



[www.mefmag.com](http://www.mefmag.com)

# Middle East **Food**

مأكولات الشرق الأوسط

April 2014 / Vol. XXX Issue 4

## **Beverage Packaging Market: An Evolving Segment**

**(P.11)**



**Food Industry Growth Results in  
Refrigerants' High Demand**

(P.17)

**Introducing Food Safety  
in Kuwait**

(P.42)

**Global Bakery Industry:  
An Exponential Growth**

(P.22)



# SALTEK®

BAKERY EQUIPMENT



*Reinventing Breadmaking™*

**More than  
3000 Projects**

**Producing  
More Than  
200,000  
Pitas/min**

**By SALTEK's  
Customers All  
Around The  
World!**



ISO 9001



**Certified PITA  
Bread Machines**

P.O. Box 166 Ain Aar, Lebanon  
Mazraat Yashouh, Industrial Zone, Main  
T +961 4 925 111 F +961 4 926 222 Ext: 148  
sales@saltek.com.lb e www.saltek.com.lb

Follow us on



## INTRODUCTION

Issue Content.....	01	Opening Letter & CPH Team.....	02	MENA Food Digest.....	04
--------------------	----	--------------------------------	----	-----------------------	----

### INGREDIENTS & ADDITIVES

#### Colorings

The Demand for Natural Coloring & the Necessity for Food Monitoring **07**



10

### PACKAGING

#### Group Packaging

Beverage Packaging Market: An Evolving Segment **11**



14

### CATERING & HOSPITALITY

#### Kitchen Equipment

Food Industry Growth Results in Refrigerants' High Demand **17**



18

### FEATURE

#### Bakery

Global Bakery Industry: An Exponential Growth **22**



23

### INDUSTRY SPOTLIGHTS

#### Food Safety

European Food Safety Testing Market Grows Significantly **28**

#### Hypermarkets

Trends Shaping the Global Supermarket & Hypermarket Industry **32**

#### Special Diet Foods

Innovative Positioning Drives Nuts Market Forward **34**



30

### COUNTRY/REGIONAL REPORTS

#### France

Fast Food Segment Dominates the French Market **39**

#### Kuwait

Introducing Food Safety in Kuwait **42**

#### North America

Poultry Shipments Rise in the US **44**

#### Saudi Arabia

Packaged Food Market in Saudi Arabia Registers Strong Performance **46**



43

## DEPARTMENTS

Corporate Happenings.....	49	Industry Literature.....	51
Products & Services.....	52	Hotels & Restaurants.....	58

## EVENTS

Events Preview.....	62	Events Review.....	64
---------------------	----	--------------------	----

## SERVICES

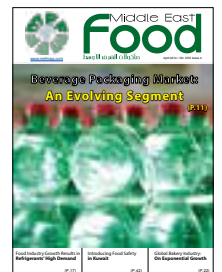
Coming Events.....	66	Buyers' Guide.....	67
--------------------	----	--------------------	----

## INFO

Advertisers' Index.....	68	General Information.....	69
Closing Letter.....	70		

## COVER STORY

As manufacturers and marketers turn their interest toward meeting the specific needs of different target segments through the adoption of a number of criteria such as age, gender, lifestyle and purchasing power, the global beverage market is becoming more and more competitive and sophisticated. Thus, packaging innovation is required to meet the various and changing needs.



Cover Photo Courtesy of **KRONES AG**

## HORECA 2014: The Point of Convergence



## هورিকা ٢٠١٤: نقطة الإلتقاء

**Middle East Food (MEF)** magazine has always been at the forefront in covering the main events in the food and hospitality sectors which are held in the Middle East and North Africa (MENA) region, from Sweet & Snacks Middle East to Seafex, Sial Middle East, Gulfood and now HORECA, the region's premiere annual hospitality and food mega-event. In the 21<sup>th</sup> edition of the event, MEF, as always, will be present there to cover the latest competitions, attractions and innovations in the food and hospitality sectors.

HORECA, the regional trade show taking place from 1 to 4 April at BIEL, Beirut, Lebanon, continues to keep industry professionals at the forefront of the latest trends and insights. The event is projected to provide nearly 15,000 m<sup>2</sup> of product offerings, in addition to inspirational culinary, business and innovation activities. It is expected to surpass expectations as the definitive point of convergence for the region's food and hospitality sector.

The April issue of MEF covers the latest in the MENA food industry, including new innovations, projects and events. On page 11, the article sheds the light on the evolving beverage packaging market, while the article on page 34 explores the increasing consumption of nuts which are considered as convenient and nutritious snacks. Moreover, the article on page 42 tackles the introduction of food safety in Kuwait carried out by **Al Yasra Foods Company**.

More stories are also available, covering the latest activities of regional manufacturers, importers and exporters, so enjoy reading it and send us your feedback to [content@cphworldmedia.com](mailto:content@cphworldmedia.com)

**Dina Fawaz**

Acting ER Manager/Senior Editor & Researcher

دينا فواز  
مدير التحرير والأبحاث بالإنابة / كبير المحررين والباحثين

### CPH Team

(Email domain is @cphworldmedia.com)

**Founders** • Mr. Fathi Chatila • Mrs. Mona Chatila (1944 - 2006)

**Management** • **President** Fathi Chatila / [f.chatila@](mailto:f.chatila@) • **General Manager** Mohamad Rabih Chatila (B.Arch) / [r.chatila@](mailto:r.chatila@) • **Administrative Manager** Abdul Rahman Hallak / [ar.hallak@](mailto:ar.hallak@)

**Editorial & Research** • **Editor-in-Chief** Rola Hamdan Ghutmi / [content@](mailto:content@) • **Acting ER Manager/**

**Senior Editor & Researcher** Dina Fawaz / [d.fawaz@](mailto:d.fawaz@) • **Editor & Researcher** Rawand Fakih / [rf.fakih@](mailto:rf.fakih@)

**Assistant Editor & Researcher** Soha Ghandour / [s.ghandour@](mailto:s.ghandour@)

**Circulation & Marketing** • **Circulation & Marketing Manager** Jad L. Aboulhosn / [j.aboulhosn@](mailto:j.aboulhosn@)

**Information Technology** • **IT Operation & Support Officers** Ali Zaraket / [azaraket@](mailto:azaraket@) • Mazen Bou Diab / [m.boudiab@](mailto:m.boudiab@)

**Accounting & Finance** • **Assistant Accountant** Hala Nizam / [h.nizam@](mailto:h.nizam@)

**Mail & Services** • **Mail & Service Manager** Abdul Rahman Hallak / [ar.hallak@](mailto:ar.hallak@) • **Mail & Service Officer**

Ali Zaraket / [azaraket@](mailto:azaraket@)

**Graphic Design** • **Graphic Designer** Dana Fouladgar / [design@](mailto:design@)

لطالما حرصت مجلة مأكولات الشرق الأوسط على أن تكون في الطليعة في تغطية المعارض الرئيسية في قطاعات الأغذية والضيافة التي تجري في منطقة الشرق الأوسط وشمال أفريقيا، بدءاً من معرض الشرق الأوسط لتقنيات الحلويات والوجبات الخفيفة إلى معرض Seafex فمعرض سبال الشرق الأوسط وغلفود واليوم هورিকা الذي يُعتبر أضخم معرض سنوي للضيافة والأغذية في المنطقة. وستحرص مجلة مأكولات الشرق الأوسط في الدورة ٢١ من المعرض على تغطية آخر المسابقات وعوامل الجذب والابتكارات في قطاعات الأغذية والضيافة.

يستمر معرض هورিকা، المعرض التجاري الإقليمي الذي سيجري من ١ إلى ٤ نيسان (أبريل) في بيبال، بيروت، لبنان، بإطلاع وتزويد المتخصصين في قطاع الضيافة والأغذية على أحدث الإتجاهات والابتكارات. سيوفّر المعرض هذه السنة مساحة من حوالي ١٥ ألف متر مربع لعرض المنتجات بالإضافة إلى نشاطات الطهي المهمة والأعمال والابتكارات. ومن المتوقع أن يتخطى المعرض التوقعات كنقطة الإلتقاء الأساسية لقطاع الأغذية والضيافة في المنطقة.

يغطي عدد نيسان (أبريل) من مجلة مأكولات الشرق الأوسط آخر أخبار قطاع الصناعة الغذائية في منطقة الشرق الأوسط وشمال أفريقيا بما فيها الابتكارات والمشاريع والمناسبات الجديدة. في الصفحة ١١، يسلط المقال الضوء على سوق توصيب المشروبات المتطور بينما يبحث مقال الصفحة ٣٤ في الإستهلاك المتزايد للمكسرات التي تعتبر من الوجبات الخفيفة والمغذية. أما مقال الصفحة ٤٢ فيتطرق إلى حركة بدء اعتماد سلامة الأغذية في الكويت التي تقوم بها شركة اليسرة للمواد الغذائية.

يتواجد في هذا العدد المزيد من الأخبار التي تغطي أحدث الأنشطة الخاصة بالمصنعين الإقليميين والمستوردين والمصدرين، فاستمتعوا بقراءته وأرسلوا لنا ملاحظتكم على [content@cphworldmedia.com](mailto:content@cphworldmedia.com)

### Honorary Editorial Consultants (HEC)

**Dr. Abdullah Ahmad Abdulla** - Chief - Food Control Kingdom of Bahrain

**J. Peter Clark Ph.D** - Consultant to the Process Industries Illinois - USA

**Sharaf Dabbagh** - President Ta'ahel FZ. L.L.C.

**David Edwards** - Managing Director, IMES International - Ireland

**Dr. Omid Gilanpour** - Assistant Professor & Director of Foreign Trade & Marketing Research Department - APERI- Iran

**M. Karim Hammoud** - Managing director, Vitech consulting

**Youssef H. Habbal**, M.Sc. CFSA, Hospitality Management Dept. AUST - Lebanon

**Dr. Beate Hubber**, International Cooperation Division - Research Institute of Organic Agriculture (FiBL)

**Jane Stamforth** - Head of Food Business Development - Reading Scientific Services Limited (RSSL)

KALSEC® NATURAL COLORS



## WE'VE GOT YOUR COLOR ... NATURALLY

Not only do we have your color, but Kalsec® has colors sourced from nature that provide the stability your products require. Collaborate with our experienced color team to develop an entire system, or simply select one of our hues from the broad range available. With over 50 years of color experience, you can rely on your natural color source – Kalsec®.



 | kalsec®

*Products, Service and Science you can trust ... naturally.®*

[kalsec.com](http://kalsec.com)

Represented in Southeast Asia by Connell Bros. Co. Ltd. Visit [www.connellbrothers.com](http://www.connellbrothers.com)

Represented in the Middle East by Orkila FZE. Visit [www.orkila.com](http://www.orkila.com) and [info.duba@orkila.com](mailto:info.duba@orkila.com)



## Egypt

### Egypt's Agricultural Evolution

Agricultural advancements taking place in Egypt's desert could pave the way for a whole new approach to cultivating fresh vegetables and fish in the GCC that's four times more efficient than regular farms, and requires no fertile land. The Bustan Aquaponics farm is a 1,000 square meter operation located on the outskirts of Cairo, and is the first and only commercial aquaponics farm in Egypt, producing pesticide-free tilapia fish, four varieties of lettuce, baby spinach, purple kale, swiss chard, celery, pak choi, wild rocket, gargeer, thyme and sage. The system combines conventional aquaculture with hydroponics, where water and gasses from the fish are recycled and utilized by the plants as nutrients. The water is then recirculated back to the aquaculture system. Launched 18 months ago, it has delivered an internal rate of return of between 20-30 per cent, and has the potential to break even within the next six to 18 months.



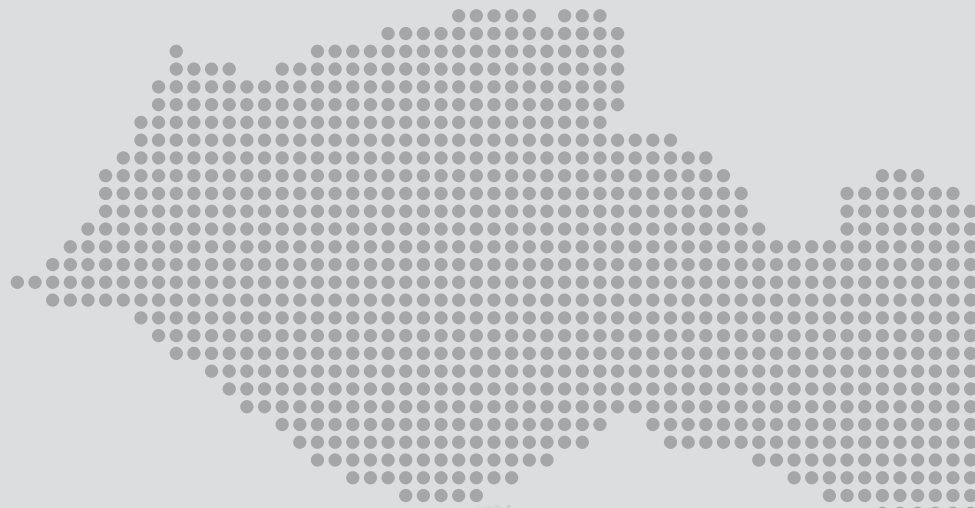
## Kuwait

### Hotel Management Handed Over

**Kempinski Hotels** and **Majid Al Futtaim** announced they have reached an agreement to end the hotel management deal for the Kempinski Grand and Ixir Hotel Bahrain City Centre in Manama. According to a Kempinski statement, Kempinski Hotels will continue to manage the hotel up until midnight on June 30 when it will formally hand over the property to the Dubai-based shopping mall developer. "Our studies of the chang-

ing market requirements informed our decision to adopt two distinct brand strategy for the two-tower hotel in Manama. We believe the new strategy is better aligned with the product and the market demand, and will maximise the yield of the two towers," commented George Kostas, CEO of MAF Properties, in the statement. He added that new brands will be announced "in due course." MAF has 10 hotels in its portfolio, including the property in Manama.

level' for their mutual benefit. "Oman is very wisely focused on its future food security and is looking to Victoria not only for more food but for expertise in water management and for partnerships in agribusiness," Walsh said. He also added: "The country also recognizes Victoria as a home of world-class agricultural research that may play an important role in helping to lift productivity in its own farm sector.



## Oman

### Oman & Victoria Focus on Food Security

The Australian State of Victoria Minister for Agriculture and Food Security Peter Walsh and his counterpart in Oman have agreed to develop a memorandum centered on food production, research and development and education. As part of the Victorian Government's Super Trade Mission to the Middle East, Walsh met with Oman's Agriculture and Fisheries Minister *Dr Fuad Jaffer Al Sajwani* and other senior government officials in the capital Muscat. During the meeting, the officials expressed a strong view that it was time to take the relationship between Oman and Victoria to the 'next



## Qatar

### Fifth Qatar International Food Festival Kicks Off

The fifth edition of the Qatar International Food Festival (QIFF) was formally inaugurated at the Museum of Islamic Art Park in Doha in the presence of dignitaries, the media and the general public. The opening ceremony was attended by the Minister of Culture, Arts and Heritage *Dr. Hamad bin Abdulaziz Al Kuwari*; Qatar Tourism Authority Chairman *Issa bin Mohammed Al Mohannadi*; and Qatar Airways Chief Executive Officer *Akbar Al Baker*. "The dining alternatives in Doha continue to grow year after year, and the Food Festival is a great way to showcase new tastes and trends," said

Al Mohannadi. "QIFF has been growing every year in size and popularity, and in keeping with that trend I expect this fifth edition will be the biggest and best yet." The festival features 11 general zones, including four food zones, a live cooking zone, 55 food stalls and five kiosks of restaurants and exhibitors. Signature zones



## Saudi Arabia

### Almarai Acquires Farmland in Arizona

Almarai announced that it has completed the purchase of 9,834 acres of farm-

business. It is also in line with the Saudi government direction toward conserving local resources. In addition to this purchase, Almarai is committed to include a bailing system and logistics and transportation equipment necessary for the efficient supply of alfalfa hay from its US-based facility into the Kingdom.



## UAE

### Agrame Awards Celebrate Excellence in Middle East Agriculture

The 2014 edition of the AgraME Awards celebrated agricultural innovations from around the world at a glittering ceremony and gala dinner in Dubai. The awards were judged by an expert panel who selected the winners from a shortlist of 14 projects across five categories. Dr. Rami Hamad, Farm Manager at the UAE-based **Al Rawabi Dairy Company** won the Farm Innovation in Agriculture award for his innovative project that helps to eliminate heat and humidity stress in dairy cattle during the summer. The honor for the Farm Innovation in Poultry went to **TEXHA Production Association** from Kiev, Ukraine, which was praised for its newly designed cage equipment for broilers growing with a robotized unloading system to minimize human influence on the technological process. **Ma/ag S.R.L** from Italy scooped the award for the Best New Agriculture Product for the Gulf Market for their cultirapid new generation machine, an innovative equipment used for working the soil as an alternative to the plough. UK-based **Agri Lamp** was given the award for the Best New Poultry Product for the Gulf Market for their induction power systems designed specifically for the poultry industry.

land in Vicksburg, Arizona, US, on March 6. The purchase was done through its fully-owned subsidiary **Fondomonte, Arizona LLC**, composed of 3,604 acres of freehold land, 3080 acres of agriculture lease hold land and 3,150 acres of grazing lease hold land. The total consideration for this transaction amounted to USD47.5 million and will be financed from the company's own resources. Within the total land subject to this transaction, 4,430 acres are currently irrigated using the best modern methods such as dripping irrigation. This transaction forms part of Almarai's continuous efforts to improve and secure its supply of the highest quality alfalfa hay from outside the Kingdom to support its dairy

and activities include the Dinner in the Sky zone - one of the most popular signature activities sponsored by Renaissance Hotel - as well as the BBQ Donut, which is sponsored by the Diplomatic Club. Another signature area is the 'Qatar/Brazil Year of Culture' zone, which serves as an activation program between the two countries.

# Ingredients & Additives Focus

## Colorings

The Demand for Natural Coloring & the Necessity for Food Monitoring.....	P.07
Döhler: from Raw Material Selection to Product Application.....	P.08
Kanegrade for the Natural Color Industry.....	P.08
Carmines at the Heart of Amendment.....	P.10
Sensient Launches New Color Shades.....	P.10

## Packaging

### Group Packaging

Beverage Packaging Market: An Evolving Segment.....	P.11
Cama to Disclose New Break-Through Generation.....	P.12
Affordable Packaging Technology from Krones.....	P.12
GEA Food Solutions at Interpack.....	P.14
New Shape for Tetra Brik® Aseptic Family.....	P.14
BEUMER Presents New Machines at Interpack 2014.....	P.15
CSB to Support Factory Efficiency.....	P.16
New Food Tub Has Re-Closing Convenience.....	P.16

## Catering & Hospitality

### Kitchen Equipment

Food Industry Growth Results in Refrigerants' High Demand.....	P.17
New Flight-Type Dishwashers by HOBART.....	P.18
New Look for Today's Kitchen Sinks.....	P.18
MyA, the Multifresh® Multi-Purpose Assistant.....	P.20
Creating Healthier Diets on a Larger Scale.....	P.20



# The Demand for Natural Coloring & the Necessity for Food Monitoring

Colors are authorized food additives that are used to compensate for naturally occurring color loss during food processing or to provide an attractive color to products lacking any natural color, such as carbonated beverages. Together with flavorings and processing aids, colors are critical additives employed by the food industry to ensure consistent products with organoleptic qualities demanded by the consumer. However, synthetic food colors have not enjoyed a good reputation and consumers are increasingly demanding for 'additive-free' and 'natural' foods.

## A demand for natural colors

Nowadays colors such as "Sunset Yellow", "Allura Red", "Tartrazine", and "Erythrosine", are being replaced by natural colors. This has been driven by consumer concerns about synthetic chemicals and a desire for 'additive-free' and 'natural' foods. As a matter of fact, there have been reports of an alleged association between hyperactivity in young children and their consumption of synthetic colors. In contrast to synthetic colors, natural colors are derived from a variety of plant sources, for example betanin (E162) is natural red color obtained by extracting beets, and chlorophyll (E141) is a green color obtained by extracting the sodium/copper derivative of chlorophyll from various plant materials. All food colors undergo strict toxicological evaluation before being permitted to be used in foods, and in the last four to five years both synthetic and natural food colors have undergone safety re-evaluation by the **European Food Safety Authority**.

## Regulation and food adulteration

Only authorized colors are permitted to be used in food, and it is regarded as misleading to add color to mask poor quality or otherwise attempt to deceive the consumer. However, in the last few years there have been a number of high profile incidents concerning unauthorized Sudan dyes being found in foods. These dyes are synthetic compounds used for coloring solvents, waxes, toys, cosmetics, petrol, oils, and shoe and floor polishes. Because of their suspected carcinogenicity (classified as category 3 carcinogens by the **International Agency for Research on Cancer**) the use of Sudan I-IV colors is banned in the **European Union (EU)**, and control measures regarding chili, chili products, curcuma, and palm oil were introduced in 2007-2008. These colors are also not permitted to be used in foods in China or the United States. However, because of widespread availability, low price, and stability, dyes are still being used for food adulteration. The **EU Rapid Alert**



*"In contrast to synthetic colors, natural colors are derived from a variety of plant sources"*

**System for Food and Feed (RASFF)** has shown that Sudan I and IV are the most frequently used illegal dyes in chili and sauces, with adulterated products mostly from India, Pakistan, and Turkey. An action limit of 0.5 mg/kg in chili products was set by the EU as an indication of adulteration. In fact concentrations as high as 100-1000 mg/kg for Sudan I have been used illegally in chili products, but as chili is frequently used as an ingredient in composite processed foods there is consequent dilution in the final product.

Fortunately constant monitoring by food safety authorities across the world has largely reduced the incidence of use of illegal dyes in spices, although this food scare damaged the already tarnished image of food colors. For the future it seems unlikely there will be a resurgence in use of synthetic colors, and where alternatives exist they will be progressively replaced by natural colors. ■

### Source:

Dr. Hamide Senyuva  
FoodLife International Ltd  
E-mail: [hamide.senyuva@foodlifeint.com](mailto:hamide.senyuva@foodlifeint.com)  
Web: [www.foodlifeint.com](http://www.foodlifeint.com)

تعتبر الملونات من المضافات الغذائية المسموح باستعمالها عالمياً وهي تستخدم للتعويض عن الخسارة الطبيعية للون أثناء تصنيع الأطعمة أو لإعطاء المنتجات التي تفتقر إلى أي لون طبيعي ألوان جذابة مثل المشروبات الغازية. تعتبر الملونات سواء استعملت مع المنكهات أو في عملية تصنيع الأطعمة من المضافات الخطرة التي يعتمد عليها قطاع صناعة الأغذية من أجل ضمان الحصول على منتجات تتلاءم مع العوامل الحسية التي يطالب بها المستهلك. على صعيد آخر، لم تحظ ملونات الأطعمة الاصطناعية التي تستعمل في صناعة المواد الغذائية بسمعة جيدة لذا نجد المستهلك يطالب بشكل متزايد بمنتجات خالية من المضافات بالإضافة إلى أطعمة طبيعية. وقد أشارت تقارير إلى الصلة القوية التي تربط استهلاك الأطفال للملونات الاصطناعية بقلّة الانتباه والنشاط المفرط. ولحسن الحظ فإن المراقبة المستمرة من قبل السلطات والمؤسسات المعنية بسلامة الأطعمة حول العالم قد أدت إلى تخفيض حالات استعمال الملونات غير القانونية في التوابل إلى حد كبير على الرغم من أن الخوف من هذه الأطعمة قد أدى إلى زيادة تشويه صورة الملونات الغذائية.

# Döhler: from Raw Material Selection to Product Application

As a vertically-integrated provider of natural ingredients and ingredient systems, with its own fruit and vegetable processing, **Döhler** displays in-depth expertise in natural raw materials, their processing and formulation, and their application to create stable final products. On this basis, the company has developed a comprehensive spectrum of shining, natural colors for beverage and food applications which are guaranteed to catch the eye. The portfolio comprises coloring vegetable and fruit concentrates, natural colors and various color and cloud emulsions in standardized high quality, ensuring outstanding sensory properties and optimum stability in the end product. The color competence of the globally active company can be reflected at its best in Red Brilliance: a range of intensive, natural coloring concentrates obtained from the black carrot. Thanks to state-of-the-art technology, Döhler has been able to optimize the physical processing of the black carrot. The coloring concentrates gained from this processing are far superior to other anthocyanin-based colors in terms of stability and cost-in-use. The color shades range from warm and bright red tones to ruby tones and even bluish shades of red.



**Red Brilliance: natural coloring concentrates obtained from the black carrot**

Döhler supervises the entire value chain: starting with researching and selecting the seeds, cultivating and harvesting the black carrot, all the way to processing the coloring concentrates for customer-specific food and beverage applications. ■

# Kanegrade for the Natural Color Industry

Using artificial colors is a thing of the past as natural colors are becoming the choice for many manufacturers. Natural colors can provide vivid coloring and are available in every desired shade. Established over 25 years ago, **Kanegrade** is now a color specialist offering a diverse range of natural colors for all types of applications. These applications cater for the entire food, beverage, dairy, confectionery, pharmaceuticals and cosmetics industry. All the colors are produced in a sustainable capacity in view of

providing the most stable and high quality products. The color manufacturer is also able to extend a technical advice service to customers on the usage of products. Kanegrade supplies to clients in over one hundred countries around the world, ranging from multi-national corporations to small, niche manufacturers. It also works with development teams to create innovative bespoke ranges designed specifically for their new product launches.

