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Smirnoff creates new range of at-home cocktails

Date: Fri, 22 Jun 07

Story Text

Smirnoff has launched a new collection of superpremium cocktails designed for those who want an easy way to drink cocktails at home.

The innovative Smirnoff Cocktails collection "takes the guesswork out of mixing drinks" at home, with two popular cocktails - Grand Cosmopolitan and Vodka Mojito – added to the line-up.

The Smirnoff Grand Cosmopolitan blends premium Smirnoff Vodka No 21 with Grand Marnier liqueur, cranberry juice and a splash of lime, while the Smirnoff Vodka Mojito reinterprets the classic Cuban Mojito, with Smirnoff No 21 vodka instead of rum, along with lime and mint flavours.

Kate Price, Smirnoff marketing director, said: "The combination of Smirnoff Vodka with other premium spirits like Grand Marnier liqueur, creates the complete cocktail experience without leaving home. It's like having a master mixologist in a bottle."

Smirnoff, owned by the world's largest spirits, wine and beer company, Diageo, has selected

two cocktails that are among the most difficult to make and has balanced the ingredients to produce top quality style and flavour easily.

[For further information, click here](http://www.diageo.com/en-row/homepage.htm)

Palsgaard develops new SA 6600 instant cake emulsifier

Date: Fri, 22 Jun 07

Story Text

Palsgaard has launched a new patented instant cake emulsifier that can be easily dispersed in cake batters and performs well at all temperatures.

The Danish ingredients manufacturer claims to be offering "the ultimate convenience and security in the field of industrially produced cakes" with a product which does not vary in consistency according to surrounding temperatures.

The versatile SA 6600 instant cake emulsifier can be used in a variety of products and systems to emulsify and aerate cake batters that contain oil and fats, and comes in convenient powder form.

With growing demands for consistency from consumers, the new SA 6600 emulsifier offers high product quality under optimum processing conditions and is free of trans fatty acids (TFA).

SA 6600 instant cake emulsifier improves functionality, is cost effective and can be used widely in automatic processing lines.

Palsgaard recently announced that it is opening a new esterification plant that will boost production of certain types of emulsifiers by 500 per cent.

[For further information, click here](http://www.palsgaard.de/International/News_and_exhibitions.aspx)

New liqueur brand launched in Britain

Date: Fri, 22 Jun 07

Story Text

A new liqueur brand has been unveiled in the UK, Ireland and duty-free markets by Harvey Miller Wine & Spirits Agencies (HMWSA).

The contemporary nut liqueur, Pisa, is imported from Italy and comes in distinctive packaging that is reminiscent of the iconic towerTMs lean.

A blend of three nut flavours - almonds, pistachios and hazelnuts - Pisa has been launched in response to studies showing that sales of nut-based liqueurs are rising and consumers are increasingly seeing liqueurs as a drink that can be enjoyed all year round, not just at Christmas.

Alistair Mutch, Harvey Miller Wine & Spirit Agencies managing director, commented: "There is definitely room in the nut liqueur market for a new contender. Pisa is an exceptionally high quality and desirable drink which combines contemporary bottle design with an original and superior flavour."

Initially available in selected bars and retailers, the liqueur will also be going on sale with a suggested retail price of Â£14.49 for a 700ml bottle and a new Pisa Cream Liqueur launched later this year. It is very versatile and can be used in cocktails, coffee or sipped on its own over ice.

The blend of nut flavour is complemented by a hint of spices and dried fruit, with the ingredients for the drink grown in the area close to the city of Pisa.

[For further information, click here](http://www.hmwsa.com/home.htm)

Dorset rapeseed oil contributes to award-winning new cake

Date: Fri, 22 Jun 07

Story Text

A new award-winning cake has been produced by Dorset company Parker's Menu using locally produced rapeseed oil.

The Dorset Cloud Cake uses oil produced by The Seed Company of Sherborne, west Dorset, to create a rich chocolate cake filled with local double cream.

Having sampled some of the Seed Company's rapeseed oil, Parker's Menu decided to use it to make cakes to judge its performance and developed a range of nine cakes using it.

In a contest judged by a panel, the Dorset Cloud Cake was firm favourite and will now be produced by Parker's, debuting at the Speciality & Fine Food Fair in London this September.

The Seed Company claims that its rapeseed oil has been created from a seed specially selected for its flavour, nutritional benefits and culinary versatility.

Rapeseed oil has been touted in recent months as an excellent alternative to olive oil for health-conscious consumers because of its high levels of omega 3.

[For further information, click here](http://www.parkersmenu.co.uk/)

Flora unveiled pro.activ pomegranate mini-drink

Date: Fri, 22 Jun 07

Story Text

Flora has announced the launch of a new Flora pro.activ mini-drink that combines pomegranate and raspberry flavours.

The food brand, which focuses on products that help to lower cholesterol, plans to spend Â£1.5 million on marketing the new mini-drink, which is probiotic, and contains omega 3

Paul Holden, Unilever UK category operations manager, told Talking Retail: "Pomegranate is reputed to have heart health benefits so fits excellently with the Flora pro.activ brand and has great potential for driving incremental growth."

The UK market for mini-drinks is currently worth an estimated Â£244 million, with new flavours being released each month.

Two out of three UK adults currently have a cholesterol level that is higher than the

recommended levels and Flora claims that its pro.activ range can help to reduce it. Owned by Unilever, Flora supports the London marathon and efforts to encourage Brits to lower their cholesterol and eat more healthily.

Pomegranate, which has been dubbed a superfruit and is rich in nutrients and antioxidants, is increasingly being used by the British food and drink industry to appeal to health-conscious consumers.

[For further information, click here](http://www.unilever.co.uk/ourbrands/foods/Flora.asp)

Navitas Naturals mixes exotic berries with nuts

Date: Fri, 22 Jun 07

Story Text

Navitas Naturals has announced that it is tapping into the growing trend for superfruits with a new range of organic trail mixes that feature exotic raw organic berries.

The organic power food company claims that the new Trail Power line of healthy snacks will provide consumers with "energy and zest".

Navitas sources raw ingredients from around the world and places a strong emphasis on products being organic, as well as socially and environmentally responsible.

The "power" foods range of trail mixes features three varieties - Goji-Golden Berry-Mulberry, Goji-Cacao Nibs-Cashew and Three Berry-Cacao Nibs-Cashew.

Zach Adelman, Navitas Naturals president and founder, said: "We've sourced the hottest new 'functional foods' from around the world to bring you Trail Power, an exciting, delicious way to support your daily intake of important essential nutrients."

Using superfoods, such as goji berries, provides a powerful combination of fibre, vitamins, minerals, antioxidants and protein, while all the trail mixes have been certified kosher by Earth Kosher and are available in both retail and bulk versions.

Goji berries are grown in China and are one of the most concentrated sources of antioxidants in the world, with more iron than steak and more vitamin C than carrots. They have been dubbed the new superfruit and are becoming increasingly popular with health-conscious consumers in the UK.

[For further information, click here](http://www.navitasnaturals.com/press_downloads/Navitas%20e%20press%20release%20Trail%20Power.pdf)

Gu unveils rich chocolate banoffee pudding

Date: Thu, 21 Jun 07

Story Text

Desserts company Gu has unveiled a rich new chocolate banoffee pudding that combines dark chocolate with rich banana caramel.

Using classic banoffee pie as its inspiration, the Gu individual Chocolate Banoffees have a thick topping of 53 per cent cocoa chocolate ganache, a layer of mascarpone, banana caramel and a buttery biscuit base.

Served in signature Gu reusable glass ramekins, Gu Chocolate Banoffees cost £2.79 for two 90g puddings.

Gu produces a range of rich, luxury desserts with an emphasis on chocolate that includes Hot Chocolate Souffles, Choc and Vanilla Cheesecakes, Cocoa Chocolate Mousses and Sticky Toffee Pud.

Invented by Ian Dowding and Nigel Mackenzie of The Hungry Monk restaurant, East Sussex, in 1972 Banoffee is a firm favourite with Brits, along with traditional puddings like baked Alaska, classic trifle and Black Forest gâteau.

[For further information, click here](http://www.gupuds.com/decadent/index_master.html)

Freshtables SteamPerfect for microwave vegetables

Date: Thu, 21 Jun 07

Story Text

A new line of products has been unveiled that provides consumers with a healthy way of microwaving fresh fruit and vegetables.

Freshtables SteamPerfect consists of fruit and vegetables in innovative new steaming bags, along with chef-created sauces or flavours that blend herbs, butter and seasonings to enhance taste.

The specially-designed pouches take just two minutes to steam in the microwave and steamed vegetables retain more nutrients than those cooked any other way.

Steaming retains more nutrients than any other cooking method. Our chef-inspired sauces use special blends of herbs, seasonings and real butter to accent the natural taste and goodness of fresh vegetables and fruit.

Darci Eckermann, vice president of marketing and business development for The Sholl Group II, said: "The nutritional benefits of microwave steaming are better than cooking with water or traditional cooking. In fact, more than twice as many vitamins are preserved by cooking with the Freshtables proprietary microwave bags than by boiling vegetables."

Designed as a response to calls from consumers for healthy and convenient food products, Freshtables SteamPerfect comes in nine different varieties.

The average Briton eats just five portions of fruit and vegetables a day, rather than the recommended five-a-day. Fruit and vegetables are full of vitamins, minerals, fibre and antioxidants and can be used as part of a balanced diet to maintain a healthy weight and reduce the risk of heart disease, stroke and some cancers.

[For further information, click here](http://www.freshtables.com/)

Danisco creates innovative Feta cheese ice cream

Date: Thu, 21 Jun 07

Story Text

Danisco has created a unique new ice cream with the flavour of distinctive Greek Feta cheese.

