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### **Plain yoghurt launched by Benecol**

**Date:** Fri, 30 Nov 07

#### **Story Text**

Benecol has introduced a new plain yoghurt option.

The company has announced that the Low Fat Bio Live Plain Yogurt will be available in 500g tubs, Talking Retail reports.

It is the first product on the market that actively helps lower cholesterol, the company claims.

Nutritionist Helen Bond commented that consuming the product can help prevent cholesterol absorption.

"One 125g serving of the Bio Live yogurts contains one recommended serving of our unique ingredient, Plant Stanol Ester, which helps block the body's absorption of cholesterol from the diet," she told the news source.

She added that customers can help keep their heart healthy by eating just one portion a day.

The company has suggested that the product can be used as an alternative for cream or milk in cooking as well as a healthier alternative when making curries or cheesecakes.

Benecol is the only range of products to contain Plant Stanol Ester.

[For further information, click here](http://www.talkingretail.com/products/7609/Benecol-launches-500g-Plain-Yo.html)

### **Ethical food and drink 'leads increased sales'**

**Date:** Fri, 30 Nov 07

### **Story Text**

The sale of ethical products has increased, led by food and drink products, a new report has discovered.

According to the Cooperative's Ethical Consumerism Report 2007, ethical food and drink products saw an increase of 17 per cent, the biggest of all the sectors, with sustainable fish seeing the biggest rise of 224 per cent.

The food and drink category is now worth  $\hat{A}$ £4.8 billion and with sales of Fairtrade products such as tea, coffee and bananas rising 46 per cent to reach  $\hat{A}$ £285 million.

Director of corporate affairs at the organisation Simon Williams commented on the success of the food and drink category.

"The market share for ethical food and drink appears to have broken through the green glass ceiling of five per cent and factoring in the effect of consumer boycotts, this market share could be as high as seven per cent," he said.

He added that market share could even reach ten per cent in the next year or two.

A new line of Fairtrade nut snack products was launched by Twin Trading and Equal Exchange.

<a

href="http://www.cfs.co.uk/servlet/Satellite?c=Page&cid=1169627027939&pagename=Corp%2FPage%2FtplCorp">For further information, click here</a>

### **US to tighten up on salt restrictions?**

**Date:** Fri, 30 Nov 07

### **Story Text**

Salt restrictions in food products could be tightened up in the US following a debate by the Food and Drug Administration.

Its first public hearing is being held to determine whether salt levels should be lowered in processed foods.

Dr Stephen Havas, vice president for science and public health at the American Medical Association, commented that consumers should not tolerate so many deaths from food.

"Clearly, salt should be considered generally recognised as dangerous, not safe," he told Reuters.

He added: "Americans don't consume large amounts of salt because they request it, but often do so unknowingly because manufacturers and restaurants put it in."

Recent research from the Consensus Action on Salt and Health tested four big fast food restaurants in the UK and recorded the salt levels in a family meal from the venue.

It was discovered that a particular meal combination from Pizza Hut contained four times the daily recommended limit of salt for a six-year-old.

[For further information, click here](http://www.reuters.com/article/health-SPA/idUSN2956789820071130)

### **Sainsbury's strikes new wheat deal**

**Date:** Fri, 30 Nov 07

#### **Story Text**

A new deal struck between Sainsbury's and wheat farmers has been praised by the National Farmers Union.

The deal, with farmer-owned cooperative Camgrain, sees the retailer guaranteeing the use of only UK produced wheat in all of its store bakeries.

Chairman of the NFU's Combinable Crops board Arthur Hill commented that the move is one that is pleasing to see.

"We are pleased to see that a major British retailer has chosen to engage with the cereal supply chain, which is something we have been encouraging for some time now," he said.

He added that the cereal supply chain had seen volatility this year following the summer floods and as well as drought conditions.

The NFU noted that this is the first agreement that sees farmers engage in a direct relationship with a specific retailer.

Sainsbury's has also hit the headlines today with news that it is to sell the world's first Forest Stewardship Council (FSC) certified Tetra Pak.

[For further information, click here](http://www.nfuonline.com/x24603.xml)

### **Sainsbury's and Tetra Pak team up for packaging 'world first'**

**Date:** Fri, 30 Nov 07

#### **Story Text**

Sainsbury's is to use the world's first Forest Stewardship Council (FSC) certified Tetra Pak for its Premium Chopped Tomatoes.

The package can be recycled and is made from FSC-certified wood chip.

Called Tetra Recart, the packaging is lighter and environmentally-efficient to transport.

Managing director of Tetra Pak UK and Ireland Peter Knutsson said that the announcement comes after a long process.

"Launching the world's first FSC-labelled carton for liquid and canned food is a first step in a long and complicated process of having third-party certification for the entire value chain for all our packages," he remarked.

He stated that the company is aiming to have all its paper certified to the high standards of the FSC.

Executive director of FSC UK Charles Thwaites added that it was encouraging to see the retailer and Tetra Pak "taking real steps to make a difference".

Yesterday the Green Alliance proposed that all supermarkets should be using recyclable packaging only by 2013.

<a href="http://www.j-sainsbury.co.uk/index.asp?PageID=424&subsection=&Year=2007&NewsID=995">For further information, click here</a>

### **New chocolate cake introduced by Guylian**

**Date:** Fri, 30 Nov 07

#### **Story Text**

Guylian has announced it is launching a new chocolate cake, something that can be enjoyed on special occasions, the firm said.

According to the chocolatiers, the cake is named the Guylian Belgian Chocolate Seashell Cake - inspired by the firm's chocolate praline seashells.

The cake is available from this month, the firm stated, with supermarket giant Sainsbury's holding exclusive rights to the product.

Priced at Â£8.99, the seashell cake has been handmade in Belgium by Guylian's Maitre Artisans and will create ten portions of chocolate sponge, chocolate and hazelnut praline.

It is decorated with three of the chocolatier's seashells to complete the product.

The company is renowned for its premium chocolate seashells, often wrapped in high quality gift boxes they are made with white, milk or dark Belgian chocolate.

Christmas products are presented in festive-themed boxes, with a bell-shaped box

providing a Guylian twist, the firm asserted.

<a href="http://www.responsesource.com/releases/rel\_display.php?relid=35508&hilite=">For further information, click here</a>

### **Tea Forte launches new collection**

**Date:** Thu, 29 Nov 07

#### **Story Text**

Tea Forte is to launch a new line of dessert teas, the company has announced.

Just in time for the festive season, the new teas will be called Dolce Vita, Food Ingredients First reports.

The collection of dessert teas are calorie free and come in several flavours, including Coco Truffle, Belgian Mint, Raspberry Nectar, Orchid Vanilla, and Vienna Cinnamon.

Founder of Tea Forte Peter Hewitt remarked that he had been inspired by his time in Italy.

"Inspired by my travels in Italy, I created this new collection to capture the essence of the famous Italian expression - La Dolce Vita," he said.

He added: "Savouring a delectable tea with family and friends is truly one of life's simple pleasures. Dolce Vita brings the celebration of tea into everyday life

The firm describes the collection as naturally sweet and an ideal addition to a dinner party.

<a href="http://www.foodingredientsfirst.com/newsmaker\_article.asp?idNewsMaker=15795&fSite=AO545&next=5">For further information, click here</a>

### **Top food trends for 2008 revealed by Datamonitor**

**Date:** Thu, 29 Nov 07

#### **Story Text**

The top food trends for 2008 have been revealed by Datamonitor.

According to the company's Productscan report, most of the trends originate from the US, Talking Retail reports.

Probiotics is one product that is likely to continue to be popular with consumers, with a

trend for probiotics to be available in cheese and not just yoghurt.

The organisation stated that Kraft LiveActive cheese is already available in the US and Canada.

Superfruits will also continue to grow, as bigger companies capitalise on its emerging prominence. Datamonitor discovered that acai, goji berries and pomegranates are likely to go "mainstream" in 2008.

Some companies are already using superfruits in their products, such as Innocent smoothies.

Yumberry is the latest superfruit to look out for, as it is beginning to be used in drinks in the US, the company asserted.

Organic food for kids could prove to be very popular, the Datamonitor revealed. While sleep aids, stress relief, frozen products that are steamed, bold flavours and environmentally-friendly products were also named as emerging trends for next year.

[For further information, click here](http://www.talkingretail.com/news/7581/Datamonitor-highlights-top-tre.ehtml)

### **Recyclable packaging 'could be reality' in five years**

**Date:** Thu, 29 Nov 07

#### **Story Text**

Recyclable packaging could be the only type of packaging supermarkets sell in five years times, if Green Alliance is successful in its new campaign.

The lobby group has proposed that all retailers should only use recyclable packaging by 2013 to help consumers make positive environmental choices.

Supported by Marks and Spencer and Sainsbury's, head of print and packaging at the latter firm Stuart Lendrum commented on the importance of the goal.

"This is important work - it illustrates the complexity of packaging decisions but also the importance of helping consumers as far as possible to do the right thing," he said.

Rowland Hill, sustainability manager at Marks and Spencer, remarked that the industry needs to work together to reach the target set by the body.

"Many of the environmental challenges associated with packaging can only be resolved by all parts of industry and government working together with a shared vision," he stated.

The Green Alliance aims to promote sustainable development by working with British businesses and the government.

[For further information, click here](http://www.green-alliance.org.uk/grea1.aspx?id=2376)

### **Asda to sell 'top champers for cheaper'**

**Date:** Thu, 29 Nov 07

#### **Story Text**

Asda is to start selling Dom Perignon champagne for less than other retailers, the firm has said.

The retailer has announced that the price tag of £30 for the prestigious bubbly will be around 70 per cent less than in other shops.

Asda's master of wine Philippa Carr said that the product will be perfect for the party season.

"Our price of £30 a bottle is sure to add sparkle to anyone's festive season. We're confident that no other retailer will be selling Dom Perignon at a better price," she stated.

The company has pointed out that for a exactly the same vintage year and exactly the same bottle of Dom Perignon consumers would expect to pay £230 at The Ritz, £210 at Claridges and £190 at The Dorchester.

Asda will stock the 1999 vintage version of the famous champers, which had its first vintage year in 1921.

The supermarket giant recently announced that it was selling festive goods at a cheaper price than its competitors.

[For further information, click here](http://www.asda-press.co.uk/pressrelease/141)

### **Fish 'isn't on Britons' dishes'**

**Date:** Thu, 29 Nov 07

#### **Story Text**

Britons are not eating enough fish, a new survey has found.

Conducted by Efalex, the omega-3 and 6 oil supplement producers, only 30 per cent of the population are eating the government recommended amount of fish.

However, 90 per cent of respondents agreed that fish is an important part of their diet.

Nutritionist Fiona Hunter commented that fish is an essential source of nutrients, saying: "It is concerning that four in five people don't eat enough oily fish as adequate intake of Omega-3 fatty acids is vital.

"They cannot be produced in the body, which means that they must be obtained from Omega-rich food, such as oily fish including salmon and tuna."

Ms Hunter remarked that omega-3 is important for brain function and can improve concentration, co-ordination and learning ability.

Reasons for not eating fish were given as the cost of it, the smell of it and finding bones in it.

Efalex Active 50+ product has been endorsed by Sue Barker in the past.

<a href="http://www.responsesource.com/releases/rel\_display.php?relid=35529&hilite">For further information, click here</a>

### **Foie gras causes 'controversy'**

**Date:** Thu, 29 Nov 07

#### **Story Text**

Foie gras is causing controversy by appearing on restaurant menus in the run-up to Christmas, it has emerged.

The French delicacy has been taken off one menu in Gloucester following a campaign by protesters against the foodstuff.

Made from duck or goose liver that is specially fattened, foie gras production often means the animals are force fed hours before they are slaughtered.

The Bearlands restaurant and wine bar was targeted by Gloucestershire Animal Action, which boasts a record of campaigning against 40 different venues who have sold foie gras in the past three years.

Owner of the Bearlands restaurant Glen Tanswell commented that he was pressured into taking the delicacy off his menu.

"Customers were saying they felt intimidated. We had cancelled orders and I had to pull it to save the business," he remarked.

Mr Tanswell added that he felt the police had done little to stop the "harassment".

<a href="http://www.thisisgloucestershire.co.uk/displayNode.jsp?nodeId=231771&comm

and=displayContent&sourceNode=231754&home=yes&more\_nodeId1=231776&contentPK=19077875">For further information, click here</a>

### **Easter eggs launched by Mr Lucky Bags**

**Date:** Wed, 28 Nov 07

#### **Story Text**

Mr Lucky Bags has launched a new collection of Bob the Builder Easter eggs.

The new product will be available for 55p, with a triple pack priced at Â£1.50, Talking Retail reports.

Children will be able to find Bob the Builder characters inside the hollow milk chocolate eggs.

Group marketing director at Mr Lucky Bags Carl Richardson commented that the product is expected to be as success - and not just at Easter.

"Not only is it a brand new Easter product in the UK and Ireland but it will have exceptional demand due to the Bob the Builder character for all year round sales," he said.

"There has been a phenomenal reaction to the product so far, it's undoubtedly set to be a sure-fire winner," he told the publication.

Mr Lucky Bags specialises in surprise confectionary, selling toys and novelties that meet safety standards and provide kids with activities to enjoy.

<a href="http://www.talkingretail.com/products/7567/Mr-Lucky-Bags-launches-Bob-the.ehtml">For further information, click here</a>

### **Magners launches festive campaign**

**Date:** Wed, 28 Nov 07

#### **Story Text**

The Irish cider company Magners has launched its Christmas marketing campaign, shortly before the festive season begins.

Celebrating a perfect Christmas winter, the TV advert was shot in Clonmel, County Tipperary, where the cider originates from, Talking Retail reports.

Maurice Breen, the Magners marketing director, commented that the point of the campaign is to capture the magic of the festive time of year.

"This beautifully shot new commercial captures the magic of the Christmas season.

"Cosy Christmas nights enjoyed in the company of friends is just the right association for Magners at this time of year," she told the news source.

The TV advertisements will be part of a wider promotion including cinema, print and radio marketing.

Furthermore, London Underground adverts and outdoor posters will also be used.

Magners recently announced it is to continue to support the Celtic rugby league, now called the Magners league.

[For further information, click here](http://www.talkingretail.com/products/7577/Magners-Irish-Cider-launches-C.html)

### **Cadbury presents retro rolls**

**Date:** Wed, 28 Nov 07

#### **Story Text**

Cadbury Mini Rolls will be the centre of a new promotion by the company.

The chocolate producer is launching a new retro-themed on-pack marketing campaign that will see consumers able to redeem rewards, Talking Retail reports.

Launching today (Wednesday) consumers who purchase the products will be able to win retro-themed prizes such as Slinky's, Rubix Cubes and Space Hoppers.

Working with Chemistry Communications Group, Cadbury has named the campaign Blast from the Past.

Executive creative director of Chemistry Communications Group Mike Cavers commented: "Everyone loves a Blast from the Past and to bring that to life in association with such an iconic brand as Cadbury Mini Rolls makes for a really fun and involving promotion for all the family."

Sam Bennett, Cadbury Cakes brand manager, added that the confectionary product "holds a special place in many people's hearts."

An eighties-themed promotion is currently being used to market Cadbury's Wispa.

[For further information, click here](http://www.talkingretail.com/products/7569/Blast-from-the-Past-promotion-.html)

### **New flavours launched by Ben & Jerry's**

**Date:** Wed, 28 Nov 07

**Story Text**

A new frozen yoghurt flavour has been launched by US firm Ben & Jerry's.

The ice cream specialists are known for their unusual flavouring ideas and unique names, with the new Strawberry Cheesecake line being no exception.

Made using real strawberries and oatmeal cookie pieces the product only contains three per cent fat, the company claims.

"The combination of smooth frozen yoghurt with our all-important chunk factor means this tastes just as great as our traditional ice cream," Ben & Jerry's says.