Kanegrade have launched its KANEBERRY® trademark to promote its extensive natural colors range. Natural colors are a healthy substitute to artificial colors, and one of the company specialties is to provide advice, technical implementation & assistance. Some examples of Kanegrade's new unique colors include:

- Clear Orange Beta Carotene Liquid for beverages- stable in heat and light
- Vegetable Blends for beverages- stable in heat and light
- Oil Soluble Colors for white chocolate and biscuit cream
- Cherry Color for beverages- blend of Cochineal and Annatto colors. ■





EXBERRY®

## YOU DEVELOP RECIPES FOR SUCCESS. WE GROW IT.

When it comes to colouring food naturally, more and more technologists and concept developers are choosing the genuine alternative. EXBERRY® Colouring Foods are simply made from edible, plant-based materials – with no artificial additives or organic solvents. It can deliver sustainable results to you that are future-proof. With our know-how from more than 30 years of experience, we support you throughout the whole manufacturing process of colouring your products. Find out for yourself and see the latest developments at [gnt-group.com](http://gnt-group.com)

GROWING COLOURS

GNT

# Carmine at the Heart of Amendment

Carmine is an aluminium lake derived from the cochineal insect. Several scientific studies have shown evidence of neurotoxicity, including the increased risk of Alzheimer’s disease, associated with high-concentration aluminium exposure (2.3mg/kg body weight). Based on these studies, **EFSA** recommends lowering the maximum tolerable weekly intake to 1mg/kg of body weight. Regulation N° 380/2012, (amendment to appendix III of regulation N° 1333/2008), follows the recommendation and sets maximum levels of aluminium from aluminium lakes in each food category, and even prohibits their use, for example, in ice cream. The deadline for its implementation is approaching (August 1st, 2014). After several years of research into replacing carmine, **DIANA** now offers a range of alternatives tailored to various applications. As *Armelle Guichard*, in charge of the DIANA color range, explains: «Carmine has already been challenged on several points: its animal origin, its sharp price fluctuation, its allergenic risks... and of course its aluminium content. We offer a wide range of natural, clean-label alternatives that can be clearly and transparently conveyed to consumers».



Red coloring in ice cream

**About DIANA COLOUR’IMPACT Naturally:**

The DIANA Food division offers a wide range of coloring foods and natural colors. The company offers fully integrated expertise in varietal seed selection, raw material control, use of appropriate production technology and creation of innovative solutions tailored to different applications and markets. ■

# Sensient Launches New Color Shades

**Sensient Food Colors** Europe has extended its Cardea™ range with an even wider choice of bright new color shades. The company’s product line is completely composed of natural ingredients and concentrates meeting growing clean labeling demands and fits perfectly with the new EU guidance notes on coloring food. The Cardea™ concept unlocks nature’s full color potential with carefully selected raw materials processed with proprietary technologies offering bright shades and strong natural positioning. “Through screening a wide choice of ingredients, our scientists defined

their characteristic functionality to optimize superior performance in food and beverage applications. This allows protection against both oxidation and fading in order to safeguard the intense natural color shades available. These new shades are especially suitable for sweet and fruity applications such as yoghurt, dairy and fruit preparations as well as confectionery and other food and beverage use.”, says Dr. *Roland Beck*, Managing Director of **Sensient Colors Europe GmbH**. The unique composition of Cardea™ enables food manufacturers to claim the total formulation of the coloring preparation as natural and complies with the new EU guidance notes. Together with superior coloring performance and consistent color shades, the new range is a winning combination.

Sensient Food Colors Europe is a unit of **Sensient Technologies Corporation**, a global manufacturer and marketer of colors, flavors and fragrances. Sensient employs advanced technologies at facilities around the world to develop specialty food and beverage systems, cosmetic and pharmaceutical systems, inkjet and specialty inks and colors, and other specialty and fine chemicals. ■



Cardea™ concept unlocks nature’s full color potential

# Beverage Packaging Market: An Evolving Segment

**A**s manufacturers and marketers turn their interest toward meeting the specific needs of different target segments through the adoption of a number of criteria such as age, gender, lifestyle and purchasing power, the global beverage market is becoming more and more competitive and sophisticated. Thus, packaging innovation is required to meet the various and changing needs. According to a report published by **MarketsandMarkets**, the global packaging market is mainly driven by innovative convenience and the adoption of novel pack types such as pouches, cartons and decreasing pack sizes. As far as the material is concerned, paperboard is expected to grow with the highest rate of 6.5 percent by 2018 driven by the increased demand of carton pack types in dairy and non-alcoholic beverages.

## Global beverage packaging market characteristics

The global beverage packaging market is expected to reach USD125.7 billion by 2018, stated MarketsandMarkets in its latest report. The beverage packaging market is directly proportional to the beverage industry's growth as both are quite interdependent. Moreover, factors such as affordability, convenience, and penetration of retail chains serve as strong impetus to the market development. The market is dominated by bottles segment owing to the increase in usage of PET bottles in Eastern Europe and the APAC (Asia Pacific) region. As a matter of fact, Europe has the highest market share of 27.3 percent in the global beverage packaging market, reveals the report. Moving forward, in the APAC and ROW (Rest of the world) regions, the growing population, the increase in disposable incomes, the change in life styles, and the easy product availability are all contributing to the demand for packaging companies and thus providing new prospects for revenue growth. Major players in the beverage packaging market include **Tetra Laval** (Switzerland), **Owens-Illinois** (U.S.), **Rexam** (U.K.), **Ball Corporation** (U.S.), **Amcor** (Australia), and **Crown Holdings** (U.S.). According to the same report, these companies compete to target the APAC region through major acquisitions and new capacity additions.

## New alternative packaging format

The market for beverages is dominated by the non-alcoholic segment which is made of packaged water, carbonated soft drinks and other functional drinks and juices. These various types of beverages fuel the strong demand for beverage packaging industry. According to the research company **Canadean**, 2012 and 2013 have seen an increased breakdown in pre-conceptions of packaging formats for certain drinks, with producers



Photo Courtesy of KRONES AG

*"... Europe has the highest market share of 27.3 percent"*

starting to adopt the 'alternative packaging format' prototypes that were initially launched years prior. Where bottles used to be glass or plastic, these could now be made from board or rigid metal, reveals the company. Cartons format are also being used where these are shaped in a user friendly way. These new formats serve better the customer as they provide easiness while pouring the beverage. Furthermore, MarketsandMarkets affirms that in the case of materials, paperboard is expected to grow with the highest rate of 6.5 percent by 2018 driven by an increase in use of carton pack types for various dairy and non-alcoholic beverages. Visual enhancements including different finishes and inks are also being highlighted in order to attract consumer's attention and provide shelf appeal. Finally, it is worth mentioning that manufacturers are increasingly involving consumers' opinion with regard to more suitable shapes, sizes, and packaging designs. ■

### Prepared by:

Rawand Fakh  
Editor and Researcher

يسعى المصنعون والمسوقون في قطاع المشروبات إلى تلبية الاحتياجات الخاصة للشرائح الهدف المختلفة والتي تركز على معايير مثل العمر والجنس ونمط الحياة والقوة الشرائية مما أدى إلى تمييز سوق المشروبات العالمية واتسامها بالتنافسية والتطور الدائم. وعليه كان لا بد من إيجاد أساليب توضيب مبتكرة من أجل تلبية مختلف الاحتياجات المتغيرة. وقد أشارت (MarketsandMarkets) في تقرير نشرته مؤخراً إلى أن العوامل التي تحرك سوق التوضيب العالمية مرتبطة بشكل أساسي بصفات تعتمد على أساليب التوضيب السهلة وعلى أنواع توضيب جديدة مثل الأكياس وعلب الكرتون والحزم ذات الأحجام الصغيرة. وأضاف التقرير أنه من المتوقع أن تصل سوق توضيب المشروبات إلى ١٢٥.٧ مليار دولار أمريكي بحلول العام ٢٠١٨ مع الإشارة إلى أن سوق توضيب المشروبات مرتبطة بشكل وثيق بنمو قطاع المشروبات.

# Cama to Disclose New Break-Through Generation

**Cama Group** will be attending Düsseldorf packaging exhibition interpack in order to show its new concept



**Cama Delta Triaflex robot picking up and depositing chocolate bars**

of machines: the Break-Through Generation. The Italian Company is renowned for the Lean Design of its secondary packaging machines and robots. Cama engineers have been designing machines complying with TPM over the last ten years, reaching excellent results not only in terms of technical solutions but in accessibility and hygienic design.

The Italian company will show a new Side Loading concept, identified as CL 175, offering, according to the company engineers, the maximum of flexibility. The system is giving an answer to those who are looking for a machine which is able to work with different speeds, different product sizes and different, sometimes with important variations, carton dimensions. On the Robotics side, Cama will show a state of the art loading unit, where 12 Delta type robots are working together proving the highly sophisticated Co-Flow loading system, now taken to its best electronic and mechanical engineers. The company also announced the release of a high speed Star-Wheel system developed together with **SPS (PFM Group)**. The feeding system is proof of the close relationship between the 2 companies and for sure a new important device to provide High Speed Turnkey solutions. ■

# Affordable Packaging Technology from Krones

From the fields of plastics technology, container dress technology, plus packing and palletising technology, **Krones AG**, Neutraubling, Germany, will at the interpack 2014 be showcasing a whole series of innovations and design enhancements. All of them geared to creating even lighter, more attractive, consumer-friendlier packages, plus energy-economical, eco-friendly and affordable production operations designed to reduce the total cost of ownership. In the field of plastics technology, the company has developed a new base design for PET containers that features better resistance to heat and pressure coupled with good stability during transport. In comparison to classical hotfill, filling this bottle in the NitroHotfill process enables lower bottle weights to be used, even at high line speeds. In actual operation, the NitroHotfill process, which is used with fruit juices and other sensitive beverages, enables bottle weights down to an exceptionally light 15.5 grams to be achieved. But it's not only with sensitive beverages like fruit juices that the thrust towards lightweight containers is being progressed. For carbonated beverages, too, Krones will be exhibiting a true lightweight, one that weighs 30 to 45 percent less than



**Krones AG to present a whole series of innovations at Interpack 2014**

comparable PET containers on the market: the "PET lite 9.9 carbonated", a prize-winning study based on the NitroPouch concept. This 500-millilitre bottle, weighing a mere 9.9 grams, scores highly in terms of low material costs and suitability for use at high line speeds. ■

# WHATEVER YOU MAKE, MAKE CERTAIN YOU GET THE MOST OUT OF INTERPACK.



There's only one way to be sure of free tickets to the Interpack show, access to expert presentations, VIP gift bags and entry into a draw to win one of two iPads. And that's with the Ishida Certainty Card. And it's free. Just call us on +971 (0)4 229 1933 or visit [www.ishidaeuropa.com](http://www.ishidaeuropa.com) to get one of the limited number of tickets available. And, whatever you make, **make certain.**

See you on Stand A25/26 in Hall 15.



# GEA Food Solutions at Interpack

**GEA** Food Solution's equipment on display on stand B09 in Hall 7a at Interpack reinforces the statement 'We process and pack it all', the chosen theme for this event. In addition to a fully configured high-speed slicing/packaging line, there are two more thermoformers and one more slicer from GEA Food Solutions, a dedicated GEA Tiromat medical packaging thermoformer, a traysealer and three GEA SmartPackers vertical bagging machines as well as two GEA Aquarius lollipop production machines. All are developed to have a measurable impact on yield, productivity, uptime, quality, flexibility and cost effectiveness, and are the result of more than 60 years' experience in the industry. The highlights include an intelligent outfeed system for the speed-optimized GEA PowerPakSpeed, an innovative approach to sealing PE bags that slashes downtime in IQF applications and for the lollipop equipment a revolutionary high performance FlatFormWrap machine with highest speed in the market, with a hardened die set with pre and post pressing system for even better shaped lollipops in beautiful sandwich wrap. Additional news from the vertical baggers includes ultrasonic sealing of thin (30 micron) OPP film bags, smart tools to eliminate human error and optimal speed perfor-



**GEA zero reject sealing system for fresh salad**

mance regardless of bag length. GEA Food Solutions specializes in performance-focused solutions for the food industry, from single machines to complete production lines for the preparation, marination, processing, slicing and packaging of primarily meat, poultry, fish, seafood and cheese-based products. ■

# New Shape for Tetra Brik® Aseptic Family

**Tetra Pak®** announces the launch of the Tetra Brik® Aseptic 250 Base Crystal. Featuring two crystal shaped panels on the front side of the familiar Tetra Brik Aseptic, the new package provides customers with more graphic design possibilities, helping



The new package provides customers with more graphic design possibilities

their products stand out on shelf. "As consumers have less time to choose from an increasingly wide range of products, differentiation becomes more important to brands. This new package is a way for food producers to bring distinctiveness to their brands through a low-cost, retrofittable solution," says *Manuel Calderon*, Product Director at Tetra Pak. Following a successful field test with Mengniu, an important dairy producer in China, the new package will now be launched worldwide. "We appreciate cost efficient solutions such as the retrofittable solution of Tetra Brik Aseptic Crystal," says *Zhao Xingji*, Head of Brand Management at Mengniu Dairy. "It provides us a simple way to support the upgrade of our dairy drinks products." Consumer research in both China and Pakistan found that the Tetra Brik® Aseptic 250 Base Crystal performs strongly in package design, visual appeal and functionality. With an increased stiffness of the packaging material, the new package shape enables retailers to stack and distribute packages efficiently. In addition, it also has a robust environmental profile, with a higher paper content and increased renewability. Tetra Brik Aseptic 250 Base Crystal is retrofittable on existing TBA/22 filling lines. ■



## BEUMER Presents New Machines at Interpack 2014

At interpack 2014, (May 8 to 14, Düsseldorf), **BEUMER Group** will be exhibiting for the first time as a one-stop supplier of filling, palletizing and packaging equipment. BEUMER is consistently following the high aspiration of providing its customers with sustainable solutions in all areas – for example with the new BEUMER fillpac. This machine can be incorporated flexibly into existing packaging lines. The system is equipped with a calibratable weigher. Here, the weighing electronics ensures that the fillpac always achieves accurate filling quantities. Special software enables the weigher to communicate continuously with the filling spouts. This enables the user to get the best out of



### BEUMER paletpac high-performance layer palletizer

his packaging line, as it is not necessary to reject bags with incorrect weights from the process. BEUMER has also completely revamped the BEUMER paletpac high-performance layer palletizer in order to stack paper, PE and PP bags on different sized pallets flexibly, accurately and stably, and now even more efficiently. Users now benefit from improved accessibility, shorter installation time, greater flexibility and therefore, above all, lower costs. Depending on the product requirements, the BEUMER paletpac is fitted with a rotary clamp or double belt turning device. BEUMER also offers the robotpac, a space-saving, fully automatic articulated robot which is able to perform complex palletizing and depalletizing tasks reliably and efficiently. Containers such as bags, cartons, boxes, canisters and trays can be stacked safely and economically. ■

**BEUMER GROUP**

Visit us!  
Interpack 2014, Düsseldorf, Germany  
May 8 - 14, 2014  
Hall 12, stand D36

Visit us!  
CeMAT 2014, Hanover, Germany  
May 19 - 23, 2014  
Hall 27, stand H32

**SOME THINK  
OPTIMAL LOAD  
STABILITY  
COSTS MORE.  
WE THINK  
DIFFERENT.**

At BEUMER we have a reputation for making things a little different. Take the BEUMER stretch hood® transport packaging system. In a sector where energy-intensive shrink hooding or stretch wrapping is the norm, the stretch hood method represents the state-of-the-art sustainable alternative. The result: better load stability, higher throughput and environmental protection, up to 10 times less film consumption and 90% energy savings.

For more information, visit:  
[www.beumergroup.com](http://www.beumergroup.com)

**BEUMER** GROUP  
MADE DIFFERENT

## CSB to Support Factory Efficiency

On the Fresh Solutions area of the **Ishida Europe** stand at this year's Interpack, food and drink IT specialist **CSB-System International** will demonstrate how its systems and hardware can be integrated into packing lines to help deliver optimised processing, high efficiencies and comprehensive data reporting. On show as part of Ishida's full packing line for fresh products will be CSB's advanced CSB-Rack® work station that combines automated data capture for weighing, pricing and labelling in a single operation. The CSB-Rack® is a versatile system that integrates real time operating data with full traceability covering procurement of raw materials, processing and quality control and final labelling. This creates a cost-effective solution that rationalises and keeps to a minimum documentation and labelling requirements. The robust design of the machine – with stainless steel body and shatter-proof shields for the display and touch screen – means it can operate in even the harshest of factory environments including extreme temperatures and high humidity. The intuitive touchscreen with water-proof surface also ensures ease of use. CSB offers a wide range of food-specific business software that provides full integration of operations. These include Mobile Enterprise



### CSB offers a wide range of food-specific business software

Resource Planning (M-ERP®) for fast and location-independent information processing; traceability systems that cover not only raw material procurement, processing, quality management and labelling but also recipe components, ingredients and sustainability information; and full production planning. ■

## New Food Tub Has Re-Closing Convenience

**RPC Bebo Plastik** has introduced a versatile and user-friendly re-closable food packaging concept for a variety of applications, including soups, sauces and



**RPC Bebo Plastik** introduces user-friendly re-closable food packaging concept

ready meals. The new Bebo Twist™ container can be specified in either mono or multilayer polypropylene and with a variety of decoration options to meet individual customer requirements. The thermoformed tub incorporates thread segments in the seal flange which securely lock with the inner thread flights on the injection moulded PP lids to combine easy and reliable opening and closing with an accurately fitting lid that keeps product safe between uses. The high-barrier version features an EVOH layer that provides an effective barrier against oxygen ingress for an extended ambient shelf life. It also delivers the necessary strength to allow hot fill, pasteurisation, sterilisation and aseptic filling. The tub can be decorated by in-mould label thermoforming or by printing, labelling or sleeving after manufacture, enabling food manufacturers to create effective on-shelf differentiation and tailor the pack to meet specific brand objectives. The complementary cap, injection moulded by RPC Bramlage Food, can also be labelled. "Our new Bebo Twist™ tub combines consumer convenience with effective product protection and promotion," comments *Robert Steinmeijer*, RPC Bebo sales and marketing manager. "Initial customer reaction has been extremely positive with the first two product launches already in the pipeline for 2014." ■

# Food Industry Growth Results in Refrigerants' High Demand

In recent years, the rapid economic growth of the food industry in most of emerging countries has resulted in significant demand for refrigerants. As a matter of fact, positive growth in the food industry has stimulated both the commercial refrigerators segment as well as the transportation refrigeration segment. According to a report by **Transparency Market Research**, the global commercial refrigeration equipment market is expected to reach USD46.6 billion in 2018 and the transportation refrigeration segment is expected to attain revenue of USD10.2 billion by 2018 growing at a CAGR of 11.1 percent from 2012 to 2018. Moreover, it is worth mentioning that in 2012 Asia Pacific led the commercial refrigeration equipment market in terms of revenue with 34.1 percent market share, revealed **MarketsandMarkets** in a recent report.

## Growth of the refrigerator segment

Positive growth in the food industry has stimulated the growth of commercial refrigerators and related equipment market. According to **Transparency Market Research**, the global commercial refrigeration equipment market accounted USD29.1 billion in 2012 and is expected to reach USD46.6 billion in 2018, growing at a CAGR of about 8.2 percent from 2012 to 2018. Factors fuelling the segment include continuous evolving technology, changing food consumption trends and rising international food trade. The emergence of supermarkets and fast food chains, the rise in horticulture, and the increase of sea-food and processed food exports across the globe, have also drove the growth. Some of the major players leading the market include **Daikin Industries Ltd.**, **Carrier**, **Dover**, **ITW**, and **Hussmann**. Through continuous innovation and development, these players continue to dominate the commercial refrigeration equipment market. Nevertheless it is worthwhile noting that some of the key restraints for the commercial refrigeration equipment market include less energy-efficient commercial refrigeration equipment, increasing fuel cost and Montreal and Kyoto protocols. Moving forward, the report affirms

“...the transportation refrigeration segment retains nowadays the maximum share of 18.8 percent”



that the transportation refrigeration segment retains nowadays the maximum share of 18.8 percent with revenue of USD5.4 billion owing to the rise in international food trade across the globe. The segment is expected to attain revenue of USD10.2 billion in 2018 at a CAGR of 11.1 percent from 2012 to 2018.

## Alternative cooling technologies & market players

Alternative cooling technologies are being considered by refrigerators manufacturers, affirms **Transparency Market Research** in its report. For instance, technologies involving high energy sound waves are being implemented. These cause inert gases to oscillate and consequently cool the surrounding. Other variables are also being considered to improve refrigerators efficiency. These involve enhanced heat exchangers, variable speed fans, and competent compressors. Manufacturers are also moving toward frost free refrigerators compared to direct cool refrigerators.

In the overall global market, Asia Pacific leads the commercial refrigeration equipment market in terms of revenue with 34.1 percent market share, followed by North America, stated the report. According to **MarketsandMarkets**, this region totaled in 2012 around half of the world market; this increase is mainly due to rising demand from increasing middle class population in developing countries such as China and India. Finally, key participants competing in the refrigeration equipment arena include **Whirlpool India Ltd.**, **Videocon Industries Ltd.**, **Samsung Electronics Pvt. Ltd.**, **LG Electronics Pvt. Ltd.**, and **Godrej Appliances**. ■

### Prepared by:

Soha Ghandour  
Assistant Editor and Researcher

أدى النمو الاقتصادي السريع في معظم البلدان الناشئة في السنوات الأخيرة الماضية إلى تزايد الطلب على المبرّدات. وقد استحوذت منطقة آسيا والمحيط الهادئ على الجزء الأكبر من الطلب على المبرّدات في العام ٢٠١٢ وفقاً لتقرير صادر عن شركة **MarketsandMarkets**. زد على ذلك، أدى النمو الإيجابي في صناعة المأكولات إلى تحفيز قطاع التلاجات التجارية بالإضافة إلى قطاع النقل التبريدي. أما شركة **Transparency Market Research** فقد أشارت في أحد تقاريرها إلى أنه من المتوقع أن تصل سوق معدات التبريد التجارية العالمية إلى ٤٦,٦ مليار دولار أمريكي في العام ٢٠١٨ على أن يسجل قطاع نقل التبريد بدوره ١٠,٢ مليار دولار أمريكي بحلول العام ٢٠١٨ محققاً بالتالي معدل نمو سنوي مركّب نسبته ١١,١ في المئة في الفترة الممتدة من ٢٠١٢ إلى ٢٠١٨.

## New Flight-type Dishwashers by HOBART

Superior warewashing technology is visible at first glance: with their unique, elegant design, the new flight-type dishwashers PREMAX and PROFI by **HOBART** immediately catch the eye. Under the attrac-



Cumbersome trays move on a separate conveyor at the same time as the usual wash ware

tive stainless steel facade of the generation 2014 the warewashing technology manufacturer from Offenburg is presenting two world debuts: the AUTO-CLEAN self-cleaning system and TRAY-LINE technology. The self-cleaning system AUTO-CLEAN makes cleaning machines easier than ever. By the push of a button the programme automatically cleans the entire interior. The second world debut is the unique TRAY-LINE technology. Cumbersome trays move on a separate conveyor at the same time as the usual wash ware, and they are automatically stacked in the outfeed area of the machine. Operating the world's most economical flight-type dishwashers has never been so easy. The new touch-screen control is self-explanatory and provides a wide selection of additional functions for safe handling and effective monitoring. With a number of new programs, the SENSOTRONIC Washing Intelligence of the generation 2014 has become even more intelligent. In terms of efficiency and ecology the new HOBART flight-type dishwashers set standards for commercial warewashing. Generation 2014 uses up to 15 percent less fresh water compared to previous models. In this way the company is taking yet another step towards its vision of "Wash without Water". ■

## New Look for Today's Kitchen Sinks

To meet the wide range of different needs, **GROHE** has revamped its popular Zedra faucet which now comes with improved functions and a rejuvenated look for today's kitchen sinks. The single most important element on the New Zedra kitchen mixer is the smoothly integrated diverter button on the pull-out spray. Its toggle design makes it particularly easy to switch between the mousseur and the spray modes – by simply pushing either end of the switch to lock it into place. For added convenience, switching between the two modes is also possible while the water is running. The high-arching spout is not only a stylish design feature but also adds to the functionality of the mixer - filling tall vases and large pots has never been more convenient. The pull-out spray extends the mixer's reach even further for maximum flexibility while doing kitchen work. Furthermore, modern GROHE technologies make sure that the water temperature and the water flow are exceedingly easy to control. The ergonomically shaped lever will respond to the lightest touch. This kind of fingertip control is made possible by GROHE SilkMove® cartridge technology which will ensure the uniquely smooth action of the lever for many years to come. Another GROHE innovation comes



New Zedra mixer from GROHE

in the form of the SpeedClean surface of the spray face. It reliably prevents the spray from clogging up with lime - simply wipe across the nozzles to remove any deposits. ■

*Form your ideas  
into success*

60  
1954 - 2014



*Sticks, balls, dumplings and more*

## *Produce well-formed and dimensionally stable individual trend products.*

The fully-automatic Handtmann forming systems are the perfect response of small to large-scale producers to the ever-increasing requirements for production efficiency and product diversity. For skinless products of varying cross-sections.

