

# Food and Drink Innovation Network Report

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## Japanese brewer to make beer out of milk

**Date:** Wed, 31 Jan 07

### Story Text

A new beer brewed from cow's milk has been launched in Japan, it has emerged.

The beer has gone on sale in a single Japanese city, Nakashibetsu, and was created after dairy farmers discovered they had surpluses of milk needing to be used.

Using milk within the beverage has an unusual effect, producers say. The so-called 'bilk' looks like beer when in a glass but has a fruity flavour and aftertaste. Production of the drink is similar to that found in regular breweries, with similar ingredients, such as yeast and hops, being used.

The high starch content of milk meant that production was initially based on trial and error, according to Japan's Mainichi Daily News.

The brewer hopes that bilk will be a success with the female population due to its unique flavour.

"It's got a fruity taste, so it will probably go well with sweets as well," said tasting session volunteer Kaori Takahashi, speaking to the newspaper.

[For further information, click here](http://mdn.mainichi-msn.co.jp/national/news/20070131p2a00m0na026000c.html)

## New FSA deputy chair appointed

**Date:** Wed, 31 Jan 07

### Story Text

Dr Ian Reynolds has been appointed the new deputy chairman of the Food Standards Agency (FSA) after eight months as a board member of the agency.

He replaces outgoing deputy chair Julia Unwin. Dr Reynolds gained his doctorate in animal endocrinology and is a recognised authority on drug residues in meat.

"I am delighted Ian is joining us as deputy chair," said chair of the FSA Dame Deirdre Hutton.

"His scientific and business background will be an invaluable asset to the agency and his wise counsel, already in evidence from his time on the board, is a tremendous help to us all."

In addition to his scientific and medical work, Dr Reynolds has worked as a self-employed consultant, advising finance houses on health and care takeovers.

"I am hugely excited by this new opportunity," said Dr Reynolds.

"Food issues are at the top of the nation's agenda and I have been very impressed by the work the agency has done on food safety and nutrition."

[Click here for more information](http://www.food.gov.uk/news/newsarchive/2007/jan/newdeputy)

## **NHS to provide halal baby food**

**Date:** Wed, 31 Jan 07

### **Story Text**

A Bradford-based food company is preparing for an influx of orders after winning a contract to be the first supplier of halal baby food to the National Health Service (NHS).

Mumtaz Food Industries will supply the NHS with the same range that can be found on large supermarket shelves and contains meat that complies with Muslim beliefs as to how meat must be slaughtered.

Mumtaz Food Industries has claimed that its baby foods contain 20 per cent more meat than other baby food brands, which will provide essential nutrients to Muslim babies.

Rob Nawaz, a director at Mumtaz Food Industries, said: "The high meat content means that there is, in turn, a high iron content which is crucial in the development of babies.

"Muslim babies are especially prone to a deficiency of iron in their diet due to a lack of a halal option which meant their mums turned to vegetarian meals and desserts instead.

"The NHS has seen the value and demand within its hospitals for the range and we're proud to work with them to deliver the substantial health benefits afforded by halal baby food to babies," he told the Yorkshire Post.

The Guardian has also reported that halal meat is becoming increasingly widespread in UK universities. The paper states that 400 of 2,500 daily diners at Manchester University choose the halal meat option.

<a

href="http://www.hesmagazine.com/story.asp?sectionCode=196&storyCode=2041744">Click here for more information.</a>

## **Cadbury Highlights now available in cake form**

**Date:** Wed, 31 Jan 07

### **Story Text**

Cadbury has claimed that consumers can now have their cake and eat it with the launch of its new Highlights Cake Bars.

Based on the popular low-calorie hot chocolate drink, the cakes contain just 95 calories per bar and 3.4 grams of fat and are being aimed at health-conscious consumers.

Available in milk chocolate and toffee flavours, the bars combine light, moist sponge cake with smooth Cadbury's chocolate, the firm said.

The bars will be sold in British supermarkets priced at Â£1.55 for five bars and are perfect for sharing, according to Cadbury.

Cadbury claimed that the product was great for those who had made a new year's resolution to lose some extra pounds as it was "ideal when you are watching your waistline but definitely don't want to compromise on taste".

<a

href="http://www.easier.com/view/Lifestyle/Health\_and\_Fitness/Diet/article-

96170.html"> Click here for more information </a>

## **Ribena aims for older audience**

**Date:** Wed, 31 Jan 07

### **Story Text**

Ribena has redesigned its packaging in an attempt to attract older consumers.

The GlaxoSmithKline brand, which this week celebrated its 70th birthday, has been engaged in an ongoing process to reposition itself for a young adult audience.

The new look packaging will feature images of the countryside and wildlife, in order to reflect the use of British-grown blackcurrants in the drink.

Marketing director at Ribena Anne MacCaig said: "The inspiration for the new pack design was drawn from Ribena's origins: the countryside.

"We're confident that the brand's new look will be popular among young adults, and will help to drive brand and category growth."

In addition, the new packaging will feature guideline daily amounts, in order to emphasise the health aspects of the drink.

<a href="http://www.brandrepublic.com/bulletins/design/article/628994/ribena-redesigns-push-target-older-consumers/"> Click here for more information </a>

## **Third of Brits want healthy chocs**

**Date:** Wed, 31 Jan 07

### **Story Text**

One in three British consumers want chocolate with health benefits, a new survey has shown.

Research by Ipsos has revealed that, although only six per cent of Britons believe that chocolate enhances the memory and just seven per cent think it benefits the cardio-vascular system, 30 per cent indicated that they would buy chocolate if it promised health benefits.

The UK is lagging behind the rest of Europe when it comes to believing in the healthy benefits of chocolate, with around twice as many Europeans as Britons believing it improves memory and cardio-vascular health.

But Britons are clearly open to persuasion, as over a fifth admit that they would be happy to pay up to ten per cent more for chocolate if it was beneficial to their health.

According to Barry Callebaut, which creates one in four of the world's chocolate products, chocolate is a natural and healthy food with a low glycaemic index and around 230 substances that potentially offer health benefits within the average cocoa bean.

"Nevertheless, a large number of people associate eating chocolate with feelings of guilt," said Hans Vriens, the company's chief information officer.

"At Barry Callebaut, we are working hard on that unjustified 'guilty feeling' with the development of 'guilt free' chocolate," he revealed.

"In this regard, Barry Callebaut has two leading innovations: chocolate in which the sugar content has been reduced by 40 per cent by natural means, and Acticoa - a revolutionary process for making chocolate with high concentrations of polyphenols."

Mr Vriens added that new research into cocoa polyphenols had provided evidence for a link between cocoa and improved heart health, increased longevity and cancer prevention.

[Further information](http://www.prnewswire.co.uk/cgi/news/release?id=189187)

## **British Retail Consortium pledges to cut trans-fats**

**Date:** Tue, 30 Jan 07

### **Story Text**

Members of the British Retail Consortium (BRC) have announced that they will remove all trans-fats, usually added in the industrial process, from their products by the end of the year.

Companies from across the UK will participate in the scheme, which follows a string of recent measures aimed at reducing or removing trans-fats from foods across the world.

Recent measures have seen firms such as Starbucks announce that it is to cut such fats from its food products, with other companies including Heinz and McDonalds involved in similar initiatives.

"By acting voluntarily, BRC members are showing that responsible retailers can cut through to achieve major change faster than any legislation," said Andrew Opie, food policy director at the BRC.

"This is the latest in a string of healthy food initiatives and shows BRC members, responding to customer concerns, are willingly delivering a scale and pace of change way beyond anything retailers or manufacturers are doing anywhere else in Europe," he added.

[For further information, click here](http://www.retail-week.com/nav?page=retailweek.news.food.detail&resource=6417245)

## **MSTS adopts paperless product testing**

**Date:** Tue, 30 Jan 07

### **Story Text**

In a departure from traditional methods of food and drinks product testing, market researchers MSTS have announced that they are to adopt online techniques.

The company is tapping in to the current online testing global market of £700 million, which is also predicted to rise to £2.2 billion by 2010.

It is expected that adopting these online measures will ensure MSTS is able to offer a quicker, more efficient, effective and environmentally-friendly form of concept and product testing.

Touch-screen computers will be available in the testing locations used most often and respondents will be able to instantly provide responses to their reactions to the products by merely touching the screen, rather than using the less environmentally-friendly traditional paper

and pen.

This paperless method will also mean that the speed of reporting will improve, while data will be able to be checked and filtered more easily.

"This is a very exciting time for the food and drinks industry, with crucial product and concept testing being brought to life and reported on more swiftly and effectively than ever before," commented Jerry Thomas, managing director of MSTs.

"Our initial pilot studies show little variance when comparing results on paper and online and yet, we are now able to shave an average of two days from previous reporting timescales."

He added: "As consumers become more diverse in their tastes and aspirations, so the need for market research to move on accordingly has led us to develop this online methodology."

[Click here for further information](http://www.msts.co.uk/jan07news.htm)

## **FSA consults on draft novel food opinions**

**Date:** Tue, 30 Jan 07

### **Story Text**

The Food Standards Agency (FSA) has launched a consultation on draft opinions on applications from two companies on the 'substantial equivalence' of novel ingredients.

The applications, made by Cyanotech Corporation for its astaxanthin-rich extract and Lipofoods for a phytosterol ingredient derived from soya, both claim that the ingredients in question are substantially equivalent to products already on the market.

According to Cyanotech, its extract from the dried algae biomass of *Haematococcus pluvialis* should be deemed equivalent to *H.pluvialis* astaxanthin-rich algal meal, which was sold by Swedish firm Astacarotene prior to May 1997.

Lipofoods, meanwhile, claims that its phytosterol ingredient is similar to one marketed by Archer Daniels Midland, which was authorised in 2004.

The companies believe that, because of the products' similarity to these existing approved ingredients, they should be approved for sale, and the FSA reveals that the draft opinions suggest that both products should indeed be accepted as substantially equivalent to the corresponding existing ingredients.

Comments on the draft opinions must be received by the Advisory Committee on Novel Foods and Processes, an independent committee of scientists appointed by the FSA, by February 5th 2007.

[Click here for further information](http://www.food.gov.uk/news/newsarchive/2007/jan/cyanlipo)

## **Government considering "climate change labelling" system for food**

**Date:** Tue, 30 Jan 07

### **Story Text**

Local environment minister Ben Bradshaw has said that new food to fork labels might be necessary to limit the damage done to the environment by food manufacturing.

According to Mr Bradshaw, the food industry is doing as much damage to the environment as private homes and transport systems, creating about a quarter of emissions.

He even predicted that if climate change progressed at the same worrying rate, it might be necessary to re-introduce rationing to the nation.

The statements coincided with the launch of a new government website which warns consumers about the environmental impact of eating food out of season.

The website advises shoppers to consider their consumption of meat and dairy produce because the production of those footstuffs "has a much bigger effect on climate change and other environmental aspects" than others.

In an interview with the Times newspaper, Mr Bradshaw warned that large companies should not stop importing food from the world's poorest nations, as they depend on this economy for survival.

Importing food produces only three per cent of the food industry's emissions, but 13 per cent of emissions are produced by consumers driving to supermarkets to shop, he added.

[Click here for more information.](http://www.direct.gov.uk/greenerfood)

## **EU approves continued Bisphenol A use**

**Date:** Tue, 30 Jan 07

### **Story Text**

The European Food Safety Authority (EFSA) has authorised the continued use plastic bisphenol A in food packaging.

The substance is used in the resin used to coat the inside of many cans and in some plastic bottles.

EFSA drafted new research on its safety after the EU's Scientific Committee on Food slashed the safe daily intake of bisphenol A to a fifth of its former level in 2002.

The assessment has now ruled that the fears which prompted the reduction were unfounded and returned the safe daily trace intake levels to 0.05 milligrams per kilogram of body weight, well within the reasonable standard of exposure.

[Click here for more information](http://www.efsa.europa.eu/en/science/afc/afc_opinions/bisphenol_a.html)

## **100% fruit juices found to be as beneficial as fruit**

**Date:** Mon, 29 Jan 07

### **Story Text**

Juices made entirely with fruit could be just as effective at preventing cardiovascular disease as pure fruit and vegetables, according to research.

The investigators analysed previous reports about the nutritional benefits of fibre and antioxidants on reducing the risks of disease.

Although fibre does not occur in such large amounts in juice as it does in whole fruits, antioxidants were found in both nutrition sources.

They discovered that the beneficial effects of fruit and vegetables may be primarily found in the antioxidants rather than the fibre content.

Although there was little evidence that pure fruit juices could reduce the risk of cancer, scientists found that they could reduce the risk of cardiovascular disease.

Reporting on their findings in the International Journal of Food Science and Nutrition, the researchers commented: "When considering cancer and coronary heart disease prevention, there is no evidence that pure fruit and vegetable juices are less beneficial than whole fruit and vegetables."

However, they explain that more research would need to take place using live data, to reinforce their findings.

<a

href="http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?cmd=Retrieve&db=pubmed&dopt=Abstract&list\_uids=17127476">Click here for further information</a>

## **New caffeine products developed**

**Date:** Mon, 29 Jan 07

### **Story Text**

An American molecular biologist has developed a way to add caffeine to baked goods, including doughnuts and bagels, in a response to consumers' growing demand for a 'little jolt' in the mornings.

Following original attempts at simply adding raw caffeine to doughnuts, Dr Robert Bohannon revealed that he now turns the caffeine into small, flour-like particles and adds a vegetable oil-based coating in order to eliminate its naturally bitter taste.

Given the positive reception of his 'Buzz Donuts' and 'Buzzed Bagels' at his own coffee shop, Dr Bohannon is confident there is a market for caffeinated food and he is currently pitching his idea to corporations including Dunkin' Donuts and Starbucks.

Dr Bohannon said: "Some people get their caffeine buzz from soda, chocolate and other sources beside coffee.

"The Buzz Donut and the Buzzed Bagel lets them get the caffeine buzz by simply eating a delicious pastry item."

With 80 per cent of adults in the UK regularly drinking coffee, this latest innovation has brought concern from some members of the medical community who warn against the dangers of the over-consumption of caffeine, most notably to pregnant women and children.

<a href="http://www.emediawire.com/releases/2007/1/emw499619.htm">Click here for further information</a>

## **Pub food boosts sales ahead of smoking ban**

**Date:** Mon, 29 Jan 07

### **Story Text**

The brewer and pub operator Greene King released its latest trading statement today, with its turnover for the second half of 2006 in line with expectations and the company is confident that the continued growth in its food sales will minimise any affects of the forthcoming smoking ban.

Sales in Greene King operated pubs were up 3.4 per cent over the 36 week period, while turnover in its partner pubs was up 1.3 per cent.

However, it is the increase the strength of by food sales, accounting for 30 per cent of the company's total revenue, which have given Greene King optimism before the ban on smoking comes into effect later this year.

This success has been attributed to the increasing number of Britons regularly eating out, as well as to the company's own initiatives, including expanding their menus and acquiring new outlets.

The company also said it was given a sales boost by the soaring summer temperatures.

These latest figures reveal that in Scotland, where the ban on smoking has already come into effect, food sales have risen and outlets with outside areas continue to trade strongly, though liquor sales have fallen.

<a

href="http://www.bloomberg.com/apps/news?pid=20601102&sid=auPIyPUzeba4&refer=uk"

>Click here for further information.</a>

## **Food research centre to boost Scottish business**

**Date:** Mon, 29 Jan 07

### **Story Text**

Food and drink firms in eastern Scotland will get a helping hand with the innovation of products and processes thanks to the opening of a new research facility at the University of Abertay, Dundee.

The new food innovation @ Abertay (FIA) facility has been supported by Â£80,000 from the European Regional Development Fund. It will offer firms consultancy and applied research in food and drink, particularly regarding health and nutrition, and will help companies add value through innovation and brand development.

Jennifer Bryson, a food industry expert who will run FIA, said: "The Scottish food industry is very fragmented and lacks scale, making it harder than it need be to compete at a European and world level.

"Yet we have some of the world's finest food and drink products, and a strong track record of creativity and quality - all the ingredients for success in fact."

She added: "FIA aims to support the creation of a world-class food and drink innovation network, bridging the gap between industry and academia so as to help more SMEs in eastern Scotland taste international success."

Among the areas that the new facility will advise businesses on are how to use university food technology expertise better, how to be more creative with new product development, how to add value, and how to extend shelf-life so as to open up markets further afield.

[Click here for more information](http://www.abertay.ac.uk/News/NewsDetails.cfm?NewsID=1111&Key=006.001)

## **Old 'new' recipe for Tizer**

**Date:** Mon, 29 Jan 07

### **Story Text**

Soft drinks maker AG Barr is to relaunch its Tizer fizzy drink using the original 82-year-old recipe.

The Scottish firm, which also makes Irn Bru, has been selling the vividly red-coloured drink since 1924, its name coined from the word 'appletizer'.

The original recipe was rediscovered by the company's chairman Robin Barr, a descendant of the company's founder, when he was clearing out his office, the Herald reports.

