominence on the global fruit industry stage.

[Click here for further information](http://www.freshinfo.com/index.php?s=n&ss=nd&sid=41346)

## **UK's first sustainable organic sea trout launched**

**Date:** Mon, 16 Apr 07

### **Story Text**

An innovative new sea trout product has been launched and is available in selected supermarkets.

No Catch's Just Sea Trout is reared organically off the coast of the Shetland Islands and never comes into contact with pesticides or hormones.

The fish - which will be stocked by retailers including Sainsbury's, Tesco, Fresh & Wild and Planet Organic - is being marketed as a tasty, healthy fish, rich in Omega 3 oils.

Karol Rzepkowski, managing director of No Catch, said that his company's "priority is always the welfare of our fish and the environment".

No Catch, Mr Rzepkowski claimed, aims "to help take the pressure off wild stock and provide an environmentally-friendly sustainable alternative" to most fish currently available.

The company describe No Catch's Just Sea Trout as possessing a "sweet, delicate flavour, succulent, firm texture and naturally pink colour".

With No Catch already selling a successful line of organic cod, a possible next target could be the production of organic salmon.

The icWales website reports that Welsh salmon stocks have become seriously diminished due to industrial pollution.

[More Information](http://www.nocatch.co.uk/)

## **New drink gives hangover recovery a Head Start**

**Date:** Mon, 16 Apr 07

### **Story Text**

The majority of consumers will be able to relate to the groggy, run-down feeling that follows a heavy night out.

But the dreaded hangover could soon be a thing of the past - or at least will be easier to recover from - as a new drink is being launched which promises to provide a cure.

Head Start is a blackcurrant-flavoured beverage which contains a mixture of vitamins, amino acids, carbohydrates and electrolytes that work together to provide a thorough detox.

Within half an hour, the suffering consumer should be feeling significantly better, as the drink helps to restore energy and ensure rapid rehydration.

According to Steve Scutt, managing director of Head Start Drinks, the remedy should be taken before bed and once again the morning after.

Mr Scutt told the Daily Express: "We've put years of research and development into creating a drink that addresses the four main problems caused by alcohol in the metabolism."

One of the main features of a hangover is dehydration, as the liver draws water from the body's organs to help to break down the toxins contained in alcohol.

[Click here for further information](http://www.express.co.uk/posts/view/4533)

## **Food and Drink Innovation Network Report**

**Date**

[Tesco extends Polish food range](#)

[New varieties of Chilean grapes to be launched](#)

[UK's first sustainable organic sea trout launched](#)

[New drink gives hangover recovery a Head Start](#)

[Excessive food packaging 'annoys consumers'](#)

[Innovative milk packaging conveys health benefits](#)

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[Innovative new packaging technology adopted by M&S](#)

[Study: Table clutter reduces food consumption](#)

[EU behind on food innovation spending](#)

[Cargill launches new cheese culture](#)

[Gluten-free macrobiotic energy bars launched](#)

[MPs call for food packaging reduction](#)

[Consumers associate blue packaging with healthy food](#)

[Scientists uncover secret of the perfect bacon butty](#)

[Scientists devise organic food test](#)

[Freshway Foods sweeps the board in 'Sandwich Oscars'](#)

[McDonald's develops new chicken products](#)

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[Click here for further information](http://www.express.co.uk/posts/view/4533)

## **Excessive food packaging 'annoys consumers'**

**Date:** Fri, 13 Apr 07

### **Story Text**

Over-packaged food products put shoppers off, according to new research.

A study by the Institute of Grocery Distribution (IGD) revealed anger at the amount of packaging on food products today and discovered that reducing the amount would help to boost customer loyalty.

The amount of unnecessary packaging is contributing to the 3.3 million tonnes of waste British homes throw away each year, the Independent reports.

The newspaper recently ran its Campaign Against Waste, which discovered the shocking amount of household rubbish UK consumers create each year.