- *Forming system FS 510 for fully automatic forming*
- *Cutting unit SE 444 for accurate forming and precise cutting*



**interpack**  
PROCESSED FOODS  
LEADING TRADE FAIR

8th-14th May 2014  
Düsseldorf, Germany  
Hall 5, C38

**handtmann**  
Ideas for the future.

# MyA, the Multifresh® Multi-Purpose Assistant

**Irinox** MultiFresh® the blast chiller that combines chilling functions (cooling, freezing, thawing) and warming functions (low temperature cooking, regeneration, pasteurization, proofing, holding) in a single appliance, is now easier to use, thanks to MyA. The new touch screen interface with 7" screen has made the chiller even more intuitive, with clear icons for choosing the most suitable functions and cycles for production. The parameters – time, ventilation, core temperature – can be altered at any moment to create the ideal process for each product. The interface presents chefs with many opportunities; guided by intuitive icons, they can create a list of favorite cycles or record the ideal cycle by making ad hoc adjustments to the production process, find answers to all their queries about the new interface with a complete on-line guide, or choose the continuous cycle to freeze or chill for more than 8 hours without interruption. Using MultiFresh® one can chill or freeze with cycles dedicated to catering, bakery, ice cream and bread making. One can do safe, controlled thawing without stressing food, proof at constant temperature and humidity that develops the structure and provides crisp crumbly pastry, cook meat and fish at low temperature, going on automatically to



**MyA** The new touch screen interface with 7" screen

chilling or freezing, which reduces shrinkage significantly and exalts the flavor of the food. Last but not least, one can regenerate cooked food just in time for serving or hold at the required temperature. ■

# Creating Healthier Diets on a Larger Scale

**Philips** is introducing the Airfryer XL to meet the needs of families in the Middle East who want to cook healthier food at home. Since its launch in 2011, the Airfryer has proven extremely popular in the region, allowing people to enjoy tasty fried



**Philips** introduces the Airfryer XL

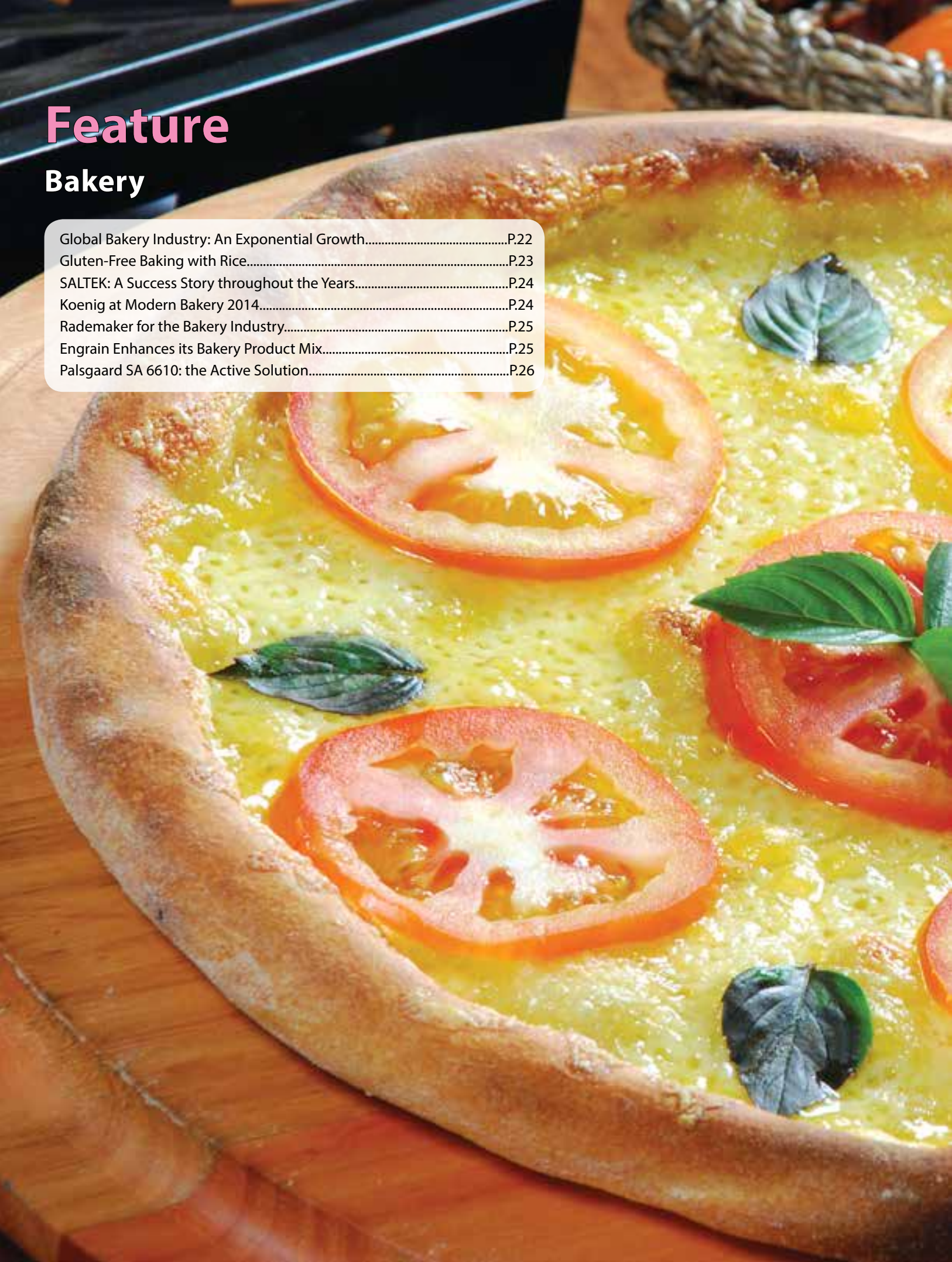
food with up to 80 percent less fat than traditional frying and without the need to add oil. Now, the Airfryer XL meets the needs of larger families with a capacity to cook 50 percent more, which is up to 1.2 kilograms in one go, using the same revolutionary Philips Rapid Air technology. The Philips technology is proven to be the healthiest way to eat fried foods compared to any other conventional appliance in the market.

Aarushi Agarwal, Regional Marketing Director, Philips Consumer Lifestyle Middle East & Turkey (MET) said: "Taking steps to prevent and control the health issues plaguing our region, has been our number one priority. Leading a healthy lifestyle doesn't mean that people need to take extreme measures and struggle or deprive themselves. Making small changes in cooking methods is one great step to ensure the entire family eats healthy. Philips is offering smart changes and choices in healthy cooking." The Philips Airfryer XL fries a huge variety of foods including chips, chicken and fish in minutes. It is great for cooking traditional Middle Eastern foods such as Falafel or Shish Barak, without having to fry in inches of oil and keeping just as much flavor as traditional cooking methods. ■

# Feature

## Bakery

Global Bakery Industry: An Exponential Growth.....	P.22
Gluten-Free Baking with Rice.....	P.23
SALTEK: A Success Story throughout the Years.....	P.24
Koenig at Modern Bakery 2014.....	P.24
Rademaker for the Bakery Industry.....	P.25
Engrain Enhances its Bakery Product Mix.....	P.25
Palsgaard SA 6610: the Active Solution.....	P.26



# Global Bakery Industry: An Exponential Growth

**N**owadays, changing lifestyles, better distribution channels, and progress in science and technology constitute major factors contributing to the growth in the bakery industry. In the western culture, breads and cakes constitute main staple food. As a matter of fact the annual per capita consumption of baked food in western countries is more than twenty-five times that of the Asian Pacific region. Despite the latter, the emerging markets of Asia Pacific are expected to witness strong growth in the bakery market. Moving on, **MarketsandMarkets** points out that the frozen bakery segment has grown considerably in recent times.

## Factors fuelling the growth

The growth in the bakery ingredients market is driven by culture and taste-buds highlights **Transparency Market Research** in its report. Additionally, changing lifestyles, better distribution channels, and progress in science and technology have furthermore contributed to industry's growth.

Particularly, emerging markets of Asia are expected to witness strong growth in the bakery market despite the uncertain world economic climate. The adoption of western lifestyles and eating habits, the increasing demand for convenient healthy and affordable baked goods, and the growing pipelines of hotels with record breaking tourist arrivals are some of the many factors fuelling the bakery and pastry industries in Asia, according to data published by the annual event **Food & Hotel Asia 2014**. Moving forward, it is worthwhile mentioning that the industry is highly competitive, hence constant innovation of products is constantly necessary to sustain the market.

## Asia-Pacific region poised to run the show

In the western culture, breads and cakes constitute leading staple food. As a matter of fact the annual per capita consumption of baked food in western countries is more than twenty-five times that of the Asia-Pacific region, according to a report published by Transparency Market Research. Despite the latter, the bakery industry is still expected to grow exponentially in Asia-Pacific region with India and China recording double digit growth in the bakery market. Furthermore, in its study, MarketsandMarkets reveals that Asia Pacific is expected to run the show in the frozen bakery segment: the region is projected to gain the most ground with 7.7 percent growth by 2018. Even though the consumption per capita is not set to match the



*"[...] the bakery industry is still expected to grow exponentially in Asia-Pacific region"*

western standards, the growing population in the Asia Pacific region is a key factor in the development of the bakery ingredient market.

## Frozen bakery segment grows considerably

One of the segments that have grown considerably in the bakery industry is the frozen bakery market. According to MarketsandMarkets study, the growth is largely fuelled by hectic schedules and rising awareness of nutritional facts amongst people. The frozen bakery segment is also benefiting owing to the fact that frozen products can be kept for longer period of time. Additionally, better value for money and new gender behavior are some of the other reasons contributing to the development of the segment. Regionally wise, the frozen bakery market is expected to show strong growth in North America and Europe. Europe formed the largest segment of the market in 2012 and is poised to grow at a CAGR of 6.9 percent by 2018, states the report. ■

### Prepared by:

Soha Ghandour  
Assistant Editor and Researcher

تساهم عوامل عدة مثل تغيير أنماط الحياة وتحسن قنوات التوزيع والتقدم العلمي والتكنولوجي في نمو صناعة الخبز. يُعتبر الخبز والكعك في الثقافة الغربية غذاءً رئيسياً أساسياً حيث يزيد معدل الاستهلاك السنوي للفرد من المنتجات الغذائية المخبوزة في الدول الغربية خمس وعشرين مرة عن معدل الاستهلاك السنوي للفرد في منطقة آسيا والمحيط الهادئ. وعلى الرغم من ذلك، من المتوقع أن تشهد منطقة آسيا والمحيط الهادئ نمواً قوياً في سوق الخبز. وتجدر الإشارة إلى أن اعتماد أنماط الحياة الغربية بالإضافة إلى عادات الأكل والطلب المتزايد على المنتجات المخبوزة الصحية والملائمة وذات السعر المعقول وغيرها من العوامل الإيجابية الأخرى يحرك صناعة المخبوزات والمعجنات في آسيا. ووفقاً لتقرير صادر عن (MarketsandMarkets)، فقد نما قطاع المخبوزات المثلجة بشكل كبير في الآونة الأخيرة حيث من المتوقع أن تستولي منطقة آسيا والمحيط الهادئ على دفة العرض في قطاع المخبوزات المثلجة مسجلة نمواً وقدره 7.7 في المئة بحلول العام 2018.



# Gluten-Free Baking with Rice

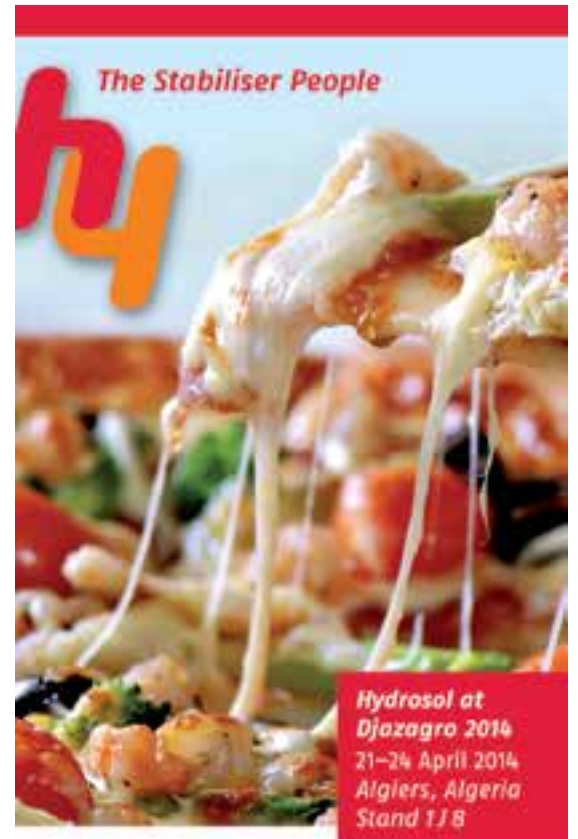


## DeutscheBack develops the series TopBake Rice and TopSweet Rice

The number of people who no longer consume foods containing gluten is increasing all the time. About ten percent of the world's population are potential buyers of gluten-free products for health or lifestyle reasons. The bakery products for this clientele are made from gluten-free grain types such as maize, rice, millet and buckwheat or the pseudocereals amaranth and quinoa.

**DeutscheBack** has developed the series TopBake Rice and TopSweet Rice in order to achieve optimum results from baking with gluten-free raw materials. The wide selection of functional systems is based mainly on hydrocolloids, dietary fibers, enzymes, and rice flour and starch and includes both single ingredients and premixes or ready-mixed flours for bread and pastry goods. The TopBake Rice Bread series for bread production has been extended. It is available as a 100 percent ready-mixed flour and as a 50 percent premix. Roasted seeds give the products a flavor typical of bread. In the production of allergen-free TopBake Rice Bread AF, care is taken to avoid the use of all known allergens. The range has now been complemented

by the development of TopBake Rice Bread QSD. The use of gluten-free sour dough gives the allergen-free products an intensive flavor and a darker crumb more typical of bread. The 50 percent premixes can be combined with other gluten-free flours. In order to optimize existing recipes in respect of shelf-life and succulence, two new products have been developed for the gluten-free range: TopBake Fresh 60 (Rice) is an enzyme system that delays aging of the crumb. With its excellent water-binding capacity, TopBake WA Pure (Rice) ensures a moister crumb. For pastry goods, TopSweet Cake Mix Rice is available as a universal premix for Madeira cake, short-cake biscuits, doughnuts or wafers. TopSweet Sponge Cake Rice was developed specially for sponge flan or gateau bases. It already contains baking powder, emulsifiers, flavorings and sugar, which means that no other gluten-free raw materials have to be purchased and stored. That greatly reduces the cost of raw material analyses and logistics, since all the products in the series are guaranteed to contain less than 20 ppm of gluten. ■



## Cheese – it's in the mix, with Hydrosol.

For pizza cheeses, cheese patties, cream cheese slices or recombined white, cream and salad cheese alternatives, our finely balanced hydrocolloid and protein mixtures stabilise your product consistency – and your production costs.

- Simple manufacture
- Balanced formulations
- Make many products with straightforward technology
- Also for use with milk powder

# hydrosol

THE STABILISER PEOPLE

Phone +49 (0) 41 02 / 202-003  
info@hydrosol.de, www.hydrosol.de

## SALTEK: A Success Story throughout the Years

Founded by Salkhanian Brothers in 1978- Lebanon, at a time when Pita Bread was still baked in traditional ways, **SALTEK** pioneered the production of fully Automated Pita Bread Production Lines. In fact, it was in 1981 when the company manufactured the First Automatic Production Line for Lebanese Pita Bread. Thanks to SALTEK determined vision for growth and the need to align with the requirements of the modern industries, the company has succeeded in combining tradition with modern technological progress. Hence, the result was in offering worldwide clients the best of modern equipment for the production of excellent Pita Bread; both for the needs of small, medium, and large scale bakeries, as well as supermarkets, hotels, NGOs, retail businesses etc., in which the company's brand has become a synonym of Pita Bread.

In the course of 35 years history, the company has implemented more than 3000 Pita Bread production lines and major projects in more than 75 countries. In its latest innovation and technological progress in the Pita Bread World, and besides possessing the ISO 9001:2008 Certificate for Quality Management



SALTEK staff

System, SALTEK has been granted a certificate on its Pita Bread Automatic Lines by **TUV Rheinland Company**. This certificate is in conformity with European Norms and Directives according to 2006/42/EC on Safety of Machinery. Finally, SALTEK, will be actively present this year at HORECA. ■

## Koenig at Modern Bakery 2014

Nowadays, **Koenig Maschinen** is an expert for machines and lines for the entire production of baking goods, from mixing to dividing and rounding, to prov-



The Mini Rex Multi by Koenig

ing and stamping, to baking as well as cooling. At this year's Modern Bakery, Koenig presents the customizable modular-type roll line *Combi Line* with daily demonstrations. This line is the ideal solution for bakeries looking for a high-performance line with low acquisition costs. The line operates with the head machine Classic Rex Futura in 5, 4 or 3 rows and is suitable for bread rolls of various sizes and shapes, such as round buns, stamped rolls (e.g. Kaiser, Rosettes and Star rolls), long rolled stamped products (e.g. Portuguese), Hamburger Buns, Hot Dog Buns and convoluted rolls (e.g. Mini Baguettes). The company will also present the *Artisan SFC*, a compact dough string line for quadrangular and triangular products. Thanks to various stamping tools, the Artisan SFC allows for high product diversity. Also on stand will be exposed the *Roto Passat* rack oven - already a benchmark of quality and long service life, which has been further developed regarding ease of maintenance, hygienic design and energy efficiency. Finally, will be presented *Mini Rex Multi*, a compact dough dividing and rounding machine with high weight ranges from 12 to 330g and an output rate of up to 3,600 pieces per hour in 3-row operation. This machine is not only suitable for bakeries, but also for the hotel and catering business. ■

## Rademaker for the Bakery Industry

**Rademaker** managed to transform bakery traditions of the past into robust, state-of-the-art industrial bakery production lines that meet and exceed customer requirements all across the world. Founded in 1977, Rademaker was one of the first companies to specialize in the development and supply of innovative solutions for the bakery industry. Today, it is one of the front runners in the bakery industry, with global presence and a service that goes well beyond the delivery and installation of bakery production lines and turn-key solutions alone. The solutions are geared towards the customer's specific dough process and products. The development process starts in the Rademaker Technology Centre where production processes are tested in an optimal testing environment. Furthermore, customers product demand are translated into a production line that will yield maximal results in terms of product quality and return on investment, with a focus on ingredient and waste reduction. It is worth noting that the company is an expert in stress-free dough sheeting and handling.

Rademaker portfolio contains a wide range of dough processing machines: Bread lines; Laminators; Croissant



**Rademaker portfolio contains a wide range of dough processing machines**

lines; Flatbread lines; Pizza lines; Make-up lines; Pie and Quiche lines; Depositors and Special production lines. ■

## Engrain Enhances its Bakery Product Mix

**Engrain** is enhancing their bakery mix products with the newest generation of extended shelf life (ESL) solutions.

The enzyme technology improves shelf life by delaying and reducing the staling of bread crumb. The products are able to keep the fresh softness in bread and buns for 7 to 14 days, or in some cases longer. Not only does Engrain



offer varying levels of concentration to fit the needs of bakeries of all sizes, but they also offer enzyme blends tailored to specific products and problems. Solutions like the ESL 600 are concentrated and focus specifically on softening. Other solutions such as the Spring 2500 + ESL pairs flour performance with extended shelf-life solutions to provide larger volumes, better stability, and finer crumb structure. Finally, items like VM + 5000 offer a complete blend that combines shelf life technology, improved flour performance, and mold inhibition. ■

Rademaker



### Specialist in food processing equipment

At Rademaker, we have managed to transform bakery traditions of the past into robust, state-of-the-art industrial bakery production lines.

Call +31 (0) 345 543543 for the specialist in food processing equipment and industrial baking systems. Or visit us at [www.rademaker.com](http://www.rademaker.com).

• Laminators • Croissant lines • Bread lines • Flatbread lines  
• Make up lines • Pie lines • Cake lines • Pizza base & topping lines  
• Specials • Depositors



Rademaker

Rademaker B.V. Tel. +31 345 543 543, info@rademaker.nl

# Palsgaard SA 6610: the Active Solution

In industrial baking, emulsifiers require sufficient strength to withstand the demanding processing, including mixing, pumping, aeration, baking and packing. During these different stages, there is a high risk that the product may not maintain the stability.

**Palsgaard SA 6610** has been designed with these demanding conditions in mind and offers a strong cost-in-use solution for the industrial cake producer due to its low dosage.

## Achieving activation

Activated cake emulsifier is a term used to describe the instant properties of the Palsgaard SA6610. The activation is achieved by applying the emulsifier to starch granules through specialized extrusion process. With a dry matter content of more than 92 percent, it has a higher emulsifier content than gels and it is in a stable alpha crystal form that is essential for proper aeration of cake batter. The individual small starch particles in the powder article of the emulsifier are covered by a monomolecular layer of Polyglycerol Ester. This results in a vast surface area, achieved by the company's patented extrusion process, which accounts for the high efficiency. The alpha crystal form is stable for a minimum of 18 months, contrary to many gels that may recrystallize quickly during storage, leaving white spots that are not whipping active.

## Free-from regulations

When considering product segments that fall within the bracket of free-from products, the regulations are strict. Producers require ingredients that comply within these regulations, while still being versatile and cost-saving. Palsgaard SA 6610 consists of one emulsifier and one activating medium – rice flour, which can be used for gluten-free formulations. These ingredients also have non-GMO status. Hence, using this emulsifier the manufacturer can be assured that product development can be positively and accurately targeted to the consumer requirements.

## Healthy reformulation

While cake products are considered indulgent, expanding product ranges to include healthier selections expands possible target consumers. A real benefit of Palsgaard SA 6610 is the ability to hold high amounts of liquid vegetable oil in the cake. This means easy transition for cake producers wanting to reformulate away from fat systems with less healthy vegetable fat types. These could be replaced with fats that are high in unsaturated fatty acids, a key consideration from the position of health advocates.



**Palsgaard SA 6610 has the ability to hold high amounts of liquid vegetable oil**

## Labeling considerations

One significant consideration is the requirement for leaner labeling. Shortening the list of additives is advantageous in almost all markets and Palsgaard SA 6610, with only one emulsifier and one activating food medium, stands out from most other solutions that require manufacturers to label 3-5 additives. This is the simplest possible declaration for an activated cake emulsifier and it makes it very easy to label and calculate nutritional profiles and decide on correct declarations.

## Practical production

Often implementation of quality programs such as HACCP leads to increased automation. Unlike most industrial cake emulsifiers, the emulsifier comes in powder form, making it easy to incorporate into fully automated production lines. It can be added directly to the cake batter without pre-hydration, preparatory steps or product loss. A direct dosing system into the mixing step will result in accurate dosing and improved consistency and quality in the finished products. Palsgaard's application specialists recommend a simple mixing solution to achieve a less time consuming mixing process. ■

# Industry Spotlights

## Food Safety

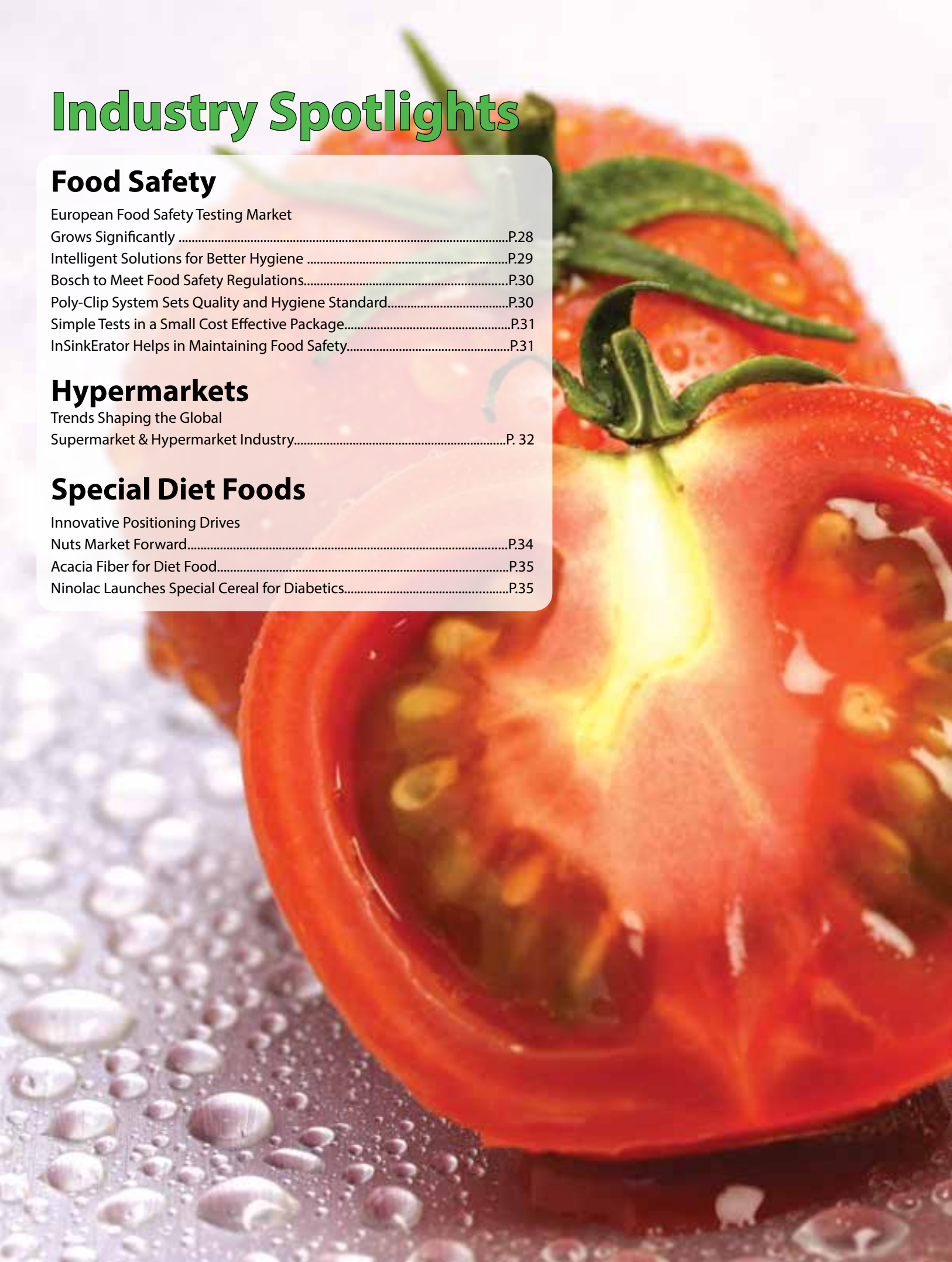
European Food Safety Testing Market	
Grows Significantly .....	P.28
Intelligent Solutions for Better Hygiene .....	P.29
Bosch to Meet Food Safety Regulations.....	P.30
Poly-Clip System Sets Quality and Hygiene Standard.....	P.30
Simple Tests in a Small Cost Effective Package.....	P.31
InSinkErator Helps in Maintaining Food Safety.....	P.31

## Hypermarkets

Trends Shaping the Global	
Supermarket & Hypermarket Industry.....	P. 32

## Special Diet Foods

Innovative Positioning Drives	
Nuts Market Forward.....	P.34
Acacia Fiber for Diet Food.....	P.35
Ninolac Launches Special Cereal for Diabetics.....	P.35



# European Food Safety Testing Market Grows Significantly

**T**he European food safety testing market is projected to reach USD4,068.8 million by 2018 and is projected to grow at a CAGR of 6.5 percent by 2018. Consumer demand for food safety in Europe, and the contamination of food products with genetically modified food, and their unknown effect upon consumption, have been driving the demand in food safety testing market. Moreover, the introduction of new and advanced technology for safety testing has further ensured growth of the market.