Now AG Barr is to relaunch the much-loved Scottish drink using the old recipe, which, it was discovered, was perhaps a healthier option.

AG Barr marketing director Jonathan Kemp said: "We've now decided to relaunch Tizer using the original recipe he found, which interestingly then had a lot less added sugar and more fruit juice, which is what originally gave the drink its distinctive red colour.

"There is going to be a push on Tizer in 2007, which will be accompanied by major promotion and a new advertising campaign."

[Click here for more information](http://www.theherald.co.uk/mostpopular.var.1152268.mostviewed.forgotten_recipe_puts_the_fizz_back_into_tizer.php)

## **Fuller's launches pork and ale sausage**

**Date:** Mon, 29 Jan 07

### **Story Text**

Leading cask ale brewer Fuller's is set to branch out into food production with the launch of a new sausage.

The Pork and Pride sausage, created by Fuller's team of chefs in conjunction with Simply Sausages' Martin Heap, will combine finest British pork with two of the brewer's most popular bitters.

The sausage will contain both London Pride and Golden Pride ales, along with hops. London Pride is a best bitter and has an abv of 4.1 per cent, while Golden Pride is a barley wine with an 8.3 per cent abv.

"We wanted to offer our customers an extra special sausage - and believe me the Pork and Pride sausage is it. It is a quality sausage made with delicious whole cuts of meat and some of our own great beers," said Fuller's purchasing buyer Andy Hall, speaking to the Morning Advertiser.

Fuller's was named Regional Brewer of the Year at last November's Publican Awards 2006.

[For further information, click here](http://www.morningadvertiser.co.uk/news_detail.aspx?articleid=26596)

## **Calon Wen scores dairy industry first**

**Date:** Mon, 29 Jan 07

### **Story Text**

The Soil Association has awarded Welsh organic dairy cooperative Calon Wen with an Ethical Trades Organic Standards Certification.

It is the first milk producer to have been granted this award, which acknowledges excellent employment policies, trading relationships, labelling and social and cultural roles.

The award recognises that employees are paid fair wages and that the milk does not travel too far from farmer's field to consumer's fridge.

Richard Tomlinson, one of the farmers in the cooperative, commented: "The Ethical Trade symbol will let everyone that drinks our milk know that our farmers, our farm workers and the people bottling our milk are all benefiting from the sale of our milk and that we are also putting something back into the local community.

"What we aim for is simplicity and traceability, and hopefully giving everyone a bit of a taste of the simple life," he explained.

Calon Wen is a cooperative of 20 family farms which provide branded organic milk to a variety of vendors, including Tesco and Morrisons, in Wales and along the border marches.

This news should cheer up the farmers in the cooperative, who recently launched a lonely hearts "Fancy a Farmer?" campaign to help them meet dates.

[Further information](http://www.calonwen-cymru.com/news/i/208/)

## **Findus partners with top chef for new ready meals**

**Date:** Fri, 26 Jan 07

### **Story Text**

Findus has partnered with a Michelin-starred chef for a new range of restaurant-quality ready meals.

The Findus Jean Christophe Novelli range of frozen meals aims to provide good quality and convenient food to cash-rich but time-poor consumers.

A selection of traditional favourite meals will make up the range, all of which will have a contemporary twist, such as Lasagne Novelli, featuring a unique camembert bechamel, Haddock Mornay on a bed of spinach or Lemon & Honey Roast Chicken with creamy spring onion mash.

Desserts will also feature in the range, including White and Dark Crepe Chocolat and Apple & Raisin Crepe Crumble with white chocolate brandy sauce and toasted oats.

Mr Novelli said: "Freezing is nature's best way of preserving flavours, colours and vitamins.

"But any finished dish is only as good as the raw ingredients and imagination put in at the beginning, so it is a pleasure working with people who share my high standards in food

preparation and presentation."

Market research has shown that 76 per cent of consumers are interested in buying Jean Christophe Novelli products.

[<a href="http://www.responsesource.com/releases/rel\\_display.php?relid=29263&hilite=">Click here for more information </a>](http://www.responsesource.com/releases/rel_display.php?relid=29263&hilite=)

## **Adnams to launch environmentally-friendly bottle**

**Date:** Fri, 26 Jan 07

### **Story Text**

Brewer Adnams has announced that it is to launch a new bottle for its ales, aimed at reducing the amount of waste produced by drinkers.

The new bottle will cut the amount of glass currently used in manufacture by a third, and will be used for the brewer's larger 500ml ales.

The move will also mean that the weight of the bottle is reduced by over 150 grams, which will enable the company to produce at lower costs.

"Adnams is committed to sustainable business and we are always looking for ways to improve our business practice. The environmental and cost savings of the new bottle are significant," said marketing manager Ed Hume, speaking to the East Anglian Daily Times.

"Using a lighter weight bottle will not only lessen the use of glass, but will also result in fewer carbon emissions from the manufacturing process which will in turn mean lower fuel usage due to lighter transportation," he added.

Adnams began brewing over 650 years ago, and is currently headed by the fourth generation of the Adnams family.

## **Ampacet launches low-cost PET alternative**

**Date:** Fri, 26 Jan 07

### **Story Text**

Combining high density polyethylene (HDPE) with its proprietary POP colours provides a low-cost, high-gloss alternative to PET, manufacturer Ampacet has claimed.

The formula combines the tactile and visual appeal of PET without the usual difficulties of reduced packaging strength, said the company.

"Packagers have gravitated to higher gloss to help their plastic bottles and containers stand out on retail shelves," said Doug Brownfield of Ampacet.

"Our POP colours give an alternative path to gain higher gloss by using HDPE without

sacrificing the integrity found in blow and injection moulded PET packaging."

POP colours can be used to provide special effects hard to achieve with PET packaging, are less expensive to manufacture and require less costly processing equipment.

The company said that the formula has already been approved by the US Food and Drug Administration.

[Click here for further information](http://www.ampacet.com/Europe/frmAmpacetEurope.htm)

## **Lab facility launched to detect food-brain link**

**Date:** Fri, 26 Jan 07

### **Story Text**

Scientists at Aston University in Birmingham have launched a new laboratory facility which aims to provide a place to study the effects that foods we eat have on the brain.

Led by Dr Michael Green, scientists will look at different foods and supplements and how they affect behaviour and well-being, as well as looking at how effective weight loss plans are.

The Nutrition and Behaviour Lab will have access to scanning facilities such as EEG (electroencephalogram), MRI (magnetic resonance imaging) and MEG (magnetoencephalogram).

Dr Julia Brown of the university said: "The lab is already attracting interest from dieticians from the food industry and other academics across the UK. We are hoping that it will generate interest in teaching, research, collaboration and consultancy."

[Click here for further information](http://www.nutritionhorizon.com/newsmaker_article.asp?idNewsMaker=13184&fSite=AO545&next=2)

## **Somerfield relaunches own brand ranges**

**Date:** Fri, 26 Jan 07

### **Story Text**

Supermarket chain Somerfield has relaunched its premium, healthy eating and value instore brands to try to build customer awareness of the different ranges of products it has on offer.

A full range of new premium foods will be sold in stores nationally from the beginning of February and will be named Best Ever, instead of the previous So Good.

The more positive name of Healthy Choice now replaces the slightly pessimistic Good Intentions, with controlled fat, salt and calorie content in all products.

These products will eventually feature a healthy information section on each package and aim to contain an average of three per cent fat per 100 g in many of the products.

Simply Value will replace the old Makes Sense labels, showing good value, cheaper ranges of foods and non-foods.

Customer focus groups were in favour of the changes and all new packages will feature Guideline Daily Amount recommendations as they are redesigned and re-released.

Somerfield hopes that all labels will contain this information by the end of the next three years, in line with the latest initiatives to encourage healthier food choices for consumers.

[Click here](http://www.somerfieldgroup.co.uk/index.asp?sid=201&press_ID=1154) to listen to the interview.

## **SA considering organic air-freighting ban**

**Date:** Fri, 26 Jan 07

### **Story Text**

The UK's main organic certification body, the Soil Association, is considering a ban on organic labelling for food air-freighted into the country.

The body is launching a year-long consultation period at its annual conference today to consider options to limit the "carbon footprint of food distribution", Soil Association director Patrick Holden told BBC Radio 4's Today programme.

He claimed that the consultation paper would not have been published if there was not a "a pretty strong chance" that the standards board would decide on a total ban.

He said: "Overall, the carbon footprint of air-freighting is greater to such a large degree than land transport that we think there is a pretty strong case for looking at a ban very seriously."

Mr Holden did express concern about the potentially damaging effects a ban could have on fair-trade schemes aimed at helping farmers in the developing world.

Carbon offsetting is one of the alternative options to a change in labelling regulations that the new paper considers.

[Click here](http://www.bbc.co.uk/radio4/progs/listenagain.shtml) to listen to the interview.

## **Shreddies cuts salt content**

**Date:** Thu, 25 Jan 07

### **Story Text**

Nestle has announced that it is cutting the salt content in its Shreddies breakfast cereal from 1.25 grams of salt per 45 gram serving with milk.

From March, there will be only 0.5 grams of salt in a portion of the same size, which is less than ten per cent of the RDA of salt for an adult.

This is part of a move by Nestle to try to reduce the salt content in all its cereals, and 25 per cent of their cereal products are now completely salt free.

Nestle nutritionist, Dr Clare Chapman, said: "We're very much aware of how important a nutritious breakfast is for health and well-being.

"As part of our ongoing commitment, we're continually trying to make all of our cereals even healthier."

American action groups are also targeting salt content in foods, with the The Centre for Science in the Public Interest requesting a limit on the sodium content of meat products.

[Click here for further information](http://www.prnewswire.co.uk/cgi/news/release?id=188651)

## **Guinness Red to be trialled in UK**

**Date:** Thu, 25 Jan 07

### **Story Text**

Drinks business Diageo has announced plans to release a new variety of one of its most famous beers in an attempt to boost falling sales figures.

Guinness Red uses a lighter roasted barley to produce a bittersweet taste, and will be trialled around the country from February.

Almost 150 pubs will take part in the tests, which will be conducted with a view to a full nationwide roll out later in the year.

'Guinness Red will be the major focus for Guinness this year. It's the biggest innovation we have going on at the moment,' said a Diageo spokesman, speaking to ABCMoney.

The company aims to increase sales by targeting infrequent drinkers who could initially be attracted by the novelty aspect of the beer, it was suggested.

"Whilst Guinness Red is still very much in the initial test phase, we expect it to be enjoyed by less regular drinkers of Guinness," outlined Guinness Red's senior innovation manager Simon Garnett.

[For further information, click here](http://www.abcmoney.co.uk/news/24200711128.htm)

## **Drinkable yoghurt leads global beverage growth**

**Date:** Thu, 25 Jan 07

### **Story Text**

Drinkable yoghurts are the world's fastest growing beverage sector as consumers focus on health issues, business analysis firm ACNielsen Global Services has said.

Drinks associated with good health and balanced diets led the company's What's Hot Around the Globe report.

"Around the world, consumers are balancing health and nutrition concerns with a desire for convenience and value," said Jane Perrin of ACNielsen.

"Drinkable yogurt is not only healthy and good tasting, but in many cases, the packaging offers the convenience and portability that consumers crave."

In 40 of the 45 markets measured yoghurt drinks sales grew during 2006 and grew more than ten per cent in 29 of these markets.

In Greece, Romania, Finland, and Italy they grew more than 40 per cent. Growing awareness of

yoghurt's pro-biotic properties fuelled sales in several markets.

<a

href="http://www.npicenter.com/anm/templates/newsATemp.aspx?articleid=17512&zzoneid=2">Click here for more info</a>

### **Summary Text**

Drinkable yoghurts are the world's fastest growing beverage sector as consumers focus on health issues, business analysis firm ACNielsen Global Services has said

## **New fortified beverage solutions from Tate & Lyle**

**Date:** Thu, 25 Jan 07

### **Story Text**

Ingredients producer Tate & Lyle has produced two new ingredient systems for fortified beverages.

The solutions come under the umbrella of the company's new Enrich programme, which is designed to help manufacturers create fortified products that still taste as good as regular brands.

They can be used to manufacture drinks containing high levels of prebiotic fibres, probiotics, proteins and vitamins, with the key aims being to improve digestive health and immunity, weight management, and children's health.

The first ingredient system, Multi-Fruit Drink Enrich, comes under the digestive health and immunity heading, while Flavoured Water Enrich is part of the obesity and weight management platform.

Director of marketing Harvey Chimoff revealed that the company's global R&D teams had created prototypes for the US and EU markets to help manufacturers create brands that would offer additional health benefits for consumers.

"Providing these [supplements] in a drinkable form is perfect for people 'on the go'," he revealed, adding that consumers want products that will "not only help them manage their weight but will also increase their well-being, improve their digestion and may boost their immune system".

<a

href="http://www.foodingredientsfirst.com/newsmaker\_article.asp?idNewsMaker=13161&fSite=AO545&next=1">Further information</a>

## **Industrial agriculture is a "blip"**

**Date:** Thu, 25 Jan 07

### **Story Text**

Soil Association policy director Lord Peter Melchett last night claimed that significant changes are taking place in the way we produce food and that industrial agriculture is making way for organic farming.

Speaking at the Food Standards Agency Organised City Food Lecture, he suggested that intensive, industrial farming was an aberration soon to be consigned to history.

He said: "I am convinced that the era of industrial and intensive farming will be seen as a brief blip, a wrong turn, from which we hopefully recovered fairly quickly."

Lord Melchett contended that the policy of providing "cheap and plentiful food" had left the nation with a "cheap and unhealthy diet" and emphasised the health benefits he feels organic produce can give.

He claimed that people have become "suspicious" of food that is produced in secret, pointing to "mysterious additives" and "misleading packaging".

The speech was criticised from some quarters however, with Geoffrey Hollis, former head of livestock at the Ministry of Agriculture, Fisheries and Food, claiming that consumers of organic food were the victims of a confidence trick at the hands of supermarkets, Farmers Weekly reports.

[Click here for more information.](http://www.fwi.co.uk/Articles/2007/01/24/101069/peter-melchetts-speech-to-the-city-food-lecture-2007.html)

## Call for cut in over-packaged food products

**Date:** Wed, 24 Jan 07

### Story Text

Oxfordshire County Council has asked consumers to report any incidences of over-packaging food products, in an effort to reduce waste.

Andrew Pau, the head of waste management at the council, explained that although Oxfordshire has a good record for recycling, over-packaging was creating excess rubbish which needed to be destroyed.

Mr Pau commented: "At the moment we create problems for ourselves as a society by allowing this kind of extravagant packaging to carry on as the norm."

And Robert Belson, the cabinet member for sustainable development in Oxfordshire, explained that if there was less packaging, there would be less waste to dispose of.

He urged the government to impose a national directive on packaging issues which would force vendors to reduce excessive cardboards and plastics.

This follows a request from Ben Bradshaw, the environment minister, that consumers should report shops with excessive waste levels to trading standards.

He suggested that if consumers were unhappy with the amount of packaging used in their products, they should leave the packets on the counter of the supermarket for the shops to deal with.

[Click here for further information](http://www.oxfordshire.gov.uk/wps/portal/publicsite/kcxml/04_Sj9SPykssy0xPLMnMz0vM0Y_QjzKL94039HcGSZnFO8WHOepHogtZIoR8PjzU_WDgFKR5kAhMwsz_aic1PTE5Er9YH1v_QD9gtzQiHJvR0cAaFQDCQ!!/delta/base64xml/L0lDU0lKTd1aUNTWS9vQW9RQUFJUWdTQUFZeGpHTVl4U21BISEvNEpGaUNvMERyRTVST2dxTkM3OVIRZyEhLzd fTV80OUovMjA!P?WCM_PORTLET=PC_7_M_49J_WCM&WCM_GLOBAL_CONTEXT=ht tp://apps.oxfordshire.gov.uk/wps/wcm/connect/Internet/Press+releases/Press+Releases+arc hive/2007/January/PR+-+Calls+for+a+cut+down+on+over-packaged+goods)

## **Coors to expand UK portfolio**

**Date:** Wed, 24 Jan 07

### **Story Text**

Coors Brewers is set to boost its UK portfolio, having unveiled plans to launch three 'speciality' beers, just-drinks.com reports.

The company will be launching the new brews, Czech beer Zatec, Belgian brand Palm and Grolsch Weizen, onto the on-trade, the website reveals.

The latter is a wheat beer extension of the popular Dutch brew but, unlike the original which is produced under licence for the Dutch brewer, the new 5.3 per cent ABV offering will be imported from Holland.

It will be available both in draught format and in Grolsch's 450ml swingtop bottle.

The new 4.6 per cent ABV Zatec and 5.4 per cent Palm will both be available in 330ml bottles as well as on draught.

Coors Brewers is the European arm of North American parent company Molson Coors, which is the world's fifth largest brewer.

The UK division recently launched Carling C2, a two per cent ABV offering designed to allow consumers to drink and socialise for longer before feeling the effects.