The ice cream uses Cremodan 1001 IcePro Emulsifier & Stabiliser System to produce a good ice cream texture, combines with Feta Cheese Flavouring T02246.

With the distinctive taste of the Greek salted cheese, topped with sweet, golden syrup with honey, the cheesy new ice cream is the ideal dessert after dinner.

Combining the best elements of ice cream and a cheese plate, the Feta cheese ice cream with honey was developed by Danisco's ice cream and frozen desserts team.

As summer gets underway, food companies are launching their new ranges of frozen treats and desserts to refresh consumers in hot weather.

For further information, click here

Yoplait and Neptune team up on functional dairy product development

Date: Thu, 21 Jun 07

Story Text

Yoplait and Neptune Technologies & Bioresources have announced a new partnership agreement for the research and development of functional dairy products.

French food company Yoplait and Canadian biotech specialist Neptune will create functional fresh products to boost consumers' health.

Under the terms of the agreement, the two firms will join forces to create new dairy products using Neptune Krill Oil (NKO), which is believed to help in the management of a number of chronic conditions.

The strategic alliance will see products developed for worldwide commercialisation and NKO clinically tested for its effect on a range of prevalent conditions.

Lucien Fa, president of Yoplait, said: "I am convinced that the partnership between Neptune and Yoplait will contribute to develop products which will bring, significant health related benefits to the consumers without compromising on great taste."

The dairy sector represents over a quarter of the total growing market for functional foods, with around \$16 billion worth of worldwide annual sales.

For further information, click here

New Thai range from Sharwood's

Date: Thu, 21 Jun 07

Story Text

Sharwood's has announced the launch of a tantalising new Thai range of easy-to-use food products.

The company, which was recently bought by Premier Foods, is expanding its Asian food business with a new range of curry sauces, Thai dressings, stir-fry sauces, Thai curry pastes, dipping sauces, crackers and noodles.

Available from July, the new range features striking new packaging designs from BrandOpus and delicately balances hot and sour, sweet and salty, and light and rich flavours.

Paul Davies, Sharwood's brand director, said: "People are increasingly becoming interested in the light, fresh and fragrant flavours of Thai cooking, and Thai is set to become the next big Asian cuisine. The next few years could see the growth in Thai match the combined growth of Chinese and Indian."

Thai food is becoming more and more popular with UK consumers and the market for Thai products has witnessed double-digit growth in recent years, with the number of Thai restaurants quadrupling since 2000.

Sharwood's has also recently released an innovative new range of fresh chilled sauces, which are stored in the fridge and offer the taste of apricots, peppers, fresh cream, pineapple, kaffir lime leaves, lemongrass and honey.

[For further information, click here](http://www.sharwoods.co.uk/)

Tyson launches antibiotic-free chicken products

Date: Thu, 21 Jun 07

Story Text

Tyson Foods has unveiled a new range of fresh chicken products that is free from antibiotics to appeal to more health-conscious consumers.

The company hopes that the decision to produce all its branded fresh chicken from poultry raised without antibiotics will boost its market share and fuel demand for fresh chicken products.

A small premium will be attached to the antibiotics-free chicken, but Tyson claims that the decision is a "response to broadscale consumer demand".

Richard Bond, Tyson chief executive, said: "While we have great confidence in the quality of our traditional chicken, we're also committed to providing mainstream consumers with the kind of products they want. According to our research, 91 per cent of consumers agree it's important to have fresh chicken produced and labelled 'raised without antibiotics'."

The 100 per cent All Natural, Raised Without Antibiotics chicken will go on sale this week in newly-designed packaging and contains no artificial ingredients.

Consumers are becoming increasingly concerned about the presence of chemicals and antibiotics in their food, with a booming market in Britain for organic and fresh produce.

[For further information, click here](http://www.tyson.com/)

Closure-intensive packaging demand drives caps and closures market

Date: Wed, 20 Jun 07

Story Text

A steep rise in demand for closure-intensive plastic packaging is driving growth in the western European market for caps and closures, a new report states.

The packaging market is increasingly shifting away from closureless containers such as metal cans and towards more closure-intensive plastic products.

As a result, the use of caps and closures is rising and the report by analyst Frost & Sullivan suggests that this trend will continue, increasing western European caps and closures market revenues from 2.29 billion euros in 2006 to 2,82 million by the end of this year.

Frost & Sullivan research analyst, Kumud Verma, said: "Caps and closures are often the key for consumers to use and access many packaged products. The primary requirements of caps and closures have stretched beyond reliable closure performance."

Caps and closures are increasingly needed for traditionally closureless forms of packaging, such as aseptic drinks cartons, plastic pouches and gable-top containers. Growth in usage of hot-fill containers for sauces, pickles and soups and single-serve milk cartons with resealable closures is also driving caps and closures revenues.

The report points out that caps and closures provide "visual appeal, easy-open convenience and brand differentiation", with performance features such as child resistance and tamper evident closures proving popular with consumers, and high levels of innovation in the market.

[For further information, click here](http://www.frost.com/prod/servlet/report-homepage.pag?repid=M086-01-00-00-00&ctxst=FcmCtx1&ctxht=FcmCtx2&ctxhl=FcmCtx3&ctxixpLink=FcmCtx4&ctxixpLabel=FcmCtx5)

Acai berry smoothie taps into superfruits trend

Date: Wed, 20 Jun 07

Story Text

Caribou Coffee has unveiled a new acai berry smoothie in response to the growing demand for so-called superfruits.

Using the Brazilian berry as its base, Caribou Coffee claims that its new beverage is the first acai berry smoothie, offering a great berry taste and a range of health benefits to consumers.

The smoothie will be available from June 25th 2007 at Caribou Coffee shops and uses pulp from the fashionable acai berry, grown in the Amazon rainforests of Brazil, and guarana seed to provide a fresh, tasty energy boost.

Michael Coles, Caribou Coffee chairman and CEO, said: "We've always had smoother, better tasting coffee at Caribou, and now we have a wonderful, new smoothie for our customers to enjoy that not only tastes great but has some great health benefits as well!"

Deep purple Acai berries are rich in antioxidants and nutrients, such as Omega 3 fatty acids,

monosaturated fats, amino acids and fibre. The fruit, which has hints of blueberry, red wine and chocolate, is thought to be one of the healthiest in the world.

The UK market for smoothies and various combinations of fruit juices is booming as consumers become increasingly health conscious.

[For further information, click here](http://www.cariboucoffee.com/)

SAC Farms win LEAF innovation centre status

Date: Wed, 20 Jun 07

Story Text

Scottish Agricultural College (SAC) Bush Estate farms have been awarded Innovation Centre status by Linking Environment And Farming (LEAF).

Announced at the Integrated Crop, Livestock and Environment Management Field Day, the award will see the two organisations work more closely together to boost the flow of new knowledge and information.

SAC carries out important integrated farming research that is of practical benefit to the agriculture industry and the new Innovation Centre status is expected to improve the flow of information between experts and the industry.

The SAC Dairy Research Centre at Crichton Royal Dumfriesshire has also been granted Innovation Centre status by LEAF and provides farmers with access to research on dairy systems, genetics, grassland, animal welfare and the environment.

Speaking at Bush Estate, near Penicuik in Midlothian, Professor Bill McKelvey, SAC chief executive, explained: "SAC's research here at Bush is key to providing our farmers with the knowledge needed to optimise economic performance whilst responding positively to the increasing emphasis on environmental compliance and improvement."

Issues discussed during the Crop, Livestock and Environment Management Field Day at Bush Farms included the latest developments in spring barley varieties, targeted nitrogen applications, using chicory to control parasites in sheep dose fungicides for barley.

[For further information, click here](http://www.sac.ac.uk/news/currentnews/leafbush)

New Irn-Bru 32 300ml can in response to consumer demand

Date: Wed, 20 Jun 07

Story Text

Scottish beverage maker AG Barr has announced the launch of new sleek 330ml cans for its popular Irn-Bru 32 energy drink.

The company claims that consumers have been calling for a larger format version of the existing 250ml cans and the latest products is a response to demand.

Launched later this month, the new 330ml Irn-Bru 32 is expected to boost profits for the drinks company, from £19 million in 2006.

"We've been delighted with how Irn-Bru 32 has been performing since we launched last year. Consumers seem to love the taste and research has shown they wanted a bigger can," AG Barr spokesman Martin Steele told Talking Retail.

A poll by AG Barr found that 70 per cent of consumers wanted a 300ml size of Irn-Bru 32, as it quenched thirst better.

AG Barr will carry out an extensive £1 million advertising campaign for Irn-Bru 32 this summer and give out free samples at events nationwide.

[For further information, click here](http://www.agbarr.co.uk/AGBarr/barrintro.html)

Reload opens first UK store with celebrity smoothies

Date: Wed, 20 Jun 07

Story Text

Reload has announced that it is opening its first store in the UK and is serving up an array of celebrity-inspired smoothies.

The New Zealand firm's first store in East Kilbride, Glasgow, is the first of many healthy fast food bars planned for the UK, including a further seven stores in Scotland by the end of this year.

Quirky Reload salad and juice bars provide healthy fast food, with colourful modern design and smoothies with imaginative titles such as Helly Berry, Mint Eastwood, Get Stoned and Razzleberry.

Offering fresh salads, innovative sandwiches, juices, smoothies and wraps, the Reload master franchise for the UK and Ireland has been purchased by Keith Stark and the company will be run by manager Nadia Sorbic.

"It is still difficult to buy healthy food-to-go and there's an opportunity to develop a business that focuses on this," Mr Stark said. "We are also proud to be the very first Reload store to offer a wide variety of delicious 'sizzling' hot salads to our new customers."