The product is also made with free-range eggs.

Other new flavours introduced by the company recently are Vanilla Toffee Crunch and Bohemian Raspberry.

Consumers who buy the Bohemian Raspberry flavour will be contributing 10p to the Mercury Phoenix Trust, set up in Freddie Mercury's memory.

While those who fancy the Vanilla Toffee Crunch will be indulging in ice cream made from Fairtrade ingredients.

<a

href="http://www.benjerry.co.uk/ourflavours/?flavour=FY\_strawberry\_cheesecake">

For further information, click here</a>

**Organic food 'can help stress problems'**

**Date:** Wed, 28 Nov 07

**Story Text**

Organic food can aid people suffering with stress, one expert has said.

According to Ann McCracken, vice chair of the International Stress Management Association (Isma), a good diet can be instrumental at tackling stress and the effects of the condition.

She named fresh foods that are "ideally organic" as the best option, with a diet rich in colourful foods also recommended.

Ms McCracken said that foods with chemicals in are not advisable for those suffering from stress.

"It's the chemicals in food which are energy drains, so processed food is an energy drain," she remarked.

Strokes, heart disease and high blood pressure can all result from stress as well as headaches, migraines, and skin complaints such as Eczema.

Walking to work and general exercise was also advised by Ms McCracken.

Earlier in the week, research from BaxterStorey and Ipsos Mori discovered that many workers who skip breakfast and lunch could be costing businesses money in lost productivity.

[For further information, click here](http://www.baxterstorey.com/about/baxterstorey-nutrition-productivity-work.doc)

### **Consumers 'prefer pies and meat dishes'**

**Date:** Wed, 28 Nov 07

#### **Story Text**

Consumers prefer to eat meat dishes or pies for their main meal at a pub, followed by a fruit crumble, the Publican Food Report 2007 has discovered.

The favourite starter for consumers was found to be soup.

However, the research revealed that food sales at pubs have not increased as dramatically as expected following the smoking ban.

Consumers are not returning to pub food in the drives expected with only 33 per cent of the surveyed publicans seeing an increase in food sales, while 54 per cent said they had seen no change since July 1st.

John Porter, pub food editor of the Publican, commented on the factors that may have impacted upon consumer trends.

"The results show that as consumers tighten their belts and after the smoking ban coincided with one of the worst summer ever recorded weather-wise, it's a tough market out there," he said.

This news follows a recent call for a freeze on beer tax by the British Beer and Pub Association, which says sales of alcohol have dipped to its lowest since the Great Depression in the 1930s.

[For further information, click here](http://www.thepublican.com/story.asp?sectioncode=7&storycode=57827&c=1)

### **Asda see sales boost following new initiatives**

**Date:** Tue, 27 Nov 07

#### **Story Text**

Food retailer Asda has seen an increase in profits, which could be due to innovation in its products.

The supermarket giant has reported profits increased in 2006, with sales rising by  $\text{£}1$  billion over the course of the year, the Telegraph reports.

Since Andy Bond was appointed the chief executive of Asda, he has tested new initiatives such as Asda Essentials as well as increasing fresh foods - which could have been the catalyst for the sales boost.

The company stated: "2006 was a year of recovery for the group. The improvement in the performance during the year was a result of executing a customer focused strategy."

It was recently reported that the retailer is to introduce a new online shopping feature, which allow customers to order toys and electronics via a number of channels and then receive the goods at home.

[For further information, click here](http://www.telegraph.co.uk/money/main.jhtml?xml=/money/2007/11/26/cnasda126.xml)

### **Beer tested on Brit drinkers**

**Date:** Tue, 27 Nov 07

#### **Story Text**

Pardal, the Czech beer, is being tested out in the UK, it has emerged.

The beverage makers are unsure whether to bring out the drink in the UK and so are listening to consumer response to the beer, Talking Retail reports.

Budvar UK is measuring the response of off-trade retailer in Britain and passing it on to Pardal.

John Whittle, Budvar UK's off-trade director, commented that the beer sits in a specific category.

"It's a medium range beer - and that's reflected in the price - but it packs in all the qualities you would expect from a brewer with a reputation like ours," he told the news source.

Mr Whittle has noted that the take home market is enjoying the beverage, noting "considerable interest" in this sector.

The beer is packaged in a 330ml bottle and is a 3.8 per cent alcohol-by-volume lager.

Budweiser Budvar, Budvar Premium Select and Budweiser Budvar Czech Dark Lager are three other products offered by the company.

<http://www.talkingretail.com/products/7564/Budvar-tests-out-new-lager-on-.html>>For further information, click here</a>

### **Coca-Cola to drive innovation in 2008**

**Date:** Tue, 27 Nov 07

#### **Story Text**

Coca-Cola Enterprises (CCE) is to push forward with innovation over the course of 2008, one expert at the company has said.

Operations marketing director at the firm Kieran Hemsworth has spoken to Talking Retail commenting that the juice sector holds promise for the year coming.

He told the publication that the company is planning to drive innovation in the flavoured carbonates as well as sports and energy categories.

Mr Hemsworth noted that sports and energy drinks are "the fastest growing segment in soft drinks ytd [year-to-date]".

In fact, a new orange flavour Powerade is to be introduced in February next year by the company.

CCE has seen Â£31 million of growth in the year, nearly a third of the total growth for the soft drinks sector, Mr Hemsworth added.

Coca-Cola announced recently that it is to launch its annual Christmas advertisement over the festive season alongside an advent calendar-themed promotion.

<http://www.talkingretail.com/products/7545/Coca-Colas-juicy-new-year-laun.html>>For further information, click here</a>

### **Government to ignore calls for junk food ad ban?**

**Date:** Tue, 27 Nov 07

#### **Story Text**

A possible move to ban junk food ads before 9pm may not be implemented by the government, it has been suggested.

Despite calls from Which? recently to tighten up junk food advertising regulations following new research, a letter from public health minister Dawn Primarolo to Baroness Peta Buscombe of the Advertising Association indicates otherwise, the Guardian reports.

According to the news source, Ms Primarolo has called for a partnership between the two parties to tackle the current health crisis.

She said that she was happy with current changes in the food advertising industry.

"We welcome the changes that food manufacturers have already made in advertising directed at children," she stated.

Ms Primarolo noted: "We are eager to address all aspects of the obesity problem, working in partnership with the private sector and society in general to make a real impact on the health of our nation."

The advertising industry could lose £211 million in revenue if a ban was to be implemented, the publication notes.

<a href="http://www.guardian.co.uk/media/2007/nov/26/advertising?gusrc=rss&feed=media">For further information, click here</a>

### **Tesco customers want local produce**

**Date:** Tue, 27 Nov 07

#### **Story Text**

Tesco has said that its recent visit to a north-east food fair was to help local suppliers, something its customers feel strongly about.

A team of buyers from the retailer looked at stands from 100 suppliers from the north-east and noted the high-quality of the produce.

Head of local sourcing of Tesco Emily Shamma commented that the firm looks to satisfy consumer needs.

"Customers tell us they want us to do even more to find and stock great products from the region and boost local producers.

"If somebody believes they grow the best leeks or make the best biscuits in the country, we want to meet them, whether they can supply one, or ten or more shops," she added.

Ms Shamma noted that the north-east event at Oulton Park in Yorkshire was one of the best events the firm had visited, with high quality food on display.

<a

[href="http://www.tescocorporate.com/page.aspx?pointerid=34E6D43EF64D4D99A0FF9874701DFA7D">For further information, click here</a>](http://www.tescocorporate.com/page.aspx?pointerid=34E6D43EF64D4D99A0FF9874701DFA7D)

### **Frubes tied to Simpsons DVD launch**

**Date:** Tue, 27 Nov 07

#### **Story Text**

Frubes is launching a new marketing initiative which is to see it supporting the launch of The Simpsons Movie on DVD.

Special limited edition packs of the fromage frais product are to be sold, decorated with a Simpsons theme, Talking Retail reports.

The company have previously seen success with promotions linked to Spiderman 3 and Doctor Who.

Group brand manager for Teens at parent company Yoplait Angelica Costantini commented that the firm are hoping the new drive will be success.

"With the huge popularity of The Simpsons Movie, we are expecting this exciting new limited edition to be equally popular with consumers and continue to add incremental growth to the category," she told the news source.

Ms Constantini added that the packaging will mean Frubes are an "even cooler addition to lunchboxes".

Yoplait is owned by General Mills, which also owns Cheerios and the Green Giant.

[href="http://www.talkingretail.com/products/7566/Frubes-launches-The-Simpsons-M.ehtml">For further information, click here</a>](http://www.talkingretail.com/products/7566/Frubes-launches-The-Simpsons-M.ehtml)

### **Cadbury's Creme Egg to launch Â£4.5m campaign**

**Date:** Mon, 26 Nov 07

#### **Story Text**

Cadbury's Creme Eggs will be launching a new advertising campaign from January 1st in time for the Easter period.

The company is investing Â£4.5 million into the drive, which will see the egg taking a leading role in around 20 different ads, Talking Retail reports.

In store point of sale displays will also support the campaign.

Kate Harding, acting head of customer relations at parent company Cadbury Trebor

Bassett, commented that the product is the best-selling type of chocolate during spring.

"It is an iconic signpost for Easter and we are really excited about how the new TV campaign will engage with our consumers and enable retailers to capitalise on its return and popularity," she said to the news source.

She added that the Easter season is shorter in 2008, hence the reason the company is generating consumer interest from January 1st.

Cadbury also offers Wispas, Flakes, Picnics, Double Deckers and Crunchies to consumers.

[For further information, click here](http://www.talkingretail.com/products/7471/Cadbury-Crme-Egg-returns-on-1-.ehtml)

### **On-pack promo introduced by Black Tower**

**Date:** Mon, 26 Nov 07

#### **Story Text**

A new on-pack promotion is to be launched by Black Tower, it has emerged.

The German wine is hoping the marketing will mean increased sales over the festive season and into 2008, Talking Retail reports.

Nik Schritz, the managing director at parent company Reh Kendermann, commented that the brand is enjoying its most successful time since its launch 40 years ago.

"Its continued and increased success is due to constant innovation, in terms of developing contemporary wine styles and packaging that appeals to consumers and buyers alike," she told the publication.

She added that a recent AC Nielsen survey had revealed sales of Black Tower have increased by 19 per cent.

The new promotion means consumers will have the chance to win a luxury holiday or a portable DVD player as a runner-up prize.

Reh Kendermann announced recently its leading brands - Black Tower, Kendermanns, The Bend In The River - will be see new packaging design initiatives.

[For further information, click here](http://www.talkingretail.com/products/7531/Black-Tower-launches-on-pack-p.ehtml)

### **Fairtrade nut snacks launched**

**Date:** Mon, 26 Nov 07

**Story Text**

A new range of Fairtrade nuts are being launched by the forces behind Cafedirect.

Twin Trading and Equal Exchange are bringing Liberation nut snacks to shops and on the web in the run-up to Christmas.

Available from Oxfam outlets towards the end of 2007, they will only appear in supermarkets in 2008.

Director of the nuts project at Twin Trading Duncan White commented on the importance of Fairtrade products.

"It is hugely important to us that those at the very beginning of the supply chain, who often have no say about where to sell their product and at what price, will help to direct the company and benefit from its success," he said.

Mixed nuts and peanuts will come from farmers in Malawi, Mozambique, Nicaragua and India in four different flavours: natural, lemon and a hint of chili, lightly salted and a hint of smoked flavour.

According to the company, the first Fairtrade certified nuts were introduced into the UK in 2005.

<a

href="http://www.chooseliberation.com/images/uploads/Liberation\_press\_release\_for\_long\_leads\_Autumn.pdf">For further information, click here</a>

**Survey: Workers skip breakfast**

**Date:** Mon, 26 Nov 07

**Story Text**

Breakfast is a meal that many consumers are missing, a new study has found.

Although often called the most important meal of the day it seems that this is not the case for many staff, with only 63 per cent of those surveyed in a new Ipsos Mori reports making time for the meal.

The survey, commissioned by BaxterStorey, discovered that 17 per cent of respondents regularly skip food in the morning and another 17 per cent will only make time to eat first thing one to three times a week.

However, it has been suggested that such trends affect the productivity in the work place.

Matt Barker, an independent performance and nutrition specialist, said that many benefits can be seen from eating breakfast.

"What people eat - or don't eat - and when - has a definite effect on productivity in the workplace and individuals need to ensure their food intake properly supports their working day," he said.

Caterer & Hotelkeeper awarded BaxterStorey the Food Service Caterer of the Year for 2007.

[For further information, click here](http://www.baxterstorey.com/about/baxterstorey-nutrition-productivity-work.doc)

### **Premium foods are 'perfect present'**

**Date:** Mon, 26 Nov 07

#### **Story Text**

Consumers are looking increasingly towards premium food collections to provide the perfect Christmas present for a loved one.

Comments from US gourmet food company Omaha Steaks suggest quality food products can provide friends and family with a great experience.

Todd Simon, Omaha Steaks senior vice president, said that quality food has an important place at Christmas.

He commented: "The gift of a premium quality food experience provides an occasion and a reason to celebrate with family and friends.

"That is what makes the holidays special and why gourmet food is earning a solid reputation as the perfect gift."

The company referred to data released recently by Package Facts, which discovered consumer food gifting increased by 56 per cent from 2004-06 and also said that purchasing food is becoming more popular.

According to Apacs, the UK's payments association, spending this Christmas will top Â£53 billion this year.

[For further information, click here](http://www.earthtimes.org/articles/show/news_press_release,229286.shtml)

### **Airlines offering dietary requirement foods highlighted**

**Date:** Mon, 26 Nov 07

#### **Story Text**

A new guide has been launched to highlight which airlines offer the best range of food for consumers with special dietary requirements.

Launched by Cheapflights.co.uk, a tips page has been introduced to help those who have particular dietary needs.

The best company for offering a wide selection of foods was named as Singapore Airlines with its range of 14 different categories including vegetarian, Muslim, Hindu, fat-free, gluten-free, lactose-free, low sodium, kosher, low calorie, diabetic and non-carbohydrate.

Francesca Ecsery, Cheapflights.co.uk general manager, commented: "Embarking on a flight, especially those of the long-haul variety, often means dining at 30,000 feet.

"We hope this information will assist the growing number of travellers who have special dietary needs by highlighting which airlines can cater specifically to their diet."

The guide also looks at more luxury options, such as champagne options for those wanting to celebrate when in mid-air.

A travel price comparison website, Cheapflights.co.uk was founded in 1996.

<http://www.travelbite.co.uk/newsbrief/flights/new-plane-food-guide-launched-482058.htm> For further information, click here

### **Lindemans to launch South African range**

**Date:** Fri, 23 Nov 07

#### **Story Text**

Winemakers Lindemans is to launch a new South African range of the beverage next year, parent company Foster's EMEA has announced.

The development follows the success of the Chilean line introduced in May this year, Talking Retail reports.

Peter Jackson, the managing director of Foster's EMEA, said that the move was the next step for the company.

"To build on the multi-provenance credentials of Lindemans, South Africa is a logical extension," he told the publication.

He remarked that it would allow the firm to build up a "premium proposition to the category".

Bernard Fontannaz, the managing director of Origin, added that the company are

looking to add to their corporate social responsibility.

"We are working up a number of Fairtrade projects with Foster's EMEA and looking to build these over time," he said.

Foster's also owns VB, an Australian beer, which received support from cricket legend Shane Warne this summer.

[For further information, click here](http://www.talkingretail.com/products/7526/Lindemans-to-expand-its-Countr.ehtml)

### **Inko Iced Tea hits the UK**

**Date:** Fri, 23 Nov 07

#### **Story Text**

Inko Iced Tea is to be launched in the UK, the firm has announced.