[Further information](http://www.just-drinks.com/article.aspx?ID=89111&lk=dm)

## **Caterpillars on offer at Lancashire pub**

**Date:** Wed, 24 Jan 07

### **Story Text**

Pub goers in Lancashire would be advised to think carefully before ordering their next pub lunch, following an innovative announcement by one licensee.

Zimbabwean Portia Gwanzura has said that she intends to introduce her regulars to a taste of true African cuisine, and has put caterpillar on the menu as a result.

However, Ms Gwanzura admits that bridging the taste gap may be a step too far for all but the most daring customers.

"For those people who are feeling adventurous there will be things like caterpillar available. Our menu will still have all the traditional pub foods but we wanted to offer people something different," she told the Manchester Evening News newspaper.

The pub, in Leigh, Greater Manchester, is named the Moonraker, and will also be offering African beer and cider as well as traditional music and dance, all performed by Ms Gwanzura herself via her group the Hohodza Band.

[For further information, click here](http://www.manchestereveningnews.co.uk/news/s/234/234017_caterpillars_on_pub_menu.html)

## **Cafedirect adopts new packaging design**

**Date:** Wed, 24 Jan 07

### **Story Text**

Britain's largest 100 per cent Fairtrade drinks company, Cafedirect, has announced a redesign of its packaging in order to differentiate itself from competitors in the busy Fairtrade hot beverage market.

The new packaging will be applied across its products, which include Cafedirect, Teadirect and Cocodirect and will include a new logo.

Featuring a "virtuous circle", the logo will act as a unifying device for the various products and will provide a "strong visual representation of the mutually rewarding relationship between our consumers and growing partners", the firm hopes.

Sylvie Barr, head of marketing at Cafedirect, said: "We are confident that under our new look new users will see Cafedirect as a beacon brand for Fairtrade."

She added: "Our key strength is our long-term relationships with our grower partners - real people and real quotes are on our packaging and these are extremely motivating to the shopper."

The company said that it would also be rolling out new products over the next year to keep the brand "lively, fresh and dynamic". The Fairtrade hot beverage sector is currently worth Â£36 million in the UK.

[Click here for more information](http://www.drinksmediawire.com/upload/pdfs/cdp/PR-CafeDirect.pdf)

## **Sara Lee announces new research foundation**

**Date:** Wed, 24 Jan 07

### **Story Text**

US food giant Sara Lee has announced that it is planning a multi-million dollar research institute alongside a 50 per cent increase in research staff.

The 150,000 foot Kitchens of Sara Lee research and development (R&D) campus will be located at the company's headquarters just outside Chicago.

Once completed in 2009, the institute will drive research into the company's key bakery, meat, coffee, sauces and dressing product lines.

"The Kitchens of Sara Lee celebrates our heritage as a company that understands how to provide products that delight our consumers, and is the cornerstone to our future success," said chairwoman Brenda Barnes.

"Every member of our organisation is committed to developing, marketing and distributing innovative products as the primary way to drive our company's growth."

The company has consolidated its three R&D centres across the US into its Chicago HQ ahead of work on the new site.

[Click here for further info](http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20070124005464&newsLang=en)

## **Meat producers in processing shake-up**

**Date:** Wed, 24 Jan 07

### **Story Text**

A major review of the delivery of official controls within the meat processing industry is currently underway.

The Food Standards Agency (FSA) published a paper last week giving an update on the review, which is due to be completed this summer.

According to the FSA, the review aims to ensure that official controls within approved meat premises are providing the necessary consumer protection following recent EU legislation, which gives member states the ability to consider new methods of delivery.

One of the key risks identified by the FSA at this stage of the review is that of retaining consumer confidence.

"Although the preferred option needs to be more risk-based, targeted, efficient and cheaper than the current system, it must not increase the risks to meat hygiene and safety by lowering (or being perceived to lower) inspection standards," the report states.

Inspections at meat processing plants in England, Scotland and Wales are currently conducted by the Meat Hygiene Service (MHS), although the service may be overhauled following the review.

[Click here for further information](http://www.food.gov.uk/news/newsarchive/2007/jan/meatreview)

## **New seafood centre to promote innovation**

**Date:** Wed, 24 Jan 07

### **Story Text**

North-east Lincolnshire is spending millions of pounds to ensure that the area cements its position at the top of the seafood industry in the UK.

Up to £5.6 million will be spent housing the new Humber Seafood Institute which will help drive food science and innovation.

The North East Lincolnshire Council will spend £1.6 million on the scheme with £2 million provided by Yorkshire Forward and £2 million coming from government's European Re-Development Fund for Yorkshire, Lincolnshire Coast Online reports.

Around 70 per cent of fish brought to the UK is processed through Grimsby, demonstrating the importance of the seafood industry to the area, and it is hoped that the new institute will help find better uses for fish catch, of which around 50 per cent is currently discarded.

Councillor Andrew De Freitas said: "The creation of a purpose built facility will enable us to consolidate our position as the country's number one area for seafood and allow us to really take a lead in driving the sector forwards."

George Krawiec, chief executive of North East Lincolnshire Council, hopes the institute will "put the borough at the cutting edge of international food science".

[Click here for more information.](http://www.lincolnshirecoast.co.uk/news/articles/seafoodinst100.asp)

## **Standardising of weight yields for the fish salting industry**

**Date:** Tue, 23 Jan 07

### **Story Text**

Scientists in Norway are researching the effect that different methods of salting fish have on the weight of water lost.

There are many different methods of salting fish, and the study will look into the effect that the different salting methods can have on the final product weight.

Some of the factors which will be considered are: stacking pressure, seasonal variations in the fish, using fresh fish instead of frozen fish and the length of time the fish is stored before the process begins.

The industry will find the results useful in planning raw fish purchasing, explained Sjurdur Joensen, the leader of the project.

Mr Joensen went on: "When you have thorough knowledge about production methods and other factors that influence the product, it is possible to adapt the production to get the most possible salted fish out of the raw materials that are used."

The project should allow the authorities to keep a closer eye on fish producers to ensure that they are complying with fishing quotas.

With FishUpdate.com predicting a rise in the popularity of salted fish in gourmet dining, the research should promote the expansion of the market.

<a href="http://en.fiskforsk.norut.no/fiskeriforskning/nyheter/nyhetsarkiv/salted\_fish\_under\_the\_magnifying\_glass">Click here for further information</a>

## **Fresh Express to fund E.coli research**

**Date:** Tue, 23 Jan 07

### **Story Text**

The salad company Fresh Express announced last week that it would provide up to \$2 million to fund research into the deadly E-coli virus.

A study group from the company examined the supply chain to discover the areas which were most in need of more research funding.

They will research the potential for E.coli to get into lettuce or spinach, before and after harvest, to see whether the pathogen can survive composting and to see how contamination can be avoided.

After the study is completed, they intend to make the results public so that the whole salad industry can benefit from the research.

Tanios Viviani, president of Fresh Express commented: "We have long been dedicated to food safety innovation, and this research effort is part of that ongoing commitment."

Fresh Express's announcement follows recent concerns that bagging spinach might contribute to the spread of E. coli.

Scientists fear that because individual plants are broken up and sent to different locations in bagged form, allowing the spread of any infection across a wider area.

[Click here](http://www.freshexpress.com/assets/news/freshnews/pr070118a.pdf) for further information

## **Supermarket toasts resurgence of Riesling**

**Date:** Tue, 23 Jan 07

### **Story Text**

Sales of the German wine Riesling have soared by 71 per cent in the past year at Tesco, the supermarket reports.

Despite suffering from an image problem in recent years after being associated with 1970s dinner parties, the wine has now become one of the UK's trendiest, Tesco insists.

Sales of the wine have been so strong that they have been credited for driving the 6.5 per cent growth in white wine across all retailers shown by TNS data in the past year.

One of the reasons for the resurgence in the wine's popularity is its increasing recognition among consumers as a food-friendly wine, Tesco wine buyer James Davis explained.

Another important element was the current trend for lower-strength wines, as well as the success of Rieslings from Austria and Alsace.

Mr Davis said: "The wine's image unfortunately suffered after being indelibly associated with the glut of sweet white wines that were considered the height of sophistication in the 70s, along with flares and dodgy perm hairdos.

"Now a new generation of drinkers are discovering that Riesling can span a variety of styles such as dry, crisp and sweet."

[Click here](http://www.tesco.com/winestore/wineclub/) for more information

## **Haggis no longer just for the Scots**

**Date:** Tue, 23 Jan 07

### **Story Text**

English consumers are reportedly embracing haggis, with supermarket Waitrose claiming that sales south of the border are rising fast.

The traditional Scottish dish, which forms the main dish at Burns' Night supper in memory of Robert Burns' famous poem Address to a Haggis, has enjoyed particularly strong sales, and the number of larger sized haggis flying off shelves suggests that English families are getting in on the Burns' Night celebrations.

Sales of haggis have increased by nearly 19 per cent year-on-year this week and vegetarian haggis sales have increased by nearly 25 per cent, meaning that they now account for around a quarter

of all haggis sold.

Waitrose suggests that other English consumers can get in on the act by serving haggis this Thursday, along with traditional neeps (mashed swede), tatties (potatoes) and of course a nip of whisky.

The usual starter for the celebratory meal is Cock-a-Leekie Soup, while diners should round off their meal with the Scottish dessert Crannachan, which is made from soft fruits, oatmeal and cream.

<a

href="http://www.waitrose.presscentre.com/content/detail.asp?NewsAreaID=2&ReleaseID=412&hdnProcessLogin=True">Further information</a>

## **FDA proposes regulation of gluten-free labelling**

**Date:** Tue, 23 Jan 07

### **Story Text**

The Food and Drug Administration (FDA) has proposed changes to the way that gluten-free foods can be labelled in the US to better protect sufferers of celiac disease.

Celiac sufferers are intolerant to the protein gluten, which is found in the cereals wheat, rye and barley, and need to avoid foods containing these ingredients to prevent digestive problems.

"Currently there is neither a regulatory definition of the term 'gluten free,' nor is there agreement among manufacturers or consumers as to what this term means," the FDA states on its website.

The proposed regulations would deem packaging misbranded if it used the term "gluten-free" for foods that contain the protein at levels greater than 20 parts per million.

In addition to the level of gluten, a proposed condition is that a food "inherently free of gluten" must state that all foods of its type are gluten-free if it wishes to point to the absence of the protein.

For example, milk claiming to be gluten-free would have to point out that all milk was gluten-free.

The FDA asserts that uniform conditions for the use of the term are needed to "ensure that individuals are not misled and are provided with truthful and accurate information".

<a href="http://www.fda.gov/OHRMS/DOCKETS/98fr/05n-0279-npr0001.pdf">Click here for more information.</a>

## **Energy centre to test solar powered dairying**

**Date:** Tue, 23 Jan 07

### **Story Text**

Increasing concerns over the need for environmentally friendly production techniques have led to the construction of a renewable energy centre in Northern Ireland, it has been announced.

The centre will be located in Hillsborough, Ulster, and will focus on techniques such as solar powered dairy farming and willow-based water treatments.

The Agri-Food and Biosciences Institute hopes that its experiments will eventually result in the energy processes being used at farms across the country.

"Dairy farms across Northern Ireland need a lot of hot water to sterilise the pipelines, so part of our programme is to look at the potential of solar and other ways of meeting need for that hot water from renewable resources," said Dr Lindsay Easson, head of energy research at the centre, speaking to the Belfast Telegraph.

Crops are also being grown in order to produce biofuels, officials from the centre revealed.

Last year a discussion concerning a potential future energy crisis led industry insiders to warn that the UK's eating habits may be forced to change.

"People are going to have to learn to cook real food again [â€¦]it would be a learning curve, like Mount Everest. I think we should start it now. And, start that learning curve," said Cumbrian farmer Andrew Sharpe, speaking to the BBC's Farming Today programme.

[For further information, click here](http://www.belfasttelegraph.co.uk/news/local-national/article2175510.ece)

## **Coffee wars spark innovation**

**Date:** Tue, 23 Jan 07

### **Story Text**

The growing rivalry between Starbucks and rival drinks manufacturers is leading to a series of innovative products being rolled out in the US, it has been revealed.

As with many moves in the drinks industry in the past, the focus once again features a Coca Cola and Pepsi rivalry. Coke intends to introduce a new coffee and chocolate drink in order to compete with joint ventures from Starbucks and Pepsi.

The Godiva Belgian Blends drink will be launched in America via Coke partner Caribou Coffee, with the company looking to push for a national and potentially international distribution in the future.

Meanwhile, Starbucks and Pepsi are focusing on both heating and cooling their products, via iced coffee and the production of a hot vending machine that will distribute coffee in steel cans.

A fall in soft drinks sales and a growing interest in healthier living has led the major beverage corporations to put more effort into production of other drinks in recent years.

Last year Oxfam claimed that Starbucks' production methods were depriving Ethiopia of almost Â£50 million in earnings per year.

[For further information, click here](http://www.fortwayne.com/mld/journalgazette/business/16513423.htm)

## **Probiotic food sales set to surge in US**

**Date:** Mon, 22 Jan 07

### **Story Text**

In the year since the Dannon Company introduced its probiotic Activia yoghurt sales have

surpassed the \$100 million mark, suggesting that foods with live bacteria could represent a major new food trend in the US.

Following the success of Activia, the Dannon Company has announced it will introduce its DanActiv dairy drink, Danimals with LGG drinks and low-fat yoghurt, and Activia light non-fat yoghurt.

Chief executive of the Dannon Company Juan Carlos Dalto said that the "successful launch of Activia in the United States proved to [the Dannon Company] that Americans are looking for healthier food choices".

Although a lot less yoghurt is eaten in North America than in Europe, experts have suggested that probiotic dairy products could replicate the success that oat bran experienced as a healthy product in the 1980s, the New York Times reports.

Bob Goldin, of food industry consultant Technomic, suggested that "marketers will start looking to put [probiotic] on everything" but asserted that foods will only sell if they taste good and if consumers find their proclaimed health benefits credible.

[Click here for more information.](http://www.nytimes.com/2007/01/22/business/22yogurt.html?hp&ex=1169528400&en=0eae908714a7542d&ei=5094&partner=homepage)

## **Bernard Matthews launches lamb products for spring**

**Date:** Mon, 22 Jan 07

### **Story Text**

Bernard Matthews Foodservice has launched a new range of lamb cuts and roasts aimed at caterers devising spring and Easter menus.

The Fine Dining lamb cuts are made of prime quality meat and are French trimmed, while the Fine Dining lamb loins are available in a versatile Easter cut, the firm claimed.

A spokesperson for the company said that one of the main benefits of the range was its consistency, which was achieved through the company's strict quality controls.

He added that the lamb loins were typical of this, featuring reliable quality, appearance and tenderness, online trades journal Meat Info reports.

The range also includes a four-rib lamb rack, a boneless chump steak and a lamb hind shank.

Additionally, the firm has created a range of cooked and marinated Fine Dining products, including cooked lamb shoulder in apricot and redcurrant sauce, and basted lamb joints.

"This natural joint complies fully with healthy eating initiatives and guidelines, containing less than 400mg of sodium per 100g and less than 10g of fat per 100g," the spokesperson said.

[Click here for more information](http://www.meatinfo.co.uk/articles/26104/New-Lamb-Dishes-For-Easter-Menus.aspx?categoryid=9020)

## **Yoghurt candy flavourings ensure fruity fresh taste**

**Date:** Mon, 22 Jan 07

**Story Text**

A series of new fruity flavourings has been launched, designed to give a natural fresh taste to yoghurt sweets.

The new flavourings have been launched by one of the world's leading food ingredients suppliers, Danisco, which believes that they should provide confectionery manufacturers with an opportunity to benefit from the growing yoghurt trend.

They have so far been used as the basis for two new hard-boiled yoghurt sweet concepts - Yogfruit, which comes in peach, cherry and banana varieties, and Yogberry, which consists of strawberry and raspberry options.

The company claims that the sweets have a "fruity, mildly fermented yoghurt" flavour, which it says makes "a refreshing change from the heavy, creamy profile traditionally combined with fruit in confectionery products".

Danisco has employees in over 40 countries and claims that, on average, its ingredients are used in every second ice-cream and cheese around the world.

<a

href="http://www.danisco.com/cms/connect/corporate/products+and+services/food/confectionery/related/news/Businessupdate\_112\_en.htm">Click here for further information</a>

## **UK food spend to grow**

**Date:** Mon, 22 Jan 07

**Story Text**

The UK food industry will be one of the only retail sectors to grow over the course of 2007, a report for management consultancy firm Accenture has found.

The growth will be driven by the premium end of the market as consumers begin to spend more on locally-sourced and healthy products, said the company.

More than three quarters of consumers said that they intend to purchase more locally produced and healthy foods during 2007.

"It's a good news story for the food industry as consumers show greater interest in where their food is produced and sourced," said Richard Wildman of Accenture.

The food sector is expected to buck the national trend with the report predicting declining revenues in many other consumer sectors over the course of the year.