The Reload menu has been developed in conjunction with food advisors and nutritionists and combines the highest quality local and imported produce for a great taste.

[For further information, click here](http://www.healthfuelstop.com/)

Beverage company unveils Wimbledon smoothies

Date: Wed, 20 Jun 07

Story Text

Energy Kitchen has announced the launch of a new strawberry menu just in time for the Wimbledon Tennis Championships.

The company, which creates healthy snacks and smoothies, claims that the two refreshing new smoothies and strawberry fruit combo pot are the perfect healthy snack for tennis season.

Energy Kitchens across the UK will be serving up the limited edition strawberry menu during Wimbledon, comprising the Cool Down smoothie, made from a blend of strawberries, mango juice and banana, and Strawberry Serve, made from strawberries, banana, super healthy berries and orange-apple-mango juice.

The new Energy Kitchen strawberry fruit combo pot offers consumers the taste of fresh strawberries and the chance to choose the fruit they want to create a bespoke snack.

Manchester-based Energy Kitchen claims that both the Wimbledon special smoothies are packed with vitamins and minerals, providing a perfect pick-me-up for people shopping, grabbing lunch, or even preparing for a tennis match.

[For further information, click here](http://www.energy-kitchen.co.uk)

New Kudzu 'drunkenness dispeller' unveiled

Date: Tue, 19 Jun 07

Story Text

A new plant remedy has been unveiled by Holland & Barrett that can help with drunkenness has been unveiled.

Based on a 2,500 year old Chinese medicine, kudzu extract has been found to reduce cravings for alcohol and soften the effects of a big night out.

A study carried out by researchers in the United States found that the plant, which translates from Chinese as 'drunkenness dispeller', could be used to treat heavy drinkers.

The research indicated that consumption of beer was significantly reduced in both male and female heavy drinkers taking kudzu extract that those taking a placebo over seven days.

Melanie Hickey, Holland & Barrett head of Nutrition, said: "The study concludes that Kudzu could help heavy or binge drinkers reduce their alcohol consumption. The Kudzu group drank less beer, reduced the average sip size and increased the average number of sips per beer."

A fast-growing vine with large leaves and thick long roots, kudzu is native to China and Japan and has also been grown in the US. Parts of the plant are edible and can be used in salad and cooking.

[For further information, click here](http://www.hollandandbarrett.com/)

FSA decision on goji berries welcomed by manufacturers

Date: Tue, 19 Jun 07

Story Text

The (HFMA) has welcomed a decision by the Food Standards Agency (FSA) not to classify goji berries as a 'novel food'.

Based on evidence provided by the HFMA and other organisations which suggested that the fruit was consumed as a food rather than a food supplement in the UK before May 1997, the

The HFMA conducted a study into goji berry consumption in Britain earlier this year in order to prevent the food from being classified as a 'novel' food under European Union legislation.

"The popularity of Goji berries has grown rapidly in recent months as a result of endorsement from 'healthy eating' experts such as Dr Gillian McKeith and celebrities including Madonna," the organisation stated.

Evidence of sales invoices, price lists, import documents and marketing materials was gathered from importers and retailers of Chinese foods and herbs to support the case to the FSA.

The HFMA, the UK's leading trade association for the natural health products industry, claims that goji berries are widely used in Britain in soft and alcoholic drinks, cooking recipes and are eaten on their own. Both Belgium and Germany have classified the berries as a food.

[For further information, click here](http://www.hfma.co.uk/)

Acai berry 'a hit' with UK consumers

Date: Tue, 19 Jun 07

Story Text

The Brazilian acai berry is rapidly gaining the attention of UK consumers with its high nutritional benefits and

Dubbed a 'superfruit', the acai berry joins a list of fruits that are particularly high in anti-oxidants and nutrients, such as pomegranate, blueberries and blackberries.

Health-conscious consumers are increasingly demanding more nutritional foods and the acai berry, found in the Amazon rainforest, has been praised by doctors and environmental agencies as healthy and sustainable.

Millions of acai berries are consumed each day in Brazil and the fruit is gradually developing a UK following, Ronan O'Meara, director of Sublime Food, told Fresh Plaza.

Mr O'Meara, whose company has been importing and distributing frozen fruit from Brazil to the UK for three years, points out that acai is now appearing in smoothies and juice drinks in Britain.

Acai berries combine a fresh berry taste with a hint of chocolate and are rich in proteins, antioxidants, fibre, vitamin E, minerals and essential Omega oils. Around the size of a large blueberry Acai berries are a very dark purple colour and grow wild in rainforests.

[For further information, click here](http://www.sublimefood.co.uk/#)

Certified Kosher stone fruits launched

Date: Tue, 19 Jun 07

Story Text

Kingsburg Orchards has announced the launch of a new line of stone fruits in response to high demand for certified Kosher products.

The new range of fresh fruit is being targeted at Jewish consumers and people seeking cleaner, healthier food.

Complementing summer Kosher menus, the new range from Kingsburg Orchards bears the "OU" symbol of the Orthodox Union, the largest kosher certifying agency in the world, and meets strict process and production standards.

A new innovation from the fifth-generation farming organisation, Kingsburg Orchards Certified Kosher Stone Fruits range includes peaches, plums, nectarines, Asian apple pears, pluots, apriums, apricots, apples, persimmons, kiwifruit and avocados.

Based in California's Central Valley, family owned Kingsburg Orchards is concentrated on apples and stone fruits, producing a range of products including its patented 'Dinosaur Brand' pluots.

World foods and Halal and Kosher products are becoming more popular with consumers, with the UK ethnic food market worth an estimated Â£1.8 billion and forecast to rise to Â£2.4 billion by 2009.

[For further information, click here](http://www.kingsburgorchards.com/)

New Bob the Builder cheddar snack appeals to kids

Date: Tue, 19 Jun 07

Story Text

An innovative new 100 per cent cheddar snack that appeals directly to children has been launched by the Good Food Village.

Secret Shapes Bob the Builder Cheese is made with quality Somerset farm cheese and is packed with healthy nutrients and vitamins.

Inside each block of cheddar is a secret shape to be discovered by children, with Secret Shapes pre-marked slices on the outside that can be peeled away to reveal an edible Bob the Builder, Wendy, Roley, or Travis.

Good Food Village Secret Shapes Bob the Builder Cheese is ideal for snacks, sandwiches, suppers and lunch boxes, providing an important source of calcium, essential for maintaining strong teeth and healthy bones.

Just one Secret Shapes slice contains around 60 per cent of the recommended daily intake of calcium for infants and toddlers, along with protein and vitamins A, B12 and D. Secret Shapes costs Â£1.69 for seven slices and are available from a number of UK retailers nationwide.

The Good Food Village produces good, healthy, fun food for children and is planning to launch a further two innovative products in August this year.

[For further information, click here](http://www.thegoodfoodvillage.co.uk/)

Carte D'Or unveils Strawberry & Yoghurt Delice

Date: Tue, 19 Jun 07

Story Text

Ice cream maker Carte D'Or has announced the launch of its new Strawberry & Yoghurt Delice in time for the Wimbledon tennis championships.

Providing a lighter, summery alternative to strawberries and cream, Strawberry & Yoghurt Delice is perfect for barbecues, watching Wimbledon action on television or simply having a moment alone.

The latest addition to the Carte D'Or range of frozen desserts is made with smooth yoghurt ice cream, swirled with real strawberry sorbet, and blended and topped with a strawberry coulis.

With just 95 calories and two grams of fat per two scoops, Carte D'Or Strawberry & Yoghurt Delice is a lighter way to enjoy a frozen treat and the company has designed an innovative new recipe that combines Strawberry & Yoghurt Delice with Pimms.

Using the French word for delight or a pleasure, Carte D'Or claims that Strawberry & Yoghurt Delice is "guaranteed to win game, set and match with family and friends".

[For further information, click here](http://www.cartedor.co.uk/)

Powdered green tea from Stash

Date: Mon, 18 Jun 07

Story Text

A new range of green tea powders has been launched by Stash Tea that offers an alternative to healthy drinks on the go.

Designed to be mixed with cold water, the new range of teas comes in lightly sweetened green, green, mint and blueberry flavours.

All 100 per cent natural, the unique teas use premium Japanese Sencha green tea leaves, which are ground into a fine powder and can be stirred into cold water to provide drinkers with more of the benefits of healthy antioxidants, as the whole leaf is consumed.

Stash Tea Iced Green Tea Powder can be added to cold bottled water, shaken and sipped on the go. It is available in boxes of 12 foil-wrapped packets.

The speciality tea company, based in Portland, Oregon, is celebrating its 35th birthday this year. Stash Tea started in an old house and now trades around the world, with an extensive range of products.

A number of recent studies have indicated that the UK market for healthy, on-the-go beverages has grown rapidly in recent years.

[For further information, click here](http://www.stashtea.com/)

Twinkies go retro with banana creme

Date: Mon, 18 Jun 07

Story Text

Twinkies are now available with a retro banana creme filling that should appeal to sweet-toothed consumers.

Maker of the sponge snacks, Hostess, claims that the new banana creme Twinkies have a subtle

hint of the fruit and are being introduced following a successful limited-time promotion last year.

Owned by Kansas City-based Interstate Bakeries, Hostess has launched the banana creme version of the iconic Twinkie.

Invented in 1930 as a cheap product during the US Depression, Twinkies are now an international bestseller, with an estimated 500 million Twinkies are sold each year.

The golden sponge snacks originally came with a banana creme filling that was later switched to vanilla as a result of banana shortages during the Second World War.

[For further information, click here](http://www.hostesscakes.com/aboutus.asp)

OnColor BIO Colorants and additives for biodegradeable polymers

Date: Mon, 18 Jun 07

Story Text

A new range of colorants and additives have been created for biodegradable polymers by PolyOne Corporation that meet EU and other industry standards.