## Regulations fuel food safety testing market growth

The European food safety testing market includes testing for contaminants such as pathogens, toxins, genetically modified food, pesticides, and other contaminants in the food products such as meat and poultry products, dairy products, processed food, and fruit and vegetable, etc. The technology for safety testing includes traditional and rapid technology methods such as convenience-based, PCR-based, immunoassay-based, and other rapid methods such as HPLC and GC amongst others. The increasing outbreak of foodborne illnesses and poisoning risks in Europe has resulted in the **European Food Safety Authority (EFSA)** imposing strict food safety regulations. The regulations specify the maximum permitted level of any contaminant in food. EFSA has also specified that all food manufacturers are responsible for safety of food. Therefore, food safety testing has to be implemented throughout all stages of food production to ensure absence of contaminants and to prevent any potential health risks upon consumption of food. Furthermore, regulatory bodies in Europe have been implementing **Hazard Analysis Critical Control Point (HACCP)** systems to ensure food safety. Implementation of these regulations has resulted in the growth of the food safety testing market. Additionally, the globalization of food supply and consumer demands for food safety and information has further ensured the growth of the market.

## Factors & countries driving the growth

The European food safety testing market is projected to reach USD4,068.8 million by 2018 and is projected to grow at a CAGR of 6.5 percent by 2018. Pathogens have been the leading cause of foodborne poisoning or illness, hence, in 2012 pathogen testing dominated the food safety testing market in which salmonella testing accounted for the major share. In 2011, the foodborne outbreak of STEC E. coli in Germany was responsible for hemolytic-uremic syn-



*“Pathogens have been the leading cause of foodborne poisoning or illness”*

drome (HUS) in more than three thousand consumers and resulted in rigorous implementation of food safety regulations. As a result, Germany dominated the food safety testing market in 2012 and is projected to be the fastest growing food safety testing market in Europe. In the same year, the United Kingdom was the second largest market followed by France. It is worth mentioning that in 2012, contaminant testing in fruit and vegetable was the largest segment in European market.

The food safety concern among consumers has also been increasing due to the media influence and contamination of genetically modified food that may pose as an unknown risk upon consumption. The market has been driven by the testing of food material during every stage of food production and processing. In Europe, rapid technology market for contaminant testing has been increasing as they are less time consuming. Furthermore, major market players have been using strategies such as new product/service launch to detect the presence of contaminants in the food samples to strengthen their position in the market. ■

### Source:

MarketsandMarkets

Web: [www.marketsandmarkets.com](http://www.marketsandmarkets.com)

تشهد سوق اختبار سلامة الغذاء في أوروبا نمواً متزايداً حيث من المتوقع أن تتخطى الأربعة ملايين دولار أمريكي بحلول العام ٢٠١٨ محققة بالتالي معدل نمو سنوي مركب يبلغ ٦.٥ في المئة من العام نفسه. كثرت العوامل التي ساهمت في نمو هذه السوق نذكر منها تزايد اهتمام المستهلك الأوروبي بسلامة الغذاء وتلوث المنتجات الغذائية ذات الأغذية المعدلة وراثياً وتأثيرها المجهول عند تناولها وتطبيق قوانين سلامة الأطعمة من أجل ضمان سلامة الغذاء والإمدادات الغذائية العالمية. زد على ذلك، فقد ساهمت التقنيات الجديدة والمتقدمة لاختبار سلامة الغذاء في زيادة نمو سوقه. وقد سيطرت ألمانيا على سوق اختبار سلامة الغذاء في أوروبا في العام ٢٠١٢ مع توقعات بأن تكون أسرع الأسواق نمواً في أوروبا. وقد حلت المملكة المتحدة ثانياً كأكبر سوق في أوروبا تليها فرنسا. وتجدر الإشارة إلى أن اختبار الملوثات في الفاكهة والخضار قد سيطر في العام ٢٠١٢ على القسم الأكبر من السوق الأوروبية.

## Intelligent Solutions for Better Hygiene

The Mambo is based on an integrated concept. Outlining the new development, *Theron W. Harbs*, Managing Director of **Netzsch Confectionery** explained, "We have configured our new system from components that, individually, already meet the highest possible quality standards and hygiene requirements. During the development phase, we harmonized the design for concerted operation in a plant in order to achieve the best possible efficiency." In so doing, Netzsch is setting new standards in hygiene and product safety.



The enclosure of the plant components reduces contamination

The design of the Mambo is very compact and it is a completely enclosed unit – with clear advantages when it comes to hygiene: On the one hand, the enclosure of the plant components reduces contamination from the outside to a minimum, especially since the entire system operates under a slight overpressure. On the other hand, the product contact surfaces can be cleaned directly before and after a product batch, since the paths are short and the cleaning procedure is part of the production process. Cleaning is done with fats, which are part of the relevant confectionery mass anyway, so they can easily be fed back into the production process after the cleaning cycle. This minimizes the formation of residual product in the system as well as the amount of cleaning fat required. ■



## PROFESSIONAL PACKAGING MACHINE MANUFACTURER

مصنع آلات التوضيب المحترف



Rinsing  
الغسل



Filling  
التعبئة



Capping  
التغطية



Induction Cap Sealing  
ختم التسمكات بواسطة الحث



Labeling  
التوسم



Shrink Sleeve Labeling  
التوسم بواسطة التوسم الإنكماش

# KWT

KWT Machine Systems Co., Ltd.

No. 21, Taiping 21 St., Taiping Dist.,  
Taichung City 41161, Taiwan

TEL: +886-4-2277-3390  
FAX: +886-4-2277-3412

[www.kwt.com.tw](http://www.kwt.com.tw)  
[sales@kwt.com.tw](mailto:sales@kwt.com.tw)



# Bosch to Meet Food Safety Regulations

With consumers and manufacturers placing an increased emphasis on food safety, **Bosch Packaging Technology** will launch several technological advancements at Interpack 2014 designed to meet global hygiene standards. Complementing its comprehensive portfolio, the company is debuting an integrated solution for hygienic powder packaging. The FVS auger filler and SVC 2620, a state-of-the-art vertical bagger, are both designed for enhanced cleanability, versatility and ease of use. Bosch will also introduce its high-speed Sigpack RN vertical sachet machine for liquid applications distinguished by its cleaning function to ensure thorough sanitation of product-contact parts. Interpack will also serve as the European debut of the inverted horizontal flow wrapper Pack 301 ID. Developed for the packaging of soft, sticky, flexible or difficult-to-handle products, the inverted horizontal flow wrapper transports the packaging film from below, while the product is fed directly from the feeding system onto the film. To protect freshness and extend product shelf-life, it features long-dwell cross sealing technology. Finally, Bosch will highlight its tailor-made after-sales services for enhanced hygiene and optimized overall equipment effectiveness (OEE). "Food



The inverted horizontal flow wrapper Pack 301 ID

safety has never been a more critical concern for manufacturers," says Martin Tanner, director marketing and business development, product division confectionery and food, Bosch Packaging Technology. "We design all of our machines to meet application-specific hygiene requirements, while enabling our customers to achieve their production goals." The new SVC 2620 will be presented with the latest generation of FVS auger filler in hygienic execution, featuring several enhancements for expedited cleaning. ■

# Poly-Clip System Sets Quality and Hygiene Standard

To offer its customers top quality, especially under the aspect of foodstuff safety, **Poly-clip System** decided to certify its quality management systems according to ISO 22000, the international standard for the entire food chain. ISO 22000 ensures regular and independent monitoring of all processes for clip and loop production and thus guarantees even more safety for customers from the foodstuff manufacturing sector. After all, this reliability has top priority for Poly-clip System. Since its introduction in 2005, ISO 22000 certi-

fication combines and harmonises numerous national standards in a comprehensive, comprehensible and globally recognised standard. It ensures that all quality assurance processes comply with international requirements. It therefore also includes the requirements of the internationally recognised system for foodstuff safety, HACCP (Hazard Analysis and Critical Control Points). ISO 22000 is the core element of FSSC 22000, the foodstuff standard recognised by Global Food Safety Initiative (GFSI), which additionally takes account of the special requirements of large trade chains and international manufacturers. Instead of testing merely the finished product, ISO 22000 also affects the preliminary processes. This permits early recognition of potential risks and avoidance or elimination thereof via preventive measures.

### Objective of ISO 22000

- To increase foodstuff safety at all levels of the manufacturing and supply chain, i.e. to increase product safety and thus to lower product liability risks
- To create a uniform globally recognised testing framework for foodstuff management systems to enhance the confidence of customers and consumers. ■



Poly-clip System certifies its quality management systems according to ISO 22000



## Simple Tests in a Small Cost Effective Package

A rapid multi-test system delivers simple convenient tests in a small cost effective package in support of food quality and safety. EnSURE is a multi-functional test system that gives a non-specific surface cleanliness in 15 seconds but also detects specific analytes e.g. MicroSnap detects low number of bacteria in 7 hours; ZymoSnap detects alkaline phosphatase in 5 minutes to measure pasteurisation efficiency in dairy products; CrossCheck detects specific enzymes in residues of raw meat and fish in 5 minutes to verify thermal processing and cross contamination hazards. The high sensitivity ATP hygiene test (SuperSnap) when used in conjunction with a high sensitivity protein test (AllerSnap) gives a highest level of hygiene assurance for allergen control which is better than any other single method. Other simple colour (no instrument) tests for surface cleanliness are also available. Tests include simple colour (no instrument) test for surface cleanliness that detect protein and sugar in food residues, allergens and microorganisms. ProClean and SpotCheck Plus detect food residue on surfaces after cleaning giving a visible colour change in 1 - 10 minutes. InSite a simple, all-in-one, convenience swab device using traditional microbiology to detects Listeria in 24 hours



EnSURE, a multi-functional test system

thus providing a rapid screening test for product contact surfaces. Together with a small dedicated low cost incubator, InSite allows Listeria testing to be done in small remote locations. ■

## InSinkEerator Helps in Maintaining Food Safety

When reading about a new restaurant, readers are actually more interested in the restaurant as a whole; from how the food is safely prepared, the cleanness of the kitchen facilities to the service rendered by the



The HC 3300, a Steaming Hot Water Tap

staff, the ambience of the facility and how quick the order was delivered. Consumers also have placed increasing interest in how the restaurant deals with food wastage and how much waste is generated.

**InSinkEerator** understands the importance of food safety, especially across commercial kitchens where prepared food is served to hundreds of diners everyday. The company's food waste disposer models are cleaner, more convenient and are deemed environmentally responsible. At the touch of a button, food waste from any commercial kitchen can be dealt with in the most hygienic method. Using disposers eliminates the traditional way of collecting scraps in a garbage bag and throwing them out into the bin. It also reduces the risk of pests that eat away food scraps. Using InSinkEerator units greatly help today's restaurants in achieving a reduction of food wastage—whereas these collected food scraps can also later be used to create bio solids or biogas as part of a modern waste management approach. As such, InSinkEerator's food waste disposing solution not only offers a practical and more convenient approach at getting rid of the waste but is also an environmentally sound answer to food waste disposal. ■

# Trends Shaping the Global Supermarket & Hypermarket Industry

**G**lobal supermarket food products sales are predicted to generate revenue in excess of USD1.70 trillion by 2015, according to a research from Global Industry Analysts (GIA). In other words, the chain supermarkets segment is expected to remain in lead through 2015. On another note, faced with the obstacle of stricter legislation on expansion, hypermarkets retailers are looking for different formats by using in-store services, downsizing stores, and promoting online services. It is worthwhile noting that apart from shopping more to eat at home rather than in restaurants, other trends affecting the global supermarket and hypermarket industry include consumer demand for better value for money and greater interest in discount supermarkets.

## Supermarkets' food products sales on the rise

Since their first appearance in the US, supermarkets have spread across the globe, with supermarket chains dominating the retail chain. Global supermarket food products sales are predicted to generate revenue in excess of USD1.70 trillion by 2015, reports **Global Industry Analysts (GIA)**. This growth has been fuelled by several factors such as the rising movement of consumerism and also by the fact that consumers have cut down drastically on eating out due to budgetary restrictions imposed by the economic recession. The rise in home cooking has hence led to huge demand for packaged and semi-prepared food products sold by supermarkets. This new budget in cooking has contributed in sales increase in various food categories including meat, fresh fruit and vegetables, condiments, dressings, food flavors, oils, spices and sauces.

## Hypermarket industry goes through changes

The global hypermarket industry has been witnessing changes according to the retail consultancy and analyst **Verdict**. Faced with the obstacle of stricter legislation on expansion, superstore retailers have sought different formats, using in-store services, downsizing stores, and promoting click and collect services (online ordering). This has led to a new approach to large format grocery stores, encouraging business to diversifying in terms of the services offered to consumers, affirms Verdict. It is worthwhile noting that while traditional hypermarket format is losing popularity in established markets, the big-box format is yet to grow in emerging markets. GIA predicted in its report that the recovery from the economic recession will put the spotlight back on the supermarket and hypermarket industry's growth fundamentals.

*"The rise in home cooking has hence led to huge demand for packaged and semi-prepared food products"*



## Regions & players dominating the industry

Asia-Pacific promises strong supermarket industry growth, in countries such as India, China, Indonesia and South Korea, reports GIA. In France, Verdict underlines the success of **Auchan's** Chronodrive click and collect model. This service gives customers the possibility to choose the goods they want online and then dictate when they will collect them from the Chronodrive warehouse. This service does well thanks to its convenience and to its reduced delivery costs. According to the research company **Canadean**, Woolworths leads the hypermarkets, supermarkets and discounters industry. Additionally, Walmart and Tesco come first for scale and growth pillar performance, also performing well in the financial and operational efficiency categories. Other major market players include Edeka, Brazil's Cencosud, Coles, Auchan, Canada's Loblaw's, Casino, SUPERVALU, Kroger, Costco, Intermarché, Carrefour, Aeon, Rewe, Sears, Sainsbury's, Target, E Leclerc, Aldi Deutscher, Royal Ahold, Tengelmann Warenhandelsgesellschaft, and Safeway. ■

### Prepared by:

Dina Fawaz

Acting ER Manager/Senior Editor & Researcher

أشار تقرير صادر عن GIA إلى أنه من المتوقع أن تتخطى قيمة مبيعات المنتجات الغذائية العالمية في السوبر ماركت ١,٧٠ بليون دولار أمريكي بحلول العام ٢٠١٥. وبعبارة أخرى، سيبقى قطاع سلسلة محلات السوبر ماركت في الطليعة حتى العام ٢٠١٥. على صعيد آخر، إن تجار التجزئة في الأسواق الضخمة ونتيجة للعوائق التي يواجهونها بسبب القوانين المشددة فيما يتعلق بالتوسع يسعون لإيجاد أشكال مختلفة من خلال استخدام الخدمات في المتجر وتقليص حجم المتاجر والتسويق للخدمات عبر الإنترنت. وبغض النظر عن تفضيل التسوق لتناول الطعام في المنزل بدلاً منه في المطاعم، تجدر الإشارة إلى وجود اتجاهات أخرى تؤثر على قطاع محلات السوبر ماركت والأسواق الضخمة تشمل طلب المستهلك لأفضل قيمة مقابل المال وزيادة الاهتمام بمحلات السوبر ماركت ذات السعر المخفض.



Plants and Systems for the Production and Processing of ...



Production line type RUMBA 3000

- Chocolate Masses
- Fillings
- Spreads
- Chocolate Compounds
- Rework
- Nougat Masses
- Nut Pastes

- Hygienic Design
- Complete Closed System
- Fast Cleaning Procedure

SALSA - Wet fine grinding in continuous operation on an agitator bead mill type LME



*be efficient*



# Innovative Positioning Drives Nuts Market Forward

**T**he share of nuts in global snack foods launches has risen steadily in recent years as nuts have found increasing favor as convenient and nutritious snacks. Furthermore, technology has allowed the development of the value-added category in particular. According to **Innova Market Insights**, nuts and seeds accounted for over 37 percent of snack foods launches in 2013, with savory or salty snacks taking the remainder. It is worth mentioning that the nuts' share has rose from less than 36 percent in the previous 12-month period and from just over 32 percent five years ago.

## Nuts in the global market

The share of nuts in the snack foods category varies markedly from country to country. There are particularly high shares in continental European markets, such as Spain, France and Germany, where nuts are traditionally eaten as a snack. Lower shares occur where there is a traditional dominance of potato crisps, particularly the UK and the US. This is also true to an extent in terms of product activity, with Western Europe seeing the highest penetration of nuts, equivalent to 40 percent of total snacks introductions. The US sees a more modest 32 percent, which is well behind the global average. "The packaged snack nuts market has seen mixed fortunes in recent years," according to *Lu Ann Williams*, Director of Innovation at **Innova Market Insights**. "With some difficult times in the market for standard salted peanuts and other commodity-style lines, but rising interest in value-added products, such as natural, flavored and premium lines, and branding," she adds. "Exotic nuts, such as Brazils, macadamias, pistachios and pecans, are increasingly being used to add value and interest in the market," Williams reports, "while nut mixes have moved into whole new areas in terms of ingredients and away from their traditional reliance on seasonal sales."

## Health drives nuts segment

Interest in health has also been a key driver in the market in recent years, with the growing positioning of nuts as a healthy snack. Nuts are suitable for year-round consumption, both as an impulse snack and as a planned snack for sharing during in-home family and social occasions. Ongoing interest in the health attributes of nuts resulted in one-third of global launches in 2013 being positioned on a health platform of some kind, rising to over 60 percent



*"Ongoing interest in the health attributes of nuts resulted in one-third of global launches"*

in the US. Naturalness was a key area of interest and led in terms of claims. Furthermore, nuts marketed as organic, natural or additive-/preservative-free were featured on nearly 19 percent of total launches, while fiber, protein and low sodium claims were also popular, used on nearly 6 percent, over 4 percent and just under 3 percent of launches, respectively.

Williams concludes: "While innovation opportunities have traditionally seemed more limited in nuts than in some other sectors of the snacks market, it would appear that this may no longer be the case. Technological improvements have allowed the development of much more complex and sophisticated flavors and coatings and a range of more user-friendly packaging formats, including re-sealable cardboard cans, plastic and aluminum pouches and, plastic jars, as well as the more traditional flow-wrapped bags." ■

### Source:

*Innova Market Insights*

Web: [www.innovadatabase.com](http://www.innovadatabase.com)

ارتفعت حصة المكسرات بشكل مطرد في سوق الوجبات الخفيفة العالمية في السنوات الأخيرة الماضية وذلك نتيجة لاعتبارها من الوجبات الخفيفة والمغذية. زد على ذلك، فقد مكنت التكنولوجيا من تطوير فئة المنتجات ذات المميزات الإضافية بشكل خاص (مثل الأصناف الطبيعية والمنكهة والممتازة بالإضافة إلى العلامات التجارية). وقد أشارت (**Innova Market Insights**) في بحث أجرتة مؤخراً إلى أن المكسرات والبذور قد شكلت أكثر من 37 في المئة من إصدارات الوجبات الخفيفة في العام 2013 بينما شكلت الوجبات الخفيفة المالحة أو المطيبة النسبة المتبقية. ومن الجدير بالذكر أن حصة المكسرات قد ارتفعت من أقل من 36 في المئة في الإثني عشر شهراً الماضية وأكثر من 32 في المئة في السنوات الخمس الأخيرة. وتختلف حصة المكسرات في فئة الوجبات الخفيفة بشكل ملحوظ من بلد إلى بلد. وعلى سبيل المثال، تستحوذ الأسواق الأوروبية القارية بشكل خاص مثل أسبانيا وفرنسا وألمانيا على الحصة الأكبر إذ تؤكل المكسرات عادة كوجبة خفيفة.

## Acacia Fiber for Diet Food

The low-calorie Quick Fiber is a water-soluble acacia dietary fiber and, as such, a functional ingredient to fortify solid and liquid foodstuffs with fiber and enhance their digestibility. Quick Fiber naturally contains >85 percent of fibers that have a prebiotic function in the guts and, hence, a positive effect on the intestinal transit. Its caloric value per 100 g is 189 kcal or 760 kJ. According to the EU food regulations it is defined as a dietary fiber in nutritional declarations, allowing the following nutrition claims: *Source of fiber* - based on min. 3g of fiber per 100 g (or min. 1,5g of fiber per 100 kcal) and, respectively, *High fiber content* - based on min. 6g of fiber per 100 g (or min. 3g of fiber per 100 kcal). **Norevo's** Quick Fiber range includes the types H / M / D that vary in their solution color to fit different - both solid and liquid - food applications. It shows a good intestinal tolerance level, reduces the glycemic index of the finished product, it has no cariogenic potential and provides nutritional benefits. From baked goods to dairies, beverages, low-cal and high-fiber products, sport nutrition, wellness food and diet products, ice-creams, sweets and pastry fillings as well as halal, veg-



**Quick Fiber, a functional ingredient to fortify solid and liquid foodstuffs with fiber** an and vegetarian food, the use of acacia fiber Quick Fiber provides a prebiotic or bifidogenic functionality with a positive effect on the human metabolism. ■

## Ninolac Launches Special Cereal for Diabetics

Dialife is a nutritive and well-balanced meal replacer with oats and milk, specially formulated for people



**Dialife is a well-balanced meal replacer for people with diabetes**

with diabetes. Its low GI ensures lower absorption of sugars and starches. It helps preventing after-meal increase of blood glucose level. The cereal is manufactured by **Belourthe**, in Belgium a large European cereal processing plants, certified with GRADE A by the BRC Quality System. Additionally, Dialife was developed by Belourthe's Research & Development team, in collaboration with diabetes specialists from the Faculty of Medicine of the University of Liège. The formulation contains all natural ingredients and no sucrose. It is high in omega 3 and 6, proteins, calcium, vitamins and minerals. A Dialife meal is easily prepared just by adding water and mixing. It is an appropriate meal replacer to provide diabetic patients with all required nutrients for a balanced nutrition as well as to improve their status and relieve their Diabetes Type 2. It also contributes to relieve Type 1 Diabetic patients, who need the same specific and balanced nutritional support. The cereal's composition conforms all latest relevant International recommendations including the WHO guidelines, the EU Directives and the most relevant body in this field, Diabetes Care of the ADA, the American Diabetes Association. Dialife is available in bag in box of 250g. ■



Middle East  
**Food**  
مأكولات الشرق الأوسط



## Middle East Food (MEF)

April 2014 / Vol. XXX Issue 4

Serving the Food Processing, Ingredients, Packaging & Catering Sectors in MENA - Since 1985



**Koenig** presents the customizable modular-type roll line Combi Line. This line is the ideal solution for bakeries looking for a high-performance line with low acquisition costs. The line operates with the head machine Classic Rex Futura in 5, 4 or 3 rows and is suitable for bread rolls of various sizes and shapes, such as round buns, stamped rolls, long rolled stamped products, Hamburger Buns, Hot Dog Buns and convoluted rolls.

# Country / Regional Reports



## France

Fast Food Segment Dominates the French Market.....	P.39
Superyacht Chef School Shares Michelin Experience.....	P.40
Radisson Blu Hotel Opens its Doors in Nantes.....	P.40

## Kuwait

Introducing Food Safety in Kuwait.....	P.42
Alshaya Brands Win Ten Culinary Awards.....	P.43

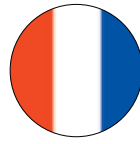
## North America

Poultry Shipments Rise in the US.....	P.44
Marriott Opens North America's Tallest Hotel.....	P.45
AGT Acquires CLIC International.....	P.45

## Saudi Arabia

Packaged Food Market in Saudi Arabia Registers Strong Performance.....	P.46
Elaf Group Plans a New Hotel in Makkah Al Mukarrama.....	P.47





# Fast Food Segment Dominates the French Market

**F**ast food was the fastest growing consumer foodservice category in France with 4 percent current value growth in 2012, reveals **Euromonitor** in its market report. Additionally, this segment is expected to remain until 2017 as one of the most dynamic consumer foodservice categories in the country, growing at a CAGR of 4 percent. However, practicality and the need to fast eating in a rapid-paced society are the main drivers fuelling the growth of the fast food segment.

## Fast food: fastest growing category in France

French food consultancy firm **Gira Conseil** reported that fast food restaurants in France now account for 54 percent of the market share. According to studies this is the first time fast food has grabbed more than half of the market share. McDonald's France SA and its franchisees led the overall fast food market in 2012, with 46 percent share of value sales amounting to USD6.05 billion. According to Euromonitor's report, the ongoing success of McDonald's in France is directly linked to company's continuous efforts of innovation and adaptation to the French market. As a matter the fact, **McDonald's France SA** is probably the only McDonald subsidiary in the world, which has carte blanche to tailor its innovations in order to best suit the tastes, preferences and habits of French consumers, reveals the report. The company has also been particularly successful in battling the negative image associated with junk food by proposing healthier food items (serving fruits, display of calories intake per meal, transparency in meat sourcing). According to released figures, McDonald's and Quick sold together 655 million burgers in 2013. On the same note, Burger King has announced plans to open 25 more restaurants in 2014, revealed a recent press release. The American restaurant chain has also declared that it plans to open between 350 and 400 restaurants in the next decade. Oliver Bertrand, chairman of the **Bertrand Group** which has agreed a joint venture with Burger King said: "We have a craze in the market, with strong demand from investors, franchisees and consumers."