Some of the UK's biggest food retailers such as Tesco, Sainsbury's and Morrisons have reported record food sales over the holiday season.

**Summary Text**

The UK food industry will be one of the only retail sectors to grow over the course of 2007, a report for management consultancy firm Accenture has found

## **Kellogg announces new cereal bar**

**Date:** Fri, 19 Jan 07

**Story Text**

A new cereal bar designed with working mothers in mind is the latest product to be launched by

Kelloggs, the company has announced.

The Nutri-Grain Fruit and Nut bars will feature a number of new ingredients, including Virginia peanuts and California almonds.

Initial flavours to be released in the UK are Berry and Almond and Cranberry, Raisin and Peanut.

"With this latest addition to the product line, Nutri-Grain is taking the brand into new territory, creating a trail-mix granola bar that can be enjoyed any time of day," said vice president of marketing and innovation Doug VanDeVelde.

"New Nutri-Grain Fruit & Nut Bars combine the heritage of the Nutri-Grain brand with the popularity of granola-based snacks in a delicious way using natural, premium ingredients consumers demand," he added.

Kellogg has recently been embroiled in an argument with the Food Standards Agency regarding its refusal to use a government-sanctioned labelling system.

[For further information, click here](http://www.mad.co.uk/Main/News/Articlex/301c880c5f6e4b889beec63cd185cb27/Kellogg-launches-new-cereal-bar.html)

## **GMO threat 'overblown'**

**Date:** Fri, 19 Jan 07

### **Story Text**

A forecasting model developed by agri-environmental researchers suggests that genetically modified crops might not have such a detrimental effect on biodiversity as expected.

Researchers from the University of Reading have created a model which should allow us to take a look 20 to 30 years into the future, to see what effect government decisions about farming will have on future generations of British wildlife.

A paper on their findings, published today in the journal Science, also explained that to protect farm birds, changes would need to be made in the management of cropped areas of farmland, not just hedgerows.

Professor Ken Norris, who led the research, explained the importance of the model: "Instead of having to try to undo environmental problems after they have happened, we need to be able to anticipate problems and plan accordingly."

He concluded: "This is the only way to ensure agriculture becomes sustainable."

However, organic non-GM foods will still have their supporters, with the Soil Association claiming that organic farms support more insects and birds than non-organic farms.

[Further information](http://today.reuters.co.uk/news/articlenews.aspx?type=scienceNews&storyID=2007-01-18T190244Z_01_L1893963_RTRIDST_0_SCIENCE-SCIENCE-AGRICULTURE-GMO-DC.XML)

## **Tesco launches carbon GDA labelling**

**Date:** Fri, 19 Jan 07

### **Story Text**

Following the launch of guideline daily amount (GDA) nutrition labelling on supermarket food, Tesco has announced that it is to launch "carbon footprint" labels.

It said that it is developing a labelling system which will indicate which items were the most energy-intensive to produce and which racked up the most air miles in transit.

Eventually, the scheme will be applied to all 70,000 product lines it stocks. The pledge was accompanied by a commitment to halve its CO2 output within five years.

In an announcement that could spell a shake-up of the firm's food supply chain, it said that it would restrict air-freight to less than one per cent of its product lines.

"The huge growth in sales of organic food is testimony to the fact that people will make greener choices if we give them the right information, opportunity and incentive," Terry Leahy, chief executive of Tesco, said in a speech on Thursday.

"The competitive pricing of organic products meant that, for many, they are no longer luxury items ... In the same way we now have to make sustainability a significant mainstream driver of consumption. I see this as a tremendous opportunity for Tesco."

## **Waitrose targets healthy eaters and food lovers**

**Date:** Fri, 19 Jan 07

### **Story Text**

Waitrose is introducing a new range of healthy foods dubbed Waitrose Wholesome, which will be aimed at food lovers and nutrition-conscious consumers.

The range will include 140 "simple and inherently nutritious" foods, such as nuts, seeds, cereals, grains, dried fruit, beans and pulses.

Organic food will make up 20 per cent of the range, while more unusual foods such as Black Turtle Beans, Organic Quinoa and Multi Grain Pasta will also be included.

Waitrose nutritionist Moira Howie selected products for the range which make it easier to choose and use wholesome ingredients on a daily basis, whether it is for cooking or snacks, the supermarket explained.

Ms Howie said: "All the products in the Waitrose Wholesome range are full of natural goodness and contain no hydrogenated fat, artificial colours, flavours, sweeteners or added salt.

"It's easier than people think to incorporate wholesome foods into daily eating habits. For example, just a couple of handfuls of almonds may help reduce cholesterol."

[Click here for more information](http://www.waitrose.com/food_drink/waitrosewellbeing/wholesome/index.asp)

## **Product innovation revives Thorntons**

**Date:** Fri, 19 Jan 07

### **Story Text**

Chocolate giant Thorntons has revealed that recent additions to its confectionery portfolio have

helped to bolster retail sales over the festive period.

The Derbyshire-based group has experienced a "steady improvement", with like-for-like sales growing by 3.2 per cent in the final four weeks of 2006 and the first week of 2007, the Yorkshire Post reveals.

Commercial sales to retailers also increased by four per cent, while online sales rose by 19.1 per cent, the company revealed.

According to Thorntons, increased product investment has helped its sales performance, including a recently-introduced organic range, which was launched in September.

In addition, its new Single Origin chocolates, which use cocoa beans from just one region, such as Tanzania or Cuba, have also been popular since their summer launch.

The new products could hardly have come at a better time, as the company had experienced a 3.5 per cent fall in like-for-like own-store sales during the first three months of 2006.

[Further information](http://www.yorkshiredaily.co.uk/ViewArticle2.aspx?SectionID=56&ArticleID=1975658)

## **Liver set for a comeback**

**Date:** Thu, 18 Jan 07

### **Story Text**

That traditionally unloved meat product, liver, is set for a comeback in 2007, according to one producer.

According to Keith Tindell, the managing director of Holmesterne Foods, liver has found new popularity with health-conscious consumers after being rediscovered as a "power food" and recognised for its high iron and vitamin A content.

High profile chefs experimenting with the meat has also had an impact, he said, as new ideas "trickle through" to people's home kitchens eventually, website meatinfo reports.

Mr Tindell said that although many consumers have been put off liver as children through school dinners, it is poor catering that should bear the brunt of the blame, as "a good lamb's liver, freshly pan-fried, with onions and dry-cured bacon is delicious".

Liver sales figures at Holmesterne Foods would appear to back up Mr Tindell's claims, with sales up by 50 per cent in the past six months.

He commented: "I was really surprised to see the sales figures for liver rise so sharply. What started as an interesting development in the meat trade has definitely become a trend for 2007."

[Click here for more information](http://www.meatinfo.co.uk/articles/26067/Liver-Set-to-Liven-up-2007.aspx?categoryid=9031)

## **British cuppa under threat**

**Date:** Thu, 18 Jan 07

### **Story Text**

That traditional British staple, the cup of black tea, has been under threat in recent years, according to a new report from consumer analysis firm Research and Markets.

Sales of standard black tea bags, which have been a main fixture of the UK hot drinks market for some time, fell significantly for the second consecutive year in 2005, the Euromonitor International report Hot Drinks in the United Kingdom reveals.

One reason for the drop is that hot drinks are now no longer as commonly consumed during the morning time as they used to be, the report states.

The black tea sector is facing increased competition from the bottled water market as well as from the soft drinks market, which is increasingly encroaching on traditional hot drinks occasions.

The report also states that children are being raised on soft drinks products rather than tea, while older consumers are turning away from the traditional British favourite for health and convenience reasons.

When people are drinking hot drinks, they are increasingly choosing novel, speciality and premium products rather than traditional products, Research and Markets found.

While the instant coffee market showed a decline in 2004, meanwhile, it experienced robust growth in value sales in 2005, the report noted.

[Click here for more information](http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20070116005645&newsLang=en)

## **Cocoa polyphenols could increase lifespan**

**Date:** Thu, 18 Jan 07

### **Story Text**

Cocoa polyphenols could help to extend lifespan, a new scientific study has revealed.

Research conducted by the independent Etap Research Center in France found that cocoa polyphenols helped to improve quality of life, especially during the ageing process, as well as increase the lifespan of the rats in the study.

"We have demonstrated that a cocoa polyphenol powder, orally administered before the induction of chronic oxidative stress and subsequently throughout the course of the rat's lifetime, significantly inhibits the effects of chronic oxidative stress and increases their lifespan, particularly at the low dose of 24 mg/kg body weight," Dr Jean-Francois Bisson, director of the department of cancerology and human pathologies at Etap, explained.

He said that the results suggested that daily consumption of small amounts of cocoa or chocolate could help increase the lifespan of humans.

[Click here for further information](http://www.foodingredientsfirst.com/newsmaker_article.asp?fSite=AR283&nw=hd&size=ld&sno=1&main_page=1&id=747)

## **Carlsberg considers Tuborg launch**

**Date:** Thu, 18 Jan 07

### **Story Text**

Carlsberg is considering launching one of Europe's biggest selling beers in the UK, it has been revealed.

The brewer is in negotiations with pub companies across the country regarding the possibility of introducing Tuborg, with which Carlsberg merged almost 40 years ago, to UK.

Despite never having been sold in England, Tuborg is one of the most popular beers on the continent, especially in Denmark.

"Carlsberg UK is continually looking for opportunities within our international portfolio. Tuborg is one of the largest global beer brands, with current growth of over ten per cent year on year," said a spokesman for Carlsberg.

However, the spokesman did not confirm the rumours regarding a possible launch, and industry experts commented that the already-busy draught beer market may not be able to accommodate another successful brand.

Tuborg was originally founded in 1873 and focused on pilsner style brewing during the first few years of its existence.

[For further information, click here](http://www.morningadvertiser.co.uk/news_detail.aspx?articleid=26072)

## **Britons adopt healthier eating habits**

**Date:** Thu, 18 Jan 07

### **Story Text**

Fruit and vegetable sales were up last year, according to new figures from the Department for Environment, Food and Rural Affairs (Defra).

In figures which reveal far healthier buying habits among UK consumers, the figures also show that the amount of confectionery bought was down, along with fizzy drink sales.

British consumers were also buying fewer alcohol drinks, while household expenditure for cheese, eggs and milk was up.

However, shoppers are increasingly choosing semi-skimmed milk over whole milk varieties.

"These are national statistics produced to high professional standards and are an important addition to the evidence base on diet," said Jeff Rooker, minister for sustainable food and farming.

He said that while these healthier trends are "promising", the industry cannot be complacent and must continue in its efforts to promote healthy eating through campaigns such as the five-a-day programme.

Mr Rooker said: "Consumers must remember that food choices they make can have a big difference not only to their health, but to their environment, and our countryside."

<a href="http://www.gnn.gov.uk/Content/Detail.asp?ReleaseID=257473&NewsAreaID=2">Click here for further information</a>

## **Screw top stench warning on wine**

**Date:** Thu, 18 Jan 07

### **Story Text**

More than two million wine bottles sold with screw caps rather than traditional corks in the UK could end up smelling of rotten eggs or burning rubber, tasters have warned.

Research for the International Wine Challenge, a gathering of wine critics from around the world, said that more than one in 50 bottles could be affected by the problem.

The foul odour is caused by a process known as sulphidisation caused by excessive sulphur in wine and too tight seals, preventing the wine from 'breathing'.

The researchers added that the issue should be put into perspective, however. Around four per cent of traditionally stoppered bottles are 'corked' and spoiled.

"Consumers very rarely return wine to stores, but if people notice this rubbery smell, they should look for an exchange or refund," said Joe Fattorini, the Herald's wine critic.

## **Frozen food sales heat up**

**Date:** Thu, 18 Jan 07

### **Story Text**

Frozen foods are making a comeback, with sales at Waitrose almost 68 per cent higher during the recent new year period than during the same time last year.

According to the supermarket, sales of frozen food are currently eight per cent higher than last year, although Waitrose has noticed a definite change in people's choice of frozen items.

Sally Brooks, frozen food buyer at Waitrose, commented: "We are seeing a big increase in scratch cooking and the freezer is becoming an extension of people's store cupboards.

"Our customers are beginning to realise that frozen food can be just as good quality as its fresh counterpart and are filling their freezers with a range of ingredients - from prepared artichoke to peeled and cubed butternut squash."

Ms Brooks added that, rather than a relic of the 70s, the freezer is now regarded as a "must-have accessory" for modern consumers.

Figures reveal that sales of frozen mixed berries and grilled peppers rose by 25 and 35 per cent respectively, while frozen pastry sales rose by 40 per cent year on year.

Nutrition manager Moira Howie said that, while consumers used to think of frozen food as less healthy or lower quality than fresh food, shoppers are now able to enjoy the health benefits of fresh produce, thanks to rapid freezing immediately after harvesting.

<a href="http://www.waitrose.presscentre.com">Further information</a>

## **'Traffic light' TV ad campaign launched by FSA**

**Date:** Thu, 18 Jan 07

### **Story Text**

Tonight will see the launch of front of pack labels aimed at tackling the UK obesity problem.

Three ten second adverts promoting the high, medium and low fat and sugar content of foods will be aired on television tonight for the first time.

Although these food labels have been on supermarket shelves for some time, this is the latest phase in the Food Standards Agency's drive to promote awareness.

Food Standards Agency chair Deirdre Hutton said: "Our extensive and published research demonstrates that the use of traffic light colours is key to helping people interpret nutritional information on foods."

"We want to highlight to shoppers that these labels are now out there and really can help us all to make healthier choices."

However, not all supermarkets are making use of the new system, with alternative packaging from 24 companies demonstrating the percent of the recommended daily allowance of nutrients in each food.

[Click here for further information](http://www.food.gov.uk/news/newsarchive/2007/jan/tvadsignpost)

## **High energy, zero-calorie energy tea drink launched**

**Date:** Thu, 18 Jan 07

### **Story Text**

A new high energy tea drink has been launched, which also has no calories, according to reports.

The drink has been created by Cooper Tea Company and includes green tea antioxidants such as EGCG, as well as high energy ingredients for the active lifestyle, website [foodingredientsfirst.com](http://www.foodingredientsfirst.com) reports.

Unlike most other high energy beverages, it uses natural products to boost energy.

"Bazza is made with green tea and contains both EGCG and natural caffeine. So, we're following the studies regarding the effects on calorie-burning as closely as anyone," said Colleen Norwine, marketing director.

She added: "Bazza is a zero calorie beverage. So any exercise at all – whether it be playing a rugby game or walking across campus – will result in more calories being burned than consumed. If you start at zero calories, even the little steps move you in the right direction."

[Click here for further information](http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=13115&fSite=AO545&next=4)

## **New recipe for Smash**

**Date:** Wed, 17 Jan 07

### **Story Text**

Instant mashed potato brand Smash is to get a relaunch in the foodservice industry this month.

The product will be given a new recipe for its relaunch as well as a new look, with packaging that features the iconic Smash martian.

Owner of the Smash brand, Premier Foods, said that the new recipe would give the product a more natural taste, as well as meeting Food Standards Agency Guidelines on healthier children's foods, the Publican reports.

As well as containing no artificial colours or flavours, the mashed potato product will contain reduced fat, less than one per cent salt per serving and added vitamin C.

"Smash is a British institution and its relaunch into foodservice will help drive significant growth in the instant potato mix category," said Andrew Gaunt, channel marketing controller.

"Smash is now healthier than ever before and conforms with the new FSA guidelines."

[Click here for more information](http://www.thepublican.com/story.asp?sectioncode=7&storycode=53887&c=1)

## **Revamped packaging for Divine**

**Date:** Wed, 17 Jan 07

### **Story Text**

Fairtrade chocolate brand Divine is to redesign its packaging in order to take advantage of consumer trends towards premiumisation.

The Day Chocolate Company, which is co-owned by the Kuapa Kokoo farmers' co-operative in Ghana, will also be changing its name to Divine Chocolate Limited, to align it more closely with its leading brand.

Featuring a newly designed gold logo, the new packaging will also be decorated with the Adrinka symbols used traditionally in Ghana on crafts and fabrics, each of which has a distinctive meaning.

"The new design aims to better reflect the quality and distinctiveness of the Divine brand at a time when the market trend is towards premiumisation, with consumers experimenting with new flavours and trading up to better quality and higher cocoa content products," the company said.

It is hoped that the redesign will also "further enhance Divine's proposition as the 'Heavenly Chocolate with a Heart'", reflecting the origins of the company, which was set up by Kuapa Kokoo, Twin Trading and The Body Shop with support from Comic Relief and Christian Aid, to give Ghanaian farmers access to the chocolate industry.

The redesign also coincides with the 50th anniversary of Ghanaian independence.

[> Click here for more information](http://www.divinechocolate.com/Templates/Internal.asp?NodeID=90867&strAreaColor=)

## **Square melons and acrylic wine glasses top innovation list**

**Date:** Wed, 17 Jan 07

### **Story Text**

A new list published to outline 2006's most original products features a number of the food industry's most widely-publicised innovations, it has been revealed.