The colorants and additives are based on sustainable raw materials and are a response to requests from customers worldwide for products based on sustainable resources, with a wide range of transparent and opaque colours available.

Ideal for end-use food packaging applications, such as shopping and grocery bags, food and beverage packaging, bottles and caps, the OnColor BIO Colorants and OnCap BIO Additives can be used in both extrusion and blow moulding processes.

Designed for use in biodegradable polymers such as polylactide (PLA), polyhydroxybutyrate-valerate copolymer (PHBV), polybutylene succinate (PBS), polybutylene adipate- co-terephthalate (PBAT) and starch blends, the range of OnCap BIO product range includes denesting, antistatic, slip, antiblock, UV protection, blue tone and anti-fog additives.

John Van Hulle, vice president and general manager of North American Color for PolyOne color and additives products and services, said: "OnColor BIO Colorants and OnCap BIO Additives enable our customers to manufacture products with low environmental impact."

[For further information, click here](http://www.polyone.com/corp/invest/x_index.asp?page=news)

Spreadable, rindless brie launched

Date: Mon, 18 Jun 07

Story Text

An innovative new product that offers consumers a creamy, spreadable brie without rind has been unveiled.

Created by Alouette Cheese, Creme de Brie is crafted from real brie and has a "consistent mild, fresh and creamy taste", making it a perfect substitute for brie cheese in recipes.

Alouette suggests using Creme de Brie to top burgers, on crackers or with breadsticks, and with

sliced apples or pears.

The brie product can also be used to add flavour to a range of soups, appetisers and entrees, with two varieties available - herb and original.

The UK cheese market is currently facing fresh struggles caused by drought in the global dairy industry pushing up wholesale milk prices amid soaring demand for products in China and the Middle East.

According to the Times, the price of cream in Britain has risen by 23 per cent in a year and dairy groups are predicting that cheese prices will climb this summer.

New Fruisana Fruit Sugar 'perfect for summer ice cream'

Date: Mon, 18 Jun 07

Story Text

New Fruisana Fruit Sugar is being promoted as the perfect ingredient for summer ice cream

Creating softer, easier to scoop ice cream that can be served straight from the freezer, consumers can use Fruisana to make ice cream with or without an ice cream maker.

The low Glycaemic Index (GI) sugar enhances flavours such as coffee, fruit, spices and chocolate and can also be used in sorbets and ice creams flavoured with fresh herbs or vegetables.

Made from pure fructose, Fruisana is found naturally in many fruits and vegetables and has no aftertaste, unlike many artificial sweeteners.

The fruit sugar can be used in hot and cold drinks and a range of other recipes and Fruisana has unveiled a series of recipes for consumers, including vanilla ice cream and fudge sauce.

Fruisana Fruit Sugar does not push blood sugar levels up sharply as it is predominantly metabolised within the liver to form glucose that is released slowly by the body as energy. It is the ideal sweetener for "slimmers, sportsmen and women, and non-insulin-dependent diabetics".

<a

href="http://www.fruisana.com/cms/connect/fruisana/en/home/fruisana_welcome_en.htm"

>For further information, click here

Cargill unveils new erythritol sweetener

Date: Mon, 18 Jun 07

Story Text

Cargill has launched its erythritol bulk sweetener product line under a new brand name

The new Zerose erythritol range, formerly Eridex erythritol, provides manufacturers with a bulk sweetener for dairy products, beverages and confectionery that offers a low calorie alternative to sugar.

Cargill claims that the all-natural sweetener tastes and functions like sugar and is targeted at consumers trying to lose weight or reduce their sugar intake.

Zerose erythritol contains "zero sugar, zero calories, zero aftertaste and zero artificial ingredients", but tastes 60-70 per cent as sweet as sugar, providing a perfect alternative for people on diabetic diets, as it is non-glycemic and non-insulemic.

Like sugar, Zerose erythritol reduces water activity in food products, provides freeze point depression, has the same volume as sugar in baked goods and does not promote tooth decay.

Endorsed by Toothfriendly International, Zerose is easy for food and beverage manufacturers to use, as it is available in powder form, with heat and pH stability.

Minneapolis-based Cargill has also unveiled a new Zerose website that helps consumers to understand the benefits of erythritol, which exists naturally at low levels in many fruits.

[For further information, click here](http://www.cargill.com/news/news_releases/070606_zerose.htm)

Intelligent label shows when food is not fresh

Date: Fri, 15 Jun 07

Story Text

A groundbreaking new label has been created by a student in west London that informs consumers when food should be thrown out.

The time-sensitive label can be fitted by manufacturers to jars, bottles and cartons of perishable food and activates when consumers open the product.

Industrial design student, Stephanie Prichard, from Brunel University has created the cost effective Freshness Cap to reduce household food waste.

The device features a time sensor that counts down the days the product has remaining before it stops being fresh and can be set by manufacturers for between three and 28 days.

A red line on the lid of the food appears when it is opened and slowly moves across it to indicate how fresh the product is. Once the line reaches the far side of the lid, the product is no longer fresh and should be thrown away.

Ms Prichard said: "Once the line reaches the half way point on the cap, the user will realise that they have two fresh days left to consume their food. This should encourage people to use up their food and will therefore help to minimise waste."

Around one third of all food purchased in the UK is thrown away and much of this is in jars, bottles and cartons that have been sitting in the fridge for days or weeks.

[For further information, click here](http://www.brunel.ac.uk/news/cdata/9047/timesensor)

Cognis boosts emulsifier series performance

Date: Fri, 15 Jun 07

Story Text

Cognis has built on 40 years of experience with emulsifiers to produce the Lametop 500 series of

high performance emulsifiers for the baking industry.

The nutritional ingredients company launched its DATEMs range in the early 1960s and has now conducted extensive research to significantly improve the application performance of its emulsifiers to produce "better effects for the same application costs".

Cognis claims that the innovative new Lametop 500 range of emulsifiers deliver "attractive appearance, delicious taste, high volume and good crumb structure" for manufacturers of yeast-raised baked goods.

From bread to croissants, the new product can be used to make dough easier to handle, improve volume and crumb structure, strengthen gluten and improve mixing and fermentation tolerance.

"Keeping up with the demands of the fast-moving food markets of today is quite a challenge," Andreas Funke, Cognis product group line manager for bakery ingredients, said. "But thanks to our cutting-edge laboratory facilities, and our ability to precisely control reaction sequences electronically, we can develop solutions that make production processes more efficient - and more cost-effective."

Cognis created a new DATEM manufacturing facility to produce the Lametop 500 series with higher levels of the molecules that actively contribute to the baking process.

For further information, click here

Buttered popcorn ice cream from Maggie Moo

Date: Fri, 15 Jun 07

Story Text

MaggieMoo's International has launched a new ice cream flavour that combines the nostalgic taste of caramel popcorn with ice cream.

The super-premium ice cream brand has unveiled a new Buttered Popcorn flavour ice cream and also a Buttered Popcorn Fresh Escape that combines mixed nuts, caramel sauce and ice cream.

Offering consumers a sweet and savoury taste, MaggieMoo's Buttered Popcorn flavour follows the growing popularity of popcorn flavoured foods, such as the best-selling the Jelly Belly Buttered Popcorn jellybean.

Debbie Benedek, MaggieMoo's International senior vice president of brand marketing, said: "MaggieMoo's is always creating new treats to 'wow' its customers and keep them coming back for more. We are dedicated to ensuring the highest quality product and that our ice cream is an exact flavour match."

MaggieMoo's recently targeted health-conscious consumers with the launch of a new range of low-fat, lactose free, fresh ice cream and fruit smoothies, Zoomers.

For further information, click here

Range of Got Milk? chocolate products extended

Date: Fri, 15 Jun 07

Story Text

A new chocolate syrup and an instant chocolate drink mix have been unveiled by San Francisco Chocolate Factory.

Expanding the company's popular Got Milk? range of chocolate products, the Chocolate Syrup and Instant Chocolate Drink Mix are made from high quality cacao beans and milk.

Blended to a special recipe, the new syrup is ideal for drizzling over sundaes and other desserts this summer, while the chocolate drink mix is smooth, rich and creamy, with the added health benefits of calcium.

San Francisco Chocolate Factory founder, Mike Litton, pointed out that a recent American Medical Association journal suggested that chocolate and cocoa could help to lower blood pressure and reduce cholesterol, while other studies have found that chocolate contains higher levels of flavonoids than red wine and green tea.

Based in San Francisco, the chocolate company produces gourmet milk chocolate items in signature tins and sells its product online and at its boutique.

A recent poll by Cadbury found that more than half of women in the UK (52 per cent) prefer a bar of chocolate to sex.

[For further information, click here](http://www.sfchocolate.com/index.html)

Miller Chill brewed with lime and salt

Date: Fri, 15 Jun 07

Story Text

Miller Brewing Company has created an innovative new beer product that is brewed with lime and salt for a unique, refreshing taste.

A new twist on the traditional light beer format, Miller Chill is smoother than ordinary beer and features a hint of lime and a pinch of salt.

Miller has produced its own American-style take on the popular Mexican chelada, which is made with beer, lime, salt and ice, in order to capitalise on the growing "latinisation" of American culture.

"Nothing sells a beer like the beer itself," Miller chief marketing officer, Randy Ransom, said. "Once consumers get their first taste of Miller Chill, they will definitely be coming back for more of this unique, crisp beverage."

Milwaukee-based Miller claims that Miller Chill is the only light beer brewed with lime and salt and has performed well in test markets.

The lucrative summer beer market sees a raft of new products released every year aimed at providing refreshment in the sun.