Introduced this season, the white teas are 100 per cent pure and natural, the company claims.

As reported by Talking Retail, the firm was first established across the pond in the US and the teas are infused with fruit flavours.

Several varieties are set to be available, such as Original, Hint O'Mint (unsweetened), Honeydew and Blueberry.

These will be followed by Cherry Vanilla, White Peach, Apricot and Lychee.

Inko notes that white tea holds antioxidant properties similar to green tea, but that it is less processed and more research could be conducted into white tea and its effects on cancer.

The drink contains less than 60 calories per bottle, which will offer drinkers an alternative from fizzy beverages, the company adds.

Boxes of 12 bottles are currently being sold online by the firm for \$23 (around £11).

[For further information, click here](http://www.talkingretail.com/products/7525/Inkos-White-Iced-Teas-come-to-.ehtml)

### **Twinings coffee adverts to 'expand customer base'**

**Date:** Fri, 23 Nov 07

#### **Story Text**

Twinings - traditionally a brand associated with tea - has ventured into the coffee market

and is to launch a new campaign to raise awareness of the development.

The company is to launch a series of advertisements to attract a wider range of people to its Roast & Ground (R&G) category, Talking Retail reports.

UK sales director of the firm Jon Jenkins commented: "Twinings Coffee Blends are already bringing new shoppers to the category with over 30 per cent of sales attributed to consumers who have not bought R&G coffee in the previous 12 months."

He added to the news source that the company is hoping to drive further value on this area.

The adverts will feature Stephen Fry and are to be set in Los Angeles using a tongue and cheek theme.

Twinings also offers everyday teas, speciality teas, hot chocolate, green tea, infusions and iced tea products.

[For further information, click here](http://www.talkingretail.com/products/7298/Twinings-launches-its-first-TV.ehtml)

### **Magners continues sport sponsorship**

**Date:** Fri, 23 Nov 07

#### **Story Text**

Magners, the Irish cider producer, has announced it is to continue to sponsor the Celtic rugby league, now named the Magners League.

Following their first year of sponsorship, the cider maker is to continue to back the sport until May 2009, Talking Retail reports.

Marketing director at Magners Maurice Breen commented that the promotional venture had been successful on all fronts.

"Our first season as tournament sponsor saw the popularity of the Magners League increase on all levels," he told the news source.

Director of Celtic rugby David Jordan added: "We are fortunate in having such an enthusiastic sponsor as Magners Irish Cider."

He remarked that the fan base of the sport was "ever-increasing".

Interest in Celtic rugby has developed following the sponsorship deal, with match attendance up by 15.7 per cent.

A Magners advertising campaign was key to Young Euro RSCG scooping the top award in the 2006 Advertising Effectiveness Awards, the company claims.

[For further information, click here](http://www.talkingretail.com/products/7513/Magners-Irish-Cider-extends-sp.ehtml)

### **Ethnic foods 'becoming popular' with Brits**

**Date:** Fri, 23 Nov 07

#### **Story Text**

Ethnic foods may be coming more popular with consumers, one publication has said.

According to Meatinfo.co.uk, the World Food Market at Excel saw an increased number of ethnic exhibitors, with stalls from Poland, Russia, Ukraine and Romania featuring for the first time.

One exhibitor said that more and more English consumers are discovering a taste for Polish food.

"We find the Polish product is increasingly being bought by people of English origin," Colin Ashton of Polish Specialties said.

Mr Ashton, the sales manager of the firm, added: "The quality of Polish meat is much higher because the water content is very low."

There were also an increased number of halal meat exhibitors, the publication noted.

However, a Welsh supplier said that they had a "very quiet" event, although Welsh lamb is currently the subject of a marketing push.

The meat is being promoted in cinema adverts around the UK until the end of the month.

[For further information, click here](http://www.meatinfo.co.uk/articles/54035/Ethnic-food-leads-the-way.aspx?categoryid=9045)

### **Consumers warned 'online food isn't fresh'**

**Date:** Fri, 23 Nov 07

#### **Story Text**

Consumers have been warned by a new report that online food shopping may be convenient but that the food might not be as fresh.

Released by Which?, the research shows that food bought in store will on average have a longer shelf life compared to the same products purchased on the web on the same day.

Thus the watchdog has concluded that food purchased online may not be as fresh as

items bought in store, despite the convenience of online shopping.

These findings reflect a survey Which? brought out earlier this year that suggested food purchased online would not have a longer shelf life compared to products picked up in a retail outlet.

Released in March, this research revealed that only four out of ten Asda and Sainsbury's shoppers believed use-by dates from their latest online shop were as good as those in store.

Sainsbury's, Asda, Tesco and Waitrose were all surveyed in the latest study, following concerns raised by consumers.

Which? recently revealed that many children are still watching junk food ads, calling for changes in advertising regulations.

[For further information, click here](http://www.which.co.uk/reports_and_campaigns/food_and_drink/reports/_labelling_and_shopping/best_before_news_article_557_125923.jsp)

### **Sainsbury's announces sustainable palm oil pledge**

**Date:** Thu, 22 Nov 07

#### **Story Text**

sustainable palm oil in its own brand food.

By May 2008, the supermarkets own brand fish fingers will be the first product to use sustainable palm oil, with a view to completing the labelling on its chilled and fresh foods by July 2008.

Director of Sainsbury's brand Judith Batchelar commented that palm oil is used in thousands of every day products.

"Rather than banning the use of palm oil, we want to find a sustainable solution that will stop deforestation while continuing to support the communities that rely on its production," she stated.

She added that the move was in line with issues that customers care about.

The senior policy officer of Food and Agriculture for World Wildlife Fund, Adam Harrison, welcomed the decision.

He said that he hoped it would "inspire others to follow suit".

Supermarket rival Morrisons recently announced that it will only stock British pork and lamb in a bid to help support British farmers.

<a href="http://www.jsainsburys.co.uk/index.asp?PageID=422&subsection=&Year=2007&NewsID=993">For further information, click here </a>

### **Tighter controls on baby milk introduced**

**Date:** Thu, 22 Nov 07

#### **Story Text**

Tighter regulations for the producers of baby milk have been introduced by the Food Standards Agency (FSA).

Working with the Department of Health, the FSA have devised new guidelines that will mean the marketing of baby milk will not undermine the value of breastfeeding.

Furthermore, labelling standards are to be revised and well as restrictions on advertising directly to parents.

Public health minister Dawn Primarolo noted that the changes were necessary to ensure babies receive high nutrition levels.

"These new regulations will ensure that all types of formula milk are clearly labelled and advertised and that they meet the very latest nutritional standards for babies," she said.

"Some women cannot, or choose not to, breastfeed and it is important that they have the information they need to make the right choice for their baby's health," she added.

The FSA recently announced that it has appointed a new chief executive, Tim Smith.

<a href="http://www.food.gov.uk/news/newsarchive/2007/nov/infantformulareg">For further information, click here </a>

### **Brandy owners push marketing for festive season**

**Date:** Thu, 22 Nov 07

#### **Story Text**

A marketing campaign is being undertaken by First Drinks Brands, the owners of Three Barrels brandy, to take advantage of the festive season.

The drive is to feature a direct marketing campaign, in store point of sales communication and gift cartons, Talking Retail reports.

Customers will receive Â£1 off their next purchase using a voucher sent via the direct mail initiative.

Brand manager for Three Barrels at First Drinks Brands Mark Collins commented that several factors are propelling the firm forward in the drinks market.

"Three Barrels is driving the brandy sector with its unique combination of product quality, customer and consumer insight and marketing investment," he said to the publication.

He added that the extended range will mean consumers can "fulfil their Christmas brandy requirements".

Mr Collins noted that Three Barrels has over one million customers.

First Drinks Brands also owns Glenfiddich, Grant's, The Balvenie, Hendrick's Gin, Reyka Vodka and Innis & Gunn.

<a href="http://www.talkingretail.com/products/7509/Three-Barrels-unveils-Christma.ehtml">For further information, click here </a>

### **Gallo gifts available for Christmas**

**Date:** Thu, 22 Nov 07

#### **Story Text**

A new range of gift options are to be launched by E & J Gallo Winery in the run-up to Christmas.

The company is to capitalise on festive sales by offering an innovative new set of Christmas packages, although gift sets will remain throughout 2008 due to consumer demand, Talking Retail reports.

One gift option is the Handbag, a combination of Family Vineyards White Grenache with Lindt Lindor Truffles.

European marketing director for E & J Gallo Winery Jane Hunter commented that unusual gift boxes are something the consumer wants, particularly at this time of year.

"Gifting is an unmissable opportunity for retailers to maximise on key sales around holiday periods and throughout the year as people celebrate birthdays and anniversaries," she told the news source.

"Consumers look for gifts that present something more than the classic two bottles in a box offering," she added.

E & J Gallo Winery is based in California and has been around for over 70 years.

<a href="http://www.talkingretail.com/products/7501/Gallo-releases-gifting-range-i.ehtml">For further information, click here </a>

### **Increased ad spend for Lambrini**

**Date:** Thu, 22 Nov 07

#### **Story Text**

Halewood International is to increase the amount of money spent on the advertising of its Lambrini brand.

This follows a first marketing push that saw sales of the drink increase, with retailers signing up for the peach flavour of the product in time for its launch next week, Talking Retail reports.

Marketing controller at Halewood International Richard Clark spoke of the innovative ways the beverage has been marketed to consumers.

"In part, we think this is down to the campaign's creativity, which has really caught on with our target audience, as well as awareness raised through less traditional forms of advertising, including Facebook and YouTube, which are all driving traffic to the site," he told the publication.

He added that these digital and website channels were cost effective and engaged with Lambrini's core customers.

It was recently announced that Halewood International will be distributing Swedish drink Herrljunga cider in the UK.

[For further information, click here](http://www.talkingretail.com/products/7496/Lambrini-increases-ad-spend.ehtml)

### **On-the-go beverages to be launched by Granini**

**Date:** Wed, 21 Nov 07

#### **Story Text**

A unique blend of flavours is set to be created by juice producers Granini.

The company will distribute new on-the-go beverages in a 200ml format, Talking Retail reports.

Research by the group discovered flavours such as cherry, strawberry, apricot, raspberry, peach, pear and banana are appealing to the public.

The company claims it is the only brand to offer these different flavours in the ambient fruit juice category.

Sales and marketing director for Granini UK Steve Wheatley commented that consumers

are looking past conventional varieties to different flavours of beverages.

"Granini can offer the everyday staples, such as orange and apple, but our research suggests that consumers would welcome more unique flavours to their repertoire," he said.

He added that the company was "well-placed" to meet this demand and can "bring something new and exciting to the category".

Granini distributes its products in 70 countries around the world, including nations in Africa and Asia.

[For further information, click here](http://www.talkingretail.com/products/7472/Granini-launches-new-on-the-go.html)

### **Bernard Matthews launches Christmas turkey campaign**

**Date:** Wed, 21 Nov 07

#### **Story Text**

Bernard Matthews Golden Norfolk Turkey product is to be the subject of a new advertising campaign in the run-up to Christmas.

A national TV campaign is to be launched, alongside on-pack promotions, Talking Retail reports.

Marketing Director of the firm Matt Pullen commented that the message behind the marketing campaign is to promote Bernard Matthew's turkeys as essential for Christmas.

"We want our consumers to be reminded that Christmas isn't Christmas without a Bernard Matthews turkey," he told the news source.

He added that the product has been "at the heart" of Christmas dinners for the past 50 years.

The campaign will be shown from December 7th in the approach to the festive time of year up until Boxing Day.

The new drive follows four different advertisements shown last year, as well as two recipe-themed TV promotions in 2005. The first TV promotion was shown in 1981 where Mr Mathews coined the phrase "bootiful".

[For further information, click here](http://www.talkingretail.com/products/7469/Bernard-Matthews-announces-Chr.html)

### **Heinz sets sights on mustard market**

**Date:** Wed, 21 Nov 07

#### **Story Text**

Heinz is venturing into the mustard market with a new product launch.

The company is introducing Heinz English Mustard in April next year and will come in a handy pack format successfully trialled by its salad cream brand, Talking Retail reports.

According to the marketing manager at Heinz, Mike Docherty, mustard is growing in popularity with consumers.

"Research shows that the nation's love affair with mustard is thriving but families in particular find existing ranges a little too hot for everyday use," he told the publication.

He added that the product will be suitable for children and adults alike with "more cautious palates".

The 270g bottles will be launched in the £25 million mustard market in the UK, with Mr Docherty remarking the new product will expand the sector.

Heinz has also recently launched its Big Eat format, which are snack meals in a variety of flavours.

[For further information, click here](http://www.talkingretail.com/products/7484/Heinz-moves-into-mustard-categ.ehtml)

### **Authentic bread range from Bakehouse**

**Date:** Wed, 21 Nov 07

#### **Story Text**

A new rustic bread range has been devised by Bakehouse, it has emerged.

The food company has created a line of French breads which, according to the firm, have been made using authentic methods, Talking Retail reports.

Malted Grain Baton, Premium Seeded Batard and a hand-formed Sourdough Boule are the three different categories created by Bakehouse for the range.

Marketing director at Bakehouse Kate Raison told the news source that the new products are convenient for bakers.

"Bakehouse's new French artisan range allows bakers to introduce a range of freshly baked authentic bread with the rustic charm and taste that consumers love, in less than 20 minutes," she said.

She added that authenticity in this range is important, as consumers care about the

quality of breads.

Earlier this week, Bakehouse rolled out a new snack bar range called Booster Bars. They are made from superfruits and count for one portion of fruit or veg a day.

[For further information, click here](http://www.talkingretail.com/products/7466/Bakehouse-rolls-out-French-art.html)

### **Coca-Cola launches Christmas ad promotion**

**Date:** Wed, 21 Nov 07

#### **Story Text**

Coca-Cola is to air its traditional Christmas advertisement this festive season, following consumer pressure on the subject.

The TV advert was not broadcast last year, which led to Coca-Cola Great Britain responding to many customer enquires, Talking Retail reports.

Holidays are Coming is the name of the iconic ad, with many consumers loyal to the marketing push as they told the company it signalled the beginning of Christmas.

A promotional competition will also feature alongside this year's ad campaign, with drinkers able to win the chance of a white Christmas.

The marketing revolves around an advent calendar, with each day representing a new gift.

Coca-Cola bottles, Coca-Cola Zero and diet Coke will all be carrying the promotion in the run-up to Christmas.

The company also owns Malvern, Powerade, Rose's, Dr Pepper, Lilt, Fanta and Sprite. Diet Coke plus is also another arm of the firm.

[For further information, click here](https://secure.cokezone.co.uk/loyalty/advent/index.jsp)

### **Beers sales slump to Great Depression lows**

**Date:** Wed, 21 Nov 07

#### **Story Text**

Consumers are purchasing less alcohol it has emerged, which has led to calls for beer tax to be frozen.

The British Beer and Pub Association (BBPA) is writing to the government to ask them

to freeze the tax on beer to aid the food and drink industry.

According to the BBPA, sales of the drink are at their lowest since the Great Depression in the 1930s.

Rob Hayward, chief executive of the BBPA, said that beer is in need of the freeze.

"We believe the benefits that have been enjoyed by other drinks from a tax freeze should be extended to Britain's national drink - beer," he stated.

Furthermore, Mr Hayward added that support for the beverage was "long overdue".

These calls follow news last month that alcohol consumption has declined since the new Licensing Act was brought in. The BBPA announced that consumption dropped 3.3 per cent in 2006, the biggest fall in 15 years.

[For further information, click here](http://www.beerandpub.com/content.asp?id_Content=3022&id_ContentType=40)

### **Fortified coffees are 'world first'**

**Date:** Tue, 20 Nov 07

#### **Story Text**

A new line of fortified coffees has been launched by one beverage supplier.

Voyava Republic is to add a third of the US recommended daily allowance of folic acid into its Spava range of coffees.