Some 43 per cent of the 1,000 IGD study respondents thought they should cut down on the number of impulse buys they were making while wandering through supermarket aisles as this would reduce their amount of household waste and subsequently limit the damage to the environment.

However, many thought it was the supermarket's responsibility, with a third arguing that shops should introduce more resealable packaging.

Consumer analyst Gerardine Padbury told the newspaper: "The research finds packaging and labelling innovations that reduce food waste are well received by shoppers, helping to provide a competitive advantage and brand loyalty for retailers and suppliers.

"Providing solutions for shoppers that will save them money and reduce the guilt of food waste may actually build brand or retailer loyalty."

<a

href="http://news.independent.co.uk/environment/climate\_change/article2444483.ece">Click here for further information</a>

### **Innovative milk packaging conveys health benefits**

**Date:** Fri, 13 Apr 07

#### **Story Text**

Arla Foods has overhauled its milk packaging to convey the health and nutritional benefits of milk.

In addition to the familiar colour coded labels the packaging will also feature the fat content in large type, Farmers Weekly reports.

The change comes after research showed 90 per cent of people in the UK did not know how much fat a pint of milk contained.

"Too many messages are communicated on the labels, which give shoppers a muddled message," said Clare Caley, Arla Foods' product manager for milk and cream

"Traditionally, people shop for milk by colour and pack size, which can often lead to misconceptions surrounding fat values."

The packaging will initially feature on milk sold at convenience stores and forecourts.

## **Celebrity chef meal range to make Irish debut**

**Date:** Fri, 13 Apr 07

### **Story Text**

A new range of Findus frozen meal solutions is being introduced in Ireland following its successful launch in the UK.

The new restaurant-quality range of ready meals, which has been created with Michelin-starred chef Jean Christophe Novelli, allows consumers to indulge in top quality food without the usual preparation time.

Consumer research ahead of the launch has revealed that 76 per cent of consumers are interested in buying products associated with the chef, suggesting that the premium frozen range should have a bright future.

Included in the range are Lasagne Novelli with a camembert bechamel, Haddock Mornay on a bed of spinach, and Lemon and Honey Roast Chicken with a creamy spring onion mash.

The collaboration has also produced a number of delicious desserts, including White and Dark Crepe Chocolat and an Apple and Raisin Crepe Crumble accompanied by a white chocolate brandy sauce.

Findus began life as a small Swedish confectionery company in 1941 but has developed into one of the world's leading frozen food brands, with a turnover of approximately £7800 million.

[Click here for further information](http://www.findusnovelli.co.uk/products/)

## **Ethical snacks growing in popularity**

**Date:** Fri, 13 Apr 07

### **Story Text**

Ethical consumerism is all the rage, and the British public are now keener than ever to purchase natural foods.

While a visit to the pub used to mean the usual packet of crisps or pork scratchings, consumers are now just as likely to ask for natural snack products, food producers have claimed.

According to Matt Pickering, brand development director for Lincolnshire-based Grasmere Farm's all-natural Grunta salami sausages, the market for natural snacks is definitely growing.

"It's an interesting market we are seeing now. People want ethically-based, traceable products," Mr Pickering told the Publican.

"Once pubs try Gruntas, they are coming back again and again. They do equally well in spit and sawdust pubs as they do in swanky gastro environments."

The brand describes itself as a kind of "posh peperami", made simply from the farm's own pork and seasonings with all-natural casings.

Available in a number of pubs, the product can also be purchased from the Grasmere Farm website for 90p.

[Click here for further information](http://www.grasmere-farm.co.uk)

## **Polish food launched to offer home comforts**

**Date:** Fri, 13 Apr 07

### **Story Text**

An increasing number of traditional Polish food items are becoming available in the UK, it has emerged.

Approximately 750,000 Poles are now living in the UK and the food industry is attempting to make them feel at home by offering more of the country's characteristic foodstuffs.

Heinz has launched a Pudliszki brand consisting of around 13 traditional Polish recipes including beef tripe in broth, stuffed cabbage in tomato sauce and beef goulash, which will be sold in supermarkets nationwide.