For further information, click here

New French cheese venture plans innovations

Date: Fri, 15 Jun 07

Story Text

Sodiaal and Bongrain have announced the creation of a new cheese joint venture that will lead to the launch of innovative products.

The two French dairy firms will pool their cheese interests, Fromageries Riches Monts (Sodiaal) and Compagnie des Fromages (Bongrain) as part of the project.

Each company will hold an equal stake in the joint venture, which is subject to approval by French anti-trust authorities, enriching the range of products and services available to consumers and boosting the French cheese manufacturing industry.

In a joint statement, the groups said: "Bongrain and Sodiaal underline their will to contribute to reinforcing and providing increased impetus to the presence of the French dairy processing industry within the major European markets."

Creating an enlarged cheese producer will allow the companies to work together on the development of new products and innovations, as well as adapting to market changes under the new EU Common Agricultural Policy (CAP).

For further information, click here

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Smoking ban set to cause shift in drinks market

Date: Fri, 29 Jun 07

Story Text

The arrival of the smoking ban in England could herald a major shift in the way in which drinkers buy their favourite tipples.

New research has found that sales of beer kegs have begun to increase in recent months, as many people in England look set to stay at home and drinking instead of heading to the pub.

It is anticipated that many people will choose to invite friends round for a drink instead of going to the pub, so that they can light up while enjoying a drink.

Analysts have predicted that pubs, bars and nightclubs will be hard hit by the changes when they come into force on Sunday, however restaurants are expected to benefit from the rules change.

It is thought that those places offering good quality food will see an increase in trade as more customers will be keen to enjoy a meal in a completely smoke-free atmosphere.

Multigrain doughnut launched by Krispy Kreme

Date: Fri, 29 Jun 07

Story Text

Krispy Kreme may be renowned for bringing fattening treats to consumers, but the company is launching a healthier version of its doughnuts, the firm has revealed.

For a limited time only, the company will produce a new multigrain doughnut, made from molasses, brown sugar and pecan flavours.

Stan Parker, senior vice president of marketing at the company, said that Krispy Kreme is "excited" to offer the treat and is an ideal treat to begin the day.

If the trial proves popular with consumers, Krispy Kreme could move to introduce the multigrain doughnut as a regular option for a more health-conscious public.

The new doughnut will be available from participating Krispy Kreme outlets from July 9th, the company has revealed.

Vodka energy drink set for launch

Date: Fri, 29 Jun 07

Story Text

ShotPak has announced that its new energy drink is set to be launched in its patented 50 millilitres plastic stand-up pouch.

The innovative ShotPak Vodka Energy drink is to be sold through the company's distribution network and will aim to capitalise on the recent success of the energy drinks market.

The company explains that energy drinks have proved a popular mixer for vodka in bars and restaurants and ShotPak is hoping to capitalise on this booming industry by delivering directly to this niche market.

It is aimed at consumers living an active lifestyle and ShotPak chief executive, Ignus Hattingh, explained that the drink would be made available in the autumn of this year.

ShotPak's Vodka Energy drink will compete in the market with the likes of Monster Energy Red Bull, Coca-Cola and PepsiCo, which has recently entered the energy drinks market with its own product.

Joint venture to develop speciality foods

Date: Fri, 29 Jun 07

Story Text

A joint venture has been announced that will concentrate on the development of speciality foods.

Israeli biotech company, Enzymotec, has announced a joint venture agreement with speciality fat producer AarhusKarlshamn that will see the two companies working together to develop and market new products in the speciality foods sector.

The new company will be called Advanced Lipids and the organisation will begin by marketing the InFat product, which is already used in Europe and south-east Asia to enable optimum calcium absorption.

Both companies are hopeful that Advanced Lipids will be able to continue the development of new products for the speciality foods market and will provide a new source of innovation in the worldwide food industry.

IFF unveils new orange juice flavour

Date: Fri, 29 Jun 07

Story Text

International Flavors & Fragrances (IFF) has announced that it has managed to reproduce the flavour of freshly squeezed orange juice.

The development forms the latest in its Generessence line of flavours and the products are water-soluble solutions for use in a variety of beverages.

The new orange juice flavour represents a significant breakthrough for IFF because the creation of the flavour had proved particularly difficult due to the volatile components and the base of the sugars.

However, the achievement means that water and sparkling water can now be flavoured with an orange juice tang that had previously eluded the company.

Explaining the difficulties, IFF senior flavourist, Hank Reiber, told Food Ingredients First: "Because water-soluble orange-juice flavor has a delicate yet complex taste perception, every little

off-note is easily detectable. Unlike juices, there are no masking elements in water."

Already on sale in the US, the new flavour is set to be popular across the globe.

Innovation worries over superfood 'ban'

Date: Fri, 29 Jun 07

Story Text

New European Union regulations on the advertising of certain foods as 'superfoods' will come into effect this weekend, amid concerns that the move could inhibit innovation in the food sector.

The new rules will mean that foods such as blueberries, salmon and spinach, which have all been described as 'superfoods' in the past, will not be able to advertise their health benefits unless these can be proven.

However, there are concerns that the move will have a negative impact on innovation in the food industry because such foods might not be able to be described as healthy or good for you.

Kevin Hawkins, of the British Retail Consortium explained: "The regulation still risks unintended consequences. It could thwart national health campaigns and compromise innovation of healthier products."

He added: "We will need to keep the impact of this regulation under review."

Ilchester launches salad cheese

Date: Thu, 28 Jun 07

Story Text

Speciality cheese maker Ilchester is set to launch a new salad cheese, a creamy white Somerset that will be blended with a variety of herbs.

This is the first time a white cheese produced for blending has been created in Somerset, according to the company.

The cheese will be called Sommersby, and will include fresh chives, parsley and wild garlic leaf.

Sommersby is a first blend in a range that will eventually include other combinations with soft white cheese.

"Our existing range of cheeses blended with ingredients such as caramelised onions and chives have shown us how popular this combination is with consumers," said Melvyn Glynn, managing director of Ilchester Cheese Company to talkingretail.com.

The cheese has been designed to be perfectly tailored for use in picnics and the summer season, although Ilchester ensured it would be a great taste whatever the weather.

Sommersby will be available at Asda stores and some Sainsbury's deli counters across the UK.

[Click here for further information](http://www.talkingretail.com/products/5577/Ilchester-Cheese-Company-launc.ehtml)

Papermaker launches food packaging research centre

Date: Thu, 28 Jun 07

Story Text

Swedish company Billerud is launching a development centre focusing on packaging for fresh produce.

The company will be the first papermaker in the world to launch such a research centre, which will aim to produce better quality packaging for fruit and vegetables.

Better packaging will mean that amount of produce being thrown away will be reduced.

The new laboratory, dubbed the Billerud Box Lab, will open on June 28th and focus on corrugated containers.

Lennart Eberleh, head of Billerud's packaging boards division, said: "We have previously performed research into stronger fibre-based transport packaging and we are now stepping up this initiative.

"We are probably the first papermaker in the world with its own development centre of this kind. The new laboratory will take the development of corrugated boxes to the next level."

[Click here for further information](http://www.packagingessentials.com/news.asp?id=2007-06-21-19.25.49.000000)

Rachel's Organic 'greenest' dairy brand

Date: Thu, 28 Jun 07

Story Text

Rachel's Organic is the UK's most environmentally-friendly food brand, according to a new survey.

A poll conducted by YouGov for Marketing Week magazine found that the brand was top choice among the 1,132 adults questioned.

Commenting on the win, Neil Burchell, director of Rachel's Organic, said: "We were clearly delighted to learn about the authoritative Marketing Week/You Gov survey and indeed to be the best organic dairy brand!

"Rachel's is widely recognised for pioneering organics and, as such, for being Britain's first organic dairy."

He added that at the forefront of the company's values were environmental concerns and said it was "great" to have this recognised in a survey.

Other brands which did well in the survey included The Body Shop, Ecover and organic brand Whole Earth.

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

Kiwi superfood loses some of its lustre

Date: Thu, 28 Jun 07

Story Text

New research from Yorktest Laboratories has found that kiwi, long recognised as one of the healthiest fruits in the supermarket, has some downsides too.

In tests involving more than 30,000 patients, researchers have discovered that in the last three years the number of people that have developed an intolerance to the kiwi fruit has grown almost three-fold.

Symptoms that could be caused by the fruit, according to researchers, were bloating, fatigue, migraines and weight gain.

The growing popularity of the fruit, particularly amongst the health conscious because of its high vitamin C content, is seen as one of the drivers for the public's growing sensitivity to it.

Forty years ago there were hardly any reports of intolerance to it, but then the fruit was little known or sold in the UK.

But according to a spokesperson for Worldwide Fruit, kiwi consumption was this year in decline, household penetration having dipped by one per cent, and it remains a fairly niche fruit, constituting little over one per cent of all fruit bought in the UK.

[Click here for further information](http://www.responsesource.com/releases/rel_display.php?relid=32280&hilite)

Coca-Cola launches new lightweight bottles

Date: Thu, 28 Jun 07

Story Text

A leading beverage brand has announced it will unveil a new lightweight bottle in order to reduce the amount of packaging waste.

Coca-Cola announced that its new bottles will now weigh 24g – two grams less than the previous ones.

The new lightweight packaging will be used in the company's Coke, Coke Zero, Diet Coke, Sprite, Lilt and Fanta products.

"It is a significant technical challenge for the industry to reduce weights even further and the reduction in the weight of our 500ml PET bottles from 26 to 24 grams is a major step forward," said Christine Watson, project manager at Coca-Cola.

The decision follows a trial of the new packaging funded by the Waste & Resources Action Programme (Wrap).