To be introduced to consumers in 2008, the company claims it is the first business to fortify its line of coffees.

Voyava Republic founder and chief executive Michael Sweeney commented that the drink will be popular with consumers concerned with healthy living.

"Not only are we offering a more targeted science for consumers' daily health, we're delivering on our founding mission to target and help eliminate nutritional deficiencies by providing coffee for healthy living to today's consumers," he said.

He added that it is a significant step for the sector and for the company itself.

According to the firm, coffee is the second-most traded commodity in the world behind oil.

[For further information, click here](http://www.voyava.com/voyava.asp?pageID=37&catID=2&subcat_ID=)

### **WKD POS push for Christmas**

**Date:** Tue, 20 Nov 07

#### **Story Text**

Just in time for the festive season, WKD is launching a new marketing initiative with point of sale (POS) kits for retailers.

The company states that the promotion will bring a festive cheer to their stores, Talking Retail reports.

Karen Salters, marketing director of Beverage Brands, parent company of WKD, commented that the drive will push impulse sales.

"Our focus during Christmas will be on maintaining our high levels of advertising cut through which helps maintain interest in the brand and ultimately drives rate of sale," she told the news source.

She added that the festive period is perfect for the beverage as "the brand is all about having a laugh with mates so sits well with festive occasion and we play to this strength".

Earlier this year, WKD launched a similar marketing drive for St Patrick's Day, when drinkers could buy three bottles of the beverage and receive a themed hat to celebrate the occasion.

[For further information, click here](http://www.talkingretail.com/products/7459/Free-WKD-point-of-sale-kits-fo.ehtml)

### **New TV advert for Kenco**

**Date:** Tue, 20 Nov 07

#### **Story Text**

Kenco has launched a new TV promotional campaign to market its Kenco Pure range.

The coffee was introduced to the public earlier this year and is to be promoted this month as part of the campaign, Talking Retail reports.

Convenience sales director for Kraft Foods - owner of Kenco - Dave McNulty commented that the product is seeing the benefit of the increasing consumer trend towards high-quality products.

He said: "The super premium coffee sector is growing, as increasing numbers of consumers trade up to better-quality coffee products.

"This is due to the fact that consumers want both quality and convenience from their

products, which the Kenco Pure range delivers."

The advertisement features Rising Damp actor Don Warrington in Costa Rica.

Kenco offers a number of products and different equipment, including beans and ground coffee, In-Cup, Singles, Vending and Dispense, Fresh Seal and Sustainable Development.

[For further information, click here](http://www.talkingretail.com/products/7456/Kenco-back-on-TV-for-Pure-rang.ehtml)

### **NFU Cymru urges consumers to keep drinking milk**

**Date:** Tue, 20 Nov 07

#### **Story Text**

Consumers have been urged by the Vegetarian and Vegan Foundation (VVF) to pressure schools to stop serving milk to children, but this has been met with fierce criticism the National Farmers Union (NFU) Cymru.

The VVF claims there are health problems associated with drinking the white stuff in its report entitled White Lies.

However NFU Cymru president Dai Davies has shown severe concern at the information reported by the VVF.

He said: "The claims the VVF make are wholly irresponsible. Removing entire food groups, such as dairy, from the diet could have very serious implications, especially for young children.

"It could mean missing out on essential nutrients which are needed for growth and good health."

Mr Davies scoffed at suggestions there is not enough evidence that milk is good for the bones, saying "this is simply wrong".

Organic food lover Sir Julian Rose commented recently to BBC Radio 4's Farming Today programme that there was a minimal health risk when drinking unpasteurised milk.

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

### **Festive nut range launched**

**Date:** Tue, 20 Nov 07

#### **Story Text**

In the run-up to Christmas a new range of mixed nuts has been launched by Planters to capitalise on the popularity of the savoury snacks over the festive period.

Entitled Vermont Gold, the new line comes in three flavours: Maple Roasted Mixed Nuts, Winter Spiced Roasted Mixed Nuts & Fruits and Honey Roasted Mixed Nuts, Talking Retail reports.

Marketing controller at Trigon Snacks - Planters parent company - Iain Paton, commented that the line has come out at the right time of year.

"Premium sweet coated nuts are an important part of snacking during the festive period and the sensational new Vermont Gold range is a fantastic addition to the Planters range this Christmas," he told the news source.

He added that consumer demand for the snacks had increased over the last 12 months by 19 per cent.

Trigon Snacks also own Big D peanuts which uses a scantily clad Big D girl to market the food.

[For further information, click here](http://www.talkingretail.com/products/7454/Planters-launches-Vermont-Gold.html)

### **Veetee brings out two new rice flavours**

**Date:** Tue, 20 Nov 07

#### **Story Text**

Two new products have been launched by Veetee for its Dine range.

Wholegrain Basmati Rice and Thai Lime & Herb Rice are to be introduced later this month and will be available from Waitrose, Talking Retail reports.

The wholegrain option is suitable for those who may be conscious of eating a healthy diet and can be prepared in two minutes, while the lime and herb flavours in the second option are marketed as a complimentary side to coconut-flavoured dishes.

Chairman of Veetee Foods Moni Varma commented that the products have a convenience aspect that makes them enjoyable for a broad range of customers.

"The fact that Veetee Dine In can be enjoyed straight from the microwave or wok in a few minutes opens more usage occasions and means that the rice appeals to a broad spectrum of consumers," she said to the news source.

Veetee recently received Food From Britain's Best New British Product at Anuga 2007.

[For further information, click here](http://www.talkingretail.com/products/7452/Veetee-adds-two-new-SKUs-to-co.html)

### **Consumers want rid of free plastic bags**

**Date:** Mon, 19 Nov 07

#### **Story Text**

Consumers are apparently backing the move to scrap plastic bags, one survey has discovered.

As reported by the Independent, recent polls by the British Market Research Bureau (BMRB) and AC Nielsen have both discovered that customers approve proposed moves to scrap handing out free bags.

The BMRB survey discovered 61 per cent are in favour of being charged for carrier bags, while 84 per cent of respondents in the AC Nielsen study said they would not move to a rival supermarket if their usual store stopped handing out free plastic bags.

AC Nielsen's consumer insight manager Maria Christoferson commented that retailers should be striving to implement such changes.

"It suggests that retailers should have greater confidence in the success of such an initiative," the publication reports her as saying.

BMRB also highlighted general disapproval of food packaging in general, in the current environmentally-concerned climate.

A recent announcement by London Council said that a proposed Bill could soon mean shops in the capital will no longer be able to give away plastic carrier bags.

[For further information, click here](http://environment.independent.co.uk/green_living/article3169651.ece)

### **Bakehouse introduces new snack bars**

**Date:** Mon, 19 Nov 07

#### **Story Text**

Bakehouse has launched a new line of snack bars following changes in consumer eating habits.

According to the firm, the new Booster Bars are a superfoods snack that responds to the consumer trend of buying premium food products, Talking Retail reports.

Marketing director at Bakehouse Kate Raison said that consumers are keen to buy quality food and not just on the grounds of better taste.

"Today's consumers are more sophisticated; they are busy people but are also concerned about their health as well as the origins and quality of the food that they eat," she told the publication.

Ms Raison remarked that products must look and taste good, as well as offering enhanced benefits and fitting into the on-the-go consumer trend will succeed on the current market.

The new bars will provide one portion of fruit or vegetables a day.

Bakehouse has also recently launched chocolate brownies, pecan pie, apple turnovers and honey nut twist.

[For further information, click here](http://www.talkingretail.com/products/7423/Bakehouse-launches-Booster-Bar.ehtml)

### **Skinny cow gets packaging makeover**

**Date:** Mon, 19 Nov 07

#### **Story Text**

Skinny Cow has been given a makeover by creative agency Chilli.

The ice cream brand has been given a new packaging design by the firm that will enable the product to stand out on the shelf, Talking Retail reports.

David Whittle of Chilli commented that the aim of the new packaging was to raise the profile of the brand in retail stores.

"We are delighted to have the opportunity to work with such a fun and recognisable brand as Skinny Cow and we are proud to see that our packaging redesign is already making such an impact on shelf in store," he told the news source.

Brand manager at R&R - Skinny Cow's parent company - Nicola Hobbs said that the development would mean the brand will be able to achieve its full potential.

Recently renamed from Richmond Ice Cream, R&R is Europe's largest ice cream manufacturer and the group acquired Skinny Cow in 2005.

[For further information, click here](http://www.talkingretail.com/products/7421/New-pack-design-for-Skinny-Cow.ehtml)

### **Country Life launches new Red Tractor campaign**

**Date:** Mon, 19 Nov 07

#### **Story Text**

Dairy Crest is to launch a new advertising campaign to highlight the quality of its Country Life brand.

Scheduled to begin in November, a TV campaign and on-pack marketing will use the Red Tractor label to signify the brand's quality and provenance, Talking Retail reports.

Dairy Crest marketing director Paul Fraser commented that the use of the Red Tractor mark was an innovation for the brand.

"Provenance coupled with our quality credentials is something we want to highlight with this new campaign and the Red Tractor accreditation plays an innovative and vital role in our activity," he said to the news source.

Colin Smith, Chairman of Assured Food Standards, added that the firm is committed to sourcing farm assured British produce and he is delighted that the company is using the Red Tractor accreditation.

Country Life comes in a number of flavours; including Cornish butter, Shirgar butter, Somerset butter, garlic butter, sweetcream salted, spreadable and lighter spreadable.

### **Herrljunga launched in UK by Halewood**

**Date:** Mon, 19 Nov 07

#### **Story Text**

Herrljunga cider is to be sold in the UK by drinks manufacturer and distributor Halewood International.

Launching this month, the popular Swedish beverage comes in apple and pear varieties, Talking Retail reports.

Chairman and chief executive of Halewood International John Halewood commented that the deal had been an essential one for the cider market.

"Securing the distribution rights to the Herrljunga brand represents a major step forward for Halewood International and is a signal of our long-term commitment to build share in the cider market and to develop the category," he told the publication.

He added that he believes this product will further boost innovation in the sector.

Managing director of Herrljunga Brewery Johan Branmark remarked that Halewood has "an outstanding track record for innovation".

Halewood International recently acquired the Crabbie's brand from The Glenmorangie Company with Mr Halewood commenting that the drink already commands "impressive" sales and has a loyal customer following.

<http://www.talkingretail.com/products/7434/Halewood-adds-Swedish-cider->

[For further information, click here](#)

### **Starbucks launches TV promos**

**Date:** Mon, 19 Nov 07

#### **Story Text**

Starbucks, the US coffee shop giant, is to launch new a new advertising campaign.

The venture will be the company's first step into the world of TV promotions, CatererSearch reports.

Currently under pressure from cost-cutting rivals Dunkin' Donuts and McDonalds, the firm is attempting to reignite the brand in America. Furthermore, consumers have tightened their spending over the pond, due to a number of recent financial conditions.

Sales of the brand's coffee and affiliated products have begun to suffer with the number of customers falling.

The publication notes that increased dairy costs and rents have seen the price of coffee rise at the company.

Starbucks launches a number of festive products in the run-up to Christmas, including the annual beverage the gingerbread latte as well as new blend creme brulee latte.

It also stocks Christmas-based Holiday Blend coffee beans with spice notes for a festive flavour.

[For further information, click here](http://www.caterersearch.com/Articles/2007/11/16/317336/starbucks-to-advertise-on-us-tv-for-first-time.html)

### **Cheese smoothies?**

**Date:** Fri, 16 Nov 07

#### **Story Text**

Cheese milkshakes may not be the most obvious food innovation but they have been launched by The Stilton Cheese Makers' Association (SCMA).

Teaming up with smoothie specialists MooJuce, SCMA have created four different smoothie flavours using Stilton.

Nutty Blue is a blend of peanut butter, stilton and milk, while Hot & Blue is a mixture of stilton and Jamaican ginger cake.

Choc 'N Cheese is a fusion of the two dairy-based products, while finally S&M is a mix of stilton and mango juice.

Nigel White, secretary of the SCMA, comments that the innovation arose via consumer trends - such as smoothies and eating and drinking on the go.

"Creating the Stilton smoothie, or smooth-shake as we like to call it, was no easy task. But through vigorous blending and sampling, MooJuice were able to create not only one but four recipes that have been instant hits," he said.

Brighton-based company MooJuice makes smoothies in flavours such as After Eight Mint, Chocolate Pop Tart and Christmas Pudding.

<a href="http://www.stiltoncheese.com/news.cfm?y=y&startRow=0&page\_id=1329">For further information. click here</a>

### **Horlicks launches multi-million pound ad campaign**

**Date:** Fri, 16 Nov 07

#### **Story Text**

Horlicks, the speciality makers of hot milk drinks, has launched a new advertising campaign.

The beverage maker started the promotion this week, marketing the low-calorie Horlicks Extra Light range for a younger target audience, Talking Retail reports.

Horlicks senior brand manager Alex Pettigrew noted that research undertaken by the firm had found that the core target market is aged 25 to 45 and leads "hectic lives and finds it difficult to unwind before bed".

"The new advertising creative is designed to appeal to this group, encouraging them to make the most of the wind down period before bed with a guilt-free mug of Horlicks Extra Light," he said to the news source.

Costing Â£2.2 million, the adverts will be aired nationwide until February 2008.

The TV promotions will be supported with online advertising, direct mail and point of sale displays.

Horlicks comes in three flavours: original, light and extra light.

<a href="http://www.talkingretail.com/products/7432/Horlicks-kicks-off-22m-TV-ad-c.ehtml">For further information. click here</a>

### **New Red Square flavours introduced**

**Date:** Fri, 16 Nov 07

**Story Text**

Red Square Vodka is to now come in two more options, parent company Halewood International has announced.

The triple-distilled vodka is now available in Green Apple and Wild Berry flavours and is contained within the new look bottle launched in September, Talking Retail reports.

Marketing controller for Halewood International Richard Clark commented that the new options were a logical step for the company.

"Adding to the range with subtle flavours was the natural next step for Red Square Vodka, to continue to give the on and off trade choice and innovation, and to strengthen and grow this successful brand," he told the publication.

He added that the beverage is the "fastest-growing mainstream brand on trade".

The company states that the new flavours can be enjoyed on their own with ice, as part of cocktail or with mixers.

Halewood International also owns Lambrini, Maguires, Vodka Tonic, Red Alert and Sidekick.

[For further information. click here](http://www.talkingretail.com/products/7420/Red-Square-Vodka-adds-two-flav.html)

**Unpasteurised milk boost welcomed by organic expert**

**Date:** Fri, 16 Nov 07

**Story Text**

The growing popularity of unpasteurised or so-called green top milk has been welcomed by a follower of organic foods.

Sir Julian Rose told BBC Radio 4's Farming Today programme that the risk of developing diseases from the beverage is "negligible".

He added that no one has died from drinking the product in the last 30 years and producers of the beverage have strict health guidelines.

"The people who are registered green top milk producers have to conform to a fairly stringent set of rules and regulations which demand that they look after the quality of their milk to a very high standard," he told listeners.

He said that producers who fail to comply to these high standards could have their green top status removed.

The Food Standards Agency advises that pregnant women, the elderly, children and

those who are ill should avoid drinking unpasteurised milk.

[For further information. click here](http://www.eatwell.gov.uk/asksam/healthydiet/milkanddairyq/)

### **GM fed products labelling 'deceives customers'**

**Date:** Fri, 16 Nov 07

#### **Story Text**

Food that has come from dairy cattle and pigs that have been reared on genetically modified (GM) feed is not being labelled correctly, the Soil Association has said.

According to the body, customers are unaware that milk, dairy products and pork items could have GM origins.

Patrick Holden of the organisation has called the findings "a large scale deception".

He applauded Marks and Spencer for restricting the use of GM food for its products but added that more pressure was needed to see changes at other retailers and suppliers.