Meanwhile supermarket chain Morrisons has a range of own label and branded Polish products which are now available in 283 stores across the UK, with the Bromsgrove branch reported to be one of the largest UK retailers of Polish food.

Simon Woolley, general manager at the store, told the Bromsgrove Advertiser: "We tailor our food and drink offering to meet the demands of local communities.

"With a thriving local Polish community we are meeting demand for authentic Polish food."

[Click here for further information](http://www.bromsgroveadvertiser.co.uk/news/banewsroundup/display.var.1320084.0.polish_food.php)

## **Review of thin wall packaging launched**

**Date:** Fri, 13 Apr 07

### **Story Text**

A new pan-European review of the thin wall packaging (TWP) market has been announced by Research and Markets.

The Thin Wall Packaging Markets in West and Central Europe report has a geographical scope which includes France, the UK, Portugal and Denmark, as well as central European countries, including Hungary and Latvia.

Defined as rigid plastic thermoformed or injection-moulded containers for food and non-food consumer goods, thin wall packaging is used in various sectors of the food industry, including chilled dairy, fruit and produce, frozen food and delicatessen.

The new innovative report looks to develop a multi-polymer, multi-technology approach in order to derive an accurate picture of the market.

It will achieve this through looking at the market by end-use category, by country, by conversion technology and by polymer.

<a

href="http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news\_view&newsId=20070412005421&newsLang=en">Click here for further information</a>

## **New food and drinks trends report launched**

**Date:** Fri, 13 Apr 07

### **Story Text**

Research and Markets has launched a new reference tool for the food and drinks industry.

The new Food and Drinks Report 2007 will be a useful guide for those within the industry, which is now estimated to be worth around Â£117.3 billion.

The sector's value has increased by 4.3 per cent a year since 2002, according to the report.

Industry specialists will be able to gain an understanding of the trends and dynamics of the food and drinks market, as well as monitor key customers or competitors or recognise new areas of innovation and development.

A vast range of food products are included in the report, with bakery products, frozen foods, alcoholic beverages, canned foods and confectionery, as well as a number of other items all featuring.

The recent report said: "Alcoholic beverages is the largest single sector by value, with sales of Â£46.8 billion, whilst other important sectors include soft drinks at Â£11.3 billion, meat and poultry at Â£7.8 billion and fresh produce with sales of Â£7.2 billion in 2006."

<a

href="http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news\_view&newsId=20070410005538&newsLang=en">Click here for further information</a>

## **Kettle launches new Crispy Bakes**

**Date:** Thu, 12 Apr 07

### **Story Text**

Crisp maker Kettle Foods has created a new snack that is not so heavy on the calories compared to number crisps.

Crispy Bakes contain less than 100 calories per bag and are made from lentil flour so they are also low in salt and fat. The new crisps are available in a number of flavours including Salt and Malt Vinegar, Tomato, Basil & Green Peppercorns and Mild Cheese & Sweet Onion.

Kettle Foods are hoping that slimming consumers will opt for the new crisps because they contain less than 2 grams of fat per 24 grams-sized bag â€“ equal to three per cent of the recommended daily allowance (RDA).

In addition, the crisps are made completely natural ingredients and there are no artificial additives in the product.

Founded in 1978, the US-based Kettle Foods has enjoyed strong success in the international crisps and chip market with a wide range of flavours and products available to consumers.

## **EAS launches protein bars**

**Date:** Thu, 12 Apr 07

### **Story Text**

A new protein bar is being launched by EAS to help meet the needs of serious athletes.

The Myoplex 60 high protein bar is 60 per cent protein and could help consumers to boost their lean muscle tissue and strengthen without increasing their intake of fats or carbs.

EAS estimates that serious athletes need around two grams of protein per kilogram of body weight to ensure that they do not overload their current muscle tissue.

As one bar of Myoplex contains nearly 300 per cent more protein than a portion of chicken, steak or fish, it is likely that the new product could appeal to those on a major fitness diet or programme.