[Click here for further information](http://www.which.co.uk/reports_and_campaigns/house_and_home/Reports/environment/coke_new_bottle_news_article_557_117038.jsp)

McDonalds to use organic milk

Date: Thu, 28 Jun 07

Story Text

Fast food retailer McDonalds has announced it will be using organic milk in its teas and coffees from now on, according to media reports.

The chain already uses organic milk in its Happy Meals for children, but will now use a further 8.6 million litres in its hot beverages sold in the 1,200 outlets around the UK.

The move will make McDonalds the biggest buyer of organic milk in the country, the Telegraph reports.

Steve Easterbrook, chief executive of McDonalds in the UK, gave his "cast-iron guarantee" that there would be enough organic milk to supply the chain with the amount it needs.

This is despite many farmers having stopped producing organic milk because it was not selling and supermarkets having to ship the product in from elsewhere because there was not enough supply in the UK.

Commenting on McDonalds' decision, Patrick Holden, director of the Soil Association, told the newspaper: "It is a small but significant step in the right direction for McDonald's. I hope the company's food sourcing continues to improve, creating better opportunities for farmers in the UK and providing increasingly healthier options for their customers."

[Click here for further information](http://www.telegraph.co.uk/news/main.jhtml?xml=/news/2007/06/28/nmcdonalds128.xml)

New Fairtrade option from UK tea blender

Date: Wed, 27 Jun 07

Story Text

Punjana claims to have become the first mainstream tea company in Britain to gain Fairtrade Foundation accreditation for a new blend.

The Belfast-based company has developed tea bags that use products supplied by Fairtrade accredited suppliers in Kenya and Assam.

Punjana Fairtrade tea is available in boxes of 80 bags carrying the Fairtrade Foundation mark, the names of the tea gardens from which they are made and photographs of the estates.

The bags come in resealable soft foil packs produced using the latest automated technology lines to ensure that the tea is kept as fresh as possible.

Ross Thompson, co-owner of Punjana, said: "Although Punjana has its own ethical trading policy, laying down strict principles regarding all aspects of garden workers' pay, healthcare and education, we wanted to offer a Fairtrade branded tea to our customers."

The tea company is part of the recently-launched Northern Ireland Good Food Is In Our Nature campaign. The Fairtrade market is one of the fastest-growing in the UK food and drink sector.

[For further information, click here](http://www.punjana.com/site/default.asp?secid=home)

TIC Gums creates new emulsifier

Date: Wed, 27 Jun 07

Story Text

TICAmulsion A-2010 has improved functionality and effectively emulsifies complicated systems, such as those containing oil levels above ten per cent.

Developed by TIC Gums, the new emulsifier offers improved performance over other emulsifiers, as it can be used to effectively emulsify the most difficult systems.

The stabiliser manufacturer has self-affirmed the GRAS (generally recognised as safe) status for its TICAmulsion line of modified gum acacia emulsifiers and is re-launching the first product in the line, TICAmulsion A-2010.

GRAS evaluation of the range has been carried out by an independent expert panel of scientists and permits the use of modified gum acacia in a wide variety of foods and beverages.

Greg Andon, president of TIC Gums, commented: "Self-affirmed GRAS status is an exciting advance for manufacturers because it creates new opportunities for them to apply the superior emulsification capabilities of TICAmulsion technology in a wide range of foods."

The company, which offers a full range of hydrocolloids and hydrocolloid systems, recently launched Ticaloid MP, a substance that can be added to the filling of appetisers, such as crab cakes, fish balls and potato croquettes, and forms a gel, preventing pieces from breaking apart in the fryer.

[For further information, click here](http://www.ticgums.com/store/)

Low cal drinks range uses OnlySweet

Date: Wed, 27 Jun 07

Story Text

OnlySweet stevia, a proprietary sweetener blend produced by Sunwin Stevia International, is now being used to produce a range of low calorie cola, orange soda and lemon lime twist soft drinks.

The new proprietary blend comes in 100ct and 200ct 1-gram packages and the latest purchase order will see the product used in a soft drinks range.

Sunwin Stevia is a wholly owned subsidiary of Sunwin Nutraceuticals and the OnlySweet blended product for utilisation in the food and beverage industry is currently labelled as a dietary supplement in the United States.

Steven Silbert, Sunwin Stevia International executive vice president, commented: "We have been approached by numerous companies that have expressed an interest in utilising stevia produced by our parent company, Sunwin Nutraceuticals, as well as our blended product OnlySweet for utilisation in the food and beverage industry."

Mr Silbert added that the firm is currently examining the possibility of marketing its stevia "as an ingredient in a wide variety of 'All Natural' dietary supplement products".

Sunwin Stevia International is now working on a new baking product, which it plans to release some time in the near future.

Stevia (known as sweetleaf, sweet leaf or sugarleaf) is a genus of herbs and shrubs that are native to South and Central America and can be used as an alternative to sugar, with extracts having as many as 300 times the sweetness of traditional sugar products.

[For further information, click here](http://www.sunwin.biz/TheCompany.htm)

Wheat identification system developed

Date: Wed, 27 Jun 07

Story Text

Research by Campden and Chorleywood Food Research Association (CCFRA) will help to ensure that wheat is suitable for intended end-use.

The organisation has been carrying out studies to develop a new standardised system of identification for flour milling and related industries.

Reliable identification of wheat varieties will prove particularly valuable to the UK food sector, as it enables millers and other professionals to make more confident decisions when they accept consignments of grain.

Funded by the National Association of British and Irish Millers (NABIM), the new method is simple and it takes less than 50 minutes to complete an analysis of grain.

Wheat varieties have traditionally been identified through protein profiling, but this a laboratory-based process and unsuitable for use at mill intake, as it is time-consuming, uses hazardous materials and requires highly-skilled operators.

The Agilent Bioanalyzer 2100 LabChip Protein Assay system with Phoretix computerised pattern recognition software can produce a reliable, easy and fast method of wheat protein profiling suitable for varietal discrimination.

[For further information, click here](http://www.campden.co.uk/)

Percol marks coffee seasons

Date: Wed, 27 Jun 07

Story Text

In a first for the coffee industry, Percol has announced that it is launching a new organic coffee brand that takes 'coffee seasons' into account.

The coffee company claims that the New Harvest Guatemala ground coffee could become "the equivalent of a Beaujolais nouveau for coffee" and could "change the way people think about and taste coffee".

Percol, a leading Fairtrade and organic coffee brand, explains that coffee flavours, like wines, differ according to region and season, with New Harvest Guatemala taken from the first coffee crop of the year and made from the highest quality arabica beans.

New Harvest Guatemala is grown at an altitude of 1,500m-2,000m and goes on sale in Britain this July. It has a light, delicate taste and the coffee cherries are picked by hand at the plantation in Coco La Grande, transported by mule to Barillas and taken to Huehuetenango to be milled.

Percol founder, Brian Chapman, said: "The New Harvest concept is intended to highlight that coffee is a living product - and is just like wine that has seasons and variations according to its microclimate and country of origin."

The UK hot beverages market is dominated by instant coffee and black tea sales and has witnessed strong growth in the ground coffee and Fairtrade sectors over the past year, figures from Reportlinker.com suggest.

[For further information, click here](http://www.percol.co.uk/)

Scottish smoothies created for summer

Date: Wed, 27 Jun 07

Story Text

A Scottish company has announced that it has used local raspberries to develop two new fruit smoothies and a juice.

The Serious Food Company claims that the drinks capture a "taste of a Scottish summer" and the country provides the perfect growing conditions for the fruit.

Sourced from a farm in the Carse of Gowrie and Valley of Strathmore in Perthshire, the raspberries are combined with strawberries to create the Serious Strawberry & Scottish Raspberry Fruit Smoothie or with nectarines for the Serious Raspberry & Nectarine Fruit Smoothie.

The Serious Scottish Raspberry & Pomegranate Juice combines the two superfruits to create a "sophisticated" juice for those who prefer juice to smoothies.

Available in 250ml smoothie bottles and 330ml juice versions, the Serious Scottish raspberry range will be available in stores across the UK. Smoothies produced by the Serious Food Company contain no flavourings, colourings or additives, just pure, gently pressed fruit.

Raspberries contain high levels of antioxidants, which help to protect the body against heart disease, cancer and other conditions, vitamin C and potassium, while nectarines contain vitamins, fibre, antioxidants and lutein.

A report by drinks consultancy Zenith International, published this month, suggested that growth in the UK soft drinks market last year was driven by growth in the health and wellness category with products like smoothies and those containing so-called superfruits proving popular with consumers.

[For further information, click here](http://www.seriousfood.co.uk/)

Unique tomatoes rich in lycopene

Date: Tue, 26 Jun 07

Story Text

A new breed of cherry tomatoes that are high in lycopene has been created in a bid to appeal to health-conscious consumers.

Lycopene supplier LycoRed claims that the new Lyc-O-Mato self-dried cherry tomatoes, bred and commercialised by Tomaisins International at the Volcani Institute in Israel, are unique.

Ordinary cherry tomatoes contain just a fraction of a milligram of lycopene, while the Lyc-O-Mato provides more than one milligram of lycopene per tomato and a range of natural tomato phytonutrients, such as tocopherols, phytosterols and beta-carotene.

Just five of the new cherry tomatoes can provide the five milligrams of lycopene recommended per serving and the Lyc-O-Mato can be used as a natural alternative to traditional sun-dried tomatoes, as it dehydrates in about 11 days.

The tomatoes have been bred with a water permeable outer layer that allows them to dehydrate quickly while on the plant, offering consumers a sweet taste and a great additions to a range of different foods.

Zohar Nir, LycoRed vice president of new product development, said: "These tasty little cherry tomatoes are perfect for fortifying rice mixes, cereals, savory snacks, pastas and as the lycopene ingredient in nutrition bars."