"We urge the public to only buy meat and dairy that are known to be produced from non-GM fed animals and to write to the supermarkets and ask them to stop allowing the use of GM feed," he stated.

Yesterday, carbon labelling was rejected as an option for the near future by retail giant Marks and Spencer's head of corporate social responsibility Mike Barry, who was speaking to BBC Radio 4's Farming Today show.

[For further information. click here](http://www.soilassociation.org/web/sa/saweb.nsf/848d689047cb466780256a6b00298980/71216c30d62d9891802573950032f47b!OpenDocument)

### **M&S rejects carbon labelling, for now**

**Date:** Thu, 15 Nov 07

#### **Story Text**

Marks and Spencer (M&S) has said that it does not want to use carbon labelling for its foods, or at least not in the meantime.

Speaking to BBC Radio 4's Farming Today programme, Mike Barry of the retailer applauded the work done by the Carbon Trust but denied that his brand would be taking up the initiative.

"They are currently doing a trial on a label with a number of brands - Boots, Innocent,

Walkers - that's informing them how to take the labelling forwards," he told the news source.

"At the moment we don't want to put a label on our products, we want to learn about how to manage climate change in our supply chain," Mr Barry, head of corporate social responsibility at the firm, said.

Carbon labelling has been developed by the trust to show consumers the extent of food's carbon footprint .

Rival food firm Morrisons recently pledged its support to British farmers by promising to only stock 100 per cent British pork and lamb.

<a href="http://www.morrisons.co.uk/Corporate/Templates/PressOffice/CorporateNewsArticle.aspx?id=45">For further information, click here</a>

### **Wholegrain is 'popular with consumers'**

**Date:** Thu, 15 Nov 07

#### **Story Text**

Wholegrain products are becoming more and more popular due to a number of reasons, a group of experts has said.

Dr Robert Post, deputy director of the US Drug Administration's Centre for Nutrition Policy and Promotion, told an annual whole grain conference that consumption of the foodstuff is growing, Food and Drink Towers reports.

"Wholegrain products grew 18 per cent in 2005, after growing at less than one per cent growth annually in 2001-04," he told the publication.

Figures from Mintel's Global New Product database confirms Dr Post's comments, showing the number of product launches in the category doubled over 2005-06.

Food specialists at the Oldways and the Whole Grains Council conference agreed that the food is becoming more popular.

Celebrity chef Paul Rankin comments that consumers should be eating three portions of wholegrain foods a day. He notes that 90 per cent of consumers are not hitting this target.

<a href="http://www.wholegrain.co.uk/">For further information, click here</a>

### **Soy sauce market 'booming'**

**Date:** Thu, 15 Nov 07

#### **Story Text**

The soy sauce market is booming, according to one company.

According to Ben Briody of Kikkoman, a strong performance has been seen in the soy sauce market, Food and Drink Towers reports.

He remarked to the publication that the results are promising considering the time of year.

"It is excellent timing as we are now gearing up for Chinese New Year, which is one of the most important times of the year for us," he said.

He added: "Chinese New Year is a good opportunity for retailers to give sales a boost and create excitement around the fixture in the traditionally quiet post-Christmas period."

Mr Briody, UK sales and marketing manager of the firm, stated that new customers are being brought into the market, which is most likely the result of point of sale promotions and shelf standout actions.

Kikkoman recently brought out a book celebrating Japanese culture, entitled The Spirit of Japan's Food Culture - Tradition and Fusion.

[For further information, click here](http://www.kikkoman.com/news/2007news/02.shtml)

### **Olive oil spray aimed at health market**

**Date:** Thu, 15 Nov 07

#### **Story Text**

A new olive oil spray has been introduced by producers Filippo Berio.

Aimed at the health market, the firm states that the sprays are 100 per cent natural without added water, alcohol, emulsifiers, antioxidants or aerosol propellant.

As reported by Food and Drink Towers, Filippo Berio has introduced two variants: Extra Virgin Olive Oil Spray and Mild & Light Olive Oil Spray.

"The deliciously rich and natural flavour of Filippo Berio's Extra Virgin Olive Oil Spray also makes it the perfect healthy condiment for dressing or garnishing salads and soups," the publication notes the company as saying.

By controlling the amount of oil used, the company adds that it will appeal to those who enjoy a healthy lifestyle as well as those who seek convenience.

Filippo Berio already produces five different olive oils, including Gusto Fruttato Olive Oil, Extra Virgin Olive Oil, Mild Extra Virgin Olive Oil, Olive Oil and finally Mild & Light Olive Oil.

[For further information, click here](http://www.filippoberio.co.uk/our-products/olive-oils.asp)

### **New chocolate from Lindt**

**Date:** Thu, 15 Nov 07

#### **Story Text**

Lindt has launched a new range of chocolates in the run up to Christmas.

The chocolatier is marketing the new Precious collection as the perfect Christmas gift, Food and Drink Towers reports.

Swiss culinary wizards, Lindt is selling the range through retailers such as Selfridges, House of Fraser, Harrods and some branches of Whittard.

The chocolates are handmade and promise to feature the finest selection the company has to offer.

Furthermore, the firm states that there is no need for customers to wrap the package, as it will come in a blue and gold foil design.

Consumers will have to pay £9.99 for the 200g box and £19.99 for the 400g box, which will include such treats as the sugar-coated Diamond Truffle and the Gold Dust Swirl.

Founded in 1845, Lindt is also selling its chocolate Santa Claus product in three sizes as the festive season approaches.

[For further information, click here](http://www.lindt.com/2865/2870/3154.asp)

### **New superfruits flavours launched**

**Date:** Wed, 14 Nov 07

#### **Story Text**

A new line of fruit flavours has been launched by Mastertaste, it has been revealed.

According to Food Ingredients First, NutraFlavors has been launched to take advantage of the consumer thirst for superfruits.

The firm states that the flavours do not contain artificial colours, solvents or synthetic

preservatives.

Dr Markus Eckert, vice president of technical for flavours at Mastertaste, commented that the new products offer a number of benefits.

"In addition to an excellent overall flavour profile and flavour impact, Mastertaste NutraFlavors deliver high levels of valuable nutrients as an integrated part of the flavour system," he told the news source.

He added that the ingredient can be "seamlessly" integrated into a range of end products.

Grape and cranberry are the two flavours that have been developed so far, although Mastertaste notes that there are more in the pipeline.

Mastertaste was acquired by the Kerry Group in 1998 and has bases in the UK, France, Italy, Spain and Germany.

<a

href="http://www.foodingredientsfirst.com/newsmaker\_article.asp?idNewsMaker=15620&fSite=AO545&next=4">For further information, click here</a>

### **Symrise launches new product range**

**Date:** Wed, 14 Nov 07

#### **Story Text**

Symrise has launched a new line of Actipone products, the company has announced.

The new products are made from a wide range of plant extracts, Symrise stated.

It said that this latest innovation is part of the firm's commitment to continue to expand the range of the Actipone product line.

"Tapping new sources of natural raw materials that can be developed into patentable extracts is one way in which Symrise has been pursuing this objective," it said in a statement.

The company asserted that it has "expertise" in the field of plant extracts, particularly in the area of plant-based active substances.

It added that it continues to test the additional benefits of such ingredients by conducting screening tests.

Symrise is set to showcase a range of new concepts for the beverage industry at the BRAU Beviale 2007 in Nuremberg, Germany, between November 14th and 16th.

<a

href="http://www.symrise.com/en/our-company/news/newsdetail.html?tx\_ttnews%5Btt\_news%5D=157&tx\_ttnews%5BbackP

id%5D=3&cHash=44120dc916">For further information, click here</a>

### **Asda launches new online proposition**

**Date:** Wed, 14 Nov 07

#### **Story Text**

Supermarket giant Asda is considering a new online shopping feature that could rival the success of competitor Tesco, it has emerged.

Wal-Mart, owners of the UK retail chain, announced that a dotcom proposition is in the pipeline for the store, Talking Retail reports.

Bulking up its marketing proposition, the website will mean consumers can buy goods from their home and get them delivered to their doorstep.

“This trial enables us to sell an extended assortment in a way that gives the customer maximum choice of order and delivery options,” the retailer told the publication.

It added: “Toys and electronics can be ordered on the web, at an in-store kiosk or on the phone and then delivered to your home or collected from one of the trial stores.”

Earlier this week, Asda unveiled a new bread bite product that is to be launched in the run up to Christmas and will contain Ocean Spray cranberries and Wensleydale cheese.

<http://www.talkingretail.com/news/7394/Asda-trials-new-dotcom-proposi.ehtml>>For further information, click here</a>

### **London to enforce carrier bag ban?**

**Date:** Wed, 14 Nov 07

#### **Story Text**

The pressure to discard plastic carrier bags as packaging is mounting following an announcement by London Council.

According to the body, a Bill could soon be enforced that would mean carrier bags are no longer given away free in the capital's shops.

London Councils chairman councillor Merrick Cockell commented that the city is keen to become a leader on the topic of plastic carrier bags.

"As a society, we need to do far more to reduce the amount of waste we are sending to landfill and London as a city is determined to take an ambitious lead on this issue," he said.

The decision by London Councils to push this decision follows a large consultation with Londoners, with 90 per cent of consumers responding to the poll calling for action on

carrier bags.

Brighton announced earlier this month that is planning to rid the city of plastic bags.

[For further information, click here](http://www.londoncouncils.gov.uk/doc.asp?doc=21262&cat=937)

### **Health scare was not intention of cancer research, says expert**

**Date:** Wed, 14 Nov 07

#### **Story Text**

The links recently made between eating meat and cancer were not meant to cause a health scare, one expert has said.

According to Professor Martin Wiseman of the World Cancer Research Fund (WCRF) the report released by the organisation earlier this month was meant to help people make informed choices about their lifestyle, rather than cause a scare about eating meat.

Professor Wiseman told the Independent that lifestyle and cancer is an issue that will soon be coming to the forefront.

"The area of lifestyle and cancer will become an increasingly important issue over the next few years," he said to the news source.

He added: "We are not saying for one moment that if someone eats bacon every day, then they will go on to develop bowel cancer."

At the time the research was released, cancer specialist Karol Sikora spoke to the BBC urging consumers to eat food in moderation and not to spend time worrying about health scares.

[For further information, click here](http://news.independent.co.uk/health/article3155379.ece)

### **Mars launches multi-pack**

**Date:** Tue, 13 Nov 07

#### **Story Text**

A new multi-pack of Whiskas has been developed by owners Mars Petcare.

Designed especially for the independent retail sector, the 12-pack of steam-cooked pet food products is being marketed to target pet owners who want more convenience, Talking Retail notes.

Mars Petcare trading director Trevor West said to the news source: "Pouches such as Whiskas are the most popular option for pet owners in the convenience channel as they

offer convenient, easy-to-serve food which provides pets with a fresh, nutritious and quality meal."

He added that the product could give retailers the chance to build up a regular traffic of pet owners.

Whiska's Favourites and Whiska's Fisherman's Choice will be available as part of the deal, which the publication notes is a chance for the firm to capitalise on the wet cat single serve market.

Yesterday it was announced by Which? that Mars Planets is one of the products advertised on TV and still seen by kids.

[For further information, click here](http://www.talkingretail.com/products/7378/Independents-get-multi-pack-of.ehtml)

### **Red Mill continues partnership with Transformer film**

**Date:** Tue, 13 Nov 07

#### **Story Text**

A new packaging promotion has been launched by Red Mill Snack Foods.

The Transform-A-Snack brand is to continue its partnership with the Transformers film, Talking Retail reports.

According to the firm, the association will be continued to mark the release of the film on DVD.

Available to customers from December 3rd, the launch of the DVD coincides with a competition which promises entrants the chance to win a plasma screen TV and home cinema system.

Red Mill's marketing and sales controller Sarah Nunn commented that the company is delighted to renew the partnership.

"We are proud of our partnership with Transformers, which has really helped us strengthen the Transform-A-Snack brand," she said to the news source.

She added that the initial agreement had been very successful for Red Mill, as sales increased by 70 per cent due to the promotion.

Announced in June this year, the first deal with the Transformers film saw consumers in with the chance to win a tour of the Paramount studios.

[For further information, click here](http://www.talkingretail.com/products/7389/New-on-pack-promotion-for-Tran.ehtml)

### **Shoppers promise to buy presents locally**

**Date:** Tue, 13 Nov 07

#### **Story Text**

Christmas shoppers are heading for local sources over big name brands more than ever, new research suggests.

According to Deloitte, shoppers are spending more money on quality goods and are pledging their support to independent stores, with 29 per cent of people promising to visit small, local shops.

Tarlok Teji, head of retail at Deloitte and co-author of the report, commented that consumer trends are reflected in the changing figures.

"Total expenditure on food and drink is up nine per cent on 2006. This is partly driven by consumers trading up and indulging themselves with premium, provenance and fair-trade products," he told Talking Retail.

Furthermore, 77 per cent of shoppers said they would be buying their festive food at a supermarket, down from 79 per cent last year.

The publication notes that Mr Teji said retailers must ensure they are fully prepared to meet the demand for local products.

Yesterday, multiple retailer Asda announced a new line of bread ready to hit the shops in the run up to Christmas.

[For further information, click here](http://www.talkingretail.com/news/7385/Shoppers-go-local-for-Christma.ehtml)

### **Vitamin C 'battles cancer tumours'**

**Date:** Tue, 13 Nov 07

#### **Story Text**

Vitamin C can be used to battle cancerous tumours as a new study has revealed that the substance can inhibit their growth.

According to researchers from the Johns Hopkins Institute, antioxidants (which include vitamin C) work to destabilise tumours, the Hindustan Times notes.

Consultant in oncology at Apollo Hospital Dr Sameer Kaul commented that the findings do not mean antioxidants can be prescribed as a cure for cancer.

Although he told the publication: "Vitamin C and other antioxidants are good for health and boost immunity, we ask cancer survivors to include a lot of fresh fruits and

vegetables in their diet."

Dr Chi Dang, professor of medicine and oncology at Johns Hopkins and leader of the research, said that conclusive links can be made between lifestyle and some cancers.

Published in Cancer Cell, the study was conducted using mice and discovered that antioxidants can prevent the tumour from growing in an oxygen-starved environment.

The recommended amount of vitamin C by the Food Standards Agency is 40 mg for adults.

[For further information, click here](http://www.hindustantimes.com/StoryPage/StoryPage.aspx?id=c5f2181f-06ec-4e41-b3ca-6281a21b0c89&ParentID=bc7dd83d-e01f-45dc-bfc2-bfb9a7413404&&Headline='Orange,+lemon+can+prevent+cancer')

### **New campaign launched**

**Date:** Tue, 13 Nov 07

#### **Story Text**

A new marketing campaign has been launched by the National Farmers Union (NFU) aimed at changing consumer habits.

The body wants consumers to buy more British beef and lamb to help support the industry in the marketing push entitled Why Beef and Sheep Farming Matters.

A number of consumer and environmental groups are backing the move and it also has the support of TV chef Jamie Oliver.

Oliver said: "Now is time for a call to action to help our British farmers. It's been a tough year for them and for many it's just getting worse."

Peter Kendall, the president of the NFU, is calling for consumers to buy more British meat before it becomes a niche product.

He added that the decline of the industry would result in bad news for the countryside and employment.

The English Beef and Lamb Executive yesterday made similar warnings that consumers could be put off meat due to rising prices.

[For further information, click here](http://www.nfuonline.com/x24202.xml)

### **Half Pint milk launched by Cravendale**

**Date:** Mon, 12 Nov 07

#### **Story Text**

Consumers are being encouraged to drink more milk by consuming it on the go with the launch of a new packaging scheme.

Milk producer Cravendale is to introduce its dairy beverage in a half pint format so that consumers are enticed to drink more of the white stuff when they are out and about, Talking Retail reports.