Although the bar can be consumed at any time of the day, EAS suggest that it can work as a mid-meal snack to ward off pre-workout hunger pangs.

The bars are available online or from health shops and come in a range of flavours including Chocolate Cake and Banana Pie

## **Yoplait promotes new vitamin D products**

**Date:** Thu, 12 Apr 07

### **Story Text**

Yoplait Dairy Crest is to launch a major new advertising campaign as part of its significant investment in the company's Petits Filous brand.

Around Â£2.5 million will be invested in a television campaign to promote Yoplait's new vitamin D range over a nine week period beginning at the start of May.

In total, the company is planning to spend Â£6 million on promoting the Petits Filous range of products that include yoghurt drinks and fromage frais.

Gemma Baggaley, senior product manager at Petits Filous, explained: "A heavyweight Â£6 million campaign includes brand new national TV advertising with our highly successful French star Marine, press advertising, direct mail, PR, tailored promotional support instore, price promotions and a targeted sampling programme."

The marketing campaign will feature Marine and a younger boy, Philippe, examining how calcium and vitamin D can make bones grow stronger to encourage more consumers to realise the benefits of increased consumption of essential vitamins and minerals.

It is estimated that the chilled yoghurt drink market is worth around Â£223 million and the Petits Filous is the market leader with a share of 20.3 per cent.

## **Consumers return to spud love**

**Date:** Thu, 12 Apr 07

**Story Text**

Consumers are returning to their former love of potato, according to a new study.

Research from Mintel found that sales of the spuds have gone up 20 per cent since 2001, with shoppers choosing different varieties of the humble vegetable.

According to the figures, around Â£855 million is spent on potatoes each year.

When all potato products were taken into account, including chilled, canned and other varieties, consumers were found to spend some Â£1.5 billion.

While fresh potatoes remained the most popular, a third of the amount spent was on frozen products, with four per cent on chilled.

George Sinclair, co-director of the Heritage Seed Company in Fife, told the Herald: "People are moving towards better quality produce and away from the standard pretty pre-packed white potato.

"There has been increased interest in buying them unwashed at farmers' markets. And now, even some supermarkets are taking them on."

[Click here for further information](http://www.freshplaza.com/news_detail.asp?id=96)

## **Nestle cites innovation for Novartis baby food purchase**

**Date:** Thu, 12 Apr 07

**Story Text**

Nestle has spent \$5.5 billion on purchasing a baby food company known for its innovation.

The purchase of Gerber, formerly owned by Novartis, was confirmed today and further extends Nestle's reach into the baby food market.

Novartis prides itself on innovation and has made this a priority in its development of Gerber, but has now decided to focus on only on nutrition.

Dr Daniel Vasella, chairman and CEO of Novartis, explained that his company had spent the past decade investing heavily in research and development and "strengthening our innovation power".

The time had now come, according to Dr Vasella, to focus on "building our healthcare businesses, particularly pharmaceuticals".

Dr Vasella said that the "transaction is also the right move for Gerber, as it will become a priority business in a leading global nutrition company."

The Nestle chairman, Peter Brabeck-Letmathe, described the acquisition as "the perfect complementary fit" and argued that the move "constitutes a decisive step to establish Nestle Nutrition as the undisputed global leader in the nutrition field".

Gerber has a projected 2007 turnover of \$1.95 billion and Nestle hopes it will prove a valuable asset for their business.

Maktoob Business reports that this is Nestlé's second attempt to acquire Gerber.

Their first bid failed in 1994, when they lost out to Sandoz; one of the companies which later merged to become Novartis.

<a

href="http://www.nestle.com/Media\_Center/Press\_Releases/All+Press+Releases/Nestle+Consolidates+Nutrition+Leadership+Position+Through+Acquisition+of+Gerber.htm">More Information</a>

## **Cheesy chocolate to be unveiled at Tesco**

**Date:** Wed, 11 Apr 07

### **Story Text**

Long Clawson Dairy has created an innovative product which combines Belgian chocolate with cheese.