The 2006 Build a Better Mousetrap New Product Innovations of the Year list was produced by research company Datamonitor as a means of indicating which products could change the face of the packaging market in the coming months.

The infamous Tesco square melon featured on the list, as did Hardys Shuttles Wine, which comes complete with a wine glass that acts as a seal until the wine is opened.

Referring to the fruit, Datamonitor said that "labour-intensive as this sounds, consumers clearly benefit from a watermelon that won't roll around in the refrigerator or shopping cart."

Other innovations include the Better Water bottle, which comes with a built-in filter and was praised by Datamonitor for its environmentally-friendly production, which sees the bottle constructed from corn rather than petroleum.

<a href="http://www.thisislondon.co.uk/news/article-23381844-details/Square%20melons%20and%20tasty%20gunshot%20set%20to%20shake%20up%20shopping/article.do">For further information, click here</a>

## **Organic producers using more natural pigments**

**Date:** Wed, 17 Jan 07

### **Story Text**

Organic food producers are becoming increasingly interested in using natural pigments to colour their products.

Beets, carrots, elderberries, cherries and pumpkins are among crops whose natural pigments are already being used to colour organic foods.

Bright, natural pigments frequently contain the added goodness of natural anti-oxidant, according to farmers.

Kelly Shea, vice president of organic food producer WhiteWave Foods told The Dallas Morning News: "This is going to be a market-driven opportunity for suppliers. If there's enough of a demand, they'll create the supply."

However, a spokesperson for the biggest organic food supplier in the US, Whole Foods, expressed doubt, saying that consumers of organic food wanted food in a completely pure state.

But Annatto, a reddish pulp from a tropical tree, and the yellow spice turmeric is already being used in some organic yoghurts, cheeses and smoothies, according to Ms Shea.

Pastas, cookies and cereals are among other organic foods that companies are interested in colouring naturally.

<a href="http://seattletimes.nwsourc.com/html/foodwine/2003527797\_organiccolor17.html">Cl

ick here for more information.</a>

## **Cutbacks in food testing funds dangerous says SA**

**Date:** Wed, 17 Jan 07

### **Story Text**

Cutbacks to funding for toxicity testing on imported food and drink are endangering public health, the Soil Association (SA) has claimed.

The Department for Environment, Food and Rural Affairs (Defra) funding for the testing has been set at Â£900,000 despite appeals that the system requires Â£1.75 million.

Inadequate funding for the Veterinary Residues Committee (VRC) meant that testing has become "woefully inadequate", with just seven types of food tested last year, said the SA.

Three of these were tested for just one drug type. Eggs, beef, lamb, pork, bacon, milk and butter were being excluded from the testing regime altogether, it added.

"There are real dangers from some residues in food which may cause cancer and other health problems," said policy advisor to the SA Richard Young.

The SA has also warned that VRC proposals to publish its list of substances tested for could allow overseas producers to use proscribed but untested-for alternatives.

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href="http://www.soilassociation.org/web/sa/saweb.nsf/89d058cc4dbeb16d80256a73005a2866/461e926d69720c298025726600353376!OpenDocument">Click here for further information</a>

## **UHT processing of soy protein 'harmful', says study**

**Date:** Wed, 17 Jan 07

### **Story Text**

UHT treatment of soy protein could actually have a negative effect on health, new research has shown.

The processing technique, which stands for ultra-high temperature, is commonly used to sterilise dairy products as it reduces the number of micro-organisms and therefore results in longer shelf life.

However, a new study by Nutri Pharma has revealed that UHT processing at more than 135 degrees celsius destroys the documented cholesterol-lowering properties of soy protein and can actually "significantly increase" the levels of harmful LDL cholesterol.

Trond Syvertsen, chief executive officer of Nutri Pharma, commented: "This unexpected result is a positive one for Nutri Pharma, as it confirms the effectiveness of our patented soy compositions to reduce cholesterol when included in non UHT-treated formats."

The research was carried out in conjunction with the Karolinska Institute in Stockholm and the University of Potsdam, and is published in the International Journal of Food Sciences and Nutrition.

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[http://www.nutripharma.com/Press\\_Room/Press\\_Archive/2007/Nutri+Pharma+research+on+the+detrimental+effects+of+UHT+processing+of+Soy+protein+published.FglrMZu.i ps](http://www.nutripharma.com/Press_Room/Press_Archive/2007/Nutri+Pharma+research+on+the+detrimental+effects+of+UHT+processing+of+Soy+protein+published.FglrMZu.i ps)>Further information</a>

## **Tetley launches Rooibos tea**

**Date:** Tue, 16 Jan 07

### **Story Text**

Tetley has targeted health-conscious British consumers with the launch last month of a new tea drink made from the Rooibos plant.

According to the tea firm, the main health benefits of Tetley Redbush include its absence of caffeine and its water-like properties of hydration. It is also rich in anti-oxidants.

Rooibos is found only in South Africa's Cederberg Mountains, Tetley said, and the leaves are deliberately bruised after being harvested, then left in the sun to oxidise.

The drink is described as having an "unforgettable aromatic, slightly sweet flavour" and an inviting red colour.

Redbush is also very versatile and can be drunk on its own, with milk or cream, or with lemon, honey or apple juice.

The drink will be on sale in Sainsbury's and Asda supermarkets initially, followed by Tesco and Morrison's stores, priced at Â£1.69 for a 40-bag pack.

[Click here for more information](http://www.drinksmediawire.com/afficher_cdp.asp?id=863&lng=2) </a>

## **Tories propose "fatty food credits"**

**Date:** Tue, 16 Jan 07

### **Story Text**

Buying and selling the right to make fatty foods is the latest suggestion from the Conservatives to try to deal with the building obesity crisis.

The Tories are using the EU emissions trading scheme as their model, whereby companies are given a quota of pollutants which they can buy or sell, depending on the amount their company needs to use.

Trying this same system with junk food and possibly even with alcohol content would make it more expensive for companies to produce lots of unhealthy foods.

The BBC reported that David Cameron, leader of the opposition, said: "The idea of some sort of trading system for social bads as opposed to environmental bads is also something we are looking at."

"Clearly, emissions trading is working very well at putting a price on carbon, and reducing carbon emissions."

It was reported that any attempts to involve companies in the changes would be voluntary, rather than imposed by Whitehall.

[For further information, click here](http://news.bbc.co.uk/1/hi/uk_politics/6262069.stm)

## **Tate & Lyle adds nutrients to products**

**Date:** Tue, 16 Jan 07

### **Story Text**

Tate & Lyle has launched a new scheme aimed at incorporating more nutrients in products, while not compromising taste.

The Enrich programme is comprised of three main sectors - digestive health and immunity, obesity and weight management and children's health, all of which intend to combat specific problems within the food industry.

Tate & Lyle explains that it is following a new trend in food manufacturing for healthier options, as growing concerns about obesity leading consumers to higher awareness of product content.

Research by Yankelovich Monitor Perspective demonstrated that 72 per cent of people would not eat healthy food if it didn't taste good.

Harvey Chimoff, Director of Marketing, Americas commented: "Through 2010, health and wellness packaged food is forecast to grow 21 per cent versus a nine per cent growth for regular packaged food in Western Europe. In the US, the predicted growth is similar."

Among the new ingredients are prebiotic fibre and probiotic cultures in the digestive health foods, fibres and proteins which help us to think we are full in the weight management range, and more fortification with fibre and protein, calcium and vitamins in foods aimed at children.

[For further information, click here](http://www.nutraingredients.com/news/ng.asp?id=73394)

## **Sweet potatoes provide gluten-free pancake solution**

**Date:** Tue, 16 Jan 07

### **Story Text**

Consumers on wheat-free diets have long been without a suitable substitute from which to make pancakes.

However, researchers from the US Agricultural Research Service may have found the answer in the form of flour made from a combination of rice and sweet potatoes.

Scientists Dr Fred Shih and Kim Daigle of the Southern Regional Research Centre in New Orleans claim that the resulting pancakes are ideal for consumers with wheat allergies and celiac disease, which affects around one in every 200 people and causes a serious autoimmune response when the sufferer eats food containing gluten proteins.

In addition, the rice and sweet potato-based pancakes contain higher levels of antioxidants than traditional wheat pancakes, providing up to 56 per cent more beta-carotene, which is used by the body to make vitamin A.

The researchers have now published their findings in the Journal of Food Quality, providing food manufacturers with the vital information that pancakes should contain between 20 and 40 per cent of sweet potato flour to achieve the perfect texture.

<a href="http://www.ars.usda.gov/research/publications/publications.htm?SEQ\_NO\_115=192645">Click here for further information</a>

## **MyGoodness launches organic drink for the boys**

**Date:** Tue, 16 Jan 07

### **Story Text**

Independent drinks company MyGoodness has launched a new organic drink aimed at targetting the male consumer.

It is hoped that men will take to the organic drink, dubbed For Goodness Shakes! VanillaBean, Marketing Week reports.

According to MyGoodness, the drink is extremely nutritious, containing the same amount of fibre as a bowl of porridge, with 100 per cent organic ingredients.

"Training and playing rugby takes a lot out of you and my diet is a core part of match preparation. I eat as naturally as possible so I like the fact this milkshake is organic. It's perfect first thing in the morning or straight after a strenuous training session," commented England rugby player Pat Sanderson.

Jeremy Martin, marketing director at MyGoodness, told the website that the organic product was the first to "effectively" target men.

The drink will be available to buy at Tesco, Asda, the Co-op and Sainsbury's.

<a href="http://www.marketingweek.co.uk/item/54661/254/260/3">Click here for further information</a>

## **HP Hood launches fat-free chocolate milk**

**Date:** Tue, 16 Jan 07

### **Story Text**

HP Hood has launched Simply Smart Fat Free Milk, with the flavour of skimmed milk but zero fat, alongside 50 per cent more protein than other reduced fat milks.

The company developed the product using ultra-filtration to remove the liquids which typically cause low fat and fat-free milks to look and taste watery.

The milk uses natural sweeteners rather than powder or syrup-based solutions to provide a natural chocolate taste.

"With lots of nutritional value, great flavour and no fat, Simply Smart Chocolate Fat Free Milk is an easy choice for the entire family," said nutritionist Elizabeth Ward.

"It's also an excellent source of protein, calcium and vitamin D."

Each eight-ounce serving of the milk contains 12 grams of protein, 35 per cent of the guideline daily amount (GDA) of calcium and 25 per cent of vitamin D.

## **New food intolerance products launched**

**Date:** Tue, 16 Jan 07

### **Story Text**

Two new products to help minimise glucose and lactose intolerance have been launched by Immunecare for the start of next week's Food Allergy and Intolerance Week.

Immunecare Glutenase Plus is aimed at gluten sensitive people who cannot completely break down proline-containing peptides in the gut.

The capsules contain Dipeptidyl peptidase, an enzyme usually found in the digestive tract, which helps to break down the proline peptides into gliadin and glutenin.

Taking one tablet before eating gluten can lower people's sensitivity to wheat products, allowing them more freedom to choose what they eat.

In the same way, Immunecare Lactase targets people with intolerance to dairy products by introducing lactase and protease enzymes in a form the body recognises.

They then assist the body with the breaking down of milk sugar and proteins into glucose and galactose.

Immunecare's products are aimed at the 0.5 per cent of the population who suffer from gluten intolerance and the 6 million to 10 million people in the UK who are suffered from lactose intolerance.

This follows research by the University of York which claims 60 per cent of food allergy sufferers had to wait for at least three years before being treated effectively for their allergies.

[Further information](http://www.responsesource.com/releases/rel_display.php?relid=29088&hilite)

## **Brakes' baby jackets "ideal for pubs"**

**Date:** Tue, 16 Jan 07

### **Story Text**

The UK's leading supplier to caterers has launched a new product, designed to provide pub chefs with both quality and convenience.

Brakes' new Baby Baked British Jacket Potatoes are whole baby potatoes which can be cooked in their jackets, either in an oven or by microwave.

Taking just 25 minutes in the oven and even less time in the microwave, the potatoes boast a fluffy texture and crisp, crunchy skins, the Publican reports.

"Brakes Baby Baked British Jacket Potatoes are ideal for pubs that want to integrate healthy options into their menus as they offer all the nutritional benefits of potatoes without the downside of fried products, plus they give excellent plate coverage and they look attractive," said Sally Sturley, the company's product manager.

The supplier, which enjoys a turnover in excess of £1.5 billion, claims that the potatoes provide an ideal accompaniment for everything from steaks to salads and are particularly good when brushed with flavoured or olive oil and served with herbs.

<a

href="http://www.thepublican.com/story.asp?sectioncode=7&storycode=53857&c=3">Further information</a>

## **Premium ranges drive supermarket sales**

**Date:** Tue, 16 Jan 07

### **Story Text**

Market leading supermarket retailer Tesco has announced record Christmas sales that were buoyed by consumers' tastes for organic and premium ranges.

UK like-for-like sales growth in the third quarter of last year was 5.6 per cent and the retailer surprised many analysts by showing a rise to 5.9 per cent for the six weeks to January 6th.

Tesco's "Finest" range performed particularly strongly with its meat and poultry sales rising by over 55 per cent. The popularity of organic foods continued to rise with sales of fresh produce up by 39 per cent.

The figures represent a continuing trend across UK supermarkets. Sainsbury's saw a growth in its "Taste the Difference" range of 20 per cent over the last quarter and that figure is eclipsed by 40 per cent and 61 per cent growth for Morrisons' and Asda's premium ranges respectively.

Tesco also recorded an increase in online sales with an overall growth of 30 per cent. Over 14 million grocery items delivered in the Christmas week was a record figure.

<a href="http://business.guardian.co.uk/story/0,,1991442,00.html">Click here for more information.</a>

## **Mushrooms to cure cancer?**

**Date:** Mon, 15 Jan 07

### **Story Text**

A drug extracted from mushrooms could herald the latest generation of research to fight bowel and stomach cancer, reported the Scotsman.com yesterday.

Beta-glycins extracted from the mushrooms by a process of fermentation are thought to boost the immune system and different variants of the drug could have beneficial effects for other forms of cancer.

John Smith, emeritus professor of applied microbiology at the University of Strathclyde, said: "These drugs have had hugely positive effects on the immune system but are completely unrecognised in this part of the world."

However, it would only be used in conjunction with chemotherapy, radiotherapy and surgery as it is not able to stop the onslaught of cancerous cells.

These drugs have been used for many years in China and the Far East, where they have been found to extend sufferers' lives and give them a 20 to 60 per cent improvement in quality of life.

Researchers in California at the Beckman Research Institute last month found that extracts of fungi could slow the progress of breast cancer tumours.

It is expected that trials will begin in the UK in October of this year, at an undisclosed location.

[Click here for further information](http://news.scotsman.com/uk.cfm?id=69602007)

## **Pepsi unveils new packaging variants**

**Date:** Mon, 15 Jan 07

### **Story Text**

A major new promotional campaign from Pepsi will see the soft drink giant launch a variety of new packaging designs for its cola drink, it has been revealed.

Pepsi will change its packaging style every few weeks in order to maintain a connection with themes and images relevant to young adults, including sport, music and fashion, the company has said.

The move represents a complete departure from Pepsi's traditional advertising techniques, which until now have seen the company change its packaging design just ten times in its 109-year history.

Promotions and special features will be run in accordance with each new packaging design, Pepsi representatives added.

"We've learned that young people embrace change and seek discovery, connectedness, personalisation and multiculturalism. We believe this restyle touches on all these trends," said chief marketing officer at PepsiCo International Ron Coughlin.

"Now our consumers will have a different experience each time they buy a Pepsi," Mr Coughlin added.

[Click here for further information](http://business.maktoob.com/advertising_medianew.asp?id=20070114074033)

## **Technology could provide new protein source**

**Date:** Mon, 15 Jan 07

### **Story Text**

Cottonseed could one day provide a significant amount of low-cost protein for the developing world, researchers believe.

A team led by Keerti Rathore of the Institute for Plant Genomics and Biotechnology has developed a method to reduce the amount of gossypol - a natural toxin found in cottonseed.

The toxin, along with other compounds found in cottonseed and its surrounding foliage, can be ingested only by ruminant animals such as cattle, which have more complex stomachs.

However, the new method enables researchers to "significantly reduce" the levels of gossypol within cottonseed, although the compounds are retained in the foliage, protecting the plant from insect attacks, a statement by the US Agricultural Research Service reveals.

Cottonseed is currently used mainly in cattle feed, but the technological advance is enabling new cotton lines to be developed, which could one day provide some ten million metric tonnes of protein - enough to meet the requirements of nearly half a billion people.

The research is published in the Proceedings of the National Academy of Sciences.

[Click here for further information](http://www.ars.usda.gov/is/pr/2007/070112.htm)

## **WILD lab given indy accreditation**

**Date:** Mon, 15 Jan 07

### **Story Text**

Germany's food and drink sector WILD Global Analytical Services test laboratory has been awarded accreditation as an independent institute by the national regulator DACH.

The accreditation is awarded in accordance with international standard DIN EN ISO/IEC 17025:2005, said the company.