"[...]  
McDonald's  
and Quick  
sold together  
655 million  
burgers in  
2013"



es) and on the other side, bakery products and Asian fast food integrated gourmet and diversity in their product lines in order to enhance French consumers' new culinary experiences. Furthermore, factors such as practicality and the need to fast eating in a rapid-paced society highly contributed to segment's growth. Prospect wise, French consumers will continue to pay special attention to the budget allocated to out of home eating by continually seeking the most appropriate fast food format at the most competitive price, says Euromonitor. Growth will also come from a further diversification of the category with a rapid expansion of fish fast food (with for instance the arrival of steamed fish concepts), Latin American fast food (driven by newcomers such as Chipotle, GoMex and Chaak), as well as other concepts such as Vietnamese pho-house, soup bars and vegetarian fast food. ■

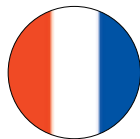
## Prepared by

Rawand Fakh  
Editor and Researcher

## Trends driving fast food market growth

French consumers were attracted by the rapid sophistication of the different fast food formats in 2012, affirms Euromonitor. On one side, the traditional leaders McDonald's, Quick and KFC introduced a series of novelties (often tailored to French-specific tastes and preferenc-

شكلت الوجبات السريعة أسرع فئات خدمات الأطعمة الموجهة للمستهلك نمواً في فرنسا مسجلةً ٤ في المئة من قيمة النمو في العام ٢٠١٢ وذلك وفقاً لتقرير نشرته (Euromonitor). ومن المتوقع أن تبقى هذه الفئة حتى العام ٢٠١٧ إحدى أكثر الفئات ديناميكية في فئات خدمات الأطعمة الموجهة للمستهلك في فرنسا مسجلةً بالتالي نمواً سنوياً مركباً قيمته ٤ في المئة. أما العوامل الأساسية التي تحرك هذا النمو فتتمثل بالتسهيلات العملية والسرعة التي تقدمها الوجبات السريعة بالإضافة إلى الحاجة للأكل السريع في مجتمع سريع النمط. ووفقاً لـ (Euromonitor)، فقد تأسست شركة (McDonald's France SA) سوق الوجبات السريعة في فرنسا في العام ٢٠١٢ حيث استحوذت على ٤٦ في المئة من قيمة المبيعات مسجلةً بالتالي ٦,٠٥ مليار دولار أمريكي.



## Superyacht Chef School Shares Michelin Experience

A new luxury cookery school has opened up in Antibes, France. Based near Sophia Antipolis, Secrets De Cuisine gives talented chef *Cédric Séguela* a base to teach his creative and precise style of cuisine surrounded by a team who are as passionate as he is. Having worked in several Michelin starred restaurants alongside such renowned Chefs as *Yannick Delpech* at "L'Amphitryon" and *Raymond Blanc* at "Le Manoir aux Quatre Saisons", Séguela has opened up an exclusive cookery school for superyacht chefs. As a sign of things to come, when he worked on board the "Seven Seas Voyager" the vessel was elected as the best small cruise ship in the world. He then decided to go into business for himself and created "Un Chef A Domicile" in 2006. Séguela recently commented, "A dream has come true for me to be able to share my experience with new chefs looking to work with superyachts. My courses are fun when required for a leisure purpose, but serious for training programs. I also supply galley equipment to superyachts and I am working with top brands such as Le **Creuset**, **De buyer**, **Kitchenaid**, **Screwpull**,



An exclusive cookery school for superyacht chefs

**Rosle and Swiss Diamond.** We are able to supply a yacht with everything they need for the galley. Having been an ex-yacht chef myself, I know what a yacht chef needs and I am able to give the right advice." ■

## Radisson Blu Hotel Opens its Doors in Nantes

The **Rezidor Hotel Group**, one of the fastest growing hotel groups worldwide and a member of the Carlson Rezidor Hotel Group, opened the Radisson Blu Hotel, Nantes directed by General Manager Cyril Casabo. The company's youngest French flagship is housed in the former Court of Justice (Palais de Justice) – an elegant building that was constructed in 1851 and served as the Nantes Law Court



The Radisson Blu Hotel in Nantes, France

until 2000. The First Class hotel's design maintains many former features, and combines them with a contemporary style. Guests can enjoy 142 modern rooms, dine in the former court room, use state-of-the-art conference facilities, and relax in the deluxe spa. Behind the classic facade, the 142 modern guest rooms (among them 15 junior suites and 5 suites) feature brown tones and white furniture exclusively designed for the hotel, decorative art iconographies that remind of masterpieces shown in museums of Nantes, spacious bathrooms, and Radisson Blu signature services like free high speed internet access. The hotel's main restaurant "L'Assise" is located in the former court room; it has been re-invented as a unique contemporary restaurant where Chef Frédéric Laval combines traditional and modern recipes from the region. For business travelers, the Radisson Blu Hotel, Nantes offers six elegant meeting rooms that range in size from 37 to 76 square meters and can accommodate 95 guests. Also the impressive historical hotel lobby and a unique space on the mezzanine level are available to host unique events in an exceptional setting. ■

- **Gira Conseil**

The landscape of the French food is changing fast and the consumer has constantly new expectation. Gira Conseil is considered an expert in assisting firms and marketing strategy Market Food Consumption Away From Home.

**Web:** [www.giraconseil.com](http://www.giraconseil.com)

- **Group Olivier Bertrand**

Created 15 years ago, Olivier Bertrand Group is an international restoration group. The company is recognized as a leader in the restoration French market.

**Web:** [www.groupe-olivier-bertrand.com](http://www.groupe-olivier-bertrand.com)

# LOOKING FOR AFRICAN BUYERS FOR YOUR PRODUCTS

*Don't go looking for them –  
let them find you*

For the cost of a business trip to a single African country you can meet buyers from 25 of the Continent's fastest growing economies — here in South Africa

Meet the buyers at the continent's largest  
food & beverage industry event

*Africa's BIG Seven!*

## What the exhibitors said in 2013

- 1 "Africa's Big Seven is very positive for us; it's a well-organised show with great quality visitors. We generated over 10 solid leads a day establishing contacts with South African companies and others from Namibia and Botswana." said **Carlos Goncalves, Business Manager for Gallo Oils - Portugal.**
- 2 "We had many leads at AB7," says **Sidath Perea of Sunshine Tea, producers of pure Ceylon tea from Sri Lanka.** "We had enquiries from Mauritius, Swaziland and Namibia, in addition to South Africa where we got a promising lead from a major retailer who wants to place our product in its stores. AB7 proves there are huge opportunities for new brands to get into the South African – and African – market."
- 3 "AB7 is a very positive show," says **Dillon Greef of Smart Way Foods.** The company manufactures flavoured chilli mixes and produces half a million bottles a day. "On our last day we were filling our fourth book of leads! AB7 is the perfect platform for meeting our perfect target audience!"

## 2013 SHOW STATISTICS

980 exhibitors from 40 countries  
16,847 visitors from 50 countries

In Association with:



Joburg



Watch the video –  
View the action!



Scan this image with your smartphone


**22 - 24 June 2014**

Gallagher Convention  
Centre, Midrand,  
Johannesburg, South Africa

Brought to you by Africa's Leading  
Exhibition Specialists



Tel: +27 11 783 7250 Fax: +27 11 783 7269  
P O Box 650302, Benmore 2010, South Africa  
e-Mail: admin@exhibitionsafrica.com

 Register to visit NOW and qualify to join  
our FREE Business Matchmaking Service  
Go to [www.exhibitionsafrica.com](http://www.exhibitionsafrica.com)



# Introducing Food Safety in Kuwait

In Kuwait, government bodies and food control authorities are swift in taking effective measures in reducing the number of foodborne illnesses by creating, enforcing and implementing legislations, regulations and policies towards the agriculture industry, food manufacturers, distributors, wholesalers, stores as well as food outlets as a whole. However, to effectively reduce the statistics of foodborne illnesses or food poisoning, the equation does not just consist of food manufacturers or distributors. There is another variable that cannot be monitored, regulated, inspected or fined and a group that no one has spoken to or educated before: households.

## The need to educate basic food practices

The social landscape in Kuwait is a rich tapestry that consists of two important elements: family and food. Family feasts and gatherings are a common occurrence in the country where traditional recipes and homemade delicacies are given utmost importance; a feat one takes great pride in delivering. In this very setting, a dipstick survey was carried out to find out if basic food practices were practiced in household kitchens and the results were alarming. The majority of respondents were not aware of adequate temperatures to freeze their food items or understand the risk of cross-contamination through their utensils and 90 percent of respondents did not know where to place certain food items in the fridge, all of which are important steps in reducing the risk of contracting food poisoning at home. These food safety behaviors needed to be addressed, and **Al Yasra Foods**, being a major distributor in the region, and an advocate of food safety, took it upon itself to launch an initiative which tackles this very issue. The main thinking behind the campaign was to launch a food safety initiative that consumers can relate to, and with mechanics that are both engaging and educational and thus, "Safe Food, Safe Family", the first community initiative of its kind in Kuwait was born.



*"The majority of respondents were not aware of adequate temperatures to freeze their food items"*

## "Safe Food, Safe Family": to encourage food safety practices

"Safe Food, Safe Family" is set-out to introduce and encourage the practice of food safety in homes in Kuwait through an extensive six-month campaign. The campaign collateral featured questions such as "What's underneath your fingernails?" coupled together with facts such as "50 percent of food poisoning cases can be reduced by efficient hand-washing" along with guidelines on food safety so that households are easily able to relate, understand and implement. The initiative was launched with the endorsement of the Ministry of Health in Kuwait who also recognized the importance of food safety in households and recognized the lack of awareness and directive when it came to best food safety practices within the household. The campaign addressed consumer ownership towards food safety by hosting events in cooperatives and supermarkets across Kuwait on a weekly basis for six months through "Food Safety Week" – an entire week dedicated to educating consumers on the practical implementation of food safety at home. Each food safety week ended with a competition testing patrons on the basic food safety knowledge learnt during the week. While interviewing patrons about their feedback on food safety during the competition, many of them were shocked to realize that most of their food safety practices thus far could have led directly to food poisoning. The most common mistake that they have all agreed on is leaving purchased food items such as frozen meats and vegetables in their vehicle for more than two hours which is detrimental to the safety of the food item, especially in a country like Kuwait when the temperature soars above 40 degrees Celsius for at least six months of the year.

## The four pillars of food safety

The main aspects that "Safe Food, Safe Family" recognize as the pillars of food safety are: Cook, Clean, Chill, and Separate. Each pillar being detrimental in keeping consumers food safe and reducing the overall risk of food poisoning. Cook: Cooking food at the right temperature, and using a food thermometer to ensure that this happens. Clean: Remembering to wash hands for 20 seconds before and after handling any food, as well as washing fruits and vegetables before consumption, and making sure all



*"The most common mistake [...] is leaving purchased food items [...] in their vehicle"*

kitchen surfaces are clean.

Chill: Freezer and refrigerator temperatures should be set correctly at -18 and 5 degrees Celsius respectively, as well as remembering to place all frozen food items in the freezer within 2 hours of exposure.

Separate: Using separate chopping boards for meats, poultry, seafood, fruits and vegetables, dairy, and also separating food items in the grocery cart and in shopping bags. ■

Source:

Al Yasra Foods

Web: [www.safefoodsafefamily.org](http://www.safefoodsafefamily.org)

تأخذ الهيئات الحكومية وسلطات مراقبة الأغذية في الكويت إجراءات فعالة وسريعة لتخفيض عدد الأمراض التي تنتقل عن طريق الأغذية وذلك من خلال وضع القوانين والأنظمة والسياسات وفرضها وتنفيذها من قبل القطاع الزراعي ومصنعي المنتجات الغذائية والموزعين وتجار الجملة والمتاجر بالإضافة إلى أسواق الأطعمة ككل. ومع ذلك، لا يقتصر الأمر على مصنعي الأطعمة أو موزعيها من أجل تقليص إحصاءات الأمراض المنقولة عن طريق الأغذية أو التسبب الغذائي. فهناك متغير آخر لا يمكن مراقبته أو رصده أو ضبطه أو تدقيقه أو تغريمه وهناك فئة لم يتناولها أحد من قبل أو يشير إليها: المنازل. من أجل ذلك، قامت شركة (Al Yasra Foods) في الكويت بتأسيس حملة تهدف إلى تشجيع اعتماد ممارسات سلامة الأغذية في المنازل وذلك بهدف زيادة التوعية لدى المواطنين من أجل غد أفضل.

## Alshaya Brands Win Ten Culinary Awards

Some of Kuwait's best known restaurant brands, operated by international franchise operator, **M.H. Alshaya Co.**, as well as the company's Central Production Kitchen, have recently won a total of nine medals and one top trophy at the annual Hotel, Restaurant and Catering awards, known as HORECA Kuwait. The participating brands: Dean & Deluca, Asha's, Gaucho Grill, Noodle Factory, Katsuya, Veranda and the company's Central Production Kitchen brought in a medal tally of one gold, five silver and three bronzes, reflecting Alshaya's commitment to delivering an outstanding dining experience to its customers. Overall it was Alshaya's upscale delicatessen brand, Dean & Deluca which won the most medals, including one bronze, three silver and one gold, the latter awarded in the live Sushi category. Two of Alshaya's newer luxury dining concepts Katsuya by Starck and Veranda at Harvey Nichols, were also recognized for their culinary excellence. Three medals were won by newly-opened Katsuya and a silver medal went to Veranda which also garnered five Certificates of Merit. The Noodle Factory won the much-coveted Best Hygiene and Food Safety Practices trophy against more than 140 contestants.



**M.H. Alshaya Co. rewarded a total of nine medals and one top trophy**

A further twelve Certificates of Merit were awarded to Alshaya by the judging panel of eight international chefs. Overseen by a panel of eight international judges, HORECA Kuwait's stringent cooking and food preparation competitions this year attracted almost 150 chefs, competing in sixteen categories. ■

### • Al Yasra Foods

Al Yasra Foods provides value-added brand distribution solutions in Kuwait and Iraq with expanding activities in other GCC territories. Al Yasra Foods also successfully manages its own Private Label and licensed brands.

Web: [www.yasrafood.com](http://www.yasrafood.com)



# Poultry Shipments Rise in the US

In its latest report "Livestock, Dairy and Poultry Outlook: March 2014", the USDA sheds the light on broiler and egg shipments during the month of January 2014. According to the report, broiler shipments increased 16.2 percent in January totaling 603.9 million pounds. Top export partners included Mexico, Russia, Canada, Georgia, and Angola. On the same note egg and egg product shipments were up 36.4 percent from a year ago with Mexico remaining the largest destination for U.S. egg and egg product exports.

## U.S. broiler shipments up in January

Broiler shipments in January 2014 increased 16.2 percent from a year earlier, totaling 603.9 million pounds. Top export partners in January included Mexico, Russia, Canada, Georgia, and Angola, with Mexico leading with 120.3 million pounds shipped in January. The second highest U.S. export market was Russia, with 46.1 million pounds shipped, followed by Canada with 26.5 million pounds. Georgia and Angola finished fourth and fifth, with exports totaling 26.3 and 25.8 million pounds, respectively. Destinations with significant quantity increases in U.S. broiler shipments in January 2014 included Georgia, Mexico, Hong Kong, and Iraq, each with an increase of more than 10 million pounds of broiler shipments over January 2013. The increase for Georgia was 21.1 million pounds, 410.4 percent over last year. For Mexico it was 14.2 million pounds, a 13.4 percent increase over January of last year. Hong Kong increased by 105.6 percent to 24.6 million pounds, and Iraq increased by 120.9 percent over January 2013 to 18.5 million pounds. There were significant drops in shipments, quantity-wise, to China and Angola, to whom exports were over 10 million pounds less than in January last year. China declined the most, receiving 10.3 million pounds less than last year's January total, a drop of 35.1 percent. USDA forecasts 7.55 billion pounds of broiler exports for 2014.

## Egg and egg product shipments rose in January

Egg and egg product shipments in January 2014 were up 36.4 percent from a year ago. On a shell egg basis, a total of 26.8 million dozen eggs were shipped. Mexico remains the largest destination for U.S. egg and egg product exports, with 7.2 million dozen eggs shipped in January 2014, a 157.8 percent increase over January 2013, but Mexico was nearly exceeded in January by Japan. Shipments to Japan were 6.8 million dozen eggs in January, an increase of 223.6 percent. Shipments to Japan have been uncharacteristically high for 3 consecutive months. Prior to the November 2013 total of 9 million dozen, the high for Japan in 2013 was 4.1 million dozen in June and over the past few years ranged between 2 and 3 million dozen. Mexico has been trending downward after reaching 2013 highs of 18.5 million dozen and 13.8 million dozen in May and August, respectively. However, Mexico is still slowly rebuilding its egg-laying flocks following the January 2012 Avian Influenza outbreak at layer farms in Jalisco and Aguascalientes. As a result of the outbreak, U.S. egg exports to Mexico have been significantly higher; in the 2 years preceding the outbreak, U.S. monthly egg exports to Mexico had not exceeded 2.3 million dozen. The 2014 forecast is 322 million dozen, unchanged from last month. ■



*"Mexico remains the largest destination for U.S. egg and egg product exports"*

### Source:

United States Department of Agriculture (USDA)

Web: [www.usda.gov](http://www.usda.gov)

في أحدث تقرير أصدرته، تسلط وزارة الزراعة في الولايات المتحدة الأميركية الضوء على نشاط الشحنات التجارية للدجاج والبيض خلال شهر كانون الثاني ٢٠١٤. وفقاً للتقرير، ازدادت شحنات الدجاج بنسبة ١٦,٢ في المئة في كانون الثاني وسجلت قيمة ٦٠٣,٩ مليون رطل. وتعتبر المكسيك وروسيا وكندا وجورجيا وأنغولا من المساهمين الأساسيين الذين شاركوا في عمليات التصدير. بالنسبة لبلدان أمريكا الشمالية، شكلت روسيا ثاني أكبر سوق تصدير مسجلة شحنات دجاج بقيمة ٦٠٣,٩ مليون رطل. في الوقت نفسه، ارتفعت شحنات البيض ومنتجاته بنسبة ٣٦,٤ في المئة عن العام الماضي. وشكلت المكسيك أكبر وجهة لصادرات البيض ومنتجاته في الولايات المتحدة الأمريكية حيث شحنات ٧,٢ مليون دزينة بيض، لتكون بذلك قد سجلت ازدياداً بنسبة ١٥٧,٨ في المئة خلال كانون الثاني ٢٠١٤ منذ شهر كانون الثاني ٢٠١٣.



## Marriott Opens North America's Tallest Hotel

**Marriott International, Inc. and G Holdings** announced the opening of an iconic addition to the New York City skyline, a combined 378-room Courtyard hotel and 261-suite Residence Inn hotel in Midtown Manhattan. The USD320 million tallest single-use hotel in North America is located at 1717 Broadway. Built and owned by G Holdings and managed by Interstate Hotels & Resorts, the dual-branded hotel will provide employment for 160 associates in the New York area.

The impressive 68-story building is just steps from Central Park and Times Square. The hotels offer guests convenient access to Carnegie Hall, the Broadway Theater District, Fifth Avenue, Rockefeller Center and Radio City Music Hall. "This opening is a prime example of an ideal dual-branded hotel. Thank you to our long-time partner, Harry Gross and his family, this will surely be both brands' crown jewel," said Janis Milham, senior vice president of Modern Essentials and Extended Stay for Marriott International. "The new hotels' contemporary designs and stunning views coupled with our friendly associates will surely make the property a great ambassador for the



bustling city." Ideal for visitors to New York City, the hotels offer valet parking and share 6,000 square feet of meeting space, a fitness center located on the 35th floor with floor-to-ceiling windows and an outdoor sundeck for stretching, relaxing or seasonal sunning. Some guest rooms also feature floor-to-ceiling windows offering spectacular views of Central Park, Times Square and the Hudson River. ■

## AGT Acquires CLIC International

**Alliance Grain Traders Inc.** is pleased to announce that it has acquired Québec-based **CLIC International Inc.** a Canadian ethnic and traditional retail



food packager and canner and retail and food service distributor. "We are very excited about the opportunities for packaging and canning of AGT CLIC products for distribution to markets all over Canada, the Northeastern U.S. and to markets overseas. With this acquisition, adding small packaging and canning lines to our distribution and customer offering, we add a broad line of pulses and ethnic foods for retail and food service sectors. What was once viewed as ethnic foods business is growing as mainstream consumers are interested in different tastes and foods that they have not traditionally consumed including many Middle Eastern and Mediterranean foods. This acquisition is an excellent platform to continue moving our company up the value chain and expanding our retail offerings in pulses, staple foods and ingredients," Murad Al-Katib, President and Chief Executive Officer of AGT. ■

### ONLINE AUCTION

of machines for specialized aseptic dairy products, due to bankruptcy of  
**BRILLA Spa** - 11026 Pont-Saint-Martin (AO) - Italy

*Producer of UHT cream, ice cream, specialized creams for patisseries incl. Burrata cream*



#### LOT OF UNUSED ITEMS



**4 FILLING MACHINES:** aseptic brick filling machine "Tetra Pak" TBA8-1000, cap. 1 ltr, milk 12.000/hr, cream 7.000/hr; filling line for yoghurt and marmelade "Gherri" GG2T (2007); bag filler "Astepo" CAF 1HM+ABF (2007); aseptic form/fill & seal packager "Al-Pack" FFS, 4L (2008); 2 freezers "Tetra-Pak" Frigus 600; ingredient feeder "Tetra-Pak" Hoyer FF-2000;

**PACKAGING** incl. twist off capper "Gherri" GG45 (2007); cleaning tunnel "BSA" (2007), 4-head rotation labeller "Gherri" (2007); sleeve packager; labeller "Labelpack" (2008); box former and packager "Parmasei"; palletizer "MCF"; pallet stretch wrapper "Atlanta" (2007), etc.;

**24 S/S STORAGE/MIX TANKS** incl. "Azzini" (2007), type TLC, FC and TLP, volume 758 - 17.792 ltr; CIP tank "Azzini", volume 7120 ltr; 2 steam boilers "Ici Caldale" (2007), etc.;

**CLOSING:** Wednesday **16 APRIL** from 14.30 hrs

Viewing: Wednesday 9 April by appointment

PHOTOS / Catalogue:

**TROOSTWIJK**  
www.TroostwijkAuctions.com



# Packaged Food Market in Saudi Arabia Registers Strong Performance

**P**ackaged food market in Saudi Arabia is expected to grow at a CAGR of 8.95 percent till 2016, reports **Infini Research Limited** in its study. Key factors contributing to the growing demand of packaged food include increase in younger population, increase in disposable incomes and rise in living standards as well as growing proliferation of media channels. Supermarkets and hypermarkets remained the largest distribution channels for packaged food in 2012. According to **Euromonitor**, channels benefited from on-going expansion in outlet numbers across the country.

## Factors driving the growth

Strong economic growth resulting in increasing purchasing power, coupled with population growth and company activities led to the expansion of the packaged food market. As a matter of fact population growth helped the sales of nutrition and staples such as bread, rice as well as baby food, whereas growing purchasing power led to increased volume sales of most products, confirms Euromonitor. The research company also notes that supermarkets and hypermarkets remained the largest distribution channels for packaged food in 2012. The channels actually benefited from on-going expansion in outlet numbers across the country where these outlets not only provided better stocking facilities but also various opportunities for in-store promotions and activities. In terms of market players, **Almarai Co Ltd** led the packaged food market in 2011 and 2012. According to Euromonitor's report, the company enjoys one of the biggest domestic production capacities as well as world-class supply chain system that ensure timely delivery of its products, which many of them are short shelf life. Additionally, the company focuses heavily on new product development to keep the customers engaged, as well as spending greatly on advertising and in-store promotions.

## Media channels contributing to the growth

Another factor that highly contributes to the packaged food market growth in Saudi Arabia is the increasing proliferation of media channels. Commenting on Infiniti Research Limited report, an analyst from the team said the following: "The population of educated and young people, including females, is increasing in Saudi Arabia. These young educated consumers have become more media savvy as being exposed to various media channels such as televisions, the internet, and social media



*"[...] population growth helped the sales of nutrition and staples such as bread, rice as well as baby food"*

websites. Exposure to correct information pertaining to products, packaged food companies, and benefits of packaged food has influenced the young generations to consume healthy packaged food. Many of the packaged food companies are expanding their presence through various media channels especially social media such as Facebook and Twitter to reach consumers in Saudi Arabia. For instance, in August 2012, **Kraft Foods** launched an online campaign in GCC called "Dream Whip Desserts Stars," giving a chance to people for showcasing their dessert making talent and win prizes. Thus, such efforts from packaged food companies to advertise their products through different media channels is attracting consumers in Saudi Arabia and positively influencing the growth of the Packaged Food market in Saudi Arabia."

In terms of prospect, through to 2017, the country's market for packaged food is anticipated to grow at a good speed in practically every category, but especially in impulse and indulgence packaged food product categories, highlights Euromonitor. ■

## Prepared by

Soha Ghandour  
Assistant Editor and Researcher

تشير شركة Infiniti Research Limited في دراسة حديثة عن سوق الأطعمة المعلبة أنه من المتوقع أن تنمو هذه سوق الأطعمة في المملكة السعودية العربية بمعدل سنوي مركب تبلغ نسبته ٨,٩٥ في المئة حتى عام ٢٠١٦. من أهم العوامل الرئيسية التي تساهم في ازدياد الطلب على الأطعمة المعلبة هي الزيادة في عدد السكان ذات الفئات الشابة، ارتفاع الدخل المتاح ومستويات المعيشة، وبالطبع الانتشار الكثيف لوسائل الإعلام. شكلت متاجر السوبر ماركت والهايبر ماركت أكبر قنوات لتوزيع منتجات الأطعمة المعلبة خلال عام ٢٠١٢. وفقاً لتقرير حديث أصدرته Euromonitor، استفادت قنوات التوزيع من التوسع المستمر للمتاجر المنافذ وازدياد أعدادها عبر المملكة السعودية العربية. نتيجة هذه العوامل، من المتوقع أن تنمو سوق الأطعمة المعلبة في المملكة السعودية العربية بسرعة جيدة بكل فئاتها بحلول عام ٢٠١٧.