Lycopene is a powerful, natural antioxidant that is found in tomatoes and thought to help combat skin damage, improve heart health, and tackle a range of conditions including cancer, male infertility and diabetes.

[For further information, click here](http://www.lycored.com/)

Peppadew launches spicy pepper product

Date: Tue, 26 Jun 07

Story Text

A new food product has been launched in time for summer that has a sweet and spicy flavour, making it a versatile store cupboard staple.

The Sweet Piquante Pepper from Peppadew is a member of the capsicum family and has a gentle heat, making it perfect to eat on its own, as an accompaniment to a summer barbecue, in sandwiches, as pizza topping, in canapes, as soup, in entrees or even with desserts.

Peppadew claims that the introduction of the Sweet Piquante Pepper marks the first introduction

of a new fruit nationally in the UK since the kiwi fruit 30 years ago.

Available in 375g jars with a distinctive label, each of the small sweet piquante peppers is picked and deseeded by hand before being processed and bottled to a secret recipe.

Every jar of Peppadew Whole Sweet Piquante Peppers is entirely free of preservatives to retain the natural sweetness of the fruit. Consumers can choose from either mild or hot variants of the pepper and Peppadew plans to expand its range of products in the UK over the next few months.

The sweet piquante pepper was discovered by farmer Johan Steenkamp by chance in 1997 in the garden of his holiday home in the Eastern Cape of South Africa and is exclusively cultivated by Peppadew International in the north of South Africa.

[For further information, click here](http://www.peppadew.co.uk/press.php)

Waitrose starts stocking 'milk in a bag'

Date: Tue, 26 Jun 07

Story Text

A new milk product aimed at reducing the impact of waste from milk cartons and plastic containers on the environment has been unveiled.

Waitrose has announced the launch of milk in bags at its stores, as recent research shows that just on in four plastic milk bottles are currently recycled.

The supermarket chain claims that the pouches of milk are more environmentally-friendly than cartons and stores are also selling special re-usable jugs for £1.99 to hold the products.

Jugs are produced by organic dairy Calon Wen and can be used in conjunction with organic milk sold in strong film eco paks that use 75 per cent less packaging than conventional polybottles.

Jane Hills, dairy buyer for Waitrose, said: "Customers are increasingly looking for environmentally friendly solutions and the new milk packs and jugs will be top of their shopping list. The eco-paks will make a radical difference to the way milk is sold within the UK."

Initially available in 21 Waitrose stores, the company plans to roll the milk out nationally and one litre pouches of milk will cost 91p.

Sainsbury's experimented with milk in bags in 2001 and the Co-op released a similar product in the 1970s. Countries like Canada and India have already embraced the idea of selling milk in bags.

[For further information, click here](http://www.waitrose.com/)

UK superfood sales 'booming'

Date: Tue, 26 Jun 07

Story Text

Britons are increasingly discovering the health benefits of so-called 'superfoods' and sales of

fruits and vegetables that contain concentrated amounts of nutrients and minerals are soaring.

A new report by analyst AC Nielsen found that sales of blueberries in the UK have soared by 132 per cent over the past two years to £95 million a year, while sales of spinach has risen by more than a quarter during the same period, to £42 million a year.

Based on monitoring of checkout scanners at 74,000 shops across the UK, the survey reveals that tomato sales have risen by 16 per cent between 2005 and 2007, sales of salmon are up by almost a third (31 per cent), and green tea sales have rocketed by 45 per cent.

A total of 14 superfoods, including spinach, broccoli, tomatoes, pumpkin and blueberries were examined for the report, which suggests that the decision by supermarkets to extend the range of foods they sell has boosted sales of some superfoods.

AC Nielsen claims that the results of the survey indicate that consumers in Britain are starting to heed healthy eating advice and are becoming more likely to pay for premium lines.

Jonathan Banks, AC Nielsen business insight director, commented: "Because these are fairly ordinary foods, experts believe it is easy for people to benefit from their goodness and with retailers such as Tesco endorsing these superfoods as part of their Healthy Living drive, sales of many have increased dramatically over the past two years."

[For further information, click here](http://www.acnielsen.co.uk/news/pr20070609.shtml)

Research sheds light on mangosteen absorption

Date: Tue, 26 Jun 07

Story Text

A new study is being carried out into the properties of mangosteen fruit and ways of effectively testing and measuring xanthenes.

Conducted by XanGo, creator of mangosteen supplements, further research on XanGo Juice suggests that the best way to achieve high xanthone absorption is usage of the whole mangosteen fruit (*Garcinia mangostana*) as a delivery vehicle.

Published in the latest issue of the Journal of Separation Science, the report reveals that a new xanthone measurement standard has been created for quantifying xanthenes from the mangosteen fruit by research lab ChromaDex.

Using high performance liquid chromatography (HPLC) analysis, xanthenes can be extracted from dried, ground whole mangosteen fruit rind.

Edward Walker, of Weber State University, said: "These two studies put into context how to measure xanthenes and how to effectively absorb these phytonutrients. A xanthone measurement standard is in place. Now claims concerning xanthone quantity and efficacy can be evaluated through credible research."

The whole mangosteen fruit contains 39 different xanthenes, which are phytonutrients that are thought to neutralise free radicals, improve immune health, boost the intestinal system, and support cartilage and joint function.

<http://www.xango.com/>>For further information, click here

New food map promotes Scottish food

Date: Tue, 26 Jun 07

Story Text

A new food map of the Scottish Highlands has been produced by a group of consumers, community farmers, crofters, groups and retailers to promote local produce.

Created by the Highlands & Islands Local Food Network (HILFN), the new map is designed to encourage the public to buy local food and support the region's agricultural industry.

The map, which is available online, includes an open invitation for people to visit listed farms in the Highlands during September and October to learn more about local food production and Scotland's year of highland culture.

A total of 27 producers have signed up to the scheme and sites that are opening to the public include a croft that grows vegetables, organic retailers, a market garden and a salmon farm.

Jo Hunt, HILFN network leader, said: "We needed to find a way to help people to find food that is locally grown in their area. The Highland Food Map is an innovative guide to encourage people to get out and about and, more importantly, to get tasting."

Launched in August 2005, the HILFN is a collection of local organisations and individuals that aim to boost availability of fresh, locally-grown food for Scottish communities.

<http://www.hilocalfood.net/>>For further information, click here

Food safety qualifications unveiled

Date: Mon, 25 Jun 07

Story Text

Qualifications aimed at meeting the needs of employers in the UK food retail, manufacturing and catering sectors, and complying with new National Occupational Standards have been created.

The Royal Institute of Public Health (RIPH) has announced that the new set of qualifications will boost confidence in food safety standards and update training.

Tailored to meet requirements outlined in the National Occupational Standards, as well as the latest EU and British legislation, the new qualification is designed to ensure that all staff dealing with food deliver safe products to customers and cover a range of food-related topics, such as legal requirements and hygiene.

The Royal Institute of Public Health has worked closely with the Sector Skills Councils and the Qualifications and Curriculum Authority (QCA) to develop the new qualifications, which are arranged into award levels within the National Qualifications Framework.

The organisation offers a range of QCA-accredited and other qualifications, including food hygiene and safety, decontamination, nutrition and HACCP qualifications that are recognised internationally.

An estimated one in ten people in the UK are thought to contract a food-borne illness each year, costing the NHS millions of pounds and employers large sums in lost working days. Some food-borne illnesses can be life threatening and businesses can be forced to close down if one is detected on the premises.

[For further information, click here](http://www.riph.org.uk/)

New antimicrobial packaging from BASF

Date: Mon, 25 Jun 07

Story Text

Chemicals giant BASF has announced that it has agreed a new deal with Agion Technologies to include antimicrobial agents in its plastic packaging.

Listed with both the EU's European Biocidal Products Directive (BPD) and the US Food and Drug Administration (FDA), Agion's antimicrobial agent inhibits microbial growth on the surface of products by releasing silver ions at a steady rate.

Germany-based BASF and US firm Agion will co-operate on both the development and marketing of antimicrobial styrene copolymers that will be used in a range of applications, initially in the European market.

One of the leading chemical companies in the world, BASF claims that the multi-year, exclusive partnership with Agion will improve the capabilities of its plastic packaging.

Dr Peter Wolf, BASF head of global innovation management, specialty polymers and specialty foams, said: "The unique product attributes of Agion's natural, silver-based technology coupled with its expertise in partnering with leading organisations to introduce new products from development to commercialisation make them the ideal partner."

Microbial growth can damage products and will combine with BASF Luran S to offer UV stability, thermal shock resistance and good chemical resistance, along with antimicrobial technology.

[For further information, click here](http://www2.basf.de/en/uk/?id=V00-U2twPAfJrbw21a2)

UK government proposes carbon footprint labelling

Date: Mon, 25 Jun 07

Story Text

The first scheme in the world to introduce carbon footprint labelling for products has been unveiled in Britain.

Under the government plans, which would cover food and drink items, all products could be required to carry a carbon rating that would give an indication of the CO₂ emissions used to produce them.

Climate change minister, Ian Pearson, announced the labelling system, which could be similar to the 'traffic light' warnings about salt and fat content on food items.

Experts on environmental issues, academics and a number of leading UK retailers, including Marks & Spencer and Tesco, will be working alongside government officials to devise the new labelling system.

Mr Pearson said: "The products that businesses make, buy and sell have an impact, both on climate change and the wider environment, at all stages from raw material to when the product is no longer required."

Shoppers in Britain are becoming increasingly concerned about environmental issues and the carbon footprint of items they purchase.

[For further information, click here](http://www.defra.gov.uk/)

New tropical drink from Benecol

Date: Mon, 25 Jun 07

Story Text

Tropical Fruit and Soya Drink, designed to lower cholesterol, has been launched for consumers who are lactose intolerant.