Entitled Half Pint, the product will be available in different flavours, such as pure filtered semi-skimmed, strawberry & milk and banana & milk - which contain real fruit extracts.

Furthermore, consumers will be able to buy the product in multi-packs of four and the publication notes that the aim of the new 284ml bottles is to reach new customers with its fresh filtered milk.

Based in the south-east of the UK, the company filters milk to make the drink "purer" and the product was first launched across the nation in 2002.

[For further information, click here](http://www.talkingretail.com/products/7373/Cravendale-Milk-launches-Half-.html)

### **Brakspear 12-pack introduced**

**Date:** Mon, 12 Nov 07

#### **Story Text**

A new 12-pack packaging initiative is to be launched by Brakspear, it has emerged.

In the run up to Christmas, a variety pack of beverages is to be introduced by Wychwood breweries, Talking Retail reports.

The package is to contain three bottles each of four different beverages.

Brakspear Bitter, Brakspear EPA, Brakspear Oxford Gold and Brakspear Triple are to make up the range, with alcohol by volume levels varying from 3.4 per cent to 7.2 per cent.

Managing director of Wychwood Brewery Rupert Thompson commented that the range is perfectly suited to those who enjoy the taste of the beverage.

"This attractively presented case will provide the perfect offering for any beer-loving household," he told the news source.

"It incorporates four wildly differing styles of beer all brewed using Brakspear's special yeast. There will be a beer there for any occasion," he said.

One of Brakspear's seasonal draught beers is Wychwood's Hobgoblin brew, available throughout last month.

[For further information, click here](http://www.talkingretail.com/products/7374/Brakspear-get-festive-with-Chr.html)

### **Asda launches new Christmas bread bites**

**Date:** Mon, 12 Nov 07

#### **Story Text**

Asda is to launch a new line of festive breads in the run up to Christmas in association with Honeytop.

Honeytop Speciality Foods will produce the petit pains filled with Wensleydale cheese and Ocean Spray cranberry for the retailer, Talking Retail reports.

The supermarket giant - owned by US firm Wal-Mart - is to feature the bread as part of its Extra Special range and it will be available in stores in December.

Sales director for Honeytop David Laurence stated that the bread bites were a new area for the company.

"The development of this premium product demonstrates the ability of our products to transcend beyond the ethnic and bakery sectors and into new areas, such as speciality party foods," he told the publication.

Sold in packs of 12, the product was designed jointly by the two firms.

Asda recently announced that it is to rollback the price of 2,500 products across its range.

[For further information, click here](http://www.talkingretail.com/products/7376/Honeytop-to-produce-Xmas-bread.html)

### **Junk food ad ban called for**

**Date:** Mon, 12 Nov 07

#### **Story Text**

A ban on junk food ads before 9pm has been called for by Which?, following the latest set of figures from the group.

According to the organisation, research shows that although junk food ads are restricted during some programmes such as the Simpsons, they are still aired in breaks between other shows that have a number of young viewers.

X Factor has been named as one programme with a strong following of kids - with 442,300 children tuning in each Saturday - that still airs junk food ads.

Which? believes a 9pm watershed would be an effective way to combat this problem.

Miranda Watson, Which? food campaigner, said: 'There is no silver bullet in the fight against obesity but tougher restrictions on the way unhealthy foods are marketed to children will play an important role in helping parents to instil healthy eating habits in their children.'

A new website has been launched that encourages parents to name and shame products containing additives that are not advisable for children but that are marketed specifically at them, the Daily Mail reported recently.

<a href="http://www.which.co.uk/press/press\_topics/campaign\_news/food/tv\_ad\_rules\_121107\_571\_125201.jsp">For further information, click here</a>

### **Consumers could be put off meat**

**Date:** Mon, 12 Nov 07

#### **Story Text**

Consumer may buy smaller quantities of meat if they become dissatisfied with the pricing of the food, the English Beef and Lamb Executive (Eblex) has said.

Meat producers should focus on the quality of the meat they are producing, the organisation has urged, as rising prices may disgruntle consumers.

Eblex stated that the withdrawal of subsidised funding by the government to English farmers could mean prices in the meat market could become volatile unless sustainable farmgate schemes are achieved.

John Cross, chairman of the body, commented that companies must adopt effective strategies to cope with changing consumer trends.

He said businesses must "provide their customers with the products and services they want".

However, Eblex released figures recently documenting an increase in the consumption of lamb.

Customers purchased two per cent more lamb in September and three per cent more over the 12 months up until October.

<a href="http://news.eblex.org.uk/articles/add/upload/tempuploads/news.eblex.org.uk.9."

11.2007.13.52.41.doc">For further information, click here</a>

### **'Jitters' to be solved with instant herb boost**

**Date:** Fri, 09 Nov 07

#### **Story Text**

A new instant energy supplement has been launched by Bond Laboratories which claims to solve the "jitters" associated with some energy drinks.

Fusion Blast is a herbal supplement which is poured on the tongue and which contains over 20 vitamins and antioxidants to provide consumers with an immediate boost of energy.

But unlike other energy products Bond Laboratories claims that this one, because it is made using natural ingredients, does not cause consumers to experience a jittery sensation followed by a crash afterwards.

It comes in berry and tropical flavours and according to the manufacturer contains all the energy benefits of a full can of energy drink in one 15 gram serving.

Eric Schick, president of Bond Laboratories, said Fusion Blast brings some much needed innovation to the energy supplement market.

"Consumers, especially teenagers, are always searching for what's new and exciting and they can find it in Fusion Blast," he remarked.

The new product launch comes after Bond Laboratories announced that its shares were now publicly trading on the OTC Exchange in the United States.

<a

href="http://www.foodingredientsfirst.com/newsmaker\_article.asp?idNewsMaker=15585&fSite=AO545&next=6">For further information, click here</a>

### **Wick Fowler announces new chilli seasoning mix**

**Date:** Fri, 09 Nov 07

#### **Story Text**

A new chilli seasoning kit aimed at people who love tasty food but have little time to prepare it has been launched by Wick Fowler.

The Texas One-Step Chilli Seasoning Mix was unveiled at the Original Terlingua International Frank X Tolbert-Wick Fowler Memorial Championship Chili Cook-Off in Texas.

Chilli lovers from around the world enter their favourite recipes in the hope of being crowned top chilli chef at the contest. This year saw the addition of a journalists only

category for chilli loving reporters.

The recipe for the new mix is the same as that used by Wick Fowler to create his popular Two-Alarm Chilli Kit, but it contains all the necessary spices and seasonings in one pack so that all budding chilli chefs need to do is add the mince and tomatoes.

It blends the flavours of chilli, onion, salt, cumin garlic and oregano and can be used with turkey, chicken and game as well as ground beef.

"Texas One-Step Chili Seasoning Mix is perfect for people on-the-go," said Tom Nall, the official spokesman for Wick Fowler.

<a href="

http://www.foodingredientsfirst.com/newsmaker\_article.asp?idNewsMaker=15581&fSite=AO545&next=4">For further information, click here</a>

### **New coffee blend launched**

**Date:** Fri, 09 Nov 07

#### **Story Text**

A new blend of coffee has been launched by Fonte Coffee Roaster, boasting "bright, tart fruity" notes as well as "cocoa and spice aromas".

The Bin 16 blend, which features Genuine Antigua Santa Clara coffee selected from among the top 12 estates of the Antigua region, is said to be the most difficult ever produced by Fonte.

Classic Latin American and Indonesian coffees are added to the mix to create a blend with a "lavish mouth feel" and an intensity of flavour that is difficult to match, the manufacturer claims.

"Genuine Guatemalan Antiguas, 100 per cent Bourbon Brazils and AA grade Estate New Guineas have all played a part in the Bin 16, contributing a variety of qualities ranging from honey lemon to lightly smoked hazelnut," remarks Fonte.

Coffee lovers from around the world will be lining up to taste Fonte's latest blend, and those with a genetic predisposition for coffee are likely to be first in the queue.

Researchers at Kings College London found that people who are particularly fond of coffee may be genetically programmed to do so rather than being influenced by their social environment.

<a href="

http://www.foodingredientsfirst.com/newsmaker\_article.asp?idNewsMaker=15582&fSite=AO545&next=3">For further information, click here</a>

### **Omega 3 eggs offering from Noble Foods**

**Date:** Fri, 09 Nov 07

#### **Story Text**

Noble Foods is to introduce a new range of eggs onto supermarket shelves it has been revealed.

The company claims to be the highest-level of Omega 3 eggs available, talking Retail reports.

Technical director for Noble Foods Andrew Joret commented that the new offering will help customers consume the amount of Omega 3 that is necessary.

"We believe that offering Omega 3 in an egg will make the job of providing enough Omega 3 significantly easier for the average family," he told the publication.

Launching on Monday, the product will be called Goldenlay Omega 3 Eggs.

The company states that one-third of the recommended daily allowance of Omega 3 will be provided by a single egg.

It is thought that Omega 3 helps boost concentration levels and can benefit the heart, the publication notes.

Noble Foods won the East Midlands Sustainability accolade at the Business in the Community Awards last year for its Woodland Eggs range, which donates 1p to the Woodland Trust for every box sold.

<a href="

http://www.talkingretail.com/products/7366/Omega-3-rich-eggs-to-hit-super.ehtml">For further information, click here</a>

### **Vitamins 'no substitute' for fruit and veg**

**Date:** Fri, 09 Nov 07

#### **Story Text**

Vitamins are no substitute to eating a balanced diet including plenty of fruit and vegetables, one health specialist has warned.

Furthermore, vitamin supplements are not necessary if consumers are eating correctly, Rachel Cooke of the British Dietetic Association has said.

"Eating five portions of fruit or veg a day are not replicated by replacing the fruit or veg with supplements - it just does not work like that," she commented.

Ms Cooke, a registered dietician and spokesperson for the BDA, noted that some people believe taking vitamins will make up for a lack of nutritious foods.

She added: "Vitamin supplements are not needed if a balanced diet is eaten, as all you need can be gained from dietary sources."

Her comments follow guidance from cancer expert Karol Sikora, who spoke to the BBC recently to advise consumers to enjoy food in moderation and "enjoy life" without worrying about food health scares.

<a href="http://www.fdin.co.uk/news/index.php?type=related&generate=yes&news\_article\_id=18339778#18339778">For further information, click here</a>

### **Organic dairy produce could provide health benefits**

**Date:** Fri, 09 Nov 07

#### **Story Text**

Organic dairy produce has been found to benefit children who suffer from eczema, new research has revealed.

According to a study by the Department of Epidemiology, Care and Public Health Research Institute at Maastricht University, incidents of the skin complaint were lower in children who consumed organic dairy products.

In fact, presence of the condition was 36 per cent lower than among children who consumed non-organic dairy foodstuffs.

Commenting on the findings, Peter Melchett of the Soil Association called for the Food Standards Agency to change its policy on the benefits of eating organic produce.

Mr Melchett stated: "Given the strong evidence that organic has more beneficial nutrient and the absence of harmful additives, common sense suggests that organic food is better for your health."

He added: "It's good to see this starting to be confirmed by scientific research."

The Soil Association has previously called for the Food Standards Agency to review its stance on organic food, following claims last week that red meat is linked to an increased risk of developing cancer.

<a href="http://www.soilassociation.org/web/sa/saweb.nsf/0/e216db18275a419e8025738e00350df9?OpenDocument">For further information, click here</a>

### **Highgrove Food adds to its food range**

**Date:** Thu, 08 Nov 07

#### **Story Text**

A new range of stocks has been added to the portfolio of products offered by Highgrove Food.

As reported by Talking Retail, the brand is adding to the selection of fats, sauces, glazes and pates with new chicken, fish and beef stocks.

The products are ready-to-use and come in a liquid form, which the firm claims is a response to the consumer trend of choosing specialist cooking ingredients.

Managing director of Highgrove Food Distribution Keith Collins commented that the company is keen to expand the selection of food it offers.

"We are in the process of building our own-brand portfolio, as part of our new Fine Foods range which supplies the needs of specialist food retailers," he said to the news source.

He described the new stocks as "gourmet products of quality".

The firm also sells goose fat, which it says has become hugely popular as it has been championed by a number of celebrity chefs.

<http://www.talkingretail.com/products/7342/Highgrove-launches-new-range-o.ehtml/> For further information, click here

### **New single malt launched**

**Date:** Thu, 08 Nov 07

#### **Story Text**

Beam Global is launching a new single malt Scotch whisky, it has emerged.

Named Ardmore Traditional Cask, the beverage is aimed at those wanting to sample more complex malts and move away from mainstream varieties, Talking Retail reports.

Beam Global Spirits and Wine's Global Scotch brand director Michael Cockram stated that many whisky drinkers can struggle to try more adventurous forms of the beverage.

"Despite a rise in sales, research undertaken in the UK and the US indicates that the progression from mainstream malts, which account for the bulk of sales, to more challenging malts remains a daunting prospect for some consumers," he told the publication.

He added that some consumers worry about paying a top price for a drink that they

might not like the taste of.

The drink will have a rich, peaty flavour, the firm noted.

Starbucks Liquors, Teachers and Apple Sourz are all brands owned by Beam Global.

<http://www.talkingretail.com/products/7345/Beam-Global-launches-new-Ardmo.ehtml/> For further information, click here

### **John West follows consumer advice with new product**

**Date:** Thu, 08 Nov 07

#### **Story Text**

John West has listened to consumer opinion and is to launch a new skinless and boneless salmon product.

By commissioning a YouGov poll, the food company discovered that consumers under the age of 45 are put off salmon because it contains skin and bones, Talking Retail reports.

Sales director at John West Andrew Gidden remarked that the company is committed to innovating new products.

"The UK market leader for ambient fish, we are always looking at ways to innovate and expand our range," he told the news source.

He added: "This new product will have a wider appeal and we hope will encourage those who have never bought tinned salmon to do so."

The new product will be available from the middle of the month and will be marketed with a free teddy bear and a nationwide advertising push.

John West also sells tinned tuna, sardines and shellfish.

<http://www.talkingretail.com/products/7344/John-West-to-launch-skinless-a.ehtml/> For further information, click here

### **Fast way to cut heart disease?**

**Date:** Thu, 08 Nov 07

#### **Story Text**

New research has suggested that fasting could be a way to cut down the risks of developing heart disease.

Scientists in the US have found that members of The Church of Jesus Christ of Latter-

Day Saints (LDS or Mormons) have a lower rate of heart disease, which could be due to their religious obligation to fast once a month.

The announcement was made at the American Heart Association's Scientific Sessions 2007, the suggestion was made that people without religious beliefs could be able to realise the same health benefits by avoiding food one day every month.

"People who fast seem to receive a heart-protective benefit and this appeared to also hold true in non-LDS people who fast as part of a health-conscious lifestyle," Dr Benjamin Horne, study author and director of cardiovascular and genetic epidemiology at Intermountain Medical Centre, said.

There has been speculation this week that certain foodstuffs could be harmful to one's health, although the Soil Association claimed that some meats are actually beneficial in the fight against cancer.

[http://www.eurekalert.org/pub\\_releases/2007-11/aha-pws102407.php/](http://www.eurekalert.org/pub_releases/2007-11/aha-pws102407.php/)>For further information, click here</a>

### **New soft snack launched by Kellogg's**

**Date:** Thu, 08 Nov 07

#### **Story Text**

A new snack product is to be launched by global brand Kellogg's.

The cereal producer has announced that Nutri-Grain Soft Oaties will be the latest addition to its portfolio of food products, Talking Retail reports.

This news follows the announcement yesterday by the company that it is to add a new flavour to its Special K line as well as a "Stars and Moon" themed Coco Pops offering.

To be launched at the beginning of the next year, the soft snacks will come in two flavours, Oat & Raisin and Oat & Chocolate Chip.