## Elaf Group Plans a New Hotel in Makkah Al Mukarrama

The city of Makkah Al Mukarramah has expressed confidence in continuing to enjoy steady business growth, further bolstered with the thriving presence of convenient room occupancy rates. Looking to play its part in the religious tourism segment's continued growth, the **Elaf Group** of Companies has leased a new hotel located in the heart of the city. According to the company's senior executives, the 'Elaf Al Salam' will soon be opened and is expected to enjoy healthy occupancy during the Hajj and Umrah seasons. The hotel is located in the Al Rawabi area and is only 1800 meters away from the Holy Mosque 'Masjid Al Haram' in Makkah. The hotel's ambiance represents a successful combination of luxury and grandeur along with the finest services and amenities that the Elaf brand is known for. Hotel guests can enjoy their stay in any of the 275 rooms that feature state-of-the-art equipment and modern amenities. *Ziyad Bin Mahfouz*, CEO, Elaf Group, said, "The city of Makkah continues to enjoy business stability, further reinforced by the vibrant religious tourism segment as more and more tourists come for their annual Hajj



**Ziyad Bin Mahfouz, CEO, Elaf Group**

and Umrah pilgrimage. Rest assured that we are also looking at adding hundreds of new rooms to meet this demand. As such, our new hotel, the 'Elaf Al Salam' will provide these pilgrims with a comfortable and secure stay." The 'Elaf Al Salam' Hotel is part of the company's move to increase its number of hotel rooms in order to accommodate the increasing flow of tourists visiting the Kingdom of Saudi Arabia. ■



### Whole-plant Automatic Equipment for Food, Chemical, Pharmaceutical & Packaging Industry



**AHM**  
HORIZONTAL AUTO-PACKING MACHINE



**CRL-G**  
AUTOMATIC WEIGHING & PACKING MACHINE



**BF**  
BOTTLE FILLING MACHINE



**FST**  
AUTOMATIC CUP FILLING & SEALING MACHINE



**AGM & Multi-Weigher**  
AUTOMATIC BAG PACKING MACHINE



**GST**  
5 GALLONS WATER BOTTLE CAP SEALING MACHINE  
(CONTACT LENS SEALING MACHINE)



**SAN TUNG MACHINE INDUSTRY CO., LTD.**

No. 29, Min An Rd., Xinzhuang Dist.,  
New Taipei City 24256, Taiwan  
Tel: 886-2-2903-0445 Fax: 886-2-2904-4359  
E-mail: stmi@ms27.hinet.net

[www.santung.com](http://www.santung.com)

# Departments

## Corporate Happenings

- Cargill Inaugurates Newly Expanded R&D Centre.....P.49
- DuPont to Highlight Regional Impact at Fi Istanbul.....P.50
- Farm Fresh Celebrates Ten Year Partnership with JBS.....P.50

## Industry Literature

- Kalsec® HeatSync® Heat Indexes Remain Strong.....P.51

## Products & Services

- Ishida Helps Pipers Crisps Focus on Quality.....P.52
- tna Extends Oil Seasoning Offering.....P.52
- Sollich Presents New Machines for  
Confectionery Industry.....P.54
- Innovative Product Ideas for the Yogurt Category.....P.55
- Sort-to-Grade™ for all G6 Optical Sorters.....P.56
- Marel Introduces FleXicut.....P.56
- The New Chamber Belt Machine B 210.....P.57

## Hotels & Restaurants

- Jason Atherton's First Restaurant to  
Debut in the Middle East.....P.58
- Wyndham Hotel Group Expands  
Flagship Brand in Turkey.....P.58
- Man'oushe Street Signs Master Franchise.....P.60
- Just Falafel Opens its First Shop in Australia.....P.60



# Cargill Inaugurates Newly Expanded R&D Centre

**Cargill** officially inaugurated its newly expanded European Research and Development Centre in Vilvoorde, Belgium. The expansion is the result of an USD11 million investment in line with the highest technological and food safety standards. The R&D Centre now features a new state-of-the-art pilot plant, adding 5,000m<sup>2</sup> of innovation space where Cargill's 145 scientists and technologists can develop new ingredients, perfect reformulations and test new manufacturing processes. The newly expanded center will help meet the ever-changing needs of Cargill's customers, across different applications covering the entire spectrum of food and feed ingredients science as well as non-food applications such as personal care and fermentation technology. The company paid special attention to food safety principles during the expansion: "Food safety is one of our most important goals at Cargill. This

a fast-moving discipline, and Cargill wants to be at the forefront in this field, so that we can provide safe food every time, everywhere. This includes the products produced in our research and development facilities and product samples provided to our customers." This investment also reinforces Cargill's commitment to continued, sustainable growth through innovation and highlights the importance of the Vilvoorde R&D Centre for the company. ■



**The R&D Centre features a new state-of-the-art pilot plant**

is why we implemented the zoning model in our new pilot plant, to not only meet today's standards in food safety, but also to anticipate future needs," says *Marijana Petrovic*, Cargill's R&D Centre Food Safety Leader. "The prevention of contamination is

**FASTER  
CLEANER  
SMARTER**

**MACHINERY FOR:**

- PLASTIC INJECTION
- PET BLOWING
- FILLING
- VERTICAL & HORIZONTAL PACKAGING
- CUPS THERMOFORMING / FILLING / SEALING
- BLISTER THERMOFORMING / PACKING / SEALING (PLASTIC & ALU-ALU)
- SHRINK WRAP
- CARTONING
- PALLETISERS

**DEEB TECH - SOLE AGENT IN THE MIDDLE EAST**

Web [www.deeb-tech.com](http://www.deeb-tech.com) ✉ [diib.abdo@deeb-tech.com](mailto:diib.abdo@deeb-tech.com)

U.S.A +1-312-862-2644

LEB +961-70-201711

KSA +966-35-1562628

## DuPont to Highlight Regional Impact at Fi Istanbul

**DuPont** Nutrition & Health will demonstrate the impact of combining its broad ingredient portfolio, global innovation networks and strong regional presence to help food and beverage manufacturers respond to consumer needs at Fi Istanbul 2014. The company will showcase an array of industry-leading ingredient solutions, particularly for the dairy and bakery industries. Visitors to the DuPont stand can learn more about the company's newest offering for controlling yeast and mould spoilage, along with other solutions for helping cheese manufacturers improve productivity while maintaining quality and optimising costs. For the bakery industry, there will be advanced solutions for successfully incorporating fibre and protein to meet consumers' health and wellness needs, as well as effective softening solutions for longer-lasting product freshness. Product concept samples aligned with current market trends will be offered to illustrate these ingredient solutions in action. "At DuPont we help manufacturers deliver what consumers want in ways that improve food nutrition and safety, increase cost efficiencies and reduce food waste," said *Mustafa Atilgan*, General Manager, SAFI, Turkey,



**DuPont Ingredient Solutions on Display at Fi Istanbul**

DuPont Nutrition & Health. "Achieving all that requires extensive know-how, the right products and effective collaboration with our customers. That's what DuPont is all about." With a wide presence across the region spanning Southern Europe, the Middle East, the Balkans and CIS countries, DuPont Nutrition & Health brings global market insights, world-class application expertise and the broad DuPont™ Danisco® ingredient range to bear in solving local challenges. ■

## Farm Fresh Celebrates Ten Year Partnership with JBS

**Farm Fresh**, a large distributor of chilled and frozen products in UAE, celebrated a decade long partnership with **JBS**, the meat & poultry producer. The event which was attended by senior figures from across the industry, recognized Farm Fresh's successful expansion through-



out the Middle East, aided by their successful partnership with the Brazilian company JBS. Speaking on the decade-long partnership with JBS, Mohammad A Baker, Deputy Chairman of Gulf Marketing Group said "Over the last ten years Farm Foods and JBS have enjoyed an exceptional working relationship built on trust, understanding and transparency. Through this we have been able to deliver fantastic products to consumers across the Middle East". Baker continued: "We have recently signed partnerships with **McCain** and **Sara Lee**, highlighting our ongoing commitment to working with the best partners in the business. We hope that our relationship is as fruitful and successful as our partnership with JBS". Also in attendance at last week's event was Wesley Batista, JBS, who commented: "Farm Fresh has been an extremely loyal and valued customer with whom we have enjoyed working closely with over the last ten years. Their recent rate of expansion has been outstanding and we are excited about further developing our reach across the Middle East region." In addition to the partnership with JBS, Farm Fresh has recently signed agreements with **ITC's** Aashirvaad and Sunfeast. ■

# Kalsec® HeatSync® Heat Indexes Remain Strong

Both the US and EU HeatSync® Heat indexes continued to post large increases reflecting an ongoing interest in the consumer's desire for a "hot and spicy" food and beverages. In the last six months of 2013, the Kalsec® US and EU HeatSync® Heat Indexes both posted strong increases with the US index up 38 percent and the EU Index increasing 93 percent versus the previous six months. In the European market, the jalapeno, piquillo and cayenne peppers showed the strongest increases in demand. In the United States, the jalapeno, banana, pepperoncini and poblano showed the greatest growth for the last six months of 2013. Named the Kalsec® HeatSync® Heat Indexes, these measurement tools follow usage of over 30 different peppers. In collaboration with market data from **Mintel's Menu Insights** and the **Global New Products Database (GNPD)**, the US Index evaluates over 2,400 restaurant food and drink menus while the EU Index measures European new retail product introductions. Additionally, Kalsec's most recent research indicates that three-fourths of US consumers now eat hot and spicy foods at least once a week. "Our research confirms the continued

strong consumer demand to include hot and spicy foods as some part of their menu plan" says Gary Augustine, executive director, market development.

The heat indexes are named after the Kalsec® HeatSync® Systems. The Kalsec® HeatSync® Systems are a result of decades of applications and technical expertise in pungency ingredients. Kalsec has perfected the process of managing the amount and delivery of heat, isolating specific components from a wide variety of herbs, spices and vegetables. Each component adds a different element to how the heat is expressed, and with HeatSync® Systems, one can have the ideal heat experience for your application.

## HeatSync systems deliver ultimate control

- Heat Delivery: whether one is looking for a quick or lingering heat for application, or something in between, HeatSync® Systems will deliver precise control.
- Heat Control: sometimes consumers want to experience an intense sensation on the tip of their tongue, a milder heat in the back of their mouth, or a cleansing nasal sensation. With HeatSync® systems, Kalsec® can customize the right heat expression for application.
- Heat Sensation: to deliver an intense raw heat, a pleasant milder experience, or a tingling, numbing sensation; the right HeatSync® System can create a unique experience for one's product.

In addition to HeatSync® Systems, other Kalsec® heat management innovations include Szechuan pepper extract, ClearCap® Super Soluble capsicum, encapsulated extracts and a complete line of specialty peppers that include ancho, chipotle, guajillo, habanero, and jalapeno.

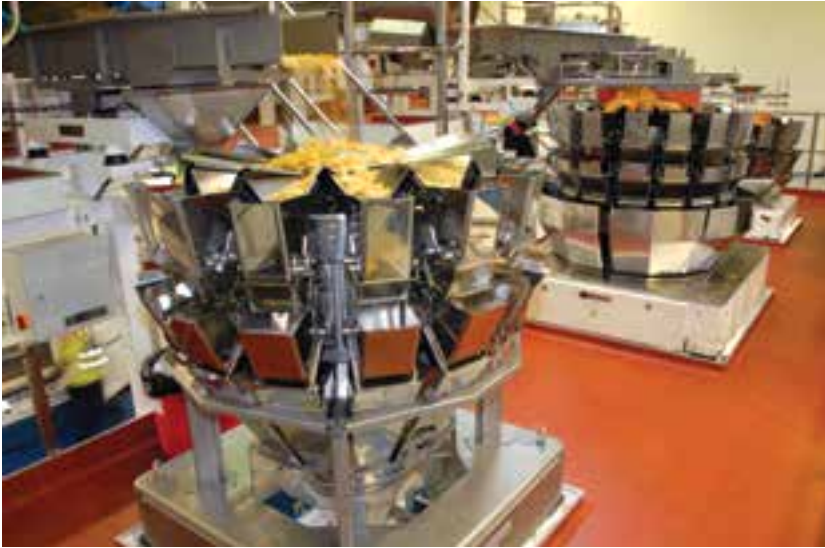
Kalsec's Szechuan pepper extract Szechuan (or Sichuan) peppers have a unique citrus and herbal aroma and flavor that is distinctly different from black, white or chili peppers. Its active ingredient – sanshools -- delivers a tingling, numbing sensation in the mouth. The Szechuan plant belongs to the citrus family and is not botanically related to the black pepper or chili peppers. Szechuan peppers are commonly used in Asian cuisine. Due to its unique ability to enhance other flavors, Szechuan has significant potential beyond traditional flavoring. Kalsec® Szechuan pepper extract is ideal for use in beverages, soups, sauces, salsas, dressings, prepared meals, beans, marinades, meat and poultry products, chocolate/confections and snacks. ■



Three-fourths of US consumers now eat hot and spicy foods at least once a week

## Ishida Helps Pipers Crisps Focus on Quality

The speed and efficiency of **Ishida** multihead weighers at specialist crisp manufacturer **Pipers Crisps** have played a key role in the company's continuing success, which over the past five years has seen an-



Ishida's 14-head CCW-R series model to be installed at Pipers Crisps

nual growth of between 38 and 45 percent. The latest model to be installed at the company's factory in Brigg, Lincolnshire is a 14-head CCW-R series model in a special 'crisp' specification designed to handle product quickly and gently throughout the weighing process. This new packing line also includes an advanced Ishida DACS-G checkweigher for a final quality control check. The R series multihead weigher incorporates Ishida's proven R Series technology comprising its unique combination calculation software, 5-stage digital filter, anti-floor vibration and Ishida-made load cells that enable it to maintain excellent accuracy at high speeds. At Pipers, the weigher is achieving excellent accuracy to within 1 percent of target at speeds of 80 packs per minute for 40g bags and 28 packs per minute for the 150g size, well within the machine's capabilities of a maximum 120 bags per minute. The Ishida DACS-G checkweigher features an Ishida designed, exceptionally fast and accurate digital loadcell that is able to operate with great reliability in the harshest of environments. A unique feature of the loadcell is its ability to switch between two weighing capacities and graduations. ■

## tna Extends Oil Seasoning Offering

Ideal for salty snacks, baked snacks and extruded products that require slurry flavoring in a tumble drum, the high performance **tna** intelli-flav® CLS 3 closed-loop slurry (CLS) seasoning system enhances the homogeneity of the slurry mix. In addition, the fully automated design of the system, including dry seasoning, oil, and other ingredients, reduces the need for dedicated labor and simplifies the production line. Working simply from bags of seasoning powder and a pressurized supply of oil, the new system meters the ingredients to a specified recipe, mixes it using an innovative under-surface mixing head within a double jacketed, heat-controlled heated tank, then applies the slurry to the products via specially designed spray guns. Spraying accuracy is controlled by a high performance, positive displacement pump which measures the actual usage of slurry compared to required levels, adjusting automatically to ensure consistency of application and minimum waste. David Woollard, seasoning group sales manager tna, commented: "Our new **tna** intelli-flav® CLS 3 delivers on seasoning performance and design simplicity for ease of use. Plus, as it can alter both liquid and dry powder proportions for specific recipe variations, it offers the flexibility and control that manufacturers need. For the best results, the new CLS system should be combined



**tna intelli-flav® CLS 3 closed-loop slurry (CLS) seasoning system**

with our main line seasoning system, the **tna** intelli-flav® MLS, to ensure snack products are delivered into the tumbling seasoning bed with minimum waste and product damage." ■

# GULFOOD presents GULFOOD MANUFACTURING. BIG BUSINESS NOW HAPPENS TWICE A YEAR IN DUBAI.



9 - 11 November 2014  
DUBAI WORLD TRADE CENTRE  
[WWW.GULFOODMANUFACTURING.COM](http://WWW.GULFOODMANUFACTURING.COM)

MIX,  
MAKE  
& MOVE

F&B processing, packaging and logistics industries  
finally have the event they deserve in the Middle East and Africa.

INGREDIENTS  
MIDDLE EAST



PROPACK  
MIDDLE EAST



FOOD LOGISTICS  
MIDDLE EAST



If you are looking to buy ingredients, find new equipment,  
or source better logistics solutions, Gulfood Manufacturing  
is the show to visit this November.

- Expand your business
- Cut costs
- Win new customers
- Improve efficiency, quality, security and sustainability
- See the newest cutting edge innovations



MORE THAN 1000 COMPANIES SHOWCASING WORLD CLASS SOLUTIONS

[WWW.GULFOODMANUFACTURING.COM](http://WWW.GULFOODMANUFACTURING.COM)



Organized by  
 DUBAI WORLD TRADE CENTRE

# Sollich Presents New Machines for Confectionery Industry



## The new Conbar production line

At interpack 2014 **Sollich KG** will present their latest innovations in Hall 3, Stand B07/C08. A multitude of newly designed and improved machines for the confectionery industry will be on display. The shown machinery range will represent the intensive research and development of the past years. One highlight of the versatile exhibition range will be the diverse types of the Turbotemper Top tempering machines in various sizes and executions. Together with the automatic Tempergraph for continuous quality control the Turbotemper Top series provides optimum tempering technology with best tempering results. The on-going development of the Flex Temper and the cleaning device allows an optimum use of the machine adapted to the requirements of the consumption when using different chocolate and filling masses. Therefore, oversized tempering machines and high energy consumption are history. In combination with these tempering systems various sieving, mixing and flavor dosing systems will be shown. The extended capacity range of the Reworktemper with capacities of 125 kg/h (new), 250 kg/h and 400 kg/h, guarantees an exact traceability of the raw materials due to direct processing of the rework (chocolate with ingredients like nuts and raisins etc.). With the RWT 125 Sollich offers an economic and efficient solution to operators of smaller moulding plants. Furthermore on display will be different chocolate enrobing machines with working widths of between 320 and 1800 mm as well as a caramel enrobing line type Caramat with 1050 mm working width. All machine types can be supplemented with additional equipment like decorating or sprinkling system and

truffle rolling device. Two newly developed enrobing machines type Temperstatic TTS and TEM 520/620 will also be exhibited. A Sollcotop enrobing system - preferably to be used for top and stripe coating - will also be shown. The Sollcotop is suitable for almost all fluid enrobing masses such as chocolate, compound or sugar icings. A variety of machines for the production of semi-finished products will complement this range. Another highlight will be the new Conbar production line in two different executions with slitting, spreading and cutting station for the production of candy and cereal bars. The design of the new line allows much easier cleaning and is extremely user-friendly. The product range which can be produced with the Conbar line has been extended significantly. Diverse cooling tunnel types with polyurethane and stainless steel covers will be presented in combination with forming and enrobing lines. Sollich will also show a new Sollcofill depositing system suitable for refined processing of biscuits with liquid fillings like caramel, fondant and nut paste cream, jelly, dairy and yoghurt cream or chocolate together with a new sandwiching line type Sollcocap. The improved execution of the precise depositing systems with high capacities allows an accurate production of biscuits with fillings or sandwich cookies. Furthermore on display will be different praline forming machines type Sollformat including type Sollcoform SFP 800 and Cluster Former type CF 420 and Sollcoshot. In addition to exhibiting the numerous process engineering developments, all machines comply with the highest hygiene, cleaning and energy saving requirements of the international customers worldwide. ■



## Innovative Product Ideas for the Yogurt Category

Cultured milk products like yogurt have a very positive image. Yogurt is associated with healthy nutrition, fresh flavor and comparatively low calories. The new Stabisol QCU 2 stabilizing system presents yogurt in a whole new way, by making it formable. Producers can make yogurt cubes for use in salads as a fresh, low-fat alternative to feta cubes. They are easy to manufacture and can be individualized with herbs, olives, dried tomato or even salmon. Production can take place on standard systems; the yogurt must only be mixed with the other ingredients and heated.



**The new Stabisol QCU 2 stabilizing system allows yogurt to be formable**

Greek yogurt has become very popular as it combines two important trends, health and enjoyment. Its only disadvantage was its comparatively high fat content of 10 percent. But with the new Stabisol stabilizing systems it is now possible to make Greek yogurt with fat contents from 0 to 10 percent, with texture, appearance and flavor that are identical to the original. The new product is an ideal solution for dairies that specialize in clean label products. It can be used to make declaration friendly Greek yogurt with 3.5 to 10 percent fat content. **Hydrosol** has also developed stabilizing systems that improve water absorption capability. This makes it possible to enhance the classic product with watery fruit or vegetables, for example with cucumbers for a creamy tzatziki. A positive side effect of this functional system is that it reduces syneresis. ■

**TASTY Froste**  
Excellent Taste

PREMIUM SAOUR QUALITY

With Froste, Nutrition Goes Hand in Hand with Providing Balanced Rich Food and Flavor That Make Eating Well...A Pleasure!

Froste for General Trading LLC  
Owners of Trademark in the Middle East & Europe  
Email: info@saourgroup.com - info@froste.net

SAOUR GROUP  
www.froste.net / www.saourgroup.com

## Sort-to-Grade™ for all G6 Optical Sorters

**Key Technology** announces the availability of its powerful potato strips Sort-to-Grade™ feature for all belt-driven G6 optical sorters – Manta®, Optyx®, and Tegra®. This patented, advanced software-driven intelligence enables sorters to grade by count, accepting or rejecting each defective piece to control the quality of output to a defined grade, as defined by the processor. Sort-to-Grade assures product quality while increasing yields by one to three percent. All sorters make accept/reject decisions by comparing the size and color of each product defect to predetermined criteria. Until now, those decisions have been made regardless of final in-the-bag quality results. Since final product specifications typically allow a specific amount of minor and moderate defects, the operator has historically had to adjust the sorter's accept/reject thresholds subjectively in an effort to make grade given inevitable fluctuations in the quality of incoming product. This traditional approach to sorting can result in too many minor and moderate defects being rejected, creating a significant yield loss. Now, with Key's Sort-to-Grade capability, accept/reject decisions consider how potentially passing a particular defect, based on its size and color, will affect the overall final product quality in comparison

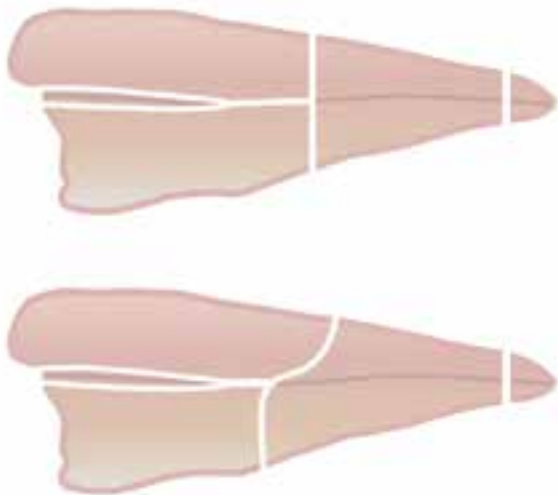


**Key Technology's powerful potato strips Sort-to-Grade™**

to the processor's specifications. Sort-to-Grade allows the sorter to control the quality of its output to a defined grade, objectively sorting by count in real-time with 100 percent inspection. It increases yield by reducing unnecessary rejects while improving the consistency of final product quality and dramatically simplifying the operator's experience. ■

## Marel Introduces FleXicut

Whitefish processing is about to take a giant leap forward, with the launch of **Marel's** FleXicut, a trimming robot for high precision bone detection and re-



**FleXicut cut pattern**

moval. The bones in whitefish are notoriously difficult to locate and remove, and the process traditionally requires a lot of skilled labor. The automation of this process with FleXicut is therefore set to reshape the whitefish industry, as it not only reduces the need for skilled labor, but also greatly improves product handling and yields. The robot incorporates two critical processing steps in one machine; locating the pinbones precisely, and cutting/trimming to remove the bones. The equipment consists of high resolution X-ray detection, image control, and a water-jet cutting mechanism for removing pinbones. "Determining the orientation of the bones is critical to improving the yield," Marel's Director of Product Development *Kristjan Hallvardsson* explains. Cutting out less flesh on the V-cut will leave more on the loin. "At present, 6-10 percent of the fillet is removed manually by the V-cut to take out the pinbones. The goal is to achieve as much as 2-4 percent improvement in yield, which represents significant added value for our customers." Marel has more than 30 years' experience in the fish processing industry and has built on its extensive expertise in portioning, X-ray, and robot technology to develop the FleXicut. ■

# The New Chamber Belt Machine B 210

“With the new chamber belt machine B 210, we want to offer our customers an affordable entry into automated packaging in film pouches”, says Andreas Hackl, Product Manager for chamber machines at **MULTIVAC**. The ma-



The B 210: maximum flexibility

chine is equipped with an electric chamber lid mechanism and an automatic transport conveyor in the chamber for conveying the products out. This provides the customer with a compact and attractively priced solution for automatic packaging in film pouches which only requires a small footprint. Through the attachment of the sealing bars in L-form (on the front and on the right and left side), the B 210 guarantees high product output. Since the B 210 can also be equipped with a product infeed conveyor, it can also be used like a standard chamber belt machine. Due to its modular design, the B 210 can be designed individually to the various needs of customers. The B 210 is equipped with two chamber sizes (W 1150 x D 500 mm or W 800 x D 670 mm) and available with two different chamber lid heights and with different sealing bar arrangements. The height of the transport conveyor in the chamber can be adjusted at the press of a button. This ensures that products of different sizes are packaged wrinkle-free and in a manner that is visually appealing. This simple adjustability guarantees high packaging quality even with frequently changing products. ■

www.awwmag.com

## ARAB WATER WORLD (AWW)

## QUENCHING NATIONS' THIRST!

Serving the Water, Wastewater, Desalination, & Energy Sectors in MENA






THE PIONEERING & LEADING B2B WATER MAGAZINE

Since 1977

Arab Water World (AWW) magazine - Published by CPH World Media www.cphworldmedia.com.lb  
P.O. Box: 13-5121 Chouran - Postal Code: 1102-2602 Beirut, Lebanon - Tel: 961-1-748333 - Fax: 961-1-352419  
Email: info@cphworldmedia.com - Web: www.awwmag.com