The new food product, which is made from 59 per cent white stilton, 28 per cent cream cheese and 11 per cent chocolate, will go on sale at Tesco deli counters this week.

Priced at £7.99 per kilo, the cheesy treat comes in a Swiss roll shape.

"Cheese and chocolate are two foods that people get very passionate about so we thought we'd combine them," said Katy Coles, product development manager at Tesco.

The product has also been made using up a minimal amount of food miles, with milk having been sourced from nearby farms.

<a

href="http://www.which.co.uk/reports\_and\_campaigns/food\_and\_drink/reports/taste\_tests/food/chocolate\_cheese\_news\_article\_557\_112219.jsp">Click here for further information</a>

## **Innovative new packaging technology adopted by M&S**

**Date:** Wed, 11 Apr 07

### **Story Text**

Marks & Spencer (M&S) has become the first retailer to adopt a new type of packaging technology.

The packaging called Integrity Seal is a new way to seal flexible film bags that could save at least ten per cent of the packaging material used on products.

The research, funded by the Waste & Resources Action Programme in conjunction with International Food Partners (IFP) and Ceeta, resulted in a system that use less material, produce a stronger seal and give a cleaner appearance.

M&S head of packaging Helene Roberts told Materials Recycling Week: "We're proud to be the first retailer to use the new Integrity Seal technology. It enables us to reduce the amount of packaging we use, which helps us to lessen our impact on the environment as well as save on packaging costs.

"It also benefits our customers as our salad packaging not only looks better but it helps the product stay fresher for a longer period."

<a

href="http://www.mrw.co.uk/homepagePBP\_NADetail\_UP.aspx?ID\_Site=534&ID\_Article=16651&mode=1&curpage=0">More information </a>

## **Study: Table clutter reduces food consumption**

**Date:** Wed, 11 Apr 07

### **Story Text**

Clutter such as food leftovers that remain on the table when dining result in less food being eaten during the sitting, scientists have discovered.

According to a new study by Cornell University, people watching the Super Bowl who saw how much they had already eaten ate 27 percent less than people who had no such environmental cues.

"The results suggest that people restrict their consumption when evidence of food consumed is available to signal how much food they have eaten," said Brian Wansink, the John Dyson Professor of marketing and of applied economics at Cornell, and author of the 2006 book, "Mindless Eating: Why We Eat More Than We Think."

The study included 50 graduate students at a sports bar where an open buffet featured chicken wings during the Super Bowl; some tables were bused and some were left unbused.

To use environmental cues to curb overeating and overdrinking, it was suggested that college parties could encourage fresh plastic glasses for each drink and that the glasses be stacked as they accumulate for each person; dinner parties could use fresh glasses for refills while empty glasses, or even empty bottles, are left on the table.

## **EU behind on food innovation spending**

**Date:** Wed, 11 Apr 07

### **Story Text**

The European Union is failing to keep up with the US, Japan and Australia when it comes to research and development in the food and drink sector.

New figures released by the Confederation of Food and Drink Industries (CIAA) show that while spending in the EU on R&D is rising it is still behind the region's counterparts.

In 2004, the R&D spending as a percentage of total expenditure in the industry was around 0.24 per cent in the EU compared to 0.35 per cent in the US, 0.4 per cent in Australia and 1.21 per cent in Japan.

However, it appears that many firms, including smaller companies, are looking to increase expenditure on developing new products and technology to help boost growth and maximise profit.

"A number of indicators demonstrate that most food companies, including SMEs, are genuine innovators and look continuously for opportunities to innovate," explained the CIAA analysis.

There are concerns that this ongoing lack of research spending could be behind the EU's declining market share in the international food and drink market.

## **Cargill launches new cheese culture**

**Date:** Wed, 11 Apr 07

### **Story Text**

Cargill has used a state-of-the-art cheese media modelling process to create a new aromatic cheese culture.

The international food ingredient firm has now unveiled *Geotrichum fragrans* 3, which can be inoculated either into milk or onto the surface of ripening cheese.