All WILD test procedures and internal valuations were submitted to examiners ahead of the award. The laboratory was already certified under ISO 9001.

Accreditation will allow the company to take on independently certified outsourced ingredient analysis services for other food and drink sector companies.

The company is the largest private producer of natural ingredients for the food and beverage sector

[Click here for further information](http://www.wild.de/wild/opencms/en/)

## **Appetite-suppressing chewing gum could reduce obesity**

**Date:** Mon, 15 Jan 07

### **Story Text**

Scientists at Imperial College London have been given Â£2.2 million to develop a chewing gum that could suppress appetite and help reduce the prevalence of obesity.

The hope is to produce a gum that releases a drug based on the hormone pancreatic polypeptide (PP) which is produced naturally in the body and provides a feeling of fullness.

It is believed that the levels of PP produced could vary between different people and that production could be suppressed as people become overweight.

The treatment could be available in an injection in five to eight years but it is hoped that with the Â£2.2 million provided by the Wellcome Trust it will be possible to develop the drug in a form that can be absorbed orally.

Lead researcher Professor Steve Bloom said that they "hit on the idea of chewing gum because obese people like chewing", and early tests using moderate doses of PP reduced the amount eaten by volunteers by 15 per cent to 20 per cent.

One in five adults is currently obese and the figure is expected to rise over the next few years.

[Click here for further information.](http://news.bbc.co.uk/1/hi/health/6262347.stm)

## **Grolsch to launch new wheat beer**

**Date:** Fri, 12 Jan 07

### **Story Text**

A new wheat beer brewed in Holland is being trialled in London and looks set to be launched nationwide, it has been announced.

Grolsch Weisen, developed by Coors brewers, aims to provide an alternative to existing wheat beers such as Hoegaarden, which has proved popular with drinkers seeking an alternative to traditional lagers and ales.

Coors hope that the fact Grolsch Weisen is a German-style beer, along with its familiar Grolsch swingtop style packaging, will give it the edge in a competitive market.

The beer, with an abv of 5.3 per cent, is to be rolled out in Manchester, Leeds and Brighton from March.

"We're trying to offer consumers some variety in wheat beer with a product that has plenty of flavour and is very drinkable," said Grolsch brand director at Coors David Griffiths.

Coors will be aiming for a launch similar to that of the original Grolsch beer in 2003, which quickly became the fastest growing lager in the off-trade market and propelled Coors into the number one position in the on-trade in 2005.

[For further information, click here](http://www.morningadvertiser.co.uk/news_detail.aspx?articleid=25870)

## **Appletiser to be joined by pear version**

**Date:** Fri, 12 Jan 07

### **Story Text**

Coca Cola Enterprises is to launch a pear version of its apple drink Appletiser in the UK.

The sparkling drink is to be made from 100 per cent pears and according to its makers, will be the only drink in the UK that uses nothing but pears.

Peartiser will be aimed at an adult, mainly female audience that is conscious of health issues and will contain a 'part of your five a day' message printed on its cap, reports freshinfo.com.

European marketing manager for Appletiser Sally Marshall commented: "Like Appletiser, Peartiser is a stylish, adult alternative to alcohol that can be consumed on a number of drinking occasions from lunchtime eating to a night out with the girls.

"The launch of Peartiser is set to be the first of many brand extensions that will build upon Appletiser's success since the product packaging was re-designed in 2004."

The drink will be available in 275ml bottles which contain no preservatives, additives or added sugar.

[Click here for more information](http://www.drinks-business-review.com/article_feature.asp?guid=26CFB443-AC31-44DA-B798-31559FAE0327)

## **Irish gov commits €18m to food R&D**

**Date:** Fri, 12 Jan 07

### **Story Text**

The Irish government has committed €18 million to 35 food, drink and agriculture research and development projects, the minister for agriculture and food has said.

Mary Coughlan said that the funds would support a broad range of projects such as biosciences and agri-environmental projects over the next three years.

The government has provided €93 million in funding for food and drink sector innovation and research since 2000.

The money was pledged under the 2006 Research Stimulus Fund Programme, designed to fill gaps in key industries which are not being met by business.

Research results produced through projects supported by the funds will be freely available.

[Click here for further information](http://www.agriculture.gov.ie/index.jsp?file=pressrel/2007/01-2007.xml)

## **Brits boost specialty foods market**

**Date:** Fri, 12 Jan 07

### **Story Text**

The specialty food market will climb to £4.2 billion in the next four years, according to new research.

According to a study by Datamonitor, consumers turned to these foods in record numbers last year, bringing sales of specialty foods and drinks up to £3.6 billion in 2006.

And Datamonitor predicts that this market is set to grow and grow till it reaches £4.2 billion in 2011.

Britain currently has the second most successful luxury food market in Europe, with France in top spot with £5.2 billion worth of specialty foods sold last year.

Next in line were Italy and Germany, according to Datamonitor's figures.

"One of the most important drivers has been the 'democratisation of luxury', with consumers of all income groups purchasing whichever premium products they can afford," said Matthew Adams, consumer markets analyst at Datamonitor.

[Click here for further information](http://www.retail-week.com/nav?page=retailweek.news.food.detail&resource=6322154)

## **Liverpool to celebrate birthday with Bock**

**Date:** Fri, 12 Jan 07

### **Story Text**

Liverpool's Cains Brewery is helping the city to celebrate its 800th birthday with the launch of a new Double Bock lager.

The new eight per cent ABV brew is an authentic Bock - a dark lager first brewed in Munich to commemorate special occasions.

Made from Munich malt and Saaz and Hallertau hops, the Double Bock is currently being fermented ahead of its February launch.

"As Double Bock takes longer to mature than most lagers, its arrival was often timed to commemorate something special," Cains' joint managing director Ajmail Dusanj explained.

Mr Dusanj revealed that the brew is designed to be served in half pints so that drinkers can appreciate its "deliciously full, velvety rich flavours", adding that it would provide "a great opportunity to help the city celebrate".

The brewery has announced a number of seasonal beers for 2007, including a 4.1 per cent ABV creamy stout in March and a four per cent organic wheat beer in July.

<a href="http://www.cainsbeer.com/index/articles\_view.php?main\_cat=0&cat\_id=55&article\_id=338&start=0">Click here for further information</a>

## **Proteins provide new angle for fish industry**

**Date:** Thu, 11 Jan 07

### **Story Text**

A new extraction technique could change the way in which fish is harvested for human consumption, it has been revealed.

The Nordic Innovation Centre says that the new technique could utilise previously under-used fish species for the first time.

Efforts are now being made to increase the capacity of such a system, which has until now only been used on low-level operations.

Isolation technology means that protein taste and odour could be improved, and could lead to the production of high-quality protein isolate from pelagic fish and species rich in vitamins and Omega 3 fatty acids.

"The protein ingredient market is huge. This extraction technique can increase the value of the Scandinavian fishing industry," said MargrÃ©t GeirsdÃ³ttir, project manager of the recent protein isolation scheme conducted by the Nordic Innovation Centre.

Last year a study suggested that humans inherit their tastes for high protein products from their parents.

<a href="http://www.fishupdate.com/news/fullstory.php/aid/6307/Marine\_proteins:\_Something\_fishy.html">For further information, click here</a>

## **Slimming foods market losing pounds**

**Date:** Thu, 11 Jan 07

### **Story Text**

Although it is the time of year when many Britons try to lose their extra Christmas weight, they

are no longer turning to slimming foods to do so, according to new research from market analyst Mintel.

The market for slimming foods in the UK has itself slimmed down by 27 per cent in the past five years, Mintel said and is now worth Â£81 million, down from Â£110 million in 2001.

Particularly badly hit have been meal replacements, such as milkshakes and cereal bars, with sales declining by 64 per cent in the last five years and a further 46 per cent drop in sales predicted for the next five years.

Mintel said that slimming foods were not seen to fit in with the current trend for more natural food and ingredients with many Brits preferring to eat a healthy well-balanced diet or to exercise more in order to lose weight.

Market analyst at Mintel Katy Child said: "The market has suffered negative press with many health professionals seeing them only as a quick fix, that will not help people maintain a healthy weight in the long term."

She added: "What is more, slimming aids have suffered at the hands of the mega-trend move away from artificial ingredients in food and drink products."

[http://icwales.icnetwork.co.uk/0100news/0200wales/tm\\_headline=slimmers-reject-bars-and-shakes-for--good-food-and-exercise--&method=full&objectid=18442341&siteid=50082-name\\_page.html](http://icwales.icnetwork.co.uk/0100news/0200wales/tm_headline=slimmers-reject-bars-and-shakes-for--good-food-and-exercise--&method=full&objectid=18442341&siteid=50082-name_page.html) Click here for more information

## **Food borne pathogen test developed by Lumora**

**Date:** Thu, 11 Jan 07

### **Story Text**

A revolutionary DNA-based test has been created by diagnostics company Lumora, which is to be used to measure food borne pathogens quickly and accurately.

Lumora Ltd is a Cambridge University spin-out in which Tate & Lyle Ventures recently invested.

The Lumora test is highly sensitive, fast, cost-effective and easy-to-use and will allow food companies to be able to test in-house rather than having to send off samples to laboratories for testing.

"Given the cost-pressures faced by food manufacturers today, together with recent food scares and the reputational and financial costs of a product recall, this new technology is extremely relevant," said David Atkinson of Tate & Lyle.

"By bringing cost and time efficiencies to food manufacturing, Lumora is an excellent fit with the focus of the fund."

[http://www.foodingredientsfirst.com/newsmaker\\_article.asp?idNewsMaker=13074&fSite=AO545&next=0](http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=13074&fSite=AO545&next=0) Click here for further information

## **FSA publishes heavy-metal food data**

**Date:** Thu, 11 Jan 07

**Story Text**

Several raw food stuffs have been found to carry above the legal limits of heavy metal, new Food Standards Agency (FSA) figures have shown.

The FSA found that four samples of cultivated mushrooms and nine samples of nuts, which were all obtained in shops around the UK, were above the legal limit for cadmium.

Seven nut samples and one root vegetable sample were also found to contain more than the permitted levels of lead.

The agency emphasised that the levels found did not pose a danger to health however, and information has been passed to local authorities to decide on any further action.

The samples were taken as part of a European Commission survey into permitted levels of heavy metals in food across the EU.

Altogether, heavy metals were found in 120 samples of root vegetables, 30 of nuts, 35 of dried fruits, 50 of mushrooms, 25 of honey, 25 of sweets and 25 of deer and pheasant.

[Click here for further information](http://www.food.gov.uk/science/surveillance/fsisbranch2007/fsis0107)

## **UK wine sales close to £5.5bn by 2010**

**Date:** Thu, 11 Jan 07

**Story Text**

The UK wine market is set to grow to such an extent over the next three years that consumer spending is expected to overtake that of any other European country.

Although British wine drinkers will still be consuming less wine than France, Italy and Germany in terms of volume, retail sales will exceed those achieved in those nations, with Britons expected to be spending close to £5.5 billion on wine.

Current wine sales at retail prices stand at over £4.9 billion, following a 25 per cent rise in still and sparkling wine sales between 2001 and 2005, a global research project commissioned by Vinexpo reveals.

Analysts from IWSR, which conducted the research across 28 wine-producing countries and 114 consumer markets, believe that the growth in UK retail value can be explained by both greater amounts of wine being consumed and by the fact that the average bottle of wine costs more in the UK - £3.11 - than in most European countries.

The study also revealed that rose wine has enjoyed a surge in popularity, demonstrating growth of more than 63 per cent between 2001 and 2005.

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

## **Researchers to probe broccoli shelf life**

**Date:** Wed, 10 Jan 07

**Story Text**

Researchers have been awarded £500,000 for a new project which aims to improve the shelf

life of broccoli.

The scientists from the University of Warwick will analyse the DNA from the popular vegetable in an attempt to help it to retain its green colour and its nutritional value for longer.

The university's Professor David Pink explained: "One of the problems is that it actually turns yellow in the fridge quite quickly," the BBC reports.

"So what we are going to do in this project is to look at the genetics of the vegetable and, in effect, come up with a DNA profile of what makes a good broccoli that stays green and does not go floppy."

The grant is part of a sum of £13.3 million awarded by the Biotechnology and Biological Sciences Research Council (BBSRC) for 18 British crop science research projects.

Other projects which have received funding from the council include one looking at enhancing the resistance of wheat to insect pests and one aiming to produce new varieties of wheat and barley for improved bread and beer.

The council said that the aim of the scheme was to transform basic plant science ideas into practical applications which could benefit Britain's consumers and farmers.

[Click here for more information](http://news.bbc.co.uk/1/hi/sci/tech/6245529.stm)

## **Fraudulent food labelling to increase**

**Date:** Wed, 10 Jan 07

### **Story Text**

Eversheds LLP, the business lawyers, have warned restaurants, caterers and food retailers that prosecutions for fraudulent food labelling are likely to increase.

High publicity prosecution of food firms for labelling food in a misleading manner has prompted the Food Fraud Task Force to recommend stricter penalties for future offenders.

Although they believe that the measures for tackling food fraud are adequate, they see the need for more stringent enforcement of the rules.

Katharine Vickery, a regulatory and food expert at Eversheds LLP, said: "Food manufacturers, retailers and caterers would be well advised to ensure that they have effective systems in place to check the authenticity of suppliers and the descriptions of products that are supplied."

She went on to say: "Companies should also consider that the issue may extend beyond a false description and could lead to serious public health concerns."

According to the 1990 Food Safety Act and the 1968 Trade Descriptions Act, businesses can be fined anything from £5,000 to an unlimited Crown Court financial penalty for breaking the law.

Suppliers are responsible for checking their suppliers' premises to make sure they are holding to terms of their contract.

## **EU R&D spend still behind competition says CIAA**

**Date:** Wed, 10 Jan 07

### **Story Text**

Average EU food research and development (R&D) budgets across member states remain below those of key international competitors comma new research has shown.

Figures from the CIAA, the industry's pan-European body, showed that average R&D budgets as a proportion of food and beverage sector revenue was just 0.24 per cent.

This compares to 0.35 per cent in the US, 0.4 per cent in Australia and 1.21 per cent in Japan.

Nestle remains the continent's biggest single investor in sector research, followed by Unilever. Overall the sector ranks 15th in terms of R&D spend across industries

The figures, contained in the CIAA's annual review, also showed that the EU's share of global food and drink exports has shrunk from 24 per cent to 20 per cent since 1996.

Internal EU food and drink exports reached  $\hat{a}$ , $\neg$ 146.4 billion over the year, while external exports reached  $\hat{a}$ , $\neg$ 43.1 billion with a positive trade balance of  $\hat{a}$ , $\neg$ 4.5 billion.

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href="http://www.ciaa.eu/pages\_en/documents/brochure\_detailed.asp?brochure\_id=43">Click here for more information</a>

## **Kraft to remove 'all natural' label**

**Date:** Wed, 10 Jan 07

### **Story Text**

Corn syrup will no longer be classified as a natural ingredient in the in drinks manufacturing industry, following legal proceedings taken against Kraft.

Kraft food company is being sued for deceptively marketing their Capri Sun drinks as "all natural", despite their low fruit content.

The US Centre for Science in the Public Interest (CSPI) explained that although high fructose corn syrup is no more harmful than any other type of sugar, it is essentially a man-made ingredient.

Manufacturing corn syrup involves extracting the starch from corn, converting it to glucose by using acids or enzymes and then converting this product into fructose by enzymes.

CSPI believes that since the bonds in the corn are broken and rearranged, the product is no longer natural and must not be labelled as such.

"Though Capri Sun claims to be 'All Natural', its main flavouring would more accurately be called Fresh from the Factory," said CSPI executive director Michael Jacobson.

Marc Firestone, the executive vice president for corporate and legal affairs at Kraft, said that Capri Sun's new packaging will display the alternative claim "no artificial colours, flavours or preservatives".

<a

href="http://www.thisislondon.co.uk/news/article-23381078-details/Food%20comp/">Click here for further information</a>

## **McCain unveils new 'healthy' chip**

**Date:** Wed, 10 Jan 07

### **Story Text**

It may be crunch time for January dieters: food manufacturer McCain is launching a 'healthy' chip.

Low in fat, sugar and salt, McCain's new chip is the first to score four 'green lights' on the Food Standards Agency's labelling scheme.

According to McCain the chip contains just three per cent fat. If its taste proves as benign as its nutritional information, the frozen food may succeed in bringing relief to legions of January dieters.

A spokesman for McCain said the product "contains no cholesterol and can help achieve a healthy, balanced diet without too much sacrifice."

McCain has invested Â£20 million in its products since launching an 'it's all good' campaign for healthy eating in September last year.

<a

href="http://www.manchestereveningnews.co.uk/news/s/232/232729\_\_healthy\_chips\_get\_green\_light.html">For further information, click here</a>

## **Asda to stock new GoLower Creme bars**

**Date:** Wed, 10 Jan 07

### **Story Text**

The new GoLower Creme bars will be appearing on shelves in UK supermarket Asda, the makers have claimed.