## Jason Atherton's First Restaurant to Debut in the Middle East

**InterContinental Hotels Group** announced that celebrity chef Jason Atherton will debut his first restaurant in the Middle East in the upcoming InterContinental Dubai Marina. Atherton cut his culinary teeth in Dubai when he served as executive chef of Gordon Ramsey's restaurant Verre in 2001. He then gained worldwide recognition in 2011 when his flagship London restaurant, Pollen Street Social, was awarded a Michelin star just one year after opening its doors. Having earned accolades including British GQ Chef of the Year, Atherton is now returning to Dubai to expand his international culinary reach, which includes highly acclaimed restaurants in London, Hong Kong, Singapore and Shanghai. The opening of InterContinental Dubai Marina by this year will bring Atherton's upcoming signature restaurant and bar to the cosmopolitan Dubai Marina area. The venture is a culmination of Atherton's international experience and knowledge of the region and will offer an immaculate fine dining experience, as well as a trendy nightspot, for guests and residents alike. Speaking on the restaurant's opening, Atherton said: "The Marina has transformed by leaps and



**InterContinental Dubai Marina bay central**

bounds since I last lived here 10 years ago, and it's exciting to be a part of the area's vibrant culinary scene. I'm looking forward to working with InterContinental Hotels and Resorts and being a part of their repertoire of world-class signature restaurants." ■

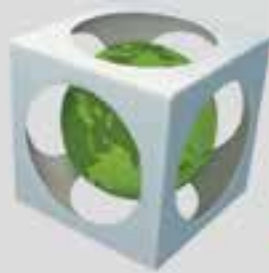
## Wyndham Hotel Group Expands Flagship Brand in Turkey

Committed to the continued global expansion of its flagship Wyndham Hotels and Resorts® brand, Wyndham Hotel Group, the world's largest hotel company with approximately 7,490 hotels and part of Wyndham Worldwide Corporation announced the signing of the **Wyndham Ankara** in Turkey, the company's first Wyn-



**Wyndham Ankara Spa**

dham® hotel in Turkey's capital city. The Wyndham Ankara, owned by **ÖZ İNŞAAT SANAYİ VE TİCARET A.Ş.**, will join three Wyndham hotels open in Turkey since 2012, including the upscale Wyndham Istanbul Kalamis Marina and Wyndham Istanbul Petek in the cosmopolitan city of Istanbul as well as the five-star, 219-room Wyndham Izmir Özdilek in Izmir. The agreement supports Wyndham Hotel Group's aggressive global expansion of the Wyndham brand, which currently consists of 170 hotels throughout the world, 30 of which are situated throughout Europe and the Middle East. "The Wyndham Hotels and Resorts brand is expanding rapidly across the globe and the signing of Wyndham Ankara is testament to that growth," said Rui Barros, Wyndham Hotel Group's senior vice president and managing director for Europe, the Middle East and Africa. "It is a key part of our strategy to maintain this growth for our flagship brand while providing travelers with first-rate accommodation in key destinations." Anticipated to open this summer, the 138-room Wyndham Ankara has undergone extensive renovations to align its offerings with the upper-upscale Wyndham Hotels and Resorts brand. ■



# EURASIA **PACKAGING**® 2014 İSTANBUL

20th International Packaging Industry Fair

**September 18 - 21, 2014**

Co-located with

İSTANBUL  
**FOOD-TECH**  
2014

[www.packagingfair.com](http://www.packagingfair.com)



PACKAGING MANUFACTURERS  
ASSOCIATION



**TÜYAP İSTANBUL**



TÜYAP FAIR CONVENTION AND CONGRESS CENTER  
Büyükdere, İstanbul / Turkey

THIS FAIR IS HELD UPON THE AUTHORIZATION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY, IN ACCORDANCE WITH LAW NUMBER 5174.

## Man'oushe Street Signs Master Franchise

Man'oushe Street, a popular Middle Eastern eatery that serves traditional, home-styled street food, has announced the signing of its first batch of master franchise agreements that will see the upcoming opening of



**Jihad El Eit, Founder and CEO, Man'oushe Street and Ahmed Amin, Deputy CEO, Wadi Degla**

90 new branches across 5 markets—covering Europe, Egypt and UAE. Major global group, **Wadi Degla Holding**, has signed a franchise agreement for the opening of 35 new Man'oushe Street branches in Europe, covering key areas like Luxembourg, Belgium and the Netherlands, and 50 new branches in Egypt. Man'oushe Street has also signed a franchising deal with UAE-based **BLOOM Restaurant Management**, for the establishment of five new branches in Abu Dhabi, which is set to open its first location in the next few months. The opening of these 90 new facilities is expected to follow the success and overwhelming response generated by Man'oushe Street's nine original branches in the UAE. According to the restaurant senior executives, Wadi Degla will be investing over USD 30 million for its local operations and international expansion until 2019. Meanwhile, the BLOOM Restaurant Group is looking to invest USD1 million or the opening of five new branches in Abu Dhabi over the next four years. The signing of these new franchise agreements proves to be both timely and strategic as recent industry reports have revealed that the UAE's fast dining segment is forecasted to grow from USD 0.2 billion in 2013 to USD 0.4 billion in 2017. ■

## Just Falafel Opens its First Shop in Australia

**Just Falafel**, the UAE-based company that elevated the traditional Middle Eastern food into a global phenomenon opened its first Australian shop in the popular city of Sydney, Australia, further solidifying Just Falafel as a household name that spans continents. "Earlier this year Just Falafel announced an expansion into North America, and we are now thrilled to be expanding into the continent of Australia. The openings in Australia are a tremendous milestone for the company, and a great start what will be a very successful 2014. As a homegrown business from Dubai, we are looking forward to sharing fresh, healthy falafel with a diversity of people worldwide." said *Fadi Malas*, CEO, Just Falafel. The 1,291 square-foot, 20-seater restaurant will be located in Parramatta, Sydney and will feature a new twist on the traditional menu with *The Australian*. The local special will feature signature falafels topped with fruity mango salsa, fresh avocado, and crisp cucumber and lettuce. Just Falafel has partnered with **Sherkawi Group International**. Additional franchising opportunities will be available in the rest of Australia as well as sub-franchising opportunities in Sydney and Melbourne.



**The 20-seater restaurant will be located in Parramatta, Sydney**

Established in 2007, Just Falafel's vision is to create specialised centres of excellence in fast food, elevat-

ing the status of the falafel from the Middle East to a global phenomenon, while keeping in mind superior quality, taste, and value. ■

# Events

## Events Preview

CIBUS 2014: A Strategic Platform.....	P.62
Africa's Biggest Business Opportunities Expo Turns 21.....	P.62
Saudi Food, Hotel & Hospitality 2014 Highlights Growth.....	P.63

## Events Review

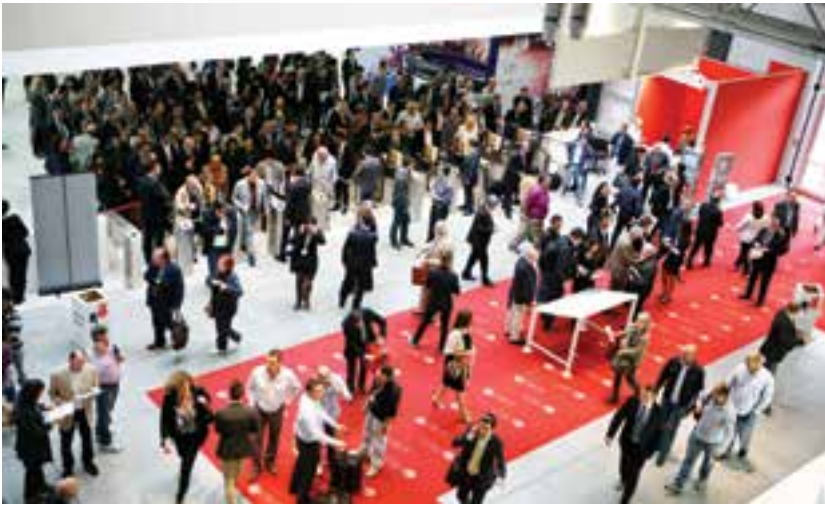
Gulfood Awards 2014 Recognize Excellence in F & B Industry.....	P.64
2014 Europain & Intersuc Closes its Doors.....	P.65



Photo courtesy of Gulfood

## CIBUS 2014: A Strategic Platform

A year away from Expo 2015, the new development of Cibus 2014, which will take place in Parma from the 5<sup>th</sup> to the 8<sup>th</sup> May, means a great variety of exhibitors, from large food companies to medium and small food enterprises, from national and international distributors



The 17<sup>th</sup> Cibus Food Fair will include new features that change the traditional international fair

to retailers and duty free companies, from producers of made in Italy product to producers of organic products, gluten free products, from traditional catering to travel and business catering. The focus countries will be Germany, France, UK, Switzerland, Benelux within Europe and USA, Canada, Brazil, Japan and Russia for outside Europe. Furthermore, a special attention will be paid to countries in South East Asia (ASEAN), thanks to the great success story of the joint initiative Cibus/Aniga-Koelnmesse, which brought hundred Italian companies to the Thaifex Fair in Bangkok in 2013. As a result, the amount of Italian exhibitors there in 2014 will double. The cooperation between **Fiere di Parma** and **Koelnmesse** has been so fruitful that there is a new project for a similar cooperation in Beijing, China. On another note, export is not an exclusive option for large food companies, but must involve also medium and small enterprises. For this purpose, the new area "Italian Region B2B" has been introduced at Cibus 2014. Here the medium and small enterprises from different Italian regions, that produce traditional Italian food, will be able to showcase their products to foreign import companies looking for fine food. ■

## Africa's Biggest Business Opportunities Expo Turns 21

Billed as the biggest business opportunities event on the African continent, SAITEX, the Southern African International Trade Exhibition celebrates its 21<sup>st</sup> edition this year. With close to 1,000 exhibiting companies from 50 countries (25 percent of the world's nations) descending on Johannesburg every year to pursue business opportunities in the retail sector with importers, agents, distributors, wholesalers, chain stores and entrepreneurs, this 'coming of age' event could not be better timed. International business interest in Africa is at an all time high as research shows that seven out of the world's ten fastest growing economies are in Africa. The continent's relatively young population, rapidly growing middle classes and annually increasing disposable incomes set against otherwise stagnant world consumption are a marketer's dream. SAITEX is co-located with Africa's Big Seven, the region's major food & beverage industry event. Together these combined expos attract 16,500 buyers from 52 countries. Supported by the City of Johannesburg, the **Consumer Goods Council of SA**, the **South African National Halaal**



Lawrence Cotney was pleased with business at AB7

**Authority**, other role players and leading media groups, these events take place at Gallagher Convention Centre from 22 – 24 June 2014. AB7 covers seven specialised sectors including everything from fresh produce and ingredients to manufacturing technologies, processing and packaging equipment, retail ready products, hospitality, retail and international catering and much more. ■



# Saudi Food, Hotel & Hospitality 2014 Highlights Growth

Under the Patronage of Ministry of agriculture, the biggest food, hotel and hospitality event in Saudi Arabia is set to be held from 13 – 16 April 2014 at the Jeddah Center for Forums and Events of Jeddah Chamber of Commerce and Industry Exhibition and organized by **Al-Harithy Company for Exhibitions (ACE)**.

The 19th edition, Saudi Food, Hotel & Hospitality, is to replicate the significant growth and development that Saudi Arabia's food and tourism sectors are experiencing. The event will showcase a wide range of food and beverages, hotel equipment and supplies, kitchen and catering equipment. These vital industry sectors will all be present at the exhibition with the participation of over 400 national and international companies from Bahrain, China, Cyprus, Egypt, India, Indonesia, Italy, Jordan, Lebanon, Malaysia, Pakistan, Turkey and USA. Present alongside will be the large Saudi participation representing companies dealing in food, beverages, catering, hotel equipment, supplies and services. In addition, the four-day international exhibition incorporates Jeddah Open Cooking Championship and Art de Table contests, sponsored by **Nestle** will feature culinary skills of chefs from the finest hotels and restaurants and adjudicated by a panel of international experts.

Saudi Arabia continues to be the single-largest market for food and beverages in the Gulf, accounting for 63 percent of all of the region's imports. The value of the Saudi Halal food market alone is estimated at USD 6 billion annually. With a 27 million population, estimated to grow to 50 million over the next decade, there are innumerable opportunities for a host of businesses in the food, catering, hotel and hospitality industry. In addition, nearly 7 million foreign residents and more than 5 million visiting pilgrims annually are seeking diversified and quality products. It is also worth-noting that consumers have become more selective in terms of nutritional value, quality, and price. Quoting the organizers: "This show is organized in light of the exciting developments in Saudi Arabia's hotel industry and consistent with our continued efforts to make our events truly relevant to the needs of our clients."

Saudi food, hotel and hospitality Arabia comes at a time when the Kingdom's food and hospitality industries are experiencing rapid growth as more prestigious properties and new hotels are built for



**Kingdom of Saudi Arabia is witnessing a boom in the hotel and hospitality sector**

the rising number of tourists who are visiting Saudi Arabia every year. Meanwhile, the Kingdom's tourism market exceeds USD 15 billion annually and expected to reach USD 60 billion by 2019. The direct contribution of travel and tourism to Saudi Arabia's GDP is expected to reach USD 14.9 billion. Saudi Arabia's hotel and hospitality industry is set to grow with in-bound travel that continues to increase, thanks to pilgrims and business visitors. As such the Kingdom is already witnessing a boom in the hotel and hospitality sector. Plans are being executed for increasing hotel rooms, furnished apartments, leisure resorts, restaurants and food outlets.

Jeddah based Al-Harithy Company for Exhibitions is Saudi Arabia's main event organizer. The first to own dedicated exhibition venues and organize international trade shows in the Kingdom, Al-Harithy has, over more than 30 years, staged in excess of 500 successful exhibitions across a wide range of industry sectors. The company's impressive track record and wealth of expertise provides the assurance that company's products and services are promoted with the highest degree of professionalism. ■

# Gulfood Awards 2014 Recognize Excellence in F & B Industry

The winners of the fifth Gulfood Awards, the Middle East's most highly-regarded food and beverage accolades, were crowned at a spectacular gala dinner at the five-star Conrad Dubai on the opening day of Gulfood 2014.

Organized by **Dubai World Trade Centre**, the awards were judged by an international panel of independent industry experts and attracted more than 250 entries from 19 countries. Twenty different accolades were presented including: best newcomer brand or business, best new halal food, best environmentally sustainable initiative and best trade stand. Innovation was a key highlight this year and was recognized in products, foodservice and catering equipment.

The Gulfood Industry Outstanding Achievement Award, in recognition of a company or personality demonstrating outstanding commitment and achievement within the Middle East's food and beverage industry, was presented to Alen Thong, Coordinator of the Emirates Culinary Guild and Managing Director of John Holt Foods, a long standing Gulfood supporter and participant.

*Trixie LohMirmand*, Senior Vice President of Dubai World Trade Centre, said: "The exceptional caliber of

entries received this year highlights the widespread talent and innovation flourishing in our region. As the world's biggest annual food and hospitality trade exhibition, Gulfood consistently attracts industry leaders from every global market and to see the best of the best carried through to the Awards further enhances the show's reputation."

For the first time this year, Gulfood Awards winners' products - from best packaging to new foods - will be displayed in the newly-launched Innovation Gallery in DWTC's Sheikh Saeed Halls.

Gulfood Award Winners 2014 include:

- Best Trade Stand up to 40m<sup>2</sup>: **Al Rifai**
- Best Trade Stand over 100m<sup>2</sup>: **Agthia Group**
- Best New Functional Food or Drink: **Genius Foods** – for Genius White Sandwich Loaf
- Best New Health Food or Beverage: **IFFCO** – for Al Baker Multigrain Atta
- Best Sustainable Catering Equipment Innovation: **IMC** – for WasteStation
- Best new Halal food: **Al Watania Poultry** – for Skin Packs
- Best New Health and Wellbeing initiative: **Unilever** – UFS Food Safety
- Best environmentally sustainable initiative: **Lupin Foods Australia**



Gulfood Awards 2014

• Best consumer marketing campaign: **IFFCO** – Noor “I want the Best”... Big Idea  
Gulfood is the world’s largest and most important annual industry event and a strategic platform for buyers and sellers to conduct direct business face-to-face. The exhibition is a showcase for manufacturers, distributors and suppliers from around the world, representing all key sectors within the food and hospitality trade.

Full list of Gulfood Award 2014 Winners can be found below:

- Best new non-alcoholic beverage – The Original Drinks and Food Co. – Rochester Ginger
- Best new functional food or drink – Genius Foods – Genius White Sandwich Loaf
- Best newcomer brand or business – Genius Foods – Genius White Sandwich Loaf
- Best new Halal food – Al Watania Poultry – Skin Packs
- Best new fast food product or innovation – Compagnia Alimenare Italiana – Extra Virgin Olive Oil Spray
- Best new baked or confectionery product – Y3K Foods – 3K Water Baked Cheesecakes
- Best new frozen or chilled food – Globex Interna-

- tional – FISH BOOM Smoked Swordfish
- Best new health food or beverage – IFFCO – Al Baker Multigrain Atta
- Best health and wellbeing initiative – Unilever – UFS Food Safety
- Best new foodservice innovation – Groix & Nature Lobster Oil
- Best environmentally sustainable initiative – Lupin Foods Australia
- Best consumer marketing campaign – IFFCO – Noor “I want the Best” ... Big Idea
- Best new catering equipment innovation – TSSC – Baby Jaws Under the Counter Bottle Breaker
- Best sustainable catering equipment innovation – IMS – Waste Station
- Best light equipment innovation – Muddle Me – PacoJet 2
- Best heavy equipment innovation – MKN – FlexiCombi
- Best trade stand up to 40m<sup>2</sup> - Al Rifai
- Best trade stand between 40 - 99 m<sup>2</sup> - Go Fast Sports
- Best trade stand over 100m<sup>2</sup> - Agthia Group
- Outstanding achievement award – Alen Thong, Coordinator Emirates Culinary Guild and Managing Director of John Holt Foods. ■

## 2014 Europain & Intersuc Closes its Doors

The world’s largest bakery and pastry shop has just closed its doors after 5 very positive days in Paris-Villepinte, alongside SuccessFood, the contemporary food service exhibition. From 8 to 12 March 2014, the 804 exhibitors and brands represented at Europain & Intersuc and SuccessFood welcomed 76 950 professionals, including 30 percent from outside France, who came in even larger crowds than before to discover the offering and new products on show.

Know-how and creativity, of product and equipment manufacturers as well as service providers in the baking, pastry, chocolate and confectionery-making industry were there for all to witness. Both were highlighted through the 2480 demonstrations over the 5 days of show. In spite of the subdued general economic situation, this year’s Europain & Intersuc exhibition kept in line with the sector’s dynamism, with buoyant business activity, and many events and competitions for artisans and industrialists alike. The second SuccessFood edition, for its part, has confirmed its support to the bakery-pastry market’s new trend of offering throughout the day foodservice to its customers, and showcased many new and exciting savory treats or equipment for the bakeries lunchtime offer. The atmosphere in the competition areas was electric. They were the stage for the Bakery Masters, the International Confectionery Art Competition, the French Schools Cup, the selection rounds for French Coffee Championships and the selection round for the Bocuse d’Or France, which brought the event to a close in style. ■



Europain & Intersuc exhibition welcomed 76 950 professionals

tionery Art Competition, the French Schools Cup, the selection rounds for French Coffee Championships and the selection round for the Bocuse d’Or France, which brought the event to a close in style. ■

## 2014

## April

 Saudi Arabia**Saudi Food, Hotel & Hospitality Arabia**

Saudi Arabia's 19<sup>th</sup> International Event for Food, Beverages & Catering, Hotel Equipment, Supplies & Services  
13 - 16

Jeddah Centre for Forums & Events  
Jeddah - Saudi Arabia

**Info:**

Al Harithy Company for Exhibitions Ltd

**Tel:** +966 (02) 654 6384

**Fax:** +966 (02) 654 6853

**Email:** [ace@acexpos.com](mailto:ace@acexpos.com)

**Web:** [www.acexpos.com](http://www.acexpos.com)

 Turkey**Fi Istanbul**

International Food Ingredients Exhibition  
13 - 16

Lütfi Kırdar Istanbul Convention & Exhibition Centre  
Istanbul - Turkey

**Info:**

United Business Media

**Tel:** +31 34 65 59 444

**Email:** [JBlack@cmpinformation.com](mailto:JBlack@cmpinformation.com)

**Web:** [www.ubm.com](http://www.ubm.com)

 Algeria**DJAZAGRO 2014**

The Crossroads of Food Industries  
21 - 24

Safex Exhibition Park  
Algiers - Algeria

**Info:**

Christophe Painvin

Comexposium

**Tel:** +33 (0)1 76 77 11 11

**Fax:** +33 (0)1 76 77 12 12

**Email:** [djazagro@comexposium.com](mailto:djazagro@comexposium.com)

**Web:** [www.comexposium.com](http://www.comexposium.com)

## June

 South Africa**Africa's Big Seven 2014**

The continent's largest food and beverage industry trade event  
24 - 26

Gallagher Convention Centre  
Johannesburg - South Africa

**Info:**

Lineke Van Der Bruggen

Exhibition Management Services - EMS

**Tel:** +27 11 78 37 250

**Fax:** +27 11 78 37 269

**Email:** [admin@exhibitionsafrica.com](mailto:admin@exhibitionsafrica.com)

**Web:** [www.exhibitionsafrica.com](http://www.exhibitionsafrica.com)

## September

 Saudi Arabia**Saudi Agriculture**

The 33<sup>rd</sup> International Agriculture, Water & Agro-Industry Trade Show  
07 - 10

Riyadh International Convention & Exhibition Center (RICEC)

Riyadh - Saudi Arabia

**Info:**

Riyadh Exhibitions Company (REC)

**Tel:** +966 1 454 1448

**Fax:** +966 1 454 4846

**Email:** [esales@recexpo.com](mailto:esales@recexpo.com)

**Web:** [www.recexpo.com](http://www.recexpo.com)

 Turkey**Eurasia Packaging Istanbul 2014**

20<sup>th</sup> International Packaging Industry Fair  
18 - 21

Tüyap Fair Convention & Congress Center  
Istanbul - Turkey

**Info:**

Tüyap Fairs & Exhibitions Organization Inc.

**Tel:** +90 (212) 867 11 00

**Fax:** +90 (212) 886 93 99

**Email:** [sales@tuyap.com.tr](mailto:sales@tuyap.com.tr)

**Web:** [www.tuyap.com.tr](http://www.tuyap.com.tr)

## November

 UAE**Gulfood Manufacturing 2014**

Ingredients, machinery, packaging and logistics industries

09 - 11

Dubai World Trade Center  
Dubai - UAE

**Info:**

Dubai World Trade Center

**Tel:** 971(4) 332 1000

**Fax:** +971(4) 331 2173

**Email:** [info@dwtc.com](mailto:info@dwtc.com)

**Web:** [www.dwtc.com](http://www.dwtc.com)

 UAE**SIAL Middle East 2014**

The Middle East Food Exhibition  
23 - 25

Abu Dhabi National Exhibition Center - ADNEC

Abu Dhabi - UAE

**Info:**

Rizwan Mustafa

Sial Group

**Tel:** +971 4 346 6673 Ext: 101

**Fax:** +971 (0)2 401 1949

**Email:** [r.mustafa@sialme.com](mailto:r.mustafa@sialme.com)

**Web:** [www.sialme.com](http://www.sialme.com)

## December

 UAE**Hallal Middle East 2014**

2<sup>nd</sup> OIC Hallal Middle East Exhibition & Congress

16 - 18

Expo Centre Sharjah  
Sharjah - UAE

**Info:**

Sandeep Bolar

Expo Centre Sharjah

**Tel:** +971 6 599 1204

**Fax:** +971 6 577 0111

**Email:** [Sandeep@expo-centre.ae](mailto:Sandeep@expo-centre.ae)

**Web:** [www.expo-centre.ae](http://www.expo-centre.ae)

If you would like to run your event in this space, kindly send all necessary details to [services@cphworldmedia.com](mailto:services@cphworldmedia.com)

**DEEB ECH**  
Equipment for production

- FOOD
- BEVERAGE
- BAGGY
- DETERGENTS
- COSMETICS
- PRINTS
- PHARMACEUTICALS

Please refer to page 48

SOLE AGENT IN THE MIDDLE EAST  
MADE IN USA

TSANGLER, pon pack, ADCO, LENCING, HAN

taste the difference...

For Country Distribution, Private Label, Contract Manufacturing, Please Contact:  
af@dofreeze.com  
stsales@dofreeze.com

Tel: +9714 8528130 / 31 / 32, Web: www.dofreeze.com  
Address: 16003, F & B Zone, Dubai Industrial City, Emirates Road, Dubai, P.O. Box 154253

**Dofreeze**  
The fresh approach

seasoning + coating systems

design  
engineering  
manufacturing  
installation  
service  
training

**HEAT AND CONTROL**

info@heatandcontrol.com | heatandcontrol.com

**kalsec**

+44 (0) 1638 715 011 kalsec.com

Producers of Spice & Herb Extracts, Natural Colours, and Antioxidants.