According to Gilles Arpaillanges, who is responsible for dairy technical support for surface and ripening cultures at Cargill Texturising Solutions, the new culture is capable of generating subtle fresh fruit notes in all types of rind and mould-ripened cheese.

"The ripened cheese market is very much driven by the quest of consumers for cheeses with a more specific and stronger aroma, and particularly popular are the sweet, fruity or floral creamy notes combined with a creamy texture," he revealed.

"*Geotrichum fragrans* 3 perfectly meets this requirement for increased flavour and individuality in rind and mould-ripened cheeses and combines many of the most popular characteristics sought by today's consumer."

The company claims that the culture can be used in both soft and hard cheeses.

[Click here for further information](http://www.foodingredientsfirst.com/newsmaker_article.asp?fSite=AR283&nw=hd&size=ld&sno=1&main_page=1&id=823)

## **Gluten-free macrobiotic energy bars launched**

**Date:** Tue, 10 Apr 07

### **Story Text**

A food company has created a new range of gluten-free macrobiotic energy bars to cater to a growing market.

The new energy bars come in three flavours – Cashew Butter, Peanut Protein and Tahini Date – and have been developed by GoMacro, website [foodingredientsfirst.com](http://www.foodingredientsfirst.com) reports.

Co-founder Jolanta Sonkin commented: "MacroBars get their rich taste from organic brown rice syrup, a complex carbohydrate containing energy-yielding nutrients that slow the entry of sugar into the blood and promote a feeling of fullness on fewer calories."

Ms Sonkin said that the bars have been developed to cater for those suffering from celiac disease which "is more widespread than most people think".

She asserted that many of the company's customers had been requesting gluten-free bars.

[Click here for further information](http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=13698&fSite)

[Click here for further information](#)

## **MPs call for food packaging reduction**

**Date:** Tue, 10 Apr 07

### **Story Text**

Retailers could soon be forced to accept packaging returned to them by consumers if a new bill is passed.

MPs have lent their support to the Retail Packaging Bill which is being proposed by Andrew Stunell MP.

The politicians hope that the bill will encourage retailers to make suppliers cut the amount of packaging they use, thus bringing down the amount of household waste accumulated each year.

Commenting on the bill, Jeremy Purvis Scottish MP said: "The retail packaging recycling bill, introduced into the Commons by my colleague Andrew Stunell, is a welcome step towards reducing this problem by putting the onus back on to retailers and suppliers to cut down on packaging, saving both money and previous land-fill space."

Similar initiatives are already in place in Germany and Switzerland.

[Click here for further information](http://www.michaelmoore.org.uk/archive/packaging020407pr.html)

## **Consumers associate blue packaging with healthy food**

**Date:** Tue, 10 Apr 07

### **Story Text**

Food that comes in blue packaging is perceived healthier than products in packets of other colours, according to a recent survey.

A poll by OKI Printing Solutions discovered that 76 per cent of the 100 people surveyed thought blue packaged products were healthier.

Food companies hoping to promote their low-fat products should choose blue packaging if they want to attract shoppers, according to a colour psychologist.

Angela Wright said: "Blue is not a natural food colour, however it can be wisely used in the marketing of low-fat foods as it encourages people to eat less.

"Blue is the colour of the mind and evokes a sense of responsibility, tending to encourage us to be on our best behaviour so unconsciously consumers believe the product is lower in fat than other brands."

According to the study, blue packaging also promotes a sense of hygiene and reliability in food products.

[Click here for further information](http://www.ameinfo.com/115077.html)

## **Scientists uncover secret of the perfect bacon butty**

**Date:** Tue, 10 Apr 07

### **Story Text**

Scientists believe they have found the secret to creating a perfect bacon sandwich.

A study conducted at Leeds University found that the perfect butty should have a crunchiness level which sits at 0.5 decibels.

According to the Leeds research, the perfect crunchiness level could be achieved by selecting good quality bacon rashers which are cooked for seven minutes under a grill at around 240C.