Commenting to the publication, general manager of snacks and convenience at Kellogg's Jean-Yves Heude said that the idea is completely new for the company.

"Nutri-Grain Soft Oaties are a new format for Kellogg's but one that still fulfils the satisfying, wholesome taste that has made Nutri-Grain a number one snack brand," he told the publication.

<http://www.talkingretail.com/products/7335/Nutri-Grain-adds-Soft-Oaties-t.html/>>For further information, click here</a>

### **Innovation drives company expansion plans**

**Date:** Thu, 08 Nov 07

#### **Story Text**

A US organic food company has announced intentions to raise its profile in the UK using new product development.

As reported by the Eastern Daily Press, the Hain Celestial Group has revealed that it will use new product development and innovation to expand the UK arm of its business.

Best known in this country for its acquisition of the Linda McCartney brand, the organisation is a producer of natural and organic food and personal care products.

It said that it is to use new ideas in the Linda McCartney range to boost sales in 2008.

Graham Trevor, head of human resources at Hain Celestial UK, noted that the company is to expand its Fakenham factory creating a host of new production jobs.

"The fact that we have been able to create these new positions is great news for the local economy and demonstrates our commitment to Fakenham. It also reflects our confidence in the future of the Linda McCartney brand," he told the publication.

<http://business.edp24.co.uk/content/news/story.aspx?brand=BIZOnline&category=Business&tBrand=BIZOnline&tCategory=Business&itemid=NOED07%20Nov%202007%2018%3A24%3A45%3A200/>>For further information, click here</a>

### **Oats and honey Special K to arrive soon**

**Date:** Wed, 07 Nov 07

#### **Story Text**

A new flavour is being added to the Special K line, Kellogg's has announced.

According to Talking Retail, the cereal manufacturer is introducing an oats and honey variant of the healthy option cereal to its line of products.

Kevin Brownsey, the UK sales director of the firm, commented that innovation is benefiting Kellogg's customers.

"The Special K range continues to help retailers provide customers with the variety and taste that they desire through targeted innovation," he told the news source.

He added that shape management is a "sophisticated market" with customers wanting more taste and functionality from the products.

Mr Brownsey claims the new product, to be launched in January, is both "tasty and wholesome".

In other news today, Talking Retail notes that the new year will also mark the launch of Kellogg's Coco Pops Moon and Stars cereal, aimed at helping both children and adults to eat breakfast.

<http://www.talkingretail.com/products/7333/Kelloggs-to-launch-new-Coco-Po.ehtml/>">For further information, click here</a>

### **Kellogg's extends Coco Pops offering**

**Date:** Wed, 07 Nov 07

#### **Story Text**

Cereal giant Kellogg's is to extend its product range by launching a new Coco Pops Moons and Stars cereal.

As reported by Talking Retail, the product is to be a multigrain cereal with a chocolate and hazelnut flavouring.

UK sales director at the firm Kevin Brownsey comments that the product is likely to be enjoyed by families.

"Coco Pops Moons & Stars brings some fun to the breakfast table, encouraging families to enjoy the most important meal of the day together," he remarks to the publication.

Mr Brownsey notes that one in five adults and one in six children are missing the first meal of the day.

He adds that with so many people skipping breakfast, it is a problem the company is trying to combat.

The company states that innovative products have driven growth over the past two years.

Kellogg's manufactures its products in 17 countries around the world and sells them in 180 nations across the globe.

<http://www.talkingretail.com/products/7333/Kelloggs-to-launch-new-Coco-Po.ehtml/>">For further information, click here</a>

### **Mulled cider launched by Tesco**

**Date:** Wed, 07 Nov 07

#### **Story Text**

Supermarket giant Tesco is launching a new mulled cider product in association with Suffolk cider producer Aspoll.

The beverage will be exclusively available from Tesco and is to be marketed as an

alternative to mulled wine, Talking Retail notes.

Tesco buying manager for cider Ian Targett commented that innovation in the range has been a focus this year.

"We have worked hard this year to offer our customers' new and interesting products and in conjunction with Aspoll we have created a top quality mulled cider in a convenient format," he told the news source.

Claiming to be the first retailer to bring such a product to the market, Mr Targett added that it is the company's "ambition to drive innovation within the cider industry".

The retailer recently announced that it is to begin transporting its wine via canal boats.

Using the Manchester ship canal, the new system will mean emissions will be cut by 80 per cent compared to the existing method of using lorries.

[For further information, click here](http://www.talkingretail.com/products/7323/Tesco-adds-mulled-cider-to-ran.ehtml/)

### **Christmas provides Sidekick with new opportunities**

**Date:** Wed, 07 Nov 07

#### **Story Text**

Sidekick is launching a new shot range in the run up to Christmas, it has been announced.

Owned by Halewood International, which also includes other alcoholic brands such as Red Square Vodka, Lambrini and Maguires, Sidekick Splitz has been described by the company as "the ultimate vodka shot experience".

Each shot is to comprise of two complementary flavours that will be prepackaged in 30ml split pots, Talking Retail reports.

Halewood International's marketing controller Richard Clark commented that the development had come after research by the group.

Mr Clark said the firm believes "there is still high demand for this style of drink and are looking for a solution to fill this gap in the market - particularly for the Christmas period".

He added to the news source that the new Splitz range is likely to be in highly sought after, particularly over the festive season when partygoers will use the drink to "make it a fun start to a night out".

[For further information, click here](http://www.halewood-int.com/halewood.htm/)

### **Yoghurt drink to premiered at World Food Market event**

**Date:** Wed, 07 Nov 07

#### **Story Text**

Milkys UK is to launch a new yoghurt drink product at the World Food Market taking place in London later this month.

Established over two years ago and a leading supplier of dairy products to Arabic food outlets, Milkys UK is to extend its cheese and yoghurt range to include drinks.

As reported by Talking Retail, the drink is to be made from 100 per cent cow's milk and is to contain no preservatives, fats or additives.

Director of the firm Nabil Assi commented that the company is unique to others as it is all made in the UK and not imported into the country.

"Using traditional recipes, we have created fantastic and unique flavours and textures across our entire product range," he said to the publication.

He added: "We hope to raise brand recognition and forge new contacts, especially as the demand and awareness for ethnic products is increasing."

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

### **Brits lose interest in traditional hot desserts**

**Date:** Wed, 07 Nov 07

#### **Story Text**

Hot desserts such as jam roly poly and spotted dick are usually a favourite with Brits, but it seems that times might be changing following the release of new research by the makers of Bird's custard.

According to the findings of the study, spotted dick is no longer hitting the spot with hungry Brits as two-thirds of households said they never serve up the treat after a meal.

Furthermore, traditional dishes such as bread and butter pudding, jam roly poly and treacle tart aren't eaten by over half of households.

Over the past ten years, the survey discovered that Britons are 60 per cent less likely to consume these sweet treats.

Mary Young, the marketing manager at Bird's, is worried that such desserts will become a thing of the past.

"Traditional puds are an important part of our culinary and social heritage. It would be a crying shame if they were consigned to the history books," she said.

The Argus recently reported that top chef Nigella Lawson remarked that more chefs need to promote home cooking on their TV shows.

<a href="http://www.dailymail.co.uk/pages/live/articles/news/news.html?in\_article\_id=492177&in\_page\_id=1770" data-bbox="144 150 848 198">For further information, click here</a>

### **Nestle Rowntree to launch new products**

**Date:** Tue, 06 Nov 07

#### **Story Text**

Nestle Rowntree has announced the launch of a new range of products for Spring 2008, including some from its most recognisable brands.

Among the new products are two Easter eggs from Smarties and Milkybar, which it claimed will "please mums" as neither contains artificial colours and Milkybar is now made from completely natural ingredients, Talking Retail reports.

Additionally, the firm is to launch a new Aero Milk Bubbles egg which comes with a gift certificate that can be exchanged for "exciting experiences", such as facials, manicures or massages.

Graham Walker, UK trade communications manager at Nestle, said that retailers should offer a range of products during Easter next year, targeting "major consumer drivers" at that time of year.

He added: "This will therefore enable them to maximise their profits and put a spring in their step!"

In related news, the firm recently launched Aero Hot Chocolate in a new jar format to appeal to "higher usage" consumers.

<a href="http://www.talkingretail.com/products/7279/Nestl-Rowntree-unveils-spring-.html" data-bbox="144 628 853 661">For further information, click here</a>

### **Bel UK launches new variety tub in time for Christmas**

**Date:** Tue, 06 Nov 07

#### **Story Text**

Bel UK has announced that it is to launch a new Christmas-themed Mini Babybel Variety Pot, in a move aimed at adding a "topical dimension" to the existing brand.

Containing 16 portions of the cheese, the variety pot includes cellophane wrappers in special festive designs, Talking Retail reports.

Jean-Paul Pelaez, head of category management at Bel UK, said that the new product would help retailers to "maximise the sales potential" of the Christmas period.

"This limited edition launch will be introducing new consumers to the brand and helping stockists build the value of the category," Mr Pelaez remarked.

The "compact" size of the variety pots also means that the product can be easily stocked on fridge shelves, he added.

Bel UK recently launched a microsite for its Mini Babybel range of products to engage with its target audience of young people.

The online campaign was launched in conjunction with a new TV advertising strategy.

[For further information, click here](http://www.talkingretail.com/products/7277/Mini-Babybel-in-Christmas-vari.html)

### **Anchor butter Christmas marketing push**

**Date:** Tue, 06 Nov 07

#### **Story Text**

The free-range butter company, Anchor, has announced it is to boost its advertising efforts leading up to the festive season.

According to the company, the focus of the campaign will be to encourage consumers to purchase free-range butter to use with a free-range turkey, Talking Retail reports.

Senior brand manager at the firm Lorraine Crowe notes that brand awareness by consumers is at a two-year high.

Thus, Ms Crowe explains that the company's free-range themed communication is a success.

"It's logical to be telling all those consumers who buy free range birds for Christmas that there's a free range butter they can buy, too," she remarks to the publication.

The company is hoping to boost sales over the festive season with the new promotional push, she adds.

Women's and lifestyle publications will be targeted by the advertising, the news source notes.

Anchor states that the cows used to produce its butter are free range and no artificial additives are added to the product during production.

[For further information, click here](http://www.talkingretail.com/products/7294/Anchor-butter-in-big-)

Christmas.html">For further information, click here</a>

### **New Stella Artois ad celebrates history of brand**

**Date:** Tue, 06 Nov 07

#### **Story Text**

Stella Artois is to be marketed in a brand new advertising campaign from head company, InBev UK.

Launched yesterday, the theme of the new marketing push is Pass on Something Good, which is aimed at recognising the long history of the beer, Talking Retail reports.

Marketing director of InBev UK Devin Kelly commented to the news source that the new TV adverts is testament to the high standard of advertising that the firm produces.

"This commercial maintains the tradition of stunning cinematography that has been the hallmark of the brand's advertising excellence for many years," he said.

Running alongside the TV promotion will be a poster and print campaign.

Mr Kelly added that the promotional activity is something consumers will associate with the "warmth and wit" of the Stella Artois brand.

InBev UK is also the parent company of other alcoholic beers such as Becks, Leffe, Skol and Cass.

<a href="http://www.talkingretail.com/products/7295/New-Artois-TV-ad.html">For further information, click here</a>

### **New website for Aunt Bessie's customers**

**Date:** Tue, 06 Nov 07

#### **Story Text**

Aunt Bessie's has launched a new website with extra features aimed at its core customers.

As reported by Talking Retail, the site will offer users the chance to enter competitions, learn some recipe ideas and take advantage of offers by the company.

Commercial director at Aunt Bessie's owner company Tryton Foods John Hendy commented that Aunt Bessie's customers are loyal to the brand.

Furthermore, the firm feels the new-look website responds to consumer trends.

"Traditional home-cooked food is back on the agenda and we wanted Aunt Bessie's to

provide a real helping hand in the kitchen, giving useful hints and tips, recipes, serving suggestions and regional variations to our great Sunday roast," he said to the news source.

The design of the web page is based on a scrapbook idea and will also offer customers the chance to subscribe to a newsletter.

Aunt Bessie's recently announced the launch of new Extra Crispy Roast potatoes and Crinkle Cut Chips, Talking Retail reported.

[For further information, click here](http://www.talkingretail.com/products/7301/Aunt-Bessies-unveils-new-look-.html)

### **Vitiva launches fresh meat defence solution**

**Date:** Tue, 06 Nov 07

#### **Story Text**

A new product designed to defend against undesirable changes to fresh meat has been introduced by Vitiva.

The firm states that SynROX 4 maintains freshness, original taste and microbiological stability for fresh meats.

Chief executive of the firm Ohad Cohen commented that the new product is set to outperform any competitors.

"This new formula is designed to outperform all known similar products available on the market, including green tea extract and other classical antioxidants used in the meat industry for meat protection against rancidity," he said

He added that the company are intending to introduce the product to the global market.

Vitiva claims that the all-natural product will provide meat with triple protection against rancidity and organoleptic changes.

Chr Hanson recently launched a new feed incorporating probiotic bacteria aimed at combating necrotic enteritis in chickens.

The firm stated that the new product will remove the need for antibiotics and is to be called Bacillus.

[For further information, click here](http://www.vitiva.si/)

### **Harveys unveils new sherry bottles**

**Date:** Mon, 05 Nov 07

**Story Text**

Harveys has revealed a new look for its range of sherries just in time for the Christmas period.

A new contemporary look will be sported by the alcoholic beverages as they shed their more traditional look in favour of more modern appeal, Talking Retail reports.

The company is offering three different wine products in three different bottles, each with in uniquely-coloured glass.

Harveys Pale Cream is to be presented in a green bottle, Harveys Amontillado in amber packaging and Harveys Bristol Cream in "iconic bright blue".

Produced in Jerez, southern Spain, the beverages will be available in time for the festive season and are to be priced at £8.19.

The firm also offers a number of other flavours, including Harveys Orange, Harveys Fino and Harvey Reserve.

Harveys states that its orange flavoured sherry is "a smooth, aromatic blend of nutty, rich candied citrus peel flavors, infused with the natural zest of Spanish oranges".

[For further information, click here](http://www.talkingretail.com/products/7276/Harveys-sherry-gets-Christmas-.html)

**Morrisons to sell 100 per cent British lamb**

**Date:** Mon, 05 Nov 07

**Story Text**

Supermarket giant Morrisons has announced that it is only to sell 100 per cent British lamb from now on in its food stores.

The new range has been launched following the current struggles of the British meat industry.

Chief executive of the retailer Marc Bolland commented that the company is supporting British suppliers.

"We are responding to their plight and supporting the industry through this difficult time by increasing the availability of quality, British fresh lamb throughout the year," he said.

Speaking at the English Food and Farming Partnership Annual Conference, Mr Bolland noted that sheep farmers are "facing real difficulties".

The firm is the first of the big food retailers to pledge a commitment to selling British

lamb and follows a similar move to only stock 100 per cent British pork.

Morrisons announced earlier this year that it sells a wider range of fresh food than any other supermarket.

<a href="http://www.morrisons.co.uk/Corporate/Templates/PressOffice/CorporateNewsArticle.aspx?id=45">For further information, click here</a>

### **Meat cultures launched by Danisco**

**Date:** Mon, 05 Nov 07

#### **Story Text**

A new product is to be launched by Danisco as part of its Care4U range, which will mean meat producers can cure cooked meats while keeping an all-natural labelling system.

TEXEL NatuRed LT and HT are two new cultures that the firm is bringing to the market that is set to replace nitrate salts, following consumer movement away from additives.

Danisco European food protection meat industry manager Caroline de Lamarliere comments that the cultures work will not mean meat producers need to invest in new processing equipment.

"Meat manufacturers do not have to invest into new utilities nor change their processing conditions to produce cooked meats with an appealing and stable colour," she remarks.