The dairy-free beverage has been produced in mini-size by Benecol and is intended to complement the company's range of cholesterol-lowering products, which includes spreads, yoghurts and drinks.

Containing Plant Stanol Ester, which is clinically proven to lower LDL cholesterol by as much as 14 per cent, the new drink is made from non-genetically modified soya and is suitable for vegetarians.

Each Benecol Tropical Fruit and Soya Drink contains just 30 calories and just one mini-bottle a day of the exotic-tasting blend can help to lower cholesterol.

Launched in Finland in 1995, Benecol products are low in saturated fat and can help lower cholesterol, becoming the first products of the kind available in the UK and Ireland in 1999.

Around seven million people in the UK are believed to be lactose intolerant or avoid dairy products for health or ethical reasons.

[For further information, click here](http://www.benecol.co.uk/)

RSPCA unveils new Freedom Food scheme

Date: Mon, 25 Jun 07

Story Text

A new scheme that would monitor the wellbeing of livestock across the UK has been broadly welcomed.

The Royal Society for the Prevention of Cruelty to Animals (RSPCA) has unveiled plans for a new initiative that will examine ways of monitoring the behaviour and physical condition of animals.

According to the organisation, the new scheme, under its Freedom Food programme, could

boost sales for farmers appealing to consumers who are concerned with healthy and ethical food standards.

The RSPCA suggests that Freedom Food could increase marketing opportunities for farmers and dramatically improve the lives of farm animals across the UK.

Years of scientific research have gone into the proposals for the new assurance scheme, which focuses on farm animal health and welfare and is based on a series of measurement systems for dairy cattle, laying hens and pigs.

Dr Julia Wrathall, head of the RSPCA farm animal department, said: "We are now hoping to use scientific research to add another dimension to the care provided to farm animals which will be unique to the Freedom Food scheme."

Trials are already being carried out on a number of farms and the scheme could roll out to other operations later this year.

For further information, click here

Growth in acid dairy drinks sector 'to continue'

Date: Mon, 25 Jun 07

Story Text

Acid dairy drinks are becoming more and more popular with consumers, amid growing evidence of the health benefits of probiotics.

New research from Soft Drinks International suggests that the current annual growth rate in the acid dairy drinks market of 40 per cent is a result of consumers seeking out produce that contains probiotics.

Writing on Just Drinks, Philippe Barey from Soft Drinks International notes that the UK functional products market is enjoying strong growth.

He suggests that, as the market matures, new innovations in terms of textures, packaging, ingredients and flavours will emerge.

Mr Barey predicts that strong growth in the probiotics and acid dairy drinks sector will continue, fuelled by the proven probiotic qualities of the products and the association British consumers make between dairy and probiotics.

Ingredients such as vitamin A, C and E, and antioxidants could be added to acid dairy drinks in order to enhance their health benefits.

For further information, click here

Smirnoff creates new range of at-home cocktails

Date: Fri, 22 Jun 07

Story Text

Smirnoff has launched a new collection of superpremium cocktails designed for those who want an easy way to drink cocktails at home.

The innovative Smirnoff Cocktails collection "takes the guesswork out of mixing drinks" at home, with two popular cocktails - Grand Cosmopolitan and Vodka Mojito – added to the line-up.

The Smirnoff Grand Cosmopolitan blends premium Smirnoff Vodka No 21 with Grand Marnier liqueur, cranberry juice and a splash of lime, while the Smirnoff Vodka Mojito reinterprets the classic Cuban Mojito, with Smirnoff No 21 vodka instead of rum, along with lime and mint flavours.

Kate Price, Smirnoff marketing director, said: "The combination of Smirnoff Vodka with other premium spirits like Grand Marnier liqueur, creates the complete cocktail experience without leaving home. It's like having a master mixologist in a bottle."

Smirnoff, owned by the world's largest spirits, wine and beer company, Diageo, has selected two cocktails that are among the most difficult to make and has balanced the ingredients to produce top quality style and flavour easily.

[For further information, click here](http://www.diageo.com/en-row/homepage.htm)

Palsgaard develops new SA 6600 instant cake emulsifier

Date: Fri, 22 Jun 07

Story Text

Palsgaard has launched a new patented instant cake emulsifier that can be easily dispersed in cake batters and performs well at all temperatures.

The Danish ingredients manufacturer claims to be offering "the ultimate convenience and security in the field of industrially produced cakes" with a product which does not vary in consistency according to surrounding temperatures.

The versatile SA 6600 instant cake emulsifier can be used in a variety of products and systems to emulsify and aerate cake batters that contain oil and fats, and comes in convenient powder form.

With growing demands for consistency from consumers, the new SA 6600 emulsifier offers high product quality under optimum processing conditions and is free of trans fatty acids (TFA).

SA 6600 instant cake emulsifier improves functionality, is cost effective and can be used widely in automatic processing lines.

Palsgaard recently announced that it is opening a new esterification plant that will boost production of certain types of emulsifiers by 500 per cent.

[For further information, click here](http://www.palsgaard.de/International/News_and_exhibitions.aspx)

New liqueur brand launched in Britain

Date: Fri, 22 Jun 07

Story Text

A new liqueur brand has been unveiled in the UK, Ireland and duty-free markets by Harvey Miller Wine & Spirits Agencies (HMWSA).

The contemporary nut liqueur, Pisa, is imported from Italy and comes in distinctive packaging that is reminiscent of the iconic tower's lean.

A blend of three nut flavours - almonds, pistachios and hazelnuts - Pisa has been launched in response to studies showing that sales of nut-based liqueurs are rising and consumers are increasingly seeing liqueurs as a drink that can be enjoyed all year round, not just at Christmas.

Alistair Mutch, Harvey Miller Wine & Spirit Agencies managing director, commented: "There is definitely room in the nut liqueur market for a new contender. Pisa is an exceptionally high quality and desirable drink which combines contemporary bottle design with an original and superior flavour."

Initially available in selected bars and retailers, the liqueur will also be going on sale with a suggested retail price of £14.49 for a 700ml bottle and a new Pisa Cream Liqueur launched later this year. It is very versatile and can be used in cocktails, coffee or sipped on its own over ice.

The blend of nut flavour is complemented by a hint of spices and dried fruit, with the ingredients for the drink grown in the area close to the city of Pisa.

[For further information, click here](http://www.hmwsa.com/home.htm)

Dorset rapeseed oil contributes to award-winning new cake

Date: Fri, 22 Jun 07

Story Text

A new award-winning cake has been produced by Dorset company Parker's Menu using locally produced rapeseed oil.

The Dorset Cloud Cake uses oil produced by The Seed Company of Sherborne, west Dorset, to create a rich chocolate cake filled with local double cream.

Having sampled some of the Seed Company's rapeseed oil, Parker's Menu decided to use it to make cakes to judge its performance and developed a range of nine cakes using it.

In a contest judged by a panel, the Dorset Cloud Cake was firm favourite and will now be produced by Parker's, debuting at the Speciality & Fine Food Fair in London this September.

The Seed Company claims that its rapeseed oil has been created from a seed specially selected for its flavour, nutritional benefits and culinary versatility.

Rapeseed oil has been touted in recent months as an excellent alternative to olive oil for health-conscious consumers because of its high levels of omega 3.

[For further information, click here](http://www.parkersmenu.co.uk/)

Flora unveiled pro.activ pomegranate mini-drink

Date: Fri, 22 Jun 07

Story Text

Flora has announced the launch of a new Flora pro.activ mini-drink that combines pomegranate and raspberry flavours.

The food brand, which focuses on products that help to lower cholesterol, plans to spend Â£1.5 million on marketing the new mini-drink, which is probiotic, and contains omega 3

Paul Holden, Unilever UK category operations manager, told Talking Retail: "Pomegranate is reputed to have heart health benefits so fits excellently with the Flora pro.activ brand and has great potential for driving incremental growth."

The UK market for mini-drinks is currently worth an estimated Â£244 million, with new flavours being released each month.

Two out of three UK adults currently have a cholesterol level that is higher than the recommended levels and Flora claims that its pro.activ range can help to reduce it. Owned by Unilever, Flora supports the London marathon and efforts to encourage Brits to lower their cholesterol and eat more healthily.

Pomegranate, which has been dubbed a superfruit and is rich in nutrients and antioxidants, is increasingly being used by the British food and drink industry to appeal to health-conscious consumers.

[For further information, click here](http://www.unilever.co.uk/ourbrands/foods/Flora.asp)

Navitas Naturals mixes exotic berries with nuts

Date: Fri, 22 Jun 07

Story Text

Navitas Naturals has announced that it is tapping into the growing trend for superfruits with a new range of organic trail mixes that feature exotic raw organic berries.

The organic power food company claims that the new Trail Power line of healthy snacks will provide consumers with "energy and zest".

Navitas sources raw ingredients from around the world and places a strong emphasis on products being organic, as well as socially and environmentally responsible.

The "power" foods range of trail mixes features three varieties - Goji-Golden Berry-Mulberry, Goji-Cacao Nibs-Cashew and Three Berry-Cacao Nibs-Cashew.

Zach Adelman, Navitas Naturals president and founder, said: "We've sourced the hottest new 'functional foods' from around the world to bring you Trail Power, an exciting, delicious way to support your daily intake of important essential nutrients."

Using superfoods, such as goji berries, provides a powerful combination of fibre, vitamins, minerals, antioxidants and protein, while all the trail mixes have been certified kosher by Earth

Kosher and are available in both retail and bulk versions.

Goji berries are grown in China and are one of the most concentrated sources of antioxidants in the world, with more iron than steak and more vitamin C than carrots. They have been dubbed the new superfruit and are becoming increasingly popular with health-conscious consumers in the UK.

For further information, click here