Lead researcher Dr Graham Clayton said: "We often think it's the taste and smell of bacon that consumers find most attractive.

"But our research proves that texture and the crunching sound is just " if not more " important.

"While there was much debate within our taste panels on the smoked or unsmoked decision, everyone agreed that tough or chewy bacon is a turn-off."

Some 50 volunteers took part in the Department of Food Science study which looked at more than 700 different types of bacon sarnie.

[Click here for further information](http://news.bbc.co.uk/1/hi/england/west_yorkshire/6538643.stm?ls)

## **Scientists devise organic food test**

**Date:** Tue, 10 Apr 07

### **Story Text**

An innovative new test has been devised which will allow the authenticity of organic food to be verified.

The test, which determines the nitrogen composition of vegetables, was developed by the Institute of Food Research and the University of East Anglia (UEA)

Many conventional fertilisers are nitrogen-based and it suspected that they are being used on food erroneously labelled organic.

Simon Kelly, of UAE, said that he has high hopes for the innovation.

Dr Kelly expressed his hope that "when the test has been made more reliable then we may get to the stage where it can be used routinely in addition to the organic certification system".

At the moment, Dr Kelly told the Norfolk Eastern Daily Press, "all inspectors can do is look for a paper trail which shows there is evidence that fraud has taken place".

Organic food is big business in the West right now.

Specialist organic retailer Fresh and Wild was sold for \$38 million in 2004 " just five years after opening its doors.

<a

href="http://new.edp24.co.uk/content/News/story.aspx?brand=EDPOnline&category=News&tBrand=edponline&tCategory=news&itemid=NOED09%20Apr%202007%2019%3A22%3A51%3A403">More Information </a>

## **Freshway Foods sweeps the board in 'Sandwich Oscars'**

**Date:** Tue, 10 Apr 07

### **Story Text**

Midlands-based Freshway Foods hopes to retain the prestigious Sandwich Maker of the Year title at this year's British Sandwich Association (BSA) awards.

Freshway Foods, which inherited the designation from Leicestershire-based Melton Foods last year, won the regional final of the contest.

The prize, one of the BSA's industry-wide "Sammie" awards, is typically given to the BSA-accredited manufacturer considered to have made the most technical progress in the preceding year.

FF joint managing director, Alan Wright, said that he is hoping to repeat last year's "champagne moment when Freshway was announced as the winner."

Mr Wright put his company's success down to "originality and innovation" and expressed his hope that critical acclaim would be accompanied by financial success.

Freshway Foods, he told the local Express and Star, is striving to "remain the number one sandwich choice for customers in an increasingly competitive market".

The "Sammies" were instituted in 1995 and, for the first two years, Devizes-based Toft Foods walked away with the "Sandwich Maker of the Year" title.

<a href="http://www.freshway.co.uk/news.asp?id=1">More Information </a>

## **McDonald's develops new chicken products**

**Date:** Tue, 10 Apr 07

### **Story Text**

To build on the increasing popularity of snack products around the world McDonald's Canada has introduced what it claims is a highly-portable snacking option with the launch of the new Chicken Snack Wrap.

The company cites a Datamonitor report which finds the total number of snacks eaten around the globe is expected to rise by 9.7 billion over the next five years from 66.1 billion to 75.8 billion, and it wants to increase its share of this market.

The new wrap consists of breaded all-white chicken breast meat, topped with a ranch sauce, lettuce, shredded Cheddar and Monterey Jack cheeses, served in a soft flour tortilla.

"Listening to our customers has always been a priority for McDonald's," said Louie Mele, president of McDonald's Restaurants of Canada.

"That's why we developed the Chicken Snack Wrap to accommodate not only the changing lifestyles of Canadians who are always on-the-go and want a portable snacking option made with quality ingredients, but also those customers who are telling us loud and clear that they just can't get enough chicken."

[More Information](http://www.newswire.ca/en/releases/archive/April2007/10/c3342.html)