Bright and Stable Natural Colours

For more information contact:

- KANEGRADE Dubai**  
Tel: +971 (4) 6091 6097  
Mobile: +971 (50) 5542 669  
info@kanegradedxb.ae
- KANEGRADE UK**  
Tel: +44 (0)1438 742 242  
www.kanegrade.com

**KANEGRADE**  
in touch with nature

info@kanegrade.com

We are experts in emulsifiers and stabilizers for

- Bakery
- Confectionery
- Dairy
- Ice cream
- Margarine
- Mayonnaise
- Dressings

**Palsgaard**  
Heart-healthy people

— and we are happy to share our expertise with you!

Local office  
Palsgaard Middle East FZC  
Dubai, U.A.E.  
Phone: +971 588 006 300  
meh@palsgaard.ae  
www.palsgaard.com

Whole-plant Automatic Equipment for Food, Chemical, Pharmaceutical & Packaging Industry

AGM & Multi-Weigher AUTOMATIC BAG PACKING MACHINE

SF BOTTLE FILLING MACHINE

**SAN TUNG MACHINE INDUSTRY CO., LTD.**  
No. 29, Mia An Rd., Xuzhuang Dist., New Taipei City 24256, Taiwan  
Tel: 886-2-2803-6445 Fax: 886-2-2804-4358 E-mail: stmi@mts27.hinet.net  
www.santung.com

Leading global supplier of integrated food packaging solutions

**tna**  
packaging solutions

bachar ghadri » general manager - middle east & india  
» p +971 4 8861163 » info@tnasolutions.com

tnasolutions.com

rethink the conventional  
tnasolutions.com

Advertisers	Websites	Page #
Beumer	<a href="http://www.beumergroup.com">www.beumergroup.com</a>	15
DEEB-TECH	<a href="http://www.deeb-tech.com">www.deeb-tech.com</a>	49/67
Doehler GmbH	<a href="http://www.doehler.com">www.doehler.com</a>	OBC
DOFREEZE LLC	<a href="http://www.doofreeze.com">www.doofreeze.com</a>	67
DWTC (Gulfood Manufacturing 2014)	<a href="http://www.gulfoodmanufacturing.com">www.gulfoodmanufacturing.com</a>	53
Exhibition Management Services (Pty) Ltd. (Africa's Big Seven & SAITEX 2014)	<a href="http://www.exhibitionsafrica.com">www.exhibitionsafrica.com</a>	41
Froste for General Trading L.L.C.	<a href="http://www.froste.net">www.froste.net</a>	55
GNT	<a href="http://www.gnt-group.com">www.gnt-group.com</a>	09
Handtmann Maschinenfabrik GmbH & Co. KG	<a href="http://www.handtmann.de">www.handtmann.de</a>	19
Heat & Control Pty Ltd.	<a href="http://www.heatandcontrol.com">www.heatandcontrol.com</a>	67
ISHIDA	<a href="http://www.ishidaeurope.com">www.ishidaeurope.com</a>	13
KALSEC	<a href="http://www.kalsec.com">www.kalsec.com</a>	03/67
Kanegrade Ltd.	<a href="http://www.kanegrade.com">www.kanegrade.com</a>	67
KWT Machine Systems Co. Ltd.	<a href="http://www.kwt.com.tw">www.kwt.com.tw</a>	29
NETZSCH	<a href="http://www.netzsch.com">www.netzsch.com</a>	33
Palsgaard A/S	<a href="http://www.palsgaard.com">www.palsgaard.com</a>	67
RADEMAKER	<a href="http://www.rademaker.com">www.rademaker.com</a>	25
Reed Tüyük Fuarçılık A.Ş. (Eurasia Packaging Istanbul 2014)	<a href="http://www.packagingfair.com">www.packagingfair.com</a>	9
SALTEK S.A.L.	<a href="http://www.saltek.com.lb">www.saltek.com.lb</a>	IFC
SAN TUNG MACHINE INDUSTRY CO. LTD	<a href="http://www.santung.com">www.santung.com</a>	47/67
Stern-Wywiol Group (Hydrosol)	<a href="http://www.hydrosol.de">www.hydrosol.de</a>	23
TNA	<a href="http://www.tnasolutions.com">www.tnasolutions.com</a>	67
TROOSTWIJK Veilingen b.v.	<a href="http://www.TroostwijkAuctions.com">www.TroostwijkAuctions.com</a>	45
YAMATO Scale Co. Ltd.	<a href="http://www.yamato-scale.co.jp">www.yamato-scale.co.jp</a>	IBC

## Reprint Guidelines

Reprints of the Middle East Food magazine's special reports and articles are available for a minimum order of 5 copies. Customization options are available for establishments at a minimum order of 100 copies. For a list of our previous and coming reports and articles, kindly consult our website for the yearly editorial program at <http://www.mefmag.com> or simply contact us for a printed copy at [info@cphworldmedia.com](mailto:info@cphworldmedia.com)  
Send all reprint orders to our address at the end of the page

## Subscription & Membership

**Middle East Food (MEF)** magazine can be received monthly by subscription. The yearly subscription rate to **MEF** is: Lebanon \$25, Arab Countries, Iran & Cyprus \$65, Europe, Turkey & Africa \$95 and other Countries \$120. Further information on multi-year subscription rates and membership privileges can be found on the inserted subscription & membership card. For special student and group/bulk subscription rates, please send your request to, Mr. Jad Aboulhosen

(Circulation & Marketing Manager) at: [subscriptions@cphworldmedia.com](mailto:subscriptions@cphworldmedia.com)

## Editorial Regulations

Since we always aim to provide our readers with the latest and most important editorial content, and since we try to act as an information bridge / link between high-tech countries and the developing countries of the MENA region, we mention hereby the conditions for publishing editorial material in **MEF**, hoping that these instructions will be respected by authors. **MEF's** editorial material is divided into articles and press releases. The press release is 200 to 400 words, while the article is 1 thousand to 1,500 words. The English article has at its end an Arabic translation (one third of the original article). The article is published for free, and a proper acknowledgement is made at its end. All material submitted to the publisher (**CPH**) and relating to **MEF** will be treated as unconditionally assigned for publication under copyright subject of the Editor's unrestricted right to edit and offer editorial comment. **MEF** assumes no responsibility for unsolicited material or for the accuracy of information thus received. **MEF** assumes, in addition, no obligation for return postage of material if not explicitly requested. Editorial Material (text & photos) can be sent to Editorial & Research department by air-mail (see posted address below or email at [content@cphworldmedia.com](mailto:content@cphworldmedia.com) (text MS Word document accompanied with two or more images having a resolution of 200 DPI or more).

## توجيهات إعادة الطبع

تتوفر تراخيص إعادة طباعة التقارير الخاصة والمقالات الواردة في مجلة مأكولات الشرق الأوسط وفق حد أدنى في الطلب لا يقل عن مئة نسخة.  
كما تتوفر للمؤسسات خيارات تعديل هذه المواد حسب الطلب وفق حد أدنى لا يقل عن مئة نسخة.  
للحصول على لائحة بالمواضيع السابقة والقادمة، الرجاء زيارة موقعنا الإلكتروني للإطلاع على البرنامج التحريري السنوي <http://www.mefmag.com> يمكنكم أيضاً مراسلتنا على عنوان البريد الإلكتروني: [info@cphworldmedia.com](mailto:info@cphworldmedia.com)  
تُرسَل طلبات إعادة الطباعة على عنواننا في آخر الصفحة.

## الإشتراك والعضوية

يمكن الحصول على مجلة "مأكولات الشرق الأوسط" شهرياً، عبر الإشتراك. تبلغ قيمة الإشتراك السنوي ٢٥ دولاراً للمشاركين من لبنان و ٦٥ دولاراً للمشاركين من البلدان العربية وإيران وقبرص و ٩٥ دولاراً للمشاركين من تركيا، أفريقيا، وأوروبا و ٩٥ دولاراً للمشاركين من البلدان الأخرى. للحصول على المزيد من المعلومات حول الإشتراك لعدة سنوات في المجلة، أو حول المنافع التي يستفيد منها المشتركون، الرجاء مراجعة بطاقة الإشتراك والعضوية. أما الطلاب الذين يرغبون في الحصول على حسومات خاصة على بدلات الإشتراك في المجلة، فالرجاء الإتصال بالسيد جاد أبو الحسن - مدير الإشتراكات والتسويق على عنوان البريد الإلكتروني التالي: [subscriptions@cphworldmedia.com](mailto:subscriptions@cphworldmedia.com)

## شروط نشر المقالات

حرصاً منا على تقديم أهم المواد التحريرية وأحدثها التي قرأنا واستكمالاً للهدف الذي أسست من أجله المجلة، وهو أن تكون الجسر الذي يربط بلدان الشرق الأوسط وشمال أفريقيا بالبلدان الرائدة في حقل المأكولات في العالم، نوضح في ما يلي شروط نشر المقالات في مجلة "مأكولات الشرق الأوسط" إلى ثلاثة أقسام: المقالات، الأخبار الصحفية والمقالات التي تركز على إحدى خصائص المأكولات.  
يحتوي الخبر الصحفي على ٢٠٠ إلى ٤٠٠ كلمة، ويشغل المقال العادي ١ إلى ٣ صفحات (أي ١٠٠٠ إلى ١٥٠٠ كلمة). ويركز على المواضيع التي يتطرق إليها العدد (مراجعة الملف الإعلامي الخاص بالمجلة).  
- يتضمن المقال المكتوب باللغة الإنكليزية ملخصاً بالعربية عند نهايته لا يتعدى ثلث المقال الأصلي.  
- ترسل مواد التحرير (النص والصور) إلى قسم التحرير والأبحاث، بواسطة البريد الجوي (يرجى مراجعة العنوان البريدي أدناه) أو البريد الإلكتروني: [content@cphworldmedia.com](mailto:content@cphworldmedia.com) - ترسل المقالات والأخبار على برنامج مايكروسوفت وورد. في ما يتعلق بالصور فإما أن ترسل بواسطة البريد الجوي (على قرص مدمج) أو بواسطة البريد الإلكتروني على أن تكون واضحة جداً (200 دي.بي. أي أو أكثر).

AGENTS	FRANCE & BENELUXE	Mr. Romain Linguanotto, <b>Def &amp; Communication</b> Tel: 33-1- 47307180 Fax: 33-1-47300189 Email: <a href="mailto:rlinguotto@descommunication.com">rlinguotto@descommunication.com</a>	U.K., IRELAND & SCOTLAND	Mr. Stuart Smith <b>Global Media Sales Ltd, (gms)</b> Tel: 44-2084-645577 Fax: 44-2084-645588 Email: <a href="mailto:stuart.smith@globalmediasales.co.uk">stuart.smith@globalmediasales.co.uk</a> Web: <a href="http://www.globalmediasales.co.uk">www.globalmediasales.co.uk</a>
	GERMANY, SWITZERLAND & AUSTRIA	Ms. Sabine Rabus, <b>Eisenacher Medien</b> Tel: 49- 228- 2499860 Fax: 49- 228- 650076 Email: <a href="mailto:sabine.rabus@eisenacher-medien.de">sabine.rabus@eisenacher-medien.de</a> Web: <a href="http://www.eisenacher-medien.de">www.eisenacher-medien.de</a>	UNITED ARAB EMIRATES	Mr. Fouad Hammad, <b>International Advertising LLC</b> Tel: 971-4-2699855 Fax: 971-4-2691514 Email: <a href="mailto:interad@emirates.net.ae">interad@emirates.net.ae</a> Web: <a href="http://www.iamediaservice.com">www.iamediaservice.com</a>
	ITALY	Mr. Fabio Potesta, <b>Mediapoint &amp; Communications SRL</b> Tel: 39-010-5704948 Fax: 39-010-5530088 Email: <a href="mailto:info@mediapointsrl.it">info@mediapointsrl.it</a> Web: <a href="http://www.mediapointsrl.it">www.mediapointsrl.it</a>		

For more information, or if your geographical area is not mentioned above, please contact Mr. Jad Aboulhosen (Circulation & Marketing Manager)

Phone: +961-1-748333 - Fax: +961-1-352419

Middle East Food (MEF) (ISSN 1990-3960) published monthly by:

CPH World Media s.a.r.l

Courier Address: Hamra, Commodore, barouk St., Chatila Bldg (Above Commodore Laundry), 2nd Fl. Beirut-Lebanon

Postal Address: P.O.Box: 13-5121 chouran - Postal Code: 1102-2802 Beirut-Lebanon

Phone: +961-1-748333 - Fax: +961-1-352419

E-mail: [info@cphworldmedia.com](mailto:info@cphworldmedia.com) - Web: [www.mefmag.com](http://www.mefmag.com)

Printed by **Chamas Printing & Publishing**

مأكولات الشرق الأوسط (ISSN 1990-3960) تصدر شهرياً عن:

سي بي أتش وركل ميديا

عنوان البريد السريع: الحمرا، الكوبودور، شارع الباروك، بناية شاتيللا (فوق مصيعة الكوبودور)، الطابق الثاني

العنوان البريدي: ص.ب: ٥١٢١-١٣ شوران، الرمز البريدي: ١١٠٢-٢٨٠٢ بيروت-لبنان

هاتف: +٩٦١-١-٧٤٨٣٣٣ - فاكس: +٩٦١-١-٣٥٢٤١٩

البريد الإلكتروني: [info@cphworldmedia.com](mailto:info@cphworldmedia.com) - الموقع الإلكتروني: [www.mefmag.com](http://www.mefmag.com)

تمت الطباعة عند مضمحل للطباعة والنشر

## Sectors Partnerships Vital for Future Agriculture Industry



## الشراكة بين القطاعات ضرورية لمستقبل قطاع الزراعة

Syed Tariq Husain, CEO of **Emirates Investments Group** in the UAE, said that robust investments in agricultural research and development from the public and private sectors are vital for the on-going growth of the food industries in the region.

“Both public and private sectors need to identify research policies, choose the best technologies to improve productivity in a particular location, and develop investment strategies for expanding agribusiness and infrastructure,” said Husain, a headline speaker at the Agribusiness Outlook Forum, part of AGRA Middle East, which took place from 25 to 27 March at the Dubai International Convention and Exhibition Centre. He also commented: “Countries such as Saudi Arabia have made mistakes in the past by investing in projects like wheat and cattle farming which are highly water intensive and not sustainable. We need to explore alternatives, for example investing in agricultural land abroad or leasing land to a professional who can manage it more efficiently with better practices.”

According to **Global Harvest Initiative's** 2012 Global Agriculture Production Report, food demand in the MENA region is expected to grow at 2.14 percent by 2050. Husain said that regional countries need to prioritise their investments into products, and key geographical locations that are sustainable in order to achieve food security in the region.

He added: “MENA countries can succeed in conducting cost effective policies to achieve sustainable agricultural growth by forming strategic partnerships with countries in the Central Asian Republic, North Africa, Pakistan and Turkey. These countries are easily accessible and have strong transport links to ensure a constant and efficient supply of produce.”

Husain will join an impressive line-up of regional and international agricultural experts at the Agribusiness Outlook Forum, focusing on key issues surrounding the mounting food import bill for the GCC, which is forecast to reach US\$53.1 billion by 2020 according to the **Economist Intelligence Unit**. His presentation will explore how agricultural opportunities, such as corporate farming – large-scale farming with greater economies of scale to large producers – can attract more investors, and will evaluate the different financial options to help minimise risk.

**Syed Tariq Husain**

CEO

Emirates Investments Group

أشار سيد طارق حسين، الرئيس التنفيذي لمجموعة الإمارات للإستثمار ، إلى أن قيام القطاعين الحكومي والخاص بضخ المزيد من الإستثمارات في الأبحاث الزراعية في سبل تطوير القطاع الزراعي ستلعب دورا كبيرا في نموه في المنطقة.

وقال حسين، أحد أبرز المتحدثين المشاركين في ملتقى مستقبل الأعمال الزراعية، المؤتمر الذي تم انعقاده على هامش معرض الشرق الأوسط للزراعة، بين ٢٥-٢٧ مارس على أرض مركز دبي الدولي للمعارض والمؤتمرات: «على القطاعين الحكومي والخاص تحديد سياساتها المتعلقة بالأبحاث واختيار أفضل التقنيات التي من شأنها تحسين الانتاجية في منطقة محددة، وتطوير استراتيجيات استثمارية هادفة للتوسع أكثر في الأعمال الزراعية والبنية التحتية الزراعية. وأضاف: «دول مثل المملكة العربية السعودية ارتكبت أخطاء في الماضي بالاستثمار في مشاريع كزراعة القمح والزراعة الحيوانية والتي تعتبر من الإستثمارات الغير مستدامة والتي تحتاج لكميات كبيرة من المياه. نحن بحاجة لاستكشاف بدائل أخرى، على سبيل المثال الإستثمار في أراض زراعية في الخارج أو تأجير الأراضي لخبراء يمكنهم إدارتها بشكل أكثر فاعلية وبممارسات أفضل».

ووفقاً للتقرير الصادر عام ٢٠١٢ عن مبادرة الحصاد العالمي بعنوان «الانتاج العالمي للزراعة»، فإن الطلب على الطعام في منطقة الشرق الأوسط وشمال أفريقيا يتوقع له أن ينمو بنسبة سنوية مقدارها ٢,١٤ في المئة حتى العام ٢٠٥٠. وأوضح حسين بأن على دول المنطقة تحديد الأولويات في استثماراتها ووضع المنتجات والمناطق الجغرافية الأساسية على رأس هذه الأولويات اذا ما أرادت تحقيق الأمن الغذائي في المنطقة.

وتابع: «يمكن لدول الشرق الأوسط وشمال أفريقيا النجاح في وضع سياسات قليلة التكلفة بهدف تحقيق النمو الزراعي المستدام، وذلك من خلال الشراكات الاستراتيجية مع الدول الواقعة وسط قارة آسيا، شمال أفريقيا، باكستان وتركيا. هذه الدول سهلة الوصول وتحظى بنقاط اتصال قوية مما يضمن استمرارية وكفاءة توريد المنتجات».

وسينضم حسين إلي قائمة من كبار الخبراء في القطاع الزراعي المشاركين في ملتقى مستقبل الأعمال الزراعية، والذي يركز على القضايا الأساسية المحيطة بمعدلات الاستيراد العالية للغذاء في منطقة الخليج، والتي يتوقع لها أن تصل إلى ٥٣.١ مليار دولار أمريكي بحلول العام ٢٠٢٠ وفقاً لوحدة الاستخبارات الاقتصادية. وستسلط الكلمة التي سيلقيها حسين في الملتقى الضوء على الفرص الزراعية، كالشركات الزراعية الكبيرة التي تتمتع باقتصادات كبيرة، ودورها في استقطاب المزيد من المستثمرين، وسيقوم بتقييم الخيارات المالية الأخرى التي من شأنها تقليل المخاطر.

**سيد طارق حسين**

رئيس تنفيذي

مجموعة الإمارات للإستثمار



## Middle East Food (MEF) Subscription Benefits

Renowned the world over as the premier B2B magazine in the MENA region to serve the Food, Beverage, Ingredients, and Packaging sectors **Middle East Food (MEF)** has been published by **CPH World Media** since 1985.

By subscribing to MEF, you will have access to sections covering the latest in the MENA food industry including new innovations, latest technologies, events, market update and much more.



## فوائد الإشتراك في مجلة "مأكولات الشرق الأوسط"

تُعرف مجلة "مأكولات الشرق الأوسط" حول العالم بكونها المجلة المتخصصة الأولى في مجال الأعمال في منطقة الشرق الأوسط وشمال أفريقيا لخدمة قطاعات المأكولات والمشروبات الخفيفة والمكونات والتوضيب. يتم نشر المجلة من قبل سي بي اتش ورلد ميديا منذ العام ١٩٨٥.

إن اشتراككم في مجلة "مأكولات الشرق الأوسط" سيمكّنكم من الاطلاع على الأقسام التي تغطي آخر الأخبار في قطاع المأكولات في منطقة الشرق الأوسط وشمال أفريقيا بما فيها أحدث الابتكارات وآخر التقنيات والأحداث بالإضافة إلى أخبار السوق وغيرها الكثير من المواضيع الأخرى.

## Other Specialized B2B Magazines

**CPH World Media** also publishes the following leading specialized B2B magazines, each of which includes relevant, up-to-date & insightful content related to industry sectors covered by each magazine:

**1. Arab Construction World (ACW):** Covers Building, Machinery, Road & Power sectors, published since 1983.

**2. Arab Water World (AWW):** Water, Wastewater, Desalination, & Energy sectors, published since 1977

**3. MENA Health World (MHW)\*:** Covers Hospital, Medical Equipment, Pharmaceuticals & Nutrition Sectors, published since 1986.

\* MHW magazine is currently suspended due to restructuring; we will resume publishing it later this year.

For further information please contact Jad Aboulhosn, Circulation & Marketing Manager, by:  
**Tel:** +961-1-748333 ext. 202 | **Fax:** +961-1-352419  
**Email:** j.aboulhosn@cphworldmedia.com

## مجلات متخصصة أخرى

كما يصدر عن "سي بي اتش ورلد ميديا" المجالات المتخصصة التالية التي تتضمن أحدث المعلومات المرتبطة بالقطاع الذي تغطيه:

١. عالم الإنشاءات العربي: تصدر منذ العام ١٩٨٣ وتغطي قطاعات البناء ومعدات الإنشاءات والطرق والطاقة.

٢. عالم المياه العربي: تصدر منذ العام ١٩٧٧ وتغطي قطاعات المياه والصرف الصحي وتحلية المياه والطاقة.

٣. عالم الصحة للشرق الأوسط وشمال أفريقيا: تصدر منذ العام ١٩٨٦ وتغطي قطاعات المستشفيات والآلات الطبية والأدوية والغذاء.

\* إن مجلة عالم الصحة للشرق الأوسط وشمال أفريقيا معلق العمل بها حالياً بسبب إعادة هيكلتها وسنستأنف إصدارها في وقت لاحق من هذا العام.

لمزيد من المعلومات الرجاء الإتصال بالسيد جاد أبو الحسن مدير قسم التسويق والتوزيع بواسطة:

الهاتف: +٩٦١-١-٧٤٨٣٣٣ | الفاكس: +٩٦١-١-٣٥٢٤١٩  
عنوان البريد الإلكتروني: [subscriptions@cphworldmedia.com](mailto:subscriptions@cphworldmedia.com)

By Air-Mail  
Par Avion

Place  
Stamp Here

Subscription / Services Department  
**Middle East Food (MEF)**  
P.O. Box: 13-5121 Chouran  
Postal Code: 1102-2802  
Beirut - Lebanon

# Subscription Form

I wish to ...  **Make a new subscription**  **Renew my subscription**

## A - Subscription Rates (Choose your preferred subscription)

	Lebanon	Arab Countries+Iran+Cyprus	Europe+Turkey+Africa	Other Countries / Regions
<b>One Year</b>	\$US 25	\$US 65	\$US 95	\$US 120
<b>Two Years</b>	\$US 50	\$US 105	\$US 160	\$US 210
<b>Three Years</b>	\$US 75	\$US 145	\$US 230	\$US 305

## B - Payment Methods - (If you like to renew your subscription or make a new subscription)

- Cheque made payable to **CPH World Media** - Cheque must be drawn on any U.S. Bank  
 Please charge my credit card: MasterCard / Visa / AMEX

**Your Credit Card Details:** Type:  AMEX  MasterCard  Visa

Number:

Card Holder Name : ..... Card Expiry Date: ..... / ..... / ..... (dd/mm/yyyy) Signature: .....

## C - Entity Details - (Fields marked with a \* should be filled, kindly specify if not available by typing/printing N/A)

Personal Details	Name*:		Position*:	
	Direct Tel: (+ )-( ) ( ) Ext:		Mobile: (+ )-( ) ( )	
	Direct Fax: (+ )-( ) ( ) Ext:		Email:	
Company Details	Name*:		Year Established*:	
	Tel (s): (+ )-( ) ( )		Fax (es): (+ )-( ) ( )	
	Business Activity / Description*:			
	Email*:		http*://	
	Export Markets:		Import Markets:	
	# of Employees*:		Annual Turnover:	
	Brands / Trademarks:			
Address	P.O.Box:		Zip Postal Code:	
	Street / Postal Address*:			
	City*:		State / Province*:	
	Country*:		Date*:	

Kindly photocopy this form as needed & provide us with contact details of your company's agents, branches, etc, for potential inclusion in MEF's circulation list

### Choose any method below to return your order...

<b>1) Scan &amp; E-mail:</b> <a href="mailto:Subscriptions@cphworldmedia.com">Subscriptions@cphworldmedia.com</a>	<b>2) Fax:</b> +961-1-352419	<b>3) Mail:</b> <b>Middle East Food (MEF)</b> magazine P.O. Box: 13-5121 Chouran Postal Code: 1102-2802 Beirut - Lebanon
--	---------------------------------	--

**Yamato**

# Multihead Weighers

**Your Vision, Our Solution**

Yamato has been leading the weighing industry for over 90 years.  
Dataweigh $\Omega$ ™ Checkweigher I series deliver solutions for customer challenge  
with its industry-leading performance.



**Dataweigh  $\Omega$ ™**

**Come See Us** Please contact us and find out exhibiting models.

**interpack**  
PROCESSES AND PACKAGING  
LEADING TRADE FAIR

DÜSSELDORF, GERMANY  
08 TO 14 MAY 2014

**HALL 15**  
**BOOTH # B021**

**Yamato Scale Co., Ltd. Middle East (Branch)**

Dubai Airport Freezone LU-A07, P.O Box 371911

Telephone: +971(0)42952730    Telefax: +971(0)42952729    E-mail: yamato@yme-01.ae    <http://www.yamato-scale.co.jp/en/>



# *Looking for...*

*the perfect appearance,  
tailor-made  
colour solutions,  
natural, brilliant colours,  
standardised & highest quality?*

The first impression is what counts! That is why the colour of a product plays a vital role in consumers' purchasing decisions. But which natural food colour is ideal for your product positioning and food or beverage application? We provide you with more than just a colour! Döhler Colour Solutions offer you brilliant, stable and standardised colouring concentrates and natural colours. Our customised colour nuances are tailored to the technological requirements of your product, meet your consumers' expectations and are true to your product promise. For the perfect product look – from first sight to indulgence!