One of a number of new product lines for January, the bars are low in sugar and carbohydrates and also have a low glycaemic index (GI), meaning that they make a suitable alternative to other less healthy snacks.

In addition, they contain beneficial levels of zinc, selenium and the essential fatty acids, omega-3 and omega-6.

The new bars are available in raspberry creme and chocolate creme flavours, both of which have a dark chocolate coating containing nearly 50 per cent cocoa solids.

The University of California's Dr Mary Engler insists that dark chocolate is good for your heart.

"Many people don't realise that chocolate is plant-derived, as are the fruits and vegetables recommended for a healthy heart," she said, according to the Just-Food website.

GoLower, an Edinburgh-based health snack group, also has a contract with Tesco for many of its nut and seed bars, and WHSmith is reported to be stocking the nutritious new creme bars.

<a href="http://www.golower.co.uk">Click here for further information</a>

## **Quaker Oats develops 'healthy' chocolate breakfast cereal**

**Date:** Wed, 10 Jan 07

### **Story Text**

A new breakfast cereal developed by Quaker Oats claims to be both indulgent and healthy.

Quaker Oats' new Life Chocolate Oat Crunch combines oats with real chocolate in a breakfast cereal for adults that the company insists is healthy and nutritious.

"The chocolate trend is on the rise and it's showing up in the most unexpected places from fashion runways to indulgent spa products," said Dr Jordan LeBel, associate professor at Cornell University and "one of the leading experts on emerging chocolate trends".

"The good news for chocolate lovers is that Quaker is advancing the current chocolate movement and bringing real chocolate satisfaction to breakfast in a guilt-free way."

Regan Ebert, Quaker Foods vice president of marketing, said: "Consumers have told us they want a healthy cereal that also satisfies their chocolate cravings.

"As a trusted source in breakfast nutrition, we created Life Chocolate Oat Crunch as a healthy indulgence with a grown up taste."

Each serving of Life Chocolate Oat Crunch provides two servings of whole grains, three grams of fibre and ten essential vitamins and minerals.

<A href="http://sev.prnewswire.com/food-beverages/20070109/CGTU02609012007-1.html">For further information, click here</a>

## **Metafolin wins innovation award**

**Date:** Tue, 09 Jan 07

### **Story Text**

A folate offering a unique ingredient for food supplements and dietetic foods has won the Frost and Sullivan Product Differentiation Innovation Award of the Year, it has been announced.

Merck Eprova won the award for creating Metafolin, a vitamin required by the human body.

Typically, folic acid provides folates within food supplements and foods containing extra vitamins, but this presents an unnatural form of the folate which must be metabolised by the body before taking effect.

Metafolin, however, can be used by the body as soon as it is consumed.

"Food is the major source for folates. However, in a large part of the population folate intake with food is insufficient," said scientific director of Merck Eprova Dr Rudolf Moser.

"An adequate intake of folates is essential for the prevention of many disorders including anaemia, neural tube defects, various forms of cardiovascular diseases, Alzheimer's disease, and depression," Dr Moser added.

<A href="http://www.prnewswire.co.uk/cgi/news/release?id=187683">For further information, click here</a>

## Salmon skin provides new gelatine source

**Date:** Tue, 09 Jan 07

### Story Text

Salmon skin has been found to provide a good source of gelatine with special properties.

Researchers from Norway's fisheries research institute, Fiskeriforskning, have previously shown that cod skin can be used for the production of special gelatine, which is viscous at lower temperatures than animal gelatine and is therefore better suited to refrigerated products.

Now, their latest research has revealed that salmon skin produces gelatine with the same properties, despite being genetically very different from cod.

Senior scientist Asbjorn Gildberg said that one of the main objections against using fish skin for gelatine was the scarcity of raw materials, particularly with the concerns over cod stocks.

"That we can use both cod and salmon changes this picture," he said.

"With a growing aquaculture industry for both these species, and increased processing, this means that we are getting increasingly larger amounts of skin available as residual raw materials," he continued.

Fish gelatine currently only accounts for up to two per cent of the world's production of the substance, but the expert insists that "if the special properties of the gelatine are used for the right products, it can become a profitable industry".

<a

href="http://en.fiskforsk.norut.no/fiskeriforskning/nyheter/nyhetsarkiv/can\_sell\_the\_skin">Further information</a>

## School canteen installs fingerprint scanner

**Date:** Tue, 09 Jan 07

### Story Text

Fingerprint scanner technology has been installed at a school in Lancashire.

The scheme saves parents from giving their children cash for St Teresa's school canteen, while allowing them to keep a watch on how well their children are eating.

Parents put money in an account, and this is deducted when pupils put their finger on a scanner at the canteen checkout.

Nigel Fynamore, managing director of school meal provider, Lancashire County Commercial Services, said: "There was a time when fingerprinting meant you'd been taken to the police station."

He added: "But this sort of technology has come a long way in recent years."

The scheme also encourages pupils to eat more healthily: they earn points when they buy healthy meals, with prizes for the healthiest eaters being served up at the end of the year.

A similar fingerprint scheme was implemented last year at Brinkburn School in South Tyneside.

## **Grocery store tours could educate on healthy eating**

**Date:** Tue, 09 Jan 07

### **Story Text**

Research by the University of Bristol has examined how education on healthy eating can be integrated into people's daily lives.

Instead of conducting nutrition education in unfamiliar places, the study looked at the effectiveness of taking people on a guided tour of their local supermarket.

A professional nutritionist took the group around the shop, pointing out sensible food choices and demonstrating skills like reading food labels effectively.

The tours were intended to help reduce cases of chronic diseases like coronary heart disease which can be caused by indulging in unhealthy foods too frequently.

Sue Baic, co-author of the study and lecturer in nutrition and public health at Bristol University, said: "Our research has found grocery store tours are a popular and effective method of nutrition education for people interested in heart health and for those at risk of CHD and other chronic diseases."

When questioned shortly after the tour, 75 per cent felt that they had learned a lot and many continued to make healthy changes to their diet in the following weeks.

Coronary heart disease currently causes over 105,000 premature deaths in the UK annually, according to statistics from the British Heart Foundation.

[Click here for further information](http://www.bhf.org.uk/professionals/index.asp?SecID=15&secondlevel=519)

## **Cargill seeks EU approval for low-GI sweetener**

**Date:** Tue, 09 Jan 07

### **Story Text**

Sugar-substitute maker Cargill has announced that it is seeking EU approval for Xtend Sucromalt, its latest slow-digestible sweetener.

The slow-energy release sweetener is said to be suitable for low-GI diets and a wide range of applications.

It has yet to receive US Federal rating on dental health but Cargill claims that it is "tooth-friendly" and has Generally Recognised As Safe regulatory status.

Xtend Sucromalt is supplied as syrup and is suitable to replace multiple sweeteners and bulking agents, reducing the length of ingredients lists.

"Xtend Sucromalt together fill a functional gap between full-calorie sweeteners and reduced-calorie sweeteners such as polyols," said Anne Mollerus of Cargill.

"The potential benefit of slow digestibility is a sustained energy supply, which presents opportunities for food manufacturers to create low-GI products."

The company said that it expects to receive Novel Foods approval at some point in the next 12

months.

### **Summary Text**

Sugar-substitute maker Cargill has announced that it is seeking EU approval for Xtend Sucromalt, its latest slow-digestible sweetener

## **Food industry should look beyond "health megatrend"**

**Date:** Tue, 09 Jan 07

### **Story Text**

The food and drink industry has been encouraged not to let the "health megatrend" lead to neglect of other consumer concerns.

The warning that food companies could miss out was issued by food&drink towers as it revealed its Ten Top Trends for 2007.

"There's a lot going on in the food and drink industry, so brands that choose to chase the healthy pound in isolation are at risk of limiting their consumer appeal," warned Helen Lewis, managing director of food&drink towers.

"Health is a hugely important megatrend within the industry, but it is important to consider all the trends relevant to your brand and consumers – not everyone wants to be told what to eat, when, and how often," she advised.

However, the sustained importance of health to the food and drink industry is underlined by food&drink towers' selection of "purity" as one of its trends for 2007. Purity is one of the sub-strategies that stem from the health trend and simple lists of natural ingredients will appeal to the health-conscious.

Purity gains increasing importance as a trend for this year when considered in the context of the current debate regarding nutritional information on food packaging.

<a

href="http://www.responsesource.com/releases/rel\_display.php?relid=28963&hilite=">Click here for more information.</a>

## **Masterfoods packaging to display nutritional information**

**Date:** Mon, 08 Jan 07

### **Story Text**

Masterfoods is to commit to on-pack information regarding its products' nutritional information, the company has announced.

Reacting to the growing concern with health issues within the industry and beyond, the company will display calories per serving and as a proportion of the recommended daily allowance on the front of their branded products' packaging.

Having already instigated initiatives such as the reduction of trans fat acids by 90 per cent and the reformulation of its products, Masterfoods claims that the latest move will further aid consumers in their nutritional choices.

"Nutritional information can be difficult to understand and we believe that this new approach will genuinely be effective in communicating complex messages in a user-friendly way, said Masterfoods chief executive Pierre Laubies.

The company will also increase nutritional information on the back of its packaging, to include further Guideline Daily Amount (GDA) information.

<a href="http://www6.lexisnexis.com/publisher/EndUser?Action=UserDisplayFullDocument&orgId=589&topicId=6974&docId=1:553516214&start=11">For further information, click here</a>

## **AB/Budvarcut deal after 100 years of wrangling**

**Date:** Mon, 08 Jan 07

### **Story Text**

After almost 100 years of legal wrangling over the rights to the Budweiser name, brewers Anheuser-Busch and Budejovicky Budvar have reached a deal on marketing in the US.

Anheuser-Busch will market Czech brewer Budejovicky Budvar's Czechvar Premium Czech Lager, adding to its portfolio of premium European brands.

The agreement leaves the two companies' dispute over the user of the Budweiser name unresolved however, with Anheuser Busch objecting to Budejovicky Budvar's marketing of Budweiser Budvar around the globe.

Both brewers have agreed that the deal has no impact on their legal differences and cannot be used to support either side in any trademark case.

Nonetheless, the common ground will shock many in the beer industry, which has witnessed a bitter tussle between the two companies as the Czech beer has grown from being a domestic brand.

<a href="http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=104&STORY=/www/story/01-08-2007/0004501611&EDATE=">Click here for more information</a>

## **McDonald's turns to ethical coffee**

**Date:** Mon, 08 Jan 07

### **Story Text**

Fast food giant McDonald's has announced it is to sign a £1 million deal to source its coffee from only from ethical fair trade suppliers.

The company will buy coffee from farm co-operatives in South and Central America that has been certified by the Rainforest Alliance, an independent fair trade group.

The deal involves around 3,000 farmers across 15 countries who will supply about 800 tonnes of coffee.

"We are a modern, progressive company. We offer our customers great-tasting coffee that also benefits coffee growers," said Steve Easterbrook, chief executive of McDonald's UK.

The initial deal amounts to £900,000 but the growers believe it could eventually amount to as much as £50 million if McDonald's goes ahead with plans to roll out the scheme to restaurants across Europe.

A national advertising campaign will be launched to publicise the deal with the tag line "because our coffee doesn't cost the earth".

"Today's announcement will transform the market for sustainably grown coffee in the UK," said Mr Easterbrook.

[Further information](http://www.csrwire.com/PressRelease.php?id=7189)

## **Low-fat avocado provides healthy new snack**

**Date:** Mon, 08 Jan 07

### **Story Text**

A new, healthier avocado is now on shelves in Sainsbury's, providing nearly a third less fat than other common varieties.

The new type of avocado, called Frias, will enable consumers to enjoy the healthy benefits of the fruit, including the antioxidant vitamin E, without worrying about their waistline.

Avocado buyer Chris Wells commented: "Generally people love to eat avocado but feel it is something that needs [to] be eaten in moderation. With this new variety our customers can enjoy this favoured fruit without feeling guilty - ideal as the new year resolutions kick in."

Avocados are extremely popular and Sainsbury's alone sells around 15 million avocados a year.

Dieters have often had to limit their intake of the fruit, as one medium-sized avocado contains around a quarter of the recommended daily intake of saturated fat.

However, they also provide many important nutrients, including fibre, potassium, B-vitamins and folic acid.

The Frias variety will open up the fruit to a wider range of consumers and is now available for £1.49.

[Further information](http://www.j-sainsbury.co.uk/index.asp?PageID=419&subsection=&Year=2007&NewsID=833)

## **Goat meat goes gourmet?**

**Date:** Mon, 08 Jan 07

### **Story Text**

Goat could be the next meat to grace the tables in the US' finest restaurants with the help of a food innovation service.

Goat farmer Jim Lechner believes that there is an untapped demand for his goat-based products and is turning to the Food Innovation Center at Rutgers University to help develop his business, reports Associated Press.

The Rutgers centre is one of several 'incubators' - so called because they help 'hatch' ideas - across the US that are funded by \$10 million (£5 million) of grants from the US department of agriculture to aid technical and business development support to food industry innovators.

The centres have already acted as research and development arms for producers and

entrepreneurs like the Vermont Mystic Pie Co.

David Barash commended the Vermont incubator saying: "We went from baking several pies a day at home to making several hundred a day and it allowed us to really experiment with what worked."

"If it hadn't been for the incubator space, I don't know what we would have done."

H Louis Cooperhouse, director of the Rutgers centre explained: "There's a tremendous thirst for new products in the marketplace and the opportunities are ripe for new companies to be quick to market with products that meet the needs."

Mr Lechner has received two grants from the centre to create goat meat cuts and work with chefs to create a guide to preparation and presentation.

[Click here](http://www.forbes.com/feeds/ap/2007/01/07/ap3307033.html) for more information.

## **FSA folic acid fortification plans questioned**

**Date:** Fri, 05 Jan 07

### **Story Text**

The Food Standard Agency's (FSA) plans to fortify food with folic acid could be harmful to the elderly, according to a new report.

A study by Dr Martha Morris, associate professor at the Rush Institute for Healthy Aging at Rush University Medical Center, found that folic acid can hide B12 vitamin deficiency, which is a common problem for older people.

"This recent research confirms what we've known all along. Not only can folic acid mask the symptoms of B12 [deficiency], [but it makes] underlying anaemia and potential nerve damage worse," said Patrick Holford, nutritionist at the charitable Food for the Brain Foundation.

"This may be why those with low B12, which is about one in ten over age 60, are showing greater memory loss. Nutrients are not drugs. They work in synergy."

The research is published in the American Journal of Clinical Nutrition.

[Click here](http://www.food.gov.uk/) for further information

## **Brewer announces new Guinness bread**

**Date:** Fri, 05 Jan 07

### **Story Text**

Irish brewer Guinness has announced that it is set to release its famous beverage in bread form.

The brewer has teamed up with Irwin's Portadown Bakery to release Guinness Whole Grain Bread, which has been in development for two years. Roughly 17 per cent of the bread will be Guinness, and both companies say that the taste is as familiar as always.

With supermarkets such as Tesco having already ordered supplies, the bread seems set to capture attention across stores in Ireland and the UK.

"The challenge was to create a bread whose appearance, texture and taste fully reflect and complement the distinctive integrity and taste of the beer," said Irwin's Michael Murphy.

"We have achieved that with Guinness Whole Grain Bread and are confident that consumers the world over will love it," he continued.

"It's appropriate now to toast the success of Guinness Whole Grain Bread which we hope will pave the way for further mass market food product development for us," added David Berry from Guinness owner Diageo.

[For further information, click here](http://www.irishpost.co.uk/news/story.asp?j=5102&cat=news)

## **Food brand loyalty declining say sector execs**

**Date:** Fri, 05 Jan 07

### **Story Text**

More than 40 per cent of food executives expect brand loyalty in the food and beverage sector to "decrease" or "significantly decrease" in the next five years says a report.

The Winning Strategies for Food and Drink Brand Loyalty study by Business Insight said that private labels and changing consumer habits are eroding ingrained purchasing habits.

This is causing some to question the value of brand awareness raising to capture the 33 per cent or 50 per cent of 'floating' consumers if they are then unable to keep them, said Business Insight.

Instead, innovation and new forms of marketing may offer greater cost benefits over the long term, the report concluded.

"Winning Strategies for Food and Drink Brand Loyalty examines some of the key challenges to brand loyalty and provides actionable recommendations for strategic responses," said the company.

[Click here for more information](http://www.researchandmarkets.com/reports/c47391)

## **CIAA report reveals innovation is key to EU food industry**

**Date:** Fri, 05 Jan 07

### **Story Text**

A new report by the CIAA shows that 85 per cent of all British food and drink companies cultivate innovation in their businesses.

Only 60 per cent of UK food companies practicing innovation in products and processes have a designated research and development department.

Despite this, the report claims that: "Most food companies, including SMEs are genuine innovators and look continuously for opportunities to innovate."

The research undertaken in 2005 and 2006 indicated that major innovations in the food industry were most likely to be undertaken by larger food companies who could afford to invest more in research and development facilities.