The firm stated that laboratory testing proves that the TEXEL NatuRed range provides a natural positioning for cure meats that offers "a similar colour intensity" to those using the same amounts of nitrate salts.

Danisco recently launched the new Care4U label to embrace its range of natural food protectants.

<a href="http://www.danisco.com/cms/connect/corporate/media%20relations/news/archive/2007/october/businessupdate\_237\_en.htm">For further information, click here</a>

### **New informality trend in dining out experience**

**Date:** Mon, 05 Nov 07

#### **Story Text**

A new consumer trend for informality when dining out has been noted by a food

industry expert.

Co-editor of Harden's™s London Restaurants guide Richard Harden has noted that the top up-and-coming restaurants recognised by the Remy Martin Restaurant Awards are leaning towards informal dining.

"On the evidence of this year's awards, we seem to be entering an exciting new era where informality is the order of the day," he remarked to CatererSearch.

Three of the regional winners of the accolade were tapas bars, which led to the identification of this new fashion.

Mr Harden added: "The Remy Martin awards are all about identifying the new and rising restaurants that have made the most favourable impression on diners in the UK."

A bistro in Surrey - The Westerly in Reigate - received the overall prize of the Excellence Award it was revealed.

Eco-friendly dining is another trend that could soon be hitting the high street, as Michelin-starred chef Tom Aikens is to launch a new eatery this month that is environmentally friendly.

<a href="http://www.hardens.com/articles/article\_details.php?type=blog&id=558">For further information, click here</a>

### **New Fair Trade initiative for pork producers**

**Date:** Mon, 05 Nov 07

#### **Story Text**

Debbie & Andrew's is hoping to help the plight of pig farmers and processors by launching a scheme that is set to see more money being pumped into the industry.

The Fair Trade for Pig Farmers initiative is being launched by the husband and wife team and will mean pig farmers will receive 15 per cent more for the pork it sells to the firm, Meatinfo.co.uk reports.

One half of the duo, Andrew Keeble, states that consumers need to be kept aware of the need for higher pricing in the pork industry and the company hopes the new range will go some way towards this.

"Customers are more discerning these days but we need to keep them informed about why our meat is better than imports," he comments to the news source.

Mr Keeble adds that the British pork industry is leading "the world in animal welfare and traceability which is becoming more important in terms of food safety and hygiene".

According to a poll from the British Pig Executive that appeared in Meatinfo.co.uk, consumers are satisfied with the quality of UK pork but consider the meat to be boring and unhealthy.

<a href="http://www.meatinfo.co.uk/articles/52869/Calls-for-a-pork-pledge.aspx?categoryid=9016">For further information, click here</a>

### **New additive warning given to parents**

**Date:** Mon, 05 Nov 07

#### **Story Text**

Parents are to receive guidance on what additives they may want to steer clear of feeding their children by a new website.

Action on Additives is a new facility that is to list additives including Tartrazine (E102), ponceau-4R (E124) and sunset yellow (E110) that may not be advisable to include in children's food, the Daily Mail reports.

Furthermore, the site is encouraging consumers to name and shame products containing these ingredients that are being marketed to kids.

"The website gives parents the chance to expose companies which use these questionable additives. The website already lists more than 100 products, most of which are brightly coloured in order to attract children," a spokesperson for the venture told the paper.

Lizzie Vann, the founder of the baby food company Organix, is to set up the site.

Only recently, Disney announced it is to use its most popular characters on the packets of a new food range to be available from Tesco, which will be launched alongside daily health food programming on the Disney TV channel.

<a href="http://www.dailymail.co.uk/pages/live/articles/health/healthmain.html?in\_article\_id=491704&in\_page\_id=1774&ICO=HEALTH&ICL=TOPART">For further information, click here</a>

### **SA: Organic meat can ward off cancer**

**Date:** Fri, 02 Nov 07

#### **Story Text**

The Soil Association (SA) has issued a statement in response to findings from the World Cancer Research Fund that red meat is linked to cancer.

According to the body, some meats can actually present higher antioxidant levels and may help to ward off cancer, although it agreed that the food should be enjoyed in moderation as part of a balanced diet.

Richard Young of the association commented that huge advances have taken place in the organic food industry and that the study has not taken this into account by "condemning all red and processed meat equally".

The body stated that previous studies have shown grass-fed animals contain meat that is higher in antioxidant levels as it contains more vitamin E and beta-carotene.

"There is compelling evidence that red meat from organic and some other grass-fed animals is positively beneficial in protecting against the risk of cancer," Mr Young remarked.

Health expert Karol Sikora noted to the BBC yesterday that all foods can be enjoyed by consumers if eaten in moderation.

<a href="http://www.soilassociation.org/web/sa/saweb.nsf/848d689047cb466780256a6b00298980/eb46f596465f101680257386003dd22b!OpenDocument">For further information, click here</a>

### **Burton's Foods ventures into premium cereal category**

**Date:** Fri, 02 Nov 07

#### **Story Text**

A new organic biscuit range is to be introduced by Burton's Foods, it has been revealed.

As reported in Talking retail, using the Green & Black's brand the company is to venture into the premium cereal bar category.

The biscuits will be slow baked and covered in Green & Black's 70 per cent cocoa chocolate.

Marketing director at Burton's Foods Jaspal Chada commented consumers will enjoy the flavour of the products.

"The delicious, intense taste of the new range is set to tempt Green & Black's loyalists and organic consumers alike, meeting increasing demand within each of the category's key growth sectors," he said

He remarked to the news source that new consumers would be attracted to this premium range.

Senior brand manager at Green & Black's Natalie Brown explained consumers are demanding new products in the biscuit and cereal category.

Burton's Foods also owns brands such as Jammie Dodgers, Wagon Wheels and Maryland Cookies.

[For further information, click here](http://www.talkingretail.com/products/7256/Burtons-Foods-launches-Green-.html)

### **Still Fanta product to join CCE portfolio**

**Date:** Fri, 02 Nov 07

#### **Story Text**

A new still Fanta product is to be launched at the beginning of next year by Coca-Cola Enterprises (CCE), it has emerged.

The beverage is to be available to consumers by the end of January 2008 and will be called Fanta Still, Talking Retail reports.

Breakthrough development controller at CCE Martin Sampson explained the firm's reasons behind the development.

"Our research showed an opportunity to provide an alternate still soft drink option to teen consumers - current offerings are not particularly suited to their taste," he said.

He added to the news source: "We're confident of adding further value to retailers in the juice and juice drinks category."

Aimed at teenagers, the drink will come in two flavours; Orange Citrus and Orange Tropical.

In other news today, CCE is to launch a new orange variety of the sports drink Powerade, which is to be backed by a £1.5 million marketing campaign, Talking Retail notes.

[For further information, click here](http://www.talkingretail.com/products/7266/Fanta-to-add-still-variant.html)

### **CCE to launch orange flavour Powerade**

**Date:** Fri, 02 Nov 07

#### **Story Text**

Coca-Cola Enterprises (CCE) is to expand its range of flavours in the Powerade line.

A new orange variety is to come onto the marketplace and is set to be boosted by a £1.5 million marketing campaign, Talking Retail reports.

Marketing Controller at CCE Sarah Mitchell commented that consumers should respond well to the promotion.

"The Try Me Free campaign is sure to prove a hit with consumers, which is great news for retailers looking to grow their own profits," she said.

She added to the publication: "The new orange flavour also presents a real opportunity for further growth in the sports and energy drinks sector for UK retailers.â€"□

According to the firm, the orange flavour is more refreshing due to a lighter formula and is easier to drink when exercising.

Earlier this year, CCE launched an advertising campaign to revive the Oasis beverage brand, investing Â£3.5 million into the project that was aimed at 16 to 34-year-olds.

<a href="http://www.talkingretail.com/products/7267/New-orange-flavour-variant-for.ehtml">For further information, click here</a>

### **Eat Natural introduces new snack bar**

**Date:** Fri, 02 Nov 07

#### **Story Text**

A new snack bar has been launched by Eat Natural, called Spanish blossom honey.

Available now in the free from aisle in Tesco stores around the country, the bar contains pears, hazelnuts, a hint of ginger and Spanish blossom honey.

Praveen Vijn, co-founder and director of the firm, commented that on the new flavours of the snack bar.

"We reckon the wonderful floral Spanish honey weâ€™ve used in this new recipe really brings the other ingredients to life.

"There's juicy pears and crunchy whole hazelnuts, perfect at this time of year when combined with just the tiniest bit of ginger to spice everything up a little," she said.

She added that Eat Natural often uses honey when experimenting with new products.

The new bar is a permanent product from the company and will be available in 45g portions.

As well as snack bars, Eat Natural also produces a breakfast range.

<a href="http://www.eatnaturalstore.com/media/index.jsp?ref=27/products/7258/New-recipe-snack-bar-from-Eat-.ehtml">For further information, click here</a>

### **New festive flavour for 7UP**

**Date:** Fri, 02 Nov 07

#### **Story Text**

Cadbury Schweppes Americas Beverages has launched a new 7UP flavour in time for the festive season.

Pomegranate 7UP is a limited edition product available over Christmas and will be on shelves until January 31st contained in two-litre bottles.

7UP brand director for Cadbury Schweppes Americas Beverages Matt Smith commented that the flavour has become increasingly popular with consumers.

"Pomegranate is one of the fastest-growing flavours in beverages today and Pomegranate 7UP makes a perfect primer for any holiday party," he said.

He added: "With its natural Pomegranate flavour and deep burgundy colour, Pomegranate 7UP is a festive addition to the holiday season."

The company states that the product will blend a natural pomegranate flavour with the lemon-lime taste of 7UP and it will also be caffeine free.

Cadbury Schweppes announced its interim management statement last month, noting strong results in the confectionary sector and announcing a demerger of America beverages.

[For further information, click here](http://ir.cokecce.com/releases.cfm)

### **New probiotic 'reduces' child flu symptoms**

**Date:** Thu, 01 Nov 07

#### **Story Text**

Danisco has introduced a new probiotic formulation that has been linked to reducing flu and cold symptoms in children.

Unveiled at the fourth European Paediatric GI Motility Meeting, HOWARU Protect was put through clinical trialling to discover it reduces the incidence and duration of respiratory tract infection symptoms.

Dr Arthur Ouwehand from Danisco's health and nutrition innovation centre in Kantvik, Finland, noted that the product can be used in a variety of ways.

"HOWARU Protect can be used as an active ingredient in dairy, beverages and food products," he said.

He stated that the formula confirms probiotics can aid the "natural defences of children immunity".

Dr Nikhil Thapar, a member of the meeting's organising committee, remarked that more research should be conducted into the area.

He noted studies should take place "especially in the long-term, before widespread applicability for child health".

Danisco recently announced the launch of new freeze-dried and texturising cultures for yoghurts and mango lassi.

[For further information, click here](http://www.danisco.com/cms/connect/corporate/media+relations/news/frontpage/businessupdate_239_en.htm)

### **Sugar-free alternative to diet soda launched**

**Date:** Thu, 01 Nov 07

#### **Story Text**

A new sugar-free soda alternative is to hit the market, it has been revealed.

Zevia is marketing an all-natural alternative to diet soda in three different flavours.

The carbonated stevia supplement will be produced in Natural Orange, Natural Cola and Natural Twist varieties.

Co-founder and co-chief executive of Zevia Derek Newman commented that he is excited to be offering consumers a natural option over artificially-sweetened diet soda.

"With Zevia, you have the great flavour and refreshing experience of soda without consuming sugar, high fructose corn syrup, or anything artificial," he said.

Jessica Newman, co-founder and executive vice president of Zevia, added that many people struggle to have a healthy balanced diet when drinking artificially-sweetened soda.

"I'm excited to offer a delicious option for parents struggling to develop good eating habits for their children, fighting the growing problem of child obesity," she remarked.

Zevia is a company based in Seattle in the US and discovered stevia, a herb from the rainforest, could be used as a natural sweetener.

[For further information, click here](http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=15503&fSite=AO545&next=5)

### **Simply Orange Juice Company extends range**

**Date:** Thu, 01 Nov 07

#### **Story Text**

The Simply Orange Juice Company is extending its range beyond the flavour of oranges, it has emerged.

Simply Apple will be made from pure-pressed apples while Simply Grapefruit is to comprise of a variety of grapefruits that the company claims is a "perfect" blend between sweet and tart, Food Ingredients First reports.

Senior brand manager for Simply Orange Ashley Schmidt remarked that consumers buy the beverages because they are not made from concentrate.

He commented to the news source: "Simply Apple and Simply Grapefruit now offer consumers two great new ways to enjoy the refreshment of the Simply brand portfolio any time of day.

"Like the other Simply products, they're simply delicious."

The firm states that no artificial colours or flavourings have been added to the Simply Apple beverage.

Simply Orange Juice Company has also recently launched its new lemonade and limeade on top of its orange juice products, which are also not made from concentrate.

<a href="http://www.foodingredientsfirst.com/newsmaker\_article.asp?idNewsMaker=15504&fSite=AO545&next=4">For further information, click here</a>

### **Expert tells consumers to enjoy food despite health scares**

**Date:** Thu, 01 Nov 07

#### **Story Text**

An expert has told consumers to continue enjoying food, despite recent health scares.

The World Cancer Research Fund report released findings this week that indicated eating red meat and drinking alcohol could be linked to an increased risk of cancer.

However, cancer expert Karol Sikora claims that some food groups that could be named as harmful, if eaten in moderation will not be detrimental to one's health.

"Alcohol, red meat and bacon in moderation will do us no harm and to suggest it will is wrong," she remarked to the BBC.

She added that consumers should not worry about health scares and instead enjoy special treats.

"The main message I would have is not to worry about it, to enjoy life, if you like a glass of wine have it and a small amount of meat is not going to harm you," she said to the news source.

Following the release of the report, The Food Standards Agency has reminded consumers that the key to healthy diet is to keep it balanced.

[For further information, click here](http://www.food.gov.uk/news/newsarchive/2007/nov/plateblog)

### **FSA to revise labelling guidelines**

**Date:** Thu, 01 Nov 07

#### **Story Text**

There may be changes made to the food labelling guidelines, it has been reported.

According to Talking Retail, the Food Standards Agency (FSA) is revising its best practice guidelines on the topic to ensure that businesses are not misleading consumers.

The FSA is to look into the usage of terms such as quality, handmade and selected.

Head of food labelling and marketing terms at the FSA Stephen Pugh noted that the new regulations will be in place to help consumers make informed choices.

He remarked to the publication: "We want to help consumers by encouraging the adoption of consistent, transparent labelling practices.

"We carried out a survey that showed many businesses are not taking on board the suggested best practice approaches set out in our original guidance."

The publication notes that the consultation is set to continue until the end of January 2008.

In other news today, the FSA has launched a quick guide to fish labelling to help businesses comply with new laws on the subject.

[For further information, click here](http://www.talkingretail.com/news/7245/Food-labelling-terms-under-scr.shtml)

### **New fish labelling guide launched by FSA**

**Date:** Thu, 01 Nov 07

**Story Text**

A new quick guide to fish labelling has been launched by the Food Standards Agency (FSA).

The aim is to help businesses comply with the law, as certain standards of labelling are required when selling fish.

According to the FSA, the regulations do not apply to products sold by caterers, ready-to-eat fish and processed fish products such as canned fish.

However, retailers must include important information on other types of fish, such as the commercial name of the fish as well as the scientific name and where it was caught.

Consumers must also be allowed to see whether the fish was farmed, caught inland or at sea.

If the product is to change hands between firms, then the information must be made available along the chain, the FSA states.

The FSA has produced a poster and a spreadsheet to help businesses comply with the rules.

In other news, a number of seminars are being run by the FSA to help food producers with the new European food hygiene regulations.

[For further information, click here](http://www.food.gov.uk/news/newsarchive/2007/nov/fishguide)