However, around 50 per cent of small and medium sized enterprises were able to develop products looking at such factors as nutritional value and improvement on taste.

Nestle was the biggest world investor in research and development within the food industry for 2005, with Unilever being the top R&D investor for the UK.

North America was revealed as the only country where health-driven innovation was dominant at 34.5 per cent.

<a href="http://www.ciaa.be/pages\_en/news\_events/news\_list.asp?news\_id=200&year\_crit=2007">Further information</a>

## **New seasonal snack bar from Eat Natural**

**Date:** Fri, 05 Jan 07

### **Story Text**

A new seasonal variant has been added to the popular portfolio of Eat Natural snack bars.

The brand has created a winter warmer bar, containing pear, pecan and ginger with dark chocolate, which it hopes will receive a similar welcome to its summer recipe.

Eat Natural now intends to launch three new seasonal recipe bars each year, according to Marketing Week, and the summer recipe - consisting of a yoghurt-covered blueberry and pistachio bar - could well become a permanent feature due to its popularity.

The new bar will initially be available in Tesco, Holland & Barrett and Julian Graves stores before being rolled out on a wider scale, and will be offered in three-bar multi-pack format or as a single bar.

New product development has become a key focus for the company, which recently hired Marks & Spencer's former biscuit developer Harriet Gregory to lead its new product innovation department.

<a href="http://www.marketingweek.co.uk/item/54559/254/260/3">Further information</a>

## **Health issues drive smoothie sales**

**Date:** Thu, 04 Jan 07

### **Story Text**

Growing awareness of the importance of healthy eating has led to a significant increase in smoothie sales, according to new research.

Last year saw consumers drink more than 34 litres of the drink, meaning the smoothie industry is now worth Â£134 million a year, consumer research company Mintel revealed.

And an expected tendency for smoothie drinkers to innovate by creating their own concoctions means that smoothie makers are set to make an impact on the market, the firm advises.

Current favourites highlight the health trend, with ginseng among the unusual flavourings

witnessing a surge in sales.

"Healthy eating, and in particular the five-a-day fruit and vegetable campaign, has been the driving force behind continuing rates of exceptional growth," said Mintel senior market analyst Vivianne Ithekweazu.

Manufacturers are beginning to launch nationwide campaigns to cash-in on the trend, with Smoothie bar chain Zumo this week unveiling a new website aimed at further promoting its range of drinks.

<a href="http://today.reuters.co.uk/news/articlenews.aspx?storyid=2007-01-04T005533Z\_01\_L03791495\_RTRUKOC\_0\_UK-BRITAIN-SMOOTHIES.xml&type=domesticNews&src=010407\_0157\_ARTICLE\_PROMO\_also\_on\_reuters">For further information click here</a>

## **New nutrition labelling launched**

**Date:** Thu, 04 Jan 07

### **Story Text**

A £4 million campaign has been launched by several of Britain's biggest food manufacturers to promote new food nutrition information.

The guideline daily amount system (GDA) shows what percentage of sugar, salt, fat and calories are present in each serving.

A rival 'traffic light' system, backed by the Food Standards Agency, has also been launched but many manufacturers claim shoppers will steer away from any products with a red label - even if they are perfectly healthy as part of a balanced diet.

Supported by supermarkets Somerfield, Morrison and giant Tesco, it is claimed the scheme is easier for shoppers to understand.

Food industry GDA campaign director Jane Holdsworth said: "This isn't just about a label, it's about a lifestyle.

"We have made it simple to compare what's inside thousands of everyday foods so you can choose what best suits your diet."

The rival traffic light system is supported by supermarkets such as Sainsbury's, Waitrose and Asda. They claim the traffic light system is preferable as many adults do not understand the percentages used in the GDA system.

## **New soluble fibre boosts beverage health and taste**

**Date:** Thu, 04 Jan 07

### **Story Text**

A new soluble starch designed for 50 per cent reduced sugar water/juice-based beverages boosts fibre count and improves flavour, its distributors claim.

National Starch Food Innovation, exclusive US distributor for Roquette Freres' Nutriose, said that the product could provide up to three grams of fibre per eight-ounce serving.

In addition to improving health-claims, Nutriose provides better taste, after-taste and mouthfeel,

as it reduces the off-note flavours from high-intensity sweeteners or vitamins.

"Because of their convenience and high rate of consumption, beverages are an ideal way to bring health benefits to consumers," said Dr. Deborah Dihel of National Starch.

"Nutriose offers beverage manufacturers a way to differentiate their products by improving both taste and health benefits."

Nutriose also tolerates heat treatment and pasteurisation, works with a wide range of Ph and temperature levels and quickly disperses without lumping, said the company.

<a

href="http://www.foodingredientsfirst.com/newsmaker\_article.asp?idNewsMaker=13001&fSite=AO545&next=2">New soluble fibre boosts beverage health and taste</a>

## **Starbucks joins ranks of trans fats critics**

**Date:** Thu, 04 Jan 07

### **Story Text**

Global coffee chain Starbucks has announced that it will be cutting trans fats from its pastries and other foods in a move that is further evidence of a new direction for the food industry in the US.

A large number of Starbucks' US stores are now free of trans fats with the company working to remove the partially hydrogenated vegetable oils from its other US outlets by the end of the year.

New York health officials recently approved a ban on trans fats in its restaurants, although Starbucks insists that its announcement was not prompted by that move.

Spokesperson Brandon Borrman said: "Our focus has always been on providing our customers with healthy and nutritious food options.

"This is something we've been working on, on our own, for a couple of years now."

Fast-food chain Wendy's began using trans fat-free oil in August and McDonald's and Taco Bell are also working toward using healthier oils.

Mr Borrman was not sure of Starbucks' plans to use alternative oils outside of North America.

<a

href="http://www.boston.com/business/articles/2007/01/02/starbucks\_to\_drop\_trans\_fats\_from\_items/">Click here for more information.</a>

## **Low GI shake 'answers dieters' prayers'**

**Date:** Thu, 04 Jan 07

### **Story Text**

BioVite has launched the first ever low GI shake which it believes will help dieters to lose up to 10lbs in three weeks.

The new X-Vite Low GI shake has a glycaemic index of only 34, but is full of vitamins and minerals, Omega-3, whey protein and calcium.

In addition, the vanilla-flavoured drink contains important fibres such as oat beta glucan, which provides slow-release properties meaning that the drinker feels fuller for longer and does not suffer the usual hunger pangs, sugar cravings or low energy levels associated with dieting.

Kirsten Brooks, a leading clinical nutritionist, said that the new product would be "the answer to many dieters' prayers".

"Because it is based on low GI principles - rather than just being low calorie or low fat - and it contains such an outstanding combination of nutritionally beneficial ingredients, it really nourishes the body," she explained.

Ms Brooks added that the shake ensures drinkers feel satisfied, helping them to lose weight steadily over a prolonged period while remaining healthy throughout.

X-Vite Low GI shake, which is described as a functional food by BioVite, costs £29.95 for 14 servings.

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

## **Award-winning meat firm to extend range**

**Date:** Wed, 03 Jan 07

### **Story Text**

New enterprise Trealy Farm Charcuterie in Mitchel Troy, Monmouthshire has won two silver awards for its salami and sausages at the Welsh Assembly Government's True Taste Awards after only eight months' trading.

The small specialist producer makes smoked, snack-sized salami and fresh Toulouse sausage with local pork, all favourites of the competition judges, which they sell at farmers' markets.

The farm enjoyed a thriving trade this Christmas season, marketing traditional cured hams as well as meat selection boxes featuring lemon and thyme sausages, air-dried ham and forcemeat stuffing.

Now, eager to build on their expertise in producing deluxe charcuterie such as 100 per cent meat Spanish Chorizo and bratwurst, the owners plan to travel to Germany and Spain and develop their "ideas and influences", says director James Swift.

They've already developed their own Trealy salami "red wine 'with a hint of garlic'.

The Farm is a joint venture between two couples, the Waddingtons and the Swifts, who discovered a passion shared when they met at the Abergavenny Food Festival in 2005.

[Click here for further information](http://www.meatinfo.co.uk/articles/25416/Salami-success.aspx?categoryid=198)

## **Farmers should "diversify", says Defra secretary**

**Date:** Wed, 03 Jan 07

### **Story Text**

Defra secretary David Miliband has advised the farming industry that it should revise its practices if it wants to remain profitable in the future.

Speaking at the Oxford Farming Conference, Mr Miliband set the industry five challenges and urged farmers to focus on diversifying and innovation.

Highlighting quality and increased information as key aspects of these changes, Mr Miliband's challenges included working with co-operatives and re-connecting with consumers.

"They [consumers] want more information on where their food has come from and how it has been produced, and higher standards of nutrition and animal welfare," he affirmed.

However, Mr Miliband conceded that the government had to play its own part in innovation if the measures were to be a success.

"We need to deliver on the agreed plans for regulatory change that will contribute about Â£30 million estimated savings," he confirmed, speaking to an audience of industry figures.

## **Tory leader urges "rigorous and transparent" food labelling**

**Date:** Wed, 03 Jan 07

### **Story Text**

The food industry needs to clamp down on foreign food being passed off as British, according to the leader of the Conservative party.

Speaking at today's Oxford Farming Conference, David Cameron called for an improvement in food labelling.

Mr Cameron criticised the practice of foreign food that has only been processed in this country being described as from the UK.

"Food can be imported to Britain, processed here, and subsequently labelled in a way that suggests it's genuinely British," he said.

"That is completely wrong. Effective marketing can only be achieved if labelling is accurate and clear."

He urged food manufacturers to ensure labelling was accurate so that consumers are not misled about the origins of the products they purchase.

[Click here for further information](http://www.guardian.co.uk/uklatest/story/0,-6319283,00.html)

## **Supermarkets disagree over egg sourcing**

**Date:** Wed, 03 Jan 07

### **Story Text**

The country's supermarkets are going down different routes to source free-range eggs with some refusing to commit to sourcing entirely from British farmers.

Asda has called on other supermarkets to follow it in sourcing only British free-range eggs as a way of preventing a reliance on imports.

The Ranger quotes Chris Brown of Asda as saying: "It's my view that all retailers should show the

same responsibility as ASDA and make the necessary investment in British agriculture so that we don't arrive at a point where we have to import produce to keep shelves full."

But Morrisons has followed Somerfield in sourcing some of its free-range eggs from the continent and will import 15 per cent of its free-range volume from Holland.

Although Sainsbury's said that it was committed to UK agriculture, it admitted to shortages of home-grown eggs over Christmas.

The supermarket assured customers that the imported eggs would be of the same quality: "We will only import from regions where production standards are as high as those in the UK in order to maintain availability for our customers."

Tesco, on the other hand, said that it would not import eggs until it was certain that they meet the standards demanded of UK suppliers, something it was not confident of at present.

[Click here for further information.](http://www.farminguk.com/bsp/10130/ews.asp?DBID=103-281-013-096&iPage=1&id=5204)

## **Researchers develop new gluten-free bread method**

**Date:** Wed, 03 Jan 07

### **Story Text**

Scientists at the Food Technology Plant Special Research Centre (CeRPTA) say that they have developed a gluten-free bread that is almost indistinguishable from the real thing.

While gluten-free versions of many staples are available, they tend to perform consistently low in taste-testing.

Gluten-intolerancy is a rapidly-growing condition involving an often-violent digestive inflammatory condition is sufferers consume wheat, rye or barley products.

The researchers said that the bread is made entirely with plant products so as to also be suitable to people suffering lactose and egg allergies and has a high nutritional value.

The CeRPTA researchers, based at the Universitat Autònoma de Barcelona, said that their method could also be adapted to produce other gluten-free products.

[Click here for more information](http://www.medicalnewstoday.com/medicalnews.php?newsid=59734)

## **Fair trade important for shoppers, says survey**

**Date:** Tue, 02 Jan 07

### **Story Text**

Fair trade is the most important factor for shoppers when deciding upon purchases, according to a recent survey.

A study by TNS for Deloitte found that it was a particularly important issue for women when doing the shopping.

Residents of the south-east and Yorkshire were also discovered to be the most ethically-minded when deciding what goes in their shopping baskets.

The 16 to 24 age group and the 45 to 54-year-olds were found to be most concerned with environmental and ethical issues when shopping for food.

Supporting local food growers and producers was also highly important for many of the 1,010 adults surveyed.

"This year the message to retailers and manufacturers is that consumers are increasingly aware of their individual social responsibilities," said Lawrence Hutter, partner in consulting at Deloitte.

"While more and more companies are introducing 'green' lines in a bid to 'outgreen' one another, companies such as Mark's and Spencer's with their 'look behind the label' campaign and Sainsbury's focus on healthy food show this new group of customers is already a significant revenue stream."

[Click here](http://www.just-food.com/article.aspx?id=97030&lk=alrt3&amd=3077) for further information

## **Honey is best hangover cure, say experts**

**Date:** Tue, 02 Jan 07

### **Story Text**

A novel way of dealing with hangovers - toast and honey - has been rated as the most effective method of combating the problems of excessive drinking by a leading scientific institution.

The Royal Society of Chemistry has said that the meal is a successful way of resisting the onset of a hangover, due to ingredients that make up the preserve.

Foods such as honey or golden syrup contain the necessary levels of sodium, fructose and potassium required to rejuvenate the body, the scientists say.

Explaining the findings, the society's Dr John Emsley outlined the conversion process involved in such a remedy.

"The hangover comes from acetaldehyde. This is the toxic chemical into which alcohol is converted by the body and it causes a throbbing headache, nausea, and maybe even vomiting," he revealed.

"The hangover disappears as the acetaldehyde is slowly converted to less toxic chemicals," Dr Emsley advised.

[For further information click here](http://icwales.icnetwork.co.uk/0100news/0200wales/tm_headline=a-spoonful-of-honey-helps-the-alcohol-go-down%2Dsay-experts-%26method=full%26objectid=18360312%26siteid=50082-name_page.html)

## **Oxford to host UK's first children's food festival**

**Date:** Tue, 02 Jan 07

### **Story Text**

As part of the city of Oxford's 1,000 anniversary celebrations Oxfordshire is to host the first children's food festival to be held in the UK.

Due to take place on July 14th and 15th at the Northmoor Trust's conservation farm at Wittenham Clumps, the free event has been labelled Munch at the Clumps.

Celebrity chefs Raymond Blanc and Sophie Grigson are the patrons of the festival and they lead a strong line-up of chefs, restaurants and farmers who are all taking part.

The festival will feature cookery competitions, a theatre, a talks and debating marquee, farm animals and rare breeds and medieval food tastings, according to Oxford Inspires.

In addition six 'Field to Fork' marquees will be the heart of the festival: The Meat Tent, The Dairy Tent, The Fruit and Vegetable Tent, The Bread Tent, The Honey Tent and The Smell Tent (herbs and spices).

In a statement festival organisers said the aim of the festival is to transform young people's approach to food and to give children and parents a fresh perspective on healthy eating.

"Raymond Blanc and Sophie Grigson lead a strong line-up of chefs, restaurants and farmers who are taking part.

"The festival will be free and the approach will be creative, participatory and humorous."

[Further information](http://www.oxfordinspires.org/news-231106.html)

## **Omega-3 enriched products double**

**Date:** Tue, 02 Jan 07

### **Story Text**

The number of omega-3 enriched products available in the US more than doubled over the course of 2006, market research firm Mintel has said.

Around 120 products were available enriched with omega-3 fatty acids at the beginning of 2006, rising to more than 250 today, it added.

The substance is naturally found in fish and some nuts and oils but many consumers say that they want to get it from more convenient sources.

These include a new enriched Tropicana orange juice, Kellogg's new Kashi cereal and in the US, Unilever's I Can't Believe It's Not Butter.

Around 40 per cent of all adults say that they would like to get more omega-3 in their diets a new survey reports, following claims that it may cut the risk of heart disease.

"Its become a miracle food," Maureen Putman of the Hain Celestial Group, which puts omega-3 in Healthy Valley bread, told USA Today.

## **Consumers choose own-label bubbly over famous brands**

**Date:** Tue, 02 Jan 07

### **Story Text**

Shoppers are beginning to recognise that you don't have to spend a fortune on expensive champagne to have a sparkling celebration.

According to Sainsbury's, sales of their own-label vintage champagne have rocketed recently,

with many consumers shunning famous, pricy brands.

Melissa Draycott, champagne buyer at the supermarket, said that customers were becoming "more aware" of the chain's own-brand champagnes and sparkling wines.

"This was very apparent when our Taste the Difference Vintage Champagne won the Which? taste test recently, and we saw a staggering increase in sales," she said.

Ms Draycott revealed that sales of the product increased by a massive 3,000 per cent in the week that the magazine published its results.

Sainsbury's Taste the Difference Vintage Cava, which the supermarket claims is a unique blend in the UK, is selling at least twice as fast as leading champagnes, despite only being launched in October.

<a href="http://www.j-sainsbury.co.uk/index.asp?PageID=422&subsection=&Year=2006&NewsID=831">Further information</a>